

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

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: CNIEL (Centre National Interprofessionnel de l'Economie 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](mailto: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](mailto: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

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**Section II: Object**

**II.1. Scope of the procurement**

### **II.1.1. Title**

PDO & PGI European multi-country campaign — Communication.

### **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: 3 322 133,00 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: DE Deutschland

NUTS code: FR France

NUTS code: NL Nederland

### **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'.

Services expected:

- Creation of communication tools (leaflet, on pack stickers, logo stickers,...)
- Video production and adaptation: 2 TV format and 6 online format
- Creation, photo buying and fees enclosed
- Press information editorial, mailing and continuous PR activities in Germany and France
- Common press event in 3 countries
- Cheese delivery and press event (tasting) in Germany and France
- For all countries: adapt the existing websites to the new campaign concept\*, unify and update programming for a more dynamic look content and interactive site. And work on the technical specificities for a better SEO.
- In France and Germany: work on uploading and updating content and price contest.
- Development of content on all websites.
- For each country: establishing one Facebook\*\* account about PGI / PDO reaching the target group.
- Maintain traffic and Facebook attractiveness with a performing commitment rate by continual posting plan, community management.
- In France: creation and activation of online games
- Event: Three-day annual event in France each year
- On pack/near store promotion\*:
- Postal mailing for retailer, kit trade and operation in store display.
- Generic POS material — support for generic in-store presentation of EU labels: online learning tool to educate staff, generic info material, promotion kit.

\*Work with the creation agency on communication tools for adaptations and printings  
 \*\*Facebook ads budget are engaged for each country.

### **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 find on: [www.fromages-aop.com](http://www.fromages-aop.com)

### **Section III: Legal, economic, financial and technical information**

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#### **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**

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#### **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**

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#### **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

##### **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

#### **VI.5. Date of dispatch of this notice**

09/11/2017