

France-Paris: Advertising and marketing services

OJ S 251/2020 24/12/2020

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: GEIE European Milk Forum (EMF)

Postal address: 42 rue de Châteaudun

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

E-mail: nbayer@cniel.com

Telephone: +33 149707434

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/home/>

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

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Creation and Development of a Multi country Programme on European Organic Dairy Products in the internal Market Coordinated by EMF implemented by CNIEL (France) and DDB (Denmark)

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The purpose of the contract is the selection of a communication agency for the creation and development of a multi country programme aimed at enhancing the competitiveness of the Union agricultural sector and specifically organic dairy products in the internal market (Denmark and France). The programme will be submitted to the EU Commission for co-financing and ruled under EU regulation No 1144/2014 — article 5 referring to appendix I of the Treaty of Rome.

II.1.5. Estimated total value

Value excluding VAT: 3 600 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: DK Danmark

NUTS code: FR France

Main site or place of performance: Denmark, FRANCE.

II.2.4. Description of the procurement

The bid must be written in English and contain a technical and financial memorandum made up of the following elements:

— The successful tenderer's technical file, comprising:

- a communication and promotional strategy, justifying its choices with figures and calibrated data whilst proposing precise objectives over the 3 years of the programme;
- details of the pointers for all of the activities defined (to be adapted depending on the target countries). The actions proposed will be based on strong messages to be communicated to the target audiences;
- time frame for the programme: the successful tenderer will propose a time frame over 3 years based on specific elements;
- digital communication plan No TVC, no specific website;
- advertising, sponsorship;
- communication tools;
- POS promotion;
- professional trainings (retailers);

— For each action, the tenderer shall propose:

- the organisation of each action (objectives, messages to be communicated, action plan for logistics, materials produced, budget);
- a precise scheduling for each action;
- shall give specific effectiveness indicators (KPIs) per target which will be used as the basis for any evaluation;
- all the deliverables per activity and per action line;
- an estimate of the result for all of the programme's activities.

The tendered shall submit a summary chart for each of its actions

— The proposed budget must include:

- a precise budget for the 3 years of the programme per action and per country (a graphic creation line, and an implementation line – adaptation for each tools/country shall be provided for in the budget proposed).

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: 3 600 000,00 EUR

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

Duration in days: 120

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: Multi country programme on European Organic dairy products in the internal market coordinated by EMF implemented by CNIEL (France) and DDB (Denmark) Regulation EU 1144/2014.

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

The applicant to which it is planned to award the contract must also provide:

- an official record of criminal convictions; if the preferred bidder is located abroad, that bidder must provide the relevant record, or, in the last resort, an equivalent document issued by the relevant judicial or administrative authority of its country of origin or establishment, attesting that the bidder is not excluded from tender procedures;
- the documents provided for in Articles D. 8222-5 or D. 8222-7 and D. 8222-8 or D. 8254-2 to D. 8254-5 of the French Labour Code, which must be provided every six months until the end of the performance of the contract;
- the attestations and certificates issued by the relevant administrations and organisations which prove that the bidder has complied with its tax and social security obligations. If the preferred bidder is established abroad, the bidder must provide a certificate issued by the administrations and bodies of its country of origin or establishment;
- form ATTR11 (contract agreement form) dated and signed by the person who is empowered to make binding commitments on behalf of the bidder (for groupings, the contract agreement form must be a single document) that EMF will duly complete and send.

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

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

English

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

Duration in months: 4 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 12/02/2021 Local time: 10:00

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 judiciaire de Paris

Postal address: 29-45 avenue de la Porte de Clichy

Town: Paris

Postal code: 75017

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 de Paris

Postal address: 29-45 avenue de la Porte de Clichy

Town: Paris

Postal code: 75017

Country: France

Telephone: +33 144325151

VI.5. Date of dispatch of this notice

22/12/2020