

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:103451-2022:TEXT:EN:HTML>

**Italy-Reggio Emilia: Public relations services  
2022/S 040-103451**

**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 del Formaggio Parmigiano-Reggiano

Postal address: Via J.F. Kennedy, 18

Town: REGGIO EMILIA

NUTS code: ITH53 Reggio nell'Emilia

Postal code: 42124

Country: Italy

Contact person: ILARIA GRECO

E-mail: [ilaria.greco@parmigianoreggiano.it](mailto:ilaria.greco@parmigianoreggiano.it)

**Internet address(es):**

Main address: <https://www.parmigianoreggiano.com/>

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 cheese "Parmigiano-Reggiano PDO"

**Section II: Object**

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

II.1.1) **Title:**

Public Notice of Tender for the Selection, by Means of an Open Competitive Procedure, 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:**

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 to be submitted to the European Union on the basis of EU Regulation no. 1144/2014 and which shall be carried out, if approved, in the UNITED KINGDOM, using as testimonial the Parmigiano-Reggiano PDO cheese.

- 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: 3 649 000.00 EUR
- II.2) **Description**
- II.2.3) **Place of performance**  
NUTS code: UK United Kingdom  
Main site or place of performance:  
The promotional activities will be carried out in the UNITED KINGDOM.
- II.2.4) **Description of the procurement:**  
The activities to be carried out within the project concern (non-exhaustive list): PR, information and promotion activities for agricultural products of European quality, also through the web and social media; organisation of events, seminars, incomings, activities in restaurants, elaboration of information and promotional material.  
For detailed description and requirements to participate in the call for tender see the tender documents at the following link: <https://www.parmigianoreggiano.com/it/consorzio-bandi-gare-progettoue22>.
- II.2.5) **Award criteria**  
Quality criterion - Name: Overall strategy / Weighting: 0-1  
Quality criterion - Name: Design and development of a graphic communication format / Weighting: 0-1  
Quality criterion - Name: Methodological approach / 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 (EU) n.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.1.8) **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: [2022/S 010-019926](https://ted.europa.eu/2022/S/010-019926)
- 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 Tender 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:**

V.2.2) **Information about tenders**

Number of tenders received: 5

The contract has been awarded to a group of economic operators: yes

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

Official name: Spencer & Lewis Srl - mandataria

Town: ROMA

NUTS code: ITI43 Roma

Country: Italy

The contractor is an SME: yes

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

Official name: Storm Communications Ltd - mandante

Town: London

NUTS code: UKI London

Country: United Kingdom

The contractor is an SME: yes

V.2.4) **Information on value of the contract/lot (excluding VAT)**

Total value of the contract/lot: 3 111 328.00 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: TAR - Tribunale regionale di giustizia amministrativa Emilia Romagna - sezione di Parma

Town: Parma

Postal code: 43121

Country: Italy

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

21/02/2022