

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

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, as the lead proposing body for **the three-year program (1/2/2020 – 31/1/2023) entitled "ECCELLENZE DELL'OLIVICOLTURA EUROPEA IN RUSSIA (acronym "ECCERUSSIA")**, 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 (1/2/2020 – 31/1/2023) entitled "ECCELLENZE DELL'OLIVICOLTURA EUROPEA IN RUSSIA"** (acronym "ECCERUSSIA"), which will take place in the third countries of Russia and will cover the following products: olive oil. **The three-year program (1/2/2020 – 31/1/2023) called "ECCELLENZE DELL'OLIVICOLTURA EUROPEA IN RUSSIA"** (acronym "ECCERUSSIA"), 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.

Decree of the Director General of the Ministry of Agricultural, Food and Forestry Policies bearing "Invitation to submit proposals pursuant to of Regulation (EU) no. 1144/2014 and Regulations (EU) n. 1829/2016 Delegated Act and (EU) n. 1831/2015 executive act, related to information and promotion actions, concerning agricultural products, carried out in the internal market and in third countries. Selection procedure for implementing bodies (DG PQAI - PQAI 05 - 0014513 of 01/03/2019).

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 “**ECCELLENZE DELL’OLIVICOLTURA EUROPEA IN RUSSIA**” (acronym “**ECCERUSSIA**”), under thematic priority 2 of the 2018 call for proposals for simple programs in the third countries, responds to theme 5:

- Information and promotion programs for other geographical areas

Contracting body: UNAPROL, Consorzio Olivicolo Italiano.

Target countries: Russia

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:** € 4,800,426.60;
- **Budget for the costs of actions by the implementing body:** € 4,238,426.60;
- **Start of activity:** 1 February 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 € 4,238,426.60, 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 Unaprol, 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 and budget voices

WP	2 PUBLIC RELATIONS
Target groups	Journalists, bloggers and opinion leaders
Activities	a. Permanent public relations activities
Description of activities	<p>The public relations and media relations activities envisaged in support of the project play a central role in achieving the promotional and commercial objectives identified. The optimization and maximization of the overall results of the project must, in fact, be able to count on a good coverage and efficiency of these activities, capable of generating in significant terms, attention, sensitivity, consensus, involvement and visibility, with respect to the target groups and recipients of the actions.</p> <p>In particular, in addition to the crowded arenas of traditional media, new digital information media that can have powerful effects on the reputation of projects will also be monitored and managed. For this reason, with the advent of the web and user-generated content the activity of relations with the media 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 spreading "native" content on European quality. Instead of using mainstream media, which would not be accessible, given the high rates per campaign, it is considered strategic to involve key figures such as journalists, bloggers and KOL.</p> <p>In particular, the primary target of this initiative is composed of journalists from the areas of economics, business, lifestyle, gastronomy and food of the printed press, radio and television and the web, as well as opinion leaders in the food and lifestyle sector, in order to reach, through them, a wide audience.</p> <p>The general objectives of public relations and media relations activities are:</p> <ul style="list-style-type: none"> - To contribute to the creation of consensus around the planned initiatives - To generate visibility, support and off and online coverage of initiatives and events - To contact, raise awareness and involve the attention of identified "influencers". <p>The activities foreseen are the following:</p> <ul style="list-style-type: none"> - Coordinated and centralized management of press office activities and identified correspondents; - Realization of 4 institutional press releases - Realization of summary contents and updates on the individual events scheduled, with a focus on the characteristics of uniqueness of the project and of olive oil of European

	<p>excellence (territoriality, quality linked to origin, traceability, nutritional values). This activity will be carried out in close synergy with the media planning, to maximize the return in terms of off and on-line editorials;</p> <ul style="list-style-type: none"> - Creation of press kits covering the actions and main events foreseen by the program developed by the project - On-line creation of a digital multimedia archive and a photographic video database for information operators. This indispensable and efficient consultation tool will organize and classify by themes, supports and formats all the materials useful for dissemination, allowing a rapid use, indexed by product and by topic. - In particular, a list of contacts of at least 50 names, including journalists, bloggers and influencers, will be managed. They will be sent a personalized package with a sample of extra virgin olive oils. 		
Timeframe	YEAR 1	YEAR 2	YEAR 3
Products/ provided services	D.2.1 annual report with contents of PR activities: press releases, press kits, mailing lists with at least 50 contacts to which to send editorial launches, database	D.2.2 annual report with contents of PR activities: press releases, press kits, mailing lists with at least 50 contacts to which to send editorial launches, database	D.2.3 annual report with contents of PR activities: press releases, press kits, mailing lists with at least 50 contacts to which to send editorial launches, database

WP	3. WEBSITE, SOCIAL MEDIA
Target groups	The activities in the social media area have a transversal impact on the entire project and on the overall potential catchment areas: final consumers, opinion leaders (gastronomists, chefs, food bloggers, restaurateurs, journalists, nutritionists), specialized press.
Activities	<ul style="list-style-type: none"> a. Website creation, maintenance and updating b. Social media
Description of activities	<p>Activity 3.1 Website creation, maintenance and updating</p> <p>The web is now one of the most used and consulted reference media by the targets involved, both in the consumer field and in the specialized trade. The activities of this action are specifically focused on the creation, updating and management of an institutional website, dedicated to the contents of the project and to the enhancement of the promoted products.</p> <p>The website, with an institutional meaning, represents an indispensable tool for the online support to the project's overall program, for the dissemination of information and contents in the target country, for building a profitable dialogue with the final users, for highlighting a campaign specifically designed and planned on concrete objectives, achievable actions and important messages that can contribute to improve the quality of life.</p> <p>The website will also allow to build a continuous and coherent relationship with all identified target groups and will support all information activities. In summary, the website's objectives will be:</p> <ul style="list-style-type: none"> • To give institutional visibility to the project and to the offer of a selection of quality olive oils. • To provide updated tools for dissemination and dialogue for the targets involved. • To support public relations and media relations activities.

- To support through the creation of specific contents indexed by action, all the activities scheduled in the program
- To allow the updated use in digital version of the informative and publicity materials produced in support of the actions.
- To generate traffic.
- To encourage the registration of users interested in the topics covered.

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

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

The website will be dynamic and *userfriendly*, with pages can be added/deleted as needed, and will have some sections, such as *news, event timeframe and archive materials for the media and press offices*, which will be constantly updated.

The project involves the use of php components and fixed graphic parts that can be recalled by the publisher at the time of insertion of the texts. During the working phase all the contents will be inserted in the new structure and reworked for conformity of the new dynamic pages. The website will be released complete with texts and images provided with a series of tags that will help the indexing by search engines. During the insertion of texts, these will be revised by a Web Content Editor that will format and define the readability and usability of the text. This process will be useful also in order to take care of the whole aspect related to the use of keywords.

Activity 3.2 Social media

The new consumers are increasingly active online and are looking for answers to their needs not only by browsing institutional websites, but also by following companies and interacting with them on social networks, because they are used more frequently on both computers and mobile devices (smartphones and tablets).

Communicating with more people is therefore a great opportunity for viral dissemination and promotion of the excellence of European olive oils.

The development of the website will involve a targeted action through social media, in particular Facebook and Twitter.

The activities to be carried out on Social Networks will be planned in the three years of the program and managed for all the actions to be taken.

Social Media Marketing strategies will include:

- Creation and management of company pages and public profiles on Facebook
- Creation and management of Facebook Ads campaigns
- Twitter account creation and management
- The planning of Keyword Advertising and Banner Advertising campaigns capable of generating traffic and visits

The activity foresees the commissioning of a specialized agency that will define a team dedicated to the production of the contents on the basis of the editorial guidelines. The team will have to ensure the coverage of the project's themes.

The activity will guarantee the set-up of the accounts and the development of the technical base necessary for the publication of the contents but also for the follow up of the interactions with the users through CRM systems integrated in the set-up.

In particular, Social Media *activities* include a series of practices ranging from the management of reports in online conversations to PR 2.0, to the optimization of 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 other target groups on specific topics of the project related to the products to which the project refers, on the main social platforms where it will develop and animate project pages.

The group should therefore act in the collection, mapping of sites or virtual spaces where knowledge and reputation on olive oils of European quality is created.

The team will then organize the reports with the analysis of results and trends of views and followers: we consider a report for each semester. This report will contain the following information:

- the number of consumers contacted
- the number of contacts generated in the website
- the number of contents produced
- the number of responses processed
- the number of sites mapped as being of interest for promotion

The Agency's activities shall consist of the following steps Content strategy; Copywriting, content management, content design; Web Listening; Monitoring such as quantity, semiotic mapping, digital equity analysis, digital ethnography, benchmarking.

Timeframe	YEAR 1	YEAR 2	YEAR 3
Products/ provided services	<p>D.3.1 annual report on website management</p> <p>D.3.2 annual report on social media activity (90 contents generated, managed and published; Set up 2 social media</p>	<p>D.3.3 annual report on website management</p> <p>D.3.4 annual report on social media activity (90 contents generated, managed and published; Set up 2 social media</p>	<p>D.3.5 annual report on website management</p> <p>D.3.6 annual report on social media activity (90 contents generated, managed and published; Set up 2 social media</p>

WP	4. ADVERTISING
Target groups	Final consumers, opinion leaders
Activity	Online advertising
Description of activity	<p>In this area, 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 dynamize the impact of the message, especially in conjunction with certain crucial points of the activity (promotional events field in progress; ongoing contest on SN, etc.).</p> <p>For the positioning of the modules, we will study the most appropriate formula and context based on contacts, interactions and conversions generated, ensuring that performance</p>

	<p>indicators are always traceable and / or taken from official and reliable sources (Analytics, Insight SN, data from surveys conducted by accredited industry authorities, etc..).</p> <p>For this purpose, an analytical screening of the programming opportunities of the target platforms will be carried out, favoring the planning/sponsoring 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 account a wide range of type-headings including sector vectors (food area), columns in generalist target vectors (eg. female, family, etc..), but will not fail to explore every emerging opportunity at the level of other vectors that, for structure and ability to catalyze emerging and trendy user quotas, describe significant opportunities for action (eg.: foodblogs, health blogs, SN platforms, Instagram profiles, etc.).</p> <p>The ability to achieve a reasonable impact in terms of verified contacts (imp + engagements) will be modulated by favoring any possibility of documenting "operational" contacts (thus analyzing not only the potential display, but also interactions and conversions) on groups of audiences compatible for the action. Given the strategic objectives of the activity, for the setting of the formats, every device capable of making the interventions particularly characterizing and configured will be verified. In terms of format, therefore, the dynamic banner and special formats/positions will be privileged (where technically possible), for a better eye-catching function. Using linked-tools, it will also be possible to create ad hoc landing pages where users can be directed, 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 generation platforms, pills (e.g. animated banners) will be extracted from each issue, useful for parallel dissemination at web/social network level, in order to increase the impact of the message and establish, in a cross-media perspective, the effectiveness of communication.</p> <p><u>Planned activities and outputs:</u></p> <ul style="list-style-type: none"> - media selection: analytical screening of planning/sponsorship opportunities on different potential platforms; - design and creation of multi-subject and multi-format banners; - overall period of planning/sponsoring of banners on the identified platforms: 3 weeks/year; - impact analysis and tracking of engagements. 		
	YEAR 1	YEAR 2	YEAR 3
Products/final services	D.4.1 n. 1 online campaign	D.4.2 n. 1 online campaign report	D.4.3 n. 1 online campaign report

WP	5 COMMUNICATION TOOLS
Target group(s)	Final consumers, distribution and food service operators
Activities	Publications, information materials, promotional items
Description of activities	Specifically, this action involves the production of the contents and materials of the communication campaign, to arrive at the <u>finalization</u> of the material for distribution to the consumer in the places of purchase (retail outlets) and consumption (restaurants) and for the availability of the press office.

The activity refers to the overall graphic design of the communication project, and includes the development and adaptation of the basic formats representative for each subject, format and specific field of communication object of the program. Starting from the strategic axis represented, it therefore includes the conception, finalization and development of all the basic graphic-symbolic and textual contents. The realizations, edited by senior specialists (creative, copywriters, ...), will be complete with the fundamental adaptations required for each target country, subject and format of communication, including the graphic finalization of the communication material. The service includes translations of all text content (identification elements, claims, headlines, body copies, other text contents) into English and Russian - by native speakers, including proofreading. It also includes the creation of the documents and supports necessary for the finalization of the material and the various modules of basic communication. All the formats will include the basic elements of communication and the logos of the project, complete with the **"Enjoy it's from Europe"** label, to ensure the initiative is recognizable, organic and visible to the promotional message. The set of integrated items developed in this way will represent a particularly coherent combination, maximizing the impact of communication at the level of all planned project actions. Below are the main items that will be taken care of:

1) *Consumer information leaflet for distribution in the shopping areas during the promotion days: TRI format - 6-sided folding FOLDER*

This is a classic three-leaf folding sheet with the dimensions of a normal A4 sheet (21 cm x 29.7 cm) which, folded into 3 parts, becomes a six-faced leaf. The brochure will be made in four-color on 170g matt coated paper. The leaflet will have the objective of:

- describing the information and promotion project with particular reference to the elements of uniqueness (supply chain, traceability, labeling, quality, etc.);
- enhancing the nutritional content of European quality oil production, which makes it a unique and excellent food product.

2) *12-page cookbook, 21x21 format, to be distributed during the promotion days in the shopping areas.*

Objective: to provide suggestions for consumption through a series of recipes designed to create good and genuine dishes, with the simplicity of domestic use.

3) *Roll up with colored base and brochure holder pocket to complement the product presentation corner, size 85 x 200;*

4) *Posters to be placed at the distribution points, format 50 x 70;*

5) *Lane and shelf markers boxes to support promotional activities at outlets;*

The design of all formats will be refined and modulated over the three-year period, adapting them according to the feedback received and analyzed during the work and implementing all the developments and adaptations useful to maximize the impact of communication at the level of the individual target markets.

In terms of content, in order to create an overall product culture such as to induce an increasingly informed and aware consumer choice (from "simple consumer" to "prosumer"), the following elements are planned to be addressed in particular:

-the inimitable quality of European productions of excellence, with particular reference to the distinctive value system attributed by the European Community awards (PDO, PGI, Bio) and the strict controls of the supply chain 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 choice of a superior quality product;

-the heritage of European biodiversity: the different matrices of origin linked to the unique territorial, environmental and cultural contexts of the Mediterranean, with the consequent richness in terms of oil cultivars;

	<p>-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 classical schemes of Mediterranean cuisine, but also in accordance with the most innovative or creative gastronomic and culinary trends;</p> <p>-the beneficial nutritional properties: the methods for correct use within a balanced dietary model.</p>		
Timeframe	YEAR 1	YEAR 2	YEAR 3
Products/ provided services	<p>n. 150,000 information leaflets;</p> <p>n. 150,000 cookbooks;</p> <p>n. 30 roll ups; 250 posters;</p> <p>n. 200 lane markers boxes;</p> <p>n. 1000 shelf markers boxes</p>	<p>n. 150,000 information leaflets;</p> <p>n. 150,000 cookbooks;</p> <p>n. 30 roll ups; 250 posters;</p> <p>n. 200 lane markers boxes;</p> <p>n. 1000 shelf markers boxes</p>	<p>n. 150,000 information leaflets;</p> <p>n. 150,000 cookbooks;</p> <p>n. 30 roll ups; 250 posters;</p> <p>n. 200 lane markers boxes;</p> <p>n. 1000 shelf markers boxes</p>

WP	6. EVENTS
Target groups	Distribution operators; Ho.Re.Ca. operators; Consumers
Activities	<p>6.1 Exhibition stands</p> <p>6.2 Commercial training courses with distribution operators</p> <p>6.3 Restaurant weeks</p>
Description of activities	<p>Activity 6.1 Exhibition stands</p> <p>Participation in the International Food Industry Exhibition "World Food", editions 2020-2021-2022.</p> <p>The World Food Fair takes place in Moscow in September at the International Crocus Expo Exhibition Centre.</p> <p>World Food is a commercial platform for product promotion, meetings with representatives of the Russian retail trade, with catering companies, wholesalers and distributors, and with media representatives.</p> <p>The exhibition has the official support of the Ministry of Agriculture of the Russian Federation, the Chamber of Commerce and Industry, the Council of Industrial Associations, the Union of Industrialists and Entrepreneurs, the Ministry of Agriculture of the Moscow Region.</p> <p>In 2019, more than 50,000 specialists and 1,000 companies from 55 countries are expected to participate. To facilitate visitors and participants, the exhibition is divided into 9 specialized salons: meat, poultry, fish and seafood, fruits and vegetables, confectionery, food, oil and fats, dairy products, tea and coffee.</p> <p>Services provided by the Fair organization:</p> <ul style="list-style-type: none"> • rental of exhibition area; • stand set-up and furnishing; • hostesses and interpreters; • inclusion in the official catalogue of the Fair; • general services (cleaning, security); • 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.

In addition, the organization of events outside the fair is planned, in a suitable location where custom meetings with buyers and operators can be held.

Activity 6.2 Commercial training courses with distribution operators

It is one of the key activities of the project. It is based on the broadening of contacts to increase the distribution of olive oil of European Quality and is the indispensable basis for the implementation of the activities of tasting and product loyalty without which all other activities of the program would have a very limited effect.

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

This activity is very important because it aims to present the project to buyers and category managers of retail and Food Service, and to raise awareness about the importance of quality and food safety by making them understand the differences between the different types of European olive oil, based on the geographical origin, production technologies and climate. On the basis of these differences, the operator will be explained the importance of treating different types of products according to the quality objectively recognized by certain measurable parameters, 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 the distribution operators contacted. The products will then be presented and their organoleptic and qualitative characteristics explained.

The selected operators will be contacted by telephone to make the appointment. Once the appointments have been set, the expert trainer will meet the operator in person in order to present the entire project. The operator will then be given all the material for the presentation of the project. Each meeting will be prepared in advance on the basis of the operator's knowledge of the products and his specific needs. The trader will then be contacted later to verify if the activity carried out was of interest to him and if he considered it useful for his commercial evaluation of the purchase of the promoted products. Updates on different arguments depending on the specific interest will also be provided.

Each year 32 buyers from different geographical areas, category management and marketing managers will be selected. A total of 32 events will take place daily for each year with 1 meeting per day.

The consultants chosen for the activity must offer guarantees that the proposal will be well implemented in relation to the objectives of the action and demonstrate their degree of professionalism with specific reference to the curricula and experience gained in the activities in question. The choice of the "consultant" will then be made on the basis of the following selection criteria:

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

Activity 6.3 Restaurant weeks

The catering circuit, a true cosmopolitan catchment area for the affirmation of trends and food models, represents the most suitable context in which to calibrate an action to qualify the virtues of the testimonial product, explicitly accompanying this "announcement" to the market through the support of an extremely articulated network capable of having a profound impact on the insertion of products.

The potential of such interventions in the ho.re.ca. area can, through the direct involvement of selected operators in targets at the level of high potential catchment areas, give a positive exponential acceleration to the performance indicators of the program.

In addition, the channel's coverage allows for a multiplicity of applications and cross-platform references, especially with respect to generational media and social channels, with the experiential opinion flows that constitutionally accompany the development of field initiatives at restaurants (through the judgment and exchange of information on platforms between users).

The action will therefore develop in a circuit of at least 20 restaurants per year, primarily in the cities of St. Petersburg and Moscow, particularly in high- and medium-high end restaurants, with European and local cuisine and restaurants of international hotel chains.

Before the process of involving the restaurants, all the screening activities will be positioned, which will be concretized in a preliminary analysis of the potential of the prospective partners, in the field verification of the actual possibility of involving the restaurants, obtaining a wide collaboration on the themes of the program.

A circuit to pay particular attention to, given the product to be promoted, is that related to the food chains and establishments characterized by a matrix of Italianness fully compatible with the product to be promoted and, more generally, with a specific gastronomic and culinary know-how.

Among the restaurants suitable for the promotion in question we can mention the following, as an example and not an exhaustive list.

Moscow

- Novikov
<http://www.novikov-restaurants.com/novikov-restaurant-moscow>

- Bocconcino
<https://www.bocconcino.ru/>

- Assunta Madre
<https://assuntamadre.ru/>

Saint Petersburg

- Mama Roma catena di ristoranti/pizzerie con svariati punti vendita. Presente dal 1998
<https://www.mamaroma.ru/it/restaurants>

Ekaterinburg

Truffaldino
<http://truffaldina.ru/>

Donna Olivia
<http://donnaolivia.ru/>

Portofino

<https://www.portofino-ekb.ru/>

Gastroli

<https://gastroli.pub/>

The field action will result in the organization of a series of events dedicated to each of the 20 restaurants belonging to the selected circuit, for a total of **280 days, equal to 40 weeks of promotion** (2 weeks for each restaurant).

During the promotion days, an exhibition point will be installed with a modular station, easily mounted on the most diverse type of establishments (fast-stand type) and naturally equipped with personalized graphics of the program. The station will be equipped with a shelf and a pocket for brochures, so that it can independently constitute a resource made available to users, for the purpose of conveying the promotional materials of the program.

The exhibition corner, accompanied by the information material of the project, will be expressly dedicated to the products and will be functional to guide users both to deepen their knowledge of the subject, and to enjoy first-hand the menus and tastings specially prepared (in the same corner and at the tables, through the presentation action carried out by the operators present): the induction of the tasting will be a priority objective of the action, with an estimate of **14,000 tastings/year to be pursued**.

Also for this action, it is therefore planned to provide beforehand appropriate training cycles for operators, so as to be able to transfer to them a set of knowledge and skills that will be essential to optimize their ability to present and offer products to the public.

A further support will be represented by the interface with the social channels of the businesses involved: both by aiming at the parallel project platforms, and by capitalizing on the existing autonomous circuits of the restaurants, it will be ensured that they announce the initiatives with great emphasis, thus catalyzing the users towards initiatives that are fully integrated and scheduled in the operators' proposal.

Activities planned:

a) panel ho.re.ca. strategy and selection: analysis of the prospective catchment area in relation to potential users, with evaluation of opportunities and definition of the executive mix of establishments to be considered for promotional interventions;

b) contacts with referents, verification of potential opportunities and management of all organizational needs, including the selection of suitable spaces and periods to implement 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 days on the project and products, complete with all professional resources, activities and equipment related;

d) planning and implementation of promotional events on the selected panel;

f) endowment for each promotional day of all professional and technical services and related supports:

- 1 operator in the room trained on the products for the management of the exhibition area, the interception of prospects, the offer of information and promotional materials, the offer of tastings, the administration of questionnaires;

- demonstration/tasting kits (food and supplies, cutlery and dishes, napkins, accessories, etc.);

- management of all logistical, assistance, packaging, kit and coordination procedures related to the interventions;

g) support activities for the best launch of initiatives at the level of the social media channels of the establishments involved.

	YEAR 1	YEAR 2	YEAR 3
Products/final services	<p>D.6.1 annual report on the activity at the exhibition;</p> <p>D.6.2 annual report on the commercial training of operators;</p> <p>D.6.3 annual report on the weeks in the restaurants</p>	<p>D.6.1 annual report on the activity at the exhibition;</p> <p>D.6.2 annual report on the commercial training of operators;</p> <p>D.6.3 annual report on the weeks in the restaurants</p>	<p>D.6.1 annual report on the activity at the exhibition;</p> <p>D.6.2 annual report on the commercial training of operators;</p> <p>D.6.3 annual report on the weeks in the restaurants</p>

WP	7. PROMOTION IN POINT OF SALE
Target groups	Final consumers, distribution operators
Activities	POS Advertising
Description of activity	<p>The activity involves the setting up of a corner space for presentation and tasting in the stores with the presence of staff trained to present the products and leave information material. Each space will be set up with displays and other merchandising materials able to promote the products and brands.</p> <p>This action aims to put the consumer in direct contact with the product, provide a tasting experience that can simultaneously inform and increase the level of knowledge about extra virgin olive oil, production areas and European quality awards.</p> <p>The extra virgin olive oil will be presented to consumers by promoters suitably trained on the subject who will be able to illustrate the quality requirements (healthiness, safety, territoriality, EU awards) as well as the methods of consumption, proposing the tasting. In the corner area, there will be the distribution of the information materials provided by the project (information leaflets) and the support material to the promotion (POP) that will highlight the advantages of the project emphasizing its uniqueness. In order to enhance the promotion activity, the involvement of 1 consultant is foreseen, who will go to the outlets involved in the initiative to provide moments of high information content to the consumer.</p> <p>The consultant will offer "tasting pills", i.e. oil tasting lessons lasting 15 minutes each, in which you will review the organoleptic characteristics of the oil and table olives: smell, color, flavor. We will also give information on the possibilities of use of the product through the distribution of cookbooks that will be drawn up in an attractive form and immediate practical use.</p> <p>The consultants chosen for the activity in the outlets 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 experience gained in the activities in question.</p> <p>The corner will consist of a promo desk, with brochure holder. In addition, roll ups with colored base and pocket for brochures will be set up in the stores. In the stores, special shelf markers and a series of lane marker boxes to be positioned in strategic points will be set up.</p>

A mailing list of customers will also be organized with the management of the point of sale: it is planned to contact 35,500 consumers from high potential large-scale retail chains with consignments once or twice a year. The aim will be to convey direct mailing just before the realization of the In Store actions.

In addition, there will be an annual advertisement in the magazine of the concerned outlet, which will communicate the program to loyal customers, also informing them about the quality characteristics of the various types of European extra virgin olive oil.

The potentially interested brands from which to select outlets for promotion in the cities of Moscow and St. Petersburg are as follows:

X 5 retail group (Brands: Perikrostock e Karusel);

Azbuka vKusa;

Auchan;

Lenta LLC;

O' KEI

SPAR

Magnit

Metro

Tsvetnoy Central Market

Globus Gourmet

DEPO

A total of 392 promotion days per year will be organized, for a total of 56 weeks and a minimum number of outlets of 28, for 14 promotion days each.

The consultants chosen for the activity in the outlets, must offer guarantees, about the good 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 experience gained in the activities in question. The choice of the "consultant" will then be made on the basis of the following selection criteria:

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

Timeframe	YEAR 1	YEAR 2	YEAR 3
Products/ provided services	D.7.1 annual report on the activity in the Pos	D.7.2 annual report on the activity in the Pos	D.7.3 annual report on the activity in the Pos

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 website of the Unaprol Consortium www.unaprol.it.

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 website www.unaprol.it, **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".

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/target country/ common activities	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 (€ 5,679,504.30).

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.