

**TECHNICAL SPECIFICATIONS
AND
PROCEDURE FOR SELECTING THE IMPLEMENTING BODY FOR THE INFORMATION AND
PROMOTION PROGRAM FOR AGRICULTURAL PRODUCTS ON THE THIRD 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 CAP (Portuguese Confederation of Farmers) as the lead proposing body for **the three-year program (2020 - 2022) entitled "ECCELLENZE DELL'OLIVICOLTURA EUROPEA IN ASIA" (acronym "ECCEASIA")**, 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 (2020 - 2022) entitled "ECCELLENZE DELL'OLIVICOLTURA EUROPEA IN ASIA" (acronym "ECCEASIA")**, which will take place in the Third countries of Japan and Taiwan and will cover the following products: olive oil. **The three-year program (2020 - 2022) called "ECCELLENZE DELL'OLIVICOLTURA EUROPEA IN ASIA" (acronym "ECCEASIA")**, 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 CAP 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 2019 - Promotion of agricultural products", called **"ECCELLENZE DELL'OLIVICOLTURA EUROPEA IN ASIA" (acronym " ECCEASIA")**.

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 IN ASIA**", under thematic priority 4 of the 2018 call for proposals for multiple programs in the third countries, responds to theme D:

- Information and promotion programs for any third country

Contracting body: UNAPROL, Consorzio Olivicolo Italiano (as the leading body in the partnership between Unaprol - Consorzio Olivicolo Italiano and CAP (Portuguese Confederation of Farmers)).

Target countries: Japan, Taiwan

General objectives of the program:

The objectives of these programs comply with the general and specific objectives referred to in articles 2 and 3 of Regulation (EU) no. 1144/2014. In particular:

- increase awareness of the merits of Union agricultural products and of the high standards applicable to the
- production methods in the Union;
- increase the competitiveness and consumption of Union agricultural products and certain food products and
- to raise their profile both inside and outside the Union;
- increase the awareness and recognition of Union quality schemes;
- increase the market share of Union agricultural products and certain food products, specifically focusing on those markets in third countries that have the highest growth potential.

The information provision and promotion measures shall aim to:

- highlight the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability, and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions;
- raise awareness of the authenticity of European protected designations of origin, protected geographical indication and traditional specialities guaranteed.

The expected final effect is to improve the competitiveness and consumption of agri-food products in the Union, optimize its image and increase its market share in the countries target.

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:** € 6,241,504.30;
- **Budget for the costs of actions by the implementing body:** € 5,679,504.30;
- **Start of activity:** 1 January 2020.

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 € 5,679,504.30, 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 CAP, 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 countries

Work package	2 PUBLIC RELATIONS
Target group or groups	Journalists, bloggers e opinion leader
Activities	<p>a. Permanent public relations activities</p> <p>b. Press event</p>
description of the activity	<p>The public relations and media relations activities planned to support the project play a central role in achieving the identified promotional and commercial objectives. The optimization and the maximization of the general results of the project, will have to be able to count, in fact, on a good coverage and efficiency of these activities, able to generate in significant terms, attention, sensitivity, consent, involvement and visibility, with respect to the target groups and to the recipients of the actions.</p> <p>In particular, in addition to the crowded traditional media arenas, the new digital information media that can produce powerful effects on project reputation will also be monitored and managed. For this reason, with the advent of the web and user generated content (user-generated content) the activity of media relations has expanded to online media.</p> <p>This activity is linked to the work "of the press office and social media management" and to the strategy of dissemination of "native" content on European quality. Instead of using large media, which would not be accessible, given the high rates for each campaign, the involvement of key figures such as journalists, bloggers and KOL is considered strategic.</p> <p>In particular, the primary target of this initiative is made up of journalists from the areas of economics, business, lifestyle, gastronomy and food of the printed paper, radio and television magazines and the web, as well as from the opinion leaders of the food and lifestyle sector, in so as to reach, through them, a wide audience.</p> <p>The general objectives of the public relations and media relation activity are:</p> <ul style="list-style-type: none"> - Contribute to the creation of consensus around planned initiatives. - Generate support for visibility and coverage off and online for initiatives and events. - Contact, sensitize and involve the attention of the identified "influencers". <p>The planned activities are the following:</p> <ul style="list-style-type: none"> - Coordinated and centralized management of press office activities and identified correspondents; - Implementation of 4 institutional press releases related to the project in Japan; - Realization of 3 institutional press releases related to the project in Taiwan; - Creation of summary and update contents on the single scheduled events, with a focus on the

	<p>uniqueness of the project and of European excellence olive oil (territoriality, quality linked to the origin, traceability, nutritional values). This activity will be carried out in close synergy with media planning, to maximize the return in terms of editorial off and online;</p> <ul style="list-style-type: none"> - Creation of press kits to cover the actions and the main events foreseen by the program developed by the project - On-line realization of a digital multimedia archive and a photographic video database, intended for information operators. This indispensable and efficient consultation tool, will organize and classify by topic, by media and format, all the materials useful for the disclosure, allowing a rapid fruition, indexed by product and by topic. - In particular a list of contacts of at least 50 names will be managed, including journalists, bloggers and influencers. To these will be sent a personalized package with a sample of extra virgin olive oils; <ul style="list-style-type: none"> - Organization of a press conference to present the project, in the first year of activity, in Japan and Taiwan 		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided	D.2.1 annual report with PR activity contents: press releases, press kits, mailing list with at least 50 contacts(target country to send the editorial launches, database, info press conference	D.2.2 annual report with PR activity contents: press releases, press kits, mailing list with at least 50 contacts/target country to send the editorial launches, database, info press conference	D.2.3 annual report with PR activity contents: press releases, press kits, mailing list with at least 50 contacts/target country to send the editorial launches, database, info press conference

WP	3. WEBSITE, SOCIAL MEDIA
Target group or groups	Activities in the Social area affect transversely on the entire project and on the overall potential user basins: End-users, Reviewers (gastronomes, cooks, food bloggers, restaurateurs, journalists, and nutritionists), and specialized press.
Activities	Social Media
Description of the activity	<p>New consumers are more and more active online every day and are looking for answers to their needs not just browsing institutional websites, but also following companies and interacting with them on social networks, because they are used more frequently both on the computer and on mobile devices smartphones and tablets).</p> <p>Communicating with more people therefore represents a great possibility of viral diffusion and promotion of the excellence of European olive oils.</p> <p>The development of the site will involve targeted action through social media, in particular Facebook and Twitter.</p> <p>The activities to be performed on the Social Networks will be planned in the three years of the program and managed for all the actions to be taken.</p> <p>Social Media Marketing strategies will include:</p> <ul style="list-style-type: none"> • Creation and management of company pages and public profiles on Facebook • Creation and management of Facebook Ads campaigns • Creation and management of Twitter accounts • The planning of Keyword Advertising campaigns and Banner Advertising can generate traffic and

	<p>visits</p> <p>The activity involves the assignment by a specialized agency that will deal with the definition of a team dedicated to the production of contents based on the editorial guideline. The team must ensure coverage of the project's themes.</p> <p>The activity will guarantee the set-up of the accounts and the development of the technical base necessary for the contents publishing operations but also to follow up the interactions with the users through CRM systems integrated in the set-up.</p> <p>In particular, Social Media activities encompass a series of practices ranging from managing reports in online conversations to PR 2.0, to optimizing web pages made for social media (SMO, Social Media Optimization). The main activity of the team involved will be to stimulate and generate conversations with users / consumers and with the other target groups on specific project themes related to the products to which the project refers, on the main social platforms where it will develop and animate project pages.</p> <p>The group will therefore have to act in the collection, mapping of the sites or virtual spaces where knowledge is created and reputation on European quality olive oils.</p> <p>The team will then organize the reports with the analysis of the results and trends of views and followers: a report is considered for each semester. This report will contain the following information:</p> <ul style="list-style-type: none"> • the number of consumers contacted • the number of contacts generated on the site • the number of contents produced • the number of replies processed • the number of mapped sites of interest for the promotion <p>The agency's activity involves the following phases: Content strategy; Copywriting, content management, content design; Web Listening; Quantitative monitoring, semiotic mapping, digital equity analysis, digital ethnography, benchmarking</p>		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products / services to be provided	D.3.1 annual report on social media activity (90 content generated, managed and published in Japan; 60 content generated, managed and published in Taiwan; Set up 2 social media	D.3.2 annual report on social media activity (90 content generated, managed and published in Japan; 60 content generated, managed and published in Taiwan; Set up 2 social media	D.3.3 annual report on social media activity (90 content generated, managed and published in Japan; 60 content generated, managed and published in Taiwan; Set up 2 social media

Work package	4. ADVERTISING
Target groups	Final consumers, opinion leader
Activities	Online advertising
Activity description	In this area, appropriately using, according to the selected platform, the overall potential of the banner format in its multiple applications, a strategic activity can be configured to further boost the impact of the message, especially in coincidence with certain crucial junctions of the activity (promotional field events in progress, contests in progress on SNS, etc.). For the positioning of the modules, the most appropriate formula and context will be

	<p>studied based on the contacts, interactions and conversions that can be generated, taking care that the performance indicators are always traceable and / or taken from official and reliable sources (Analytics, Insight SN, data taken from surveys conducted by accredited sector authorities, etc.).</p> <p>To this end, an analytical screening of the scheduling opportunities of the target platforms will be perfected, privileging the planning / sponsorship of banners on digital channels that are particularly relevant and potential with respect to the overall strategy of the project.</p> <p>To ensure its representativeness with respect to the many issues to be promoted, the screening will take into consideration a wide range of type-publications including sector vectors (area food), columns targeted by generalist carriers (women, family members, etc.), but will not fail to explore any emerging opportunities at the level of additional vectors which, for their structure and ability to catalyse emerging and trendy users, describe significant opportunities for action (food blog, healthy blog, SN platforms, Instagram profile, etc.).</p> <p>The faculty to achieve a congruous impact in terms of verified contacts (imp + engagements) will be modulated by privileging any possibility of documenting "operational" contacts (analysing, therefore, not only the potential display, but also interactions and conversions) on groups of compatible audience for the action. Given the strategic objectives of the activity, every set of measures capable of making the interventions particularly characteristic and configured will be verified for the format setting. In terms of format, therefore, the dynamic banner and the special formats / positioning will be privileged (where technically possible) for a better eye-catching function. Using the linked-tools, it will also be possible to create ad hoc landing pages where to address users, to offer specific services / resources / opportunities connected to the program (stimulating downloads, registrations, participation in events, etc.). Given the target profile, suitable for dissemination on the corresponding generational platforms, from each issue will be extracted pills (advertising banners) useful for the parallel diffusion at the web / social network level, in order to increase the impact of the message and to establish the effectiveness of communication in a cross-media perspective.</p> <p>Expected activities and outputs:</p> <ul style="list-style-type: none"> - media selection: analytical screening of planning / sponsorship opportunities on the various potential platforms; - design and implementation of multi-subject and multi-format banners; - overall period of planning / sponsorship of the banners on the identified platforms: 3 weeks / year; - Impact analysis and engagement tracking. 		
	YEAR 1	YEAR 2	YEAR 3
Final products / services	D.4.1 n. 1 online campaign report	D.4.2 n. 1 online campaign report	D.4.3 n. 1 online campaign report

Work package	6. Events
Target	Distribution operators; Ho.Re.Ca. operators; Consumers

groups	
Activities	6.1 Exhibition stands 6.2 Commercial training courses with distribution operators 6.3 Restaurant weeks
Activity description	<p>Activity 6.1 Exhibition stands</p> <p>In Japan: participation in the "Foodex fair in Tokyo - 2020-2021-2022 editions</p> <p>The Foodex Fair in Tokyo is the most important trade fair for the food sector in Japan, as well as a major commercial event for the entire Asia Pacific area, with over 70,000 trade visitors and 3,400 exhibitors registered in the last edition.</p> <p>The ICE – Agency for the promotion abroad and the internationalization of Italian companies will organize the Italian Pavilion, which, with an area of over 2,000 square meters, has been the largest exhibition area dedicated to foreign collective participation in the event in the past . Over 150 exhibitors from 16 Italian regions presented a wide variety of high quality food and wine and food products in the last edition. The objective of collective participation is to consolidate the positions already acquired on the Japanese market for the products most exposed to the growing and increasingly fierce international competition, with an increasingly qualified and diversified presence of our products of excellence.</p> <p>With the aim of giving the Project the best visibility among Japanese operators, the ICE Agency of Tokyo will coordinate and prepare a space specifically dedicated to the Project at the Italian Pavilion of the Foodex Japan fair. The area will include not only the companies' stands but will also include a kitchen for show cooking, a meeting room etc. Taking advantage also of the structures of the fair, interested companies will be able to carry out various types of promotional actions.</p> <p>The Italian Official Pavilion coordinated by the ICE-Agency will occupy a total surface area of around 2,000 square meters and will consist of 127 ALL 9.75 square meter modular stands.</p> <p>SERVICES PROVIDED BY ICE INCLUDED IN THE PARTICIPATION FEE:</p> <ul style="list-style-type: none"> • exhibition area rental; • preparation and furnishing of the 9.75 sq. stand each; • hostesses and interpreters (present at the ICE Information Area and available to participants for non-exclusive use); • inclusion in the catalogue of the ICE collective; • inclusion in the official catalogue of the Fair; • direct-marketing actions to raise awareness among local operators; • assistance at the Fair by qualified ICE personnel; • general services (cleaning, supervision); • sample insurance; • Standard water and electricity consumption. <p>In particular, bilateral b2b business meetings will be organized by the ICE Agency in Tokyo, a very important activity for the companies that will exhibit the products.</p> <p>The event will be followed by expert Italian consultants, in order to present the products and explain their organoleptic and qualitative characteristics</p> <p><u>Furthermore, the organization of events outside the showroom is planned, in a suitable location where to organize personalized meetings with buyers and operators.</u></p>

In Taiwan: participation in the "Taipei Food" fair - 2020-2021-2022 editions

Food Taipei is one of the most important Fairs in Asia. With its positive reputation, 80% of Food Taipei exhibitors participate each year.

A third of the participants are international companies, which contribute to the visualization of different food cultures. The 29th Taipei International Food Show will take place June 19-22, 2019 in the Taipei Nangang Exhibition Center. The event will take place with Foodtech & Pharmatech Taipei, Taipei Pack, Taiwan HORECA and Halal Taiwan. The joint exhibition thus created an exceptional record of 1,628 exhibitors and 4,059 stands in 2018 (previously Food Taipei had 1,079 exhibitors and 2,197 stands) and a participation of 7,821 buyers from 108 different countries around the world.

Services provided by the Fair organization

- exhibition area rental;
- setting up and furnishing of the stand;
- hostess and interpreter services;
- inclusion in the official catalogue of the Fair;
- general services (cleaning, supervision);
- sample insurance;
- standard water and electricity consumption.

The event will be followed by expert Italian consultants, in order to present the products and explain their organoleptic and qualitative characteristics

Furthermore, the organization of events outside the showroom is planned, in a suitable location where to organize personalized meetings with buyers and operators.

Activity 6.2 Commercial training courses with distribution operators

It is one of the key activities of the project and will involve both target countries. It is based on the expansion of contacts to increase the distribution of European quality olive oil and is the indispensable basis for the realization of product tasting and retention activities without which all the other activities of the program would have a very limited effect.

These are one-to-one meetings to present the project to the operators and educate them on a better understanding and enhancement of the European quality olive oil category, thanks to the presence of premium and PDO / PGI category products.

This activity is very important because it aims to present the project to buyers and category managers of retail and Ho.Re.Ca., and to raise awareness of the importance of quality and food safety by making them understand the differences between different types of European olive oil, based on territorial origin, production technologies and climate. On the basis of these differences, the importance of treating different types of products according to the quality objectively recognized by certain measurable parameters will be explained to the operator, positioning them according to different consumption needs.

These meetings will be organized by expert consultants and held on site at the offices of the main chains and distribution operators contacted. On this occasion the products will be presented and the organoleptic and qualitative characteristics will be explained.

The selected operators will be contacted by telephone to fix the appointment. Once the appointments have been set, the expert trainer will go to meet the operator at his office to personally present the entire project. The operator will then be given all the project presentation material. Each meeting will be prepared in advance based on the knowledge of the products by the operator and his specific needs. The commercial operator will then be contacted subsequently to verify if the activity carried out was of his interest and if he

considered it useful for his commercial evaluation of the purchase of the promoted products. Updates will also be provided on different arguments depending on the specific interest

Each year will be selected:

In Japan, 40 buyers from different geographical areas, category management, marketing managers. In total there will be 40 daily events for each year with one meeting per day;

In Taiwan, 32 buyers from different geographical areas, category management, marketing managers. In total 32 daily events will be held for each year with one meeting per day.

The consultants chosen for the activity will have to offer guarantees regarding the successful implementation of the proposal in relation to the objectives of the action and demonstrate their degree of professionalism with specific reference to the curricula and the experiences realized in the activities in question. The choice of the "consultant" will therefore be based on the following selection criteria:

- proven knowledge of products, the market and operators in the retail and food service channels;
- ability to organize and carry out meetings with professionalism;
- type of activity carried out in the provision of services in related sectors;
- studies and training background;
- at least 5 years of work experience in the food sector;
- expertise in the field of export promotion consultancy

Activity 6.3 Restaurants weeks

The restaurant circuit, a true cosmopolitan area for the affirmation of trends and food models, represents the most suitable context for calibrating an action to qualify the virtues of the testimonial product, explicitly accompanying this "announcement" to the market through the support of a network extremely articulated and capable of profoundly affecting product placement.

The potential of such interventions in the ho.re.ca. they can, through the direct involvement of selected operators in target areas of great potential, attribute a positive exponential acceleration to the program performance indicators.

In addition, channel coverage enables a multiplicity of cross-platform applications and cross-references, especially with respect to generational media and social channels, with experiential opinion flows constitutionally accompanying the conduct of field initiatives at restaurants (through judgment and the exchange of information on platforms among users).

All the screening activities will be placed upstream of the process, resulting in a preliminary analysis of the potential of partner prospects, in the field verification of the effective possibility of involving restaurants, obtaining a wide collaboration on the themes of the program.

A circuit to which particular attention should be given, given the product to be promoted, is that relating to the chains and exercises characterized by a matrix of Italianises entirely compatible with the product to be promoted and, more generally, with a specific gastronomic and culinary know-how. In particular, we will turn to Italian restaurants and fusion forge.

In Japan, among the restaurants suitable for this promotion we find the Italians Salvatore Cuomo, Elio Locanda Italiana, Il buttero, Piacere, La bisboccia, Climate of Tuscany, Massimottavio, Trattoria dal Birbante, etc.

In Taiwan among the Italian restaurants we find: Il Mercato, La Mole, Divino, La Botega del

vin, Domo, La Piola, Amici Miei, Alfredo.

In general, however, during the initiatives related to the entire catering circuit, the introduction of tasting menus and the realization of in-depth moments on the topic aimed at operators and restaurateurs will be decisive for the educational and motivational action they will aim to sensitize the contacts on the contents of the project and to induce their involvement also in order to be able to further target and qualify the offer presented to the public.

The channel's interlocutors (chefs, managers, employees, etc.), in fact, will be the ideal link to bring this knowledge to the public in a direct and engaging way, stimulating customers' curiosity and offering a vast repertoire of possible applications / food pairings.

The same menu, therefore, will result in the most effective communication and promotion tool made available to the operators, so a perfect integration will be taken care of with respect to the program communication and specification guidelines.

The field action will result in the organization of a complex of dedicated events on each restaurant belonging to the selected circuit, for a total of **182 days, equal to 26 weeks of promotion in Japan, and for a total of 140 days, equal to 20 weeks of promotion in Taiwan.**

During the promotional days, an exhibition point will be installed with a modular station, easily mountable on the most diversified type of establishment (of the fast-stand type) and naturally equipped with the customized graphics of the program. The workstation will be equipped with a shelf and brochure holder, so that it can autonomously constitute a resource made available to users, for the purpose of conveying the informative promotional materials of the program.

The exhibition corner, accompanied by the project information material, will be expressly dedicated to the products and functional to guide the users both to deepen the theme, and to enjoy the menus and tastings specially prepared for them (at the same corner and at the tables, through the presentation action carried out by the operators present): the induction of tasting will be a priority objective of the action, with an estimate of n. **9,100 tastings / year to pursue in Japan and n. 7.000 tastings in Taiwan.**

Also for this action, it is foreseen therefore upstream to take care of suitable training cycles for the operators, so as to be able to transfer them a complex of knowledge and skills that will be indispensable to optimize the respective ability to present and offer products to the public.

A further support will be represented by the interface with the social channels of the involved businesses: both by focusing on the parallel design platforms and by capitalizing on the autonomous circuits of the restaurants, they will ensure that they announce the initiatives with great emphasis, catalysing the users towards initiatives that are fully integrated and scheduled in the operators' proposal.

Planned activities:

- a) Panel ho.re.ca. strategy and selection: analysis of the prospectus basin compared to potential users, with evaluation of the opportunities and definition of the executive mix of exercises to be considered for promotional interventions;
- b) contacts with contacts, verification of potential opportunities and management of all organizational needs, including the selection of suitable spaces and periods to carry out promotions;
- c) design and implementation, by qualified senior experts and for the benefit of the operators in charge of the activity, of training and motivational training days on the project

	<p>and on the products, complete with every professional resource, activities and related equipment;</p> <p>d) planning and implementation of promotional events on the selected panel;</p> <p>f) equipment for each promotional day of all professional, technical and support services connected:</p> <ul style="list-style-type: none"> - 1 operator in the training room on the products for the management of the exhibition area, the prospecting interception, the offer of information and promotional materials, the offer of tastings, the administration of questionnaires; - Kit for demonstration / tasting (food and consumables, cutlery and plates, napkins, accessories, etc.); - management of all logistic procedures, assistance, kit packaging and coordination relating to the interventions; <p>g) Support activities for the best launch of initiatives at the level of social media channels of the involved businesses.</p>		
	YEAR 1	YEAR 2	YEAR 3
Final products/ services	<p>D.6.1 annual report on the activity at the fair in Japan and Taiwan;</p> <p>D.6.2 annual report on commercial training activities for operators in Japan and Taiwan;</p> <p>D.6.3 annual report on the restaurants weeks in Japan and Taiwan</p>	<p>D.6.4 annual report on the activity at the fair in Japan and Taiwan;</p> <p>D.6.5 annual report on commercial training activities for operators in Japan and Taiwan;</p> <p>D.6.6 annual report on the restaurants weeks in Japan and Taiwan</p>	<p>D.6.7 annual report on the activity at the fair in Japan and Taiwan;</p> <p>D.6.8 annual report on commercial training activities for operators in Japan and Taiwan;</p> <p>D.6.9 annual report on the restaurants weeks in Japan and Taiwan</p>

Work package	7. PROMOTION IN SALE POINTS
Target group or groups	Final consumers, distribution operators
Activities	Promotion in sales points
Description of the activity	<p>The activity involves the preparation of a corner for presentation and tasting in the stores with the presence of trained personnel to present the products and leave informative material.</p> <p>Each space will be set up with displays and other merchandising materials capable of promoting products and brands.</p> <p>This action aims to put the consumer in direct contact with the product, to provide a tasting experience that can simultaneously inform and increase the level of knowledge on extra virgin olive oil, production areas and European quality awards .</p> <p>The extra virgin olive oil will be presented to consumers by promoters properly trained on the topic that can illustrate the quality requirements (healthiness, safety, territoriality, community recognition) and the methods of consumption, proposing the tasting. At the corner will be distributed the information materials provided by the project (information leaflets) and the support material for the promotion (POP) which will highlight the advantages of the project emphasizing its uniqueness. In order to enhance the promotional activity, there is the involvement of 1 consultant who will go</p>

to the sales points involved in the initiative to create moments with a high information content for the consumer.

The consultant will offer "tasting pills", 15-minute oil-tasting lessons, which will review the organoleptic characteristics of the oil and table olives: smell, colour, taste. Indications will also be given on the possibility of using the product through the distribution of recipe books which will be drawn up in a captivating form and of immediate practical use.

The consultants chosen for the activity in the stores will offer guarantees, about the good realization of the proposal in relation to the objectives of the action and will demonstrate their degree of professionalism with specific reference to the curriculum and the experiences realized in the activities in question.

The corner will consist of a promo desk, with brochure holder. In addition, roll-ups with colored bases and brochure pockets will be set up in the stores. Inside the point of sale, special highlighters will be set up for shelves and a series of lane marker boxes to be positioned at strategic points.

Furthermore, a mailing list of customers will be organized with the direction of the sales point: it is planned to contact 25,500 consumers of high-potential retail chains with consignments once or twice a year. The goal will be to convey direct mail just before the In Store actions are implemented.

In addition, an annual listing is planned in the magazine of the store concerned, with which the program will be communicated to loyal customers, also informing them about the quality characteristics of the various types of European extra virgin olive oil.

In Japan, the potentially interested signs are listed in the following table.

	Sale points	City	URL
KINOKUNIYA CO., LTD.	International Aoyama	Tokyo	http://www.e-kinokuniya.com/
	Kunitachi	Tokyo	
	Todoroki	Tokyo	
	Kichijoji	Tokyo	
	Kamakura	Kanagawa	
MEIDI-YA CO., LTD.	Kyobashi	Tokyo	http://www.meidi-ya.co.jp/en/index
MATSUYA CO., LTD.	Ginza	Tokyo	http://www.matsuya.com/visitor/en
	Asakusa	Tokyo	
ISETAN MITSUKOSHI LTD.	Isetan - Shinjuku	Saitama	https://isetan.mistore.jp/onlinestore/ml
	Isetan - Urawa	Tokyo	
	Isetan - Fuchu	Tokyo	
	Mitsukoshi Nihonbashi	Tokyo	https://www.mitsukoshi.mistore.jp/hi.html
IWATAYA MITSUKOSHI LTD.	Honten	Fukuoka	https://www.iwataya-mitsukoshi.mistore.jp/iwataya.html
TAKASHIMAYA CO., LTD.	Nihonbashi	Tokyo	https://www.takashimaya-global.co
	Yokohama	Kanagawa	
IZUTSUYA CO., LTD.	Kokura	Fukuoka	http://www.izutsuya.co.jp/
YAMAKATAYA DEPT. STORE	Kagoshima	Kagoshima	https://www.yamakataya.co.jp/
HAMAYA CO., LTD.	Nagasaki	Nagasaki	https://nagasaki-hamaya.jp/

	TENMAYA CO., LTD.	Okayama-Honten	Okayama	https://www.tenmaya.co.jp/
	<p>A total of 315 days of annual promotion will be organized, for a total of 45 weeks and a minimum number of sales points of 22.</p> <p>In Taiwan, the potentially interested signs in the city of Taipei are Jasons, City Super, RT-Mart. A total of 84 annual promotion days will be organized, for a total of 12 weeks and a minimum number of sales points equal to 6 (2 weeks of promotion for each store).</p> <p>The consultants chosen for the activity in the points of sale, will have to offer guarantees, about the good realization of the proposal in relation to the objectives of the action and to demonstrate their degree of professionalism with specific reference to the curriculum and the experiences realized in the activities in question. The choice of the "consultant" will therefore be based on the following selection criteria:</p> <ul style="list-style-type: none"> • proven knowledge of products, the market and operators in the retail and food service channels; • ability to organize and carry out meetings with professionalism; • type of activity carried out in the provision of services in related sectors; • studies and training background; • at least 5 years of work experience in the food sector; <ul style="list-style-type: none"> • expertise in the field of export promotion consultancy. 			
Calendar	YEAR 1	YEAR 2	YEAR 3	
Products/services to be provided	D.7.1 annual report on in-store activities	D.7.2 annual report on in-store activities	D.7.3 annual report on in-store activities	

Description of common activities to two countries

WP	3. WEBSITE, SOCIAL MEDIA
Target group or groups	Activities in the Social area affect transversely on the entire project and on the overall potential user basins: End-users, Reviewers (gastronomes, cooks, food bloggers, restaurateurs, journalists, and nutritionists), and specialized press.
Activities	Creation, maintenance and updating of the website
Description of the activity	<p>The web is now one of the most used and consulted reference media by the targets involved both in the consumer and specialized trade areas. The activities of this action focus specifically on the creation, updating and management of an institutional website, dedicated to the contents of the project and to the promotion of the promoted products.</p> <p>The website, with an institutional meaning, represents an indispensable tool for on-line support for the overall project program, for the dissemination of information and content in the target country, to build a fruitful dialogue with end users, to give evidence of a campaign specifically designed and planned on concrete objectives, achievable actions and important messages that can contribute to improving the quality of life.</p>

The site will also make it possible to build an ongoing and coherent report with all the target groups identified and will support all information activities. In summary, the objectives of the site will be:

- Give institutional visibility to the project and the offer of the basket of quality olive oils.
- Provide updated dissemination and dialogue tools for the targets involved.
- Support Public Relations and Media Relation activities.
- Support through the realization of specific contents indexed by action, all the scheduled activities foreseen by the program
- Allow the updated use in digital version of the information and dissemination materials produced to support the actions.
- Generate traffic
- Encourage the registration of users interested in the topics covered.

The main contents developed and presented in the various sections of the site:

- Overall presentation of the project;
- Presentation and description of the various olive oil productions;
- Presentation and development of content related to product traceability and quality;
- Production territories;
- Information on the organoleptic and nutritional characteristics of the different products;
- European Union quality schemes;
- The landscapes that distinguish this production as a tourist attraction to the territories of European excellence;
- Enhancement of the gastronomic combinations and ductility of products in the kitchen;
- Awareness raising on the adoption of a balanced and varied diet;
- Management and animation of the dialogue through the most important social networks

The site will be dynamic and user friendly, the pages can be added / deleted as needed and will have some sections, such as news, events calendar and archive materials for the media and press offices, which will be continuously updated .

The project involves the use of components made in php and fixed graphic parts that can be recalled by the publisher when entering the texts. During the processing phase, all the contents will be inserted in the new structure and re-elaborated for the compliance of the new dynamic pages. The site will be released complete with texts and images provided with a series of tags that will help indexing with search engines. During the insertion, a Web Content Editor that will format and define the readability and usability of the text will revise the texts. This process will be useful both to take care of the whole aspect related to the use of keywords. The site will be built on a Word press platform and multilingual: English, Mandarin Chinese, and Japanese.

Calendar	YEAR 1	YEAR 2	YEAR 3
Products / services to be provided	D.3.1 annual report on site management	D.3.2 annual report on site management	D.3.3 annual report on site management

Work package	5 COMMUNICATION TOOLS
Target group or groups	Final consumers, distribution operators

Activities	Publications, information materials, promotional items
Description of the activity	<p>Specifically, this action involves the production of the contents and materials of the communication campaign, to arrive at the finalization of the material for distribution to the consumer in the places of purchase (points of sale of the GDO) and of consumption (restaurants) and for availability. Of the press office.</p> <p>The activity refers to the overall graphic layout of the communication project, and includes the development and adaptation of the basic formats representative for each subject, format and specific field of communication covered by the program. Starting from the represented strategic axis, it therefore includes the conception, finalization and development of all the basic graphic-symbolic and textual contents. The achievements, taken care of by senior specialists (creative, 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 and other textual contents) in English and German by native copy, including proofreading. It also includes the realization of the executive and the necessary supports for the finalization of the material and of the various basic communication modules. On all the formats the fundamental elements of communication will be reported and the project logos will be affixed complete with the stamp "Enjoy it's from Europe", to guarantee the recognizability of the initiative, organicity and visibility of the promotional message. The set of integrated items thus developed will represent a particularly coherent whole, maximizing the impact of communication at the level of all the planned project actions. The following are the main items that will be taken care of:</p> <ol style="list-style-type: none"> 1) Consumer informative brochure for distribution in the places of purchase during the days of promotion: TRI - FOLDER format with 6-sided folding It is a classic three-door folding that is the size of a normal A4 sheet (21 cm x 29.7 cm) which, when folded into 3 parts, becomes six-sided. The brochure will be realized in four colours on 170g opaque coated paper. The leaflet will aim to: <ul style="list-style-type: none"> • describe the information and promotion project with particular reference to the elements of uniqueness (supply chain, traceability, labeling, quality, etc.); • enhance the nutritional content of European quality olive oil production, which makes it a unique and excellent food. 2) Recipe book of 12 pages, 21x21 format to be distributed during the promotional days in the places of purchase Objective: to provide consumption suggestions through a series of recipes designed to create good and genuine dishes, with the simplicity of home use. 3) Roll up with colored base and brochure holder pocket for the product presentation corner, format 85 x 200; 4) Posters to be placed at the distribution points, 50 x 70 format; 5) Lane marking and shelf highlighting boxes to support promotional activities at sales points; <p>The design of all the formats will be refined and modulated over the three-year period, adapting them according to the feedback received and analysed during the work, and implementing all the developments and adaptations useful to maximize the impact of communication at the level of individual target markets .</p> <p>In terms of content, to create an overall culture of the product that leads to a choice of</p>

consumers who are increasingly informed and aware (from "simple consumers" to "prosumers"), it is envisaged in particular to touch the following elements:

- the inimitable qualities of European excellence productions, with particular reference to the distinctive value system attributed by the community recognitions (DOP, IGP, Bio) and to the rigorous supply chain controls that guarantee to 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 heritage of European biodiversity: the different origin matrices linked to the unique Mediterranean territorial, environmental and cultural contexts, with the consequent richness in terms of olive cultivars;
- the pleasure of taste: the organoleptic differences of the various oils, with their respective potential in terms of functions and destinations of use not only in the classic schemes of Mediterranean cuisine, but also in accordance with the most innovative or creative gastronomic and culinary trends;
- the beneficial nutritional properties: the methods for a correct use in a balanced food model.

Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided	n. 140,000 information leaflets; n. 140,000 cookbooks; n. 20 roll up; 250 posters; n. 200 lane marker boxes; n. 1000 box highlighters from shelf	n. 140,000 information leaflets; n. 140,000 cookbooks; n. 20 roll up; 250 posters; n. 200 lane marker boxes; n. 1000 box highlighters from shelf	n. 140,000 information leaflets; n. 140,000 cookbooks; n. 20 roll up; 250 posters; n. 200 lane marker boxes; n. 1000 box highlighters from shelf

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 2016-2017-2018, 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 2016-2017-2018, 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 websites of the Unaprol www.unaprol.it and CAP www.cap.pt

8. 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 websites www.unaprol.it and CAP www.cap.pt, **by 2 December 2019, 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 2 December 2019, 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 IN ASIA".

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 and CAP website www.cap.pt 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.

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.