

309421-2026 - Result

Italy – Public relations services – Implementing body selection Project ICONEEC

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 ICONEEC

Description: TENDER SPECIFICATIONS FOR THE SELECTION, BY MEANS OF AN OPEN PROCEDURE, OF THE IMPLEMENTING BODY FOR THE INFORMATION AND PROMOTION PROGRAMME CONCERNING AGRICULTURAL PRODUCTS OF THE EUROPEAN UNION PURSUANT TO REGULATION (EU) No 1144/2014 ENTITLED: [ICONEEC – INSPIRED BY CRAFT, OPENING NEW HORIZONS, EMBRACING EUROPE'S CULTURE] RECITALS 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 lead partner of a partnership including CONSORZIO DEL FORMAGGIO PARMIGIANO REGGIANO, within the framework of the EU call for proposals for 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 [ICONEEC – Inspired by Craft, Opening New Horizons, Embracing Europe's Culture] (the "Programme") and therefore HEREBY ANNOUNCES pursuant to the relevant provisions of Regulation (EU) No 1144/2014, Delegated Regulation (EU) No 1829/2015 and Implementing Regulation (EU) No 1831/2015, a call for tenders for the selection, through an open competitive procedure, 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, which will be submitted under Regulation (EU) No 1144/2014 of the European Parliament and of the Council – Call for Proposals 2026 and which, if approved, will be implemented in the following target countries: CHINA and Hong Kong, JAPAN and VIETNAM – 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 – 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 paragraphs, are invited to submit a technical and financial offer in strict compliance with the instructions contained in these Tender Specifications (the "Specifications"). It is

hereby specified that, as this call for tenders is aimed at the implementation of a promotional programme which is yet to be submitted for EU co-financing under the aforementioned funds, should the Proposing Organisation not be selected among the proposing organisations by the European Research Executive Agency (“REA”) within the framework of the above-mentioned Call for Proposals 2026, the award of the services covered by these 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 damages may be brought by the tenderers. Should the Programme be approved, the successful Implementing Body shall be responsible for the execution of the activities envisaged therein. The activities to be carried out by the Implementing Body shall include, by way of example and not limited to: public relations activities, traditional and digital media campaigns, events and trade fairs, tastings, and the production of information and promotional materials, as further detailed in these 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 also be responsible for preparing financial and operational reports and for providing the Proposing Organisation with evidence of payments relating to the expenses incurred, as well as all documentation and information related to the activities carried out (e.g. geotagged photographs, data on results achieved, lists of participants, any video recordings, description of the activities performed, and any other documentation as will be more specifically detailed in the service contract).

Procedure identifier: 65ffbee6-34c8-46e4-b6ff-1006f438a23a

Previous notice: 142478-2026

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 ICONEEC

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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 lead partner of a partnership including CONSORZIO DEL FORMAGGIO PARMIGIANO REGGIANO, within the framework of the EU call for proposals for 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 [ICONEEC – Inspired by Craft, Opening New Horizons, Embracing Europe’s Culture] (the “Programme”) and therefore HEREBY ANNOUNCES pursuant to the relevant provisions of Regulation (EU) No 1144/2014, Delegated Regulation (EU) No 1829/2015 and Implementing Regulation (EU) No 1831/2015, a call for tenders for the selection, through an open competitive procedure, 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, which will be submitted under Regulation (EU) No 1144/2014 of the European Parliament and of the Council – Call for Proposals 2026 and which, if approved, will be implemented in the following target countries: CHINA and Hong Kong, JAPAN and VIETNAM – 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 – 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 paragraphs, are invited to submit a technical and financial offer in strict compliance with the instructions contained in these Tender Specifications (the “Specifications”). It is hereby specified that, as this call for tenders is aimed at the implementation of a promotional programme which is yet to be submitted for EU co-financing under the aforementioned funds, should the Proposing Organisation not be selected among the proposing organisations by the European Research Executive Agency (“REA”) within the framework of the above-mentioned Call for Proposals 2026, the award of the services covered by these 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 damages may be brought by the tenderers. Should the Programme be approved, the successful Implementing Body shall be responsible for the execution of the activities envisaged therein. The activities to be carried out by the Implementing Body shall include, by way of example and not limited to: public relations activities, traditional and digital media campaigns, events and trade fairs, tastings, and the production of information and promotional materials, as further detailed in these 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 also be responsible for preparing financial and operational reports and for providing the Proposing Organisation with evidence of payments relating to the expenses incurred, as well as all documentation and information related to the activities carried out (e.g. geotagged photographs, data on results achieved, lists of participants, any video recordings, description of the activities performed, and any other documentation as will be more specifically detailed in the service contract).

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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 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 whose budget is used to pay for the contract: Consorzio per la Tutela dei Vini Valpolicella

Organisation executing the payment: Consorzio per la Tutela dei Vini Valpolicella

6. Results

Value of all contracts awarded in this notice: 2 313 300,00 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: Gate 39 srl

Identifier of lot or group of lots: LOT-0001

Value of the tender: 2 313 300,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: Selezione Ente Esecutore progetto ICONEEEC

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

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

6.1.4. Statistical information**Received tenders or requests to participate:**

Type of received submissions: Tenders

Number of tenders or requests to participate received: 4

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

Number of tenders or requests to participate received: 4

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 4

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

8. Organisations

8.1. **ORG-0001**

Official name: Consorzio per la Tutela dei Vini Valpolicella

Registration number: 02202330235

Registration number: 02202330235

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

Postcode: 37015

Country subdivision (NUTS): Verona (ITH31)

Country: Italy

Email: amministrazione@consorziovalpolicella.it

Telephone: +390457703194

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

Roles of this organisation:

Buyer

Organisation whose budget is used to pay for the contract

Organisation executing the payment

8.1. **ORG-0002**

Official name: Tribunale Amministrativo Regionale Veneto

Registration number: NA

Town: Cannaregio, 2277/78

Postcode: 37121

Country subdivision (NUTS): Venezia (ITH35)

Country: Italy

Telephone: +390457703194

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

Telephone: +352 29291

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

Roles of this organisation:

Notice information

Notice identifier/version: f1437a61-121a-47e2-a555-6879c765078d - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

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