

Italy – Public relations services – PUBLIC NOTICE OF TENDERS FOR THE SELECTION, BY MEANS OF AN OPEN COMPETITIVE PROCEDURE, OF AN “IMPLEMENTING BODY”– TARGET MARKET: ITALY AND SPAIN

OJ S 211/2025 03/11/2025

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Consorzio Mela Alto Adige/Südtiroler Apfelkonsortium

Email: silvia.pichler@suedtirolerapfel.com

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: PUBLIC NOTICE OF TENDERS FOR THE SELECTION, BY MEANS OF AN OPEN COMPETITIVE PROCEDURE, OF AN “IMPLEMENTING BODY”– TARGET MARKET: ITALY AND SPAIN

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/costs) directed at the attainment of the objectives that are provided by the Programme that will be submitted to the European Union, according to Regulation (EU) n. 1144 /2014 – Call for Proposal AGRIP-SIMPLE 2026 and which shall be carried out, if approved, in the following countries: ITALY and SPAIN, using as testimonial product the APPLE.

Procedure identifier: c9d3d29d-4d6f-4c84-ab81-4d44cf4fd67b

Previous notice: 624848-2025

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

2.1.2. Place of performance

Country: Italy

Anywhere in the given country

2.1.2. Place of performance

Country: Spain

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 3 254 840,00 EUR

2.1.4. General information

Legal basis:

5. Lot

5.1. Lot: LOT-0001

Title: PUBLIC NOTICE OF TENDERS FOR THE SELECTION, BY MEANS OF AN OPEN COMPETITIVE PROCEDURE, OF AN "IMPLEMENTING BODY"– TARGET MARKET: ITALY AND SPAIN

Description: The activities to be carried out are related to a Programme to be submitted soon to the European Union and concern (non-exhaustive list): PR, information and promotion of European agricultural products aimed to increasing the consumption of fruit and vegetables and improving the diet and lifestyle of European consumers, organisation of events, sponsorships and tastings, press campaign and elaboration of information and promotional material, educational and information activities, realisation of website. For a detailed description and participation requirements see the tender documents the following link: <https://www.southtyroleanapple.com/en/info/download.html>

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

5.1.2. Place of performance

Country: Italy

Anywhere in the given country

5.1.2. Place of performance

Country: Spain

Anywhere in the given country

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 3 254 840,00 EUR

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

Electronic auction: no

5.1.16. Further information, mediation and review

Mediation organisation: TAR Tribunale Regionale di Giustizia Amministrativa - Sezione autonoma per la Provincia di Bolzano

Review organisation: TAR Tribunale Regionale di Giustizia Amministrativa - Sezione autonoma per la Provincia di Bolzano

Organisation providing more information on the review procedures: Consorzio Mela Alto Adige /Südtiroler Apfelkonsortium

6. Results

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Hopscotch Network

Tender:

Tender identifier: HOPSCOTCH NETWORK

Identifier of lot or group of lots: LOT-0001

Contract information:

Identifier of the contract: 624848-2025

Date on which the winner was chosen: 29/10/2025

Date of the conclusion of the contract: 29/10/2025

8. Organisations

8.1. ORG-0001

Official name: Consorzio Mela Alto Adige/Südtiroler Apfelkonsortium

Registration number: IT 02241830211

Postal address: Via Jakobi 1/A

Town: Terlano

Postcode: 39018

Country subdivision (NUTS): Bolzano-Bozen (ITH10)

Country: Italy

Contact point: Silvia Pichler

Email: silvia.pichler@suedtirolerapfel.com

Telephone: +39 0471054067

Buyer profile: www.melaaltoadige.com

Roles of this organisation:

Buyer

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: TAR Tribunale Regionale di Giustizia Amministrativa - Sezione autonoma per la Provincia di Bolzano

Registration number: 000000000000

Postal address: Via Claudia de' Medici 8

Town: Bolzano

Postcode: 39100

Country subdivision (NUTS): Bolzano-Bozen (ITH10)

Country: Italy

Contact point: TAR Tribunale Regionale di Giustizia Amministrativa - Sezione autonoma per la Provincia di Bolzano

Email: trga.vg.bz@giustizia-amministrativa.it

Telephone: +39 0471319000

Roles of this organisation:

Review organisation

Mediation organisation

8.1. ORG-0003

Official name: Hopscotch Network

Registration number: FR33775670110

Postal address: 25 Rue Notre-Dame des Victoires

Town: Parigi

Postcode: 75002

Country subdivision (NUTS): Paris (FR101)

Country: France

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: ted@publications.europa.eu

Telephone: +352 29291

Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 347834cc-a4cc-4d70-b3c5-a7bd1157586d - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: E4

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