

863403-2025 - Competition

France – Advertising services – Creation & development of a multi-country programme addressing how milk production and consumption can be part of sustainable diets & their contribution to a more sustainable food system in FR & DK, Cniel and implemented by DDB (DK) and Cniel (FR)

OJ S 248/2025 24/12/2025

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Centre National Interprofessionnel de l'Economie Laitière (CNIEL)

Email: atorlach@cniel.com

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Creation & development of a multi-country programme addressing how milk production and consumption can be part of sustainable diets & their contribution to a more sustainable food system in FR & DK, Cniel and implemented by DDB (DK) and Cniel (FR)

Description: The purpose of the contract is the selection of a communication agency for the creation and development of a multi country programme 2026-2027 aimed at addressing how milk production and consumption can be part of sustainable diets and their contribution to a more sustainable food system. It aims to enhance milk competitiveness and consumption by addressing how milk production and consumption are compatible with sustainable consumption. It also aims at increasing awareness of the products and production methods merits demonstrating how the dairy sector can contribute to climate change mitigation, biodiversity conservation, reduction of GHG emissions and increasing attention to animal welfare. The project will address milk as such and as an umbrella of the whole category of dairy products made of milk. It will target consumers as a primary target and KOL as a secondary target. Important: Please note that this tender exclusively concerns the selection of a communication/creative agency in charge of the implementation of this programme. It does not include media buying or evaluation services, which will be the subject of separate tenders.

Procedure identifier: 89e23c8e-d3d5-4c18-a335-5f52e6ec99a6

Internal identifier: AO Agence Com MILK 26 28

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Country: France

Anywhere in the given country

Additional information: Et Danmark

2.1.2. Place of performance

Country: Denmark

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 1 402 494,00 EUR

2.1.4. General information

This procedure will be relaunched

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Creation and development of a multi-country programme addressing how milk production and consumption can be part of sustainable diets and their contribution to a more sustainable food system in two European countries, coordinated by Cniel and implemented by DDB (Denmark) and Cniel (France)

Description: The purpose of the contract is the selection of a communication agency for the creation and development of a multi country programme 2026-2027 aimed at addressing how milk production and consumption can be part of sustainable diets and their contribution to a more sustainable food system. It aims to enhance milk competitiveness and consumption by addressing how milk production and consumption are compatible with sustainable consumption. It also aims at increasing awareness of the products and production methods merits demonstrating how the dairy sector can contribute to climate change mitigation, biodiversity conservation, reduction of GHG emissions and increasing attention to animal welfare. The project will address milk as such and as an umbrella of the whole category of dairy products made of milk. It will target consumers as a primary target and KOL as a secondary target. Important: Please note that this tender exclusively concerns the selection of a communication/creative agency in charge of the implementation of this programme. It does not include media buying or evaluation services, which will be the subject of separate tenders.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.2. Place of performance

Country: Denmark

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/04/2026

Duration end date: 31/03/2028

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Access to certain procurement documents is restricted

Justification for restricting access to certain procurement documents: Protection of particularly sensitive information

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Information about restricted documents is available at: <https://cniel.achatpublic.com/sdm/ent/gen/index.do>

Ad hoc communication channel:

URL: <https://cniel.achatpublic.com/sdm/ent/gen/index.do>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://cniel.achatpublic.com/sdm/ent/gen/index.do>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 10/02/2026 09:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Not allowed

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Tribunal judiciaire de Paris

Review organisation: Tribunal judiciaire de Paris

Organisation providing additional information about the procurement procedure: Centre National Interprofessionnel de l'Economie Laitière (CNIEL)

Organisation providing offline access to the procurement documents: Centre National Interprofessionnel de l'Economie Laitière (CNIEL)

Organisation providing more information on the review procedures: Tribunal judiciaire de Paris
Organisation receiving requests to participate: Centre National Interprofessionnel de l'Economie Laitière (CNIEL)
Organisation processing tenders: Centre National Interprofessionnel de l'Economie Laitière (CNIEL)

8. Organisations

8.1. ORG-0001

Official name: Centre National Interprofessionnel de l'Economie Laitière (CNIEL)
Registration number: 300817954
Postal address: 42 rue de Chateaudun
Town: Paris cedex 09
Postcode: 75314
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: atorlach@cniel.com
Telephone: 0643526150
Information exchange endpoint (URL): https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2025_p8aitDXn5z
Buyer profile: <https://www.achatpublic.com/sdm/ent2/gen/index.jsp>

Roles of this organisation:

Buyer
Organisation providing additional information about the procurement procedure
Organisation providing offline access to the procurement documents
Organisation receiving requests to participate
Organisation processing tenders

8.1. ORG-0002

Official name: Tribunal judiciaire de Paris
Registration number: 0
Postal address: parvis du tribunal
Town: paris
Postcode: 75017
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: tj-paris@justice.fr
Telephone: 0144325151
Internet address: <http://www.ca.paris.justice.fr>

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures
Mediation organisation

Notice information

Notice identifier/version: 28ecfdcf-1a94-410a-8fa8-014d22ecc245 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16

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