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**Italy-Bologna: Public relations services
2022/S 023-057959**

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1) Name and addresses

Official name: FEDERAZIONE ITALIANA AGRICOLTURA BIOLOGICA E BIODINAMICA - FederBio

Postal address: Piazza dei Martiri 1

Town: Bologna

NUTS code: ITH55 Bologna

Postal code: 40121

Country: Italy

E-mail: info@federbio.it

Telephone: +39 0514210272

Internet address(es):

Main address: www.feder.bio

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at:

www.feder.bio

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: Private company

I.5) Main activity

Other activity: Agribusiness

Section II: Object

II.1) Scope of the procurement

II.1.1) Title:

Call for Tender Implementing Body Selection Procedure - Project "Organic farming in Europe: a way of BEING"

II.1.2) Main CPV code

79416000 Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description:

FederBio announce a call for tenders for the selection, by means of an Open Competitive Procedure, of an implementing body responsible for carrying out the actions aimed at achieving the objectives set out in the three-year programme "Organic farming in Europe: a way of BEING (acronym "BEING ORGANIC in EU").

"BEING ORGANIC in EU" is a project aimed at increasing the consumers and trade operators' awareness about

EU organic production methods/standards and EU organic logo in two internal markets: Germany and Italy. The companies/agencies in possession of the requirements indicated in the relevant EU Regulations listed below (non-exhaustively: Agencies or companies experienced in PR, Promotion, Information, Event Organization, Advertising and Press Campaigns, Point of Sale Activities) are invited to submit an offer (technical proposal) on the basis of the indications described in the documents available on the website www.feder.bio.

II.1.5) **Estimated total value**

Value excluding VAT: 3 841 574.27 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: DE Deutschland

NUTS code: IT Italia

II.2.4) **Description of the procurement:**

Permanent public relations activities (public relations office), participation in trade fairs, seminars, workshops, B2B meetings, study travels, restaurant weeks, sponsorship of events, promotion at points of sale (instore demonstrations and tastings).

Target countries: Italy and Germany

See the tender documents at the following link: www.feder.bio

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: 3 841 574.27 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: yes

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:

Project "Organic farming in Europe: a way of BEING (acronym "BEING ORGANIC in EU") (proposal number 101046195), information and promotion programme co-financed by the European Commission under Regg. 1144/2014, 1829/2015 and 1831/2015.

II.2.14) **Additional information**

Section III: Legal, economic, financial and technical information

III.1) **Conditions for participation**

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

III.2) **Conditions related to the contract**

III.2.2) **Contract performance conditions:**

Conditions set out in the procurement documents

Section IV: Procedure

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: 02/03/2022

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:**

Italian, English

IV.2.6) **Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 36 (from the date stated for receipt of tender)

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

Date: 03/03/2022

Local time: 11:00

Place:

Headquarters of FederBio Piazza dei Martiri 1 - 40121 Bologna (Italy)

Information about authorised persons and opening procedure:

Contracting Committee will meet on 03/03/2022 at 11.00 at the headquarters of FederBio Piazza dei Martiri 1 - 40121 Bologna (Italy) (or through online meetings to guarantee full compliance with possible restrictions connected to the prevention measures of COVID -19, in any case ensuring recognition of the members present and discussion among them)

Section VI: Complementary information

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 Bologna

Town: Bologna

Country: Italy

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

28/01/2022