

## TECHNICAL SPECIFICATIONS

---

### EUROPEAN PROCEDURE INVITATION TO TENDER FOR SELECTING THE IMPLEMENTING BODY FOR THE INFORMATION AND PROMOTION PROGRAM FOR AGRICULTURAL PRODUCTS IN USA AND CANADA NAMED "The quality of European organic olive oil and wine"

#### 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](mailto:unaprol@unaprol.it), PEC [unaprolscarl@pec.it](mailto:unaprolscarl@pec.it), as lead proposing body of the **three-year program (1/1/2024 – 31/12/2026) called "The quality of European organic olive oil and wine"** (acronym "ECCEAMERICA"), 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,

#### ANNOUNCE

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 "The quality of European organic olive oil and wine" (acronym " ECCEAMERICA "), which will take place in the target countries of USA and Canada and will interest the following products: organic extra virgin olive oil and organic wine 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](http://www.unaprol.it)". Competitors are invited to constantly view the institutional website.

## 2. Main project information

**Project title and description:** the project "**The quality of European organic olive oil and wine**" (acronimo "**ECCEAMERICA**"), under Thematic Priority 5 (AGRIP-MULTI-2023-TC-ORGANIC) of the 2023 call for proposals: multiple programmes in third countries, also explained in the Commission's Work Programme 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 programmes concerning the organic products under Union quality scheme defined in Article 5(4)(b) of Regulation (EU) No 1144/2014 in 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:** USA, Canada

### General objectives of the program::

The objectives of those programmes 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 Union agricultural products and of the high standards applicable to production methods in the Union;
- b) increasing the competitiveness and consumption of agricultural products and certain food products in the Union and optimising their image both inside and outside the Union;
- c) enhancing awareness and recognition of Union quality schemes;
- d) increasing the market share of Union 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:

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

3. strengthen awareness and recognition of Union quality schemes, inviting perceptions of the differences and guarantees offered by organically produced products;
4. increase the market share of olive oil and organic wine of the Union in the USA and Canada
5. highlight the specificities of olive oil production methods adopted in the Union, in particular in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, respect for the environment and sustainability (including the commitment of olive and wine-growing companies 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 cultivation traditions.

The expected final impact is to improve the competitiveness and consumption of olive oil and organic wine from the Union, raising their image profile and increasing market share in this particularly interesting geographical area.

**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:** € 4,457,786.15

**Budget of the costs of the actions by the executing body:** € 3,949,186.15

- **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 € 3,949,186.15 including the remuneration of the executing 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:

- the design 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 Programme, based on the objectives set out in the communication strategy;
- the financial-administrative management of the agreed parts of the Programme, 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. 1144/2014, 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.
- 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 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

|                                    |   |
|------------------------------------|---|
| <b>WP2</b>                         | <b>PUBLIC RELATIONS</b>   |
| <b>Audience(s)</b>                 | journalists, bloggers and KOL (Key Opinion Leaders) of the food and lifestyle sector, in addition to the category of commercial operators in the sector.  |
| <b>Description of the activity</b> | Public relations and media relations activities   |
| <b>2.1 Press Office</b>            | 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.<br>A team of experts will deal with the preparation and sending of press releases (6 per year in USA and 4 per year in Canada) and follow up on the response. The same group will oversee preparation of contents of synthesis and updating around the separate events in the programme, with a focus on the unique characteristics of the product and European excellence (territoriality, quality tied to their origin and to the production methods of low environmental impact, traceability, nutritional values, productive sustainability etc.). |

|  |   |  |  |
|--|---|--|--|
| <b>2.2 Creating and updating of a mailing list</b> | <p>For the dissemination of promotional messaging we believe to be strategically important the involvement of key figures such as journalists, bloggers and KOL (Key Opinion Leaders) in the food and lifestyle sector, as well as the category of commercial operators in the sector.</p> <p>The target will consist of journalists in the fields of economics, business, lifestyle, gastronomy and food, not only print journalists but also those working in radio, TV and on the web, including opinion leaders and makers and stakeholders in the distribution/commercial sector and HoReCa, in order to reach through them a wide public of consumers. We will therefore set up and subsequently update over the course of the three years of promotion a mailing list for each target country, with a total of at least 300 names, who will be the principal recipients of press releases and news regarding organic olive oils and wines, as well as the initiatives that will be developed within the promotional programme.</p> |  |  |
| <b>2.3 Creation of digital archive</b>             | <p>To support communication, over the course of the three year period we will create and keep updated an online multi-media digital archive with photographs, images, videos (e.g. tutorials with recipes and ways of using organic olive oil and wine), audio interviews etc.</p>  |  |  |
| <b>Calendar</b>                                    | <b>YEAR 1</b>   | <b>YEAR 2</b>  | <b>YEAR 3</b>  |
| <b>Products/services to be supplied in the USA</b> | n. 1 mailing list<br>n. 6 press releases<br>n. 16 outputs generated<br>n. 1 digital video and photographic archive  | n. 1 mailing list<br>n. 6 press releases<br>n. 16 outputs generated<br>n. 1 digital video and photographic archive | n. 1 mailing list<br>n. 6 press releases<br>n. 16 outputs generated<br>n. 1 digital video and photographic archive |
| <b>Products/services to be supplied in Canada</b>  | n. 1 mailing list<br>n. 4 press releases<br>n. 10 outputs generated<br>n. 1 digital video and photographic archive  | n. 1 mailing list<br>n. 4 press releases<br>n. 10 outputs generated<br>n. 1 digital video and photographic archive | n. 1 mailing list<br>n. 4 press releases<br>n. 10 outputs generated<br>n. 1 digital video and photographic archive |
| <b>Total three-year budget WP2</b>                 | <b>€ 282,731.65</b>   |  |  |

|                                    |  |
|------------------------------------|--|
| <b>WP3.1</b>                       | <b>WEBSITE</b>   |
| <b>Audience(s)</b>                 | final consumers, journalists, bloggers and KOL (Key Opinion Leaders) of the food and lifestyle sector, commercial operators in the sector.   |
| <b>Description of the activity</b> | Website creation and management  |
| <b>3.1.1 Website update</b>        | <p>The website will be set up in two languages (English and French) with an EU domain name. Its role will be essentially informative, to improve knowledge and perception of the quality and versatility in the kitchen of organic wine and olive oil. The site will focus on all those aspects which make these productions excellent within the gastronomic panorama. The image of the product should suggest an idea of refinement, elegance, style, of tradition and history of production which consumers will be able to appreciate as masterpieces of quality.</p> <p>The site will host educational content and a digital platform for specific operations and in synergy with social networks and other actions planned by the project. Content will be constantly updated with news to incentivise its use, and will be enriched with multimedia</p> |

|  |  |  |  |
|--|--|--|--|
|  | <p>content shared with the bank of images and photographs which will be developed within P2 (Press Office), with comments and posts drawn from social platforms. The site will allow for specific pages dedicated to the use of specific materials developed for the campaign. A series of 'landing pages' will lead consumers directly to purchase sites (See WP 7) or to restaurants (WP 6) in which promotion is carried out. It will therefore be essential that the site is capable of effecting a 'responsive' consultation through all devices such as tablets, smartphones and laptops. We will thus require that the site be developed with RWD (Responsive Web Design) technology so that it is 'user friendly' with any type of device.</p> <p>One section will be dedicated to cooking so as to offer the best recipes of Mediterranean tradition with a basis of olive oil, and there will be suggestions for combinations of foods and typologies of olive oils. One section will be focussed on Ho.Re.Ca, offering a list of events and places in the major cities of the target countries where it is possible to taste European wine and olive oil.</p> <p>A thematic section will be developed to gather editorial testimonies and a further section will be dedicated to systems of production of European olive oils and wines that are sustainable, high quality, traceable and recognisable. The website is absolutely central to ensuring continued visibility of the programme over the three year period. Realisation of the site involves various stages of implementation, which is to say: creation of the domain; content planning and selection of graphic and photographic material; the editing and translation of texts; the production of electronic pages and publishing online; interaction of the site with the activated social platforms.</p> |  |  |
| <p><b>3.1.2</b><br/><b>Sustainability Online Event</b></p> | <p>A variety of moments and messages will be developed over the entire course of the three year period in order to sensitise consumers in both target countries with regard to themes of sustainability of organic production.</p> <p>The most representative event is certainly the annual "Sustainability OnLine Event" which will be held in the last quarter of each stage of the project. Experts in the sustainability of agroalimentary food production chains, chefs, producers, agronomists, nutritionists, will be invited to discuss these crucial issues through an in-depth digital webinar aimed at the end consumer. Online modality will allow for wide public participation spread over both target countries, thus drastically reducing the economic and environmental impact. The event will be readily available on the website and on the project's social channels, and will remain available on demand at any time.</p>   |  |  |
| <p><b>3.1.3</b><br/><b>Newsletter</b></p>                  | <p>The newsletter is a powerful networking and updating tool and will explore key themes of sustainability and of the From Farm to Fork strategy with specific reference to the products which are the object of the campaign and to the production sector.</p> <p>Thanks to the involvement of an expert, the newsletter will also allow us to keep consumers in both countries constantly updated on EU norms on these matters. It might contain multimedia modules (video links, online questionnaires and so on) as well as a fixed space dedicated to the campaign with updates on the progress of the activities and a focus on the main results achieved. The Newsletter will have an independent editorial board and be edited by an international expert in the sector. It will be sent twice a year to consumers in both countries.</p>  |  |  |
| <p><b>Calendar</b></p>                                     | <p><b>YEAR 1</b></p>   | <p><b>YEAR 2</b></p>   | <p><b>YEAR 3</b></p>   |
| <p><b>Products / services to be provided</b></p>           | <p>Creation and updating of website; n. 1 sustainability online event n.2 newsletter for each target country</p>   | <p>Creation and updating of website; n. 1 sustainability online event n.2 newsletter for each target country</p> | <p>Creation and updating of website; n. 1 sustainability online event n.2 newsletter for each target country</p> |

|                                      |  |  |  |
|--------------------------------------|--|--|--|
|                                      | n. 10,000 views of the Sustainability Online Event<br>n. 60.000 consumers reached with the newsletter (30.000 in USA and 30.000 in Canada) | n. 10,000 views of the Sustainability Online Event<br>n. 60.000 consumers reached with the newsletter (30.000 in USA and 30.000 in Canada) | n. 10,000 views of the Sustainability Online Event<br>n. 60.000 consumers reached with the newsletter (30.000 in USA and 30.000 in Canada) |
| <b>Total three-year budget WP3.1</b> | <b>€ 213.231,00</b>  |  |  |

|                                    |   |
|------------------------------------|---|
| <b>WP 3.2</b>                      | <b>SOCIAL MEDIA</b>   |
| <b>Audience(s)</b>                 | The activities in the Social area have a transversal impact on the entire project system and on the overall potential catchment areas: final consumers, opinion-makers (gastronomes, cooks, food bloggers, restaurateurs, journalists, nutritionists), specialized press.   |
| <b>Description of the activity</b> | <p>Activity on social media will include the activation of a page dedicated to the information and promotion campaign which will adopt the most effective means by which to:</p> <ul style="list-style-type: none"> <li>• develop engagement and conversation to stimulate interest in organic olive oil and wine, their use, their quality and nutritional properties, and to increase levels of sales and consumption;</li> <li>• to increase further the base of users of the pages dedicated to USA and Canadian users;</li> <li>• to direct traffic to the campaign's website;</li> <li>• to promote and disseminate the programme of activities.</li> </ul> <p>One of the chosen social platforms will be used to implement an effective strategy of 'social media marketing' for users, so that we can diversify the preferences of the many figures who constitute the Programme's target audience. Content will be planned on an annual basis and programmed across all the accounts. The selection of graphic and photographic material will also be carried out in relation to content which will be published online. We will also seek to carry information across support videos so that they can be transferred indirectly towards apposite thematic social media sites which can extend and further ensure the public's attention to the communications of the Programme (for example specific social media for wellbeing, cooking, business and so on), We will promote interaction with the website but also with other activated social sites.</p> <p>Activity 3.2, which sees the involvement of specialised personnel, will scan the web and create a mapping of virtual spaces on the web which increase knowledge and awareness of organic wine and olive oil. This activity will see the following stages: content strategy; copywriting, content management, content design; web listening; social media listening; quantitative monitoring, semiotic mapping, digital equity analysis, digital ethnography, benchmarking. In particular a team of experts will organise the reports with an analysis of the results, viewing trends and followers; we anticipate an annual report. This report will contain the following information: the number of consumers contacted; the number of contacts generated by the website and social media sites; the amount of content produced; the number of questions responded to; the number of sites mapped. Alongside this reporting, there will be a</p> |



|  |   |   |   |
|--|---|---|---|
|  | detailed web listening and social media listening, both developed quarterly and with the aim of optimising the social media strategy and digital strategy on the basis of consumer digital trends in both target countries. |   |   |
| <b>Calendar</b>                                    | <b>YEAR 1</b>   | <b>YEAR 2</b>   | <b>YEAR 3</b>   |
| <b>Products/services to be supplied in the USA</b> | n. 90 content developed, published and managed on social media<br>n. 2 social network: set up   | n. 90 content developed, published and managed on social media<br>n. 2 social network: set up | n. 90 content developed, published and managed on social media<br>n. 2 social network: set up |
| <b>Products/services to be supplied in Canada</b>  | n. 60 content developed, published and managed on social media<br>n. 2 social network: set up   | n. 60 content developed, published and managed on social media<br>n. 2 social network: set up | n. 60 content developed, published and managed on social media<br>n. 2 social network: set up |
| <b>Total three-year budget WP3.2</b>               | <b>€ 290.692,50</b>   |   |   |

|                                    |   |
|------------------------------------|---|
| <b>WP4</b>                         | <b>ADVERTISING</b>  |
| <b>Audience(s)</b>                 | Consumers, opinion leader   |
| <b>Description of the activity</b> | Online advertising  |
|                                    | <p>The multitude of advertising tools available on the web allows a wide variety of features to improve and effectively disseminate information and knowledge about olive oil and organic wine online. The banners, through contextual advertising systems (ie that appears in coherence with what you are reading) and remarketing via the web, ie customizing the display of ads for users who have previously visited the site or have carried out searches with certain keywords, will be the tools taken into consideration to plan the advertising plan and dissemination of information content in favor of European olive oil and what it represents in terms of quality, guarantees, organoleptic, sensory, health properties, etc.</p> <p>Promotion carried out through promotional adverts display (such as advertising banners) constitutes an ever-growing means of advertising on the internet. These tools demonstrate considerable potential in terms of disseminating messages and, if planned correctly and enriched with appealing images, are capable of generating enormous numbers of clicks. Contextual advertising is, in addition, a valuable system which allows the web surfer to further explore content pertinent to the interests demonstrated in navigation and therefore has a remarkable level of precision in reaching the objective target. Contextual adverts can be very dynamic: banners, overlay videos, announcements on social media and public-facing. A vast range of advertising networks include options which allow for the contextual targeting for text ads and other formats. Remarketing advertising is done by inserting a code into the site which sends the user a cookie, such that users who have visited the site can be followed. In this way it is possible to increase the likelihood of inducing them to return to the website and thus increase its effectiveness. Upstream of the process we will seek in both target</p> |

|  |   |   |   |
|--|---|---|---|
|  | <p>countries to complete a stage of analytical screening of opportunities for planning and/or sponsorship on the different social media platforms.</p> <p>As well as added value in terms of greater traceability of contacts, these platforms guarantee an index of engagement and sedimentation of impacts in line with the resources invested. In this context, on the basis of analysis of relevance potential for formats and content structure relative to the overall strategy of the project, we will proceed to the selection of banner formats destined for advertising on the different digital channels. A plan will be developed for carrying out one 4-week campaign in USA and one campaign of three weeks in Canada.</p> <p>Programming will be carried out in synergy and harmony with the other activities of the Programme, with particular reference to the events in WP6 and the sales points in WP7. Activity of organic animation will simultaneously be increased on the social networks, and this will be linked on a daily basis to intense activity of social media advertising. This strategy aims to widen the audience for the most informative organic content dedicated to organic wine and olive oil through a spontaneous cross-posting of photos, images and videos capable of attracting the interest of the consumer and prompting contributions from the influencers involved in the Programme (inserted in the mailing list compiled in WP2). The task of creating and managing the campaigns will be carried out by advertising specialists who will also deal with the written content to go with visuals and headlines in banner format, as well as optimising the advertising calendar and indicating to those developing the website and social media (WP3) the information to be linked to the promotional banners</p> |   |   |
| <b>Calendar</b>                                    | <b>YEAR 1</b>   | <b>YEAR 2</b>   | <b>YEAR 3</b>   |
| <b>Products/services to be supplied in the USA</b> | n. 1 online banner campaigns on social media<br>n. 4 weeks of campaigns (28 days total)   | n. 1 online banner campaigns on social media<br>n. 4 weeks of campaigns (28 days total) | n. 1 online banner campaigns on social media<br>n. 4 weeks of campaigns (28 days total) |
| <b>Products/services to be supplied in Canada</b>  | n. 1 online banner campaigns on social media<br>n. 3 weeks of campaigns (21 days total)   | n. 1 online banner campaigns on social media<br>n. 3 weeks of campaigns (21 days total) | n. 1 online banner campaigns on social media<br>n. 3 weeks of campaigns (21 days total) |
| <b>Total three-year budget WP4</b>                 | <b>€ 196.620,00</b>   |   |   |

|                                    |  |
|------------------------------------|--|
| <b>WP5</b>                         | <b>COMMUNICATION TOOLS</b>   |
| <b>Audience(s)</b>                 | Final consumers, distribution and food service operators   |
| <b>Description of the activity</b> | Communication tools and gadgets  |
|                                    | Reflecting on and examining the task of creating the programme of promotion is essential preparation for the production of materials and the realisation of gadgets.<br>The resources used for similar promotion programmes already co-financed by the EU and being carried out by UNAPROL and CAP will be taken into account and optimised. |

For the target markets of this current programme, too, will be developed a 'Visual' which will closely track what has already been produced for other markets. It will be decided the logo for the Programme. As far as the campaign image is concerned, the headline and main body of the text, it will be closely tied to the visual image of European organic production with values and concepts tied to a high-end product of excellent quality, which speaks of refinement, elegance, well-being, gastronomic refinement, and of a masterly product realised through the capacity and tradition of centuries of history and of attention to safety, sustainability, health and taste. The message identified will underscore the unifying value of the project and will demonstrate the European dimension of the campaign. Elaboration of materials in digital and multimedia versions will require the involvement of experts in digital graphics. The same goes for the highly educational character of the texts, which must be comprehensive but accessible to all consumers.

Communication tools planned for the two markets will contain the educational and informative characteristics necessary in order to increase knowledge of consumption models of European quality products linked to the organic chain of production. They will be diversified and thought through for each target profile in the promotion programme, as well as for each action, adjusting the level of information and means of approach to the public across the diverse support typologies. The communication tools which will be developed are and have the following characteristics:

- **Digital institutional leaflet:** in order to have an information tool which is as sustainable as possible and at the same time sufficiently easy to use for the target objective, we have decided to develop a digital leaflet which can be consulted with every available device (laptop, smartphone, tablet etc.) which if needed can be printed, wholly or in part. This leaflet will contain a full account of the communication concepts. Since it is a digital and multimedia tool, the leaflet will exceed the limits of a paper tool and will allow for in-depth information in the form of links to websites and to social accounts dedicated to the same theme, but also to other multimedia tools and video content, to geo-locations of areas of production, and can take advantage of many other dynamic functions which will be updated and enriched over the three year promotion period. The tool will be responsive and in standard format and, even when printed, material will contain the credentials of the Programme and its co-financers. It will also be possible to distribute the product through the website and social platforms dedicated to the Programme, and can be easily shared with anybody, allowing for a more capillary and viral dissemination than any printed matter. Printing costs and environmental impact (use of paper, energy, transport and so on) will be drastically reduced and its production will involve a professional team only for the part of graphic design, creativity and copywriting.

'- **Digital recipe book.** Similarly to what has been said about the leaflet, this tool also, in digital form, will prove extremely versatile in content and in the potential for dissemination. Each year the recipe book will contain ten recipes based around organic Extra Virgin olive oil and/or wine. The product will be developed with the collaboration of one or more Michelin-starred chefs who will offer their own professional expertise to demonstrate how to make the proposed dishes through a photographic and video shoot in a set designed and laid out for this 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 organic productions promoted by the Programme, the different provenances and landscapes which mark them out as a touristic invitation to the lands of European excellence, the qualitative characteristics, the nutritional value to the body, the many typologies of adoption amongst

which its use on local cuisines and the consequent benefits, etc. For the recipe book, too, dissemination will be available through all multimedia devices and can be directed conveyed through the website and social media dedicated to the Programme and beyond. The tool will be in standard format and responsive and, even when printed, material will always display the credentials of the Programme and its co-financers. Costs of printing the recipe book and the environmental impact (use of paper, energy, transport etc) will be drastically reduced. Post-production will be entrusted to a team of professionals' expert in graphic design, creativity and copywriting.

'- **Plantable business cards:** these are special business cards made with 100% biodegradable paper, which are planted as they contain non-genetically modified seeds which germinate on contact with water and earth. A card then which evokes nature and sympathy, and is extremely easy to cultivate. Once the business card has done its work, it will serve as a pleasant memory of the encounter, transforming itself into a plant which can be viewed every day. The Plantable Business Card will be personalised with the campaign credentials and through a QR code will permit access to all the campaign information. Whoever receives this will be able to admire the originality and particular sensibility towards the environment that it represents in that by avoiding waste it demonstrates the provider's ecological sense through recycling. Four-colour printing will be done using ecological inks. The Business Card will have a format of 55x85mm and 60,000 of them will be printed. The seeds contained in the cards can come either flowers or vegetables. The most appropriate type will be chosen for each target market in order to reflect the tastes of consumers and operators. The cards can be distributed at all meetings with operators and consumers over the course of the various activities.

'- **Necklaces for bottles** of oil and wine: just as the business card will accompany promotional activities with target groups, in the same way a piece of printed material, a small piece of strong card,(360gr), will tie the campaign to the products which are the object of the campaign at shows and tasting events, especially in the BtoB relationship as well as BtoC. The necklace will be placed round the neck of bottles of wine and olive oil and will carry the essential information of the promotional campaign, in particular the QR code which will direct the user towards fuller sources of information which will offer an appealing and in-depth look at the world of European olive oil. A thousand necklaces will be made in 65x140mm format, colour printed on one side only on FSC certified paper. The FSC certification is an international and independent guarantee of the CoC or Chain of Custody, which means that materials coming from forests certified as FSC are traceable. Thanks to this certification the provenance of wood and paper used for these products is guaranteed and thus illustrates in a correct, transparent and controlled manner the campaign's active contribution to responsible forest management. The necklaces will be placed by assisting staff around the bottles destined for tastings planned in WP6 and WP7.

'- **ECO institutional roll ups** are display items with foldable posters made on 100% ecological and recyclable material. The material, when opened out, is held up by a robust aluminium structure. Printing will be one-sided four-colour, high-definition with latex printers which use certified ecological inks, making the roll-up totally Eco-sustainable. The format of the roll-up material will be 85x200cm. Twenty will be made each year. The roll-ups are intended to be displayed during the activities of the Programme, in particular as part of the preparation for training meetings, during events which will host promotions in the two target countries (WP6) and in key moments when staff are involved in promotional activity at sales points and at sales locations (WP7).

|   |  |   |   |
|---|--|---|---|
|   | <p>All the materials will be published in digital version on the website and on the social accounts dedicated to the Programme. Where appropriate they will also be translated into the two languages of the target countries (English and French). Editing will take place through a communication strategy document and through three documenting reports:</p> <ul style="list-style-type: none"> <li>• "Concept document" which will define the communication project, describe its general purpose, its digital, multimedia and interactive characteristics, and trace out initial guidelines.</li> <li>• "Design document" will specify implementation with characterisation through characters, environments, content, interactions, graphics and video, sound, music, storyboard, look etc.</li> <li>• "Technical document" which will document the implementation of the communication project: prototypes, testing and publication.</li> </ul> <p>The production can integrate existing content where rights have been negotiated as well as ad hoc produced content.</p> <p>The distribution of communication tools will take place in viral manner and at zero cost on the website and dedicated social networks; the materials will be available for use during organised events and can be made available to everyone through other web channels, social and media platforms which might wish to use them. Posters and roll-ups on the other hand will need to be transported towards the main cities of the target countries where we anticipate holding events. In order to optimise resources and through ecological and environmental choice, we anticipate that materials will be printed directly in each specific destination.</p> |   |   |
| <b>Calendar</b>                         | <b>YEAR 1</b>  | <b>YEAR 2</b>   | <b>YEAR 3</b>   |
| <b>Products/services to be provided</b> | n. 1 communication strategy report<br>n. 10 recipes<br>n. 1 digital leaflet<br>n. 1 digital recipe book<br>n. 60.000 business cards<br>n. 200 posters<br>n. 20 ECO roll ups<br>n. 1000 necklaces<br>n. 80.000 consumers reached  | n. 1 communication strategy report<br>n. 10 recipes<br>n. 1 digital leaflet<br>n. 1 digital recipe book<br>n. 60.000 business cards<br>n. 200 posters<br>n. 20 ECO roll ups<br>n. 1000 necklaces<br>n. 80.000 consumers reached | n. 1 communication strategy report<br>n. 10 recipes<br>n. 1 digital leaflet<br>n. 1 digital recipe book<br>n. 60.000 business cards<br>n. 200 posters<br>n. 20 ECO roll ups<br>n. 1000 necklaces<br>n. 80.000 consumers reached |
| <b>Total three-year budget WP5</b>      | <b>€ 376.968,00</b>  |   |   |

|  |   |
|--|---|
| <b>WP6</b>   | <b>EVENTS</b>   |
| <b>Audience(s)</b>   | Operators Ho.Re.Ca.; Schools and Institutes of higher gastronomic education   |
| <b>Description of the activity</b>                               | Seminars and weeks in restaurants   |
| <b>6.2 Seminars with schools of higher gastronomic education</b> | Top-level training schools and institutions have a key role in transferring and consolidating knowledge about olive oils. The Programme plans to run three training seminars in each target country each year, each dedicated to about 40 |

students or young chefs. This activity involved a preparation stage during which schools will be contacted and informed of the proposed training. Working with the schools, their leaders and teachers, we will develop a mini didactic programme in which the target themes and objectives of the Programme will be inserted. We will then move forward to the definition and sharing of content, logistical organisation and preparation of didactic materials ready for the running of the seminar itself. Contacts and work with the schools will take place through people on the ground so as to avoid unnecessary travel, in the spirit of being attentive to the sustainability of the project's initiatives. The seminars will be held over the course of one academic day in a location chosen in collaboration with the institutes themselves. Training activities will be supported and publicised through the web and the social network platforms of the information and promotion programme.(WP1 and WP3.2) and the press office will dedicate a press release for the event, prompting the interest of stakeholders, journalists. Influencers and opinion leaders in order to gain maximum involvement of both the media and the public with regard to the seminar (WP2). The seminar will be run by an expert teacher and by a collaborator, chosen beforehand by UNAPROL and CAP and supported on the spot by technical personnel and assistants for the preparation of the location and the room in which the seminar is to be held, getting ready the communication materials for the programme (flyers, eco-rollups, the seminar programme and the didactic material. These assistants will also help with the guided tastings, dealing with equipment and scorecards for sensorial analysis and questionnaires to check learning. Assisting personnel will be trained ahead of time in the tasks expected of them. The seminar room will be equipped with an adequate audiovideo system and projector, with the possibility of recording the event and/or livestreaming it through the web or social media dedicated to the Programme, for the benefit of other schools and all followers interested in the initiative. A simultaneous translation service will be provided. Finally, with the collaboration of the body tasked with independent evaluation, appropriate evaluation questionnaires will be given to the students both before and after the event in order to assess the extent of their learning.

**6.3 Weeks in restaurants**

The activity of promoting European organic olive oil and wine in restaurants in USA and Canada will be carried out through a medium term partnership with restaurants or chains widely and evenly distributed across both territories, with particular emphasis on the major and most densely populated cities to offer tastings to consumers of those biological productions which are at the heart of this programme over the course of specific periods of the year. Serving staff will offer a tasting at a table using the dedicated tablecloth. The campaign will be highlighted by displaying appropriate material placed with aim of supporting the message of the campaign inside the restaurants, and inspiring in the consumer feelings of interest, curiosity and a likelihood both to try the particular taste and quality of European olive oil, and also to further their interest in the product. Back-up offered by communication tools (flyers, roll-up, business cards) together with the display of personalised bottles with an appropriate necklace which bears the credentials of the campaign, will allow for the amplification of the message and the dissemination of information, and thus a promotional return which will also be encouraged by prompting a visit to the website and

social media. The manner of carrying out this event aims to stimulate active participation on the part of restaurateurs, so that it is they themselves who spread the information message in an agreeable engagement with the consumer who is now the protagonist and replicator of the experience itself. For the preparation of the restaurant dining room and exclusively for this action, personalised single use tablecloths will be made in FSP certified paper: 40,000 in total, 30,000 for USA restaurants and 10,000 for restaurants in Canada. They will be printed one side only with ecological inks and will create considerable visual impact around the promotional message. The single use tablecloth will be supplied to the restaurants together with the rest of the communication material and will constitute an additional tool to encourage the clientele to interact with the multimedia tools online. The motivators who will direct the attention of the clientele towards the promotional themes will be chosen from the amongst the staff of the restaurant itself. To this end, at an earlier stage three training meetings will be held online (2 in USA and 1 in Canada) with these people. The training meetings will be held with the help of technical collaboration for internet connection and with professional trainers as well as simultaneous interpreters.

As this process unfolds particular attention will be paid to collect observations, comments and impressions from the clientele on the campaign and above all on the product tasted. The consumer will be invite to fill in an evaluation questionnaire, which year on year will serve to improve particular critical issues in the restaurant/clientele relationship which might lead to lesser consumption and lesser knowledge of the product. Duration of the promotion will be at least 20 weeks (140 days) in the United States and at least 15 weeks (105 days) in Canada. The restaurants who take part in the promotional operation can, at their discretion, freely keep the promotional set-up even beyond this period where this might be agreeable to their clientele. The activity will be supported by the press office, with the objective of involving, even directly, some journalists in the tasting (and evaluation through media) of the product.

| <b>Calendar</b>                                    | <b>YEAR 1</b>  | <b>YEAR 2</b>  | <b>YEAR 3</b>  |
|--|--|--|--|
| <b>Products/services to be supplied in the USA</b> | n. 3 Seminars in top level gastronomy schools in USA<br>n. 20 weeks promo in restaurants (140 days);<br>30,000 consumers involved    | n. 3 Seminars in top level gastronomy schools in USA<br>n. 20 weeks promo in restaurants (140 days);<br>30,000 consumers involved    | n. 3 Seminars in top level gastronomy schools in USA<br>n. 20 weeks promo in restaurants (140 days);<br>30,000 consumers involved    |
| <b>Products/services to be supplied in Canada</b>  | n. 3 Seminars in top level gastronomy schools in CANADA<br>n. 15 weeks promo in restaurants (105 days);<br>10,000 consumers involved | n. 3 Seminars in top level gastronomy schools in CANADA<br>n. 15 weeks promo in restaurants (105 days);<br>10,000 consumers involved | n. 3 Seminars in top level gastronomy schools in CANADA<br>n. 15 weeks promo in restaurants (105 days);<br>10,000 consumers involved |
| <b>Total three-year budget WP6</b>                 | <b>€ 1.282.437,00</b>  |  |  |

|  |   |  |  |
|--|---|--|--|
| <b>WP7</b>   | <b>POINTS OF SALE</b>   |  |  |
| <b>Audience(s)</b>                                 | Operators Ho.Re.Ca.; Schools and Institutes of higher gastronomic education   |  |  |
| <b>Description of the activity</b>                 | Promotion at points of sale   |  |  |
|  | <p>This activity plans the organisation in collaboration with sales points of both countries of a personalised area where the set-up will identify the promotion campaign and where customers of the sales points, as potential consumers, can be put into direct contact with the product. The aim is to provide these potential consumers with a tasting experience that in context can inform and increase their level of knowledge about European organic productions.</p> <p>For this promotional activity a series of sales points spread across main cities in both countries will be chosen for the size of their populations and for the opportunity to make visible the themes of the project. Each sales point will be provided with set-up material dedicated to the campaign which will be placed in a strategic position and clearly visible. The sales point/store will therefore make available a spot where tastings can be carried out, and this spot will be set up with the campaign's graphic material. The tasting space in the dedicated area will be served by staff who will be trained in the presentation of the product. Training of staff will take place before the action is carried out via connection to Italy in 3 training periods (2 with USA and 1 with Canada) run by staff familiar with the sector and assisted by a service of simultaneous translation. The European organic products will be presented to consumers for its qualities of health, safety, territoriality, and so on, and so the basis for a way of consumption is suggested and a tasting experience offered. Business cards will be available nearby inviting the public to view support material online. In order to be able to monitor carefully the promotion activity we plan for the assisting staff to give a questionnaire to a sample of people willing to complete it.</p> <p>This promotion will be for a total of 180 days in the USA and 120 days in Canada, spread across the sales points which wish to participate in the event. In order to create around the event a sense of anticipation and attention Direct Mailing will be planned and carried out, sending DEM to 20,000 American consumers and 15,000 Canadian consumers across the geographical areas in which the chains or sales point operate.</p> |  |  |
| <b>Calendar</b>                                    | <b>YEAR 1</b>   | <b>YEAR 2</b>  | <b>YEAR 3</b>  |
| <b>Products/services to be supplied in the USA</b> | 180 days of promotion at sales points<br>20,000 DEM<br>50,000 consumers involved  | 180 days of promotion at sales points<br>20,000 DEM<br>50,000 consumers involved | 180 days of promotion at sales points<br>20,000 DEM<br>50,000 consumers involved |
| <b>Products/services to be supplied in Canada</b>  | 120 days of promotion at sales points<br>15,000 DEM<br>25,000 consumers involved  | 120 days of promotion at sales points<br>15,000 DEM<br>25,000 consumers involved | 120 days of promotion at sales points<br>15,000 DEM<br>25,000 consumers involved |



|  |                       |
|--|-----------------------|
| <b>Total three-year budget<br/>WP7</b> | <b>€ 1.306.506,00</b> |
|--|-----------------------|

### **SUMMARY**

| WP n. | Description of services/goods/works    | Amount              |
|-------|--|---------------------|
| 2     | Public relations                       | 282,731.65          |
| 3.1   | Website                                | 213,231.00          |
| 3.2   | Social Media                           | 290,692.50          |
| 4     | Advertising online                     | 196,620.00          |
| 5     | Communication tools and gadgets        | 376,968.00          |
| 6     | Events (seminars and restaurant weeks) | 1,282,437.00        |
| 7     | Promotion at points of sale            | 1,306,506.00        |
|       | <b>Total amount</b>                    | <b>3,949,186.15</b> |

### **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 Articles 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 centre 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 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.

## **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:

- describes 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 misdemeanour, 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, organisational or personnel measures to prevent further criminal offences or misdemeanours 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 therefor.

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:

| <b>TECHNICAL OFFER: MAX 85 POINTS</b>   |  |                      |
|---|--|----------------------|
| <b>Criteria</b>   | <b>Subcriteria</b>   | <b>Maximum score</b> |
| <b><u>COMPLESSIVE STRATEGY</u></b><br><b>(max 21 points)</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</u></b><br><b>(max 36 points)</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><u>METHODOLOGICAL APPROACH</u></b><br><b>(max 28 points)</b>               | 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         |
| <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                    |
| <b>TOTAL</b>                                  |   | <b>15</b>            |

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:

$$\text{"Economic offer for activities" score considered} = \text{Offer X} / \text{Maximum offer} * 10$$

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:

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

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 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](http://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](http://www.unaprol.it) website, **by 12.00 on 2 November 2023** (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](mailto: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 IN USA AND CANADA ENTITLED “THE QUALITY OF EUROPEAN ORGANIC OLIVE OIL AND WINE”***

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.

**Indirizzo al quale far pervenire le proposte entro il termine suddetto:**

UNAPROL – Consorzio olivicolo Italiano – Via XXIV Maggio, 43 - 00187 Roma, all’attenzione del 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 the exclusion. The results will also be published on the UNAPROL website – [www.unaprol.it](http://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](mailto: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) | Grand total (euro) |
|--|------------------|---|--------------------|
| Public relations                               |                  |   |                    |
| Website, Social media                          |                  |   |                    |
| Advertising                                    |                  |   |                    |
| Communication Tools                            |                  |   |                    |
| Events   |                  |   |                    |
| In store promotion                             |                  |   |                    |
| <b>SUBTOTAL ACTIVITIES</b>                     |                  |   |                    |
| Fee of the economic operator (max 13%)         |                  | %   |                    |
| <b>TOTAL ECONOMIC OFFER *</b>                  |                  |   |                    |

\*Please note: THE TOTAL OF THE ECONOMIC OFFER must be equal to the total amount of this selection procedure (€ 3,949,186.15).

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 cannot 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.