

Italy-Erbusco: Public relations services

OJ S 24/2024 02/02/2024

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: VOLUNTARY CONSORTIUM FOR THE PROTECTION OF WINES WITH THE FRANCIACORTA APPELLATION

Postal address: VIA G. VERDI, 53

Town: ERBUSCO

NUTS code: ITC47 Brescia

Postal code: 25030

Country: Italy

Contact person: Gianluca Agati

E-mail: [direzione@franciacorta.wine](mailto:direzione@franciacorta.wine)

**Internet address(es):**

Main address: <https://franciacorta.wine/it/>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://franciacorta.wine/it/>

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: CONSORTIUM FOR THE PROTECTION

**I.5. Main activity**

Other activity: Voluntary consortium for the protection and valorisation of wines

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

TECHNICAL SPECIFICATIONS AND PROCEDURE FOR SELECTING THE IMPLEMENTING BODY FOR THE PROGRAMME FOR INFORMATION PROVISION AND PROMOTION OF AGRICULTURAL PRODUCTS ON THE INTERNAL MARKET

**II.1.2. Main CPV code**

79416000 Public relations services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The call for tenders concerns the selection of an implementing body in charge of the implementation of the actions aimed at achieving the objectives envisaged within the framework of the Information and Promotion Program that will be submitted under EU Regulation No. 1144/2014 of the European Parliament and of the Council - Call 2024 and that will take place in the following target countries: Italy, France, Germany and Spain; and will concern the following EU denomination products: Franciacorta PDO e Huîtres Marennes Oléron PGI.

Work packages and activities that will be implemented:

- WP2 - Public relations
- WP3 - Web site, Social media
- WP4 - Advertising
- WP5 - Communication tools
- WP6 - Events

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

Value excluding VAT: 3 264 492,00 EUR

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

This contract is divided into lots: no

### **II.2. Description**

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

79421000 Project-management services other than for construction work

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

NUTS code: ITC47 Brescia

Main site or place of performance: The contracting authority is located in Erbusco (BS).

Project activities are to be carried out in the Target Countries: Italy, Germany, France and Spain

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

The call for tenders concerns the selection of an implementing body in charge of the implementation of the actions aimed at achieving the objectives envisaged within the framework of the Information and Promotion Program that will be submitted under EU Regulation No. 1144/2014 of the European Parliament and of the Council - Call 2024 and that will take place in the following target countries: Italy, France, Germany and Spain; and will concern the following EU denomination products: Franciacorta PDO e Huîtres Marennes Oléron PGI.

Work packages and activities that will be implemented:

- WP2 - Public relations
- WP3 - Web site, Social media
- WP4 - Advertising
- WP5 - Communication tools
- WP6 - Events

The Implementing Body must therefore ensure:

- the development of the work packages that make up the three-year programme, starting with the signing of the contract between the contracting body and the executing body;
- the operational implementation of the promotional actions and activities planned for the period established by the Programme, on the basis of the objectives set out in the communication strategy, including through the constant monitoring of the activities implemented and their effects;

- the financial-administrative management of the work packages that make up the Programme, including the periodic technical reports, the final technical report and all the documentation required for reporting.

The service must be characterised by qualified technical and operational support, a high quality of the products produced, and be distinguished by the innovativeness of the messages, of the tools with which they are conveyed and of the ways in which the reference targets are involved. The development and implementation of the agreed activities of the Programme must be carried out in a manner consistent with the general and specific objectives and the communication strategy, taking into account the Priorities and objectives of EU Reg. 1144 /2014, ensuring a clear recognition of the Programme and its promoters.

#### **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: 3 264 492,00 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 proposal made by the selected operator will be used for the submission of the grant application under the EU Regulation No. 1144/2014 of the European Parliament and of the Council - Call 2024

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

In the context of this procedure, Directive 2014/24/EU and Legislative Decree 36/2023 will be applied only if referred to in the tender documents (notice, technical specifications and annexes thereto), pursuant to Regulation (EU) No. 1144/2014 as amended, and the DIQPAI - DGPQA - uff. PQAV of 20/11/2023

### **Section III: Legal, economic, financial and technical information**

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#### **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: Economic operators must meet the requirements set out in Regulation (EU) No 1144/2014, in the other related Regulations and in the EU legislation on information provision and promotion measures for agricultural products on the internal market as specified in the document "TECHNICAL SPECIFICATIONS AND PROCEDURE FOR SELECTING THE IMPLEMENTING BODY FOR THE PROGRAMME FOR INFORMATION PROVISION AND PROMOTION OF AGRICULTURAL PRODUCTS ON

THE INTERNAL MARKET - ITALY FRANCE GERMANY SPAIN". The participating party must indicate registration in the appropriate register kept in the member state or which the economic operator is based.

### **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

## **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: no

### **IV.2. Administrative information**

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 23/02/2024 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: 12 (from the date stated for receipt of tender)

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

Date: 26/02/2024 Local time: 09:30

Place: The modalities of the commission meeting may be \_in person at the contracting authority's premises in Erbusco (BS) \_remotely via the use of a video conferencing platform  
Information about authorised persons and opening procedure: The meetings of the evaluation commission will take place, as described above, in public session for the opening of the administrative offer, in private session for the evaluation of the technical offer and in public session for the evaluation of the financial offer. The legal representatives of the tenderers or persons holding proxies may attend the public sessions.

## **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: COURT OF BRESCIA  
Postal address: Via Lattanzio Gambara, 40  
Town: Brescia  
Postal code: 25121  
Country: Italy  
Telephone: +39 0307672111  
Internet address: <https://www.tribunale.brescia.it/>

**VI.4.2. Body responsible for mediation procedures**

Official name: COURT OF BRESCIA  
Postal address: Via Lattanzio Gambara, 40  
Town: Brescia  
Postal code: 25121  
Country: Italy  
Telephone: +39 0307672111  
Internet address: <https://www.tribunale.brescia.it/>

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures: Any dispute arising out of or in connection with the interpretation, execution, validity or effectiveness of the contract to be subsequently entered into shall fall under the exclusive jurisdiction of the Court of Brescia.

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

29/01/2024