

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:697477-2022:TEXT:EN:HTML>

**Italy-Desenzano del Garda: Public relations services
2022/S 243-697477**

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: Consorzio per la Tutela del Formaggio Grana Padano
Postal address: via XXIV Giugno, 8 – Fraz. San Martino Della Battaglia
Town: Desenzano del Garda (BS)
NUTS code: ITC47 Brescia
Postal code: 25015
Country: Italy

Contact person: Dott.ssa Nora Ammirata

E-mail: N.Ammirata@granapadano.com

Internet address(es):

Main address: www.granapadano.it

I.4) Type of the contracting authority

Other type: Consortium

I.5) Main activity

Other activity: The protection, promotion, enhancement, consumer information and general care of the interests related to the product Grana Padano PDO.

Section II: Object

II.1) Scope of the procurement

II.1.1) Title:

Public Notice of Tenders for the selection, by means of an Open Competitive Procedure, of an "Implementing Body"

II.1.2) Main CPV code

79416000 Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description:

Public Notice of Tender for the selection, by means of an Open Competitive Procedure, of an "Implementing Body" engaged for the realisation of the Actions (activities/initiatives/costs) directed at the attainment of the objectives that are provided by the Programme that will be submitted to the European Union, according to Regulation (EU) n. 1144/2014, and which shall be carried out, if approved, in the following Third countries: USA and CANADA, using as testimonial product: Grana Padano PDO, Prosciutto di Parma PDO.

- 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: 3 248 000.00 EUR
- II.2) **Description**
- II.2.3) **Place of performance**
NUTS code: CA Canada
NUTS code: US United States
Main site or place of performance:
The promotional activities will be carried out in USA and CANADA.
- II.2.4) **Description of the procurement:**
The activities to be carried out within the project framework include but are not limited to: activities of public relations, information on and promotion of agricultural products of European quality, the organization of events and tastings at points of sale, press campaigns, and the drawing up of informational and promotional materials. For a detailed description and the requirements for participation in the selection see the tender documents under the following link: https://granapadano-my.sharepoint.com/:f/p/c_costa/Elq_7ztdluJJurs-LWJvR18Bje-cUtl0Ry9cV0_jbQ-C_w?e=9aJckR.
- II.2.5) **Award criteria**
Quality criterion - Name: Overall strategy / Weighting: 0-1
Quality criterion - Name: Design and development of a graphic communication format / Weighting: 0-1
Quality criterion - Name: Methodological approach / Weighting: 0-1
Cost criterion - Name: Financial analysis / 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:
Regulation (EU) n. 1144/2014.
- 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: [2022/S 210-602906](https://ted.europa.eu/TED)
- 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:

Public Notice of Tender for the Selection, by Means of 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:**

V.2.2) **Information about tenders**

Number of tenders received: 6

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

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

Official name: Padilla Speer Beardsley, Inc

Town: Minneapolis

NUTS code: US United States

Country: United States

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: 3 248 000.00 EUR

Total value of the contract/lot: 3 248 000.00 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: TAR (Tribunale Amministrativo Regionale) Lombardia - Brescia

Town: Brescia

Country: Italy

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

12/12/2022