

Italy – Public relations services – TECHNICAL SPECIFICATIONS AND PROCEDURE FOR SELECTING THE IMPLEMENTING BODY FOR THE PROGRAMME FOR INFORMATION PROVISION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES JAPAN - SINGAPORE - CHINA (HONG-KONG)

OJ S 26/2024 06/02/2024

**Contract or concession notice – standard regime
Services**

1. Buyer

1.1. Buyer

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

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: TECHNICAL SPECIFICATIONS AND PROCEDURE FOR SELECTING THE IMPLEMENTING BODY FOR THE PROGRAMME FOR INFORMATION PROVISION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES JAPAN - SINGAPORE - CHINA (HONG-KONG)

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: Japan, Singapore, China (Hong Kong); 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 - WP8 - Other Activities

Procedure identifier: 98e08479-e419-4bc2-9e98-90bc24ce79fd

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

2.1.3. Value

Estimated value excluding VAT: 3 222 500,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion:

Agreements with other economic operators aimed at distorting competition

Assets being administered by liquidator

Early termination, damages or other comparable sanctions

Business activities are suspended
Guilty of misrepresentation, withheld information, unable to provide required documents and obtained confidential information of this procedure
Arrangement with creditors
Conflict of interest due to its participation in the procurement procedure
Corruption
Bankruptcy
Fraud
Guilty of grave professional misconduct
Insolvency
Child labour and other forms of trafficking in human beings
Payment of social security contributions
Payment of taxes
Participation in a criminal organisation
Direct or indirect involvement in the preparation of this procurement procedure
Terrorist offences or offences linked to terrorist activities
Money laundering or terrorist financing
Analogous situation like bankruptcy under national law
Breaching of obligations in the fields of labour law
Breaching of obligations in the fields of social law
Breaching of obligations in the fields of environmental law

5. Lot

5.1. Lot: LOT-0000

Title: TECHNICAL SPECIFICATIONS AND PROCEDURE FOR SELECTING THE IMPLEMENTING BODY FOR THE PROGRAMME FOR INFORMATION PROVISION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES JAPAN - SINGAPORE - CHINA (HONG-KONG)

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: Japan, Singapore, China (Hong Kong); 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 - WP8 - Other Activities 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.
Internal identifier: Franciacorta PDO e Huîtres Marennes Oléron PGI - JAPAN - SINGAPORE - CHINA (HONG-KONG)

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79421000 Project-management services other than for construction work

5.1.2. Place of performance

Country subdivision (NUTS): Brescia (ITC47)

Country: Italy

Additional information: The contracting authority is located in Erbusco (BS). Project activities are to be carried out in the Target Countries: Japan, Singapore, China (Hong Kong)

5.1.3. Estimated duration

Duration: 36 Month

5.1.5. Value

Estimated value excluding VAT: 3 222 500,00 EUR

5.1.6. General information

Reserved participation: Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

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. PQA V of 20/11/2023

5.1.9. Selection criteria

Criterion:

Type: Suitability to pursue the professional activity

Description: 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 IN THIRD COUNTRIES JAPAN - SINGAPORE - CHINA (HONG-KONG)". The participating party must indicate registration in the appropriate register kept in the member state or which the economic operator is based.

Use of this criterion: Used

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 0

5.1.10. Award criteria

Criterion:

Type: Price

Criterion:

Type: Quality

5.1.11. Procurement documents

Address of the procurement documents: <https://franciacorta.wine/it/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Not allowed

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 04/03/2024 12:00:00 (UTC+1)

Deadline until which the tender must remain valid: 18 Month

Information about public opening:

Opening date: 06/03/2024 09:30:00 (UTC+1)

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

Additional information: 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.

Terms of contract:

Electronic invoicing: Allowed

Information about review deadlines: 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.

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: COURT OF BRESCIA

Review organisation: COURT OF BRESCIA

Organisation providing additional information about the procurement procedure: VOLUNTARY CONSORTIUM FOR THE PROTECTION OF WINES WITH THE FRANCIACORTA APPELLATION

Organisation receiving requests to participate: VOLUNTARY CONSORTIUM FOR THE PROTECTION OF WINES WITH THE FRANCIACORTA APPELLATION

8. Organisations

8.1. ORG-0001

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

Registration number: 01734110982

Postal address: VIA G. VERDI, 53

Town: ERBUSCO

Postcode: 25030

Country subdivision (NUTS): Brescia (ITC47)

Country: Italy

Contact point: Gianluca Agati

Email: direzione@franciacorta.wine
Telephone: +390307760477
Internet address: <https://franciacorta.wine/it/>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

8.1. ORG-0002

Official name: COURT OF BRESCIA
Registration number: 00000000000
Postal address: Via Lattanzio Gambara, 40
Town: Brescia
Postcode: 25121
Country subdivision (NUTS): Brescia (ITC47)
Country: Italy
Email: tribunale.brescia@giustizia.it
Telephone: +39 0307672111
Internet address: <https://www.tribunale.brescia.it/>

Roles of this organisation:

Review organisation

Mediation organisation

11. Notice information

11.1. Notice information

Notice identifier/version: c933fdb0-3015-4c27-84c1-883480f8ba6f - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice dispatch date: 05/02/2024 11:53:51 (UTC)
Languages in which this notice is officially available: English, Italian

11.2. Publication information

Notice publication number: 77354-2024
OJ S issue number: 26/2024
Publication date: 06/02/2024