

**France-Paris: Market research services**  
**OJ S 193/2021 05/10/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: GEIE European Milk Forum (EMF)

Postal address: 42 rue de Chateaudun

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Contact person: Isabelle Pinta-Costa

E-mail: [ipintacosta@cniel.com](mailto:ipintacosta@cniel.com)

Telephone: +33 149707138

**Internet address(es):**

Main address: <http://www.milknutritiousbynature.eu>

Address of the buyer profile: <http://www.milknutritiousbynature.eu/document-library>

**I.4. Type of the contracting authority**

Other type: Dairy Organisations

**I.5. Main activity**

Other activity: Agri-Food

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**Section II: Object**

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

**II.1.1. Title**

Evaluation study of a multi country programme to restore normal market conditions for milk & milk products in the internal markets of 5 Members States - Selection of an evaluation agency

**II.1.2. Main CPV code**

79310000 Market research services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Selection of an evaluation agency for the evaluation of a multi country programme aimed to restore normal market conditions for milk and milk products based on retail and Food Services sectors. The programme will be implemented in 5 European countries : Belgium, Denmark, France, Ireland and UK/Northern Ireland.

The multi-country programme subjected has been submitted and accepted by the European Union for a co-financing.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 61 200,00 EUR

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79310000 Market research services

#### **II.2.3. Place of performance**

NUTS code: BE Belgique / België

NUTS code: DK Danmark

NUTS code: FR France

NUTS code: IE Éire / Ireland

NUTS code: UKN Northern Ireland

Main site or place of performance: - Belgium - Denmark - France - Ireland - UK/Northern Ireland

#### **II.2.4. Description of the procurement**

Selection of an evaluation agency for the evaluation of a multi country programme aimed to restore normal market conditions for milk and milk products based on retail and Food Services sectors. The

programme will be implemented in 5 European countries : Belgium, Denmark, France, Ireland and UK/Northern Ireland.

The multi-country programme subjected has been submitted and accepted by the European Union for a co-financing.

The programme will target 1) Consumers aged – 18 – 54 y.o 2) Food services professionals, and 3) Journalists, Influencers, B2B medias, Key Opinion Leaders.

The objectives are to 1) Restore normal market conditions in food services demand for Milk and Milk products and 2) Reduce loss of confidence of consumers, taking into account the different market specificities of the 5 proposing organisations, and focusing on a European Dimension.

#### **II.2.5. Award criteria**

Quality criterion - Name: Understanding of the brief / Weighting: 10

Quality criterion - Name: Relevance of the proposed survey plan / Weighting: 25

Quality criterion - Name: Sample strength / Weighting: 20

Quality criterion - Name: Strength of treatments and analyzes / Weighting: 25

Price - Weighting: 20

#### **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: Dairy Covid crisis - n°101019227 under EU regulation n°1144 /2014

## II.2.14. Additional information

All additional informations are available in the Tender Brief, to request by email to [ipintacosta@cniel.com](mailto:ipintacosta@cniel.com)

## 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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 243-602121](#)

#### IV.2.8. Information about termination of dynamic purchasing system

#### IV.2.9. Information about termination of call for competition in the form of a prior information notice

## Section V: Award of contract

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### Title:

Evaluation study of a multi country programme to restore normal market conditions for milk & milk products in the internal markets of 5 Members States - Selection of an evaluation agency

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

01/01/2021

#### V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

The contract has been awarded to a group of economic operators: no

#### V.2.3. Name and address of the contractor

Official name: Occurrence

Postal address: 41 rue du Sentier

Town: Paris

NUTS code: FR France

Postal code: 75002

Country: France

E-mail: [info@occurrence.fr](mailto:info@occurrence.fr)

Telephone: +33 148246900

Fax: +33 148246910

Internet address: [www.occurrence.fr](http://www.occurrence.fr)

The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 61 200,00 EUR

Total value of the contract/lot: 61 200,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted

**Section VI: Complementary information**

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**VI.3. Additional information**

The opening of tenders will take place between January 26th and January 29th

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Tribunal de Grande Instance de Paris

Postal address: 4 boulevard du Palais

Town: Paris

Postal code: 75001

Country: France

Telephone: +33 144325151

Internet address: <http://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

Postal address: 4 boulevard du Palais

Town: Paris

Postal code: 75001

Country: France

Telephone: +33 144325151

Internet address: <http://www.ca-paris.justice.fr>

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

30/09/2021