

France-Paris: Market research services
OJ S 252/2020 28/12/2020
Contract 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'économie laitière)

National registration number: FR18300817954

Postal address: 42 rue de Châteaudun

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Contact person: Isabelle Pinta-Costa

E-mail: ipintacosta@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.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.filiere-laitiere.fr/fr/appels-doffres>

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: 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

Étude 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 Covid-19

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, trois beurres et deux crèmes AOP). Il fait l'objet d'une demande de cofinancement portée auprès de l'Union Européenne.

II.1.5. Estimated total value

Value excluding VAT: 19 000,00 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: FR France

II.2.4. Description of the procurement

Étude 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

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: 19 000,00 EUR

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

Start: 01/01/2021 End: 31/12/2021

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: 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 III: Legal, economic, financial and technical information

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

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: 09/02/2021 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.2.6. 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: 09/02/2021 Local time: 15:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

L'ouverture des offres aura lieu entre le 9 et le 12.2.2021..

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

23/12/2020