

TECHNICAL SPECIFICATIONS

EUROPEAN PROCEDURE INVITATION TO TENDER FOR SELECTING THE IMPLEMENTING BODY FOR THE INFORMATION AND PROMOTION PROGRAM FOR AGRICULTURAL PRODUCTS IN THIRD COUNTRIES NAMED Excellence of European olive growing in Asia

1. Foreword and preliminary information

UNAPROL, Consorzio Olivicolo Italiano (hereinafter Contracting Body), with registered office in Via XXIV Maggio n. 43, 00187 Rome (RM) - ITALY, P. IVA 02139871004 e C.F. 80413010580, email unaprol@unaprol.it, PEC unaprolscarl@pec.it, as lead proposing body of the **three-year program (1/1/2024 – 31/12/2022)** called "**Excellence of European olive growing in Asia**" (acronym "ECCEASIA"), in partnership with CAP (Portuguese Confederation of Farmers), co-financed by the European Commission pursuant to EU Regulation no. 1144/2014 – on information and promotion actions concerning agricultural products carried out in the Internal Market and in Third Countries,

ANNOUNCES

in accordance with the reference articles of Regulation (EU) No 1144/2014, Delegated Reg. (EU) No 2015/1829, Implementing Reg. (EU) No 2015/1831, **by means of an open competition, with application of the criterion of the most economically advantageous tender identified on the basis of the best value for money, a call for tenders for the selection of an implementing body**, responsible for carrying out the actions (activities/initiatives) aimed at achieving the objectives set out in **the three-year program (1/1/2024 – 31/12/2026)** called "**Excellence of European olive growing in Asia**" (acronym " ECCEASIA "), which will take place in the target countries of Japan and Taiwan and will interest the following products: extra virgin olive oils produced in Europe.

1.1 REGULATIONS AND REFERENCE DOCUMENTS

The legal reference framework essential for the implementation of the program and of this procedure 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.

1.2 CONTRACTOR

UNAPROL, Consorzio Olivicolo Italiano Soc. Cons. **is not a body governed by public law** within the meaning of Article 2, paragraph 1, point 4, of Directive 2014/24 / EU and, therefore, as indicated in the aforementioned legislation, it is not required to apply the national rules transposing the European Directives on public procurement (in Italy the **Legislative Decree 31 March 2023, n. 36**). 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 guarantee compliance with the principles of non-discrimination, equal treatment, transparency, publicity, proportionality, clarity and consistency of the selection and award criteria envisaged 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 carry out all the activities envisaged by the Program in question.

1.3 CLARIFICATIONS

Clarifications on this procedure can be obtained by sending written questions at least 8 days before the deadline for submitting tenders via PEC to the address: unaprolscarl@pec.it.

Requests for clarification and related answers are formulated in Italian and/or English.

Replies to requests for clarification submitted in good time shall be provided in electronic format at least 4 days before the deadline for submitting tenders, by publishing requests anonymously and related replies on the institutional website "www.unaprol.it". Competitors are invited to constantly view the institutional website.

2. Main project information

Project title and description: the project " **Excellence of European Olive Growing in Asia** " (acronym " ECCEASIA ' '), under Thematic Priority 4 (AGRIP-MULTI-2023-TC-ALL) of the 2023 call for proposals: multiple programs in third countries, also explained in the Commission's Work Program for 2023 and the financial decision for the implementation of information and promotion actions concerning agricultural products implemented in the internal market and in third countries (Implementing Decision C(2022)-9498 of 16.12.2022)

- " Information provision and promotion programs targeting any third country(ies) "

Contracting body: UNAPROL, Consorzio Olivicolo Italiano (as lead body of the partnership between Unaprol-Italian Olive Consortium and CAP - Portuguese Confederation of Farmers).

Target countries: Japan, Taiwan

General objectives of the program:

The objectives of those programs shall be in accordance with the general and specific objectives set out in Articles 2 and 3 of Regulation (EU) No 1144/2014. Especially:

- a) improving the degree of knowledge of the merits of EU agricultural products and of the high standards applicable to production methods in the EU;
- b) increasing the competitiveness and consumption of agricultural products and certain food products in the EU and optimizing their image both inside and outside the EU;
- c) enhancing awareness and recognition of EU quality schemes;
- d) increasing the market share of EU agricultural products and certain food products, paying particular attention to third country markets with the greatest growth potential;

Information provision and promotion measures shall be designed to:

- improve the degree of knowledge of the specific agricultural product of the EU and of the high standards applied to European production methods;
- increase the competitiveness and consumption of olive oil by optimizing its image;

- strengthen awareness and recognition of EU quality schemes, inviting to perceive the differences and guarantees offered by denomination products (PDO and PGI) or products obtained by organic methods;
- increase EU olive oil market share in Japan and Taiwan
- highlight the specificities of olive oil production methods adopted in the EU, in particular in terms of food safety, traceability, authenticity, labeling, nutritional and health aspects, respect for the environment and sustainability (including the commitment of olive POs to benefit the climate such as reducing greenhouse gas emissions and/or increasing carbon absorption) and the physical characteristics of extra virgin olive oil in terms of quality, taste, organoleptic diversity and cultural traditions.

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

Specific objectives:

- Personalized information campaign towards consumers with emotional messages related to the quality certification of PDO and PGI olive oils and the elements that define a superior quality product.
- Personalized information campaign towards operators in the sector and opinion leaders (gastronomes, cooks, food bloggers, restaurateurs, journalists, nutritionists) relating to the quality certification of PDO and PGI olive oils and to 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 media use (media kits), promotional articles.
- WP 6.2 and 6.3 events: seminars; restaurant weeks.
- WP 7: promotion in stores: promotion days.

Program Duration: 36 months (3 annual phases)

- **Total project budget:** € 4,902,754.65

Budget of the costs of the actions by the executing body: € 4,372,314.65

- **Start of activity:** January 1, 2024.

It should be noted that those interested in participating in this call for tenders must submit an offer taking into consideration the cost budget of € 4,372,314.65, including the remuneration of the implementing body.

3. Subject of the tender

3.1 General service description

The contract consists of a single lot due to the specialized nature of the intervention, consisting of a set of interrelated operations, and the need to make the implementation of services and supplies organic. The different activities in which the services covered by the contract are divided are in fact absolutely interdependent and the development of the various technical-scientific aspects must be conducted in close and constant collaboration between the various professionals involved and coordinated by a single subject.

The service consists of the execution of a part of the Program.

The implementing body will therefore have to ensure:

1. the design development of the agreed parts of the three-year program, starting from the signing of the contract;
2. the operational activation of the promotional actions and activities envisaged for the period established by the Program, based on the objectives set out in the communication strategy;
3. the financial-administrative management of the agreed parts of the Program, including periodic technical reports

The service must be characterized by a qualified technical and operational support, translated into a high quality of products and services made; It must also stand out for the effectiveness of the messages, the potential of the tools with which to convey them and the efficiency of the methods of involving the target audience. The development and execution 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 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.
- 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 client and the successful tenderer within 60 days of the award and will have as its object the performance of the activities indicated in this notice under the conditions set out therein. The client reserves the right to request a postponement of the term of execution of the service for a maximum of 6 months, in order to ensure the completion of the activities envisaged by the Program, with equal economic conditions.

5. Type of activities and initiatives envisaged by the Project

The eligible activities and initiatives, under the Program presented by Unaprol, in compliance with the relevant legislation, are similar to the classic ones of information and promotion of high quality agricultural and eno-gastronomic products, taking into account the issues to be treated and the objectives listed above, and are the following for the two target countries, complete with description, required outputs, timing:

Activity description

WP2	PUBLIC RELATIONS
Audience(s)	Journalists, bloggers and KOL (Key Opinion Leaders) of the food and lifestyle sector, in addition to the category of commercial operators in the sector.
Description of the activity	Public relations and media relations activities
2.1 Press Office	It is envisaged to carry out a constant information coverage through the drafting of press releases to a selected mailing list of recipients, distinguished by target country and mainly composed of communication operators, opinion leaders and makers, but also of stakeholders of the distribution and HoReCa sectors, capable of generating in significant terms, attention, sensitivity, consensus, involvement and visibility, towards the target audience targeted by the actions. A team of experts will take care of the preparation and sending of press releases (no. 6 per year in Japan and no. 4 per year in Taiwan) and follow up. The same team will follow the drafting of summary and update content on the individual events scheduled, with a focus on the unique characteristics of the product and European excellence (territoriality, quality linked to origin and low environmental impact methods, traceability, nutritional values, production sustainability, etc.).

	<p>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 pills will be monitored and conducted in close synergy with the professionals involved in the other work packages of the Program. Press kits will be produced to cover the actions and main events in the program developed by the project.</p> <p>In addition to the crowded traditional media arenas, the new digital media that can produce powerful effects on product reputation will be contacted, managed and monitored. Indeed, thanks to the web and user-generated content, media relations activity has expanded towards online information. This activity will be part of the work of the press office, which will contribute to the drafting of the web portal and social media (WP3) and will participate in the dissemination strategy of "Native Advertising" content on European olive oil, accompanied by photographic material and images that will constitute a supporting archive.</p>		
2.2 Creation and updating of a mailing list	<p>For the dissemination of promotional messages, it is considered strategic to involve key figures such as journalists, bloggers and KOLs (Key Opinion Leaders) from the food and lifestyle sector, as well as the category of commercial operators in the sector.</p> <p>A mailing list will therefore be prepared and subsequently updated over the three-year promotion period for each target country, for a total of at least 300 names, who will be the main recipients of press releases and news concerning European olive oil and the initiatives that will be developed with the Promotion Program.</p>		
2.3 Creation and updating of a digital archive	<p>To support the communication, an on-line digital multimedia archive will be created and updated during the three-year period of work with photographs, images, videos (e.g. tutorials for recipes and how to use olive oil), audio interviews, etc. for information operators.</p>		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided for Japan	n. 1 mailing list n. 6 press releases n. 16 generated issues n. 1 video-photographic digital archive	n. 1 mailing list n. 6 press releases n. 16 generated issues n. 1 video-photographic digital archive	n. 1 mailing list n. 6 press releases n. 16 generated issues n. 1 video-photographic digital archive
Products/services to be provided for Taiwan	n. 1 mailing list n. 4 press releases n. 10 generated issues n. 1 video-photographic digital archive	n. 1 mailing list n. 4 press releases n. 10 generated issues n. 1 video-photographic digital archive	n. 1 mailing list n. 4 press releases n. 10 generated issues n. 1 video-photographic digital archive
Total three-year budget WP2	€ 282,731.65		

WP3.1	WEBSITE
Audience(s)	Final consumers, journalists, bloggers and KOL (Key Opinion Leaders) of the food and lifestyle sector, commercial operators in the sector.
Description of the activity	Website update and management

<p>3.1.1 Website update</p>	<p>In order to optimize project resources and maximize the efforts made in the first three years of the EcceAsia project, the portal www.enjoyevoo.eu will be updated, integrated and implemented. During the first year, the material for the 2020/2023 three-year period will be categorized in a special section, but made available to the public at all times, so as to have effective continuity between the two project periods while keeping the writings, multimedia content, recipes, etc. separate. The website will continue to have a mainly informative role and will emphasize all those aspects that make European extra virgin olive oil an excellence in the gastronomic panorama.</p> <p>The website will host educational content and a digital platform for targeted and synergic operations with social networks and other project actions. The content will be continually updated with news to encourage its use and will be enriched with multimedia content shared with the image and photo database 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 website meets the characteristics for "responsive" consultation via all tablet, smartphone or laptop devices. The website will therefore be required to be designed with responsive web design (RWD) technology so as to be "user friendly" with any type of device.</p> <p>A section will be devoted to cooking, offering the best olive oil recipes from the Mediterranean tradition and suggestions for food and olive oil pairings. A section will be devoted to Ho.Re.Ca., listing establishments in the main cities of the respective target countries where European olive oil can be tasted.</p> <p>A thematic section will be developed for the collection of editorial evidence and the latest scientific research on the nutritional properties of olive oil and its health benefits, in compliance with local health authorities. A section will be devoted to sustainable production systems, quality, traceability and recognisability of European olive oils. In this sense, a 'virtual showcase' of PDOs and PGIs, i.e. of organic olive oils, or of particular 'heroic oils' cultivated in difficult geographical areas, i.e. of production areas where tradition merges with the fascination of history (e.g. the area of Magna Graecia, or the Etruscan area of Tuscany, Umbria and upper Latium, etc.), may be set up. A central role will be given to the website as a tool for ensuring continuous visibility for the program over the three-year period. The creation of the website will involve various implementation phases, namely: the creation of the domain, content planning and selection of graphic and photographic material; drafting and translation of the texts; production of the electronic pages and putting them online; interaction of the website with the activated social networks.</p> <p>In addition, indexing through links, tags, and keywords fundamental for positioning in search engines, particularly international ones, is planned at the same time as the website is being developed. Lastly, periodic monitoring and the 'below the line' (BTL) service dedicated to the production sector are planned to complete and enrich the website.</p>
<p>3.1.2 Sustainability Online Event</p>	<p>In order to raise the awareness of the target consumers in both target countries on the sustainability issues of European fruit and vegetable production, several moments and messages will be designed throughout the three-year project period. The most representative is certainly the annual 'Sustainability OnLine Event' that will be realized in the last four months of each project phase. Experts on sustainability in the agrifood</p>

	production chains, chefs, producers, agronomists, nutritionists, will be called upon to discuss these crucial issues through a digital webinar aimed at the end consumer. The "online" mode will allow a wide audience participation, spread over both target countries, drastically reducing the environmental and economic impact. The event will be accessible on the project's social channels, on the website www.enjoyevo.eu and will be available on demand at any time.		
3.1.3 Newsletter	The newsletter is a powerful networking and updating tool and will delve into key sustainability issues and the From Farm to Fork strategy with specific reference to the products covered by the campaign and the production sector. Thanks to the involvement of an expert, the newsletter will also be an opportunity to keep consumers in both target countries up-to-date with EU regulations on the subject. It will contain multimedia modules (link to videos, online questionnaires, etc.) as well as a fixed space dedicated to the campaign with an update on the progress of activities and a focus on the main results achieved. The newsletter will have independent scientific direction by an international expert in the field and will be sent twice a year to consumers in both countries.		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided	Maintenance and updating of 1 website no. 1 sustainability online event no. 2 newsletters per target country no. 10,000 visualization of the Sustainability Online Event n. 60,000 consumers reached with newsletters (30,000 in Japan and 30,000 in Taiwan)	Maintenance and updating of 1 website no. 1 sustainability online event no. 2 newsletters per target country no. 10,000 visualization of the Sustainability Online Event n. 60,000 consumers reached with newsletters (30,000 in Japan and 30,000 in Taiwan)	Maintenance and updating of 1 website no. 1 sustainability online event no. 2 newsletters per target country no. 10,000 visualization of the Sustainability Online Event n. 60,000 consumers reached with newsletters (30,000 in Japan and 30,000 in Taiwan)
Total three-year budget WP3.1	€ 207,016.00		

WP 3.2	SOCIAL MEDIA
Audience(s)	Social media have the peculiarity of being used by users whose age group matches that of the Program's target audience, and for this reason social media represent a strategic and potentially very effective medium.
Description of the activity	The activity on social media will include the activation of a page dedicated to the information and promotion campaign that will be promoted through the appropriate tools to: <ul style="list-style-type: none"> • Develop engagement and conversations to stimulate interest in olive oil, its use, nutritional and quality properties and increase sales and consumption shares; • Further increase the user base of the Japanese and Taiwanese consumer pages; • Channel traffic to the campaign website; • Promote and disseminate the activity program.

One of the chosen social platforms will be used to implement an effective 'social media marketing' strategy towards the users, in order to diversify the preferences of the multiple figures that make up the Program's target audience. Content will be planned annually and scheduled on all accounts. The selection of graphic and photographic material will also be made in relation to the content that will be published online. Information will also be conveyed through video media so that it can be indirectly transferred to specific thematic social networks that can further extend and secure the public's attention to the Program's communication (e.g. specific social networks for wellness, cooking, business, etc.). Interaction will be promoted not only towards the website, but also between the activated socials.

Activity 3.2, which envisages the involvement of specialized personnel, will have to sound out and collect, in a kind of mapping, the virtual spaces on the web where knowledge and notoriety of olive oil is created. The activity includes the following phases: Content strategy; Copywriting, content management, content design; Web Listening; Social Media Listening; Monitoring such as quantitative, semiotic mapping, digital equity analysis, digital ethnography, benchmarking. In particular, a team of experts will organize the reports with the analysis of results and trends in views and followers: one report per year is considered. 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 replies processed, the number of websites mapped. This reporting will be accompanied by detailed web listening and social media listening, both developed on a quarterly basis and aimed at optimizing the social media strategy and digital strategy based on the digital trends of consumers in both target countries..

Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided for Japan	no. 90 contents created, published and managed on social media no. 2 social networks: set up	no. 90 contents created, published and managed on social media no. 2 social networks: set up	no. 90 contents created, published and managed on social media no. 2 social networks: set up
Products/services to be provided for Taiwan	no. 60 contents created, published and managed on social media no. 2 social networks: set up	no. 60 contents created, published and managed on social media no. 2 social networks: set up	no. 60 contents created, published and managed on social media no. 2 social networks: set up
Total three-year budget WP3.2	€ 290,692.50		

WP4	ADVERTISING
Audience(s)	End consumers, opinion leaders
Description of the activity	Online advertising

The multitude of advertising tools available on the web allows for a wide variety of functionalities to effectively enhance and disseminate information and knowledge about olive oil online. Banners, through contextual advertising systems (i.e. appearing in coherence with what one is reading) and remarketing via the web, i.e. customizing the display of ads for users who have previously visited the website or carried out searches with certain keywords, will be the tools taken into consideration to plan the advertising and dissemination plan for information content in favor of European olive oil and what it represents in terms of quality, guarantees, organoleptic, sensory and health properties, etc.

Upstream of the process, an analytical screening phase of planning and/or sponsorship opportunities on the different social media platforms will be carried out in both target countries. The latter, in fact, in addition to the added value in terms of greater traceability of contacts, guarantee, in absolute terms, engagement indexes and sedimentation of relevant impacts in relation to the committed resources. In this context, the selection of banner formats for publication on the different digital channels will be carried out in parallel, based on the analysis of relevance and potential of formats and content structure with respect to the overall project strategy. One 5-week campaign in Japan and one 5-week campaign in Taiwan will be planned.

Programming will be carried out in harmony and in synergy with the implementation of the other activities of the program, in particular with regard to events in WP6 and points of sale in WP7. On social networks, the organic animation activity will be simultaneously increased and an intensive social media advertising activity will be carried out on a daily basis. The aim of this strategy is both to expand the audience of the most informative organic content dedicated to olive oil, such as the recognition of the PDO and PGI brands and the in-depth analysis of the product's qualities, and to promote the same message, through a spontaneous cross-posting of photos, images, messages and videos, capable of attracting the interest of consumers and suggesting contributions from the influencers involved in the Program (included in the mailing list created in WP2). The task of devising, creating and managing the campaigns will be carried out by adv specialists who will also take care of the graphic part with the adaptations of the visual and headline to the banner formats, as well as optimizing the publication schedule and indicating to the web and social developers (WP3) the information to be linked to the promotional banners.

Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided for Japan	no. 1 online banner campaign on social media no. 5 weeks of campaigns (35 days total)	no. 1 online banner campaign on social media no. 5 weeks of campaigns (35 days total)	no. 1 online banner campaign on social media no. 5 weeks of campaigns (35 days total)
Products/services to be provided for Taiwan	no. 1 online banner campaign on social media no. 4 weeks of campaigns (28 days)	no. 1 online banner campaign on social media no. 4 weeks of campaigns (28 days)	no. 1 online banner campaign on social media no. 4 weeks of campaigns (28 days)
Total three-year budget WP4	€ 244,080.00		

WP5	COMMUNICATIONS TOOLS
Audience(s)	End consumers, distribution and food service operators
Description of the activity	Communication tools and gadgets
	<p>Preparatory to the production of the communication materials and the production of the gadgets will be the study and execution of the creativity of the Promotion Program. The resources used in the previous three-year period of the EcceAsia Project (2020/2023) will be taken into account and optimized. The objective of the new visual is to best interpret the continuity between the two projects, leveraging on the increased awareness of Japanese and Taiwanese consumers on European Extra Virgin Olive Oil achieved in the first three-year period.</p> <p>The logo of the Program will be updated, while the image of the campaign will further correlate the image of extra virgin olive oil (the prince food of the Mediterranean diet, a UNESCO heritage item) with the values and concepts linked to the product of high quality, sophistication, elegance, wellbeing, gastronomic refinement, a masterpiece of production made with the ability and tradition of centuries of history and attention to safety, sustainability, healthiness and taste: all in one food. All within a visual framework that is familiar to consumers and operators in both target countries. The Program's "Headline" will also be adapted, which, however, will not distort the concept already adopted, but will inspire immediate reactions associated with the positive connotations of the message and the product, which will then be found in the body-copy, i.e. in the descriptive part of the communication tools. The message identified will refer to the EU value of the project and highlight the European dimension of the campaign. The elaboration of the materials in digital and multimedia versions will require the involvement of experts in digital graphics. The same applies to the highly educational content of the texts, which will have to be exhaustive but accessible to all consumers.</p> <p>The communication tools planned for the two markets will contain the educational and informative features necessary to increase knowledge of the consumption patterns of European quality products linked to the olive sector. They will be diversified and designed for each target profile of the promotion program, as well as for each action, modulating the level of information and the methods of approaching the public in the different types of media. The communication tools that will be implemented are and will have the following characteristics:</p> <ul style="list-style-type: none"> - Digital institutional leaflet: in order to create an information tool that is as sustainable as possible and at the same time sufficiently usable by the target audience, it was decided to create a digital leaflet that can be consulted with any available device (laptop, tablet, smartphone, etc.) and that can be printed, in full or in part, if necessary, in which the entire communication concept can be transferred. Being a digital and multimedia tool, the leaflet will go beyond the limits of the paper tool and will contain in-depth information in the form of links to websites, social accounts, dedicated to the topic, but also to other multimedia tools, video content, geolocations of production locations, and will be able to exploit many other dynamic functions that can be easily updated and enriched during the three-year promotion period. The tool will be in a standard, responsive format and, even when printed, will always contain the credentials of the Program and its co-funders. The product can also

be distributed through the website and social media dedicated to the Program and can be easily shared by anyone, allowing a much more widespread and viral dissemination than any printed tool. Printing costs and environmental impact (use of paper, energy, transport, etc.) will be lowered and production will involve a team of professionals for the graphic design, creativity and copywriting part only.

- **Digital cookbook:** Like the leaflet, this digital version will be extremely versatile in terms of content and dissemination potential. The cookbook will contain 10 recipes based on Extra Virgin Olive Oil each year, and will be produced with the collaboration of one or more starred chefs who will lend their professional skills to illustrate the creation of the proposed dishes, through a photo and video shoot, set up in a set equipped for the purpose. The cookbook will enable the consumer to be introduced to the use of oil in the same way as a tutorial, which will be enriched with additional information on the organoleptic characteristics of the different olive oils, the different origins and landscapes that characterize this production as a tourist attraction to European areas of excellence, the qualitative characteristics, the nutritional contributions to the organism, the different types of use including its inclusion in local cuisine and its benefits, etc. For the cookbook, too, dissemination may concern all multimedia devices and may be conveyed through the website and social media dedicated to the Program and beyond. The tool will be in a standard and responsive format and, even when printed, will always contain the credentials of the Program and its co-funders. The cookbook's printing costs and environmental impact (use of paper, energy, transport, etc.) will be reduced. Post-production will involve a professional team of experts in graphic design, creativity and copywriting.

- **Plantable business cards:** these are special business cards made of 100% biodegradable paper, which can be planted because they contain non-GMO seeds that germinate in contact with water and soil. A card that inspires naturalness and friendliness, and is very easy to 'grow'. Once the business card has done its job, it will provide a pleasant memory of the meeting, transforming itself into a plant to be seen every day. The Plantable Business Card will be personalized with the campaign credits and through a QRcode will allow access to all the campaign information. Those who receive 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 of recycling. It will be printed in four-color process with ecological inks. The business card will have a format of 55x85 mm and will be produced in 60,000 copies. The seeds contained in the business cards may belong to flower, aromatic or vegetable plants. The most appropriate type will be chosen to meet the taste of consumers and operators in both target countries. The cards may be distributed on all opportunities to meet operators and consumers in the course of activities.

- **Collars for oil bottles:** just as the business card will accompany the promotion to the target audience, a special printed material, i.e. a resistant cardboard (360 g) will be entrusted with the task of linking the campaign to the product being promoted on display and tasting occasions, especially in BtoB, as well as BtoC relations. The collar will be applied to the neck of the oil bottles and will bear the essential information of the promotional campaign, in particular the QRcode that will direct the user towards a more exhaustive, captivating and in-depth communication on the world of European olive oil. The collars will be produced in 1,000 copies in 65x140 mm format, in one-sided color printing on FSC-certified paper. FSC certification is an independent, third-party international guarantee of the Chain of Custody (CoC), i.e. the traceability of materials from FSC-certified forests.

Thanks to this certification, the origin of the timber or paper used for its products is guaranteed and thus it is able to demonstrate in a correct, transparent and controlled manner its active contribution to responsible forest management. The collars will be applied by the service staff to bottles intended for tastings within the framework of WP6 and WP7.

- **Institutional posters** in 50x70 cm format, will be produced in no. 200 copies per year, in single-sided color printing on FSC certified paper. The posters will be used for set-ups during the activities of the Program, in particular as a supplement to the set-up during the training meetings and during the events that will host the promotion of EVO oil in the two target countries (WP6) and in the training sessions of the personnel in charge of the promotional activity at the points of sale and in the purchasing locations themselves (WP7).

- **Institutional ECO roll-ups:** these are displays with a roll-up poster made of an environmentally friendly, 100% recyclable material. The sheet is supported, when open, on a robust aluminum structure. The one-sided printing will be done in four-color, high-definition with latex printers using certified ecological inks, making the roll-up totally eco-friendly. The size of the roll-up canvas will be 85x200 cm. Twenty copies per year will be produced. The roll-ups will be used for set-ups during the activities of the Program, in particular as a supplement to the set-up during the training meetings at Unaprol, during the events that will host the promotion of EVO oil in the two target countries (WP6) and during the training sessions of the personnel in charge of the promotional activity at the points of sale and in the purchasing locations themselves (WP7).

- **Gadgets:** 500 oil tasting glasses made of glass will be produced each year, appropriately customized with the campaign claim and the relevant credits. The small glasses will not only represent a nice gift for consumers but will actually be a tool for the guided tasting of the various types of oil during the actions in which this training operation is planned. This refers to the experiential moment at the tastings planned under WP6 and WP7.

All materials will be published in digital version on the website and social accounts dedicated to the Program. They will be appropriately translated into the languages of the target countries (Japanese and Chinese). The drafting will take place in accordance with a communication strategy document and through the definition of three documentary reports:

- "Concept document" that will define the communication project, describe its general idea, its multimedia and interactive digital features, and outline its guidelines before implementation.
- "Design document" that will specify the implementation with characterisation of characters, environments, content, interactions, graphics and video, sound, music, storyboard, look, etc.
- "Technical document" that will document the implementation of the communication project: prototyping, testing and publication.

The production may integrate existing content on which rights of use have been negotiated and ad-hoc content produced.

The distribution of the communication tools will take place in a viral manner and at no cost on the dedicated website and social networks; the materials will be available during organized events and may be available for all other web, social and media channels that wish to use it. Posters, roll-ups and gadgets, on the other hand, will require transport to the main cities in the target countries where the events will be held. In order to optimize

	resources and for ecological-environmental reasons, the printed materials will be executed directly at the destination locations.		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided	no. 1 communication strategy report no. 500 oil tasting glasses no. 10 recipes no. 1 digital leaflet no. 1 digital cookbook no. 60,000 business cards no, 200 posters no. 20 ECO roll-ups no. 1000 collars no. 80,000 consumers reached	no. 1 communication strategy report no. 500 oil tasting glasses no. 10 recipes no. 1 digital leaflet no. 1 digital cookbook no. 60,000 business cards no, 200 posters no. 20 ECO roll-ups no. 1000 collars no. 80,000 consumers reached	no. 1 communication strategy report no. 500 oil tasting glasses no. 10 recipes no. 1 digital leaflet no. 1 digital cookbook no. 60,000 business cards no, 200 posters no. 20 ECO roll-ups no. 1000 collars no. 80,000 consumers reached
Total three-year budget WP5	€ 384,595.50		

WP6	EVENTS
Audience(s)	Operators Ho.Re.Ca.; Schools and Institutes of higher gastronomic education
Description of the activity	Seminars and weeks in restaurants
6.2 Seminars with schools of higher gastronomic training	<p>The Program proposes to carry out three training seminars in each Target Country for each year, each one dedicated to about 40 students or young chefs. The implementation of the activity envisages a preparatory phase during which schools will be contacted and sensitized to the training action, outlining with them, i.e. with the school principals and teachers involved, a mini-teaching program in which the topics of educational interest targeted by the project will be included. The definition and sharing of content, logistical planning and preparation of teaching materials will be carried out for the executive launch of the seminar. The seminars will be held on an academic day, in a location chosen with the collaboration of the institutes themselves. The educational material will include the distribution to participants of a kit for tasting different extra virgin olive oils with glasses/gadgets for tasting branded with the project initiative's credits. The training activities will be adequately supported and publicized through the web and the social networks of the information and promotion program (WP3.1 and WP3.2) and the press office will dedicate a special press release to the event and will solicit stakeholders, journalists, influencers and opinion leaders to achieve maximum media and public involvement in the seminar. (WP2)</p> <p>The seminar will be conducted by an expert lecturer and a collaborator, selected by UNAPROL and CAP, who will be assisted on site by technical personnel and hostesses for the operations of setting up the location and the room in which the seminar will be held with the program communication materials (posters, eco-roll-ups) of the seminar program and teaching materials, as well as to assist the guided tasting operations with delivery of the kits</p>

	<p>and sensory analysis evaluation forms and learning verification questionnaires. The support 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 Program, for the benefit of other schools and students or any followers interested in the initiative. A simultaneous translation service will be set up. Finally, with the collaboration of the third-party evaluation body, evaluation questionnaires will be prepared to be administered to the seminarists ex-ante and ex-post training, in order to verify their degree of learning.</p>
<p>6.3 Weeks in restaurants</p>	<p>The promotion of European olive oil in restaurants in Japan and Taiwan will be implemented through a medium-term partnership with those restaurants or their chains widely and homogeneously distributed in both territories, especially in the most populated and important cities. The partnership will cover 20 promotional moments in Japan and 10 promotional moments in Taiwan each year and will include the offer of European olive oil tasting to patrons, limited to certain periods of the year. The serving staff in the dining room will set up a tasting at the table using the dedicated table cover and will enhance the characteristics of the olive oil.</p> <p>Emphasis will be placed on the campaign with the display of special materials created with the aim of supporting the campaign message within the restaurant and inspiring in the consumer motives of interest, curiosity and propensity both to experience the taste and quality peculiarities of European olive oil and to deepen interest in this product. The reinforcement offered by the communication tools (posters, roll-ups, business cards), together with the display of customized bottles with a special collar bearing the campaign credits, will make it possible to amplify the message and the dissemination of information, and therefore the promotional return, which will also be solicited towards website and social media consultation. The executive modality of the event is aimed at stimulating an active participation of restaurateurs so that they themselves spread the information suggestion in a pleasant involvement where the consumer becomes the protagonist and replicator of the same experience. Customized disposable tablecloths made of FSP-certified paper will be produced exclusively for this action, in the number of 40,000 (30,000 for Japanese restaurants and 10,000 for Taiwanese restaurants), printed in single-sided with eco-friendly inks, which will create a significant visual impact towards the promotional message. The single-sided tablecloth will be provided to restaurateurs together with all other communication material and will be an additional tool to direct customers to interact with the online media tools. The motivators who will draw the customer's attention to the promotional themes will be appointed from among the staff of the restaurant itself. To this end, 3 training meetings (2 in Japan and 1 in Taiwan) will be held with this staff in advance of the implementation. The training meetings will be carried out with the help of professional trainers and simultaneous translators.</p> <p>Particular attention will be paid in itinere to the collection of observations, indications, customer impressions of the campaign and, above all, of the product tasted. The consumer will be invited to fill in a special evaluation questionnaire, which from year to year will help to improve particular criticalities in the restaurant/customer relationship that could disadvantage greater consumption and product knowledge. The duration of the promotion will be at least 30 weeks (210 days) in Japan and at least 20 weeks (140 days) in Taiwan. Restaurants participating in the promotional operation may, at their own discretion, maintain the promotional display, free of charge, even beyond this period, should this prove popular with customers. The activity will be reinforced by the work of the press office, with</p>

	the aim of also directly involving a number of journalists in the product tasting test (and exploitation through the media).		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided for Japan	no. 3 seminars with hotel management schools in Japan no. 30 promo weeks in restaurants (210 days); no. 30,000 consumers involved	no. 3 seminars with hotel management schools in Japan no. 30 promo weeks in restaurants (210 days); no. 30,000 consumers involved	no. 3 seminars with hotel management schools in Japan no. 30 promo weeks in restaurants (210 days); no. 30,000 consumers involved
Products/services to be provided for Taiwan	no. 3 seminars with hotel management schools in Taiwan no. 20 promo weeks in restaurants (140 days) no. 10,000 consumers involved	no. 3 seminars with hotel management schools in Taiwan no. 20 promo weeks in restaurants (140 days) no. 10,000 consumers involved	no. 3 seminars with hotel management schools in Taiwan no. 20 promo weeks in restaurants (140 days) no. 10,000 consumers involved
Total three-year budget WP6	€ 1,548,213.00		

WP7	POINTS OF SALE
Audience(s)	Operators Ho.Re.Ca.; Schools and Institutes of higher gastronomic education
Description of the activity	Promotion at points of sale
	<p>The activity envisages the organisation, in cooperation with the points of sale of both target countries, of a customised area with a set-up identifying the promotion campaign in which the customers of the points of sale, potential consumers, can be put in direct contact with the product. The aim is to provide them with 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>A series of points of sale located mainly in the cities of Tokyo and Osaka in Japan and in the capital Taipei in Taiwan will be involved in the promotional activity. Each point of sale will be provided with dedicated campaign display material that will be positioned at the department displaying edible oils. The point of sale will then provide a tasting station that will be set up with the campaign graphic material.</p> <p>The tasting area in the dedicated area will be manned by specially appointed and trained staff to present the product. Staff training will be carried out before the action takes place with connections from Italy in 3 training sessions (2 with Japan and 1 with Taiwan) conducted by competent operators in the sector assisted by a simultaneous translation service.</p>

	<p>Extra virgin olive oil will be presented to consumers in terms of its quality requirements (healthiness, safety, territoriality, EU recognitions), the basics of how to consume it will then be suggested, and a tasting experience will be proposed. Business cards will be distributed at the corner, inviting the public to consult the online support material. In order to be able to closely monitor the promotion activity, a sample questionnaire will be administered by the support staff among the most willing public.</p> <p>The promotion will cover a total of 200 days in Japan and 140 days in Taiwan, which will be spread across the points of sale participating in the event.</p> <p>In order to create prior consumer attention around the event, a direct mailing intervention will be planned and carried out, with DEM mailing to 20,000 Japanese consumers and 15,000 Taiwanese consumers located in the geographical areas where the chains or points of sale operate. A service linked to a membership platform (e.g. social network, web header, online sales website, etc.) will be used for this purpose.</p>		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided for Japan	no. 200 promotion days at points of sale no. 20,000 DEM np. 50,000 consumers involved	no. 200 promotion days at points of sale no. 20,000 DEM np. 50,000 consumers involved	no. 200 promotion days at points of sale no. 20,000 DEM np. 50,000 consumers involved
Products/services to be provided for Taiwan	no. 140 promotion days at points of sale no. 15,000 DEM no. 25,000 consumers involved	no. 140 promotion days at points of sale no. 15,000 DEM no. 25,000 consumers involved	no. 140 promotion days at points of sale no. 15,000 DEM no. 25,000 consumers involved
Total three-year budget WP7	€ 1,414,986.00		

SUMMARY

WP n.	Description of services/goods/works	Amount
2	Public relations	282,731.65
3.1	Website	207,016.00
3.2	Social Media	290,692.50
4	Advertising online	244,080.00
5	Communication tools and gadgets	384,595.50
6	Events (seminars and restaurant weeks)	1,548,213.00
7	Promotion at points of sale	1,414,986.00
	Total amount	4,372,314.65

PROCEDURE FOR SELECTING THE IMPLEMENTING BODY FOR THE PROGRAM

6. Requirements for participation in the invitation to tender

Economic operators may participate in this invitation to tender individually or in combination.

The provisions of Articles 67 and 68 of the Procurement Code apply to entities constituted in associated form. The consortia referred to in Article 65, paragraph 2 of the Code that intend to perform the services through their consortium members are required to indicate for which consortium members the consortium competes.

The consortia referred to in Article 65, paragraph 2, letters b) and c) are required to indicate for which members the consortium competes.

Temporary groupings consisting of two or more economic operators who individually qualify to participate in the invitation to tender may be excluded from the invitation to tender. This option does not apply where the groupings are made up of subsidiaries and/or associates within the meaning of Article 2359 of the Civil Code.

A tenderer participating in the tendering procedure in one of the following forms shall be excluded where the contracting authority establishes that there are significant indications such as to suggest that the tenders of the economic operators are attributable to a single decision-making center as a result of agreements with other economic operators participating in the same tendering procedure:

- participation in more than one temporary grouping or ordinary consortium of competitors or aggregation of economic operators participating in the network contract (hereinafter referred to as aggregation of network operators);
- participation both in a group or ordinary consortium of competitors and individually;
- participation both in aggregation of networks and in individual form. This exclusion does not apply to networks not participating in the aggregation, which may submit tenders, for the same tender, in single or associated form;
- participation of a consortium which has designated a consortia executor who, in turn, participates in any other form.

If the above is ascertained, the economic operators involved are informed and they can, within 5 days, demonstrate that the circumstance has not affected the tender, nor is it likely to affect the ability to comply with contractual obligations.

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 offenses.

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.

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 **2020-2021-2022**, a total global turnover of not less than Euro **3,000,000.00** (in words: Euro three million) net of VAT, resulting from VAT returns or equivalent tax within the EU;
- must attach the declaration of the Banking Institute of possession by the Economic Operator of the financial means necessary to guarantee the execution of the actions envisaged by 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

Competitors must possess, under penalty of exclusion, the general requirements of the Procurement Code, as well as the additional requirements indicated in this article and in the specification.

The contracting authority verifies that it meets the general requirements by accessing the file submitted by the economic operator.

The circumstances referred to in Article 94 of the Code are grounds for automatic exclusion. The existence of the circumstances referred to in Article 95 of the Code is established after inter partes with the economic operator.

In the case of participation of consortia referred to in Article 65, paragraph 2, letters b) and c) of the Code, the requirements referred to in point 5 are possessed by the consortium and by the consortium members indicated as executors.

In the case of participation of stable consortia referred to in Article 65, paragraph 2, letter d) of the Code, the requirements referred to in point 5 are possessed by the consortium, by the consortium members indicated as executors and by the consortium members who provide the requirements.

The economic operator (individual or temporary grouping of companies) wishing to participate in the invitation to tender must:

- have realized, **in the three-year period 2020-2021-2022**, services similar to those covered by the tender for an amount not less than a total of Euro **1,000,000.00** (in words: Euro one million) net of VAT;
- attach the list of the main services performed (company CV);
- attach the CVs of the staff employed, in the eventual execution of the Program, from which a proven experience in services similar to those covered by the tender can be seen.

Similar services are defined (by way of example and not exhaustive):

- management activities of complex projects/programs of international promotion in the agri-food sector;
- management of groupings of companies and coordination of working groups;
- design and management of public contribution programs;
- event organization and incoming activities;
- press office management activities;
- communication activities, PR, etc. also online;
- creation of information 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.

Self cleaning

An economic operator who finds himself in one of the situations referred to in Articles 94 and 95 of the Procurement Code, with the exception of contribution and tax irregularities definitively and not definitively ascertained, can provide proof of having adopted measures (so-called self cleaning) sufficient to demonstrate its reliability.

If the ground for exclusion occurred before the submission of the tender, the economic operator shall indicate to the DG the impediment and, alternatively:

- describe the measures adopted pursuant to Article 96, paragraph 6 of the Code;
- give reasons for the impossibility of taking such measures and undertake to do so subsequently. The contracting authority shall be notified of the adoption of the measures.

If the cause for exclusion occurred after the submission of the offer, the economic operator shall take the measures referred to in paragraph 6 of Article 96 of the Code by notifying the contracting authority.

Compensation or a commitment to compensate for any damage caused by the crime or misdemeanor, evidence that the facts and circumstances have been clarified in a comprehensive manner by actively cooperating with the investigating authorities and that it has taken concrete, technical, organizational or personnel measures to prevent further criminal offenses or misdemeanors shall be considered sufficient measures.

Where the measures taken are considered sufficient and timely, the economic operator shall not be excluded. If those measures are considered insufficient and untimely, the contracting authority shall inform the economic operator of the reasons therefore.

An economic operator may not use self-cleaning if the economic operator is excluded by a final judgment from participating in award or concession procedures during the period of exclusion resulting from that judgment.

In the event that a group/consortium has excluded or replaced a participant/executor affected by an exclusion clause referred to in Articles 94 and 95 of the Code, the measures taken pursuant to Article 97 of the Code in order to decide on exclusion shall be assessed.

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

COMPLESSIVE STRATEGY (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
CREATIVE FORMAT AND GRAPHIC PROPOSALS (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
METHODOLOGICAL APPROACH (max 28 points)	Completeness of the characteristics of the required outputs.	8
	In-depth 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 offer * 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 is 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 will have attained full legal effect.

If 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 will have been carried out.

The Unaprol Consortium will proceed with the award even if a single valid offer is submitted, provided that it is appropriate.

In application of art. 108, paragraph 10, of Legislative Decree no. 36 of 31 March 2023 and subsequent amendments, the contracting authority will not proceed with the award where no offer is convenient or suitable in relation to the object of the contract.

In the presence of an abnormally low tender, the contracting authority will adopt the procedures provided for by art. 110 of Legislative Decree no. 36 of 31 March 2023 and subsequent amendments.

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

The results will be communicated via PEC 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 bodies interested in participating in the Call for Tenders must, under penalty of exclusion, send all the necessary documentation, which can also be downloaded from the www.unaprol.it website, **by 12.00 on 2 November 23** (local time in Rome), in a single package containing the following documents or in one or more files (if the sending will take place 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 submitted in paper format and in electronic format – printable and copyable – on CD or USB stick, by the participant in the tender no later than **12.00 on 2 November 2023** (local time in Rome).

All documentation can 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 stick, containing documents in printable PDF not editable.

Alternatively, the documentation can be sent via PEC to the address: unaprolscarl@pec.it.

Address 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 "EXCELLENCE OF EUROPEAN OLIVE GROWING IN ASIA"

The delivery of the package and / or electronic communication within the terms provided remains at the sole risk of the sender if, for any reason, it does not arrive at its destination within the aforementioned peremptory period.

The delivery after this peremptory deadline, and the relative exclusion, can not be disputed.

Address to which proposals must be submitted within the above deadline:

UNAPROL – Consorzio olivicolo Italiano – Via XXIV Maggio, 43 - 00187 Roma, to the attention of Dr. Nicola Di Noia.

Procedures for opening and selecting tenders

A Technical Commission will be appointed ad hoc, after the deadline for the arrival of tenders, to carry out the opening and evaluation of the proposals regularly received, as well as the consequent selection according to the criteria set out in this call for tenders. The Commission will meet at UNAPROL headquarters in Rome, in order to carry out the selection procedures. The Commission's work will be properly recorded, indicating, inter alia, the reasons for the evaluations carried out. UNAPROL will give adequate publicity of the award of the contract. In particular, timely formal communication will be given to all participants of the outcome of the Tender through formal communication via email, informing the non-winning competitors of the reasons for their exclusion. The results will also be published on the UNAPROL website – www.unaprol.it, as soon as the evaluations by the Commission have been completed.

Further information can be requested at the following address:

UNAPROL – tel. +39 06 78469004, email: promozione@unaprol.it

TENDER DOCUMENTS:

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

9. HOW TO PREPARE THE OFFER

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 its own initiatives and their methods of execution and achievement of results.

OVERALL STRATEGY

The participant must articulate its proposal by proposing the implementation strategies it 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 its own proposal by proposing the implementation methods that it considers most effective for the production of project outputs. The proposal must be structured in particular by developing the following points:

- a) implementation characteristics and contents of the interventions, with 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 2023 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 activities for each of the three years (euro)	Overall total (euro)
Public relations			
Website, Social media			
Advertising			
Communication tools			
Events			
In-store promotion			
SUBTOTAL ACTIVITIES			
Fee of the economic operator (max 13%)		%	
TOTAL ECONOMIC OFFER *			

*NB: THE TOTAL OF THE ECONOMIC OFFER must be equal to the total amount of the present selection procedure (€ 4,372,314.65).

The remuneration of the implementing body (economic operator's fee) must not exceed 13% of both the total cost (SUBTOTAL ACTIVITIES) and referred to each individual action.

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

COSTS TO BE BORNE BY THE SUCCESSFUL TENDERER

The following 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 can not be promptly resolved by the contracting parties, the competent court is that of Rome.

RIGHTS OF OWNERSHIP AND USE

The rights of ownership and/or use and economic exploitation of the works, prepared or produced by the successful tenderer 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 tenderer 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 tenderer undertakes to comply with current legislation on the collection and processing of personal data and the protection of databases.