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**Italy-Rome: Miscellaneous services
2023/S 198-619023**

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1) Name and addresses

Official name: U.N.A.PR.OL. CONSORZIO OLIVICOLO ITALIANO SOC. CONS. P.A.

National registration number: 80413010580

Postal address: Via XXIV Maggio, 43

Town: ROMA

NUTS code: ITI43 Roma

Postal code: 00187

Country: Italy

Contact person: Nicola Di Noia

E-mail: promozione@unaprol.it

Telephone: +39 0678469004

Internet address(es):

Main address: www.unaprol.it

I.3) Communication

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

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: Joint-stock Consortium

I.5) Main activity

Other activity: Food promotion, promotion, consumer information

Section II: Object

II.1) Scope of the procurement

II.1.1) Title:

Open tender procedure for the selection of an implementing body

II.1.2) Main CPV code

98300000 Miscellaneous 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 objective set out in the 2024/2026 3-year program called "The

quality of European Organic Olive Oil and Wine" acronym ECCEAMERICA presented by Unaprol in partnership with CAP (Confederação dos Agricultores de Portugal) - target countries USA and CANADA - finalized to Increase in knowledge and notoriety (awareness) of European extra virgin olive oil and its characteristics; increasing the organic extra virgin olive oil exports and EU organic wine to USA and CANADA; to strengthen the knowledge and recognition of the Union's quality systems, encouraging people to perceive the differences and guarantees offered by organically produced products.

II.1.5) **Estimated total value**

Value excluding VAT: 3 949 186.15 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: ITI43 Roma

Main site or place of performance:

USA, CANADA

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

- public relations activities and realization
- Creation and management of a dedicated website
- creation of profiles and communication on US and Canadian social media- implementation of digital initiatives dedicated to the sustainability of the organic production chain
- advertising campaigns with banners
- creation of communication materials
- realization of events within gastronomic schools and restaurants
- promotional actions within points of sale

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: 3 949 186.15 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:

Proposal 101137999

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

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: 02/11/2023
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:**
English, Italian
- IV.2.7) **Conditions for opening of tenders**
Date: 09/11/2023
Local time: 15:00
Place:
Rome, Unaprol offices
Information about authorised persons and opening procedure:
appointed after the the end of the receipt of the offers

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: Tribunale
Town: Rome
Postal code: 00100
Country: Italy
- VI.5) **Date of dispatch of this notice:**
10/10/2023