

310741-2026 - Result

Italy – Public relations services – Implementing Body selection project "Made with Amore. Made in Europe."

OJ S 87/2026 06/05/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: A.O.P. AGRIFORM s.c.a.r.l.

Email: aop@agriform.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 "Made with Amore. Made in Europe."

Description: TENDER SPECIFICATIONS FOR THE SELECTION, THROUGH AN OPEN PROCEDURE, OF THE IMPLEMENTING BODY FOR THE PROMOTION AND INFORMATION PROGRAMME ON AGRICULTURAL PRODUCTS OF THE EUROPEAN UNION PURSUANT TO REGULATION (EU) NO. 1144/2014 ENTITLED: Made with Amore. Made in Europe. PREMISES The Association of Producer Organisations A.O.P. AGRIFORM s.c.a.r.l. (the "Proposing Organisation"), with registered office at Via Rezzola 21 – Sommacampagna (VR), VAT No. 04618630232, Tel. +39 0458971811, e-mail: aop@agriform.it PEC: aopagriform@pec.it, in its capacity as proposing organisation within the framework of the EU call for proposals for grants for information and promotion actions concerning European agricultural products carried out in third countries AGRIP-SIMPLE-2026, intends to submit a three#year information and promotion programme entitled Made with Amore. Made in Europe. (the "Programme") and therefore ANNOUNCES pursuant to the relevant articles 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") responsible for the execution of the actions/activities/initiatives aimed at achieving the objectives set out within 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 carried out in the following target countries: AUSTRALIA and THAILAND, and will concern the following EU PDO products: Asiago Stagionato PDO – cheese – 0406 9075 Asiago Fresco PDO – cheese – 0406 9075 Piave PDO – cheese – 0406 9089 and 0406 9069 Montasio PDO – cheese – 0406 9075 Grana Padano PDO – cheese – 0406 90 61 Parmigiano Reggiano PDO – cheese – 0406 90 61 Economic operators meeting the requirements set out in the aforementioned EU Regulations, as further detailed in the following sections, are invited to submit a technical and financial offer in full compliance with the instructions contained in these tender specifications (the "Specifications"). It should be noted from the outset that, since this call for tenders is issued in relation to the implementation of a promotional programme that is still subject to the submission of a grant application under the above#mentioned funds, should the Proposing Organisation not be among the organisations selected by the European

Research Executive Agency (“REA”) under the above-mentioned Call for proposals 2026, the award of the services covered by these Specifications shall be deemed null and void and ineffective. In such case, no obligation shall arise for the Proposing Organisation, which shall not be subject to any claim for reimbursement or damages by tenderers. Should the Programme be approved, the awarded Implementing Body will be responsible for carrying out the activities provided for in the Programme. These activities include, by way of example but not limitation: public relations, traditional and digital media campaigns, events and trade fairs, tastings, production of informational and promotional materials, as detailed in these Specifications. The relationship between the Implementing Body and the Proposing Organisation will be governed by a dedicated service contract (the “Contract”). In general, in addition to implementing the agreed activities, the Implementing Body shall also prepare financial and operational reporting and provide the Proposing Organisation with proof of payment for expenses incurred, as well as all documentation and information related to the activities carried out (e.g., geolocated photos, data on achieved results, participant lists, possible video recordings, description of activities performed, and any other documentation to be further specified in the service contract).

Procedure identifier: 8fbd10bf-caa5-4273-b53a-c0716e89404a

Previous notice: 153869-2026

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): 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 "Made with Amore. Made in Europe."

Description: TENDER SPECIFICATIONS FOR THE SELECTION, THROUGH AN OPEN PROCEDURE, OF THE IMPLEMENTING BODY FOR THE PROMOTION AND INFORMATION PROGRAMME ON AGRICULTURAL PRODUCTS OF THE EUROPEAN UNION PURSUANT TO REGULATION (EU) NO. 1144/2014 ENTITLED: Made with Amore. Made in Europe. PREMISES The Association of Producer Organisations A.O.P. AGRIFORM s. c.a.r.l. (the “Proposing Organisation”), with registered office at Via Rezzola 21 – Sommacampagna (VR), VAT No. 04618630232, Tel. +39 0458971811, e-mail: aop@agriform.it PEC: aopagriform@pec.it, in its capacity as proposing organisation within the framework of the EU call for proposals for grants for information and promotion actions concerning European agricultural products carried out in third countries AGRIP-SIMPLE-2026, intends to submit a three#year information and promotion programme entitled Made with Amore. Made in Europe. (the “Programme”) and therefore ANNOUNCES pursuant to the relevant articles 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”) responsible for the execution of the actions/activities/initiatives aimed at achieving the objectives set out within 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 carried out in the following target countries: AUSTRALIA and THAILAND, and will concern the following EU PDO products: Asiago Stagionato PDO – cheese – 0406 9075 Asiago Fresco PDO – cheese – 0406 9075 Piave PDO – cheese – 0406 9089 and 0406 9069 Montasio PDO – cheese – 0406 9075 Grana Padano PDO – cheese – 0406 90 61 Parmigiano Reggiano PDO – cheese – 0406 90 61 Economic operators meeting the requirements set out in the aforementioned EU Regulations, as further detailed in the following sections, are invited to submit a technical and financial offer in full compliance with the instructions contained in these tender specifications (the “Specifications”). It should be noted from the outset that, since this call for tenders is issued in relation to the implementation of a promotional programme that is still subject to the submission of a grant application under the above-mentioned funds, should the Proposing Organisation not be among the organisations selected by the European Research Executive Agency (“REA”) under the above-mentioned Call for proposals 2026, the award of the services covered by these Specifications shall be deemed null and void and ineffective. In such case, no obligation shall arise for the Proposing Organisation, which shall not be subject to any claim for reimbursement or damages by tenderers. Should the Programme be approved, the awarded Implementing Body will be responsible for carrying out the activities provided for in the Programme. These activities include, by way of example but not limitation: public relations, traditional and digital media campaigns, events and trade fairs, tastings, production of informational and promotional materials, as detailed in these Specifications. The relationship between the Implementing Body and the Proposing Organisation will be governed by a dedicated service contract (the “Contract”). In general, in addition to implementing the agreed activities, the Implementing Body shall also prepare financial and operational reporting and provide the Proposing Organisation with proof of payment for expenses incurred, as well as all documentation and information related to the activities carried out (e.g., geolocated photos, data on achieved results, participant lists, possible video recordings, description 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 appeals against this call for tenders or against acts related to the procedure must be lodged before the competent Regional Administrative Court within 30 days from the date of publication or from the moment the contested act becomes fully known, pursuant to Article 120 of the Code of Administrative Procedure.

Organisation signing the contract: A.O.P. AGRIFORM s.c.a.r.l.

6. Results

Value of all contracts awarded in this notice: 1 728 900,00 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: 1 728 900,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: Offerta Gate 39 srl

Date on which the winner was chosen: 09/04/2026

Date of the conclusion of the contract: 09/04/2026

Organisation signing the contract: A.O.P. AGRIFORM s.c.a.r.l.

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: 1

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 2

8. Organisations

8.1. ORG-0001

Official name: A.O.P. AGRIFORM s.c.a.r.l.

Registration number: 04618630232

Town: Via Rezzola 21 - Sommacampagna

Postcode: 37066

Country subdivision (NUTS): Verona (ITH31)

Country: Italy

Email: aop@agriform.it

Telephone: 0458971811

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: aop@agriform.it
Telephone: 0458971811

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:

TED eSender

Notice information

Notice identifier/version: eb80607d-d472-42dd-bf7c-85f254eab02c - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

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