

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

**1 Foreword and preliminary information**

UNAPROL, Consorzio Olivicolo Italiano Soc. Cons. p.A. (hereinafter referred to as the contracting body), with registered office in Via XXIV Maggio n. 43, 00187 Rome (RM) - ITALY, VAT registration number 02139871004 and Tax code 80413010580, email [unaprol@unaprol.it](mailto:unaprol@unaprol.it), Certified email [unaprolscarl@pec.it](mailto:unaprolscarl@pec.it), as the lead proposing body for **the three-year program (1/2/2023 – 31/1/2026) entitled "EUROPEAN ORGANIC OLIVE AND OLIVE OIL PRODUCTION FOR A VIRTUOUS STYLE OF CONSUMPTION"** (acronym "ECCEBIO"), 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 (1/2/2023 – 31/1/2026) entitled "EUROPEAN ORGANIC OLIVE AND OLIVE OIL PRODUCTION FOR A VIRTUOUS STYLE OF CONSUMPTION"** (acronym "ECCEBIO"), which will take place in the European countries of Italy, Germany, France and Belgium and will cover the following products: organic extra virgin olive oils and organic olives . **The three-year program (1/2/2023 – 31/1/2026) called "EUROPEAN ORGANIC OLIVE AND OLIVE OIL PRODUCTION FOR A VIRTUOUS STYLE OF CONSUMPTION"** (acronym "ECCEBIO"), 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.

**Directorial Decree no. 526288 of 17 October 2022** of the Department of competitive policies, agri-food quality, horse racing and fisheries of PQAI V of 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, laying down criteria for the procedures for the "Selection of implementing bodies for simple programmes".

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 **“EUROPEAN ORGANIC OLIVE AND OLIVE OIL PRODUCTION FOR A VIRTUOUS STYLE OF CONSUMPTION”** (acronym **"ECCEBIO"**), under thematic priority 2 of the 2022 call for proposals for simple programs in the third countries, responds to theme 5:

- “Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production method as defined in Article 5(4)(b) of Regulation (EU) No 1144/2014”

**Contracting body:** UNAPROL, Consorzio Olivicolo Italiano.

**Target countries:** Italy, Germany, France and Belgium

### **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:

- a) increase awareness of the merits of Union agricultural products and of the high standards applicable to the production methods in the Union;
- b) increase the competitiveness and consumption of Union agricultural products and certain food products and to raise their profile both inside and outside the Union;
- c) increase the awareness and recognition of Union quality schemes;
- d) 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;
- e) restore normal market conditions in the event of serious market disturbance, loss of consumer confidence or other specific problems.

The information provision and promotion measures shall aim to:

- to increase the awareness and recognition of the Union quality scheme on organic production. Information and promotion programmes on the Union quality scheme on organic production method should be a key priority in the internal market since this scheme provides consumers with assurances on the sustainability, quality and characteristics of the product and the production process used and the environmental benefits they generate, achieve added value for the products concerned and enhance their market opportunities.
- to further increase the levels of recognition of the EU organic logo by the European consumers and increased knowledge of the information the organic logo aims to provide. According to special Eurobarometer (No 504), the awareness of the organic farming logo has increased by 29

percentage points since 2017 with 56% of European consumers who recognize the EU logo of organic farming.

- to increase awareness of the Union quality scheme on organic production and to enhance the competitiveness and consumption of organic products, raise their profile and increase their market share.

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 organic extra virgin olive oils and of organic olives made in Europe and to 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 organic extra virgin olive oils and of organic olives made in Europe and the elements that define a superior quality product.

#### **Work packages and activities to be carried out:**

- WP 2: public relations: public relations office;
- WP 3.1 and 3.2: website, social media: creation, updating and maintenance of the website; account creation, periodic publication;
- WP 4: online advertising;
- WP 5: communication tools: publications, information materials for the media (media kits), promotional items;
- WP 6.1 and 6.2 events: seminars, workshops, business meetings, training courses; restaurant weeks;
- WP 7 promotion at points of sale: promotion days.

**Program duration:** 36 months (3 annual phases)

- **Total project budget:** € 3,376,661.90;
- **Budget for the costs of actions by the implementing body:** € 2,965,831.90;
- **Start of activity:** 1 February 2023.

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 € 2,965,831.90, 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

<b>WP</b>	<b>2 PUBLIC RELATIONS</b>
<b>Target groups</b>	Journalists, bloggers and opinion leaders
<b>Description of activities</b>	<b>a. Permanent public relations activities</b>
<b>2.1 Press Office</b>	<p>Public relations and media relations activities play a central role in the achievement of the Programme's objectives. It is foreseen to carry out a constant information coverage through the drafting of press releases to a selected mailing list of recipients of each target country composed mainly of communication operators, opinion leaders and makers, but also of stakeholders in the distribution sector and of the HoReCa sector, capable of generating, in significant terms, attention, sensitivity, consensus, involvement and visibility, towards the target recipient of the actions.</p> <p>A team of experts will take care of the preparation and sending of press releases (11 per year) and the subsequent follow up. The same team will follow the drafting of summary and update content on the individual scheduled events, with a focus on the unique characteristics of the organic product and European excellence (territoriality, quality linked to origin and low environmental impact methods, traceability, nutritional values, production sustainability, etc.). This activity will be carried out by monitoring the planning of the media involved, to maximize the return in terms of off and on-line editorials. In addition, the production of news clips will be monitored and</p>

	<p>carried out in close synergy with the professionals involved in the other work packages of the Programme. Press kits will then be produced to cover the actions and main events envisaged by the programme developed by the project.</p> <p>In addition to the crowded traditional media arenas, new digital media that can have powerful effects on product reputation will be approached, managed and monitored. Indeed, thanks to the web and user generated content, the media relations activity has expanded towards online information. This activity will be part of the work of the press office, which will offer its contribution to the drafting of the web portal and social media (WP3) and will participate in the dissemination strategy of "Native Advertising" contents on European organic olive oil, accompanied by photographic material and images which will constitute a specific supporting archive.</p>		
<b>2.2 Creation and updating of a mailing list</b>	<p>For the dissemination of the promotional messages, the involvement of key figures such as journalists, bloggers and KOLs (Key Opinion Leaders) in the food and lifestyle sector is considered strategic, as well as the category of commercial operators in the sector.</p> <p>The target audience will be made up of journalists in the areas of economy, business, lifestyle, gastronomy and food, not only from the printed press, but also from radio-television stations and the web mastheads, as well as opinion leaders and makers and stakeholders from the distribution/commercial and HoReCa sectors, in order to reach, through them, a wide audience of consumers. Therefore, a mailing list of at least 300 names for each target country will be set up and subsequently updated during the three-year period of promotion. They will be the main recipients of press releases and news concerning European organic olive oil and European organic table olives and the initiatives that will be developed with the Promotion Programme.</p>		
<b>2.3 Creation of digital archives</b>	<p>To support communication, an on-line multimedia digital archive with photographs, images, videos (e.g., tutorials for recipes and ways of using olive oil), audio interviews, etc. will be created and updated during the three-year period for information operators.</p> <p>This indispensable and efficient consultation tool organised and classified by themes, by media and by formats, will become a precious bank for the dissemination tasks to which all interested parties are called, starting with those on the mailing list and all those who will join it (category managers and buyers), including consumers. Useful materials for dissemination can be downloaded online for quick access.</p>		
<b>Timeframe</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Products/ provided services</b>	<p><b>REALIZATION:</b></p> <p>no. 4 mailing lists, one for each country (Italy, Germany, France and Belgium);</p> <p>no. 11 press releases, of which n. 3 for Italy, France; and Germany, and no. 2 for Belgium;</p> <p>no. 1 digital photographic video archive common to the target countries;</p> <p><b>RESULT:</b></p> <p>no. 44 outputs generated of which n. 12 in Italy, Germany, and France; and no. 8 releases generated in Belgium</p>	<p><b>REALIZATION:</b></p> <p>no. 4 mailing lists, one for each country (Italy, Germany, France and Belgium);</p> <p>no. 11 press releases, of which n. 3 for Italy, France; and Germany, and no. 2 for Belgium;</p> <p>no. 1 digital photographic video archive common to the target countries;</p> <p><b>RESULT:</b></p> <p>no. 44 outputs generated of which n. 12 in Italy, Germany, and France; and no. 8 releases generated in Belgium</p>	<p><b>REALIZATION:</b></p> <p>no. 4 mailing lists, one for each country (Italy, Germany, France and Belgium);</p> <p>no. 11 press releases, of which n. 3 for Italy, France; and Germany, and no. 2 for Belgium;</p> <p>no. 1 digital photographic video archive common to the target countries;</p> <p><b>RESULT:</b></p> <p>no. 44 outputs generated of which n. 12 in Italy, Germany, and France; and no. 8 releases generated in Belgium</p>

<b>WP</b>	<b>3. WEBSITE, SOCIAL MEDIA</b>
<b>Target groups</b>	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.
<b>Description of activities</b>	<p><b>a. Website creation, maintenance and updating</b></p> <p><b>b. Social media</b></p>
<b>3.1 Website</b>	<p>The website will be created in three languages in addition to Italian (English, German and French), with a .EU domain and will have an essentially informative task to improve the knowledge and perception of the quality and versatility of olive oil in the kitchen. The site will highlight all those aspects that make olive oil an excellence on the gastronomic scene. The image of the product should suggest the idea of refinement, elegance, style, tradition and production history that consumers can appreciate as true masterpieces of quality.</p> <p>The website will host educational contents and a digital platform for targeted and synergic operations with social networks and other project actions. The content will be continuously updated with news to encourage its use and will be enriched with multimedia contents shared with the image and photo bank that will be set up under WP2 (Press Office), with comments and posts taken from social platforms. The website will have specific pages dedicated to the use of specific materials designed for the campaign. A series of "landing pages" will lead consumers directly from the places of purchase (see WP7) or from the restaurants (WP6) where the promotion of European olive oil takes place to the information content. It will be essential, therefore, that the site meets the characteristics for a "responsive" consultation through all tablet, smartphone or laptop devices. The website will therefore be required to be created with responsive web design (RWD) technology so as to be "user friendly" with any type of device.</p> <p>A section will be dedicated to cooking in order to offer the best recipes based on olive oil from the Mediterranean tradition and suggestions for combinations between foods and types of olive oil. A section will be dedicated to Ho.Re.Ca., reporting a list of establishments in the main cities of the respective target countries where it is possible to taste European organic olive oil.</p> <p>A thematic section will be developed for the collection of editorial testimonials and the latest scientific research regarding the nutritional properties of olive oil and its health implications, in compliance with the provisions of the Italian, German, French and Belgian authorities in the health field. A wide section will be devoted to sustainable production systems, quality, traceability and recognizability of European olive oils. In this sense, a "virtual showcase" of organic olive oils, or of PDOs and PGIs, or of particular "heroic oils" cultivated in difficult geographical areas, or of production areas where tradition merges with the charm of history (e.g. the area of Magna Graecia, or the Etruscan area of Tuscany, Umbria and upper Lazio, etc.) may be set up. The centrality of the website will be ensured as a tool to ensure continuous visibility for the programme over the three-year period. The realization of the website envisages various phases of implementation, namely: the creation of the domain, the planning of the contents and the selection of the graphic and photographic material; the drafting and translation of the texts; the production of the electronic pages and putting them online; the interaction of the website with the activated social networks. In addition, during the website development phase, the design of indexing through links, tags, keywords essential for positioning in search engines, especially international ones, is planned at the same time as the creation of the website. Finally, periodic monitoring and the "below the line" (BTL) service dedicated to the production sector will complete and enrich the site.</p>

### 3.2 Social media

The communication campaign includes, among the information systems, the use of the most popular social media channels in the target countries. Social media have the peculiarity of being used by users whose age group resembles that of the Programme's target audience, and for this reason social media represent a strategic and potentially very effective means.

There are currently 4.2 billion active social media users, with a global penetration of 53.6%. To deal with social networks and plan the promotional strategy of the Program in the best possible way, it is good to know in advance the trends of the networks that can be useful for conveying messages and above all if they can influence and guide users. According to GlobalWebIndex, 54% of social media users use them to research consumer products. The 71% are more likely to buy products and services based on social media referrals. Furthermore, consumers influenced by social media are more likely to spend more on purchases.

By specifically analyzing the behavior of the users of the target countries towards social media and the statistics of the percentage of penetration that the most important social networks have recently achieved, we find that the population with an active account with at least one social network is equal to 46% in Germany, 59% in Italy, 58% in France and 65% in Belgium. Among all social networks, Facebook is used in Germany at 62.5%, in Italy at 58.9%, in France at 44%, in Belgium at 68.75%, YouTube is used in Germany at 59.8% in Italy at 2.4%, in France at 20%, in Belgium at 2.2%, Instagram is used in Germany at 37% in Italy at 14% in France at 18% in Belgium at 6.38%, Twitter is used in Germany at 17.1% in Italy at 10.45% in France at 10% in Belgium, 7.68% (Source: <https://promodeo.com/it/blog/panoramica-sulluso-dei-social-media-in-europa/> and <https://gs.statcounter.com/social-media-stats/all/belgium>).

The activity will therefore be aimed at implementing a social media marketing strategy adapted, from a technical and content point of view to the two social platforms that will be chosen on the basis of the analysis that will be conducted by the executor in relation to the different characteristics in relation to the goals. The activity on social networks will include the activation of a page dedicated to the information and promotion campaign which will be promoted through suitable tools for:

- Develop engagement and conversations to stimulate interest in organic olive oil and table olives, their use, nutritional and qualitative properties and increase sales and consumption rates;
- Building a user base of the page;
- Drive traffic to the campaign website;
- Promote and disseminate the program of activities.

One of the pre-selected social platforms will be used to implement an effective "social media marketing" strategy towards users, so that the preferences of the multiple figures that make up the Program target group can be diversified. The contents will be planned from time to time, written in Italian and translated into English, German and French. The selection of graphic and photographic material will also be made in relation to the contents that will be published online. Information will also be conveyed through video supports so that they can be indirectly transferred to the appropriate thematic social networks which will be able to extend and further ensure public attention to the communication of the Program (e.g. specific social networks for wellness, cooking, business, etc.) . The interaction will be promoted not only towards the site, but also between the activated social networks. Activity 3.2, which envisages the involvement of specialized personnel, will have to explore and collect, in a kind of mapping, the virtual spaces of the web in which knowledge and notoriety of organic olive oil is created.

The activity includes the following phases: Content strategy; Copywriting, content management, content design; Web Listening; Quali-quantitative monitoring, semiotic mapping, digital equity analysis, digital ethnography, benchmarking. In particular, a team of experts will 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: the number of consumers contacted, the number of contacts generated on the website/social media, the number of contents produced, the number of responses processed, the number of sites mapped.		
<b>Timeframe</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Products/ provided services</b>	<p><b>3.1 Website</b></p> <p><b>REALIZATION:</b> no. 1 website; 1 reports</p> <p><b>RESULT:</b> no. 5,000 contacts</p> <p><b>3.2 Social Media</b></p> <p><b>REALIZATION:</b> 40 contents generated, managed and published by target country; Set up 2 social media for target country; 1 annual report;</p> <p><b>RESULT:</b> 3,000 followers per target country (estimated in terms of engagement dynamics with the platforms, such as likes, comments, shares, clicks, feedback, followers, downloads, other tracked actions or interactions, etc.);</p>	<p><b>3.1 Website</b></p> <p><b>REALIZATION:</b> Website update; no.1 reports</p> <p><b>RESULT:</b> no. 10,000 contacts</p> <p><b>3.2 Social Media</b></p> <p><b>REALIZATION:</b> 40 contents generated, managed and published by target country; Set up 2 social media for target country; 1 annual report;</p> <p><b>RESULT:</b> 6,000 followers per target country</p>	<p><b>3.1 Website</b></p> <p><b>REALIZATION:</b> Website update; no.1 reports</p> <p><b>RESULT:</b> no. 15,000 contacts</p> <p><b>3.2 Social Media</b></p> <p><b>REALIZATION:</b> 40 contents generated, managed and published by target country; Set up 2 social media for target country; 1 annual report;</p> <p><b>RESULT:</b> 9,000 followers per target country</p>

<b>WP</b>	<b>4. ADVERTISING</b>
<b>Target groups</b>	Final consumers, opinion leaders
<b>Description of activity</b>	<b>Online advertising</b>
	<p>The multitude of advertising tools available on the web allows for a great variety of features to improve and effectively disseminate information and knowledge on organic olive oil and organic table olives on web. Banners, through contextual advertising systems (i.e. those that appear in line with what you are reading) and web remarketing, i.e. personalizing the display of ads for users who have previously visited the site or searched for certain words key, will be the tools taken into consideration to plan the advertising plan and dissemination of information content in favor of European organic olive oil and organic table olives and what it represents in terms of quality, guarantees, properties organoleptic, sensorial, health, etc.</p> <p>Promotion through display ads (also known as banner ads) is increasingly a staple of internet advertising. They have a high potential for spreading the message and, if they are designed</p>

<p><b>4. Online ADV</b></p>	<p>correctly and enriched with captivating images, they are able to generate huge percentages of "clicks". Furthermore, contextual advertising is a very valid system for allowing the user to explore the contents pertinent to the interest shown in navigation and therefore has a considerable level of precision in hitting the objective target. Contextual ads can be very dynamic: banners, video overlay ads, social media ads and ad editorials. A variety of ad networks include options, which allow contextual targeting for text ads and other formats. Remarketing advertisements are made by inserting a code on the site that sends users a cookie, thus allowing users who have visited the site to be "tracked". In this way it is possible to increase the chances of getting them to return to the website and to increase the effectiveness. The managers of the internet sites deemed most suitable for conveying the promotional messages will be selected and contacted and with these the development of a 3-week campaign will be planned for each of the countries Italy, Germany and France, and 2 weeks for Belgium.</p> <p>The programming will be carried out in harmony and in synergistic support to the management of the other activities of the Program, in particular with reference to the events in WP6 and the points of sale in WP7. On social networks, the organic animation activity will be simultaneously increased and an intense activity of social media advertising will be supported on a daily basis. This strategy has the aim of both expanding the audience of more informative organic contents dedicated to organic olive oil and the recognition of the respective European brand as well as deepening the product's qualities, and to promote the same message, through a spontaneous cross-posting of photos, images, messages and videos, able to attract the interest of consumers and suggest contributions from the influencers involved in the Program (added to the mailing list created in WP2). The task of conceiving, creating and managing the campaigns will be carried out by an adv specialist who will also take care of the graphic part with the adaptation of the visual and the headline to the banner formats, as well as optimizing the publication calendar and indicating to the web and social developers (WP3) the information to be connected (link) to the promotional banners</p>		
	<p><b>YEAR 1</b></p>	<p><b>YEAR 2</b></p>	<p><b>YEAR 3</b></p>
<p><b>Products/final services</b></p>	<p><b>REALIZATION:</b> no. 4 online banner campaigns on social media (one for each target country) lasting n. 3 weeks (21 days total) in Italy, Germany and France and n. 2 weeks in Belgium (14 days total);</p> <p><b>RESULT:</b> 2,700,000 contacts reached in Germany, Italy and France; no. 1,800,000 contacts reached in Belgium</p>	<p><b>REALIZATION:</b> no. 4 online banner campaigns on social media (one for each target country) lasting n. 3 weeks (21 days total) in Italy, Germany and France and n. 2 weeks in Belgium (14 days total);</p> <p><b>RESULT:</b> 2,700,000 contacts reached in Germany, Italy and France; no. 1,800,000 contacts reached in Belgium</p>	<p><b>REALIZATION:</b> no. 4 online banner campaigns on social media (one for each target country) lasting n. 3 weeks (21 days total) in Italy, Germany and France and n. 2 weeks in Belgium (14 days total);</p> <p><b>RESULT:</b> 2,700,000 contacts reached in Germany, Italy and France; no. 1,800,000 contacts reached in Belgium</p>

<p><b>WP</b></p>	<p><b>5 COMMUNICATION TOOLS</b></p>
<p><b>Target group(s)</b></p>	<p>Final consumers, distribution and food service operators</p>

Description of activities	Publications, information materials, promotional items
	<p>Preparatory to the production of communication materials and the creation of gadgets will be the study and execution of the creativity of the Promotion Programme. The resources used for similar promotion programs already co-financed by the EU and being carried out by UNAPROL, such as for example EcceOlio, will be taken into account and optimized. A "Visual" will also be developed for the target countries of this programme, which will closely follow what has already been produced for the markets of Germany, France and Italy.</p> <p>A Program logo similar to what has already been used will be studied, while as regards the image of the campaign it will be a question of declining the graphics, harmonizing it with the inspiring concept of the strategy, correlating the image of the organic extra virgin olive oil ( main food of the Mediterranean diet, UNESCO heritage) and organic table olives with the values and concepts linked to the high-end product, of qualitative value, of refinement, of elegance, of well-being, of gastronomic refinement, of a productive masterpiece made with the ability and the tradition during centuries of history and attention to safety, sustainability, wholesomeness and taste: all in a single food. Even the "Headline" of the Program will deserve an adaptation, which however will not distort the concept already adopted, but will inspire immediate reactions associated with the positive connotations of the message and of the organic product, which will then be found in the body-copy, or in the descriptive part of communication tools. The identified message will refer to the Union value of the project and highlight the European dimension of the campaign. The elaboration of digital and multimedia version materials will require the involvement of experts in digital graphics. The same applies to the highly educational content of the texts which must prove exhaustive but accessible to all consumers.</p> <p>The communication tools envisaged for the target markets will contain the educational and informational features necessary to increase knowledge of the consumption patterns of European organic products linked to the olive-growing chain. They will be diversified and designed for each profile of the target of the promotion program, as well as for each action, modulating the level of information and the methods of approaching the public in the various types of support. The communication tools that will be created are and will have the following characteristics:</p> <ul style="list-style-type: none"> <li>- <b>Digital institutional leaflet:</b> in order to create an information tool that is as sustainable as possible and at the same time sufficiently usable by the objective target, it was decided to create a digital brochure that can be consulted with any available device (laptop, tablet, smartphone, etc.) which if necessary, it can be printed, in whole or in part, in which to exhaustively transfer the whole communication concept. Being a digital and multimedia tool, the leaflet will go beyond the limits of the paper tool and will allow for in-depth information to be contained in the form of links to websites, social accounts dedicated to the topic, but also to other multimedia tools, video content, geolocations of production sites, and will be able to take advantage of many other dynamic functions that can be easily updated and enriched during the three-year promotion period. The tool will be in a standard and responsive format and, even if it is printed, it will always contain the credentials of the Program and its co-financers. The product can also be distributed through the website and social networks dedicated to the Program and can be easily shared by anyone, allowing for a much more widespread and viral diffusion than any printed tool. Printing costs and environmental impact (use of paper, energy, transport, etc.) will be reduced and production will concern a professional team for the sole part of graphic design, creativity and copywriting.</li> <li>- <b>Digital cookbook.</b> Similarly to what was said for the leaflet, this tool in digital version will also be extremely versatile in terms of content and dissemination potential. The recipe book will</li> </ul>

contain 10 recipes based on organic EVO oil and/or organic table olives every year, and will be created with the collaboration of one or more starred chefs who will lend their professional skills to illustrate the creation of the dishes offered, through a shooting photographic and video, set up in a set equipped for the purpose. The recipe book will allow the consumer to approach the use of olive oil in the same way as a tutorial, which will be enriched with further information on the organoleptic characteristics of the different olive oils or olives, the different origins and the landscapes that distinguish this production as tourist attraction to the territories of European excellence, the qualitative characteristics, the nutritional contributions to the body, the different types of use including the inclusion in the local cuisine and the relative benefits, etc. Also for the recipe book, the dissemination may concern all multimedia devices and may be carried out through the website and social media dedicated to the Program and beyond. The tool will be in a standard and responsive format and, even if it is printed, it will always contain the credentials of the Program and its co-financers. The cost of printing the cookbook and the environmental impact (use of paper, energy, transport, etc.) will be reduced. Post-production will involve a team of professionals who are experts in graphic design, creativity and copywriting.

- **Plantable business cards:** these are special business cards, made of 100% biodegradable paper, which are planted because they contain non-GMO seeds and which germinate in contact with water and earth. A card that inspires naturalness and sympathy, very easy to "grow". After the business card has done its job, it will allow you to keep a pleasant memory of the meeting, transforming into a plant to have under your eyes every day. The Plantable Business Card will be customized with the credits of the campaign and through a QR-code it will allow access to all the information of the campaign. Whoever receives it will be able to admire its originality and the particular sensitivity towards the environment of the person it represents, who, by avoiding waste, demonstrates his ecological sense towards recycling. The realization by means of four-color printing will be carried out with ecological inks. The Business card will have a format of 55x85 mm and will be produced in n. 30,000 specimens. The seeds contained in the business cards may belong to flower or aromatic or vegetable plants. The most suitable type will be chosen to meet the English and Swiss taste. Tickets can be distributed on all occasions for meetings with operators and consumers during the activities.

- **ECO institutional roll ups:** these are displays with roll-up posters made on a sheet of ecological and 100% recyclable material. The fabric is supported, when open, on a sturdy aluminum structure. The single-sided print will be made in four-colour process, in high definition with latex printers that use certified ecological inks, making the roll-up totally eco-sustainable. The format of the roll-up sheet will be 85x200 cm. No. will be made. 20 specimens per year. The roll-ups will be used for displays during the activities of the Program, as integration of the displays during the training meetings at Unaprol, during the events that will host the promotion of EVO oil and BIO table olives in the two countries objective (WP6) and in the training moments of the personnel in charge of the promotional activity at the points of sale and in the same places of purchase (WP7).

- **Gadgets:** n. 500 examples of glass glasses for tasting oil, suitably personalized with the campaign claim and related credits. The small glasses will not only represent a nice gift for consumers but will effectively constitute a tool for guided tasting of the various types of oil during the actions in which this training operation is envisaged. We refer to the experiential moment of the tastings foreseen in the context of WP6 and WP7.

All materials will be published in digital version on the website and on the social accounts dedicated to the Program. The same will be appropriately translated into the languages of the target countries (English, German, French and Italian). The drafting will take place in compliance with a communication strategy document and through the definition of three documentary reports:

- **"Concept document"** which will define the communication project, describe the general idea, the multimedia and interactive digital features, and outline the guidelines before implementation
- **"Design document"** which will specify the implementation with the characterization of

	<p>characters, environments, contents, interactions, graphics and video, sound, music, storyboard, look, etc.</p> <ul style="list-style-type: none"> <li>• <b>"Technical document"</b> which will document the implementation of the communication project: prototyping, testing and publication.</li> </ul> <p>The production can integrate existing content on which rights of use have been negotiated and ad hoc produced content.</p> <p>The communication tools will be distributed virally and at no cost on the dedicated website and social networks; the materials will be usable during the events organized and may be available for all other web, social and media channels that want to use them. Posters, roll-ups and gadgets will instead require transport to the main cities of the target countries where the events will be held. To optimize resources and for an ecological-environmental choice, the execution of the printed materials is foreseen directly in the places of destination</p>		
<b>Timeframe</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Products/ provided services</b>	<p><b>REALIZATION:</b> no. 1 communication strategy report; no. 500 tasting glasses; no. 10 recipes; no. 1 digital leaflet; no. 1 digital recipe book; no. 30,000 plantable business cards; no. 500 certified paper oil bottle collars FSC; no. 200 posters on certified paper; no. 20 ECO roll ups.</p> <p><b>RESULT:</b> no. 80,000 consumers reached</p>	<p><b>REALIZATION:</b> no. 1 communication strategy report; no. 500 tasting glasses; no. 10 recipes; no. 1 digital leaflet; no. 1 digital recipe book; no. 30,000 plantable business cards; no. 500 certified paper oil bottle collars FSC; no. 200 posters on certified paper; no. 20 ECO roll ups.</p> <p><b>RESULT:</b> no. 80,000 consumers reached</p>	<p><b>REALIZATION:</b> no. 1 communication strategy report; no. 500 tasting glasses; no. 10 recipes; no. 1 digital leaflet; no. 1 digital recipe book; no. 30,000 plantable business cards; no. 500 certified paper oil bottle collars FSC; no. 200 posters on certified paper; no. 20 ECO roll ups.</p> <p><b>RESULT:</b> no. 80,000 consumers reached</p>

<b>WP</b>	<b>6. EVENTS</b>
<b>Target groups</b>	Distribution operators; Ho.Re.Ca. operators; Consumers
<b>Description of activities</b>	<p><b>6.1 Seminars with hotel institutes</b></p> <p><b>6.2 Restaurant weeks</b></p>
<b>6.1 Seminars with hotel institutes</b>	<p>Cooking schools, hotel institutes and gastronomy institutes play a key role in transferring and consolidating knowledge about olive oils. The Program proposes to carry out a training seminar for each year over the three-year period, open to no. 5 classes of as many cooking schools selected in each target country and made up of 15/20 students per class. The realization of the activity foresees a preparatory phase during which the schools will be contacted and sensitized towards the training action, tracing with them, or with the school principals and the teachers involved, a didactic mini-program in which the topics of interest will be included educational goals of the project. It means to proceed with the definition and sharing of the contents, the logistical planning and the preparation of the teaching material for the purpose of the executive launch of the seminar.</p> <p>Contacts with school representatives will take place through mailings and/or direct telephone contacts in order to avoid physical movements in a spirit of attention to the sustainability of</p>

	<p>project initiatives. The seminar will be held over the course of an entire day, in a location chosen with the collaboration of the hotel schools management. The didactic material includes the distribution to the participants of a kit for tasting different extra virgin olive oils and/or table olives with a small glass/gadget for tasting branded with the credits of the project initiative. The training activities will be adequately supported and publicized through the web and social networks of the information and promotion program (WP3.1 and WP3.2) and the press office will dedicate a specific press release for the event and will solicit stakeholders, journalists , influencers and opinion leaders to get the maximum involvement of the media and the public towards the seminar. (WP2)</p> <p>The seminar will be conducted by an expert teacher and a collaborator, chosen by UNAPROL, who will be assisted on site by technical staff and hostesses for the operations of setting up the location and the room where the seminar will be held with the communication materials of the program (billboards, eco-roll-up) of the seminar program and teaching material, as well as to assist the guided tasting operations with delivery of kits and sensory analysis evaluation forms and learning verification questionnaires. The assistance staff will be trained in advance on the tasks to be performed. The seminar room will be equipped with an adequate audio/video and projection system, with the possibility of recording the event and/or streaming it through the web or social networks dedicated to the Programme, for the benefit of other schools and students or all followers interested in the initiative. A simultaneous translation service will be set up (with the exception of Italy). Finally, with the collaboration of the third-party evaluation body, specific questionnaires will be prepared to be administered to ex-ante and ex-post-training seminarians, in order to verify their level of learning.</p>
<p><b>6.2 Restaurant weeks</b></p>	<p>The promotion of European organic olive oil in restaurants will only take place in Italy and France through a relationship of medium-term partnership with those restaurants or their chains distributed widely and homogeneously throughout the territory, especially in the most populous and important of such countries. The collaboration will concern 10 promotional moments each year and provides for the offer for tasting to customers of European organic olive oil and/or organic table olives, limited to certain periods of the year. The service staff in the dining room will set up a tasting at the table using the dedicated table cover and will enhance the characteristics of organic olive oil and European organic table olives.</p> <p>The event will be given prominence with the display of special materials created with the aim of supporting the message of the campaign inside the restaurant and stimulating reasons of interest, curiosity and propensity on the part of the public, both to experience the gustatory and qualitative peculiarities of European organic olive oil and/or organic table olives, and to deepen the interest in this product.</p> <p>The strengthening offered by the communication tools (posters, roll-ups, business cards) together with the display of personalized bottles with a special collar bearing the campaign credits, will make it possible to amplify the message and disseminate information, and therefore the promotional return, which will also be solicited towards the consultation of the website and social media. The executive modality of the event is aimed at stimulating an active participation of the restaurateurs so that they themselves spread the informative suggestion in a pleasant involvement where the consumer becomes the protagonist and replicator of the same experience. For the preparation of the restaurant hall, exclusively for this action, 15,000 personalized disposable table covers will be made in FSP certified paper, printed single-sided with ecological inks, which will create a remarkable visual impact towards the promotional message. The disposable tablecloth will be supplied to restaurateurs together with all the rest of the communication material and will constitute an</p>

	<p>additional tool for directing customers to interact with online multimedia tools. The motivators who will push the customer's attention towards the promotional themes will be appointed among the staff of the same restaurant. To this end, in the preliminary phase with respect to the execution, no. 1 training session with this staff. The training meeting will be carried out with the help of technical collaborations for the connection and with professional trainers and, if necessary, with simultaneous translators.</p> <p>During the course, particular attention will be paid to collecting observations, indications, customer impressions on the campaign and, above all, on the tasted product. The consumer will be invited to complete a specific evaluation questionnaire, which year after year will help improve particular criticalities in the restaurant/customer relationship that could disadvantage greater consumption and greater knowledge of the organic product. The duration of the promotion will be at least 15 weeks (105 days) for all the restaurants participating in the promotional operation, with the option left to the discretion of the restaurateur to be able to maintain the promotional set-up, free of charge, even beyond this period, where this should be appreciated by customers. The activity will be strengthened by the work of the press office, with the aim of directly involving some journalists in the tasting test (and promotion through the media) of the product.</p>		
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Products/final services</b>	<p><b>REALIZATION:</b></p> <p><b>6.1</b> no. 4 Seminars with hotel management institutes (1 for each country in Italy, Germany, France and Belgium)</p> <p><b>6.2</b> no. 15 weeks of promotion in Italy and n. 15 in France; no. 1 training meetings in Italy and France;</p> <p><b>RESULT;</b></p> <p><b>6.1</b> annual report on weeks in restaurants</p> <p><b>6.2</b> contacts with tasting activities: n. 15,000 in Italy and 15,000 in France</p>	<p><b>REALIZATION:</b></p> <p><b>6.1</b> no. 4 Seminars with hotel management institutes (1 for each country in Italy, Germany, France and Belgium)</p> <p><b>6.2</b> no. 15 weeks of promotion in Italy and n. 15 in France; no. 1 training meetings in Italy and France;</p> <p><b>RESULT;</b></p> <p><b>6.1</b> annual report on weeks in restaurants</p> <p><b>6.2</b> contacts with tasting activities: n. 15,000 in Italy and 15,000 in France</p>	<p><b>REALIZATION:</b></p> <p><b>6.1</b> no. 4 Seminars with hotel management institutes (1 for each country in Italy, Germany, France and Belgium)</p> <p><b>6.2</b> no. 15 weeks of promotion in Italy and n. 15 in France; no. 1 training meetings in Italy and France;</p> <p><b>RESULT;</b></p> <p><b>6.1</b> annual report on weeks in restaurants</p> <p><b>6.2</b> contacts with tasting activities: n. 15,000 in Italy and 15,000 in France</p>

<b>WP</b>	<b>7. PROMOTION IN POINTS OF SALE</b>
<b>Target groups</b>	Final consumers, distribution operators
<b>Description of activity</b>	<b>Promotion in Points of Sale (POS)</b>
	The points of sale represent the main places to meet the consumer to promote knowledge and consumption of products, especially if these products belong to foodstuffs such as organic olive oil and organic table olives. The activity involves the organization in collaboration with the points of sale of a personalized area with an identifying set-up of the promotion campaign in which it is possible to put the customers of the points of sale, potential consumers, in direct contact with

the product. These should be provided with a tasting experience which at the same time can inform and increase the level of knowledge on organic EVO oil, table olives and European quality awards.

A series of points of sale located in the main cities of Italy and Germany will be involved in the promotional activity. The two target countries are chosen for their greater potential for increasing the consumption of organic oil. Each point of sale will be supplied with set-up material dedicated to the campaign which will be positioned in correspondence with the department of interest which displays edible oils. A tasting space will then be set up in the exhibition area which will be manned by specially appointed and trained personnel to present the product. Staff training will be carried out before the action with connection from Italy in 2 training moments (one for each country) conducted by competent operators in the sector assisted by a simultaneous translation service during staff training in Germany. The extra virgin olive oil and organic olives will be presented to consumers in their qualitative requirements (healthiness, safety, environmental protection, brand and community awards), the basic notions for consumption methods will then be suggested, proposing a tasting experience. Business cards will be distributed at the corner, inviting the public to consult the online support material. In order to be able to carefully monitor the promotional activity, the assistance staff will administer a sample questionnaire among the most available public.

The promotion will cover a total of 200 days (100 for each country), which will be distributed in the points of sale participating in the event. In order to create preventive attention from the consumer around the event, a dissemination intervention will be planned and carried out in Direct mailing, with the sending of DEMs to 20,000 consumers for each country (Italy and Germany) located in the geographical areas in which they operate chains or outlets. For this purpose, a service connected to a subscriber platform will be used (e.g. social networks, web headers, online sales sites, etc.).

Timeframe	YEAR 1	YEAR 2	YEAR 3
Products/ provided services	<p><b>REALIZATION:</b> no. 100 days of promotion in Italy and n. 100 days in Germany;</p> <p><b>RESULT:</b> no. 25,000 consumers involved; no. 15,000 consumers reached via email both in Italy and in Germany</p>	<p><b>REALIZATION:</b> no. 100 days of promotion in Italy and n. 100 days in Germany;</p> <p><b>RESULT:</b> no. 25,000 consumers involved; no. 15,000 consumers reached via email both in Italy and in Germany</p>	<p><b>REALIZATION:</b> no. 100 days of promotion in Italy and n. 100 days in Germany;</p> <p><b>RESULT:</b> no. 25,000 consumers involved; no. 15,000 consumers reached via email both in Italy and in Germany</p>



## 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 2019-2020-2021, 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 2019-2020-2021, 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 on-line.
- 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:

<b>TECHNICAL OFFER: MAX 85 POINTS</b>		
<b>Criteria</b>	<b>Subcriteria</b>	<b>Maximum score</b>
<b><u>COMPLESSIVE STRATEGY (max 21 points)</u></b>	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
<b><u>CREATIVE FORMAT AND GRAPHIC PROPOSALS (max 36 points)</u></b>	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
<b>METHODOLOGICAL APPROACH (max 28 points)</b>	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
<b>TOTAL</b>		<b>85</b>

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

<b>ECONOMIC OFFER: MAX 15 POINTS</b>		
<b>Criteria</b>	<b>Subcriteria</b>	<b>Maximum score</b>
<b><u>COST-EFFECTIVENESS OF THE OFFER</u></b>	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

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](http://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](http://www.unaprol.it), **by 21 December 2022, 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 21 December 2022, 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](mailto: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 "EUROPEAN ORGANIC OLIVE AND OLIVE OIL PRODUCTION FOR A VIRTUOUS STYLE OF CONSUMPTION".***

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. Nicola Di Noia.

### **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](http://www.unaprol.it), as soon as the Commission has completed its evaluations.

Further information can be obtained from the following address:

UNAPROL – tel. +39 06 78469004, email: [promozione@unaprol.it](mailto:promozione@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;



### **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.