

**TECHNICAL SPECIFICATIONS
AND
PROCEDURE FOR SELECTING THE IMPLEMENTING BODY FOR THE INFORMATION AND
PROMOTION PROGRAM FOR AGRICULTURAL PRODUCTS ON THE INTERNAL MARKET**

1 Foreword and preliminary information

UNAPROL, Consorzio Olivicolo Italiano Soc. Cons. p.A. (hereinafter referred to as the contracting body), with registered office in Via XXIV maggio n. 43, 00187 Rome (RM) - ITALY, VAT registration number 02139871004 and Tax code 80413010580, email unaprol@unaprol.it, Certified email unaprolscarl@pec.it, in partnership with AFIDOL (the French inter-branch association for the olive sector) as the lead proposing body for **the three-year program (2019 - 2021) entitled "ECCELLENZE DELL'OLIVICOLTURA EUROPEA" ("EXCELLENCES OF THE EUROPEAN OLIVECULTURE") (acronym "ECCEOLIO")**, for information and promotion, co-financed by the European Commission in accordance with Regulation (EU) No 1144/2014 - Promotion of agricultural products in the internal market and in third countries,

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in accordance with the reference articles of Regulation (EU) No 1144/2014, Delegated Reg. (EU) No 2015/1829, Implementing Reg. (EU) No 2015/1831, **a call for tenders for the selection, by means of an open competition, of an implementing body** responsible for carrying out the actions (activities/initiatives) aimed at achieving the objectives set out in **the three-year program (2019 - 2021) entitled "EXCELLENCES OF THE EUROPEAN OLIVECULTURE"** (acronym "ECCEOLIO"), which will take place in the Community countries of Italy, France and Germany and will cover the following products: olive oil. **The three-year program (2019 - 2021) called "EXCELLENCES OF EUROPEAN OLIVECULTURE"** has been approved by the European Commission in accordance with Regulation (EU) No 1144/2014 on information and promotion actions concerning agricultural products carried out on the internal market and in third countries.

REGULATIONS AND REFERENCE DOCUMENTS

The legal reference framework essential for the implementation of the program and of this procedure shall include:

Regulation (EU) No 1144/2014 of the European Parliament and Council of 22 October 2014 on information and promotion actions concerning agricultural products carried out on the internal market and in third countries, and repealing Council Regulation (EC) No 3/2008;

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

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

Guidelines on the tendering procedure referred to in European Commission Note DDG1.B5/MJ/DB D(2016)321077 of 7 July 2016.

In relation to this and in implementation of EU Regulations n.1144/2014, n. 2015/1829 and n. 2015/1831, the leading body of the consortium agreement with AFIDOL has the task of selecting an implementing body for the implementation of the program/project presented on the tender "Call for proposals for multi programs 2018 - Promotion of agricultural products", called **"EXCELLENCES OF EUROPEAN OLIVECULTURE"** (acronym " **ECCEOLIO**").

UNAPROL, Consorzio Olivicolo Italiano Soc. Cons. p.A. **is not a body governed by public law** within the meaning of Article 2(1)(4) of Directive 2014/24/EU and, therefore, as indicated in the above mentioned

legislation, it is not required to apply the national rules transposing the European Directives on public procurement (in Italy Legislative Decree 50/2016). However, the Consortium must carry out the selection of the implementing bodies through an open tender procedure in compliance with the principles of cross-border interest, transparency, publicity, impartiality and equal treatment of candidates.

The competitive procedure will 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 provided with the purposes of the services requested and with the value of the same, best value for money and absence of conflicts of interest.

This procedure does not provide for a division into lots, as it is more efficient and effective for the execution of the service the identification of a single contractor, which can perform all the activities provided for in the program in question.

2. Main project information

Project title and description: The project "**EXCELLENCES OF EUROPEAN OLIVECULTURE**", under thematic priority 3 of the 2018 call for proposals for multiple programs in the internal market, responds to theme C:

- Information and promotion programs to increase awareness and recognition of Union quality schemes as defined in Article 5(4)(a), (b) and (c) of Regulation (EU) No 1144/2014;
- Information and promotion programs to highlight the specificities of agricultural production methods in the Union and the characteristics of EU agri-food products and quality schemes as referred to in Article 5(4)(d) of Regulation (EU) No 1144/2014

Contracting body: UNAPROL, Consorzio Olivicolo Italiano (as the leading body in the partnership between Unaprol - Consorzio Olivicolo Italiano and AFIDOL – (the French inter-branch association for the olive sector).

Target countries: Italy, France, Germany

General objectives of the program:

- 1)** To increase awareness and recognition of European quality schemes;
- 2)** To improve the level of knowledge of the characteristics of European agri-food products;
- 3)** To improve the consumption of EU agri-food products registered and unregistered under a quality scheme

Specific objectives:

- Personalized consumer information campaign with emotional messages on the quality certification of PDO, PGI and BIO olive oils and the elements that define a superior quality product;
- Personalized information campaign for operators in the sector and opinion leaders (gastronomists, cooks, food bloggers, restaurateurs, journalists, nutritionists) on the quality certification of PDO, PGI and BIO olive oils and the elements that define a superior quality product.

Work packages and activities to be carried out:

- public relations: public relations office;
- website, social media: creation, updating and maintenance of the website; account creation, periodic publication;
- online advertising;
- communication tools: publications, information materials for the media (media kits), promotional items;
- events: exhibition stands; seminars, workshops, business meetings, training courses; restaurant weeks;
- promotion at points of sale: promotion days; publications.

Program duration: 36 months (3 annual phases)

- **Total project budget:** € 4,943,073.32;
- **Budget for the costs of actions by the implementing body:** € 4,268,817.00;
- **Start of activity:** 1 January 2019.

It should be noted that those interested in participating in this call for tenders must submit a bid taking into account the cost budget of € 4,268,817.00, including the fee of the implementing body.

3. Subject of the tender

3.1 General service description

The service consists of the execution of part of the program.

The implementing body will therefore have to ensure:

- the project development of the agreed parts of the three-year program, starting from the signing of the contract;
- the operational activation of the promotional actions and activities envisaged for the period established by the program, on the basis of the objectives envisaged by the communication strategy;
- the financial-administrative management of the agreed parts of the program, including periodic technical reports.

The service must be characterized by qualified technical and operational support, translated into a high quality of the products and services produced; it must also be distinguished by the effectiveness of the messages, the potential of the tools with which to convey them and the efficiency of the way in which the reference targets are involved. The development and implementation of the agreed activities of the program 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 a clear recognition of the program and its promoters.

3.2 Methods of execution

The implementing body must set up and arrange, for the duration of the contract, a Working Group, in compliance with the participation requirements, in charge of managing and implementing the program. All the activities of the Working Group must be agreed and shared with the contracting body.

One or more members of the Working Group are expected to be available for periodic meetings at the headquarters of the contracting body, to give operational support to the activities of the plan that need to be carried out in close coordination with the reference structure. The coordination and exchange of information with the contracting body may also involve different and articulated methods: meetings, telephone contacts, video calls, correspondence via email, exchange of materials and documents through online sharing systems.

The coordination of the contracting body has the task of ensuring the consistency of the project strategy throughout its entire duration. The coordination integrates the various lines of action, orients the available

resources with respect to the various actions, constantly connects 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 services in outsourcing with staff integrated with legitimate working relationships and having the professional and technical requirements appropriate to the job. The Working Group must be characterized by a flexible organizational approach, in order to respond to the needs that may arise during the course of the activities.

In particular, the staff of the dedicated work group must 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 context.

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

- set up and make available an appropriate project team, in compliance with the requirements for participation;
- agree and share all team activities with the contracting organization;
- to assign to the service suitable personnel of proven ability, honesty, morality and proven discretion, who must maintain the strictest confidentiality on what they have learned in the performance of the service;
- guarantee the stability and continuity of the service in all circumstances, ensuring staff of a quantity and quality appropriate to the needs and in compliance with the contents of the technical offer;
- respect, with regard to its personnel, the employment contracts relating to salary, regulations, social security and insurance treatment;
- provide for a project contact person to attend the monitoring meetings at the contractor's premises (these will have a frequency defined by the contracting body), to provide operational support for the activities of the program;
- prepare all possible means of communication that can simplify the coordination, monitoring and control of the program.

4. Duration of service

The service has a duration of 36 months, starting from the date of stipulation of the contract, which will be stipulated between the contracting body and the successful bidder within 60 days from the award and will have as its object the performance of the activities indicated in this tender under the conditions set out therein.

The contracting body reserves the right to request a postponement of the deadline for the execution of the service for a maximum of a further 6 months, in order to ensure the completion of the activities envisaged by the program, on equal economic terms.

5. Type of activities and initiatives envisaged by the Project

The activities and initiatives eligible under the program presented by the partnership Unaprol and Afidol, in accordance with the reference standards, are similar to the classic ones of information and promotion of high quality agricultural and food and wine products, taking into account the issues to be addressed and the objectives listed above. They are the following, divided by target country and complete with description, required outputs and timelines:

Description of activities in target country: Italy

Work package	WP 2. PUBLIC RELATIONS		
Target group(s)	Media and journalists (online and offline), magazines and specializing publications and features published by the generalist press. Opinion leaders, testimonials and stakeholders (chefs, nutritionists, gastronomy experts, restaurateurs, bloggers, foodies, counterparts in institutional sectors, etc.).		
Activity	Continuous PR activities		
Description of activity	<p>Taking care of the appropriate coordination among the different target countries, we will start with a screening of the best suited content to define a series of homogeneous communication messages and we will rationalize the elements required to put together the press releases.</p> <p>After identifying the final matrix of press releases, we will finalize distinct press folders with different and customized patterns to provide interesting and diversified ideas for each launch. We will then encourage the publication of articles and follow them up, in order to highlight each time the higher potential themes to select the subsequent activities for an ideal service. Although centrally coordinated in order to keep a coherent and consistent message at the level of the different operational contexts, such activities will be set up and adjusted to each market affected by the program, by developing specific initiatives related to the target areas of interest. Every year, we will produce 4 releases with the relevant folders, indispensable for scanning different topics and accompany, at the prospect level, the "story" of promoted themes. A special focus will be put on communicating the value of the products of the Union, controlled and guaranteed, with concrete qualitative arguments relating to their origin, traceability, nutritional values and, of course, any specific community awards (PDO, PGI, Bio).</p> <p>Throughout the program, we will activate contacts along with the performance of any action conducive to this service. Special attention will be paid to relations with the digital media, given their increasing importance in determining trendsetting patterns and guidance in the area of food consumption.</p> <p>As a strategic service element for professional users, the activity will also include the creation of a multimedia digital archive addressed to information operators; it will classify coordinated resources for the dissemination of the project themes, organized by type of support and format.</p>		
Timeline	Year 1	Year 2	Year 3
Deliverables	N. 4 Press releases; n. 400 print folders; creation of n. 1 database; n. 150 contacts	N. 4 Press releases; n. 400 print folders; creation of n. 1 database; n. 150 contacts	N. 4 Press releases; n. 400 print folders; creation of n. 1 database; n. 150 contacts

Work package	WP 3. WEB SITE, SOCIAL MEDIA		
Target group(s)	The activities in the Social area impact transversely on the entire planning system and on the total potential catchment areas: consumers, Opinionists (gastronomes, cooks, food bloggers, restaurateurs, journalists, nutritionists), specialized press.		
Activity	Social media activity		
Description of activity	<p>A mix of integrated activities is expected to be carried out in order to increase the visibility of themes and contacts, also by means of dedicated platforms. This approach will also allow, in view of the three-year period of development, a better planning/management of the overall dynamics of information promotion.</p> <p>The platforms must be organized and coherent, maintaining an integrated structure of social media dynamics for the different countries of destination of the program, while allowing appropriate flexibility of content and potential for publication.</p> <p>Integrated with the service, an appropriate reporting activity is required, such as to be able to monitor the effects of the action related to the needs and orientations of users.</p>		
Timeline	Year 1	Year 2	Year 3
Deliverables	70 contents generated, managed and published; set up 2 social media; 1 Annual report.	70 contents generated, managed and published; set up 2 social media; 1 Annual report.	70 contents generated, managed and published; set up 2 social media; 1 Annual report.

Work package	WP 4. ADVERTISING		
Target group(s)	Consumers, opinion leaders		
Activity	Online Advertising		
Description of activity	<p>In this area, by properly using each selected platform, the overall potential of the format in its many applications, we can configure a strategic activity to further boost the message impact. As to the positioning of the modules, we will design the most appropriate formula and context according to the contacts, interactions and generated conversions. We will verify that performance indicators are always traceable and/or taken from official and trusted sources. To this end, we will preliminarily conduct an analytical screening of the opportunities of in target platforms. Priority will be given to the digital channels which prove to be particularly pertinent and potential with respect to the overall project strategy.</p>		
Timeline	Year 1	Year 2	Year 3
Deliverables	N. 1 online campaign for 3 weeks.	N. 1 online campaign for 3 weeks.	N. 1 online campaign for 3 weeks.

Work package	WP 7. POINT OF SALE (POS) PROMOTION		
Target group(s)	Consumers, trade operators		
Activity	Point Of Sales advertising		
Description of activity	<p>The format will include the allocation of an extensive range of services in each point of sale:</p> <ul style="list-style-type: none"> - suitable spaces for the realization of promotions at each point of sale; - production and staging of promotional stations coordinated with the project image; - characterization of locations by means of the project promotional-information material (posters, highlighter boxes in the aisles and shelf high-lighters, institutional leaflets, cookbooks, roll up), to define a strong communication impact within the point of sale; - in each location, a stewardess previously trained on the project themes and products will help the public; she will distribute information material, dissemination of information, tastings and administration of questionnaires; - availability of demo/tasting kits (napkins, food, accessories, etc.). <p>In addition to ensuring strict compliance with the formats and contents of the messages to be conveyed, particular attention must be placed on the formulation of the services to ensure the appropriate methods of assistance, coordination and control of promotional activities.</p> <p>These procedures must be guaranteed by experienced and qualified personnel with specific and documented experience in relation to the object of the services.</p> <p>Finally, suitable publications for the benefit of the users of the channels concerned will be provided for the launch of the initiatives: the interventions will have to be inserted at the level of carriers/circuits consistent with the channels concerned by the promotional actions.</p>		
Timeline	Year 1	Year 2	Year 3
Deliverables	N. 320 days of promotion a year; 40 days expert for promotional phase assistance; n. 4 media interventions.	N. 320 days of promotion a year; 40 days expert for promotional phase assistance; n. 4 media interventions.	N. 320 days of promotion a year; 40 days expert for promotional phase assistance; n. 4 media interventions.

Work package	WP 6. EVENTS		
Target group(s)	Consumers		
Activity	Sponsorship of Events, other Events		
Description of activity	<p>This action relates to participation in events to illustrate the project during thematic events in venues characterized by a large attendance, in order to contact a large number of consumers and purchasing professionals. At selected locations we will place a desk with the coordinated image of the program; the stewardesses, with the help of experienced staff in the field of promotion and tasting, will inform the public, distribute information material and handle tasting of extra virgin olive oil.</p> <p>To complete the motivational action, we will provide adequate support material</p>		

	(printouts and gadgets), to reaffirm the campaign message. As to the coordinated image, the communication format to present in the course of events will be chosen among those that most closely related to the information and motivational path. Priority will be given to quality assurance, traceability and food safety of products, their nutritional benefit for psychophysical wellbeing, the organoleptic value and, of course, recipes and functions of olive oil. Moreover, given the context in which the action will unfold, we will keep an institutional component of the message, with both an educational and training tone.		
Timeline	Year 1	Year 2	Year 3
Deliverables	N. 4 events/year; n. 12 promotional days.	N. 4 events/year; n. 12 promotional days.	N. 4 events/year; n. 12 promotional days.

Description of activities in target country: France

Work package	WP 2. PUBLIC RELATIONS
Target group(s)	Media and journalists (online and offline), magazines and specializing publications and features published by the generalist press. Opinion leaders, testimonials and stakeholders (chefs, nutritionists, gastronomy experts, restaurateurs, bloggers, foodies, counterparts in institutional sectors, etc.).
Activity	Continuous PR activities
Description of activity	<p>Taking care of the appropriate coordination among the different target countries, we will start with a screening of the best suited content to define a series of homogeneous communication messages and we will rationalize the elements required to put together the press releases. After identifying the final matrix of press releases, we will finalize distinct press folders with different and customized patterns to provide interesting and diversified ideas for each launch. We will then encourage the publication of articles and follow them up, in order to highlight each time the higher potential themes to select the subsequent activities for an ideal service. Given the specific relevance in the operational context, particular attention will also be paid to make a timely follow-up on the Twitter channel.</p> <p>The action will be carried out in close synergy with a parallel field activity planning (promotional events, exhibitions, etc.), to maximize the return in terms of off/on-line media coverage.</p> <p>As a strategic service element for professional users, the activity will also include the creation of an on-line multimedia digital archive addressed to information operators; it will classify coordinated resources for the dissemination of the project themes, organized by type of support and format.</p> <p>In addition, in order to optimize motivational dynamics at the professional target, the design and creation of sampling / tasting boxes is planned, the dissemination of which will accompany the relational phases with the prospects of greater interest for the promotional program.</p> <p>Finally, from the second year of the project, a strategic and institutional support will be created and conveyed, represented by a promotional video that will represent different integrated aspects of the oil production chain, which will appropriately consolidate the relationship and motivation pursued by the prospects. This support will be an extremely effective and flexible tool for the entire programming schedule, allowing a parallel use at the level of different promo relational platforms (including the web and social areas, where video</p>

	tools make up about 75% of traffic).		
Timeline	Year 1	Year 2	Year 3
Deliverables	n. 4 Press releases/year; n. 400 press folders/year; n. 150 contacts/year; n. 30 sampling box/year; creation of n. 1 Database.	n. 4 Press releases/year; n. 400 press folders/year; n. 150 contacts/year; n. 30 sampling box/year; n. 1 video; creation of n. 1 Database.	n. 4 Press releases/year; n. 400 press folders/year; n. 150 contacts/year; n. 30 sampling box/year; n. 1 video; creation of n. 1 Database.

Work package	WP 4. ADVERTISING		
Target group(s)	Consumers, opinion leaders		
Activity	Online Advertising		
Description of activity	In this area, by properly using each selected platform, the overall potential of the format in its many applications, we can configure a strategic activity to further boost the message impact. As to the positioning of the modules, we will design the most appropriate formula and context according to the contacts, interactions and generated conversions. We will verify that performance indicators are always traceable and/or taken from official and trusted sources. To this end, we will preliminarily conduct an analytical screening of the opportunities of in target platforms. Priority will be given to the digital channels which prove to be particularly pertinent and potential with respect to the overall project strategy.		
Timeline	Year 1	Year 2	Year 3
Deliverables		N. 1 online campaign for 3 weeks.	N. 1 online campaign for 3 weeks.

Work package	WP 6. EVENTS		
Target group(s)	Trade operators, consumers.		
Activity	STANDS AT FAIRS		
Description of activity	<p>Participate to trade shows is a way of promote directly olive oils and their diversity, explain the differences and show the different uses in cooking. It is an opportunity to meet influential people (buyers, chefs, bloggers ...) and present them directly all the wealth of olive oils. For the first year, we'll do to make a tailored and personalized stand. This stand this stand should reflect the quality, authenticity and diversity of olive oils. It will be used at all shows we participate in the program. We choose fairs in function of their public, their frequenting in the goal to show olive oils like a quality product with a lot of sides.</p> <p>Year 1: Taste of Paris (Paris, France), May 2019, it's a fair with a premium public, of epicurean, very interested by cooking and by terroir's products. This trade show, top of the line, is also attended by great French chefs. On this trade fair, we'll to tasting session and cooking demonstrations.</p> <p>Year 2: Taste of Paris (Paris, France), May 2020. It is important to renew our participation in</p>		

	<p>this high-end show to anchor the importance of olive oil in French gastronomy. We will organize tastings and cooking demonstrations again.</p> <p>SIAL (Paris, France), October 2020. it's one of the most important trade show of the retail sector. Our presence will goal to present diversity of olives oils to the buyers of different sectors (retail, delicatessen, Horeca...) and promote their uses.</p> <p>Year 3:</p> <p>SIRHA (Lyon, France), January 2021, it's the most important ho.re.ca. trade show in the world. To show the diversity of olives oils and the interest to use its widely in cooking, we'll do tasting of olive oils and culinary animations.</p> <p>For each trade show, we'll do promotion of our presence upstream. At each fair will be distributed "goodies" in order to promote the image of quality and diversity of olive oils. On each trade show, we'll have a stand around 30 m² (except for the SIAL where we will add an additional module of 20 m²), where we will propose olive oil tasting and cooking demonstrations (according to the fair, when it will be relevant).</p>		
Timeline	Year 1	Year 2	Year 3
Deliverables	n. 1 fair	n. 2 fairs	n. 1 fair

Work package	WP 6. EVENTS		
Target group(s)	Consumers, ho.re.ca. operators		
Activity	Restaurants weeks		
Description of activity	<p>It is expected to involve at least 10 restaurants a year in the city of Paris. The activity foresees the creation of an ideal "Menu of tasting", based on the use of European quality oils, to be offered to the customers of the restaurants chosen in a series of dedicated events. To the customers who will participate in the events, an employee will explain the quality of the products used for the menu. This action also provides for the creation of informative moments for restaurateurs, by raising awareness on the contents of the project. The menu should represent for the restaurateurs a communication tool and therefore the format and the characters will be designed within the communication plan. A total of 70 promotional days a year (for lunch or dinner) will be held, within the chosen premises, including restaurants and Juice bars, where a cocktail will be offered to the public, using oil as an ingredient. During the promotional days, an exhibition point will be installed for the products and information material of the project. The staff will have the task of illustrating the characteristics of the product to customers through interaction activities at the exhibition and even at the tables. The promotion of the initiatives will also be carried out through the socials channels of the restaurants themselves.</p>		
Timeline	Year 1	Year 2	Year 3
Deliverables	N. 70 days of promotion; n. 10 interested restaurants.	N. 70 days of promotion; n. 10 interested restaurants.	N. 70 days of promotion; n. 10 interested restaurants.

Description of activities in target country: Germany

Work package	WP 2. PUBLIC RELATIONS		
Target group(s)	Media and journalists (online and offline), magazines and specializing publications and features published by the generalist press. Opinion leaders, testimonials and stakeholders (chefs, nutritionists, gastronomy experts, restaurateurs, bloggers, foodies, counterparts in institutional sectors, etc.).		
Activity	Continuous PR activities		
Description of activity	<p>Taking care of the appropriate coordination among the different target countries, we will start with a screening of the best suited content to define a series of homogeneous communication messages and we will rationalize the elements required to put together the press releases.</p> <p>After identifying the final matrix of press releases, we will finalize distinct press folders with different and customized patterns to provide interesting and diversified ideas for each launch. We will then encourage the publication of articles and follow them up, in order to highlight each time the higher potential themes to select the subsequent activities for an ideal service. Although centrally coordinated in order to keep a coherent and consistent message at the level of the different operational contexts, such activities will be set up and adjusted to each market affected by the program, by developing specific initiatives related to the target areas of interest. Every year, we will produce 8 releases with the relevant folders, indispensable for scanning different topics and accompany, at the prospect level, the "story" of promoted themes. A special focus will be put on communicating the value of the products of the Union, controlled and guaranteed, with concrete qualitative arguments relating to their origin, traceability, nutritional values and, of course, any specific community awards (PDO, PGI, Bio).</p> <p>Throughout the program, we will activate contacts along with the performance of any action conducive to this service. Special attention will be paid to relations with the digital media, given their increasing importance in determining trendsetting patterns and guidance in the area of food consumption.</p> <p>As a strategic service element for professional users, the activity will also include the creation of a multimedia digital archive addressed to information operators; it will classify coordinated resources for the dissemination of the project themes, organized by type of support and format.</p>		
Timeline	Year 1	Year 2	Year 3
Deliverables	N. 8 Press releases; n. 800 print folders; creation of n. 1 database; n. 150 contacts; n.30 sampling/tasting box.	N. 8 Press releases; n. 800 print folders; creation of n. 1 database; n. 150 contacts; n.30 sampling/tasting box.	N. 8 Press releases; n. 800 print folders; creation of n. 1 database; n. 150 contacts; n.30 sampling/tasting box.

Work package	WP 3. WEB SITE, SOCIAL MEDIA		
Target group(s)	The activities in the Social area impact transversely on the entire planning system and on the total potential catchment areas: consumers, Opinionists (gastronomes, cooks, food bloggers, restaurateurs, journalists, nutritionists), specialized press.		
Activity	Social media activity		
Description of activity	A mix of integrated activities is expected to be carried out in order to increase the visibility of themes and contacts, also by means of dedicated platforms. This approach will also allow, in view of the three-year period of development, a better planning/management of		

	<p>the overall dynamics of information promotion.</p> <p>The platforms must be organized and coherent, maintaining an integrated structure of social media dynamics for the different countries of destination of the program, while allowing appropriate flexibility of content and potential for publication.</p> <p>Integrated with the service, an appropriate reporting activity is required, such as to be able to monitor the effects of the action related to the needs and orientations of users.</p>		
Timeline	Year 1	Year 2	Year 3
Deliverables	70 contents generate, managed and published; set up 2 social media; 1 Annual report.	70 contents generate, managed and published; set up 2 social media; 1 Annual report.	70 contents generate, managed and published; set up 2 social media; 1 Annual report.

Work package	WP 4. ADVERTISING		
Target group(s)	Consumers, opinion leaders		
Activity	Online Advertising		
Description of activity	<p>In this area, by properly using each selected platform, the overall potential of the format in its many applications, we can configure a strategic activity to further boost the message impact. As to the positioning of the modules, we will design the most appropriate formula and context according to the contacts, interactions and generated conversions. We will verify that performance indicators are always traceable and/or taken from official and trusted sources. To this end, we will preliminarily conduct an analytical screening of the opportunities of in target platforms. Priority will be given to the digital channels which prove to be particularly pertinent and potential with respect to the overall project strategy.</p>		
Timeline	Year 1	Year 2	Year 3
Deliverables	N. 1 online campaign for 3 weeks.	N. 1 online campaign for 5 weeks.	N. 1 online campaign for 5 weeks.

Work package	WP 7. POINT OF SALE (POS) PROMOTION		
Target group(s)	Consumers, trade operators		
Activity	Point Of Sales advertising		
Description of activity	<p>The format will include the allocation of an extensive range of services in each point of sale:</p> <ul style="list-style-type: none"> - suitable spaces for the realization of promotions at each point of sale; - production and staging of promotional stations coordinated with the project image; - characterization of locations by means of the project promotional-information material (posters, highlighter boxes in the aisles and shelf high-lighters, institutional leaflets, cookbooks, roll up), to define a strong communication impact within the point of sale; - in each location, a stewardess previously trained on the project themes and products will help the public; she will distribute information material, dissemination of information, tastings and administration of questionnaires; 		

	<p>- availability of demo/tasting kits (napkins, food, accessories, etc.).</p> <p>In addition to ensuring strict compliance with the formats and contents of the messages to be conveyed, particular attention must be placed on the formulation of the services to ensure the appropriate methods of assistance, coordination and control of promotional activities.</p> <p>These procedures must be guaranteed by experienced and qualified personnel with specific and documented experience in relation to the object of the services.</p> <p>Finally, suitable publications for the benefit of the users of the channels concerned will be provided for the launch of the initiatives: the interventions will have to be inserted at the level of carriers/circuits consistent with the channels concerned by the promotional actions.</p>		
Timeline	Year 1	Year 2	Year 3
Deliverables	N. 300 days of promotion a year; 40 days expert for promotional phase assistance; n. 4 media interventions.	N. 300 days of promotion a year; 40 days expert for promotional phase assistance; n. 4 media interventions.	N. 300 days of promotion a year; 40 days expert for promotional phase assistance; n. 4 media interventions.

Work package	WP 6. EVENTS		
Target group(s)	Trade and restaurant operators, importers, "opinion makers" on the reference market		
Activity	Seminars, workshops, training courses for cooks or trade		
Description of activity	<p>This intervention is aimed at supporting the visibility of topics with a range of selected stakeholders, accompanying the promotional activities on the territory in the strategic development of the German market. The main objective of the meetings will be to enhance the product and educate stakeholders to its use, so as to create conditions conducive to its insertion/expansion on the market. To this end, technical, operational, and motivational workshops will be organized. They will emphasize the extra value of European excellent products specifically addressing the unique features of controlled and guaranteed production. The Union labels (PDO, PGI, BIO) will be extensively illustrated along with their related procedures. We will explain why these are unique indicators of absolute and certified quality.</p> <p>The meetings will be led by experts with a proper professional background; they will also arrange tasting sessions for the attendees.</p>		
Timeline	Year 1	Year 2	Year 3
Deliverables	N. 4 events.	N. 4 events.	N. 4 events.

Work package	WP 6. EVENTS		
Target group(s)	Trade operators, consumers.		
Activity	STANDS AT FAIRS		
Description of activity	<p>The Anuga fair is considered the food event of reference in Europe. Here, through the project participation, the European high quality extra virgin olive oil will be one of the most important players. In this context, a space of 50 square meters, provided with the appropriate equipment and coordinated image of the program will be setup. It</p>		

	<p>may act as an authoritative spokesperson for the promotional message: traceability, authenticity and taste will become the fundamental elements of the quality of products of European excellence, with the added value of the Union certification (PDO, PGI, BIO) always highlighted. For the entire duration of the fair, technical equipment, logistics and professional staff will be available, including stewardesses/interpreters and senior consultants in charge of presentations and tastings. Visitors will have the opportunity to enjoy guided tastings; this will be conducive to a demonstration highlighting and emphasizing the extraordinary properties of products. It will therefore be possible to let emerge, with groups of selected guests, the specific methods of production, aspects linked to food safety, authenticity and traceability, those referred to the landscape and environmental sustainability, nutritional factors with the respective healthy benefits and, of course, the appeal connected to its consumption as well as food matchings.</p> <p>The senior staff present at the stand will have a suitable profile and be able to handle meetings and tastings.</p> <p>In order to define a unique, characterizing image of the program and optimize the investment made in the same program item referred to France, the availability of the stand already designed for Vertical Action France 3 will be capitalized on. To announce participation in the event, finally, launch activities will be developed and communicated to the audience groups of interest.</p>		
Timeline	Year 1	Year 2	Year 3
Deliverables	N. 1 fair.		N. 1 fair.

Description of common activities to three countries

Work package	WP 3. WEBSITE, SOCIAL MEDIA
Target group(s)	Consumers, opinion leaders, bloggers, Journalists
Activity	Website setup, updating, maintenance
Description of activity	<p>The website creation activity includes its identification in all four languages: French, Italian, German and English.</p> <p>The main contents developed and presented in the various sections of the site are:</p> <ul style="list-style-type: none"> - presentation of the overall project; - presentation and description of the available diversity of olive oils of European quality; - presentation and development of content related to traceability, product quality and the different categories of olive oil; - information on the organoleptic and nutritional characteristics of the different products; - enhancement of gastronomic combinations and versatility of the products; - raising awareness on the adoption of a balanced and varied diet; - management and animation of dialogue through forums and regular newsletters. <p>In addition, a web marketing activity will be carried out to place the website in a privileged position on the major search engines.</p> <p>In order to implement the potential for contact and to have a more efficient</p>

	knowledge base, the website may be supplemented by appropriate tools aimed at involving users (eg. contests, surveys, etc.): these tools will not only stimulate interaction with the issues, but will also optimize the resolution of the user profile and measure the degree of knowledge of the information transmitted to consumers.		
Timeline	Year 1	Year 2	Year 3
Deliverables	N. 1 web site,	Maintenance and updating of the site.	Maintenance and updating of the site.

Work package	WP 5. COMMUNICATION TOOLS
Target group(s)	This transversal intervention involves all target groups: users and final consumers, responsible and influencer buyers (in particular aged 20 - 55 years), families, professional millennials and opinion leaders (chefs, food bloggers, restaurateurs, journalists, nutritionists, gastronomists, the specialized press, buyers and distributors, operators and stakeholders in the sector). Publications, information materials, promotional items
Activity	Publications, information materials, promotional items
Description of activity	<p>The activity refers to the overall graphic design of the communication project, and includes the development and adaptation of the representative basic formats for each subject, format and specific communication scope of the program. The realizations, curated by senior specialists (creatives, copywriters, ...), will be complete with the fundamental adaptations required for each target country, subject and communication format, including the graphic finalization of the communication material. The service includes translations of all textual content (identifying elements, claims, headlines, body copy, other textual content) in English and German and the production of enforcements and supports necessary for the finalization. On all the formats will be reported the key elements of communication and affixed the logos of the project complete with the "Enjoy" stamp, to ensure recognition of the initiative, organicity and visibility to the promotional message.</p> <p>Here are the main items that will be taken care of:</p> <ul style="list-style-type: none"> - concept and format linked to the slogan and to the respective strategic rationale, developed in support of the various levels of communication and dissemination, including all the graphic forms; - general concepts and formats oriented to the different target countries (Italy, France and Germany); - institutional leaflets in Italian, French, German and English versions; - consumer recipe books in Italian, French, German and English versions; - lane highlighting boxes in Italian, German and English versions; - shelf highlighters in Italian, German and English versions; - roll-up in Italian, French, German and English versions;

- posters in Italian, French, German and English versions;
- promotional banquets in Italian and German versions;
- materials for the coordinated image to be used during events, events or promotional initiatives;
- graphics for FB pages in Italian, French and German;
- format in Italian, French, German and English versions for paper and online publications;
- sampler.

The design of all formats will be refined and modulated over the course of the three-year period, adapting them according to the feedback received and analyzed during construction and implementing all the developments and adaptations useful to maximize the impact of communication at the level of individual markets-target. In terms of content, to create an overall product culture, it is envisaged in particular to touch the following elements:

- the inimitable quality of European excellence products, with particular reference to the distinctive value system attributed by the community awards (PDO, PGI, Bio) and to the rigorous chain controls that guarantee the consumer certified products and high quality standards;
- the "reason why": the rational and "service" elements for the user that underlie the knowledge and the choice of a superior quality product;
- the European biodiversity heritage: the different matrices of origin linked to the unrepeatable territorial, environmental and cultural Mediterranean contexts;
- the pleasure of taste: the organoleptic differences of the various oils, with their respective potentialities in terms of functions and destinations of use not only in the classic patterns of Mediterranean cuisine, but also in accordance with the most innovative or creative gastronomic and culinary trends;
- the beneficial nutritional properties.

Timeline	Year 1	Year 2	Year 3
Deliverables	N. 130.000 leaflets; n. 130.000 recipe books; n. 30.000 booklets; n. 400 lane highlighting boxes; n. 2.000 shelf highlighters; n. 60 roll up; n. 3.000 posters; n. 15 kakemonos.	N. 130.000 leaflets; n. 130.000 recipe books; n. 30.000 booklets; n. 400 lane highlighting boxes; n. 2.000 shelf highlighters; n. 60 roll up; n. 3.000 posters; n. 9 kakemonos.	N. 130.000 leaflets; n. 130.000 recipe books; n. 30.000 booklets; n. 400 lane highlighting boxes; n. 2.000 shelf highlighters; n. 60 roll up; n. 3.000 posters; n. 9 kakemonos.

PROCEDURE FOR SELECTING THE IMPLEMENTING BODY FOR THE PROGRAM

6. Requirements for participation in the invitation to tender

6.1 Non-existence of grounds for exclusion from participation to the tender

Participation in this tendering procedure is reserved for economic operators who, at the date of submission of their offer, declare that there are no grounds for exclusion in accordance with Directive 2014/24/EU, or grounds for exclusion related to them:

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

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

Competitors who are in a situation of control as per art. 2359 of the Italian Civil Code or in any relationship, even de facto, with respect to another participant, may not participate if the control or relationship involves the imputability, to the same decision-making center, of the offers presented.

It is forbidden for competitors to take part in the tender in more than one temporary grouping of companies or consortia. If this is the case, all the groups or consortia concerned will be excluded from the tendering procedure.

It is also prohibited for competitors to take part in the tender on an individual basis if they take part in the tender on an association or consortium basis; in the event of such joint participation, participants will be excluded both on an individual basis and in the form of a group and/or consortium.

6.2 Economic and financial standing requirements

The economic operator (individual or temporary grouping of companies) that intends to participate in this selection procedure:

- must have achieved, in the three-year period 2015-2016-2017, a total turnover of not less than Euro 3,000,000.00 (in letters: Euro three million) net of VAT, resulting from VAT returns or equivalent tax within the EU;
- must attach the Bank's declaration that the Economic Operator has the necessary financial means to guarantee the execution of the actions provided for in the program (suitable bank references).

Compliance with these requirements must be certified by the attached declaration (Annex A), signed by the legal representative. These requirements must be met by the economic operator as a whole or as a temporary grouping of companies.

6.3 Technical and professional capacity requirements

The economic operator (individual or temporary grouping of companies) that intends to participate in the present selection procedure must:

- have carried out, in the three-year period 2015-2016-2017, services similar to those covered by the tender for a total amount of no less than Euro 1,000,000.00 (in letters: Euro 1 million) net of VAT;
- attach a list of the main services provided (company CV);
- attach the CVs of the personnel employed in the execution of the program, if any, which show proven experience in services similar to those covered by the tender.

Similar services are intended (by way of example and not limited to) as:

- management of complex projects/programs for international promotion in the agri-food sector;
- management of groupings of companies and coordination of working groups;
- planning and management of public contribution programs;
- organization of events and incoming activities;
- activities of management of press office;
- communication activities, PR, etc., also online;
- creation of informative material;
- creation of promotional videos.

Compliance with these requirements must be certified by means of the attached declaration (Annex A) signed by the legal representative of the applicant and the sending of the CVs of the professional figures envisaged in the performance of the assignment. These requirements must be met by the economic operator or the temporary grouping of companies as a whole, except that in the latter case the agent must in any case meet the requirements and perform the services to a majority degree.

7. Awarding criteria

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

The qualitative aspects of the service and the price will be taken into account together; therefore, the 100 overall points will be assessed in the following proportions:

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

The following criteria, with their subcriteria, will be established for the awarding of points:

TECHNICAL OFFER: MAX 85 POINTS		
Criteria	Subcriteria	Maximum score
<u>COMPLESSIVE STRATEGY</u> (max 21 points)	Adequacy of the planning in terms of consistency with the objectives of the communication strategy and consistency with the timelines of the programming.	8
	Adequacy of the proposed methodology, articulation of the communication strategy, its ability to produce significant results, the breadth of the target audience contacted.	6
	Consistency between the overall project strategy and the individual activities.	7
<u>CREATIVE FORMAT AND GRAPHIC PROPOSALS</u> (max 36 points)	Quality of the creative and graphic formats proposed: creativity and effectiveness of the visual identity of the campaign and of the coordinated image, such as to make communication in all its forms recognizable and effective.	12
	Consistency with the objectives of the program: efficiency of the communication formats to ensure the achievement of the general and specific objectives set out in the program.	8
	Flexibility by channel, instrument and target group: evaluation of the possibility of articulating the message with a view to its use during the three-year program and through a mix of techniques and coordinated solutions, aimed at providing a clear and complete response to the need to involve the different targets.	8
	Effectiveness of the proposed structure: evaluation of the functionality and potential of the creative strategy for the planned application to the 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 the full correlation between the individual communication tools and actions and the strategic axis oriented to the objectives of promotion of the program.	8
<u>METHODOLOGICAL APPROACH</u> (max 28 points)	Completeness of the characteristics of the required outputs.	8
	Deep knowledge of the target markets and their market logic.	4
	Quality of the professional characteristics of the proposed working group in terms of absolute competences based on the quality of the CVs presented.	4
	Adequacy of control mechanisms to monitor the correct economic and financial execution of the project and compliance with the schedule.	4
	Experience in managing articulated communication and promotion projects in the specific segment.	8
TOTAL		85

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

not detectable	0
rating; insignificant	0,1
rating; barely sufficient	0,2
rating; sufficient	0,3
rating; between sufficient and discreet	0,4
rating; discreet	0,5
rating; between discreet and good	0,6
rating; good	0,7
rating; between good and very good	0,8
rating; very good	0,9
rating; excellent	1,0

ECONOMIC OFFER: MAX 15 POINTS		
Criteria	Subcriteria	Maximum score
<u>COST-EFFECTIVENESS OF THE OFFER</u>	Economic offer for the activities (SUBTOTAL ACTIVITIES) according to the following formula	10
	Financial offer for the fee of the participating economic operator according to the following formula	5
TOTAL		15

With regard to the economic offer for the activities (maximum of 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 bid * 10

where:

Maximum offer: it is the highest economic offer for the activities (SUBTOTAL ACTIVITIES) among those presented:

Offer X: it is the economic offer for the activities (SUBTOTAL ACTIVITIES) of the economic operator concerned.

With regard to the economic offer for the fee of the participating economic operator (maximum of 5 points out of 100) the score will be awarded on the basis of the following formula:

Economic offer score for the relevant economic operator's fee = (Operator's fee minimum % / Operator's fee % X) * 5

where:

Operator's fee % minimum: it's the fee relating to the economic offer (of the participating operator) lower among those submitted.

Operator's fee % X: it is the fee relating to the economic offer of the economic operator concerned.

For the purposes of allocating and calculating scores, any non-whole values will be approximated to two decimal places.

Increasing bids are not permitted.

A ranking will be drawn up on the basis of the scores awarded to the bids.

The award will be made in favor of the tenderer who has submitted a tender which, meeting all the minimum mandatory requirements, has obtained the highest overall score (technical offer score + economic offer 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 the score for 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 tendering undertakings for any reason whatsoever in respect of the tenders submitted.

Once the required controls have been carried out to ensure that the mandatory requirements have been met, the contract will be awarded.

The award shall immediately bind the tenderer awarded the tender, while the contracting body shall be definitively engaged only when, in accordance with the law, all the acts consequent to and necessary for the execution of the tender have attained full legal effect.

In the event that the contractor does not show up for the stipulation of the contract or in the event that the declarations made are found to be false, the contracting body reserves the right to assign the task to the subject subsequently placed on the ranking list, once the usual controls have been carried out.

The Unaprol Consortium will proceed with the awarding of the contract even if only one valid tender is submitted, provided that it is appropriate.

Pursuant to art. 95, paragraph 12, of Legislative Decree no. 50/2016 and subsequent amendments and integrations, the contracting authority will not proceed with the awarding of the contract if no tender is convenient or suitable in relation to the subject 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 certified email to the participants and will be published on the website of the Unaprol Consortium www.unaprol.it.

7. PROCEDURES FOR THE SUBMISSION AND EVALUATION OF PROPOSALS

The organizations interested in taking part in the Call for Tender must, under penalty of exclusion, send all the necessary documentation, which can also be downloaded from the website www.unaprol.it, **by 16th November 2018, non later than 12.00 (Rome time)**, in a single package 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
- Letter from the Bank or balance sheet for the last 2 financial years
- CV of the employed staff

Envelope B) Technical proposal:

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

Envelope C) Economic offer:

- Detailed table of costs and fees of the operator

The documentation must be presented in paper format and in electronic format - printable and copyable - on CD or USB key, by the participant in the tender by 16th November 2018, non later than 12.00 (Rome 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 PDF not editable.

In alternative, the documentation can be sent via certified email to unaprolscarl@pec.it.

Appoint the subject of the envelope or the certified email with the following wording:

OPEN CALL FOR PROPOSALS FOR THE SELECTION OF A BODY RESPONSIBLE FOR IMPLEMENTING PART OF THE THREE-YEAR PROGRAM OF PROMOTION AND INFORMATION ACTIVITIES ENTITLED "ECCELLENZE DELL'OLIVICOLTURA EUROPEA".

The delivery of the package and/or the electronic communication within the established terms remains at the exclusive risk of the sender if, for any reason, it does not reach its destination within the aforementioned peremptory term.

The delivery after this peremptory term, and the related exclusion, will not be subject to dispute.

Address to which proposals must be sent by the above deadline:

UNAPROL - Consorzio Olivicolo Italiano - Via XXIV Maggio, 43 - 00187 Rome, for the attention of Dr. Pietro Sandali.

Procedures for opening and selecting tenders

An internal committee will be appointed on an ad hoc basis, after the closing date for the receipt of tenders, to open and evaluate the proposals duly received and to select them according to the criteria laid down in this call for proposals. The Commission will meet at the UNAPROL headquarters in Rome to carry out the selection procedures. The Commission's work will be properly recorded, with an indication, among other things, of the reasons supporting the evaluations carried out. UNAPROL will ensure that adequate publicity is given to the awarding of the contract. In particular, all participants will be formally informed in a timely manner of the outcome of the tender through formal communication via email, informing unsuccessful tenderers of the reasons for the exclusion. The results will also be published on the UNAPROL website - www.unaprol.it, as soon as the Commission has completed its evaluations.

Further information can be obtained from the following address:

Stefania Fiorelli - UNAPROL – tel. +39 06 78469017, email: s.fiorelli@unaprol.it

TENDER DOCUMENTS:

- **CALL FOR TENDER**
- **TECHNICAL SPECIFICATIONS**
- **ANNEX A**

9. HOW TO PREPARE THE OFFERS

9.1 How to prepare the technical offer - envelope b

Presentation of the economic operator:

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

Contents of the Technical Report

The operator must indicate for each point listed below his own initiatives and their methods of execution and achievement of results.

OVERALL STRATEGY

The participant must articulate his proposal by proposing the implementation strategies he considers most effective in pursuing the project objectives using the following indications:

- a) demonstration of the ability of the working group to produce the results expected by the project;
- b) articulation of the overall strategy: coherence between the overall project strategy and the individual activities;
- (c) ways of achieving the specific objectives and results set out in the project.

PROJECT OUTPUT

The participant will have to articulate his own proposal by proposing the implementation methods that he 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 reasons for the strategic, organizational and executive modalities chosen, analysis of coherence with the general and specific objectives of the program and description of the project outputs;
- b) presentation of the working group responsible for carrying out the activities, with a description of the working group's capacity to produce these 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 must be described. The activities and the relative interventions must 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 relative target groups identified. The interventions must be defined according to the following points:

- a) methods of implementation of the actions: description of the operating methods used to provide the services and their consistency with the aims and objectives of the proposed communication campaign and with the program;
- (b) program timeframe: adequacy of the timeframe and resources provided for in the program timeframe and its consistency with the program, which must be spread over a three-year period;
- (c) consistency with the general strategy and implementing rules for the measures proposed above;
- (d) description of the monitoring mechanisms and proper implementation of the activities;
- (e) description of the working group and the specific responsibilities in relation to the different activities.

9.2 . How to prepare the economic offer - envelope C

The costs must be detailed for each activity and type of activity necessary for the organization and implementation of the service (SUBTOTAL ACTIVITIES) 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 ACTIVITIES and are subject to reporting in accordance with the provisions of the Convention attached to the model of the 2018 call for proposals approved pursuant to EU Regulation no. 1144/2014 on information and promotion actions concerning agricultural products carried out on the internal market and in third countries.

The fee of the economic operator (flat-rate amount) must also be highlighted.

An example table is given below

Work package	Type of activity	Cost of activity (euro)	Overall total (euro)
Public relations			
Website, social media			
Promotion in point of sale			
Events			
SUBTOTAL ACTIVITIES			
Fee of the economic operator (max 13%)		%	
TOTAL ECONOMIC OFFER *			

*NB: THE TOTAL OF THE ECONOMIC OFFER must be equal to the total amount of the present selection procedure (€4,268,817.00).

The remuneration of the implementing body (fee of the economic operator) must not exceed 13% of the total cost of the actions (SUBTOTAL ACTIVITIES).

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

COSTS TO BE BORNE BY THE SUCCESSFUL TENDERER

They shall be borne by the successful tenderer:

1. Performance of the services to be procured, in full and unconditional acceptance of the content of these specifications;
2. Compliance with all indications contained in these specifications, even if not specifically referred to in this article, with rules and regulations in force at both national and regional level, as well as those that may be issued during the contract period (including regulatory standards and municipal orders), with particular regard to those relating to hygiene and safety and in any case relevant to the subject of the contract.

AMENDMENTS TO THE CONTRACT - QUANTITATIVE AND QUALITATIVE CHANGES IN SERVICES

UNAPROL, in case of sudden and particular needs, reserves the right to make in addition to or less quantitative changes to the contract within the limit of one fifth of the amount of the contract in compliance with the contractual obligations.

RELATIONS BETWEEN THE SUCCESSFUL TENDERER AND THE CONTRACTING AUTHORITY

The successful tenderer must identify a contact person responsible for the service, who will have the obligation to cooperate closely with the offices of UNAPROL in the implementation of the Service subject of the contract, as well as the operational resolution of problems related to particular needs of the activities.

NON-COMPLIANCE

UNAPROL has the right to contest the services rendered that do not comply in whole or in part with the requirements of the specifications or the offer proposed in the tender. In case of dispute, UNAPROL may request the supplier to replace personnel inadequate for the implementation of the services. In case of delay or refusal, as well as in any other case of non-compliance with the contractual obligations assumed by the economic operator, UNAPROL will contest the non-compliance in writing to the company awarded the contract.

FORFEITURE AND REVOCATION OF THE CONTRACT

The company awarded the contract may be declared to have lost the contract in the following cases:

- for failure to comply with contractual or legal obligations in respect of salaries, liquidations or social security and insurance treatment for the staff of the company awarded the contract;
- for manifest non-fulfillment of the commitments undertaken in the contract;
- for non-compliance with the project guidelines presented and any additional information regarding the quality of service.

UNILATERAL TERMINATION OF THE CONTRACT

UNAPROL has the faculty to control and verify the good execution of the service with the help of people in charge chosen at its discretion. In the event of termination of the contract, the company awarded the contract is still committed to continue the task, under the same conditions, for a maximum period of three months.

CONTRACTUAL EXPENSES

Stamp duty, stipulation, registration and any other ancillary costs relating to the contract shall be borne in the measure of 50% by the economic operator to whom the contract is awarded and the remaining 50% by UNAPROL.

LITIGATION

For the resolution of all disputes that may arise in the performance of the service, which cannot be promptly resolved by the contracting parties, the competent court is that of Rome.

PROPERTY RIGHTS AND RIGHTS OF USE

The rights of ownership and/or use and economic exploitation of the works, prepared or produced by the successful bidder or its employees and collaborators in the context of or on the occasion of the execution of this service, will remain the exclusive property of the Contractor UNAPROL, which may, therefore, arrange without any restriction the publication, dissemination, use, duplication of such works of talent or material. These rights, pursuant to Law no. 633/41 "Protection of copyright and other rights granted to its exercise" as amended and supplemented by Law 248/00, are to be understood as transferred, acquired and licensed in a perpetual, unlimited and irrevocable manner. The successful bidder undertakes to deliver all the products in an open and modifiable format and expressly undertakes to provide UNAPROL, as the Contractor, 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 any transcription of said rights in favor of UNAPROL 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.