

France-Paris: Dairy products
OJ S 217/2017 11/11/2017
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CNIEL (centre national interprofessionnel de l'économie laitière)
Postal address: 42 rue de Chateaudun
Town: Paris Cedex 09
NUTS code: FR France
Postal code: 75314
Country: France
E-mail: jdecastro@cniel.com
Internet address(es):
Main address: <https://www.fromages-aop.com>

I.1. Name and addresses

Official name: NZO (De Nederlandse Zuivel Organisatie)
Postal address: Benoordenhoutseweg 46
Town: Den Haag
NUTS code: NL Nederland
Postal code: 2596 BC
Country: Netherlands
E-mail: schildkamp@nzo.nl
Internet address(es):
Main address: <https://www.nzo.nl/nl/>

I.2. Information about joint procurement

The contract involves joint procurement

I.3. Communication

Access to the procurement documents is restricted. Further information can be obtained at:
<https://www.fromages-aop.com>
Additional information can be obtained from the abovementioned address
Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: French and Dutch dairy trade organisations

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

PDO & PDI European multi-country campaign — MEDIA BUYING SPACE.

II.1.2. Main CPV code

15500000 Dairy products

II.1.3. Type of contract

Services

II.1.4. Short description

Target:

— Priority target: shoppers aged between 25 and 49 years old

— Secondary target: retailers (mass market retailing, cheese shops)

European multi-country campaign dedicated to EU PDO & PGI logos and associated dairy products. A Dutch dairy PGIs and French dairy PDOs programme run under EMF and targeting 3 countries: the Netherlands, Germany and France

Duration in months: 24

Keywords: PDO, PGI, cheese, butter, cream, awareness, EU quality schemes, meaning, consumption, France, Germany, the Netherlands

Context: The EU barometer study n°440 (January 2016) proved that EU consumers still have very low awareness levels on EU PDO and PGI labels and an even worse understanding of what these quality schemes mean. As a result, these labels cannot fulfil their role as a strategic marker for consumers as they make their purchasing choices. This programme will be carried out from 2018 to 2019 by CNIEL and NZO/Zuivelstichting for Dutch dairy PGIs and French dairy PDOs.

II.1.5. Estimated total value

Value excluding VAT: 4 986 200,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

15540000 Cheese products, 15530000 Butter, 15512000 Cream

II.2.3. Place of performance

NUTS code: FR France

NUTS code: NL Nederland

NUTS code: DE Deutschland

II.2.4. Description of the procurement

This programme will be carried out from 2018 to 2019 by CNIEL and NZO/Zuivelstichting for Dutch dairy PGIs and French dairy PDOs and aims to:

a. Increase PDO/PGI logo awareness

b. Increase consumers' understanding of the logos' meaning

c. Enhance the consumption of PDO/PGI dairy products

The strategy consists in balanced push and pull activities finely tuned in order to reach the objectives of the programme. The information according the quality EU scheme will be done using examples of the original, traditional, 'terroir' French and Dutch excellent dairy products. The 'pull' information about the PDO and PGI will be rolled out by communication instruments with a large reach, such as TV (France), online and media. The pull information has been

chosen to contribute to objective a and b 'Increasing PDO and PGI logos "recognition rate" and "meaning for consumers". The "push" will be given by activation instruments such as consumer flyers, on pack leaflets and in-and near store activations (including retailer magazines). It will contribute directly to objective c "Enhancing the consumption of PDO/PGI dairy products".

The retail activations (print, tastings, displays and on-pack), flyers and social media are the linking pin between the education of the EU quality schemes and its symbols and the PDO-PGI dairy products ("take a look what's behind the logo!").

These activities will be enhanced by free publicity (a press event in year 1 in all target countries and continuous press information) and in France every year by a big consumer "tasting event".

2018: 2 471 490EUR

2019: 2 514 710EUR

Services expected:

PRINT

Media buy for insert and announcement:

In all countries; National retailer magazines

In France and Germany: B2B or B2C media or publications, store magazine and mainstream magazines.

TV

Broadcasting TV media plan based on 20' and 30' videos in France

ONLINE

In France and Netherlands: Online media plan for 20' videos

In all countries: media buying space to boost Facebook posts and the web portal.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project:

II.2.14. Additional information

Current Communication tools and signature to be found on: www.fromages-aop.com and www.nzo.nl

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 22/12/2017 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.7. Conditions for opening of tenders

Date: 04/01/2018 Local time: 09:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

The contract is related to a project and/or programme financed by European Union funds according to Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22.10.2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008.

VI.4. Procedures for review

VI.4.1.

Review body

Official name: Tribunal de Grande Instance de Paris

Town: Paris

Postal code: 75001

Country: France

Telephone: +33 144325151

Internet address: www.ca-paris.justice.fr

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal de Grande Instance de Paris

Town: Paris

Postal code: 75001

Country: France

Telephone: +33 144325151

Internet address: www.ca-paris.justice.fr

VI.5. Date of dispatch of this notice

09/11/2017