

**France-Paris: Dairy products**  
**OJ S 249/2020 22/12/2020**  
**Contract notice**  
**Supplies**

**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 Paris

Country: France

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

Telephone: +33 149707155

**Internet address(es):**

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

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.milknutritiousbynature.eu>

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: 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**

Media Buying for a Multi-country Programme Increasing the Awareness of Union Sustainable Agriculture and the Role of the Agri-food Sector for Climate Action and the Environment

**II.1.2. Main CPV code**

15500000 Dairy products

**II.1.3. Type of contract**

Supplies

**II.1.4. Short description**

Selection of a media agency for the media buying of a 2-year multi country programme 'Eating sustainably with milk' in the internal market in Denmark, France, IRELAND.

### **II.1.5. Estimated total value**

Value excluding VAT: 2 915 000,00 EUR

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

This contract is divided into lots: no

## **II.2. Description**

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

15500000 Dairy products

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

NUTS code: DK Danmark

NUTS code: FR France

NUTS code: IE Éire / Ireland

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

The purpose of the brief is the selection of a media agency for the media buying of a 2-year multi country programme 'Eating sustainably with milk' aimed at enhancing the competitiveness of the Union agricultural sector in the internal market raising the awareness of Union sustainable agriculture and the role of the agri-food sector for climate action and the environment.

The application will be submitted in April 2021 to the EU Commission for co-financing in response to a EU call for tenders ruled by EU regulation No 1144/2014 article 5.

If the programme is selected by the EUC, it will become effective in January 2022.

Should it be rejected by the EUC, the present project will be cancelled.

### **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: 2 915 000,00 EUR

### **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: The programme will be submitted to the EU Commission in the framework of Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries

### **II.2.14. Additional information**

## 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: 10/02/2021 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

French

#### IV.2.7. Conditions for opening of tenders

Date: 15/02/2021 Local time: 12:00

Information about authorised persons and opening procedure: Members of the evaluation committee are representative of the proposing (dairy) organisations.

## Section VI: Complementary information

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### 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 Judiciaire

Postal address: Parvis du Tribunal de Paris  
Town: Paris  
Postal code: 75 859  
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 Judiciaire  
Postal address: Parvis du Tribunal de Paris  
Town: Paris  
Postal code: 75 859  
Country: France  
Telephone: +33 144325151  
Internet address: <http://www.ca-paris.justice.fr>

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

17/12/2020