

ITALY: PUBLIC RELATIONS SERVICES TECHNICAL SPECIFICATIONS AND PROCEDURE FOR SELECTING THE IMPLEMENTING BODY FOR THE PROGRAMME FOR INFORMATION PROVISION AND PROMOTION OF AGRICULTURAL PRODUCTS ON THE INTERNAL MARKET

Contract or concession award notice – standard regime

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 ON THE INTERNAL MARKET

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

Procedure identifier: 316563fa-0eb3-41c6-ad58-0df28fd2d1ce

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: 3 264 492 EUR

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0000

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

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 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 DOCG e Huîtres Marennes Oléron IGP

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: Italy, Germany, France and Spain

5.1.3 Estimated duration

Duration: 36 MONTH

5.1.5 Value

Estimated value excluding VAT: 3 264 492 EUR

5.1.6 General information

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. PQAV of 20/11/2023

5.1.10 Award criteria

Criterion:

Type: Quality

Description: Quality is not the only award criterion and all criteria are stated only in the procurement documents

Criterion:

Type: Price

Description: Price is not the only award criterion and all criteria are stated only in the procurement documents

Description of the method to be used if weighting cannot be expressed by criteria: All criteria are stated only in the procurement documents

5.1.12 Terms of procurement

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 signing the contract: VOLUNTARY CONSORTIUM FOR THE PROTECTION OF WINES WITH THE FRANCIACORTA APPELLATION

6 Results

Value of all contracts awarded in this notice: 3 263 905 EUR

6.1 Result lot Identifier: LOT-0000

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Name of the tendering party: Sopexa SA

Leader of tendering party: SOPEXA SA

Official name:

Tender:

Tender identifier: 1 - SOPEXA

Identifier of lot or group of lots: LOT-0000

Value of the result: 3 263 905 EUR

The tender was ranked

Rank in the list of winners: 1

Subcontracting value is known: no

Subcontracting percentage is known: no

Contract information:

Identifier of the contract: Franciacorta DOCG e Huitres Marennes Oleron PGI

Date on which the winner was chosen: 2024-02-29+01:00

Date of the conclusion of the contract: 2024-03-12+01:00

The contract is awarded within a framework agreement: no

Organisation signing the contract: VOLUNTARY CONSORTIUM FOR THE PROTECTION OF WINES WITH THE FRANCIACORTA APPELLATION

6.1.4 Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 2

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: 0390307760477

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

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation signing the contract

8.1 ORG-0002

Official name: COURT OF BRESCIA

Registration number: 000000000000

Postal address: Via Lattanzio Gambara, 40

Town: Brescia

Postcode: 25121

Country subdivision (NUTS): Brescia (ITC47)

Country: Italy

Email: tribunale.bresci@giustizia.it

Telephone: +39 0307672111

Internet address: <https://www.tribunale.brescia.it/>

Roles of this organisation:

Review organisation

Mediation organisation

8.1 ORG-0003

Official name: SOPEXA SA

Size of the economic operator: sme

Registration number: 33775670110

Postal address: 25, RUE NOTRE-DAME DES VICTOIRES

Town: PARIGI

Postcode: 75002

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: Matteo Lefebvre

Email: legalmail@sopexa.com

Telephone: +39028637436

Roles of this organisation:

Tenderer

Group leader

Beneficial owner

Official name: SOPEXA SA SOPEXA SA

Nationality of the owner: FRA

Postal address: Rue Notre Dame des Victoires, 25

Town: Parigi

Postcode: 75002

Country subdivision (NUTS): FR101

Country: FRA

Email: legalmail@sopexa.it

Telephone: +39028637436

Winner of these lots: LOT-0000

11 Notice information

11.1 Notice information

Notice identifier/version: 8b5f124f-a85e-4445-b1ee-b7636360b566 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 2024-03-12Z 12:55:30Z

Languages in which this notice is officially available: English Italian

11.2 Publication information