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**Italy-Rome: Other services
2023/S 247-782337**

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: 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.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:**

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

Reference number: 80413010580

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 "European olive oil as symbol of mediterranea culture to satisfy oriental tastes" (acronym ECCECHINA) presented by Unaprol, target country CHINA. Objectives: 1. Increase in knowledge and notoriety (awareness)

of European extra virgin olive oil and its characteristics. 2. The increase in EU extra virgin olive oil exports to China.3. Strengthen awareness and recognition of the Union's quality schemes, inviting people to perceive the differences and guarantees offered by products with designations (PDO and PGI),

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: 3 239 736.75 EUR

II.2) **Description**

II.2.3) **Place of performance**

NUTS code: ITI43 Roma

Main site or place of performance:

CHINA

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

- public relations activities
- creation and management of a dedicated website
- creation of profiles and communication on Chinese social media
- advertising campaigns with banners
- creation of communication materials
- realization of events within hotel school and restaurants
- promotional actions within points of sale

II.2.5) **Award criteria**

Quality criterion - Name: Adequacy of the planning in terms of consistency with the objectives of the communication strategy and consistency with the timelines of the programming – maximum score 8 / Weighting: 0-1

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

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

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

Quality criterion - Name: Consistency with the objectives of the program: efficiency of the communication formats to ensure the achievement of the general and specific objectives set out in the program - 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 during the three-year program and through a mix of techniques and coordinated solutions, aimed at providing a clear and complete response to the need to involve the different targets - maximum score 8 / Weighting: 0-1

Quality criterion - Name: Effectiveness of the proposed structure: evaluation of the functionality and potential of the creative strategy for the planned application to the different areas 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 individual communication tools and actions and the strategic axis oriented to the objectives of promotion of the program - maximum score 8 / Weighting: 0-1

Quality criterion - Name: Completeness of the characteristics of the required outputs - maximum score 8 /
Weighting: 0-1

Quality criterion - Name: In-depth knowledge of the target markets and their market logic - maximum score 4 /
Weighting: 0-1

Quality criterion - Name: Quality of the professional characteristics of the proposed working group in terms of
absolute competences based on the quality of the CVs presented - maximum score 4 / Weighting: 0-1

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

Quality criterion - Name: Experience in managing articulated communication and promotion projects in the
specific segment - maximum score 8 / Weighting: 0-1

Cost criterion - Name: Economic offer for the activities (according to the formula in technical specifications) /
Weighting: 0-1

Cost criterion - Name: Financial offer for the fee of the participating economic operator (according to the formula
in technical specifications) / 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 101137995

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 230-724022](#)

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: 2

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 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: Rome
NUTS code: ITI43 Roma
Postal code: 00187
Country: Italy
Telephone: +39 0669202304
Internet address: 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: 3 239 736.75 EUR
Total value of the contract/lot: 3 239 736.75 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: Tribunale
Town: Rome
Postal code: 00100
Country: Italy

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

18/12/2023