

Italy: Public relations management services

TECHNICAL SPECIFICATIONS AND SELECTION PROCEDURE FOR THE IMPLEMENTING BODY FOR THE MULTIPLE PROGRAMME FOR THE INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS ON THE INTERNAL MARKET - ITALY – GERMANY – FRANCE

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: Consorzio Tutela Vini d'Abruzzo

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

Activity of the contracting authority: Economic affairs

2 Procedure

2.1 Procedure

Title: TECHNICAL SPECIFICATIONS AND SELECTION PROCEDURE FOR THE IMPLEMENTING BODY FOR THE MULTIPLE PROGRAMME FOR THE INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS ON THE INTERNAL MARKET - ITALY – GERMANY – FRANCE

Description: The project, funded under the AGRIP – MULTI – 2025 – IM – ORGANIC topic. Lead Organisation: CONSORZIO TUTELA VINI D'ABRUZZO Partner: ODG DES PREMIERES COTES DE BORDEAUX ET CADILLAC Products being promoted – organic wines: - ABRUZZO DOP - CERASUOLO D'ABRUZZO DOP - COLLINE PESCARESI IGP - COLLINE TEATINE IGP - COLLINE TERAMANE MONTEPULCIANO D'ABRUZZO DOP - CONTROGUERRA DOP - DEL VASTESE OHISTONIUM IGP - MONTELPUCIANO D'ABRUZZO DOP - TERRE ABRUZZESI O TERRE D'ABRUZZO IGP - TERRE DI CHIETI IGP - TREBBIANO D'ABRUZZO DOP - VILLAMAGNA DOP - CADILLAC DOP - CADILLAC COTES DE BORDEAUX DOP - CÔTES DOP - PREMIÈRES CÔTES DE BORDEAUX The IB must present a set of activities and initiatives (informative and promotional) developed around the above-mentioned strategy oriented towards markets and target groups, aimed at achieving the above objectives and consistent with the EU message presented during the project application phase, with the expected duration and financial resources made available. Work packages (WP) and activities that must be included in the proposals, as described in detail in the technical specifications in the following sections: - WP 2 – Public relations; - WP 3 – Website, social media; - WP 4 – Advertising; - WP 5 – Communication tools; - WP 6 – Events. For further details, please refer to the "Technical Specifications", which can be downloaded from the Consorzio Tutala Vini d'Abruzzo website.

Procedure identifier: ee9a7a10-92d9-4cb6-8585-be5cf4e66493

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416100 Public relations management services

2.1.2 Place of performance

Country subdivision (NUTS): Chieti (ITF14)

Country: Italy

Additional information: The headquarters of the lead consortium is located in Ortona (CH). Project activities must be carried out in the target countries: Italy, Germany and France.

2.1.3 Value

Estimated value excluding VAT: 1 457 248 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

2.1.6 Grounds for exclusion

Sources of grounds for exclusion: Procurement Document, European Single Procurement Document (ESPD)

5 Lot

5.1 Lot technical ID: LOT-0001

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5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79421100 Project-supervision services other than for construction work

5.1.2 Place of performance

Country subdivision (NUTS): Chieti (ITF14)

Country: Italy

Additional information: The headquarters of the lead consortium is located in Ortona (CH). Project activities must be carried out in the target countries: Italy, Germany and France.

5.1.3 Estimated duration

Duration: 36 Month

5.1.6 General information

Reserved participation: Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds

Identifier of EU funds: REGOLAMENTO UE 1144/2014 CALL 2025

The procurement is covered by the Government Procurement Agreement (GPA): no

Additional information: This call for tenders has been drawn up in compliance with the essential regulatory framework and, for the purposes of implementing the Programme and this procedure, includes: -Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures for agricultural products on the internal market and in third countries and repealing Council Regulation (EC) No 3/2008; - Reg. (EU) 2015/1829 – Delegated Regulation, Article 2, paragraphs 1 and 2; - Reg. (EU) 2015/1831 – Implementing Regulation: Articles 2, 9 and 10(3) and (4), 11 and 18; - European Commission Note DDG1.B5/MJ/DB D(2016)321077 of 7 July 2016 – Guidelines on the tendering procedure; - Decree of the Director-General of the Ministry of Agriculture, Food Sovereignty and Forestry – Department of Food Sovereignty and Horse Racing DG Agebil – No. 0629571 of 21/11/2025 – 'Guidelines for the selection of the implementing body – Call 2025'; - ANAC Type Notice no. 1/2023 where compatible; - European Commission Communication (2006/C) 179/02, paragraph 2.1.2; - Call for proposals for MULTI programmes 2025 – AGRIP - MULTI – 2025 - IM – ORGANIC – EU.

5.1.9 Selection criteria

Sources of selection criteria: Procurement Document

5.1.10 Award criteria

Criterion:

Type: Quality

Description: 1. Quality of the technical offer - overall strategy (Max 10/100 points) 2. Quality of the technical offer – project activities (Max 30/100 points) 3. Quality of the technical proposal – methodological approach (Max 45/100 points)

Criterion:

Type: Price

Description: Financial offer (Max 15 points)

Description of the method to be used if weighting cannot be expressed by criteria: See 'Technical Specifications' downloadable from the website of the lead consortium for the methodology for weighting the award criteria.

5.1.11 Procurement documents

Languages in which the procurement documents are officially available: Italian

Deadline for requesting additional information: 23/02/2026 12:00 +01:00

Address of the procurement documents: <https://www.vinidabruzzo.it/journal/>

5.1.12 Terms of procurement

Terms of submission:

Electronic submission: Not allowed

Justification for why electronic submission is not possible: Tools, devices, or file formats not generally available

Description: Offers must be submitted within the time frame and in the way described in the 'Technical Specifications,' which can be downloaded from the lead consortium's website.

Languages in which tenders or requests to participate may be submitted: Italian, English

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 02/03/2026 12:00 +01:00

Deadline until which the tender must remain valid: 18 Month

Information about public opening:

Opening date: 03/03/2026 11:00 +01:00

Place: The committee may meet: - in person at the headquarters of the lead consortium in Ortona (CH); - remotely using a videoconferencing platform.

Additional information: The evaluation committee meetings will take place, as described below, in public session for the opening of the administrative documentation, in private session for the opening and evaluation of the technical offer, and in public session for the opening of the financial offer. The legal representatives of the bidders or persons with power of attorney may participate in the public sessions.

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15 Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16 Further information, mediation and review

Mediation organisation: COURT OF CHIETI

Review organisation: COURT OF CHIETI

Information about review deadlines: For the resolution of any disputes that may arise in the performance of the service, which cannot be settled quickly by the contracting parties, the competent court shall be that of Chieti in the forms and manner provided for by law.

Organisation providing additional information about the procurement procedure: Consorzio Tutela Vini d'Abruzzo

8 Organisations

8.1 ORG-0001

Official name: Consorzio Tutela Vini d'Abruzzo

Registration number: 02676390210

Postal address: Corso Matteotti - Palazzo Corvo

Town: Ortona

Postcode: 66026

Country subdivision (NUTS): Chieti (ITF14)

Country: Italy

Email: segreteria@vinidabruzzo.it

Telephone: +39 085 905 96 79

Internet address: <https://www.vinidabruzzo.it/>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1 ORG-0002

Official name: COURT OF CHIETI

Registration number: 00000000000

Postal address: Piazza S. Giustino, 1

Town: Chieti

Postcode: 66100

Country subdivision (NUTS): Chieti (ITF14)

Country: Italy

Email: tribunale.chieti@giustizia.it

Telephone: +39 0871 3531

Internet address: <https://tribunale-chieti.giustizia.it/>

Roles of this organisation:

Review organisation
Mediation organisation

Notice information

Notice identifier/version: cac382f2-35a2-4aa1-baaf-1e808cd4a493 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 26/01/2026 11:30 +00:00

Languages in which this notice is officially available: Italian English