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**Italy-Napoli: Public relations services  
2023/S 020-052160**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

**I.1) Name and addresses**

Official name: ANICAV Associazione Nazionale Industriali Conserve Alimentari Vegetali

Postal address: Viale della Costituzione Isola F3

Town: Napoli

NUTS code: ITF33 Napoli

Postal code: 80143

Country: Italy

Contact person: Viviana de Dilectis

E-mail: [v.dedilectis@anicav.it](mailto:v.dedilectis@anicav.it)

Telephone: +39 0817347020

Fax: +39 0817347126

**Internet address(es):**

Main address: [www.anicav.it](http://www.anicav.it)

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at: [www.anicav.it](http://www.anicav.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: Trade organization

**I.5) Main activity**

Other activity: Representation, development, promotion and support for the internationalization of its associated companies.

**Section II: Object**

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

**II.1.1) Title:**

Open competitive tender for the selection 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:**

Open competitive tender for the selection of the implementing body of the programme for information and promotion of agricultural products in the internal market named "Red Gold from Europe: Your Organic and Sustainable Choice!" – Acronimo "EU RED GOLD ORG" – in Denmark, the Netherlands, Germany and Sweden

II.1.5) **Estimated total value**

Value excluding VAT: 1 203 852.46 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: DE Deutschland

NUTS code: DK Danmark

NUTS code: IT Italia

NUTS code: NL Nederland

NUTS code: SE Sverige

Main site or place of performance:

Italy, Denmark, the Netherlands, Germany, Sweden

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

The object of the tender is the implementation of a triennial information and promotion campaign in Denmark, the Netherlands, Germany and Sweden, from the start of the contract until its end, in line with the objectives, methods and expected results of Community policy.

The Contractor shall implement and manage the following activities, identifying the best strategic solutions:

Permanent public relations/press office activities and organisation of press events

Activation of the website and extensions, content creation, maintenance and SEO strategy

Social media management

Social media advertising

Communication tools and materials (photos and below the line communication tools)

Participation in international trade fairs

Educational tour

Communication strategy, graphic design and visual identity

For further details consult the Technical Specifications.

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: 1 203 852.46 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:

ID N. 101095168 – Call for proposals AGRIP-SIMPLE 2022 – Decision of the European Commission N. C (2022) 7918 dated 09/11/2022

II.2.14) **Additional information**

**Section III: Legal, economic, financial and technical information**

III.1) **Conditions for participation**

III.1.1) **Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Participation in this tender is reserved for economic operators who, on the date of the presentation of the offer, declare that no grounds for exclusion exist in accordance with Directive 2014/24/EU, or else grounds for exclusion that are associated with:

- criminal convictions
- omitted payment of taxes or social security contributions
- insolvency, conflict of interest or professional misconduct

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: 16/02/2023

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: 17/02/2023

Local time: 10:00

Place:

ANICAV – Viale della Costituzione – Centro Direzionale Isola F/3 - 5° Piano – 80143 Napoli

Information about authorised persons and opening procedure:

The legal representative of the company or their delegate

**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 di Napoli

Town: Napoli

Postal code: 80143

Country: Italy

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

24/01/2023