



# **C.O.P. CENTRALE ORTOFRUTTICOLA DI TARQUINIA SOC. COOP.**

## **TECHNICAL SPECIFICATIONS AND PROCEDURE FOR THE SELECTION OF A BODY RESPONSIBLE FOR THE IMPLEMENTATION OF THE INFORMATION AND PROMOTION PROGRAMME FOR AGRICULTURAL PRODUCTS IN THIRD COUNTRIES CALL 2023 - EU Reg. No 1144/2014**

The PO C.O.T. - Centrale Ortofrutticola Di Tarquinia Soc. Coop. A.R.L. (**hereinafter Contracting Authority**), with registered office in Strada Provinciale Porto Clementino, 01016 Tarquinia (VT) - ITALY, VAT No. and Tax Code 00062140561, email [op.cot@virgilio.it](mailto:op.cot@virgilio.it), PEC [op.cot@legalmail.it](mailto:op.cot@legalmail.it), intends to submit a Programme of information and promotion activities in the framework of the **Call for Proposals 2023** - Simple Programmes "Subsidies for information and promotion measures for agricultural products carried out on the internal market and in third countries in accordance with Regulation (EU) No 1144/2014 of the European Parliament and of the Council" and, for this reason,

**announces**

pursuant to Reg. (EU) No. 1144/2014, Delegated Reg. (EU) No. 2015/1829 and Implementing Reg. (EU) No. 2015/1831 (taking into account the Work Programme for 2023, defined within the framework of Reg. (EU) 1144/2014 published by the Commission) **a Call for Proposals for the selection, by means of an Open Competitive Procedure, of an "Implementing Body" responsible for carrying out the Actions (activities/initiatives/costs) aimed at achieving the objectives set out in the Programme to be presented and to be carried out, if approved, in the following third countries: SWITZERLAND and THE UNITED KINGDOM, in favour of European fruit and vegetable products.**

Companies/agencies meeting the requirements indicated in the above-mentioned EU Regulations (by way of non-exhaustive example: agencies or companies experienced in PR, promotion, information, event organisation, advertising and press campaigns, activities at points of sale and restaurants) are invited to submit an offer (technical and economic proposal) on the basis of the indications described in this document, in the "**TECHNICAL SPECIFICATIONS**" section.

The Contracting Authority intends to carry out the selection of the implementing body through an open tender procedure in compliance with the principles of cross-border interest, non-discrimination, equal treatment, transparency, publicity, proportionality, clarity and consistency of the selection and award criteria envisaged with the purpose of the services requested and with their value, best value for money and absence of conflicts of interest, under the conditions indicated by the reference European Regulations, by the Document "Guidance on competitive procedure Ref. Ares (2016) - 07/06/2016" and the latest available Decree, Decree of the Director General of the Ministry of Agriculture, Food and Forestry Policies no. 0526288 of 17/10/2022.

It is hereby specified that, since the present call for proposals is expressly aimed at the implementation of a European project to be presented in the near future, in the event of its failure to be approved by the Community bodies in favour of OP C.O.T. as the beneficiary body, the awarding of this Tender shall be considered null and void for all purposes, and in particular with reference to any and all liability profiles on the part of OP C.O.T. and, consequently, to the recognition of any costs, charges and/or damages to the participants in the Tender.

Should the Programme be approved, the successful tenderer of this Call for Proposals (implementing body) will be responsible for the execution of the activities envisaged and the relationship between the Implementing Body and the Contracting Authority will be governed by a specific contract.

In general, the implementing body must, in addition to carrying out the agreed activities, also prepare both financial and operational reports, also making available to OP C.O.T. the proofs of payment related to the expenses incurred, as well as all the documentation and information related to the activities carried out (e.g.: photos, data on contacts and results achieved, participant lists, video-recordings, description of activities carried out).

**Proposals submitted under the Call for Proposals are valid for 18 months.**

## MAIN INFORMATION

CONTRACTING AUTHORITY: **PO C.O.T. - Centrale Ortofrutticola Di Tarquinia Soc. Coop. a r.l.**

MARKETS OF INTERVENTION: **SWITZERLAND and UNITED KINGDOM**

PRODUCTS INVOLVED: **Fresh fruit and vegetables** (to be used in the context of the activities and initiatives proposed in relation to the PO's production and the seasonal period)

DURATION OF THE PROGRAMME: **36 months (3 years)**

INDICATIVE START DATE: 1 March 2024

TARGET GROUPS: **Consumers** (adults, responsible for spending, attentive to the topics dealt with by the Programme - see below, section of the text "Topics to be dealt with") It is requested in the technical proposal to precisely define the final consumer target (socio-demographic analysis: age, sex, family condition, income etc...) on the basis of the target market, geographical area. In addition to objective analysis data, the definition of the final consumer target may also be motivated by the Contracting Authority's professional experience in the market itself.

**Media operators** (journalists, bloggers, columnists) It is requested in the technical proposal to indicate the methodologies for the search and selection of media operators.

**Operators and agri-food sector professionals** (importers, distributors, buyers, sales network operators, other professionals), **large-scale retail trade and the HO.RE.CA. sector** (sector professionals, chefs, professional associations, specialised cooking schools). It is requested in the technical proposal to indicate the methodologies for the search and selection of operators and agri-food sector professionals.

FINANCIAL RESOURCES: **€ 3,000,000,00 excluding VAT**

These resources are earmarked for the implementation of the activities and initiatives, over the three-year period, and also include the Fee of the implementing body, while other administrative expenses pertaining to the Contracting Authority are excluded.

**Indicative percentage breakdown of total costs (Activity + Fee) per Country of intervention:**

SWITZERLAND – 45% - € 1,350,000.00

UNITED KINGDOM – 65% - € 1,650,000.00

PROSECUTION: For the Swiss market only, the Programme is a continuation of the ongoing EUPHORIA Project, which will end on 4 January 2024.

# TECHNICAL SPECIFICATIONS

## MAIN OBJECTIVES OF THE PROGRAMME

The Programme contributes to the achievement of the general objective of EU Reg. No. 1144/2014, to strengthen the competitiveness of the European Union's agricultural sector and to the achievement of the specific objectives mainly by increasing the knowledge of consumers, operators and representatives of the Media **on the characteristics of the Union's production system** in terms of quality, production methods, labelling, traceability and attention to environmental protection and **on the characteristics of European agricultural products**, in terms of originality, authenticity, food safety.

The example of excellence constituted by fruit and vegetable products with PGI, PDO and ORGANIC certification of origin and quality, as defined in Article 5(4)(a) of EU Reg. 1144/2014, contributes to concretise all the concepts underlying the European quality system and to improve the understanding, consumer loyalty and image of all the Union's agricultural production.

**The Programme also aims to help highlight and carry out the priorities of the European Commission, as expressed in particular in the European Green Deal and the Farm to Fork Strategy.**

The European Green Deal sets out how to make the EU climate neutral by 2050, defining a new strategy for sustainable and inclusive growth to boost the economy, improve people's health and quality of life, take care of nature and leave no-one behind.

The *Farm to Fork Strategy*, at the heart of the Green Deal, comprehensively addresses the challenges of achieving sustainable food systems, recognising the inseparable links between healthy people, healthy societies and a healthy planet.

These concepts constitute an important **added value** for consumers, which characterises European agricultural production in a specific and innovative way and must therefore be properly communicated as part of an effective and engaging promotional strategy.

**In particular, the objectives of the Programme in the target markets SWITZERLAND and UNITED KINGDOM are:**

- 1. to increase and improve the degree of knowledge of the merits of EU agricultural products** by increasing and improving **knowledge of production systems and product characteristics, with particular reference to fresh fruit and vegetables** (including increasing the **recognition of European PDO/PGI/ORGANIC quality logos**) and traceability and labelling aspects used in the supply chain;
- 2. to increase the competitiveness and consumption of agricultural products** and certain foodstuffs in the EU, **particularly fresh fruit and vegetables**, and optimise their image outside the EU, highlighting their distinctive production, quality and organoleptic characteristics;
- 3. to increase awareness and recognition of EU quality schemes;**
- 4. to increase the market share of EU agricultural products** and certain foods, **especially fresh fruit and vegetables**, in target markets of third countries with particular growth potential.

The expected final effect is to improve the competitiveness and consumption of the EU's agri-food products, optimise their image and increase their market share in the target countries.

Organisations (companies, agencies, etc.) participating in this Call for Proposals for the selection of the implementing body must draw up a technical proposal supported by a detailed analysis of the target markets in relation to the indicated objectives, accompanied by a SWOT analysis and evaluation of the project impact in relation to the expected increase in consumption and market share.

It requires the development of a corpus of activities and initiatives (including information, educational and promotional materials) that are consistent with a well-identified and targeted strategy, taking into account

**the objectives** to be achieved, **the themes** to be covered, the characteristics of the products being promoted and the target countries, the type of target groups of the initiatives, the duration of the Programme and the financial resources available.

Interested parties to this tender should also submit a bid taking into consideration the cost budget of €3,000,000.00 including the remuneration of the implementing body.

## **THEMES TO BE COVERED**

In order to achieve the project objectives and meet the requirements of the reference regulations (EU Regs. cited above), the messages of the Programme will revolve around some specific themes that will be declined both with reference to European fruit and vegetables as a whole, and with specific reference to the products represented by the Contracting Authority.

The main themes to be considered are the following:

- 1) Naturalness and diversity
- 2) Quality, according to its meaning for the European Union, as described below.
- 3) Adaptability
- 4) Tradition and know-how
- 5) Authenticity and safety

Under the quality theme, the aim is to present the programme's star products, highlighting those with PDO/PGI certification, as examples of excellence and of the value that the European quality system confers on the products of the EU's various territories. This value is expressed not only in strict rules on production methods and supply chain controls, but also in the enhancement of Europe's cultural heritage and the promotion of the diversity of agricultural production and the maintenance of rural areas.

EU logos expressing European quality certifications are symbols (in their graphic expression) common in all Member States and therefore can be found on the labels of all quality agricultural and agri-food products from the EU.

It will also be possible to explore concepts such as the traditional nature of production methods and raw materials and the origin of the products themselves.

The theme mentioned above will provide an opportunity to introduce more specific insights into the meaning and functioning of European quality schemes (such as the organic method), as well as to explore concepts that have always been part of the European production system, but which it is increasingly urgent and important to emphasise, namely care and protection of the environment, sustainability of production and consumption, and care for one's diet and well-being. These concepts further attract consumers and differentiate European agricultural production from that of the rest of the world.

**Work Packages (WP) and activities to be included in the proposals**, as described in detail in the technical specifications:

- WP 2 – Public relations
- WP 3 – Website, Social media
- WP 4 – Advertising
- WP 5 – Communication tools: publications, information materials for the media (media kits), gadgets e promotional items
- WP 6 – Events
- WP 7 – Point-of-sale promotion: promotion and tasting days

## **SUBJECT OF THE CONTRACT**

### **General description of the service entrusted to the selected Implementing Body**

On the basis of the evaluation of both technical and economic proposals, which will form an integral part of the Promotion Programme subject to application for funding under EU Reg. 1144/14 by the Contracting Authority, the service that will be entrusted to the implementing body, only in the event of approval for funding, consists in the execution of part of the Programme.

The implementing body shall therefore ensure:

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

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, and ensuring clear recognition of the Programme and its promoter (Contracting Authority).

### **Method of Implementation**

The implementing body must establish and dispose, for the whole duration of the contract, of a Working Group in compliance with the participation requirements, which is responsible for managing and implementing the Programme. All the activities of the Working Group must be agreed and shared with the Contracting Authority.

It is envisaged that one or more members of the Working Group shall be available for periodic meetings at the Contracting Authority's premises, to give operational support to 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 Authority may also involve different and articulated modalities: meetings, telephone contacts, video calls, email correspondence, exchange of materials and documents through online sharing systems.

Contracting Authority Coordination 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.

### **Personnel and working group**

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

In particular, the staff of the dedicated working group must possess 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 an international context.

The implementing body, for the duration of the contract in case of award of the activities, undertakes to:

- a) establish and make available an adequate project team, in compliance with the participation requirements;
- b) agree and share all activities of the team with the Contracting Authority;

- c) assign to the service suitable personnel of proven ability, honesty, morality and proven confidentiality, who must maintain absolute secrecy about what they learn in the performance of the service;
- d) 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;
- e) comply, with regard to its personnel, with employment contracts relating to wage, regulatory, social security and insurance treatment;
- f) provide for a Project Contact Person to attend monitoring meetings at the Contracting Authority's premises (these will have a frequency defined by the Contracting Authority), in order to give operational support to the Programme activities;
- g) set up all possible means of communication that can simplify the coordination, monitoring and control of the Programme.

### **Duration of the service**

The service will have a duration of 36 months, starting from the date of the signing of the contract, which will take place between the Contracting Authority and the successful tenderer within 60 days from the possible admission of the Programme to financing and following the signing, by OP C.O.T., of the Subsidy Agreement with the Member State and the Paying Agency (AGEA).

The purpose of the service will be the performance of the activities indicated in this call for proposals under the conditions specified therein. In particular, the Contracting Authority shall undertake to perform the services for the duration and within the deadlines set out in the Programme and in the Grant Agreement, in these technical specifications, in the timeframe, and, where not otherwise provided for, according to the timelines indicated by the Contracting Authority.

The Contracting Authority reserves the right to terminate the service with at least three months' notice by registered letter with acknowledgement of receipt or PEC in the event of non-compliance with the provisions of this deed and the contract.

The Contracting Authority 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.

### **TYPOLGY OF ELIGIBLE ACTIVITIES AND INITIATIVES**

The eligible activities and initiatives, within the framework of the Programme to be presented by the Contracting Authority OP C.O.T., in compliance with the reference regulations, are similar to the classic information and promotion activities on high quality agricultural and food and wine products, **taking into account the themes to be covered and the objectives listed above** (especially in terms of communication content) and are as follows for the two target countries, complete with description, required outputs and timeframes:

**Description of activities for each target country: Switzerland/United Kingdom**

<b>Work Package</b>	<b>WP2 PUBLIC RELATIONS</b>
<b>Target group(s)</b>	Journalists from the areas of economics, business, lifestyle, gastronomy and food from the print media, radio, television and the web, opinion leaders from the food and lifestyle sector, bloggers, etc.
<b>Objectives of the action</b>	<ul style="list-style-type: none"> <li>- Create consensus around the planned initiatives.</li> <li>- Generate visibility support and off and on-line coverage of initiatives and events.</li> <li>- Raise awareness and engage the attention of 'influencers'.</li> </ul> Permanent public relations activities
<b>Activity</b>	<b>Permanent public relations activities</b>
<b>Description of activity</b>	<p>Public relations and media relations activities will be directed in support of the project and play a central role in the achievement of the objectives.</p> <p>The optimisation and maximisation of the overall results of the project, will in fact have to rely on a good coverage and efficiency of these activities, capable of generating in significant terms, attention, sensitivity, consensus, involvement and visibility, with respect to the target groups and the addressees of the actions.</p> <p><i>The tenderer is requested to formulate its best proposal to favour the achievement of the envisaged objectives and to detail the working methodology, the individual activities, providing in the economic offer the details of the unit costs for each individual activity proposed.</i></p> <p><i>The tenderer is also requested to provide a detailed calendar referring to the proposed products/services.</i></p>
<b>THREE-YEAR INDICATIVE BUDGET: 280,000.00 €</b>	

<b>Work Package</b>	<b>WP3 WEBSITE, SOCIAL MEDIA</b>
<b>Target group(s)</b>	The activities in the Web and Social area have a transversal impact on the entire project structure and on the overall potential catchment areas: end consumers, opinion leaders (gastronomes, chefs, food bloggers, restaurateurs, journalists, nutritionists), operators in the fruit and vegetable chain and the press.
<b>Objectives of the action</b>	<ul style="list-style-type: none"> <li>- Create consensus around the planned initiatives.</li> <li>- Generate visibility support and on-line coverage of initiatives and events.</li> <li>- Raise awareness and engage the attention of target audiences.</li> </ul>
<b>Activity</b>	<b>Online and social media communication activities with focus on sustainability of the production chain</b>
<b>Description of activity</b>	<p><b>Website:</b> Creation, updating and maintenance of a website dedicated to the Programme with its monitoring system;</p> <p><b>Social media:</b> Identification of the social channels and definition of a strategy for the communication on the social channels of the target country highlighting and motivating the characteristics for which such a strategy is considered suitable and functional for the communication of the themes of the information campaign and the messages identified (strategy for the development of original content and the timing of the periodic publication of posts), also taking into consideration the dissemination of video content (institutional videos &amp; video recipes).</p> <p><b>Focus on the sustainability of fruit and vegetables:</b> initiatives aimed at increasing knowledge and awareness of the sustainable activities carried out by the production sector in Europe.</p>



	<p>The tenderer is requested to formulate its best proposal to favour the achievement of the envisaged objectives and to detail the work methodology, the individual activities, providing in the economic offer details of the unit costs for each individual activity proposed.</p> <p>The tenderer is also requested to provide a detailed calendar referring to the proposed products/services.</p>
<b>THREE-YEAR INDICATIVE BUDGET: 490,000.00 €</b>	

<b>Work Package</b>	<b>WP4 ADVERTISING</b>
<b>Target group(s)</b>	End consumers, opinion leaders, etc.
<b>Objectives of the action</b>	<ul style="list-style-type: none"> <li>- Create consensus and information on campaign messages.</li> <li>- Generate visibility support and off and on-line coverage of initiatives and events.</li> <li>- Raise awareness and engage the attention of target audiences</li> <li>- Achieve a congruent impact in terms of verified contacts</li> </ul>
<b>Activity</b>	<b>Disseminate campaign messages and programme-related activities</b>
<b>Description of activity</b>	<p>Implementation of the advertising communication strategy and advertising plan, impact analysis and engagement tracking.</p> <p><i>The tenderer is requested to formulate its best proposal for promoting the achievement of the envisaged objectives and for the definition of an advertising strategy, based on an analytical screening of the programme timeframe opportunities of the media and platforms in target, indicating the chosen formats that prove to be particularly relevant and of potential with respect to the overall strategy of the project.</i></p> <p><i>It is also requested to detail the working methodology by providing in the economic offer the details of the unit costs for each individual activity proposed.</i></p> <p><i>It is also requested to provide a detailed calendar referring to the proposed products/services.</i></p>
<b>THREE-YEAR INDICATIVE BUDGET: 150,000.00 €</b>	

<b>Work Package</b>	<b>WP5 COMMUNICATION TOOLS</b>
<b>Target group(s)</b>	End consumers, retailers, opinion leaders, fruit and vegetable chain operators and the press.
<b>Objectives of the action</b>	<ul style="list-style-type: none"> <li>- Create consensus and information on the campaign messages.</li> <li>- Generate visibility support and off and on-line coverage of initiatives and events.</li> <li>- Raise awareness and engage the attention of target audiences</li> <li>- Achieve a congruent impact in terms of verified contacts</li> </ul>
<b>Activity</b>	<b>Production of publications, media materials (media kits), gadgets and promotional items</b>
<b>Description of activity</b>	<p>Production of content and materials for the communication campaign, finalisation of material for events, distribution to the consumer at the point of purchase (large-scale retail outlets) and press office availability.</p> <p><i>The tenderer is requested to formulate its best proposal to facilitate the achievement of the envisaged objectives and to detail the work methodology, the individual activities, providing in the economic offer details of the unit costs for each individual activity proposed.</i></p> <p><i>In particular, we require the creative elaboration of the distinctive key visual of the Programme, to give the campaign a strong personality, which succeeds in encapsulating in a single graphic concept the main messages to be conveyed. Identification of publications, definition of information materials to be used by the media (media kit) and the Programme's target audience, such as brochures, recipe books, gadgets, in-formative and promotional materials and videos. The contents of the information material must refer to the 'topics to be covered' and take into account the type of target groups they are aimed at.</i></p> <p><i>It is also requested to provide a detailed calendar with reference to the products/services proposed.</i></p>
<b>THREE-YEAR INDICATIVE BUDGET: 300,000.00 €</b>	

<b>Work Package</b>	<b>WP6 EVENTS</b>
<b>Target group(s)</b>	End consumers, retailers, opinion leaders, fruit and vegetable chain operators and the press.
<b>Objectives of the action</b>	<ul style="list-style-type: none"> <li>- Create consensus and information on the campaign messages.</li> <li>- Generate visibility support and off and on-line coverage of initiatives and events.</li> <li>- Raise awareness and engage the attention of target audiences</li> <li>- Achieve a congruent impact in terms of verified contacts</li> </ul>
<b>Activity</b>	<ul style="list-style-type: none"> <li>- <b>Participation in trade fairs and major events in the sector</b></li> <li>- <b>Organisation of seminars, workshops, B2B meetings, in-training courses for operators in the agri-food sector and HO.RE.CA.</b></li> <li>- <b>Organization of promotional days in the HO.RE.CA.</b></li> </ul>
<b>Description of activity</b>	<p>Carrying out activities towards the identified targets aimed at establishing contact with the production to promote the productions for the achievement of the programmatic objectives.</p> <p><i>The tenderer is requested to formulate its best proposal to promote the achievement of the envisaged objectives and to detail the work methodology, the individual activities, providing in the economic offer details of the unit costs for each individual activity proposed. It is also requested to provide a detailed calendar referring to the proposed products/services.</i></p>
<b>THREE-YEAR INDICATIVE BUDGET: 980,000.00 €</b>	

<b>Work Package</b>	<b>WP7 POINT-OF-SALE PROMOTION</b>
<b>Target group(s)</b>	End consumers, distribution operators, opinion leaders, fruit and vegetable chain operators and the press.
<b>Objectives of the action</b>	<ul style="list-style-type: none"> <li>- Create consensus and information on the campaign messages.</li> <li>- Generate visibility support and off and on-line coverage of initiatives and events.</li> <li>- Raise awareness and engage the attention of target audiences</li> <li>- Achieve a congruent impact in terms of verified contacts</li> </ul>
<b>Activity</b>	- <b>Promotional days at the points of sale</b>
<b>Description of activity</b>	<p>Carrying out activities in the points of sale aimed at the identified targets aimed at establishing contact with the production to promote the productions for the achievement of the programmatic objectives.</p> <p><i>The tenderer is requested to formulate its best proposal to facilitate the achievement of the envisaged objectives and to detail the work methodology, the individual activities, providing in the economic offer details of the unit costs for each individual activity proposed.</i></p> <p><i>In particular, we require the elaboration of an innovative concept for the organisation of tasting and information days in the sales outlets (also considering collateral communication activities aimed at the point of sale), creative elaboration of the Program's distinctive key visual, to give the campaign a strong personality, which manages to enclose the main messages to be conveyed in a single graphic concept.</i></p> <p><i>It is also requested to provide a detailed calendar referring to the proposed products/services.</i></p>
<b>THREE-YEAR INDICATIVE BUDGET: 800,000.00 €</b>	

In order to elaborate a proposal that is coherent and realistic with the Contracting Authority's needs and commercial strategies, it should be borne in mind that the proposing PO intends to maximise the synergies between the Programme, the promotional activities organised by the individual producers and the institutional activities of the PO itself, in consideration of the trends, but also of the needs identified in the intervention markets, therefore operators participating in the Call for Proposals are invited to focus their attention above all in relation to:

- Areas of intervention - UNITED KINGDOM AND SWITZERLAND: the whole territory (specify specific areas).
- Participation in important trade fairs and events in the sector, favouring the presence of associated producers, contacts with sector operators and the realisation of trade missions.
- Creation of educational activities (for both target countries): information seminars, workshops, educational videos, educational activities aimed at trade operators (importers and distributors, buyers and sales network operators) of the large-scale retail trade, FoodService and HO.RE.CA; creation of technical and specific information material for the professional target.
- Effective and efficient use of the Internet channels, in order to maximise the visibility of the testimonial products, the Programme and the topics dealt with among consumers and sector operators
- Retail activities in the UK and Switzerland: Priority, but not exclusive, areas are large urban centres. Consider collaboration with premium chains that help improve the positioning of promoted products and visibility among consumers (customers) sensitive to the Programme's issues.
- Consider the breakdown of investments (activities + implementing body fee), by country of intervention, over the three-year implementation period of the Programme:

SWITZERLAND – 45% - € 1,350,000.00

UNITED KINGDOM – 65% - € 1,650,000.00

- in general, it is expected that the operational proposals also take into account the evolution induced by the Programme both in the relations with the target groups and in relation to the dissemination of information and knowledge; therefore, this evolution should also be reflected in a possible difference between the activities of the 1st, 2nd and 3rd year of implementation of the Programme

- finally, it is highlighted that the (non-exhaustive) list of activities eligible under EU Reg. 1144/2014 is not a list to be necessarily followed, but only a suggestion of the initiatives that the Agencies may propose.

## **PROCEDURE FOR SELECTING THE IMPLEMENTING BODY**

PLEASE NOTE: The Contracting Authority OP C.O.T. is not a Body governed by public law, within the meaning of Article 2(1)(4) of Directive 2014/24/EU; therefore, it is not obliged to apply the national rules transposing the European Directives on public procurement (in Italy, Legislative Decree 50/2016). Notwithstanding the foregoing, since this Tender procedure is called in compliance with the principles of cross-border interest, transparency, publicity, impartiality, equal treatment of candidates, as well as with the conditions indicated in the above-mentioned European Commission Guidelines and in the Decree of the Director General of the Ministry of Agricultural, Food and Forestry Policies No. 0526288 of 17/10/2022, Directive 2014/24/EU and Legislative Decree 50/2016 are considered and/or referred to and applied when appropriate, in the scope of the execution of the Tender itself.

## **REQUIREMENTS FOR PARTICIPATION IN THE TENDER**

Interested economic operators may participate in the tender as an individual entity or as a temporary grouping of companies, even if not yet established.

In the event of participation in the Tender as an unincorporated temporary consortium, the offer (technical and economic) must be signed by all the economic operators that will form the temporary consortium and contain a declaration expressing the commitment that, in the event of the award of the Tender (and eventual approval of the Programme), the same operators will grant a special collective mandate with representation to one of them, to be indicated in the offer and qualified as agent, who will enter into the contract in the name and on behalf of himself and of the mandators.

Competitors may not participate if they find themselves, in relation to another participant, in a situation of control, as referred to in Article 2359 of the Italian Civil Code, or in any relationship, even a de facto one, if the control or relationship implies that the tenders submitted are imputable to the same decision-making centre.

It is forbidden for competitors to participate in the tender in more than one temporary grouping of companies. Should this situation occur, all the groupings concerned shall be excluded from the Tender.

It is also prohibited for tenderers to participate in the Tender as individuals if they are participating in the Tender in association; in the event of such co-participation, participants in both individual and group form shall be excluded from the Tender

### **Non-existence of 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 bid, declare that there are no grounds for exclusion under Directive 2014/24/EU, i.e. grounds for exclusion related to:

- criminal convictions
- 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. In the event of participation in the tender by a temporary grouping of companies, all the economic operators forming part of it must submit their own declaration (Annex A). Please pay attention to the completion of Annex A.

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

The economic operator (single or in a temporary grouping of companies) that intends to participate in this Selection Tender, must have achieved in the three-year period 2019-2020-2021 (consider the last 3 approved balance sheets) a total global turnover of no less than 2,000,000.00 euros (in letters: two million euros) net of VAT, as resulting from VAT declarations or equivalent tax within the EU. These requirements must be possessed by the individual economic operator or by the temporary grouping of companies as a whole.

Possession of these requirements must be attested by means of the attached declaration (Annex A), signed by the legal representative, which - in the case of participation in a temporary grouping - must be completed by each subject forming part of the temporary grouping.

It is specified that in the compilation of Annex A - Section B: Economic and financial capacity, the amounts relative to the overall turnovers of the last 3 financial years completed and whose budget has been approved must be inserted, even if the requirement has already been achieved in the last 2 financial year(s). In the event that the annual turnover is not available for one or more of the above-mentioned completed financial years (e.g. in the case of a newly established economic operator), please insert an explanatory note in this section to explain the absence of the required data.

In addition, the interested party (single or in temporary grouping) must enclose the declaration of the Banking Institute that the Economic Operator possesses the financial means necessary to guarantee the execution of the actions envisaged by the Programme (appropriate bank references).

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

The Economic Operator (single or in temporary grouping) that intends to participate in this Call for Selection must:

- have carried out in the three-year period 2019-2020-2021 (consider the last 3 approved financial statements) services similar to those covered by the Tender, for a total amount of not less than a total of 1,000,000.00 euros (in letters: one million euros) net of VAT;
- attach a list of the 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 international promotion projects in the agri-food sector;
- if in one's experience, activities of carrying out, managing and reporting on programmes with public contributions and particularly concerning the discipline related to EU Reg. no. 1144/14;
- event organisation activities (including organisation of participation in international fairs) and incoming operators from abroad;
- press office management activities;
- communication and PR activities;
- production of information material;
- production of promotional and educational videos;
- in-store promotional activities.

These requisites 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 requisites and perform the services to a majority extent.

Possession of these requirements must be certified by means of the attached declaration (Annex A), signed by the legal representative, which - in the case of participation in a temporary grouping - must be filled in by each subject forming part of the temporary grouping.

It is specified that in filling in Annex A - Section C: Technical and Professional Capacity, the amounts relating to similar services performed in the last 3 financial years completed and whose budget has been approved must be entered, even if the requirement has already been achieved in the last 2 financial years.

In the event that the required data is not available for one or more of the above-mentioned completed financial years (e.g. in the case of a newly established economic operator), insert an explanatory note in this section to explain the absence of the required data.

#### **AWARD CRITERIA AND METHOD**

The contract will be awarded on the basis of the criterion of the most economically advantageous tender, taking into account, however, the criteria of creativity and quality, through the application of the aggregative-compensation method.

If only one valid tender is submitted, the Contracting Authority may decide whether or not to award the contract.

In the event that only one tender is submitted, it may not be evaluated in the manner described below, since it is based on a comparison of the different (at least 2) proposals submitted (taking into account the operation of the aggregative-compensating method).

In the event that the Contracting Authority nevertheless decides to award the contract, even though only one proposal has been submitted, such proposal shall nevertheless be evaluated as to its suitability, appropriateness and adequacy, in accordance with the established criteria.

In the event of a tie between two or more proposals, the contract will be awarded to the tenderer with the highest score in the technical offer. In the event of a tied score for both the economic offer and the technical offer, the contract will be awarded by drawing lots.

The creative, service quality and price aspects are taken into account jointly, therefore the total 100 points will be evaluated in the following proportions:

CREATIVITY AND QUALITY (TECHNICAL OFFER)      MAXIMUM POINTS: 85  
 PRICE (ECONOMIC OFFER)                              MAXIMUM POINTS: 15  
 TOTAL POINTS ATTRIBUTABLE                        MAXIMUM POINTS: 100

<b>TECHNICAL OFFER: MAX 85 POINTS</b>		
<b>Criteria</b>	<b>Sub-criteria</b>	<b>Maximum score</b>
<b><u>OVERALL STRATEGY</u></b> <b>(max 20 points)</b>	Adequacy of planning in terms of coherence with the objectives of the Communication Strategy and consistency with planning timeframes.	8
	Adequacy of the proposed methodology, articulation of the communication strategy, its ability to produce significant results, the size of the target audience contacted	6
	Coherence between the overall project strategy and individual activities	6
<b><u>CREATIVE FORMAT AND GRAPHIC PROPOSALS</u></b> <b>(max 36 points)</b>	Quality of the proposed creative and graphic formats: creativity and effectiveness of the campaign's visual identity and corporate image, such as to make the communication recognisable and effective in all its declinations.	12
	Coherence with the objectives of the Programme: efficiency of the communication formats to ensure 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 potential of the creative strategy for the intended application to different areas 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 full correlation between the individual communication tools and actions and the strategic axis oriented promotion objectives of the Programme.	8
<b><u>METHODOLOGICAL APPROACH</u></b> <b>(max 29 points)</b>	Completeness of the required output characteristics	8
	In-depth knowledge of the target markets and experience of the market logic in these markets	7
	Quality of the professional characteristics of the proposed team in terms of absolute competence based on the quality of the CVs submitted	3
	Adequacy of control mechanisms to monitor the correct economic and financial execution of the project and compliance with the timetable	3
	Experience in managing articulated communication and promotion projects, in the specific regulatory framework and production segment	8
<b>TOTAL</b>		<b>85</b>

The Commission will evaluate each technical offer, assigning for each sub-criterion a qualitative coefficient, with a value varying between zero and one, attributed at the discretion of the individual commissioners, according to the following table:

Evaluation	Coefficient
not detectable	0
insignificant evaluation	0.1
barely sufficient evaluation	0.2
sufficient evaluation	0.3
sufficient/fair evaluation	0.4
fair evaluation	0.5
fair/good evaluation	0.6
good evaluation	0.7
good/very good evaluation	0.8
very good evaluation	0.9
excellent evaluation	1.0

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

The method therefore involves the following steps:

- attribution by each commissioner, for each tender, of a coefficient, i.e. a value between 0 and 1 to each criterion;
- calculation, for each tender, of the average of the coefficients assigned by all the commissioners for each criterion - provisional average;
- transformation of these provisional averages into definitive averages (identifying for each criterion the maximum score among those assigned in all the offers, setting this value equal to 1 and proportionalising the provisional averages calculated above to this maximum average).

These coefficients will then be multiplied by the weight (score) attributed to each individual criterion and indicated in the table above, according to the following formula:  $C(a) = \sum n[W_i * V(a)_i]$

Where:

**C(a)** = evaluation index of tender 'a'

**n** = total number of requirements/criteria

**W<sub>i</sub>** = score attributed to requirement/criterion (i)

**V(a)<sub>i</sub>** = coefficient of the performance of offer "a" with respect to requirement (i)

ECONOMIC OFFER: MAX 15 POINTS		
Criteria	Sub-criteria	Maximum score
<b><u>AFFORDABILITY OF THE OFFER</u></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:

$$\text{"Economic offer for activities" score considered} = \text{Offer X/Maximum offer} * 10$$

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.  
With regard to 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:

$$\text{Economic offer score for the economic operator's fee} = (\text{Minimum \% Operator Fee} / \text{Operator Fee \% X}) * 5.$$

where:

Minimum operator fee %: is the fee relating to the lowest economic offer of the participating operator.

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

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 contract will be awarded to 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 Authority 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 completed, the award will be made.

The award shall immediately bind the successful tenderer, while the Contracting Authority shall be definitively committed only when, in accordance with the law, all the acts consequent and necessary to the execution of the tender have attained 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 Contracting Authority reserves the right to award the contract to the next candidate on the ranking list, once the required checks have been carried out.

The Contracting Authority shall proceed with the awarding even in the event that only one valid offer is submitted, provided that it is congruous.

Pursuant to Article 95(12) of Legislative Decree No. 50/2016, as amended and supplemented, the Contracting Authority shall not proceed with the awarding of the contract if no offer is found to be convenient or suitable in relation to the subject-matter of the contract.

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

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

## **PROCEDURES FOR THE SUBMISSION AND EVALUATION OF PROPOSALS**

Organisations interested in participating in the Call for Proposals must, under penalty of exclusion, send all the necessary documentation, which may be downloaded from the website [www.opcot.it](http://www.opcot.it), no later than 10.00 hours on 28 March 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. In the event of participation as a temporary grouping, each economic operator forming part of the grouping must submit its own Annex A completed in full and signed by its legal representative.
- Valid identity document of the subscriber(s)
- Valid Chamber of Commerce (CCIAA) certificate or registration in a commercial register held in the Member State where the economic operator is established. In the event of participation as a temporary grouping, each economic operator forming part of the grouping must provide its Chamber of Commerce certificate or equivalent document.
- Letter from the Banking Institute
- Balance sheet for the last 3 financial years
- CV of personnel employed
- In the event of participation as a temporary grouping, a document signed by all the legal representatives of the economic operators belonging to the grouping must be provided, in which the undertaking must be made explicit that, in the event of the Tender being awarded, the same operators will grant a special collective mandate with representation to one of them, to be indicated in this document and qualified as agent, who will enter into the contract in its own name and on behalf of itself and of the mandators.

**Envelope B) Technical proposal:**

- Presentation of the economic operator participating in the selection procedure. In the case of participation as a temporary grouping, the presentation must cover all the economic operators participating in the grouping.
- Detailed description of the required activities/initiatives/creative proposals.
- Indicative timetable of the proposed programme of activities
- Presentation of the working group and detailed description of the professional figures employed and their competences.

**Envelope C) Economic offer:**

- Detailed financial plan for each proposed activity/initiative and related fee - to be provided also in EXCEL format
- Summary budget for the three-year period per country - also to be provided in EXCEL format

The documentation must be submitted in Italian or English, in paper format and in electronic format - printable and copyable - on a USB flash drive, by the participant in the tender no later than 10:00 on 28 March 2023 (Rome local time).

All documentation may 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 key, containing the documents in printable non-editable PDF format.

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

Name the subject of the envelope or the PEC with the following wording:

**"Call for Proposals by Open Competitive Procedure of an implementing body responsible for carrying out the execution of a part of the three-year programme of promotion and information activities to be carried out in Switzerland and in the United Kingdom - DO NOT OPEN" - and the name of the body/agency/company participating in the Call for Proposals".**

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

Delivery after this peremptory deadline, and the related exclusion, cannot 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.**

### **Bid opening and selection procedures**

An internal commission will be appointed ad hoc, after the deadline for the arrival of tenders, to open and evaluate the proposals duly received, as well as the consequent selection according to the criteria set out in this call for proposals. The Commission will meet at the premises of the Centrale ortofrutticola di Tarquinia in Tarquinia, in order to carry out the selection procedures. The Commission's work will be duly minuted, indicating, among other things, the reasons supporting the assessments made. The COT will ensure 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 e-mail, informing the 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:

- tel. +39 0766856193, e-mail: [promozioneopcot@virgilio.it](mailto:promozioneopcot@virgilio.it)

TENDER DOCUMENTS:

- ANNOUNCEMENT
- TECHNICAL SPECIFICATIONS
- ANNEX A

### **SUBMISSION OF OFFERS PROCEDURE**

PROCEDURE FOR 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 should indicate for each point listed below its initiatives and how they will be implemented and results achieved.

OVERALL STRATEGY

The participant must articulate its proposal by proposing the implementation strategies that it considers most effective in pursuing the project objectives using the indications below:

- (a) demonstration of the working group's ability 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 STRUCTURE OF ACTIVITIES

For each type of activity set out in the terms of reference, the specific interventions to be implemented to achieve the project objectives must be described. The activities and related interventions must be consistent with the overall strategy of the Programme and with the respective strategic sub-axes proposed for the individual target countries, with respect to the relevant target groups identified. Interventions must be articulated according to the points listed below:

- a) methods of implementation of the actions: description of the operational methods used for the provision of services and their consistency with the aims and objectives of the proposed communication campaign and with the Programme;
- b) timeframe: adequacy of time and resources, as set out in the timeframe and its consistency with the Programme, to be spread over a three-year period
- c) consistency with the overall strategy and implementation methods of the interventions proposed above;
- d) description of the monitoring mechanisms and proper implementation of the activities;
- e) description of the working group and specific responsibilities in relation to the different activities.

#### PROCEDURE FOR PREPARING THE ECONOMIC OFFER - ENVELOPE C

The costs must be detailed for each activity and type of activity necessary for the organisation and implementation of the service (SUBTOTAL ACTIVITY) with an 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 in accordance with the terms of the Agreement set out in the model annexed to the call for proposals for the year 2023 approved pursuant to EU Regulation No 1144/2014 on information provision and promotion measures for agricultural products on the internal market and in third countries.

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

The following example tables are provided:

**Detailed financial plan**

This table must be completed for each target country and for each individual project year (year 1, 2 and 3) as well as for each proposed activity/initiative and related fee - also to be provided in Excel format.

Part A (to complete for each target country)					
TARGET COUNTRY	XXXXXXXXXX				
YEAR	Year 1				
Description of activity	Item cost description	Number/quantity	Unit value	Total value	Expected Kpi
WP2 – Public Relations			€	€	
WP 2.1.....			€	€	
WP 2.2 .....			€	€	
.....			€	€	
SUBTOTAL ACTIVITY WP 2 PER YEAR 1			€	€	
Economic operator fee WP 2		%	€	€	
WP 3.2 - Social media			€	€	
.....			€	€	
.....			€	€	
SUBTOTAL ACTIVITY WP 3 PER YEAR 1			€	€	
Economic operator fee WP 3		%	€	€	
WP 4 - Advertising			€	€	
.....			€	€	
.....			€	€	
SUBTOTAL ACTIVITY WP 4 PER YEAR 1			€	€	
Economic operator fee WP 4		%	€	€	
WP 6 – Events			€	€	
.....			€	€	
.....			€	€	
SUBTOTAL ACTIVITY WP 6 PER YEAR 1			€	€	
Economic operator fee WP 6		%	€	€	
WP 7 – Points-of-sale promotion			€	€	
.....			€	€	
.....			€	€	
SUBTOTAL ACTIVITY WP 7 PER YEAR 1			€	€	
Economic operator fee WP 7		%	€	€	
GENERAL SUBTOTAL ACTIVITY per Year 1 - (WP2+WP4+WP6+WP7)	(sum of all parts A)		€	€	
Part B					
ACTIVITIES IN COMMON	For all target countries				
YEAR	Year 1				
Description of activity	Item cost description	Number/quantity	Unit value	Total value	Expected Kpi
WP 3.1 - Website			€	€	
.....			€	€	
.....			€	€	
SUBTOTAL ACTIVITY WP 3 PER YEAR 1			€	€	
Economic operator fee WP 3		%	€	€	
WP 5 - Communication tools			€	€	
.....			€	€	
.....			€	€	

SUBTOTAL ACTIVITY WP 5 PER YEAR 1			€	€	
<i>Economic operator fee WP 5</i>		%	€	€	
GENERAL SUBTOTAL ACTIVITY per Year 1 - (WP3+WP5)			€	€	
<b>TOTAL ECONOMIC OFFER*</b>			€	€	

Three-year **summary budget** per country - also to be provided in EXCEL format

Work package/ target country/activities in common	Type of activity	Year 1 €	Year 2 €	Year 3 €	Overall total (euro)
<b>Country _____</b>					
2) Public Relations					
3.2) Social Media					
4) Advertising					
6) Events					
7) Points-of-sale promotion					
<b>SUBTOTAL ACTIVITY IN _____</b>					
Total economic operator (max 13%)					
<b>Country _____</b>					
2) Public Relations					
3.2) Social Media					
4) Advertising					
6) Events					
7) Points-of-sale promotion					
<b>SUBTOTAL ACTIVITY IN _____</b>					
Total economic operator (max 13%)					
<b>ACTIVITIES IN COMMON</b>					
3.1) Website					
5) Communication tools					
<b>SUBTOTAL ACTIVITIES</b>					
Total economic operator (max 13%)					
<b>TOTAL ECONOMIC OFFER*</b>					

\*Please Note: THE TOTAL ECONOMIC OFFER must be equal to the total amount of this selection procedure (€ 3,000,000.00).

The implementing body's fee (economic operator's fee) must be a maximum of 13% of the total cost of the actions (SUBTOTAL ACTIVITY).

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

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

The following shall be borne by the successful tenderer

1. Performance of the Services covered by the contract, in full and unconditional acceptance of the contents of these Tender Specifications;
2. Observance of every indication contained in these Tender Specifications, even if not specifically referred to herein, of the rules and regulations in force at both national and regional level, as well as those that may be issued during the course of the contract period (including regulatory provisions 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 TO THE CONTRACT - QUANTITATIVE AND QUALITATIVE VARIATIONS IN SERVICES

THE CENTRALE ORTOFRUTTICOLA DI TARQUINIA reserves the right to make changes to the contract in terms of quantity, more or less, within the limit of one fifth of the contract amount in compliance with the contractual obligations, should sudden and special needs arise.

#### RELATIONS BETWEEN THE IMPLEMENTING BODY AND THE CONTRACTING AUTHORITY

The successful tenderer must identify a contact person responsible for the service, who will be obliged to collaborate closely with the offices of the 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.

#### NON COMPLIANCE

The CENTRALE ORTOFRUTTICOLA DI TARQUINIA has the right to contest any services rendered that do not comply in whole or in part with the requirements of the specifications or the tender proposal. In the event of a dispute.

The CENTRALE ORTOFRUTTICOLA DI TARQUINIA may request the supplier to replace any personnel unsuitable for the performance of the services. In the event of delay or refusal, as well as in any other case of non-compliance with the contractual obligations undertaken by the economic operator.

The CENTRALE ORTOFRUTTICOLA DI TARQUINIA will notify the successful tenderer in writing of any non-compliance.

#### FORFEITURE AND REVOCATION OF THE CONTRACT

The successful bidder may be declared forfeited from the contract in the following cases:

- for non-fulfilment of contractual or legal obligations, regarding salaries, payments or social security and insurance benefits for the personnel of the company awarded the contract;
- for manifest non-fulfilment of the commitments undertaken in the contract
- for non-compliance with the project guidelines presented and any additional 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 implementation of the service with the help of agents 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 tenderer and the remaining 50% by CENTRALE ORTOFRUTTICOLA DI TARQUINIA.

#### LITIGATION

For the resolution of all disputes that may arise in the performance of the service, which cannot be settled in the short term by the contracting parties, the competent court shall be that of Civitavecchia.

#### PROPERTY AND USE RIGHTS

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 in the context of or in connection with the performance of this service shall remain the exclusive property of the Contracting Authority (CENTRALE ORTOFRUTTICOLA DI TARQUINIA), which may, therefore, authorise without restriction the publication, dissemination, use and duplication of such intellectual works or materials. 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 open and modifiable format and expressly undertakes to provide the CENTRALE ORTOFRUTTICOLA DI TARQUINIA, as the Contracting Authority, with all the documentation and material necessary for the effective exploitation of the exclusive ownership rights, as well as to sign all the documents necessary for the possible transcription of said rights in favour of the 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.