

TECHNICAL SPECIFICATION

EUROPEAN OPEN TENDER FOR THE CONTRACT TO THE IMPLEMENTING BODY OF THE PROGRAMME FOR INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES NAMED "EUROPEAN OLIVE OIL SYMBOL OF MEDITERRANEAN CULTURE TO SATISFY ORIENTAL TASTES"

1 Introduction and preliminary information

UNAPROL, Consorzio Olivicolo Italiano (hereinafter the Contracting Body), with head office in Via XXIV maggio N. 43, 00187 Rome (RM) - ITALY, VAT No. 02139871004 and C.F.80413010580, email unaprol@unaprol.it, PEC unaprolscarl@pec.it, as the Proposing Body for the **three-year Programme (1/01/2024 – 31/12/2026) named "EUROPEAN OLIVE OIL SYMBOL OF MEDITERRANEAN CULTURE TO SATISFY ORIENTAL TASTES"** (acronym "ECCECHINA"), co-funded by the European Commission pursuant to EU Regulation No 1144/2014 - concerning information provision and promotion measures for agricultural products on the internal market and in Third Countries,

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pursuant to the reference articles of Regulation (EU) No 1144/2014, Delegated Regulation (EU) No 2015/1829, Implementing Regulation (EU) No 2015/1831, an **invitation to tender for the selection, by means of an Open Competitive Procedure, applying the criterion of the most economically advantageous tender identified on the basis of the best value for money of an implementing body** in charge of carrying out the actions (activities/initiatives) aimed at achieving the objectives set out in the **three-year Programme (1/01/2024 - 31/12/2026) named "EUROPEAN OLIVE OIL SYMBOL OF MEDITERRANEAN CULTURE TO SATISFY ORIENTAL TASTES"** (acronym "ECCECHINA"), which will take place in the target country China and will concern the extra virgin olive oil produced in Europe. The **three-year Programme (1/01/2024 - 31/12/2026) named "EUROPEAN OLIVE OIL SYMBOL OF MEDITERRANEAN CULTURE TO SATISFY ORIENTAL TASTES"** (acronym "ECCECHINA"), was approved by the European Commission in accordance with Regulation (EU) No. 1144/2014 on information provision and promotion measures for agricultural products on the internal market and in Third Countries.

1.1 REGULATIONS AND REFERENCE DOCUMENTATION

The framework of essential legal references for the implementation of the Programme and this procedure includes:

Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures for agricultural products on the internal market and in third countries and repealing Council Regulation (EC) No 3/2008;

Commission Delegated Regulation (EU) 2015/1829 of 23 April 2015 supplementing Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures for agricultural products on the internal market and in third countries;

Commission Implementing Regulation (EU) 2015/1831 of 7 October 2015 laying down detailed rules for applying Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures for agricultural products carried out on the internal market and in third countries.

Guidance on the tender procedure referred to in European Commission note DDG1.B5/MJ/DB D (2016)321077 of 7 July 2016;

Directorial Decree no. 526288 of 17 October 2022 of the Department of Competitive Policies, Agri-food Quality, Equestrian and Fisheries, Directorate General for the Promotion of Agri-food Quality and Equestrian PQAI V of the Ministry of Agricultural, Food and Forestry Policies containing criteria for the procedures for the "*Selection of Implementing Bodies for Simple Programmes*".

1.2 CONTRACTING AUTHORITY

UNAPROL, Consorzio Olivicolo Italiano Soc. Cons. p.A. **is not a public law body** within the meaning of Article 2(1)(4) of Directive 2014/24/EU and, therefore, as indicated in the above-mentioned legislation, it is not obliged to apply the national rules transposing the European Directives on public procurement (in Italy, **Legislative Decree No. 36 of 31 March 2023**). However, the Consortium has to carry out the selection of the Implementing Organisations through an open tender procedure in compliance with the principles of cross-border interest, transparency, publicity, impartiality, equal treatment of candidates.

The competitive procedure shall in any case ensure compliance with the principles of non-discrimination, equal treatment, transparency, publicity, proportionality, clarity and consistency of the selection and award criteria envisaged with the purposes of the services requested and with their value, best value for money and absence of conflicts of interest.

This procedure does not envisage a division into lots, as it is more efficient and effective for the execution of the service, the identification of a single contractor, who can carry out all the activities envisaged in the Programme in question.

1.3 CLARIFICATION

It is possible to obtain clarification on this procedure by submitting written questions to be sent at least 8 days before the deadline for submission of tenders via PEC to: unaprolscarl@pec.it.

The requests for clarifications and the relevant answers shall be formulated in Italian and/or in English.

Answers to requests for clarifications submitted in good time shall be provided in electronic format at least 4 days prior to the deadline for the submission of tenders, by means of publication of the requests in anonymous form and the relevant answers on the institutional website "www.unaprol.it". Tenderers are invited to consult the institutional website at all times.

2. Main project information

Project title and description: The project "**EUROPEAN OLIVE OIL SYMBOL OF MEDITERRANEAN CULTURE TO SATISFY ORIENTAL TASTES**" (acronym "**ECCECHINA**"), under thematic priority 6 (AGRIP-SIMPLE-2023-TC-ASIA) of the 2023 call for proposals: Simple programmes in third countries, also made explicit in the Work Programme for 2023 of the Commission and the financial decision for the implementation of information and promotion measures concerning agricultural products carried out on the internal market and in third countries (Implementing Decision C(2022)-9498 of 16. 12.2022)

Contracting body: UNAPROL, Consorzio Olivicolo Italiano

Target country: China

General Programme objectives:

The objectives of these programmes are in line with the general and specific objectives set out in Articles 2 and 3 of Regulation (EU) No 1144/2014. In particular:

(a) to improve knowledge of the merits of Union agricultural products and of the high standards applicable to production methods in the Union;

(b) to enhance the competitiveness and consumption of Union agricultural products and certain foodstuffs and optimise their image both within and outside the Union

(c) to strengthen awareness and recognition of Union quality schemes;
(d) increasing the market share of Union agricultural products and certain foodstuffs, paying particular attention to third country markets with the greatest growth potential;
Information and promotion measures are designed to:

- to improve the degree of knowledge of the Union's specific agricultural product and the high standards applied to European production methods;
- increase the competitiveness and consumption of Union olive oil in China by optimising its image;
- raise awareness and recognition of the Union's quality schemes, inviting people to perceive the differences and guarantees offered by products with a denomination (PDO and PGI) or organically produced products;
- highlighting the specificities of the 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 oil POs to climate benefits 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 produced in the Union, raising its image and knowledge profile and increasing its market share in this particularly attractive geographical area

Specific Objectives:

- Customised 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;
- Customised information campaign towards sector operators and opinion leaders (gastronomes, chefs, food bloggers, restaurateurs, journalists, nutritionists) concerning the quality certification of PDO and PGI olive oils and the elements that define a superior quality product.

Work packages and activities to be implemented:

- WP 2: public relations: public relations office; press conference
- WP 3.1 and 3.2: website, social media: website creation, updating and maintenance; account creation, periodical publication;
- WP 4: online advertising;
- WP 5: communication tools: publications, information materials for the media (media kits), promotional articles;
- WP 6.2 and 6.3 events: study trips in Europe; workshops, restaurant weeks;
- WP 7: point-of-sale promotion: promotion days.

Programme duration: 36 months (3 autumn phases)

- **Total project budget:** € 3.671.776,75

Budget of the costs of the actions in the hands of the executing organisation: € 3.239.736,75

- **Start of activities:** indicatively 1 January 2024.

It should be noted that those interested in participating in this call for tenders should submit a bid taking into consideration the cost budget of EUR 3,239,736.75, which includes the remuneration of the executing body.

3. Subject of the tender

3.1 General description of the service

The contract consists of a single lot due to the specialised nature of the intervention, composed of a set of interrelated operations, and the need to make the implementation of the services and supplies organic. The various activities into which the services covered by the contract are in fact absolutely interdependent and the development of the various technical and organisational aspects must be conducted in close and constant collaboration between the various professionals involved and coordinated by a single person.

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

The executing body must therefore ensure:

- the project development of the agreed parts of the three-year programme, starting from the signing of the contract;
- the operational implementation of the promotional actions and activities planned for the period established by the Programme, on the basis of the objectives set out in the communication strategy;
- the financial-administrative management of the agreed parts of the Programme, including regular technical reports

The service must be characterised by qualified technical and operational support, translated into a high quality of the products and services realised; 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 involvement of the reference targets. The development and implementation of the agreed activities of the Programme 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 Programme and its promoters.

3.2 Method of execution

The executing body must set up and have in place, for the duration of the contract, a Working Group, in compliance with the participation requirements, which is in charge of managing and implementing the Programme. All the activities of the Working Party must be agreed and shared with the contracting body.

It is envisaged that one or more members of the Working Group shall be available for periodic meetings at the headquarters of the contracting body, to provide operational support for the activities of the Plan that need to be carried out in close coordination with the reference structure. Coordination and exchange of information with the contracting body may also involve different and articulated modalities: meetings, telephone contacts, video calls, e-mail correspondence, exchange of materials and documents through online sharing systems.

The Co-ordination of the Contracting Body has the task of ensuring the coherence of the project strategy throughout its entire duration. Coordination integrates the various lines of action, orients the available resources with respect to the various actions, constantly links 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 the services entrusted with integrated personnel with legitimate employment relationships and having the appropriate professional and technical requirements for the job. It must be characterised by a flexible organisational approach in order to meet the needs that may arise in the course of the activities.

In particular, the staff of the dedicated team should 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 arena.

The implementing body undertakes, for the duration of the contract, to:

- set up and make available an appropriate project team, in compliance with the participation requirements;
- agree and share all team activities with the contracting party;
- assign to the service suitable personnel of proven ability, honesty, morality and proven confidentiality, who shall maintain absolute secrecy about all that they learn in the performance of the service;
- guarantee the stability and continuity of the service under all circumstances, ensuring personnel quantitatively and qualitatively adequate to the needs and in compliance with the contents of the technical offer;
- comply, with regard to its personnel, with employment contracts relating to wage, regulatory, social security and insurance treatment;
- provide for a Project Contact Person to attend monitoring meetings at the Contractor's premises (these will have a frequency defined by the Contractor), in order to give operational support to the Programme activities;
- set up all possible means of communication that can simplify the coordination, monitoring and control of the Programme.

4. Duration of service

The service shall have a duration of 36 months, starting from the date of the conclusion of the contract, which shall be stipulated between the client and the successful tenderer - subject to the signing of the grant agreement between Unaprol and Agea - and shall have as its object the performance of the activities indicated in this tender on the terms and conditions set forth herein. The client reserves the right to request a postponement of the deadline for the performance of the service for a maximum of a further 6 months, in order to ensure the completion of the activities envisaged in the Programme, under the same economic conditions.

5. Type of activities and initiatives envisaged by the Project

The eligible activities and initiatives, within the framework of the Programme presented by Unaprol, in compliance with the reference regulations, are similar to the classic information and promotion activities for high quality agricultural and wine-gastronomic products, taking into account the topics to be covered and the objectives listed above, and are as follows for the two target countries, complete with description, output required, timeframe:

Description of activities

WP2	PUBLIC RELATIONS
Target group or groups	journalists, bloggers and KOL (Key Opinion Leaders) of the food and lifestyle sector, in addition to the category of business operators in the sector.
Description of the activity	Public relations and media relations activities

2.1 Press Office	<p>It is planned to carry out a constant information coverage through the drafting of press releases to a selected mailing list of recipients, divided by target country and composed mainly of communication operators, opinion leaders and makers, but also by stakeholders in the distribution sector and the horeca sector, capable of generating in significant terms, attention, sensitivity, consensus, involvement and visibility, towards the target target audience of the actions.</p> <p>A team of experts will take care of the preparation and sending of press releases (no. 4 per year) following the subsequent follow up. The same group will follow the drafting of summary content and update on the individual events scheduled, with a focus on the unique characteristics of the product and European excellence (territoriality, quality linked to origin and methods with low environmental impact, traceability, nutritional values, production sustainability, etc.)</p>		
2.2 Creatin g and updatin g a mailing list	<p>For the dissemination of promotional messages, it is considered strategic the involvement of key figures such as journalists, bloggers and KOL (Key Opinion Leaders) of the food and lifestyle sector, in addition to the category of commercial operators in the sector.</p> <p>Therefore, a mailing list for each target country, for a total of at least 300 names, will be prepared and subsequently updated over the three-year period of promotion, which will be the main recipients of press releases and news concerning European olive oil and initiatives to be developed with the Promotion Programme</p>		
2.3 Creatio n of a digital archive	<p>In support of the communication, an online digital multimedia archive will be created and updated during the three-year period in progress with photographs, images, videos (e.g. tutorials for recipes and methods of using olive oil) audio interviews, etc. intended for information operators.</p>		
2.4 Organiz ation of press confere nce	<p>The Press Office will be the main axis for the organization and holding of an annual press conference that will be held online between Italy and China. The appropriate and prestigious venues will be identified to bring together the Chinese audience and another where to bring together the European one. Both locations will be set up with the graphics of the promotional campaign and will be technically equipped to allow audio/ video transmission in both directions. Will be made available to the Chinese public, consisting of at least 30 people, the press kit of the meeting, the materials of the campaign, or QR Code access for a digital use (sustainable choice of the program) and some tasting kits to allow, at the end of the conference, to make a direct taste of some types of olive oil.</p>		
Calenda r	YEAR 1	YEAR 2	YEAR 3
Product s/servic es to be provide d	no. 1 mailing list no. 4 press releases no. 16 outputs generated no. 1 digital photo video archive no. 1 press conference (announcement meeting)	no. 1 maililng list no. 4 press releases no. 16 outputs generated no. 1 digital photographic video archive no. 1 press conference (balance meeting)	no. 1 mailing list no. 4 press releases no. 16 outputs generated no. 1 digital photo video archive no. 1 press conference (final meeting)
Total triennia l budget	€ 236.819,75		

WP3	WEBSITE AND SOCIAL MEDIA
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Target group or groups	Final consumers, journalists, bloggers and KOL (Key Opinion Leaders) of the food and lifestyle sector, trade operators in the sector.		
Description of the activity	Website design and social media management		
3.Realization of the website	<p>The site will be made in 2 languages besides Italian (English and Chinese), with domain . EU and will have an essentially informative task to improve the knowledge and perception of the quality and versatility in the kitchen of olive oil. The site will emphasize all those aspects that make olive oil an excellence in the gastronomic panorama. The image of the product should suggest the idea of refinement, elegance, style, tradition and production history that consumers will appreciate as true masterpieces of quality.</p> <p>The site will host educational content and a digital platform for targeted operations and synergies with social networks and other project actions. The content will be continuously updated with news to encourage the use and will be enriched by multimedia content shared with the image and photo bank that will be prepared as part of WP2 (Press Office), with comments and posts taken from social platforms. The site will allow to have specific pages dedicated to the use of specific materials designed for the campaign. A series of "landing pages" will bring consumers directly from the places of purchase (cf. WP7) or the Restaurants (WP6) where the promotion of European olive oil to information content takes place. It will be essential, therefore, that the site responds to the features for a "responsive" consultation through all tablet, smartphone or laptop devices. This will require the creation of the site with responsive web design (RWD) so as to be "user friendly" with any type of device.</p>		
3.2 Social media	<p>The activity will be aimed at implementing an adapted social media marketing strategy, from a technical and content point of view, the two social platforms that will be chosen on the basis of an analysis that will be conducted by the performer in relation to the different characteristics in relation to the objectives. 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:</p> <ul style="list-style-type: none"> • Develop engagement and conversations to stimulate interest in olive oil, its use, nutritional and qualitative properties and increase sales and consumption quotas; • Build a user base of the page; • Bring traffic to the campaign website; • Promote and disseminate the programme of activities. <p>One of the chosen social platforms will be used to implement a strategy of "social media marketing" effective towards users, so that you can diversify the preferences of the many figures that make up the target group of the Program. The content will be planned from time to time and translated into both English and Chinese, also the selection of graphic and photographic material will be made in relation to the content that will be published online.</p>		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided	No. 1 Website no. 90 content created, published and managed on social media no. 2 social networks: set up no. 2	no. 1 Website (update) no. 90 content created, published and managed on social media no. 2 social networks: maintenance no. 2 web reports and social listening	no. 1 Website (update) no. 90 content created, published and managed on social media no. 2 social networks: maintenance no. 2 web reports and social listening)

	web reports and social listening		
Total triennial budget WP3.1	€ 225.491,50		

WP4	ADVERTISING		
Target group or groups	Final consumers, opinion leaders		
Description of the activity	Online advertising		
	<p>The multitude of advertising tools available in the web allows a wide variety of features to improve and effectively disseminate information and knowledge about olive oil online. The banners, through contextual advertising systems (ie that appears in consistency with what you are reading) and remarketing via the web, that is, by customizing the display of ads for users who have previously visited the site or have performed searches with certain keywords, will be the tools used to plan the advertising plan and the dissemination of information content in favour of European olive oil and what it represents in terms of quality, guarantees, organoleptic, sensory, health, etc.</p> <p>Will be selected and contacted the managers of the websites deemed most suitable to convey promotional messages and with these will be planned the conduct of two campaigns each lasting 5 weeks. The programming will be carried out in harmony and in synergy support to the management of the other activities of the Programme, in particular with regard to actions at WP6 restaurants and at WP7 sales outlets. On social networks will be simultaneously increased organic animation activity and will be daily accompanied by intense social media advertising. This strategy aims both to broaden the audience of the most informative organic content dedicated to olive oil, such as the recognition of the PDO and PGI marks and the deepening of product quality, and to promote the same message, through a spontaneous cross-posting of photos, images, messages and videos, able to attract the interest of consumers and suggest contributions from influencers involved in the Program (included in the mailing list made in WP2). The task of ideation, creation and management of campaigns will be carried out by an adv specialist who will also take care of the graphics with the adaptations of the visual and headline to banner formats, as well as optimizing the publication calendar and indicating to web and social developers (WP3) the information to link (link) to promotional banners.</p>		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided	no. 2 online banner campaigns on social media no. 5 weeks of campaigns (35 days total)	no. 2 online banner campaigns on social media no. 5 weeks of campaigns (35 days total)	no. 2 online banner campaigns on social media no. 5 weeks of campaigns (35 days total)

Total triennial budget WP4	€ 135.600,00
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WP5	INSTRUMENTS OF COMMUNICATION
Target group or groups	Final consumers, distributors and food service operators
Description of the activity	Communication tools and gadgets
	<p>Preparation for the production of communication materials and the realization of gadgets will be the study and execution of the creativity of the Promotion Program.</p> <p>The resources used for similar promotion programmes already co-financed by the EU and carried out by UNAPROL will be taken into account and optimised.</p> <p>A logo of the Program similar to that used for such Programs will be studied, while as regards the image of the campaign it will be a matter of declining the graphic harmonizing it to the concept of the inspirer of the strategy, correlating the image of extra virgin olive oil (main food of the Mediterranean diet, UNESCO heritage) with the values and concepts related to the high-end product, quality, refinement, elegance, of well-being, of gastronomic refinement, of productive masterpiece realized with the capacity and the tradition of centuries of history and attention to safety, sustainability, health and taste: all in one food. Even the "Headline" of the Program will deserve an adaptation, which however will not upset 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, or in the descriptive part of the communication tools. The identified message will refer to the Union value of the project and highlight the European dimension of the campaign. Digital and multimedia material processing will require the involvement of experts in digital graphics. The same applies to the highly educational content of the texts, which must be exhaustive but accessible to all consumers.</p> <p>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 as sustainable as possible and at the same time sufficiently usable by the target audience, it was decided to create a digital brochure that can be consulted with each available device (laptops, tablets, smartphones, etc.) that can be printed, in whole or in part, to transfer the whole concept of communication. Being a digital and multimedia tool, the leaflet will overcome the limits of the paper tool and will allow to contain information in the form of links to websites, social accounts, dedicated to the theme, but also to other multimedia tools, video content, geolocalization of production sites, and can take advantage of many other dynamic functions that can be easily updated and enriched during the three-year period of promotion. - Digital cookbook. As for the leaflet, this tool in digital version will be extremely versatile in content and dissemination potential. The recipe book will contain every year 10 recipes based on Extra Virgin Olive Oil, and will be made with the collaboration of one or more starred Chefs who will lend their professional skills to illustrate the realization of the dishes proposed, through a photo shoot and video, set up in a set equipped for the purpose. The recipe book will allow to bring the consumer closer to the use of oil in the same way as a tutorial, which will be enriched with further information on the organoleptic characteristics of the different

olive oils, the different origins and landscapes that distinguish this production as a tourist attraction to the territories of European excellence, the qualitative characteristics, the nutritional contributions to the body, the different types of use including inclusion in the local cuisine and its benefits, etc. Also for the recipe book, the dissemination can cover all multimedia devices and can be conveyed through the site and social media dedicated to the Program and beyond. The tool will be in a standard and responsive format and, even in the case of printing, will always contain the credentials of the Program and its co-funding. The cost of printing the recipe book and the environmental impact (use of paper, energy, transport, etc.) will be reduced. The 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 are planted because they contain non-GMO seeds and germinate in contact with water and land. A note that inspires naturalness and sympathy, very easy to "cultivate". After the business card has done its job, it will allow you to keep a pleasant memory of the meeting, changing into a plant to be seen every day. The Plantable Business Card will be personalized with the credits of the campaign and through a qr code will allow you to access all the information of the campaign. Those who receive it will be able to admire its originality and the particular sensitivity towards the environment of the person it represents, who, avoiding waste, demonstrates his ecological sense aimed at recycling. The production by four-colour printing will be carried out with ecological inks. The Business card will have a format of mm 55x85 and will be produced in n. 30,000 copies. The seeds contained in the business cards may belong to flower or aromatic plants or vegetables. The most suitable type will be chosen to meet the Chinese taste. Tickets can be distributed on all occasions of meeting with operators and consumers in the performance of activities.

- Collars for oil bottles: as the business card will accompany the promotion towards the target audience, it will also be entrusted to a particular printed material, that is a resistant card (360 gr) the task of linking the campaign to the product being promoted on the occasion of exhibition and tasting, especially in btob relationships, as well as btoc . The collar will be applied to the neck of the oil bottles and will show the essential information of the promotional campaign, in particular the qr code that will direct the user towards a more comprehensive, captivating and thorough communication on the world of European olive oil. The collars will be produced in 500 copies in 65x140 mm format, in one-sided colour printing on FSC certified paper. The FSC certification guarantees on an international level, in an independent and third party form, the Chain of Custody (CoC), i.e. the traceability of materials coming 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 the bottles intended for the tasting experience at the press conference (WP2), and the tastings planned as part of WP6 and WP7.

- Institutional posters in 50x70 cm format, will be produced in no. 200 copies per year, in single-sided colour printing on FSC certified paper. The posters will be used for set-ups during the activities of the Programme, in particular as an integration of the press conference room set-up (WP2), during the training meetings at Unaprol and the workshops with buyers/category managers in China and in the 20 restaurants that will host the promotion of EVO oil (WP6), and finally 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).

-ECO institutional roll-ups: these are displays with a roll-up poster made of an environmentally friendly and 100% recyclable material. The sheet is supported, when open, on a robust

	<p>aluminium structure. The one-sided printing will be done in four-colour, 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. No. 25 copies per year will be produced. The roll-ups will be used for set-ups during the activities of the Programme, in particular as a supplement to the press conference room set-up (WP2), during the training meetings at Unaprol and the workshops with buyers/category managers in China and in the 20 restaurants that will host the promotion of EVO oil (WP6), and finally in the training sessions of the personnel in charge of the promotional activity at the points of sale (WP7).</p> <p>- Gadgets: 500 oil-tasting glasses will be produced each year, appropriately customised with the campaign claim and the relevant credits. The small glasses will not only represent a nice gift for consumers but will actually constitute a tool for the guided tasting of the various types of oil during the actions in which this training operation is envisaged. This refers to the experiential moment planned in action WP2, the tastings planned in WP6 and WP7.</p>		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/s services to be provided	no. 1 communication strategy report no. 500 tasting glasses no. 10 recipes no. 1 digital leaflet no. 1 digital recipe book no. 30,000 business cards that can be planted no. 500 oil bottle collars no. 200 posters on certified paper no. 25 ECO roll-ups no. 80,000 consumers reached	no. 1 communication strategy report no. 500 tasting glasses no. 10 recipes no. 1 digital leaflet no. 1 digital recipe book no. 30,000 business cards that can be planted no. 500 oil bottle collars no. 200 posters on certified paper no. 25 ECO roll-ups no. 80,000 consumers reached	no. 1 communication strategy report no. 500 tasting glasses no. 10 recipes no. 1 digital leaflet no. 1 digital recipe book no. 30,000 business cards that can be planted no. 500 oil bottle collars no. 200 posters on certified paper no. 25 ECO roll-ups no. 80,000 consumers reached
Total triennial budget WP5	€ 349.339,50		

WP6	EVENTS
Target group or groups	Ho.Re.Ca. operators; Schools and Institutes of higher education in gastronomy
Description of the activity	Seminars and weeks in restaurants
6.1 Study trip to Europe	The action plans to involve 8 qualified persons for each year of the programme implementation for a total of 24 operators involved. The action plans to involve 8 qualified persons for each year of the programme implementation for a total of 24 operators involved. The groups will be invited to Italy or to another European Union member country chosen from Spain or Greece. In fact, it is considered useful for strengthening the image of

	<p>European olive oil to show Chinese operators the different production realities, inviting them to visit the production companies and the mills where the olive oil is extracted. The visits will therefore be organised during the olive harvest and milling period, i.e. between the end of October and mid-November. A total of five mission days are planned (travel and travel time excluded).</p> <p>The programme includes as a first phase the planning and logistical activity aimed at identifying the places and farms to be visited. This will be followed by the activity of selecting the participants: among the trade operators, importers and purchasing managers in the agri-food and large-scale distribution sectors, chefs, restaurateurs and opinion makers (teachers of cooking schools, etc.) will be selected. In Italy, the most representative oil mills and producers from the South (in particular Puglia), the Centre (in particular Lazio and Umbria) and the Centre North (in particular Tuscany) will be selected. The same will be done in the case of visits to other European countries. Each group will be accompanied during the visit by two qualified tutors, a translator and a representative of the implementing organisation, who will have the task of documenting the event and submitting a questionnaire divided into two parts: the first ex ante to assess the level of knowledge on arrival, the second ex post to assess the learning received during the visit. The questionnaire will be prepared in cooperation with the evaluator. A minibus with driver will be used for travel.</p>
<p>6.2 Institutional workshops with buyers and category managers</p>	<p>Distribution, especially when organised, plays an important role in determining the market success of a product and in gathering consumer trends to refine them into business. For this reason, the Programme cannot ignore the organisation of an institutional workshop in China with a selection of influential players. Category managers, since they are responsible for managing the product category to which olive oil belongs, together with buyers, are the prevailing figures in the distribution sphere to be solicited and interested in, since it is they who preside over the purchasing processes and actively contribute to defining sales processes.</p> <p>A workshop will be organised each year in which 30 operators (category managers/buyers) will be invited to participate and will be taken on a full immersion journey into the world of olive oil production. The workshop will have a high level of technical content and for this reason will be led by no. 2 consultants sent from Italy. It will be held in a prestigious venue, which will be set up for the occasion with the elements of the promotional campaign, and will be equipped with an adequate audio/video projection and simultaneous translation system managed by specific technical and professional assistants. The collaboration of four assistants in the hall will complete the staff required for the event.</p> <p>The workshop programme includes several in-depth technical sessions, all of specific interest to the invited operators, which will aim to support the European product as a productive excellence, an expression of a careful traditional agricultural culture that respects the environment and is conducted with cultivation systems that are attentive to sustainability and the vocation of the territory. A guided tasting of olive oils will also be conducted as part of the programme using the prepared tasting kits, to highlight their organoleptic characteristics and nutritional and gastronomic properties. The campaign's information tools will be collected in a digital version on a USB stick and handed out to participants together with a planable business card and the glass-gadget.</p>
<p>6.3 Weeks in restaurants</p>	<p>The promotion of European olive oil in restaurants in China will be implemented through a medium-term partnership with those restaurants or their chains widely and homogeneously distributed throughout the territory, especially in the country's most populous and important cities. The collaboration will cover 20 promotional moments per year and will include offering European olive oil tasting to patrons, limited to certain periods of the year.</p>

The service staff in the dining room will set up a tasting at the table using the dedicated table cover and will enhance the characteristics of the olive oil.

Emphasis will be placed on the campaign by displaying special materials created with the aim of supporting the campaign message within the restaurant and inspiring in the Chinese consumer motives of interest, curiosity and propensity both to experience the taste and quality peculiarities of European olive oil and to deepen their interest in this product. The reinforcement offered by the communication tools (posters, roll-ups, business cards), together with the display of customised bottles with a special collar bearing the campaign credits, will make it possible to amplify the message and the dissemination of information, and thus the promotional return, which will also be solicited towards the consultation of the website and social media. The execution method of the event is aimed at stimulating an active participation of the 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. For the setting up of the restaurant hall, exclusively for this action, customised disposable table covers will be produced in FSP-certified paper in the number of 40,000, printed single-sided with ecological inks, which will create a notable visual impact towards the promotional message. The disposable tablecloth will be supplied to restaurateurs together with all the rest of the communication material and will be an additional tool to direct customers to interact with 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, in advance of implementation, three training meetings with this staff will be held in remote online connection. The training meetings will be carried out with the aid of technical collaborators for the connection and with professional trainers and simultaneous translators.

The duration of the promotion will be at least 30 weeks (210 days) for all the restaurants that adhere to the promotional operation, with the option left to the discretion of the restaurateur to maintain the promotional set-up, free of charge, even beyond this period, should this prove to be appreciated by customers. The activity will be reinforced by the work of the press office, with the aim of also directly involving a number of journalists in the product tasting test (and promotion through the media).

Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided	no. 1 trip for 8 Chinese operators; no. 1 training meeting no. 1 Workshop with 30 buyers/category managers in China; no. 3 catering training meetings no. 30 promo weeks in restaurants; no. 40,000 table covers; no. 1,000 questionnaires filled in; no. 30,000 consumers involved	no. 1 trip for 8 Chinese operators; no. 1 training meeting no. 1 Workshop with 30 buyers/category managers in China; no. 3 catering training meetings no. 30 promo weeks in restaurants; no. 40,000 table covers; no. 1,000 questionnaires filled in; no. 30,000 consumers involved	no. 1 trip for 8 Chinese operators; no. 1 training meeting no. 1 Workshop with 30 buyers/category managers in China; no. 3 catering training meetings no. 30 promo weeks in restaurants; no. 40,000 table covers; no. 1,000 questionnaires filled in; no. 30,000 consumers involved
Total triennial budget WP6	€ 1.011.405,00		

WP7	PUNTI VENDITA		
Target group or groups	Ho.Re.Ca. operators; Schools and Institutes of higher education in gastronomy		
Description of the activity	Point-of-Sale Promotion		
	<p>The activity envisages the organisation, in cooperation with the sales outlets, of a customised area with a set-up identifying the promotion campaign in which the customers of the sales outlets, potential consumers, can be brought into 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 sales points located in major cities in China, such as Beijing, Shanghai, Hong Kong and Guangzhou, will be involved in the promotional activity. Each point of sale will be provided with dedicated campaign display material that will be positioned in the department displaying edible oils. The point of sale will then provide a tasting station that will be set up with the campaign's graphic material. The tasting area in the dedicated area will be manned by specially appointed and trained personnel to present the product. Staff training will be carried out before the action takes place with a connection from Italy in 3 training sessions conducted by competent operators in the sector assisted by a simultaneous translation service. Extra virgin olive oil will be presented to consumers in terms of its quality requirements (healthiness, safety, territoriality, EU recognitions), then the basics of how to consume it will be suggested, proposing a tasting experience. Business cards will be distributed at the corner, inviting the public to consult the online support material. In order to be able to closely monitor the promotion activity, a sample questionnaire will be administered by the support staff among the public most willing to get involved. The promotion will cover a total of 315 days, which will be spread over the points of sale participating in the event. In order to create prior consumer attention around the event, two media interventions will be planned and executed (e.g. radio spots or publication on a flyer in the case of a sufficiently structured distribution chain). In addition, an information action on the event will be planned through a direct mailing operation, with the sending of DEM to 25,000 consumers, using a service linked to a subscriber platform (e.g. social network, web header, online sales site, etc.).</p>		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided	no. 300 promotion days; no. 1 media intervention; no. 50,000 consumers involved; no. 25,000 consumers reached by e-mail	no. 300 promotion days; no. 1 media intervention; no. 50,000 consumers involved; no. 25,000 consumers reached by e-mail	no. 300 promotion days; no. 1 media intervention; no. 50,000 consumers involved; no. 25,000 consumers reached by e-mail
Total triennial budget WP7	€ 1.281.081,00		

SUMMARY

WP no.	Description of services/goods/works	Amount
2	Public relations	236.819,75
3	Website and social media	225.491,50
4	Online advertising	135.600,00
5	Communication tools and gadgets	349.339,50
6	Events	1.011.405,00
7	Point-of-sale promotion	1.281.081,00
	Total amount	3.239.736,75

PROCEDURE FOR SELECTING THE IMPLEMENTING BODY OF THE PROGRAMME

6. Requirements for participation in the tender

Economic operators may participate in this tender procedure on an individual or associated basis.

The provisions of Articles 67 and 68 of the Procurement Code apply to entities formed in associated form.

Consortia referred to in Article 65, paragraph 2 of the Code that intend to perform the services through their own consortium members are obliged to indicate for which consortium members the consortium is competing.

Consortia referred to in Article 65 (2) (b) and (c) are required to indicate for which consortium members the consortium is competing.

Temporary consortia made up of two or more economic operators that individually meet the requirements to take part in the tender may be excluded from the tender, following an adversarial procedure. This option does not apply in the event that the groupings are made up of subsidiaries and/or affiliated companies within the meaning of Article 2359 of the Civil Code.

A competitor that takes part in the tender in one of the forms indicated below shall be excluded in the event that the contracting authority ascertains that there is significant evidence to suggest that the tenders of the economic operators are attributable to a single decision-making centre due to agreements with other economic operators participating in the same tender:

- participation in more than one temporary grouping or ordinary consortium of competitors or aggregation of economic operators adhering to the network contract (hereinafter, 'network aggregation');
- participation both in an ordinary grouping or consortium of competitors and individually;
- participation both as an aggregation of network operators and individually. This exclusion does not apply to networks not participating in the aggregation, which may submit a bid, for the same tender [in the event of subdivision of the contract into separate lots, replace 'to the tender' with 'to the individual lot'], either individually or in association;
- participation of a consortium which has appointed an executing consortium member who, in turn, participates in any other form.

In the event of such a finding, the economic operators concerned shall be informed, who may, within five days, prove that the circumstance did not affect the tender, nor is likely to affect their ability to fulfil their contractual obligations.

6.1 No grounds for exclusion from participation in the Tender

Participation in this tender procedure is reserved for economic operators who, on the date of submitting their tender, declare that there are no grounds for exclusion within the meaning of Directive 2014/24/EU, or grounds for exclusion related thereto:

- criminal convictions;

- the payment of taxes or social security contributions;
- insolvency, conflict of interest or professional misconduct.

The non-existence of these grounds for exclusion must be attested by the attached declaration (Annex A), signed by the legal representative.

Contestants may not participate if they are, with respect to another participant, in a situation of control, as defined in Article 2359 of the Italian Civil Code, or in any relationship, including a de facto one, if the control or relationship implies that the tenders submitted are imputable to the same decision-making centre.

6.2 Economic and financial capacity requirements

The economic operator (single or in a temporary grouping of companies) that intends to participate in this call for tenders must have achieved, in the three-year period 2020-2021-2022, an overall turnover of no less than Euro 3,000,000.00 (in letters: Euro three million) net of VAT, as resulting from VAT declarations or equivalent tax in the EU;

Possession of these requirements must be attested by the attached declaration (**Annex A**), signed by the legal representative. These requirements must be possessed by the economic operator as a whole, or as an entity in a temporary grouping of companies.

6.3 Technical and professional capacity requirements

Competitors must be in possession, under penalty of exclusion, of the general order requirements provided for by the Procurement Code, as well as the additional requirements indicated in this article and in the specifications.

The contracting authority verifies the possession of the general order requirements by accessing the file submitted by the economic operator.

The circumstances referred to in Article 94 of the Code are automatic grounds for exclusion. The existence of the circumstances referred to in Article 95 of the Code is ascertained after an adversarial procedure with the economic operator.

In the event of the participation of consortia pursuant to Article 65, paragraph 2, letters b) and c) of the Code, the requirements set forth in point 5 shall be possessed by the consortium and the consortia indicated as executors.

In the event of the participation of stable consortia pursuant to Article 65, subsection 2, letter d) of the Code, the requirements set forth in point 5 are possessed by the consortium, the consortium members indicated as executors and the consortia members providing the requirements.

The economic operator (single or in a temporary grouping of companies) wishing to participate in this selection competition must:

- have performed, in the three-year period 2020-2021-2022, services similar to those covered by the tender for a total amount of not less than EUR 1,000,000.00 (in letters: EUR 1 million) net of VAT;
- attach a list of main services performed (company CV);
- attach the CVs of the personnel employed, if any, in the execution of the Programme, showing proven experience in services similar to those covered by the tender.

Similar services include (but are not limited to):

- management activities of complex international promotion projects/programmes in the agri-food sector;
- management activities of groupings of companies and coordination of working groups;
- design and management activities of public contribution programmes;
- event and incoming organisation activities;
- press office management activities;
- communication activities, PR, etc. also on-line;

- production of information material;
- production of promotional videos.

Possession of these requirements must be attested by means of the attached declaration (Annex A) signed by the Legal Representative of the proposing party and the submission of the CVs of the professional figures envisaged in the performance of the assignment. These requirements must be possessed by the economic operator or by the temporary grouping of companies as a whole, except that in the latter case the mandated company must in any case possess the requirements and perform the services to a majority extent.

Self cleaning

An economic operator that finds itself in one of the situations referred to in Articles 94 and 95 of the Procurement Code, with the exception of contribution and tax irregularities that have been definitively and not definitively ascertained, may provide evidence that it has adopted measures (so-called self-cleaning) sufficient to demonstrate its reliability.

If the cause of exclusion occurred prior to the submission of the tender, the economic operator shall indicate in the DG the obstructive cause and, alternatively

- describes the measures taken pursuant to Article 96(6) of the Code;
- justifies the impossibility of adopting such measures and undertakes to do so at a later date. The adoption of the measures is communicated to the contracting authority.

If the cause of exclusion occurred after the submission of the tender, the economic operator shall adopt the measures referred to in Article 96(6) of the Code by notifying the contracting authority.

Compensation or an undertaking to compensate for any damage caused by the offence or misdemeanour, proof that the facts and circumstances have been clarified in a comprehensive manner by actively cooperating with the investigating authorities and that concrete technical, organisational or personnel measures have been taken to prevent further offences or misdemeanours are considered sufficient measures

If the measures taken are deemed sufficient and timely, the economic operator is not excluded. If those measures are deemed insufficient and untimely, the contracting authority shall inform the economic operator of the reasons therefor.

An economic operator excluded by a final judgment from participation in contract or concession procedures may not avail itself of self-cleaning during the period of exclusion resulting from that judgment.

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

7 Award Criteria

The contract is awarded on the basis of the criterion of the economically most advantageous offer, identified on the basis of the best value for money, according to the distribution of scores described below, taking into account the technical offer and the economic offer.

The qualitative aspects of the service and the price will be taken into account jointly; therefore, the total 100 points will be evaluated in the following proportions:

- TECHNICAL OFFER: MAXIMUM 85 POINTS;
- TECHNICAL OFFER: MAXIMUM 15 POINTS.

The following criteria and their sub-criteria are established for scoring.

TECHNICAL OFFER: MAXIMUM 85 POINTS

Criteria	Sub criteria	Maximum score
STRATEGY OVERALL (max. 21 points)	Adequacy of the planning in terms of coherence with the objectives of the Communication Strategy and consistency with the planning timeframe.	8
	Adequacy of the proposed methodology, articulation of the communication strategy, its capacity to produce significant results, the breadth of the target audience contacted	6
	Coherence between the overall project strategy and individual activities	7
CREATIVE FORMAT AND PROPOSALS GRAPHICS (max 36 points)	Quality of the proposed creative and graphic formats: creativity and effectiveness of the visual identity of the campaign and of the coordinated image, such as to make the communication recognisable and effective in all its declinations.	12
	Coherence with the Programme objectives: efficiency of the communication formats to guarantee the achievement of the general and specific objectives set in the Programme.	8
	Flexibility by channel, instrument and target group: evaluation of the possibility of articulating the message with a view to its use over the course of the three-year programme and through a mix of coordinated techniques and solutions, aimed at giving a clear and complete response to the needs of involvement of the different targets.	8
	Effectiveness of the proposed architecture: evaluation of the functionality and potentiality of the creative strategy for the envisaged application to the different spheres 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 single communication tools and actions and the strategic axis oriented to the Programme promotion objectives.	8
METHODOLOGICAL APPROACH (max 28 points)	Completeness of required output characteristics	8
	In-depth knowledge of the target markets and market logic in these markets	4
	Quality of the professional characteristics of the proposed team in terms of absolute competence based on the quality of the CVs submitted	4
	Adequacy of control mechanisms to monitor the correct economic-financial execution of the project and compliance with the timetable	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 for each sub-criterion:

not detectable	0
insignificant evaluation	0,1
barely sufficient evaluation	0,2
sufficient assessment	0,3
sufficient/fair assessment	0,4
fair assessment	0,5

fair/good evaluation	0,6
good rating	0,7
good/very good assessment	0,8
excellent rating	0,9
excellent rating	1,0

TECHNICAL OFFER: MAXIMUM 15 POINTS		
Criteria	Sub criteria	Maximum score
<u>AFFORDABILITY OF THE OFFER</u>	Economic offer for the activities (SUBTOTAL ACTIVITY) according to the formula below	10
	Economic offer for the participating economic operator's fee according to the formula below	5
TOTAL		15

With regard to the economic offer for activities (maximum 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 bid: is the highest economic bid for the activities (SUBTOTAL ACTIVITY) among those submitted;
Bid X: is the economic bid for the activities (SUBTOTAL ACTIVITY) of the economic operator considered.

As regards the economic offer for the economic operator's fee (maximum 5 points out of 100), the score shall be awarded on the basis of the following formula

Economic offer score for the economic operator's fee considered = (Minimum % Operator's fee / Operator's fee % X) * 5.

where:

Minimum operator fee %: is the fee for the lowest economic offer, of the participating operator, among those submitted.

Operator fee % X: is the fee relating to the economic offer of the economic operator in question.

It should be noted that the fee must never exceed 13% of the value of the economic offer in total or in part.

For the purposes of awarding and calculating scores, any non-integer values shall be approximated to the second decimal place.

No increased bids are permitted.

On the basis of the scores awarded to the offers, a ranking list will be drawn up.

The award will be made in favour of the tenderer who has submitted a bid that meets all the mandatory minimum requirements and has the highest overall score (technical bid score + financial bid 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 both the economic offer and the technical offer, the contract will be awarded by drawing lots.

The contracting body shall not be obliged to pay any compensation to the competing companies, for any reason or cause whatsoever, for the tenders submitted.

Once the prescribed checks on the possession of the requisites have been carried out, the contract will be awarded.

The award shall immediately bind the bidder awarded the tender, while the contracting body shall be definitively committed only when, in accordance with the law, all the acts consequent and necessary to the execution of the tender have acquired full legal effectiveness.

In the event that the successful tenderer fails to appear for the stipulation of the contract or in the event that the declarations made are found to be false, the awarding body reserves the right to award the contract to the next person in the ranking list, once the required checks have been carried out.

Il Consorzio Unaprol shall proceed with the awarding even in the event that only one valid offer is submitted, provided that it is congruous.

Pursuant to Article 108, paragraph 10, of Legislative Decree No. 36 of 31 March 2023, as amended and supplemented, the contracting authority shall not proceed with the awarding of the contract if no offer is convenient or suitable in relation to the subject of the contract.

In the event of an abnormally low tender, the contracting authority shall adopt the procedures set forth in Article 110 of Legislative Decree No. 36 of 31 March 2023, as amended and supplemented.

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

The results will be communicated via PEC to the participants and will be published on the Consorzio Unaprol website del www.unaprol.it.

8. MODALITIES FOR THE SUBMISSION AND EVALUATION OF PROPOSALS

Organisations interested in participating in the Call for Tenders must, under penalty of exclusion, send all the necessary documentation, which may also be downloaded from the www.unaprol.it website, **no later than 10 noon on 15th December 2023** (Rome local time), in a single envelope containing the following documents or in one or more files (if sent electronically):

Envelope A) Administrative documentation:

- Annex A completed and signed by the Legal Representative
- Balance sheet for the last 2 financial years
- CVs of personnel employed.

Envelope B) Technical proposal:

- Presentation of the economic operator participating in the selection procedure
- Detailed description of the required activities/initiatives/creative proposals.

Envelope C) Economic offer:

- Table detailing costs and operator's fee

The documentation must be submitted in paper format and in electronic format - printable and copyable - on CD or USB flash drive, by the participant in the tender **no later than 10 noon on 15th December 2023** (Rome local time).

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 the documents in printable, non-editable PDF format.

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

Name the subject of the envelope or PEC as follows:

NOTICE OF SELECTION BY OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF A BODY TO CARRY OUT PART OF THE THREE-YEAR PROGRAMME OF PROMOTION AND INFORMATION ACTIVITIES NAMED "EUROPEAN OLIVE OIL SYMBOL OF MEDITERRANEAN CULTURE TO SATISFY ORIENTAL TASTES"

Delivery of the envelope and/or telematic communication by the deadline shall remain at the sole risk of the sender if, for any reason, it does not reach its destination by the aforementioned deadline. Delivery after this peremptory deadline, and the related exclusion, may not be contested.

Address to which proposals should be sent by the above-mentioned deadline:

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

Offer opening and selection procedures

An internal commission will be appointed ad hoc, after the deadline for the arrival of tenders, to open and evaluate the duly received proposals, as well as the subsequent selection according to the criteria set out in this call for tenders. The Commission will meet at the UNAPROL premises in Rome, in order to carry out the selection procedures. The work of the Commission will be duly recorded with an indication, among other things, of the reasons supporting the assessments made. UNAPROL will ensure adequate publicity of the awarding of the contract. In particular, all participants will be promptly notified of the outcome of the tender through formal communication via email, informing unsuccessful tenderers of the reasons for their exclusion. The results will also be published on the UNAPROL website – www.unaprol.it, as soon as the Commission's evaluations have been completed.

Further information can be requested at the following address:

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

TENDER DOCUMENTS:

- NOTICE
- TECHNICAL SPECIFICATIONS
- ANNEX A

9. WAYS OF PREPARING THE OFFER

9. 1 WAYS OF PREPARING THE TECHNICAL OFFER - ENVELOPE B

Presentation of the economic operator:

General presentation in terms of: contacts, experience in the field of promotion/information on high quality agricultural products, experience in the realisation of events, PR and Press Office activities, organisation of point of sale tastings and press campaigns, elaboration of promotional/information material, website and social media management. 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 Programme.

Content of the Technical Report

The operator must indicate for each point listed below its initiatives and the way in which they were carried out and the results achieved.

OVERALL STRATEGY

The participant should 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 working group's capacity to produce the results envisaged by the project;
- b) articulation of the overall strategy: consistency between the overall project strategy and the individual activities;
- c) ways of achieving the specific objectives and results set out in the project.

PROJECT OUTPUTS

The participant should articulate its proposal by proposing the implementation methods 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 justification of the strategic, organisational and executive methods chosen, analysis of consistency with the general and specific objectives of the Programme and description of the project outputs;
- b) presentation of the working group responsible for the implementation of the activities, with a description of the working group's capacity to produce such 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 should be described. The activities and related interventions will have to 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 relevant target groups identified. The interventions should be declined according to the points below:

- a) mode of execution of the actions: description of the operational methods used for the provision of services and their consistency with the goals and objectives of the proposed communication campaign and the Program;
- b) timetable: adequacy of time and resources, provided in the timetable and its consistency with the Program, which should be articulated over a period of three years;
- c) consistency with the overall strategy and implementation methods of the interventions proposed above;
- d) description of the monitoring mechanisms and proper execution of the activities;
- e) Description of the working group and specific responsibilities in relation to different activities.

9.2 WAYS OF PREPARING THE FINANCIAL OFFER - ENVELOPE C

The costs shall be detailed for each activity and type of activity required for the organization and implementation of the service (SUBTOTAL ACTIVITY) with 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 ACTIVITY and are subject to reporting as indicated in the Agreement as per the model attached to the annual call for proposals 2023 approved under EU Regulation No. 1144/2014 on information and promotion actions concerning agricultural products carried out in the Internal Market and Third Countries.

The economic operator's fee (lump sum) should also be highlighted.

An example table is given below:

Work package/target country/common activities	Type of activity	Activity cost for each of the three years (euro)	Overall total (euro)
Public relations			
Website, social media			
Advertising			
Communication tools			
Events			
Point-of-sale promotion			
SUBTOTAL ACTIVITY			
Total economic operator (max 13%)		%	
TOTAL ECONOMIC OFFER*			

*NB: THE TOTAL ECONOMIC OFFER must be equal to the total amount of this selection procedure (€ 3.239.736,75).

The compensation of the executing agency (economic operator's fee) shall be a maximum of 13% of both the total cost (SUBTOTAL ACTIVITY) and referred to each individual action.

This table will form the economic offer and should be included in Envelope C - Economic Offer.

CHARGES TO BE BORNE BY THE SUCCESSFUL TENDERER

The following are the responsibility of the successful bidder.

1. Performance of the Services covered by the contract, in full and unconditional acceptance of the contents of these Specifications;
2. Observance of every indication contained in these specifications even if not specifically referred to in this article, of rules and regulations in force at both the national and regional levels, as well as those that may be issued during the contract period (including regulatory rules and municipal ordinances), with particular regard to those relating to hygiene and safety and in any case pertaining to the subject matter of the contract.

CHANGES IN THE CONTRACT -QUANTITATIVE AND QUALITATIVE CHANGES IN SERVICES

UNAPROL, if sudden and special needs arise, reserves the right to make more or less quantitative variations to the contract within the limit of one-fifth of the contract amount in compliance with contractual obligations.

RELATIONS BETWEEN THE CONTRACTOR AND THE ADMINISTRATION

The successful bidder must identify a contact person responsible for the service, who will be obliged to cooperate closely with UNAPROL offices in the implementation of the contracted Service, as well as the operational resolution of issues related to special needs of the activities.

INADEQUACIES

UNAPROL has the right to dispute services rendered that do not meet in whole or in part the requirements of the specifications or the bid proposed in the tender. In the event of a dispute, UNAPROL may require the supplier to replace personnel unsuitable for the performance of services. In case of delay or refusal, as well as in any other hypothesis of non-compliance with the contractual obligations undertaken by the economic operator, UNAPROL will challenge the contracted firm in writing for non-compliance.

FORFEITURE AND REVOCATION OF THE CONTRACT

The awarded firm may be declared forfeited from the contract in the following cases:

- for failure to fulfill its contractual or legal obligations, regarding salaries, liquidations or social security and insurance treatments in favor of the personnel of the awarded firm;
- for manifest non-compliance with the commitments undertaken in the contract of contract;
- for non-compliance with the submitted project lines and any supplementary indications regarding the quality of the service.

UNILATERAL TERMINATION OF THE CONTRACT

UNAPROL has the right to monitor and verify the proper performance of the service with the help of appointees chosen at its discretion. In case of contract termination, the awarded firm is still committed to continue the assignment, under the same conditions, for the maximum time of three months.

CONTRACTUAL EXPENSES

Stamp duty, stipulation, registration and any other incidental expenses inherent in the contract shall be borne 50% by the awarded economic operator and the remaining 50% by UNAPROL.

CONTENTIOUS

For the resolution of all disputes that may arise in the performance of the service, which cannot be settled in short order by the contracting parties, the place of jurisdiction shall be Rome.

RIGHTS OF OWNERSHIP AND USE

The rights of ownership and/or use and economic exploitation of the elaborates, prepared or produced by the contractor or its employees and collaborators within the scope or on the occasion of the execution of this service, shall remain the exclusive property of the Contracting Authority UNAPROL which may, therefore, dispose without any restriction of the publication, dissemination, use, duplication of said intellectual works or material. Said rights, pursuant to L. No. 633/41 "Protection of copyright and other rights granted to its exercise" as amended and supplemented by L. 248/00, shall be understood to be assigned, acquired and licensed in a perpetual, unlimited and irrevocable manner. The successful bidder agrees to deliver all products in open and modifiable format and expressly undertakes to provide UNAPROL, as Contractor, with all documentation and material necessary for the effective exploitation of the rights of exclusive ownership, as well as to sign all documents necessary for the possible transcription of said rights in favor of UNAPROL in any public registers or lists. The successful bidder undertakes to comply with current regulations on the collection and processing of personal data and the protection of databases.