

France-Paris: Dairy products

OJ S 248/2021 22/12/2021

Contract notice

Supplies

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 Chateaudun

Town: PARIS

NUTS code: FR101 Paris

Postal code: 75009 Paris

Country: France

E-mail: dpoisson@cniel.com

Telephone: +33 149707217

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

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Creation and development of a multi-country programme increasing the awareness of cheese as part of a sustainable and healthy diet

II.1.2. Main CPV code

15500000 Dairy products

II.1.3. Type of contract

Supplies

II.1.4. Short description

Selection of a Communication agency for the creation and development of a three-year multi country programme on 'Sustainable cheese' in the internal market in Denmark, France, Ireland

NB the value of the procurement mentioned in section II.1.5) Estimated total Value below corresponds to the amount of the programme awarded to the Communication Agency through the present tendering procedure.

Total amount of the programme : 3 315 000.00 €

II.1.5. Estimated total value

Value excluding VAT: 2 920 000,00 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

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

The purpose of the brief is the selection of a Communication agency for the creation and development of a multi country programme on sustainable cheese aimed at enhancing the competitiveness of the Union agricultural sector in the internal market based on its healthy and sustainable characteristics. The programme will be submitted to the EU Commission for co-financing and ruled by EU regulation no. 1144/2014 - article 5

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Answer to the briefing, rationale, understanding of the general and specific objectives of the programme / Weighting: 20%

Quality criterion - Name: Technical quality of the programme including strategic recommendation, relevance of the strategy to targets and market, creative including originality, clear and detailed description of the activities, suitability of the activities to the programme, content development / Weighting: 40%

Quality criterion - Name: Project organisation and management structure specific to a multi country programme, in particular how the agency will handle and manage the key issue of content and messages and the reporting activities / Weighting: 20%

Cost criterion - Name: Cost effectiveness (including costs of productions, fees) / Weighting: 20%

II.2.6. Estimated value

Value excluding VAT: 2 929 000,00 EUR

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

Duration in months: 36

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, in response to the call for tenders from the EU (Annual Work Programme for 2022 adopted by the EUC on 15th December

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Competitive dialogue

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: 10/02/2022 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

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used

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 PARIS Cedex 1

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 PARIS Cedex 1

Country: France

Telephone: +33 144325151

Internet address: <http://www.ca-paris.justice.fr>

VI.5. Date of dispatch of this notice

17/12/2021