

France-Paris: Advertising and marketing services

OJ S 146/2023 01/08/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: APRIFEL

Postal address: 99 bd. Pereire

Town: Paris

NUTS code: FR France

Postal code: 75017

Country: France

Contact person: Cyril MOMPLOT

E-mail: c.momplot@interfel.com

Telephone: +33 149491096

Internet address(es):

Main address: <https://www.aprifel.com/fr/>

Address of the buyer profile: <https://interfel.e-marchespublics.com>

I.1. Name and addresses

Official name: UNIA OWOCOWAS

Postal address: Słomczyn 80

Town: Grójec

NUTS code: PL Polska

Postal code: 05-600

Country: Poland

Contact person: Karolina Kamińska

E-mail: karolina.kaminska@uniaowocowa.pl

Internet address(es):

Main address: www.uniaowocowa.pl

Address of the buyer profile: <https://interfel.e-marchespublics.com>

I.1. Name and addresses

Official name: AILIMPO

Postal address: C. Villaleal, 3

Town: Murcia

NUTS code: ES España

Postal code: 30001

Country: Spain

Contact person: José Antonio García Fernández

E-mail: director@ailimpo.com

Internet address(es):

Main address: <https://www.ailimpo.com/>

Address of the buyer profile: <https://interfel.e-marchespublics.com>

I.2. Information about joint procurement

The contract involves joint procurement

In the case of joint procurement involving different countries, state applicable national procurement law:

France

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://interfel.e-marchespublics.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

Other type: Agency for Research and Information on Fruit and Vegetables

I.5. Main activity

Other activity: Agency for Research and Information

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Promotion and Information campaign aimed 18-34 on healthy and sustainable food practices linked to daily consumption of fruits and vegetables and regular exercise (2024-2026) - Poland

Reference number: MI 24-26 PL

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The programme should specifically address 18-34 years old and be sufficiently motivating to encourage them to consume more fruit and veg while being active and less sedentary. The action plan aims, via a promotional campaign, to provide them with useful information on their communication channels (including events) and to motivate them to “take action” in order to induce a sustainable change of behaviour.

The purpose of these specifications is to respond to a new European call for tender submitted to the European Commission for approval (REA - AGRIP-MULTI-2023-IM-FRESH FRUIT AND VEGETABLES (Topic 4) positioned at a time that is conducive to the focus on physical activity (alongside the Paris 2024 Olympic Games).

This tender procedure focuses on the actions which will take place in Poland.

II.1.5. Estimated total value

Value excluding VAT: 1 124 982,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

II.2.4. Description of the procurement

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This lot is exclusively opened to agencies specialised in the deployment and operational implementation of communication actions, on the Polish territory. Experience in sports would be a plus.

Any other non-specialised profile will not be eligible for this lot and will be automatically excluded from this competition.

The mission that you will be entrusted with consists in proposing the operational deployment of the programme in Poland, with 18-34 and sports coaches to encourage them to take action and make them change their behaviour in the long term.

All of the actions must take up the common thread strategic concept proposed by the agency already selected and apply it to all of the actions. The success of your mission depends in particular on the attention that will be paid to the choice of actions that make it possible to introduce a change in behaviour among 18-34 and in connection with the tone of the campaign, which is intended to be joyful, fun, catchy (give want to move more and eat better while having fun), while developing the community side (moving and eating with loved ones, with others).

Actions, KPIs and budgets were already submitted to the European Union.

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

Value excluding VAT: 1 124 982,00 EUR

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

Start: 01/01/2024 End: 31/12/2026

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: Promotion and information programme (Regulation 1144/2014). The 3-year programme will be submitted to the European Commission for approval. The contract will depend on the acceptance by the European Commission of the 3-year programme.

II.2.14. Additional information

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: no

IV.2. Administrative information

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

Date: 18/09/2023 Local time: 17:00

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.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 31/12/2023

IV.2.7. Conditions for opening of tenders

Date: 18/09/2023 Local time: 17:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de grande instance de Paris

Postal address: Parvis du Tribunal de Paris

Town: Paris

Postal code: 75017

Country: France

Telephone: +33 144325151

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

Official name: Greffe

Town: Paris
Country: France

VI.5. Date of dispatch of this notice

27/07/2023