

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:117617-2019:TEXT:EN:HTML>

**Italy-Macomer: Public relations services  
2019/S 051-117617**

**Contract award notice**

**Results of the procurement procedure**

**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

- I.1) **Name and addresses**  
Consortium for the Protection of Pecorino Romano Cheese  
Corso Umberto I, 226  
Macomer  
08015  
Italy  
Contact person: Daniela Murgia  
E-mail: [d.murgia@pecorinoromano.com](mailto:d.murgia@pecorinoromano.com)  
NUTS code: ITG26  
**Internet address(es):**  
Main address: [www.pecorinoromano.com](http://www.pecorinoromano.com)
- I.2) **Information about joint procurement**
- I.4) **Type of the contracting authority**  
Other type: Protection Consortium
- I.5) **Main activity**  
Other activity: Protection of the PDO Pecorino Romano

**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
- 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 following third country: Japan — using as testimonial product the Pecorino Romano 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: 960 000.00 EUR

II.2) **Description**

II.2.1) **Title:**

II.2.2) **Additional CPV code(s)**

II.2.3) **Place of performance**

NUTS code: ITG26

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 the European Union, the organisation of events and tastings at restaurants, 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: <https://www.pecorinoromano.com/bandi>

II.2.5) **Award criteria**

Quality criterion - Name: Overall strategy / Weighting: 0-1

Quality criterion - Name: Methodological approach / Weighting: 0-1

Quality criterion - Name: Approccio metodologico / 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) 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.1.6) **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: [2019/S 028-062570](https://ted.europa.eu/2019/S 028-062570)

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:**

04/03/2019

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 non-EU Member States: 1

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

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

Grapho Srl

Via Mario de' Fiori n. 66

Roma

00187

Italy

NUTS code: ITI43

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: 960 000.00 EUR

Total value of the contract/lot: 960 000.00 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**

TAR Sardegna

Via Sassari 17

Cagliari

09124

Italy

Internet address: <https://www.giustizia-amministrativa.it/web/guest/tribunale-amministrativo-regionale-per-la-sardegna>

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:**

08/03/2019