

## 308725-2026 - Result

Italy – Public relations services – Implementing body selection Project SEAL

OJ S 87/2026 06/05/2026

Contract or concession award notice – standard regime

Services

### 1. Buyer

---

#### 1.1. Buyer

Official name: CONSORZIO DEL VINO BRUNELLO DI MONTALCINO

Email: [cortonesi@consorziobrunellodimontalcino.it](mailto:cortonesi@consorziobrunellodimontalcino.it)

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Economic affairs

### 2. Procedure

---

#### 2.1. Procedure

Title: Implementing body selection Project SEAL

Description: CONSORZIO DEL VINO BRUNELLO DI MONTALCINO (“Proposing Organization”), with registered office at via Boldrini n. 10 53024 Montalcino (SI) Italy, VAT no. 00696630524, tel. +39 0577 848246, e-mail: [info@consorziobrunellodimontalcino.it](mailto:info@consorziobrunellodimontalcino.it), PEC: [consorziobrunellodimontalcino@legalmail.it](mailto:consorziobrunellodimontalcino@legalmail.it), in its capacity as the proposing organization and lead partner of a partnership that includes CONSORZIO TUTELA ACETO BALSAMICO TRADIZIONALE DI MODENA DOP, within the framework of the call for proposals for EU grants for information and promotion actions regarding European agricultural products implemented in the internal market/third countries AGRIP-SIMPLE-2026, intends to submit a three-year information and promotion program, titled [PROGRAM NAME] (the “Program”). Therefore, pursuant to the relevant articles of Reg. (EU) No. 1144/2014, Delegated Reg. (EU) No. 1829/2015, and Commission Implementing Reg. (EU) No. 1831/2015, it hereby issues a call for tenders for the selection, through an open competitive procedure, of an Implementing Body (“Implementing Body”) in charge of carrying out the actions/activities/initiatives aimed at achieving the objectives set forth within the Program. This Program 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 take place in the following target countries: ITALY; GERMANY; FRANCE - and will concern the following products with EU designations: VINO BRUNELLO DI MONTALCINO DOCG wine [22 04 2166]; ACETO BALSAMICO TRADIZIONALE DI MODENA DOP vinegars [22 09 0011].

Procedure identifier: 12288979-e50e-4608-b295-a678a3765ec5

Previous notice: 124853-2026

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

Country subdivision (NUTS): Siena (IT119)

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 SEAL

Description: CONSORZIO DEL VINO BRUNELLO DI MONTALCINO (“Proposing Organization”), with registered office at via Boldrini n. 10 53024 Montalcino (SI) Italy, VAT no. 00696630524, tel. +39 0577 848246, e-mail: [info@consorziobrunellodimontalcino.it](mailto:info@consorziobrunellodimontalcino.it), PEC: [consorziobrunellodimontalcino@legalmail.it](mailto:consorziobrunellodimontalcino@legalmail.it), in its capacity as the proposing organization and lead partner of a partnership that includes CONSORZIO TUTELA ACETO BALSAMICO TRADIZIONALE DI MODENA DOP, within the framework of the call for proposals for EU grants for information and promotion actions regarding European agricultural products implemented in the internal market/third countries AGRIP-SIMPLE-2026, intends to submit a three-year information and promotion program, titled [PROGRAM NAME] (the “Program”). Therefore, pursuant to the relevant articles of Reg. (EU) No. 1144/2014, Delegated Reg. (EU) No. 1829/2015, and Commission Implementing Reg. (EU) No. 1831/2015, it hereby issues a call for tenders for the selection, through an open competitive procedure, of an Implementing Body (“Implementing Body”) in charge of carrying out the actions/activities/initiatives aimed at achieving the objectives set forth within the Program. This Program 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 take place in the following target countries: ITALY; GERMANY; FRANCE - and will concern the following products with EU designations: VINO BRUNELLO DI MONTALCINO DOCG wine [22 04 2166]; ACETO BALSAMICO TRADIZIONALE DI MODENA DOP vinegars [22 09 0011].

#### 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): Siena (IT119)

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: 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 delivering the required project outputs (e.g. press office management, production of information materials and online communication, organisation of events and incoming visits, etc.) 10 points  
2.2 Effectiveness and capacity 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 METHODOLOGICAL APPROACH 20 points  
3.1 Suitability of the methods for implementing and executing the actions 6 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 proposed activity schedule and the effectiveness of the implementation of individual actions, including in relation to the professional resources involved 2 points  
3.3 Adequacy of control mechanisms to monitor the correct financial and economic execution of the project and adherence to the timetable: quality and effectiveness of the methods for carrying out the planned actions 2 points  
3.4 Quality of the working group dedicated to project management (assessment of the CVs of the dedicated working group) 4 points  
3.5 Adequacy and effectiveness of the tools envisaged for the evaluation of project results: 2 points  
3.6 Quality of the working group dedicated to the evaluation of project results (assessment of the CVs of the dedicated working group): 4 points  
OTHER SERVICES: 4 points  
4.1 Other services proposed 3 points  
4.2 Other services proposed Support activities provided to the Consortium 3 points  
Total 60

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

Award criterion number: 1

**Criterion:**

Type: Price

Description: With regard to the financial bid for the activities (maximum of 40 points out of 100), the score will be calculated using the following formula: score for the "financial bid for the activities" under consideration =  $(\text{Bid X} / \text{Maximum bid}) * 30$ , where: • maximum bid: this is the highest financial bid for the activities (SUBTOTAL ACTIVITIES) among those submitted; • Bid X: is the financial bid for the activities (SUBTOTAL ACTIVITIES) of the bidder in question. As regards the financial offer for the tenderer's fee (maximum of 40 points out of 100), the score will be calculated using the following formula: financial offer 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 financial offer for the fee of the competitor, which is the lowest among those submitted; • 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 della Toscana

Information about review deadlines: Any appeals against this call for tenders or the acts of the procedure must be filed before the competent Regional Administrative Court within 30 days of the publication or full knowledge of the contested act, pursuant to Art. 120 of the Code of Administrative Procedure.

Organisation signing the contract: CONSORZIO DEL VINO BRUNELLO DI MONTALCINO

## 6. Results

---

Value of all contracts awarded in this notice: 5 633 460,00 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: 5 633 460,00 EUR

Subcontracting: No

##### Contract information:

Identifier of the contract: Selezione Ente Esecutore Progetto SEAL

Date on which the winner was chosen: 27/03/2026

Date of the conclusion of the contract: 27/03/2026

Organisation signing the contract: CONSORZIO DEL VINO BRUNELLO DI MONTALCINO

#### 6.1.4. Statistical information

##### Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 2

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

Number of tenders or requests to participate received: 2

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: 0

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 2

##### Range of tenders:

Value of the lowest admissible tender: 5 633 460,00 EUR

Value of the highest admissible tender: 5 633 460,00 EUR

## 8. Organisations

---

### 8.1. ORG-0001

Official name: CONSORZIO DEL VINO BRUNELLO DI MONTALCINO

Registration number: CF 00169090529

Town: MONTALCINO VIA BOLDRINI 10

Postcode: 53024  
Country subdivision (NUTS): Siena (IT119)  
Country: Italy  
Email: [cortonesi@consorziobrunellodimontalcino.it](mailto:cortonesi@consorziobrunellodimontalcino.it)  
Telephone: +390577848246  
**Roles of this organisation:**  
Buyer  
Organisation signing the contract

**8.1. ORG-0002**

Official name: Tribunale Amministrativo Regionale della Toscana  
Registration number: na  
Town: via Ricasoli 40  
Postcode: 50122  
Country subdivision (NUTS): Firenze (IT114)  
Country: Italy  
Email: [cortonesi@consorziobrunellodimontalcino.it](mailto:cortonesi@consorziobrunellodimontalcino.it)  
Telephone: +390577848246  
**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  
**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](mailto:ted@publications.europa.eu)  
Telephone: +352 29291  
Internet address: <https://op.europa.eu>  
**Roles of this organisation:**  
TED eSender

---

## Notice information

Notice identifier/version: ed082897-0d48-4734-b4e4-e3091278fef6 - 01  
Form type: Result  
Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 05/05/2026 10:20:05 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Italian, English

Notice publication number: 308725-2026

OJ S issue number: 87/2026

Publication date: 06/05/2026