

France-Paris: Market research services
OJ S 197/2021 11/10/2021
Contract award 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'Economie Laitière)

National registration number: FR18300817954

Postal address: 42 rue de Chateaudun

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Contact person: Isabelle Pinta-Costa

E-mail: jpintacosta@cniel.com

Telephone: +33 149707138

Internet address(es):

Main address: <http://www.filiere-laitiere.fr/fr>

Address of the buyer profile: <http://www.filiere-laitiere.fr/fr/appels-doffres>

I.4. Type of the contracting authority

Other type: Organisme de droit public

I.5. Main activity

Other activity: Affaires économiques et financières

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Etude d'évaluation d'un programme d'information et de communication en faveur des produits laitiers AOP dont l'objectif est de dynamiser les ventes suite à la crise Covid19

II.1.2. Main CPV code

79310000 Market research services

II.1.3. Type of contract

Services

II.1.4. Short description

Le marché a pour objet la réalisation d'une étude d'évaluation d'un programme d'information et de communication d'une durée d'un an (2021) qui porte sur le label européen AOP (Appellation d'Origine Protégée) et les 51 appellations laitières portant ce label en France (46 fromages, 3 beurres et 2 crèmes AOP). Il fait l'objet d'une demande de co-financement portée auprès de l'Union Européenne.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 19 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

15500000 Dairy products

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Etude d'évaluation d'un programme d'information et de communication annuel portant sur les produits laitiers AOP qui comprend la réalisation de plusieurs actions :

- refonte du site internet www.fromages-aop.com
- campagne digitale
- shooting photos
- dispositif de formation à destination des acteurs de la distribution
- kit pédagogique pour les distributeurs

II.2.5. Award criteria

Quality criterion - Name: Compréhension du brief / Weighting: 10

Quality criterion - Name: Pertinence du dispositif d'étude proposé / Weighting: 25

Quality criterion - Name: Solidité des échantillons / Weighting: 20

Quality criterion - Name: Solidité des traitements et analyses / 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: Appel à projet européen : AGRI-SIMPLE-2020-CRISIS-1 Intitulé du programme : Information and advertising programme for PDO dairy products to boost consumption following the Covid-19 crisis in the internal market

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 252-636558](#)

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

Title:

Etude d'évaluation d'un programme d'information et de communication en faveur des produits laitiers AOP dont l'objectif est de dynamiser les ventes suite à la crise Covid19

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/03/2021

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

Telephone: +33 148246900

Fax: +33 148246910

Internet address: 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: 19 000,00 EUR

Total value of the contract/lot: 19 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

VI.3. Additional information

L'ouverture des offres aura lieu entre le 9 et le 12 février 2021.

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

06/10/2021