

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:107007-2020:TEXT:EN:HTML>

**Italy-Bolzano: Public relations services
2020/S 045-107007**

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 Tutela Speck Alto Adige

Postal address: via Portici No 71

Town: Bolzano

NUTS code: ITH10

Postal code: 39100

Country: Italy

Contact person: Matthias Messner

E-mail: m.messner@speck.it

Telephone: +39 0471300381

Fax: +39 0471302091

Internet address(es):

Main address: <https://www.speck.it/en/>

Address of the buyer profile: <https://www.speck.it/en/>

I.2) Information about joint procurement

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 'Speck Alto Adige IGP'

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

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) directed at the attainment of the objectives that are provided by the programme that will be presented and which shall be carried out in the countries USA and Canada, using as testimonial products Speck Alto Adige 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: 1 335 000.00 EUR

II.2) Description

II.2.1) Title:

II.2.2) Additional CPV code(s)

II.2.3) Place of performance

NUTS code: ITH10

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,
- 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: www.speck.it/en/download/

II.2.5) Award criteria

Quality criterion - Name: Aspects of the communication project and overall strategy / Weighting: 0-1

Quality criterion - Name: Ideation and development of graphic communication format / Weighting: 0-1

Quality criterion - Name: Methodological approach and articulation (variety, balance, synergies between actions, proposals, completeness of the documentation produced) / 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 (UE) No 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.1.6) Information about electronic auction

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: [2020/S 019-042137](#)

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 Tenders 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:**

24/02/2020

V.2.2) **Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 0

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

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

Official name: Ponte PR and Marketing (DBA Ponte Collaborative)

Postal address: 40 Fourth Street No 240

Town: Petaluma CA

NUTS code: 00

Postal code: 94952

Country: United States

E-mail: danielle@pontep.com

Telephone: +1 7079710786

Internet address: <https://pontecollab.com/>

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: 1 335 000.00 EUR

Total value of the contract/lot: 1 335 000.00 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: Tribunale Regionale di Giustizia Amministrativa — Sezione autonoma per la Provincia di Bolzano

Town: Bolzano

Postal code: 39100

Country: Italy

VI.4.2) **Body responsible for mediation procedures**

VI.4.3) **Review procedure**

VI.4.4) **Service from which information about the review procedure may be obtained**

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

02/03/2020