

## TECHNICAL SPECIFICATION

---

### EUROPEAN OPEN TENDER FOR THE CONTRACT TO THE IMPLEMENTING BODY OF THE PROGRAM OF INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THE INTERNAL MARKET NAMED Enhancing the quality of European organic fruit and vegetables

#### 1 Introduction and preliminary information

The OP COT - Centrale Ortofrutticola Di Tarquinia Soc. Coop. A.R.L. (hereinafter the Contracting Body), with head office in Strada Provinciale Porto Clementino, 01016 Tarquinia (VT) - ITALY, VAT No. and C.F. 00062140561, email op.cot@virgilio.it, PEC op.cot@legalmail.it, as the Proposing Body for the **three-year Programme named " Enhancing the quality of European organic fruit and vegetables"** (acronym "**EUPHORIA BIO**"), co-funded by the European Commission pursuant to EU Regulation No 1144/2014 – concerning information and promotion actions concerning agricultural products carried out in the Internal Market and Third Countries,

#### INDEX

pursuant to the reference articles of Regulation (EU) No 1144/2014, Delegated Regulation (EU) No 2015/1829, Implementing Regulation (EU) No 2015/1831, an **invitation to tender for the selection, by means of an Open Competitive Procedure, applying the criterion of the most economically advantageous tender identified on the basis of the best value for money of an implementing body** in charge of carrying out the actions (activities/initiatives) aimed at achieving the objectives set out in the **three-year Programme named "Enhancing the quality of European organic fruit and vegetables"** (acronym "**EUPHORIA BIO**"), which will take place in the target countries of Italy and Germany and will cover organic fruits and vegetables produced in Europe. The **three-year Programme named "Enhancing the quality of European organic fruit and vegetables"** (acronym "**EUPHORIA BIO**"), was approved by the European Commission in accordance with Regulation (EU) No. 1144/2014 on information provision and promotion measures for agricultural products on the internal market and in Third Countries.

#### 1.1 REGULATIONS AND REFERENCE DOCUMENTATION

The framework of essential legal references for the implementation of 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;

**Commission Delegated Regulation (EU) 2015/1829 of 23 April 2015** supplementing Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures for agricultural products on the internal market and in third countries;

**Commission Implementing Regulation (EU) 2015/1831 of 7 October 2015** laying down detailed rules for applying Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures for agricultural products carried out on the internal market and in third countries.

**Guidance on the tender procedure** referred to in European Commission note DDG1.B5/MJ/DB D (2016)321077 of 7 July 2016;

**Directorial Decree no. 526288 of 17 October 2022** of the Department of Competitive Policies, Agri-food Quality, Equestrian and Fisheries, Directorate General for the Promotion of Agri-food Quality and Equestrian

PQAI V of the Ministry of Agricultural, Food and Forestry Policies containing criteria for the procedures for the "*Selection of Implementing Bodies for Simple Programmes*".

### **1.2 CONTRACTING AUTHORITY**

The OP COT - Centrale Ortofrutticola Di Tarquinia Soc. Coop. A.R.L. **is not a public law body** under Article 2(1)(4) of Directive 2014/24/EU and, therefore, as stated in the above legislation, is not required to apply national rules transposing the European Public Procurement Directives (in Italy, **Legislative Decree No. 36 of 31 March 2023**). However, the OP has to carry out the selection of the Implementing Organisations through an open tender procedure in compliance with the principles of cross-border interest, transparency, publicity, impartiality, equal treatment of candidates.

The competitive procedure shall in any case ensure compliance with the principles of non-discrimination, equal treatment, transparency, publicity, proportionality, clarity and consistency of the selection and award criteria envisaged with the purposes of the services requested and with their value, best value for money and absence of conflicts of interest.

This procedure does not envisage a division into lots, as it is more efficient and effective for the execution of the service, the identification of a single contractor, who can carry out all the activities envisaged in the Programme in question.

### **1.3 CLARIFICATION**

It is possible to obtain clarification on this procedure by submitting written questions to be sent at least 8 days before the deadline for submission of tenders via PEC to: [op.cot@legalmail.it](mailto:op.cot@legalmail.it).

The requests for clarifications and the relevant answers shall be formulated in Italian and/or in English.

Answers to requests for clarifications submitted in good time shall be provided in electronic format at least 4 days prior to the deadline for the submission of tenders, by means of publication of the requests in anonymous form and the relevant answers on the institutional website "[www.opcot.it](http://www.opcot.it)". Tenderers are invited to consult the institutional website at all times.

## **2. Main project information**

**Project title and description:** The project "**Enhancing the quality of European organic fruit and vegetables**" (acronym "**EUPHORIA BIO**"), under thematic priority 2 (AGRIP-SIMPLE-2023-IM-ORGANIC) of the 2023 call for proposals: Simple programmes in third countries, also made explicit in the Work Programme for 2023 of the Commission and the financial decision for the implementation of information and promotion measures concerning agricultural products carried out on the internal market and in third countries (Implementing Decision C(2022)-9498 of 16. 12.2022)

- "Information and promotion programs designed to increase awareness and recognition of the Union quality scheme for organic production method as defined in Article 5(4)(b) of Regulation (EU) No. 1144/2014"

**Contracting body:** OP COT - Centrale Ortofrutticola Di Tarquinia Soc. Coop. A.R.L.

**Target countries:** Italy and Germany

### **General Programme objectives:**

The objectives of these programs are in accordance with the general and specific objectives in Articles 2 and 3 of Regulation (EU) No. 1144/2014. In particular:

a) to improve the degree of knowledge of the merits of Union agricultural products and the high standards applicable to production methods in the Union;

- b) to increase the competitiveness and consumption of agricultural products and certain food products of the Union and optimize their image both within and outside the Union;
- c) to strengthen awareness and recognition of Union quality schemes;
- d) to increase the market share of agricultural products and certain food products of the Union, paying special attention to third-country markets with the greatest growth potential.

Information and promotion actions are aimed at:

- to improve the degree of knowledge of the specific agricultural product of the Union and the high standards applied to European production methods;
- increase the competitiveness and consumption of fruit and vegetables by optimizing their image;
- strengthen awareness and recognition from the Union's organic quality regime, inviting people to perceive the differences and guarantees offered by organically produced products;
- increase consumption of organic fruit and vegetables in Italy and Germany;
- highlight the specifics of the fruit and vegetable production methods adopted in the Union, particularly in terms of food safety, traceability, authenticity, labeling, nutritional and health aspects, environmental friendliness and sustainability (including climate-friendly efforts such as reducing greenhouse gas emissions and/or increasing carbon absorption), and the physical characteristics of fruit and vegetables in terms of quality, taste, organoleptic diversity and cultivation traditions..

The final expected impact is to improve the Union's competitiveness and consumption of fruit and vegetables, raising its image profile and increasing market share in this particularly attractive geographic area.

**Work packages and activities to be implemented:**

- WP 2: public relations: public relations office; press conference
- WP 3.1 and 3.2: website, social media: website creation, updating and maintenance; account creation, periodical publication;
- WP 4: online advertising;
- WP 5: communication tools: publications, information materials for the media (media kits), promotional articles;
- WP 6.2 and 6.3: events: participation in fairs; restaurant weeks;
- WP 7: point-of-sale promotion: promotion days.

**Programme duration:** 36 months (3 autumn phases)

- **Total project budget:** € 3.313.430,95

**Budget of the costs of the actions in the hands of the executing organisation:** € 2.992.030,95

- **Start of activities:** indicatively 1 February 2024.

It should be noted that those interested in participating in this tender should submit a bid taking into consideration the cost budget of 2,992,030.95 euros including the compensation of the executing body.

### **3. Subject of the tender**

#### **3.1 General description of the service**

The contract consists of a single lot due to the specialised nature of the intervention, composed of a set of interrelated operations, and the need to make the implementation of the services and supplies organic. The various activities into which the services covered by the contract are in fact absolutely interdependent and the development of the various technical and organisational aspects must be conducted in close and constant collaboration between the various professionals involved and coordinated by a single person.

The service consists of the execution of a part of the Programme.

The executing body must therefore ensure:

- the project development of the agreed parts of the three-year programme, starting from the signing of the contract;
- the operational implementation of the promotional actions and activities planned for the period established by the Programme, on the basis of the objectives set out in the communication strategy;
- the financial-administrative management of the agreed parts of the Programme, including regular technical reports

The service must be characterised by qualified technical and operational support, translated into a high quality of the products and services realised; it must also stand out for the effectiveness of the messages, the potential of the tools with which to convey them and the efficiency of the methods of involvement of the reference targets. The development and implementation of the agreed activities of the Programme must be carried out in a manner consistent with the general and specific objectives set out in the Communication Strategy, taking into account the Priorities and objectives of EU Reg. 1144/2104, ensuring clear recognition of the Programme and its promoters.

### **3.2 Method of execution**

The executing body must set up and have in place, for the duration of the contract, a Working Group, in compliance with the participation requirements, which is in charge of managing and implementing the Programme. All the activities of the Working Party must be agreed and shared with the contracting body.

It is envisaged that one or more members of the Working Group shall be available for periodic meetings at the headquarters of the contracting body, to provide operational support for the activities of the Plan that need to be carried out in close coordination with the reference structure. Coordination and exchange of information with the contracting body may also involve different and articulated modalities: meetings, telephone contacts, video calls, e-mail correspondence, exchange of materials and documents through online sharing systems.

The Co-ordination of the Contracting Body has the task of ensuring the coherence of the project strategy throughout its entire duration. Coordination integrates the various lines of action, orients the available resources with respect to the various actions, constantly links and, therefore, always ensures maximum correspondence between the resources identified and the operational objectives to be achieved.

### **3.3 Personnel and working group**

The implementing body must ensure the performance of the services entrusted with integrated personnel with legitimate employment relationships and having the appropriate professional and technical requirements for the job. It must be characterised by a flexible organisational approach in order to meet the needs that may arise in the course of the activities.

In particular, the staff of the dedicated team should have a range of skills in these areas: project management, team working, communication, graphics, events, knowledge and experience of promotional activities carried out in relation to the corresponding markets in the international arena.

The implementing body undertakes, for the duration of the contract, to:

- set up and make available an appropriate project team, in compliance with the participation requirements;

- agree and share all team activities with the contracting party;
- assign to the service suitable personnel of proven ability, honesty, morality and proven confidentiality, who shall maintain absolute secrecy about all that they learn in the performance of the service;
- guarantee the stability and continuity of the service under all circumstances, ensuring personnel quantitatively and qualitatively adequate to the needs and in compliance with the contents of the technical offer;
- comply, with regard to its personnel, with employment contracts relating to wage, regulatory, social security and insurance treatment;
- provide for a Project Contact Person to attend monitoring meetings at the Contractor's premises (these will have a frequency defined by the Contractor), in order to give operational support to the Programme activities;
- set up all possible means of communication that can simplify the coordination, monitoring and control of the Programme.

#### 4. Duration of service

The service shall have a duration of 36 months, starting from the date of signing of the tender contract, which shall be stipulated between the customer and the successful tenderer - subject to the signing of the Subsidy Agreement between the OP Centrale Ortofrutticola di Tarquinia and Agea - and shall have as its object the performance of the activities indicated in this tender on the terms and conditions set forth herein.

The client reserves the right to request a postponement of the deadline for the performance of the service for a maximum of a further 6 months, in order to ensure the completion of the activities envisaged in the Programme, under the same economic conditions.

#### 5. Type of activities and initiatives envisaged by the Project

Eligible activities and initiatives, within the framework of the Program submitted by OP COT, in compliance with the relevant regulations, are assimilated to the classic information and promotion of high quality agricultural and eno-gastronomic products, taking into account the topics to be covered and the objectives listed above, and are as follows for the two target countries, complete with description, outputs required, timelines:

##### Description of activities

<b>WP2</b>	<b>PUBLIC RELATIONS</b>
<b>Target group or groups</b>	journalists, bloggers and KOL (Key Opinion Leaders) of the food and lifestyle sector, in addition to the category of business operators in the sector.
<b>Description of the activity</b>	Public relations and media relations activities
<b>2.1 Press Office</b>	It is planned to perform constant information coverage through the drafting of press releases to a selected mailing list of recipients, distinguished by target country and composed mainly of communication operators, opinion leaders and makers, but also of stakeholders from the distribution sector and the HoReCa sector, capable of generating in

	<p>significant terms, attention, sensitivity, consensus, involvement and visibility, towards the target audience targeted by the actions.</p> <p>A team of experts will take care of the preparation and sending of press releases ((No. 6 per year in Italy and No. 4 per year in Germany) following the subsequent follow-up. The same team will follow the drafting of summary and update content on individual scheduled events, with focus on the unique characteristics of the product and BIO European excellence (territoriality, quality linked to origin and low environmental impact methods, traceability, nutritional values, production sustainability, etc.).</p>
<p><b>2.2 Creating and updating a mailing list</b></p>	<p>For the dissemination of promotional messages, the involvement of key figures such as journalists, bloggers, and KOLs (Key Opinion Leaders) from the food and lifestyle sector, as well as the category of food and lifestyle traders, is considered strategic.</p> <p>The target audience will consist of journalists from the areas of economics, business, lifestyle, gastronomy and food not only from the print media, but also from radio and TV and web publications, as well as opinion leaders and makers and stakeholders from the distribution/commercial and HoReCa sectors, so as to reach, through them, a wide consumer audience. Therefore, a mailing list of at least 300 names (divided among the target countries) will be prepared and, subsequently, updated over the three-year promotion period, and they will be the main recipients of press releases and news concerning European organic fruit and vegetables and the initiatives that will be developed with the Promotion Program.</p>
<p><b>2.3 Creation of a digital archive</b></p>	<p>To support communication, an online multimedia digital archive with photographs, images, videos (e.g., tutorials for recipes and ways to use fruit and vegetables) audio interviews, etc. intended for information workers will be created and updated in the three-year period in progress.</p> <p>This indispensable and efficient reference tool, organized and classified by themes, media and formats, will become a valuable bank for the dissemination tasks to which all interested parties are called, starting with those on the mailing list and all those who will join (category managers and buyers), including consumers. Useful materials for dissemination will be downloadable online for quick use.</p>
<p><b>Radio/TV deepening in Italy</b></p>	<p>The interventions planned at close intervals and diversified on the main national media, drawing on the extraordinary capacity of maximizing contacts inherent to the major media (radio and TV), represent the ideal tool to promote, on a large scale, the rewarding aspects referred to the merits of European organic fruit and vegetable productions, and deepen the knowledge at extensive and qualified components of the target-audience (generalist and specialist).</p> <p>The configured mode of intervention highlights peculiar competitive advantages compared to classic intervention dynamics, both in terms of the purely quantitative aspect (which in itself highlights high potential, through the numerical of contacts developed thanks to main media coverage, capable of reaching the general public but also specific targets) and qualitative, creating a very important "trust factor."</p> <p>The messages, in fact, are not conveyed in the canonical spaces dedicated to commercial, promotional or publicized communication, but rather the search for appearances within regular television programs is pursued. This type of intervention has the additional advantage of being able to be modulated from time to time on the issues to be promoted, developing the different themes with customized cuts. Maximum visibility can then also be given to any events and demonstrations organized during the course of the project. The activity will be aimed at determining an incremental knowledge of the fundamental aspects of the fruit and vegetable supply chain and organic production: particular emphasis will be</p>

	<p>given to the description of technical, scientific and nutritional connotations, the peculiarities of the places of production, food safety, and processing with a focus on their sustainability. To focus the investment, actions are planned to be concentrated in a defined period and in radio and TV broadcasts of national relevance followed by the project target audience. For an optimal impact of the message, special attention will be paid to coordinate the interventions, involving the main institutional and scientific realities of the sector or other referents of recognized authority.</p>		
<b>Calendar</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Products/services to be provided in Italy</b>	no. 1 mailing list no. 6 press releases no. 16 releases generated no. 1 digital photographic video archive no. 30 releases on Italian radio and television stations (120 minutes)	no. 1 mailing list no. 6 press releases no. 16 releases generated no. 1 digital photographic video archive no. 30 releases on Italian radio and television stations (120 minutes)	no. 1 mailing list no. 6 press releases no. 16 releases generated no. 1 digital photographic video archive no. 30 releases on Italian radio and television stations (120 minutes)
<b>Products/services to be provided in Germany</b>	no. 1 mailing list no. 4 press releases no. 10 releases generated no. 1 digital photographic video archive	no. 1 mailing list no. 4 press releases no. 10 releases generated no. 1 digital photographic video archive	no. 1 mailing list no. 4 press releases no. 10 releases generated no. 1 digital photographic video archive
<b>Total three-year budget WP2</b>	<b>€ 657.891,65</b>		

<b>WP3.1</b>	<b>WEBSITE</b>
<b>Target group or groups</b>	end-consumers, journalists, bloggers and KOLs (Key Opinion Leaders) in the food and lifestyle sector, industry traders.
<b>Description of the activity</b>	Website realization and management
<b>3.1.1 Website update</b>	<p>In order to optimize project resources and maximize the efforts supported by the Tarquinia Fruit and Vegetable Plant during the course of the Euphoria project (AgriSimple 2019 - no.874783), an update of the website <a href="http://www.enjoygoodfood.eu">www.enjoygoodfood.eu</a> will be carried out. During the first year, material published from 2020 to 2024 will be archived, but still made available to the public, and will be structured to accommodate new project content for Italian and German consumers. The area of the site dedicated to European Organic Certification will also be further developed. The site will continue to have a purely informative role and will emphasize all those aspects that make European quality fruit and vegetables an excellence in the gastronomic landscape.</p> <p>Ample space will also be devoted to the issue of the sustainability of the organic fruit and vegetable production chain, with dedicated content (news), in-depth analysis and a continuous link to all the initiatives planned in this and the other WPs of the project. The site will host educational content and a digital platform for targeted and synergistic operations with social networks and other project actions. The content will be continuously updated with news to encourage its use and will be enriched by multimedia content shared with the image and photo bank that will be prepared as part of WP2 (Press</p>

	<p>Office), with comments and posts inferred from social platforms. The site will allow for specific pages dedicated to the enjoyment of specific materials designed for the campaign. A series of "landing pages" will get consumers directly from the places of purchase (see WP7) or Restaurants (WP6) where the promotion of European organic fruit and vegetables takes place. It will continue to have all the features for a "responsive" consultation through the tablet, smartphone or laptop devices. Therefore, it will be required to create the site with responsive web design (RWD) technology so that it will be "user friendly" with any type of device.</p> <p>A section will be dedicated to cooking so as to offer the best recipes based on BIO fruits and vegetables.</p>		
<p><b>3.1.2</b> <b>Sustainability Online Event</b></p>	<p>In order to raise awareness among target consumers in both target countries on the issues of sustainability of European fruit and vegetable production, several moments and messages will be designed throughout the three-year project period.</p> <p>The most representative is definitely the annual "Sustainability OnLine Event" that will be implemented in the last four months of each Project Phase. Experts in sustainability of agrifood production chains, chefs, producers, agronomists, nutritionists, will be called upon to discuss these crucial issues through an in-depth digital webinar aimed at the end consumer. The "online" mode will allow a wide audience participation, spread over all target countries, drastically reducing the environmental and economic impact. The event will be usable on the project's social channels, on the website <a href="http://www.enjoygoodfood.eu">www.enjoygoodfood.eu</a> and will remain available on demand at any time.</p>		
<p><b>3.1.3</b> <b>Newsletter</b></p>	<p>The newsletter is a powerful networking and updating tool and will delve into key issues of sustainability and the From Farm to Fork strategy with specific reference to the products targeted by the campaign and the production sector. With the involvement of an expert, the newsletter will also provide an opportunity to keep consumers in both target countries up-to-date on EU regulations on the topic. It will be able to contain multimedia modules (link to videos, online questionnaires, etc.) as well as a fixed space dedicated to the campaign with an update on the progress of activities and a focus on the main results achieved. The newsletter will have independent scientific direction by an international expert in the field and will be sent 2 times a year to consumers in both countries</p>		
<b>Calendar</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Products/services to be provided</b>	<p>Maintenance and updating of 1 website no. 1 sustainability online event no. 2 newsletters for each target country no. 10,000 viewing of Sustainability Online Event no. 30,000 consumers reached with newsletters (15,000 in Italy and 15,000 in Germany)</p>	<p>Maintenance and updating of 1 website no. 1 sustainability online event no. 2 newsletters for each target country no. 10,000 viewing of the Sustainability Online Event no. 30,000 consumers reached with the newsletters (15,000 in Italy and 15,000 in Germany)</p>	<p>Maintenance and updating of 1 website no. 1 sustainability online event no. 2 newsletters for each target country no. 10,000 viewing of the Sustainability Online Event no. 30,000 consumers reached with the newsletters (15,000 in Italy and 15,000 in Germany)</p>
<b>Total three-year budget WP3.1</b>	<b>€ 211.084,00</b>		



<b>WP 3.2</b>	<b>SOCIAL MEDIA</b>		
<b>Target group or groups</b>	Activities in the Social area transversally impact the entire project layout and the overall potential catchment areas: End Consumers, Opinion Leaders (gastronomes, chefs, food bloggers, restaurateurs, journalists, nutritionists), specialized press.		
<b>Description of the activity</b>	<p>The activity on social will include the activation of a page dedicated to the information and promotion campaign that will be promoted through the appropriate tools to:</p> <ul style="list-style-type: none"> <li>• Develop engagement and conversations to stimulate interest in European organic fruits and vegetables, their use, nutritional and quality properties, and increase sales and consumption shares;</li> <li>• Build a user base for the page;</li> <li>• Bring traffic to the campaign website;</li> <li>• Promote and disseminate the program of activities.</li> </ul> <p>One of the chosen social platforms will be used to implement an effective "social media marketing" strategy toward users so that the preferences of the multiple figures who make up the Program's target audience can be diversified. Content will be planned from time to time and translated into the languages of the Target countries, also the selection of graphic and photographic material will be made in relation to the content that will be published online. Information will also be conveyed through video media so that it can be indirectly transferred to the appropriate thematic socials that can further extend and ensure public attention to Program communication (e.g., specific socials for wellness, cooking, business, etc.). Interaction will be promoted not only to the site, but also among the activated socials.</p> <p>Activity 3.2, involving specialized personnel, is to sound out and collect, in a kind of mapping, the virtual web spaces where knowledge and notoriety of European organic fruit and vegetables is created. The activity will involve the following phases: Content strategy; Copywriting, content management, content design; Web Listening; Monitoring such as quantitative, semiotic mapping, digital equity analysis, digital ethnography, benchmarking. Specifically, a team of experts will organize reports with analysis of results and trends in views and followers: one report per semester is considered. This report will contain the following information: the number of consumers contacted, the number of contacts generated in the site/social, the number of content produced, the number of responses processed, the number of sites mapped.</p>		
<b>Calendar</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Products/services to be provided in Italy</b>	no. 90 content made, published and managed on social media no. 2 social networks: set up	no. 90 content made, published and managed on social media no. 2 social networks: set up	no. 90 content made, published and managed on social media no. 2 social networks: set up
<b>Products/services to be provided in Germany</b>	no. 60 content made, published and managed on social media no. 2 social networks: set up	no. 60 content made, published and managed on social media no. 2 social networks: set up	no. 60 content made, published and managed on social media no. 2 social networks: set up
<b>Total three-year budget WP 3.2</b>	<b>€ 280.522,50</b>		

<b>WP4</b>	<b>ADVERTISING</b>		
<b>Target group or groups</b>	End consumers, opinion leaders		
<b>Description of the activity</b>	Online advertising		
	<p>The multitude of advertising tools available on the web allows for a wide variety of functionalities to effectively enhance and disseminate information and knowledge on European organic fruit and vegetables online. Banners, through contextual advertising systems (i.e. appearing in coherence with what you are reading) and remarketing via the web, i.e. customising the display of ads for users who have previously visited the site or carried out searches with certain keywords, will be the tools taken into consideration to plan the advertising and dissemination plan for information content in favour of European organic fruit and vegetables and what they represent in terms of quality, guarantees, organoleptic, sensory and health properties, etc.</p> <p>Two campaigns will be planned, one per country, lasting 5 weeks (Italy) and 4 weeks (Germany) respectively.</p> <p>Programming will be carried out in harmony with and in synergy with the other activities of the programme, especially with regard to events in WP6 and points of sale in WP7. On social networks, the organic animation activity will be simultaneously increased and an intensive social media advertising activity will be carried out on a daily basis. The aim of this strategy is both to expand the audience of the most informative organic content dedicated to European organic fruit and vegetables and to promote the same message through spontaneous cross-posting of photos, images, messages and videos, capable of attracting the interest of consumers and suggesting contributions from the influencers involved in the Programme (included in the mailing list created in WP2). The task of devising, creating and managing the campaigns will be carried out by an adv specialist who will also take care of the graphic part with the adaptations of the visual and headline to the banner formats, as well as optimising the publication schedule and indicating to the web and social developers (WP3) the information to be linked to the promotional banners.</p>		
<b>Calendar</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Products/services to be provided in Italy</b>	no. 1 online banner campaign on social media no. 5 weeks of campaigns (35 days total)	no. 1 online banner campaign on social media no. 5 weeks of campaigns (35 days total)	no. 1 online banner campaign on social media no. 5 weeks of campaigns (35 days total)
<b>Products/services to be provided in Germany</b>	no. 1 online banner campaign on social media no. 4 weeks of campaign (28 days)	no. 1 online banner campaign on social media no. 4 weeks of campaign (28 days)	no. 1 online banner campaign on social media no. 4 weeks of campaign (28 days)
<b>Total three-year budget WP4</b>	<b>€ 244.080,00</b>		

<b>WP5</b>	<b>INSTRUMENTS OF COMMUNICATION</b>
------------	-------------------------------------

<b>Target group or groups</b>	Final consumers, distributors and food service operators
<b>Description of the activity</b>	Communication tools and gadgets
	<p>Preparatory to the production of the communication materials and the production of the gadgets will be the study and execution of the creativity of the promotion programme. The resources used for the ongoing promotion programme in Switzerland and Norway (Euphoria no. 874783) will be taken into account and optimised, and the Euphoria BIO project will have creative continuity with what was conceived and realised in the previous three-year period, but will emphasise the theme of European organic production.</p> <p>With the aim of optimising what has been achieved in the Euphoria Programme, the Enjoy Good Food logo will be repropose while the visual identity will be updated, adjusted to the new target countries and focused on organic production. The Programme's 'Headline' will also merit adaptation, which, however, will not distort the concept already adopted, but will inspire immediate reactions associated with the positive connotations of the message and the product, which will then be found in the body-copy, i.e. in the descriptive part of the communication tools.</p> <p>The message identified will refer to the Union value of the project and highlight the European dimension of the campaign. The development of the materials in digital and multimedia versions will require the involvement of experts in digital graphics. The same applies to the highly educational content of the texts, which will have to be comprehensive yet accessible to all consumers. Communication tools will be created with the environmental impact of production and distribution in both target countries in mind. For this reason, 'digital' dissemination will be preferred. Only solutions involving the use of recycled and/or certified paper or environmentally friendly materials with a low environmental impact will be considered for printing.</p> <p>The communication tools foreseen for both target countries will contain the educational and informative features necessary to increase knowledge of the consumption patterns of European organic fruit and vegetables. They will be diversified and designed for each target profile of the promotion programme, as well as for each action, modulating the level of information and the way of approaching the public in the different types of media. The communication tools that will be implemented are and will have the following characteristics:</p> <ul style="list-style-type: none"> <li>- Digital institutional leaflet: in order to create an information tool that is as sustainable as possible and at the same time sufficiently usable by the target audience, it was decided to create a digital leaflet that can be consulted with any available device (laptop, tablet, smartphone, etc.) and that can be printed, in full or in part, if necessary, in which the entire communication concept can be transferred. Being a digital and multimedia tool, the leaflet will go beyond the limits of the paper tool and will contain in-depth information in the form of links to websites, social accounts, dedicated to the theme, but also to other multimedia tools, video content, geolocations of production locations, and will be able to exploit many other dynamic functions that can be easily updated and enriched over the three-year promotion period. The tool will be in a standard, responsive format and, even when printed, will always contain the credentials of the Programme and its co-funders. The product will also be distributed through the website and social media dedicated to the programme and can be easily shared by anyone, allowing for a much more widespread and viral distribution than any printed tool. Printing costs and environmental impact (use of paper, energy, transport, etc.)</li> </ul>

will be lowered and production will involve a team of professionals for the graphic design, creativity and copywriting part only.

- Digital cookbook. Similar to the leaflet, this digital version will be extremely versatile in terms of content and dissemination potential. The cookbook will contain 10 recipes based on European organic fruit and vegetables each year, and will be produced with the collaboration of one or more starred chefs who will lend their professional skills to illustrate the creation of the proposed dishes, through a photo and video shoot, set up in a set equipped for the purpose. The cookbook will allow the consumer to be introduced to the use of European organic fruit and vegetables in the same way as a tutorial, which will be enriched with additional information on the organoleptic characteristics of the products involved in the project, the different origins and landscapes that characterise this production as a tourist attraction to European areas of excellence, the qualitative characteristics, the nutritional contributions to the organism, the different types of use including their inclusion in local cuisine and their benefits, etc.

Also for the cookbook, the dissemination may concern all multimedia devices and may be channelled through the website and social media dedicated to the Programme and beyond. The tool will be in a standard and responsive format and, even when printed, will always contain the credentials of the Programme and its co-funders. The costs of printing the cookbook and the environmental impact (use of paper, energy, transport, etc.) will be reduced. Post-production will involve a professional team of experts in graphic design, creativity and copywriting.

- Plantable business cards: these are special business cards made of 100% biodegradable paper, which can be planted because they contain non-GMO seeds that germinate in contact with water and soil. A card that inspires naturalness and sympathy, and is very easy to 'grow'. Once the business card has done its job, it will keep a pleasant memory of the meeting, transforming itself into a plant to be seen every day. The Planable Business Card will be personalised with the campaign credits and through a QRcode will allow access to all the campaign information. Those who receive it will be able to admire its originality and the particular sensitivity towards the environment of the person it represents, who, by avoiding waste, demonstrates his ecological sense of recycling.

It will be printed in four-colour process using ecological inks. The business card will have a format of 55x85 mm and will be produced in 30,000 copies. The seeds contained in the business cards may belong to flower or aromatic plants or vegetables. The most appropriate type will be chosen to meet the taste of consumers in the target countries. The cards may be distributed on all occasions when meeting operators and consumers in the course of activities.

- Institutional posters in 50x70 cm format, will be produced in no. 200 copies per year, in one-sided colour printing on FSC certified paper. The posters will be used for set-ups during the Programme activities, in particular as a supplement to the set-up during events (WP6) and promotional days at points of sale (WP7).

- ECO institutional roll-ups: these are displays with a roll-up poster made of an environmentally friendly and 100% recyclable material. The sheet is supported, when open, on a robust aluminium structure. The one-sided printing will be done in four-colour, high-definition with latex printers using certified ecological inks, making the roll-up totally eco-friendly. The size of the roll-up canvas will be 85x200 cm. Twenty copies per year will be produced. The roll-ups will be used for set-ups during the Programme's activities, in particular as a supplement to the set-up during events (WP6) and promotional days at points of sale (WP7) planned in both target countries.

<p>All materials will be published in digital version on the website and social accounts dedicated to the Programme. They will be appropriately translated into the languages of the target countries. This will be done in accordance with a communication strategy document and through the definition of three document reports:</p> <ul style="list-style-type: none"> <li>• "Concept document" which will define the communication project, describe its general idea, its digital multimedia and interactive features, and outline its guidelines before implementation</li> <li>• "Design document" which will specify the implementation with characterisation of characters, environments, content, interactions, graphics and video, sound, music, storyboard, look, etc.</li> <li>• "Technical document" which will document the implementation of the communication project: prototyping, testing and publication.</li> </ul> <p>The production may integrate existing content on which rights of use have been negotiated and ad hoc produced content.</p> <p>The distribution of the communication tools will take place in a viral manner and at no cost on the dedicated website and social networks; the materials will be available during the organised events and may be available for all other web, social and media channels that wish to use it. Posters, roll-ups and business cards, on the other hand, will require transport to the main cities in the target countries where the events will be held. In order to optimise resources and for ecological-environmental reasons, it is planned to execute the printed materials directly at the places of destination.</p>			
<b>Calendar</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Products/s ervices to be provided</b>	no. 1 communication strategy report no. 10 recipes no. 1 digital leaflet no. 1 digit recipe book no. 30,000 business cards no. 200 posters no. 20 ECO roll-ups no. 30,000 consumers reached	no. 1 communication strategy report no. 10 recipes no. 1 digital leaflet no. 1 digital recipe book no. 30,000 business cards no. 200 posters no. 20 ECO roll ups no. 30,000 consumers reached	no. 1 communication strategy report no. 10 recipes no. 1 digital leaflet no. 1 digit recipe book no. 30,000 business cards no. 200 posters no. 20 ECO roll-ups no. 30,000 consumers reached
<b>Total three-year budget WP5</b>	<b>€ 296.286,00</b>		

<b>WP6</b>	<b>EVENTS</b>
<b>Target group or groups</b>	Ho.Re.Ca. operators; Schools and Institutes of Advanced Gastronomic Training
<b>Description of the activity</b>	Seminars and weeks in restaurants
<b>6.1 Fairs</b>	ITALY: The Macfrut Fair in Rimini is the reference event for professionals in the fruit and vegetable sector in Italy and one of the main showcases at international level. Every year it welcomes Italian and international operators at the Rimini Exhibition Centre, confirming itself as a key appointment for operators and buyers.

	<p>Participation at MacFrut will be structured with an 18 square metre promotional stand that will represent consultants from Italy. A suitably trained promoter will be in charge of distributing the communication tools (WP5) to the fair participants. The activity will also be supported by the professionals involved in the other work packages: public relations activities (WP2), social media strategy and digital marketing (WP3) and advertising (WP4). During the three days of the fair, 15 one-to-one business training meetings will also be scheduled and organised with operators from the large-scale retail trade, HoReCa sector, opinion leaders and stakeholders, aimed at increasing knowledge about the quality of European organic fruit and vegetable production.</p> <p>GERMANY: The Fruit Logistica trade fair in Berlin is one of the most important international showcases dedicated to the fruit and vegetable sector. It embraces every single fresh produce trade sector and offers a comprehensive overview of all the latest innovations, products and services at every level of the global supply chain. It therefore creates excellent contact opportunities between top decision makers at every level of the industry.</p> <p>Participation at Fruit Logistica will be structured with an 18 square metre promotional stand that will host the consultants from Italy together with a suitably trained promoter who will be in charge of distributing the communication tools (WP5) to the participants, thus expanding the visibility and impact of the Project. The activity will also be supported by the professionals involved in the other work packages: public relations activities (WP2), social media strategy and digital marketing (WP3) and advertising (WP4). Furthermore, during the three days of the Fair, 15 one-to-one business training meetings with operators from the large-scale retail trade, the HoReCa sector, opinion leaders and stakeholders, aimed at increasing knowledge about the quality of European organic fruit and vegetable production, will be organised.</p>
<p><b>6.3 Weeks in restaurants</b></p>	<p>The promotion of European fruit and vegetables in restaurants in Italy will be implemented through a medium-term partnership with those restaurants or their chains that are widely and homogeneously distributed throughout the country, especially in the country's most populated and important cities. The partnership will cover 10 promotional moments each year and will include the offer of BIO European fruit and vegetables for tasting to patrons, limited to certain periods of the year. The serving staff in the dining room will set up a tasting at the table using the dedicated table cover and will enhance the characteristics of the products being promoted.</p> <p>Emphasis will be placed on the campaign with the display of special materials created with the aim of supporting the campaign message inside the restaurant and inspiring in the Italian consumer reasons of interest, curiosity and propensity both to experience the taste and quality peculiarities of European BIO fruit and vegetables and to deepen their interest in this product. The reinforcement offered by the communication tools (posters, roll-ups, business cards), together with the sensory experience of tasting the products being promoted, will amplify the message and the dissemination of information, and therefore the promotional return, which will also be solicited towards the consultation of the website and social media.</p> <p>The executive method of the event is aimed at stimulating the active participation of restaurateurs so that they themselves spread the information suggestion in a pleasant involvement where the consumer becomes the protagonist and replicator of the same experience. For the setting up of the restaurant hall, exclusively for this action, customised disposable table covers will be produced in FSP-certified paper in the number of 30,000, printed single-sided with ecological inks, which will create a notable visual impact towards the promotional message. The disposable tablecloth will be supplied to restaurateurs</p>

	<p>together with all the rest of the communication material and will be an additional tool to direct customers to interact with online media tools.</p> <p>The motivators who will draw the customer's attention to the promotional themes will be appointed from among the staff of the restaurant itself. To this end, one training meeting will be held with this staff in advance of the execution, via a remote online connection. The training meeting will be carried out with the help of technical collaborators for the connection and with professional trainers and simultaneous translators.</p> <p>Particular attention will be paid in itinere to gathering observations, indications, impressions of the customers on the campaign and, above all, on the product tasted. The consumer will be invited to fill in a special evaluation questionnaire, which from year to year will help to improve particular criticalities in the restaurant/customer relationship that could disadvantage greater consumption and product knowledge. The duration of the promotion will be at least 15 weeks (105 days) for all the restaurants that adhere to the promotional operation, with the option left to the discretion of the restaurateur to maintain the promotional set-up, free of charge, even beyond this period, should this prove to be appreciated by customers. The activity will be reinforced by the work of the press office, with the aim of also directly involving a number of journalists in the product tasting test (and promotion through the media).</p>		
<b>Calendar</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Products/services to be provided in Italy</b>	n. 1 partecipazione alle Fiera Macfrut di Rimini; n. 15 settimane promo nei ristoranti (105 giornate); n. 30.000 consumatori coinvolti	n. 1 partecipazione alle Fiera Macfrut di Rimini; n. 15 settimane promo nei ristoranti (105 giornate); n. 30.000 consumatori coinvolti	n. 1 partecipazione alle Fiera Macfrut di Rimini; n. 15 settimane promo nei ristoranti (105 giornate); n. 30.000 consumatori coinvolti
<b>Products/services to be provided in Germany</b>	n. 1 partecipazione alla Fruit Logistica	n. 1 partecipazione alla Fruit Logistica	n. 1 partecipazione alla Fruit Logistica
<b>Total three-year budget WP6</b>	<b>€ 714.849,30</b>		

<b>WP7</b>	<b>POINTS OF SALE</b>
<b>Target group or groups</b>	Ho.Re.Ca. operators; Schools and Institutes of higher education in gastronomy
<b>Description of the activity</b>	Point-of-Sale Promotion
	The activity envisages the organisation, in collaboration with the sales outlets, of a customised area with a set-up identifying the promotion campaign in which the customers of the sales outlets, potential consumers, can be brought into direct contact with the product. The aim is to provide them with a tasting experience that can simultaneously inform and increase the level of knowledge about fruit and vegetables, production areas and BIO certification.

	<p>A series of sales outlets located in the main Italian cities will be involved in the promotional activity, and the activity will particularly focus on the city of Rome and its Province. Each point of sale will be provided with display material dedicated to the campaign, which will be positioned in the fruit and vegetable department. A tasting station will then be provided by the point of sale, which will be set up with the campaign graphic material. The tasting area in the dedicated area will be manned by specially appointed and trained staff to present the product. Staff training will be carried out before the action takes place with the help of agencies and personnel in the area specialised in the promotion of agri-food products. European organic fruit and vegetables will be presented to consumers in terms of their quality requirements, the basics of how to consume them will be suggested, and a tasting experience will be offered. Business cards will be distributed at the corner, inviting the public to consult the online support material. In order to closely monitor the promotion activity, a sample questionnaire will be administered by the service staff among the most willing public. The promotion will cover a total of 150 days, which will be spread over the participating points of sale. In order to create preventive consumer attention around the event, a direct mailing campaign will be planned and executed, with DEM being sent to 20,000 consumers located in the geographical areas in which the chains or points of sale operate.</p>		
<b>Calendar</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Products/s services to be provided</b>	no. 150 promotion days in sales outlets no. 20,000 DEM no. 40,000 consumers involved	no. 150 promotion days in sales outlets no. 20,000 DEM no. 40,000 consumers involved	no. 150 promotion days in sales outlets no. 20,000 DEM no. 40,000 consumers involved
<b>Total three-year budget WP7</b>	<b>€ 587.317,50</b>		

#### SUMMARY

WP no.	Description of services/goods/works	Amount
2	Public relations	€ 657.891,65
3.1	Website	€ 211.084,00
3.2	Social media	€ 280.522,50
4	Online advertising	€ 244.080,00
5	Communication tools and gadgets	€ 296.286,00
6	Events (fairs and weeks in restaurants)	€ 714.849,30
7	Point-of-sale promotion	€ 587.317,50
	<b>Total amount</b>	<b>€ 2.992.030,95</b>

#### PROCEDURE FOR SELECTING THE IMPLEMENTING BODY OF THE PROGRAMME

##### 6. Requirements for participation in the tender

Economic operators may participate in this tender procedure on an individual or associated basis.

The provisions of Articles 67 and 68 of the Procurement Code apply to entities formed in associated form.



Consortia referred to in Article 65, paragraph 2 of the Code that intend to perform the services through their own consortium members are obliged to indicate for which consortium members the consortium is competing.

Consortia referred to in Article 65 (2) (b) and (c) are required to indicate for which consortium members the consortium is competing.

Temporary consortia made up of two or more economic operators that individually meet the requirements to take part in the tender may be excluded from the tender, following an adversarial procedure. This option does not apply in the event that the groupings are made up of subsidiaries and/or affiliated companies within the meaning of Article 2359 of the Civil Code.

A competitor that takes part in the tender in one of the forms indicated below shall be excluded in the event that the contracting authority ascertains that there is significant evidence to suggest that the tenders of the economic operators are attributable to a single decision-making centre due to agreements with other economic operators participating in the same tender:

- participation in more than one temporary grouping or ordinary consortium of competitors or aggregation of economic operators adhering to the network contract (hereinafter, 'network aggregation');
- participation both in an ordinary grouping or consortium of competitors and individually;
- participation both as an aggregation of network operators and individually. This exclusion does not apply to networks not participating in the aggregation, which may submit a bid, for the same tender [in the event of subdivision of the contract into separate lots, replace 'to the tender' with 'to the individual lot'], either individually or in association;
- participation of a consortium which has appointed an executing consortium member who, in turn, participates in any other form.

In the event of such a finding, the economic operators concerned shall be informed, who may, within five days, prove that the circumstance did not affect the tender, nor is likely to affect their ability to fulfil their contractual obligations.

### **6.1 No grounds for exclusion from participation in the Tender**

Participation in this tender procedure is reserved for economic operators who, on the date of submitting their tender, declare that there are no grounds for exclusion within the meaning of Directive 2014/24/EU, or grounds for exclusion related thereto:

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

The non-existence of these grounds for exclusion must be attested by the attached declaration (Annex A), signed by the legal representative.

Contestants may not participate if they are, with respect to another participant, in a situation of control, as defined in Article 2359 of the Italian Civil Code, or in any relationship, including a de facto one, if the control or relationship implies that the tenders submitted are imputable to the same decision-making centre.

### **6.2 Economic and financial capacity requirements**

The economic operator (single or in a temporary grouping of companies) that intends to participate in this call for tenders must have achieved, in the three-year period 2020-2021-2022, an overall turnover of no less than Euro 3,000,000.00 (in letters: Euro three million) net of VAT, as resulting from VAT declarations or equivalent tax in the EU;

Possession of these requirements must be attested by the attached declaration (**Annex A**), signed by the legal representative. These requirements must be possessed by the economic operator as a whole, or as an entity in a temporary grouping of companies.

### **6.3 Technical and professional capacity requirements**

Competitors must be in possession, under penalty of exclusion, of the general order requirements provided for by the Procurement Code, as well as the additional requirements indicated in this article and in the specifications.

The contracting authority verifies the possession of the general order requirements by accessing the file submitted by the economic operator.

The circumstances referred to in Article 94 of the Code are automatic grounds for exclusion. The existence of the circumstances referred to in Article 95 of the Code is ascertained after an adversarial procedure with the economic operator.

In the event of the participation of consortia pursuant to Article 65, paragraph 2, letters b) and c) of the Code, the requirements set forth in point 5 shall be possessed by the consortium and the consortia indicated as executors.

In the event of the participation of stable consortia pursuant to Article 65, subsection 2, letter d) of the Code, the requirements set forth in point 5 are possessed by the consortium, the consortium members indicated as executors and the consortia members providing the requirements.

The economic operator (single or in a temporary grouping of companies) wishing to participate in this selection competition must:

- have performed, in the three-year period 2020-2021-2022, services similar to those covered by the tender for a total amount of not less than EUR 1,000,000.00 (in letters: EUR 1 million) net of VAT;
- attach a list of main services performed (company CV);
- attach the CVs of the personnel employed, if any, in the execution of the Programme, showing proven experience in services similar to those covered by the tender.

Similar services include (but are not limited to):

- management activities of complex international promotion projects/programmes in the agri-food sector;
- management activities of groupings of companies and coordination of working groups;
- design and management activities of public contribution programmes;
- event and incoming organisation activities;
- press office management activities;
- communication activities, PR, etc. also on-line;
- production of information material;
- production of promotional videos.

Possession of these requirements must be attested by means of the attached declaration (Annex A) signed by the Legal Representative of the proposing party and the submission of the CVs of the professional figures envisaged in the performance of the assignment. These requirements must be possessed by the economic operator or by the temporary grouping of companies as a whole, except that in the latter case the mandated company must in any case possess the requirements and perform the services to a majority extent.

### **Self cleaning**

An economic operator that finds itself in one of the situations referred to in Articles 94 and 95 of the Procurement Code, with the exception of contribution and tax irregularities that have been definitively and not definitively ascertained, may provide evidence that it has adopted measures (so-called self-cleaning) sufficient to demonstrate its reliability.

If the cause of exclusion occurred prior to the submission of the tender, the economic operator shall indicate in the DG the obstructive cause and, alternatively

- describes the measures taken pursuant to Article 96(6) of the Code;
- justifies the impossibility of adopting such measures and undertakes to do so at a later date. The adoption of the measures is communicated to the contracting authority.

If the cause of exclusion occurred after the submission of the tender, the economic operator shall adopt the measures referred to in Article 96(6) of the Code by notifying the contracting authority.

Compensation or an undertaking to compensate for any damage caused by the offence or misdemeanour, proof that the facts and circumstances have been clarified in a comprehensive manner by actively cooperating with the investigating authorities and that concrete technical, organisational or personnel measures have been taken to prevent further offences or misdemeanours are considered sufficient measures

If the measures taken are deemed sufficient and timely, the economic operator is not excluded. If those measures are deemed insufficient and untimely, the contracting authority shall inform the economic operator of the reasons therefor.

An economic operator excluded by a final judgment from participation in contract or concession procedures may not avail itself of self-cleaning during the period of exclusion resulting from that judgment.

In the event that a grouping/consortium has excluded or substituted a participant/executor affected by an exclusion clause pursuant to Articles 94 and 95 of the Code, the measures adopted pursuant to Article 97 of the Code shall be evaluated in order to decide on the exclusion.

## 7 Award Criteria

The contract is awarded on the basis of the criterion of the economically most advantageous offer, identified on the basis of the best value for money, according to the distribution of scores described below, taking into account the technical offer and the economic offer.

The qualitative aspects of the service and the price will be taken into account jointly; therefore, the total 100 points will be evaluated in the following proportions:

- TECHNICAL OFFER: MAXIMUM 85 POINTS;
- TECHNICAL OFFER: MAXIMUM 15 POINTS.

The following criteria and their sub-criteria are established for scoring.

<b>TECHNICAL OFFER: MAXIMUM 85 POINTS</b>		
<b>Criteria</b>	<b>Sub criteria</b>	<b>Maximum score</b>
<b><u>STRATEGY OVERALL (max. 21 points)</u></b>	Adequacy of the planning in terms of coherence with the objectives of the Communication Strategy and consistency with the planning timeframe.	8
	Adequacy of the proposed methodology, articulation of the communication strategy, its capacity to produce significant results, the breadth of the target audience contacted	6
	Coherence between the overall project strategy and individual activities	7
<b><u>CREATIVE FORMAT AND PROPOSALS GRAPHICS</u></b>	Quality of the proposed creative and graphic formats: creativity and effectiveness of the visual identity of the campaign and of the coordinated image, such as to make the communication recognisable and effective in all its declinations.	12

<b>(max 36 points)</b>	Coherence with the Programme objectives: efficiency of the communication formats to guarantee the achievement of the general and specific objectives set in the Programme.	8
	Flexibility by channel, instrument and target group: evaluation of the possibility of articulating the message with a view to its use over the course of the three-year programme and through a mix of coordinated techniques and solutions, aimed at giving a clear and complete response to the needs of involvement of the different targets.	8
	Effectiveness of the proposed architecture: evaluation of the functionality and potentiality of the creative strategy for the envisaged application to the different spheres and levels of communication, with particular reference to the formats to be activated in the corresponding project actions and taking into account that the completeness of the project requires the full correlation between the single communication tools and actions and the strategic axis oriented to the Programme promotion objectives.	8
<b>METHODOLOGICAL</b>	Completeness of required output characteristics	8
<b>APPROACH</b> <b>(max 28 points)</b>	In-depth knowledge of the target markets and market logic in these markets	4
	Quality of the professional characteristics of the proposed team in terms of absolute competence based on the quality of the CVs submitted	4
	Adequacy of control mechanisms to monitor the correct economic-financial execution of the project and compliance with the timetable	4
	Experience in managing articulated communication and promotion projects in the specific segment	8
<b>TOTAL</b>		<b>85</b>

The Commission will evaluate each technical offer, assigning a qualitative coefficient for each sub-criterion:

not detectable	0
insignificant evaluation	0,1
barely sufficient evaluation	0,2
sufficient assessment	0,3
sufficient/fair assessment	0,4
fair assessment	0,5
fair/good evaluation	0,6
good rating	0,7
good/very good assessment	0,8
excellent rating	0,9
excellent rating	1,0

<b>TECHNICAL OFFER: MAXIMUM 15 POINTS</b>		
<b>Criteria</b>	<b>Sub criteria</b>	<b>Maximum score</b>
<b>AFFORDABILITY OF THE OFFER</b>	Economic offer for the activities (SUBTOTAL ACTIVITY) according to the formula below	10
	Economic offer for the participating economic operator's fee according to the formula below	5

<b>TOTAL</b>	<b>15</b>
--------------	-----------

With regard to the economic offer for activities (maximum 10 points out of 100), the score will be awarded on the basis of the following formula

"economic offer for activities" score considered = Offer X/Maximum offer \* 10

where:

Maximum bid: is the highest economic bid for the activities (SUBTOTAL ACTIVITY) among those submitted;  
 Bid X: is the economic bid for the activities (SUBTOTAL ACTIVITY) of the economic operator considered.

As regards the economic offer for the economic operator's fee (maximum 5 points out of 100), the score shall be awarded on the basis of the following formula

Economic offer score for the economic operator's fee considered = (Minimum % Operator's fee / Operator's fee % X) \* 5.

where:

Minimum operator fee %: is the fee for the lowest economic offer, of the participating operator, among those submitted.

Operator fee % X: is the fee relating to the economic offer of the economic operator in question.

It should be noted that the fee must never exceed 13% of the value of the economic offer in total or in part.

For the purposes of awarding and calculating scores, any non-integer values shall be approximated to the second decimal place.

No increased bids are permitted.

On the basis of the scores awarded to the offers, a ranking list will be drawn up.

The award will be made in favour of the tenderer who has submitted a bid that meets all the mandatory minimum requirements and has the highest overall score (technical bid score + financial bid score).

In the event of a tie, the contract will be awarded to the tenderer with the highest score in the technical offer. In the event of a tie in both the economic offer and the technical offer, the contract will be awarded by drawing lots.

The contracting body shall not be obliged to pay any compensation to the competing companies, for any reason or cause whatsoever, for the tenders submitted.

Once the prescribed checks on the possession of the requisites have been carried out, the contract will be awarded.

The award shall immediately bind the bidder awarded the tender, while the contracting body shall be definitively committed only when, in accordance with the law, all the acts consequent and necessary to the execution of the tender have acquired full legal effectiveness.

In the event that the successful tenderer fails to appear for the stipulation of the contract or in the event that the declarations made are found to be false, the awarding body reserves the right to award the contract to the next person in the ranking list, once the required checks have been carried out.

The Centrale Ortofrutticola Di Tarquinia shall proceed with the award even in the event that only one valid tender is submitted, provided that it is congruous.

Pursuant to Article 108, paragraph 10, of Legislative Decree No. 36 of 31 March 2023, as amended and supplemented, the contracting authority shall not proceed with the awarding of the contract if no offer is convenient or suitable in relation to the subject of the contract.

In the event of an abnormally low tender, the contracting authority shall adopt the procedures set forth in Article 110 of Legislative Decree No. 36 of 31 March 2023, as amended and supplemented.

The evaluation of the technical offers shall be carried out by an Evaluation Committee appointed after the date of submission of the offers.

The results will be communicated by PEC to the participants and will be published on the website of the Centrale ortofrutticola di Tarquinia: [www.opcot.it](http://www.opcot.it).

## **8. MODALITIES FOR THE SUBMISSION AND EVALUATION OF PROPOSALS**

Organisations interested in participating in the Call for Tenders must, under penalty of exclusion, submit all the necessary documentation, which can also be downloaded from the website [www.opcot.it](http://www.opcot.it), **no later than 10 noon on 18 december 2023** (Rome local time), in a single envelope containing the following documents or in one or more files (if sent electronically):

### **Envelope A) Administrative documentation:**

- Annex A completed and signed by the Legal Representative
- Balance sheet for the last 2 financial years
- CVs of personnel employed.

### **Envelope B) Technical proposal:**

- Presentation of the economic operator participating in the selection procedure
- Detailed description of the required activities/initiatives/creative proposals.

### **Envelope C) Economic offer:**

- Table detailing costs and operator's fee

The documentation must be submitted in paper format and in electronic format - printable and copyable - on CD or USB flash drive, by the participant in the tender **no later than 10 noon on 18 december 2023** (Rome local time).

All documentation can be submitted in two different ways:

- paper format in a closed envelope (countersigned on the flaps) containing the 3 envelopes;
- electronic format, on CD or USB stick, containing the documents in printable, non-editable PDF format.

Alternatively, the documentation may be sent via PEC to the address: [op.cot@legalmail.it](mailto:op.cot@legalmail.it)

Name the subject of the envelope or PEC as follows:

***NOTICE OF SELECTION BY OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF A BODY TO CARRY OUT PART OF THE THREE-YEAR PROGRAMME OF PROMOTION AND INFORMATION ACTIVITIES NAMED "Enhancing the quality of European organic fruit and vegetables"***

Delivery of the envelope and/or telematic communication by the deadline shall remain at the sole risk of the sender if, for any reason, it does not reach its destination by the aforementioned deadline.

Delivery after this peremptory deadline, and the related exclusion, may not be contested.

### **Address to which proposals should be sent by the above-mentioned deadline:**

CENTRALE ORTOFRUTTICOLA DI TARQUINIA Soc. Coop. Arl – Strada Provinciale Porto Clementino snc, 01016 - Tarquinia (Viterbo) to the attention of Dr. Piero Valdi

### **Offer opening and selection procedures**

**An internal Commission will be appointed ad hoc, after the deadline for the arrival of tenders, to carry out the opening and evaluation of the duly received proposals, as well as the consequent selection according to the criteria set out in this call for tenders.** The Commission will meet at the headquarters of OP COT in Tarquinia, in order to carry out the selection procedures. The Commission's work will be duly minuted, indicating, inter alia, the reasons supporting the assessments made. OP COT - Centrale Ortofrutticola Di Tarquinia will provide for adequate publicity of the awarding of the contract. In particular, all participants will be promptly notified of the outcome of the tender through formal communication via email, informing unsuccessful bidders of the reasons for their exclusion.

The results will also be published on the website of Centrale Ortofrutticola Di Tarquinia – [www.opcot.it](http://www.opcot.it), as soon as the Commission has completed its evaluations.

Further information can be obtained from the following address:

Centrale Ortofrutticola Di Tarquinia – Piero Valdi tel. 0766 856193 email: [promozioneopcot@virgilio.it](mailto:promozioneopcot@virgilio.it)

#### **TENDER DOCUMENTS:**

- **NOTICE**
- **TECHNICAL SPECIFICATIONS**
- **ANNEX A**

### **9. WAYS OF PREPARING THE OFFER**

#### **9. 1 WAYS OF PREPARING THE TECHNICAL OFFER - ENVELOPE B**

##### ***Presentation of the economic operator:***

General presentation in terms of: contacts, experience in the field of promotion/information on high quality agricultural products, experience in the realisation of events, PR and Press Office activities, organisation of point of sale tastings and press campaigns, elaboration of promotional/information material, website and social media management. Information on its staff, with explicit reference to similar activities already carried out at European and international level, and particularly to the sectors and countries of intervention of the Programme.

##### **Content of the Technical Report**

The operator must indicate for each point listed below its initiatives and the way in which they were carried out and the results achieved.

#### **OVERALL STRATEGY**

**The participant should articulate its proposal by proposing the implementation strategies it considers most effective in pursuing the project objectives using the following indications:**

- a) demonstration of the working group's capacity to produce the results envisaged by the project;
- b) articulation of the overall strategy: consistency between the overall project strategy and the individual activities;
- c) ways of achieving the specific objectives and results set out in the project.

#### **PROJECT OUTPUTS**

**The participant should articulate its proposal by proposing the implementation methods it considers most effective for the production of project outputs. The proposal must be structured in particular by developing the following points:**

- a) implementation characteristics and contents of the interventions, with justification of the strategic, organisational and executive methods chosen, analysis of consistency with the general and specific objectives of the Programme and description of the project outputs;
- b) presentation of the working group responsible for the implementation of the activities, with a description of the working group's capacity to produce such outputs, also with reference to the specific professional skills and experience acquired.

#### **METHODOLOGICAL APPROACH AND ARTICULATION OF ACTIVITIES**

**For each type of activity reported in the specifications, the specific interventions that are intended to be implemented to achieve the project objectives should be described. The activities and related interventions will have to be consistent with the overall strategy of the Program and with the respective strategic sub-axes proposed for the individual target countries, with respect to the relevant target groups identified. The interventions should be declined according to the points below:**

- a) mode of execution of the actions: description of the operational methods used for the provision of services and their consistency with the goals and objectives of the proposed communication campaign and the Program;
- b) timetable: adequacy of time and resources, provided in the timetable and its consistency with the Program, which should be articulated over a period of three years;
- c) consistency with the overall strategy and implementation methods of the interventions proposed above;
- d) description of the monitoring mechanisms and proper execution of the activities;
- e) Description of the working group and specific responsibilities in relation to different activities.

#### **9.2 WAYS OF PREPARING THE FINANCIAL OFFER - ENVELOPE C**

The costs shall be detailed for each activity and type of activity required for the organization and implementation of the service (SUBTOTAL ACTIVITY) with indication of the value of the fee of the economic operator considered according to the following scheme.

These costs contribute to the definition of the SUBTOTAL ACTIVITY and are subject to reporting as indicated in the Agreement as per the model attached to the annual call for proposals 2023 approved under EU Regulation No. 1144/2014 on information and promotion actions concerning agricultural products carried out in the Internal Market and Third Countries.

The economic operator's fee (lump sum) should also be highlighted.

An example table is given below:

<b>Work package/target country/common activities</b>	<b>Type of activity</b>	<b>Activity cost for each of the three years (euro)</b>	<b>Overall total (euro)</b>
Public relations			
Website, social media			
Advertising			
Communication tools			
Events			



Point-of-sale promotion			
		<b>SUBTOTAL ACTIVITY</b>	
Total economic operator (max 13%)		%	
		<b>TOTAL ECONOMIC OFFER*</b>	

\*NB: THE TOTAL ECONOMIC OFFER must be equal to the total amount of this selection procedure (€ **2.992.030,95**).

The compensation of the executing agency (economic operator's fee) shall be a maximum of 13% of both the total cost (SUBTOTAL ACTIVITY) and referred to each individual action.

This table will form the economic offer and should be included in Envelope C - Economic Offer.

#### **CHARGES TO BE BORNE BY THE SUCCESSFUL TENDERER**

The following are the responsibility of the successful bidder.

1. Performance of the Services covered by the contract, in full and unconditional acceptance of the contents of these Specifications;
2. Observance of every indication contained in these specifications even if not specifically referred to in this article, of rules and regulations in force at both the national and regional levels, as well as those that may be issued during the contract period (including regulatory rules and municipal ordinances), with particular regard to those relating to hygiene and safety and in any case pertaining to the subject matter of the contract.

#### **CHANGES IN THE CONTRACT -QUANTITATIVE AND QUALITATIVE CHANGES IN SERVICES**

LA CENTRALE ORTOFRUTTICOLA DI TARQUINIA, if sudden and special needs arise, reserves the right to make more or less quantitative variations to the contract within the limit of one-fifth of the contract amount in compliance with contractual obligations.

#### **RELATIONS BETWEEN THE CONTRACTOR AND THE ADMINISTRATION**

The successful tenderer must identify a contact person responsible for the service, who will be obliged to collaborate closely with the offices of CENTRALE ORTOFRUTTICOLA DI TARQUINIA in the implementation of the Service covered by the contract, as well as the operational resolution of problems relating to particular requirements of the activities.

#### **INADEQUACIES**

CENTRALE ORTOFRUTTICOLA DI TARQUINIA has the right to dispute services rendered that do not meet in whole or in part the requirements of the specifications or the bid proposed in the tender. In the event of a dispute, CENTRALE ORTOFRUTTICOLA DI TARQUINIA may require the supplier to replace personnel unsuitable for the performance of services. In case of delay or refusal, as well as in any other hypothesis of non-compliance with the contractual obligations undertaken by the economic operator, CENTRALE ORTOFRUTTICOLA DI TARQUINIA will challenge the contracted firm in writing for non-compliance.

#### **FORFEITURE AND REVOCATION OF THE CONTRACT**

The awarded firm may be declared forfeited from the contract in the following cases:

- for failure to fulfill its contractual or legal obligations, regarding salaries, liquidations or social security and insurance treatments in favor of the personnel of the awarded firm;
- for manifest non-compliance with the commitments undertaken in the contract of contract;
- for non-compliance with the submitted project lines and any supplementary indications regarding the quality of the service.

**UNILATERAL TERMINATION OF THE CONTRACT**

The CENTRALE ORTOFRUTTICOLA DI TARQUINIA has the right to check and verify the proper execution of the service with the help of appointees chosen at its discretion. In the event of termination of the contract, the company awarded the contract is in any case committed to continuing the assignment, under the same conditions, for a maximum of three months.

**CONTRACTUAL EXPENSES**

Stamp, stipulation, registration and any other ancillary expenses relating to the contract shall be borne 50% by the successful economic operator and the remaining 50% by CENTRALE ORTOFRUTTICOLA DI TARQUINIA.

**CONTENTIOUS**

For the settlement of all disputes that may arise in the performance of the service and that cannot be settled by the parties in the short term, the place of jurisdiction is Rome.

**RIGHTS OF OWNERSHIP AND USE**

The rights of ownership and/or use and economic exploitation of the documents prepared or produced by the successful tenderer or its employees and collaborators within the scope of or in connection with the performance of this service shall remain the exclusive property of the Contracting Authority of the CENTRALE ORTOFRUTTICOLA DI TARQUINIA, which may, therefore, arrange for the publication, dissemination, use and duplication of such intellectual works or materials without any restrictions. Said rights, pursuant to Law No. 633/41 "Protection of copyright and other rights granted to the exercise thereof" as amended and supplemented by Law No. 248/00, shall be understood to be assigned, acquired and licensed in a perpetual, unlimited and irrevocable manner. The successful tenderer undertakes to deliver all the products in an open and modifiable format and expressly undertakes to provide CENTRALE ORTOFRUTTICOLA DI TARQUINIA, as the Contracting Authority, with all the documentation and material necessary for the effective exploitation of the rights of exclusive ownership, as well as to sign all the documents necessary for the possible transcription of said rights in favour of CENTRALE ORTOFRUTTICOLA DI TARQUINIA in any public registers or lists. The successful bidder undertakes to comply with current legislation on the collection and processing of personal data and the protection of databases.