

308454-2026 - Result

Italy – Public relations services – Implementing body selection project NORSE

OJ S 87/2026 06/05/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Consorzio per la Tutela dei Vini Valpolicella

Email: amministrazione@consorziovalpolicella.it

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Implementing body selection project NORSE

Description: CONSORZIO TUTELA VINI VALPOLICELLA (the “Proposing Organisation”), with registered office at Via Valpolicella, 37029 San Pietro in Cariano (VR), VAT No. 02202330235, Tel. +39 045 7703194, e-mail: amministrazione@consorziovalpolicella.it, certified e-mail (PEC): info@pec.consorziovalpolicella.it, acting as proposing organisation and coordinator of a partnership including CONSORZIO DEL FORMAGGIO PARMIGIANO REGGIANO, in the framework of the Call for Proposals for EU grants for information provision and promotion measures concerning European agricultural products implemented in the internal market and /or in third countries – AGRIP-SIMPLE-2026, intends to submit a three-year information and promotion programme entitled “NORSE – Noble Origins, Regional Roots, Sustainability, European Excellence” (the “Programme”) and hereby ANNOUNCES pursuant to the relevant provisions of Regulation (EU) No 1144/2014, Commission Delegated Regulation (EU) No 1829/2015, and Commission Implementing Regulation (EU) No 1831/2015, an open competitive tender procedure for the selection of an implementing body (the “Implementing Body”) entrusted with the execution of the actions/activities/initiatives aimed at achieving the objectives set out under the Programme. The Programme will be submitted under Regulation (EU) No 1144/2014 of the European Parliament and of the Council – Call for Proposals 2026 and, if approved, will be implemented in the following target countries: DENMARK, SWEDEN and FINLAND, and will concern the following EU quality products: Amarone della Valpolicella DOCG – wine – CN code 22042168; Valpolicella Classico DOC – wine – CN code 22042168; Valpolicella Ripasso DOC – wine – CN code 22042168; Recioto della Valpolicella DOCG – wine – CN code 22042168; Parmigiano Reggiano PDO – cheese – CN code 0406 90 61. Economic operators meeting the requirements set out in the above-mentioned EU Regulations, as further specified in the following sections, are invited to submit a technical and financial offer in strict compliance with the instructions contained in this tender specifications document (the “Tender Specifications”). It is hereby expressly stated that, as this call for tenders is aimed at the implementation of a promotional programme which is subject to the prior submission and approval of a grant application under the above-mentioned EU funds, should the Proposing Organisation not be selected by the European Research Executive Agency (“REA”) under the above-mentioned Call for Proposals 2026, the award of the services covered by these Tender Specifications shall be deemed null and void and without effect. In

such case, no obligation shall arise on the part of the Proposing Organisation, and no claim for reimbursement or compensation may be brought by the tenderers. Should the Programme be approved, the successful Implementing Body shall be responsible for the execution of the activities provided for therein. The activities to be carried out by the Implementing Body shall include, by way of example and without limitation: public relations activities, traditional and digital media campaigns, events and trade fairs, tasting sessions, and the production of information and promotional materials, as detailed in these Tender Specifications. The relationship between the Implementing Body and the Proposing Organisation shall be governed by a specific service contract (the “Contract”). In general, in addition to implementing the agreed activities, the Implementing Body shall be required to prepare financial and operational reports and to make available to the Proposing Organisation proof of payment relating to the expenses incurred, as well as all documentation and information connected with the activities carried out (e.g. geolocated photographs, data on results achieved, participants’ lists, any video recordings, descriptions of activities performed, and any other documentation to be further specified in the service contract).

Procedure identifier: e13dcc13-0cf5-4dcc-87b5-ca0f46db5e5d

Previous notice: 142339-2026

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

2.1.2. Place of performance

Postal address: Viale del Marmo, 9

Town: Sant’Ambrogio di Valpolicella

Postcode: 37015

Country subdivision (NUTS): Verona (ITH31)

Country: Italy

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Implementing body selection Project NORSE

Description: CONSORZIO TUTELA VINI VALPOLICELLA (the “Proposing Organisation”), with registered office at Via Valpolicella, 37029 San Pietro in Cariano (VR), VAT No. 02202330235, Tel. +39 045 7703194, e-mail: amministrazione@consorziovalpolicella.it, certified e-mail (PEC): info@pec.consorziovalpolicella.it, acting as proposing organisation and coordinator of a partnership including CONSORZIO DEL FORMAGGIO PARMIGIANO REGGIANO, in the framework of the Call for Proposals for EU grants for information provision and promotion measures concerning European agricultural products implemented in the internal market and /or in third countries – AGRIP-SIMPLE-2026, intends to submit a three-year information and promotion programme entitled “NORSE – Noble Origins, Regional Roots, Sustainability, European Excellence” (the “Programme”) and hereby ANNOUNCES pursuant to the relevant provisions of Regulation (EU) No 1144/2014, Commission Delegated Regulation (EU) No 1829 /2015, and Commission Implementing Regulation (EU) No 1831/2015, an open competitive

tender procedure for the selection of an implementing body (the “Implementing Body”) entrusted with the execution of the actions/activities/initiatives aimed at achieving the objectives set out under the Programme. The Programme will be submitted under Regulation (EU) No 1144/2014 of the European Parliament and of the Council – Call for Proposals 2026 and, if approved, will be implemented in the following target countries: DENMARK, SWEDEN and FINLAND, and will concern the following EU quality products: Amarone della Valpolicella DOCG – wine – CN code 22042168; Valpolicella Classico DOC – wine – CN code 22042168; Valpolicella Ripasso DOC – wine – CN code 22042168; Recioto della Valpolicella DOCG – wine – CN code 22042168; Parmigiano Reggiano PDO – cheese – CN code 0406 90 61. Economic operators meeting the requirements set out in the above-mentioned EU Regulations, as further specified in the following sections, are invited to submit a technical and financial offer in strict compliance with the instructions contained in this tender specifications document (the “Tender Specifications”). It is hereby expressly stated that, as this call for tenders is aimed at the implementation of a promotional programme which is subject to the prior submission and approval of a grant application under the above-mentioned EU funds, should the Proposing Organisation not be selected by the European Research Executive Agency (“REA”) under the above-mentioned Call for Proposals 2026, the award of the services covered by these Tender Specifications shall be deemed null and void and without effect. In such case, no obligation shall arise on the part of the Proposing Organisation, and no claim for reimbursement or compensation may be brought by the tenderers. Should the Programme be approved, the successful Implementing Body shall be responsible for the execution of the activities provided for therein. The activities to be carried out by the Implementing Body shall include, by way of example and without limitation: public relations activities, traditional and digital media campaigns, events and trade fairs, tasting sessions, and the production of information and promotional materials, as detailed in these Tender Specifications. The relationship between the Implementing Body and the Proposing Organisation shall be governed by a specific service contract (the “Contract”). In general, in addition to implementing the agreed activities, the Implementing Body shall be required to prepare financial and operational reports and to make available to the Proposing Organisation proof of payment relating to the expenses incurred, as well as all documentation and information connected with the activities carried out (e.g. geolocated photographs, data on results achieved, participants’ lists, any video recordings, descriptions of activities performed, and any other documentation to be further specified in the service contract).

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

5.1.2. Place of performance

Country subdivision (NUTS): Verona (ITH31)

Country: Italy

5.1.3. Estimated duration

Duration: 36 Months

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.10. Award criteria

Criterion:

Type: Quality

Description: 1 OVERALL STRATEGY 4 points 1.1 Suitability of the proposed methodology and quality of the communication strategy's structure: in particular, demonstration of the ability to achieve the project's expected results 2 points 1.2 Consistency between the overall project strategy and the individual activities, and consistency between the overall project strategy and the project's objectives 2 points 2 PROJECT OUTPUTS 32 points 2.1 Creativity and innovation in the implementation methods and content of the proposal for the required project outputs (e.g. press office management, production of information material and online communication, organisation of events and incoming visits, etc.) 10 points 2.2 Effectiveness and ability of the planned outputs to communicate the project's message 4 points 2.3 Quality of the graphic design proposal and the concept and content of promotional messages appropriate to the achievement of the project's expected results 11 points 2.4 Quality of the project team dedicated to communication, graphic design, event management, etc. (assessment of the dedicated team's CVs) 7 points 3.1 Suitability of the methods for implementing and executing the actions 6 points 3 METHODOLOGICAL APPROACH 20 points 3.2 Suitability of the planning in terms of consistency with the objectives of the communication strategy and consistency with the programme's timelines: in particular, consistency between the timetable

Category of award weight criterion: Weight (decimal, exact)

Award criterion number: 1

Criterion:

Type: Price

Description: With regard to the financial bid for the works (maximum 40 points out of 100), the score will be calculated using the following formula: score for the 'financial bid for the works' under consideration = $(\text{Bid X} / \text{Maximum bid}) * 30$, where: • maximum bid: the highest financial bid for the works (SUBTOTAL WORKS) among those submitted; • Bid X: is the financial bid for the activities (SUBTOTAL ACTIVITIES) of the bidder in question. As regards the financial bid for the tenderer's fee (maximum of 40 points out of 100), the score will be calculated using the following formula: financial bid score for the economic operator's fee under consideration = $(\text{Minimum fee \%} / \text{Fee \% X}) * 10$, where: • minimum fee %: is the percentage of the fee relating to the lowest financial offer for the fee submitted by the competitor; • fee % X: is the percentage of the fee relating to the financial offer for the fee of the competitor in question. For the purposes of awarding and calculating scores, any non-integer values will be rounded to the second decimal place.

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 100

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunale Amministrativo Regionale del Veneto

Information about review deadlines: Any appeal against this contract notice or the related procedure documents must be lodged before the competent Regional Administrative Court within 30 days from publication or from full knowledge of the contested act, pursuant to Article 120 of the Italian Code of Administrative Procedure.

Organisation signing the contract: Consorzio per la Tutela dei Vini Valpolicella

6. Results

Value of all contracts awarded in this notice: 2 151 600,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Gate 39 srl

Tender:

Tender identifier: Offerta Gate 39 srl

Identifier of lot or group of lots: LOT-0001

Value of the tender: 2 042 026,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: Offerta Gate 39 srl

Date on which the winner was chosen: 02/04/2026

Date of the conclusion of the contract: 02/04/2026

Organisation signing the contract: Consorzio per la Tutela dei Vini Valpolicella

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 3

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 3

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 3

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 1

8. Organisations

8.1. ORG-0001

Official name: Consorzio per la Tutela dei Vini Valpolicella

Registration number: 02202330235

Town: Viale del Marmo, n. 10 - SANT'AMBROGIO DI VALPOLICELLA (VR)

Postcode: 37015

Country subdivision (NUTS): Verona (ITH31)

Country: Italy

Contact point: Matteo Tedeschi

Email: amministrazione@consorziovalpolicella.it

Telephone: +390457703194

Buyer profile: <https://www.consorziovalpolicella.it>

Roles of this organisation:

Buyer

Organisation signing the contract

8.1. ORG-0002

Official name: Tribunale Amministrativo Regionale del Veneto

Registration number: NA

Town: Cannaregio 2277/78

Postcode: 30121

Country subdivision (NUTS): Venezia (ITH35)

Country: Italy

Email: amministrazione@consorziovalpolicella.it

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Gate 39 srl

Size of the economic operator: Micro, small, or medium

Registration number: 05384790282

Town: Milano

Postcode: 20122

Country subdivision (NUTS): Milano (ITC4C)

Country: Italy

Email: amministrazione@consorziovalpolicella.it

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: ted@publications.europa.eu

Telephone: +352 29291

Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 10fbfcc2-ffb8-42c2-b90c-4ed4fd062e8a - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

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