

France-Paris: Market research services
OJ S 202/2021 18/10/2021
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: <https://www.achatpublic.com/>

I.4. Type of the contracting authority

Other type: Body governed by public law

I.5. Main activity

Other activity: Dairy Interbranch Organization

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

DESIGN AND IMPLEMENTATION OF AN EVALUATION SURVEY OF A COLLECTIVE INFORMATION PROVISION AND PROMOTION MEASURE IN FAVOR OF EUROPEAN CHEESES IN BRAZIL iIN 2022-2024

II.1.2. Main CPV code

79310000 Market research services

II.1.3. Type of contract

Services

II.1.4. Short description

Design and Implementation of an evaluation survey of a campaign which strategy is to quickly promote and implement a communication and promotion scheme for Cheeses from European and French agriculture in order to better position them in the target market against other import cheeses (Argentina, Uruguay, USA.)

The programme aims to raise awareness, knowledge and accessibility of EU cheeses by:

- Educating the targets to the use of cheese
- Promotional and communication actions that will enable targets to be made aware of the use /use of cheese
- Finally, to increase the volumes of European cheese exports

The campaign aims to rapidly increase European cheese consumption in target markets by developing events, point-of-sale information activities and information actions.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 59 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: BR Brazil

NUTS code: FR France

II.2.4. Description of the procurement

Design and Implementation of an evaluation survey of a campaign which strategy is to quickly promote and implement a communication and promotion scheme for Cheeses from European and French agriculture in order to better position them in the target market against other import cheeses (Argentina, Uruguay, USA.)

The programme aims to raise awareness, knowledge and accessibility of EU cheeses by:

- Educating the targets to the use of cheese in-line with local consumption habits but also in-line with major international trends promoting the role of European gastronomic culture and therefore the products used to emulate them
- Promotional and communication actions that will enable targets to be made aware of the use /use of cheese
- Finally, to increase the volumes of European cheese exports

The campaign aims to rapidly increase European cheese consumption in target markets by developing events, point-of-sale information activities and information actions.

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: DESIGN AND IMPLEMENTATION OF A COLLECTIVE INFORMATION PROVISION AND PROMOTION MEASURE IN FAVOR OF EUROPEAN CHEESE IN BRAZIL 2022 – 2024

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: [2021/S 057-144344](#)

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:

DESIGN AND IMPLEMENTATION OF AN EVALUATION SURVEY OF A COLLECTIVE INFORMATION PROVISION AND PROMOTION MEASURE IN FAVOR OF EUROPEAN CHEESES IN BRAZIL iIN 2022-2024

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/07/2021

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: 59 000,00 EUR

Total value of the contract/lot: 59 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

VI.3. Additional information

The opening of tenders will take place between April 26th and April 30th 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

13/10/2021