

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:785703-2023:TEXT:EN:HTML>

**Italy-Tarquinia: Other services  
2023/S 248-785703**

**Contract award notice**

**Results of the procurement procedure**

**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

**I.1) Name and addresses**

Official name: Centrale Ortofrutticola di Tarquinia Soc. Coop. a r.l.

Postal address: Strada Provinciale Porto Clementino snc

Town: Tarquinia (VT)

NUTS code: ITI41 Viterbo

Postal code: 01016

Country: Italy

Contact person: Piero Valdi

E-mail: [promozioneopcot@virgilio.it](mailto:promozioneopcot@virgilio.it)

Telephone: +39 0766856193

**Internet address(es):**

Main address: <https://www.opcot.it/>

**I.4) Type of the contracting authority**

Other type: Producers Organization

**I.5) Main activity**

Other activity: agrifood promotion. Enhancement, information to the consumers

**Section II: Object**

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

**II.1.1) Title:**

OPEN TENDER PROCEDURE FOR THE SELECTION OF THE IPLEMENTING BODY

Reference number: 101137985

**II.1.2) Main CPV code**

98390000 Other services

**II.1.3) Type of contract**

Services

**II.1.4) Short description:**

Call for tenders for the selection, by an open competitive procedure, of an implementing body charged with carrying out the actions aimed at achieving the objectives set out in the 2024/2026 3-year program called

"Valorization of the quality of European organic fruit and vegetables" (acronym EUPHORIA BIO) presented by OP Centrale Ortofrutticola Tarquinia Soc Coop arl. Target countries: Italy, Germany.

Objectives:

- Improve the level of knowledge of organic fruit and vegetables produced in the Union and the high standards applied to production methods
- Optimise the image of European organic fruit and vegetables in order to increase their competitiveness and consumption in the target countries;
- Strengthen awareness and recognition of the Union's quality schemes, inviting people to perceive the differences and guarantees offered by organically produced products;
- Highlight the specificities of the Union's organic fruit and vegetable production methods

II.1.6) **Information about lots**

This contract is divided into lots: no

II.1.7) **Total value of the procurement (excluding VAT)**

Value excluding VAT: 2 992 030.95 EUR

II.2) **Description**

II.2.3) **Place of performance**

NUTS code: ITI41 Viterbo

Main site or place of performance:

ITALY AND GERMANY

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

Target Countries: Italy - Germany

Activities to be implemented:

WP2 - Public relations

WP3 - Web site, Social media, sustainability online event, newsletter

WP4 - Advertising

WP5 - Communication tools

WP6 - Events (Fairs and restaurants week)

WP7 - In Store Promotions

II.2.5) **Award criteria**

Quality criterion - Name: Adequacy of the planning in terms of coherence with the objectives of the Communication Strategy and consistency with the planning timeframe. Maximum score 8 / Weighting: 0-1

Quality criterion - Name: Adequacy of the proposed methodology, articulation of the communication strategy, its capacity to produce significant results, the breadth of the target audience contacted Maximum score 6 / Weighting: 0-1

Quality criterion - Name: Coherence between the overall project strategy and individual activities Maximum score 7 / Weighting: 0-1

Quality criterion - Name: Quality of the proposed creative and graphic formats: creativity and effectiveness of the visual identity of the campaign and of the coordinated image, such as to make the communication recognisable and effective in all its declinations Maximum score 12 / Weighting: 0-1

Quality criterion - Name: Coherence with the Programme objectives: efficiency of the communication formats to guarantee the achievement of the general and specific objectives set in the Programme. Maximum score 8 / Weighting: 0-1

Quality criterion - Name: Flexibility by channel, instrument and target group: evaluation of the possibility of articulating the message with a view to its use over the course of the three-year programme and through a

mix of coordinated techniques and solutions, aimed at giving a clear and complete response to the needs of involvement of the different targets. Maximum score 8 / Weighting: 0-1

Quality criterion - Name: Effectiveness of the proposed architecture: evaluation of the functionality and potentiality of the creative strategy for the envisaged application to the different spheres and levels of communication, with particular reference to the formats to be activated in the corresponding project actions and taking into account that the completeness of the project requires the full correlation between the single communication tools and actions and the strategic axis oriented to the Programme promotion objectives.

Maximum score 8 / Weighting: 0-1

Quality criterion - Name: Completeness of required output characteristics. Maximum score 8 / Weighting: 0-1

Quality criterion - Name: In-depth knowledge of the target markets and market logic in these markets. Maximum score 4 / Weighting: 0-1

Quality criterion - Name: Quality of the professional characteristics of the proposed team in terms of absolute competence based on the quality of the CVs submitted. Maximum score 4 / Weighting: 0-1

Quality criterion - Name: Adequacy of control mechanisms to monitor the correct economic-financial execution of the project and compliance with the timetable. Maximum score 4 / Weighting: 0-1

Quality criterion - Name: Experience in managing articulated communication and promotion projects in the specific segment. Maximum score / Weighting: 0-1

Cost criterion - Name: Economic offer for the activities (SUBTOTAL ACTIVITY) according to the formula below .

Maximum score 10 / Weighting: 0-1

Cost criterion - Name: Economic offer for the participating economic operator's fee according to the formula below. Maximum score 5 / Weighting: 0-1

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:

Proposal 101137985

II.2.14) **Additional information**

**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.2.1) **Previous publication concerning this procedure**

Notice number in the OJ S: [2023/S 232-730501](#)

IV.2.8) **Information about termination of dynamic purchasing system**

IV.2.9) **Information about termination of call for competition in the form of a prior information notice**

**Section V: Award of contract**

**Title:**

Call of tenders for the selection, by an open competitive procedure, of an implementing body

A contract/lot is awarded: yes

V.2) **Award of contract**

V.2.1) **Date of conclusion of the contract:**

18/12/2023

V.2.2) **Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

The contract has been awarded to a group of economic operators: no

V.2.3) **Name and address of the contractor**

Official name: GRAPHO S.r.l.

National registration number: 01147141004

Postal address: Via Mario de' Fiori, 66

Town: ROMA

NUTS code: ITI43 Roma

Postal code: 00187

Country: Italy

E-mail: [grapho@grapho.cx](mailto:grapho@grapho.cx)

Telephone: +39 0669202304

Internet address: [www.grapho.cx](http://www.grapho.cx)

The contractor is an SME: yes

V.2.4) **Information on value of the contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: 2 992 030.95 EUR

Total value of the contract/lot: 2 992 030.95 EUR

V.2.5) **Information about subcontracting**

**Section VI: Complementary information**

VI.3) **Additional information:**

VI.4) **Procedures for review**

VI.4.1) **Review body**

Official name: COURT OF ROME

Town: ROME

Country: Italy

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

21/12/2023