

**OPEN COMPETITIVE TENDER FOR THE SELECTION OF THE IMPLEMENTING BODY
OF THE PROGRAMME FOR INFORMATION AND PROMOTION OF AGRICULTURAL
PRODUCTS IN THE INTERNAL MARKET NAMED “EUROPEAN FRUIT AND
VEGETABLES – YOUR FRESH CHOICE!” – ACRONYM “EU FRESH CHOICE IM” -
INVITATION TO PRESENT PROPOSALS N. 2020/C 216/11 DATED 30/06.2020**

TECHNICAL SPECIFICATIONS

1 – Preliminary Information

Terra Orti Società Cooperativa – with its registered address in Via Bagnolo San Vito snc – 84025 Eboli (SA) – Italy – C.F. / P. IVA 03605110653 – REA Salerno 308882 – Tel. +39 0828 601213 – Fax +39 0828 600103– e-mail info@terraorti.it – PEC (certified email) terraorti@pec.it, as proposing organisation and Coordinator of the aggregation Terra Orti Società Cooperativa, Associazione Ortofrutticoltori Agro Scarl (A.O.A. Scarl) and La Deliziosa Soc. Coop. Agr, hereinafter the “Client”, announces a public Tender for the selection of an “Implementing Body” through an Open Competitive Procedure.

1.1 – Framework

In accordance with EU Regulations n. 1144/2014, n. 1829/2015 and n. 1831/2015, the Client must **select an Implementing Body for the one-year information and promotion programme** named “**European Fruit and Vegetables – Your Fresh Choice!**” (Acronym “**EU FRESH CHOICE IM**”) – **ID 101020765** – hereinafter named the “Programme” – **submitted on 25/08/2020 to the Call 2020/C 216/11 “Additional call for proposals for simple programmes” – Topic Simple – Crisis 2020 - and approved with decision of the European Commission N. C (2020) 8816 final of 15/12/2020.**

The Client is not a body governed by public law pursuant to art.2, paragraph 1 point 4 of the Directive 2014/24/EU and consequently is not held to apply the national laws which transpose the application of the European Directive on public procurement (in Italy Legislative Decree 50/2016). However, the Client is held to carry out the selection of the Implementing Body through an open competitive procedure respecting the principles of cross-border interest, transparency, publicity, impartiality and equal treatment of applicants.

The Client, as proposing organisation and Coordinator of the aggregation Terra Orti Società Cooperativa, Associazione Ortofrutticoltori Agro Scarl (A.O.A. Scarl) and La Deliziosa Soc. Coop. Agr., thereby announces a public Tender through an Open Competitive Procedure for the selection of an Implementing Body engaged to implement the Programme “EU FRESH CHOICE IM”.

1.2 – Legal Framework and Reference documents

The applicable legal framework for the implementation of the Programme and this procedure consists of:

- a) Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008 (OJ L 317, 4.11.2014, p. 56);
- b) Commission Delegated Regulation (EU) 1829/2015 of 23 April 2015 supplementing Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries (OJ L 266, 13.10.2015, p. 3);
- c) Commission Implementing Regulation (EU) 1831/2015 of 7 October 2015 laying down rules for application of Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in the third countries (OJ L 266, 13.10.2015, p. 14);
- d) The guidance provided on the application of the competitive procedure for the selection of implementing bodies in the European Commission note DDG1.B5/MJ/db D (2016)3210777 of 7 July 2016;
- e) The Additional call for Proposals - Simple Programmes – Crisis 2020 - Grants to information provision and promotion measures concerning agricultural products implemented in the internal market and in third

countries to restore market situation in accordance with Regulation (EU) No 1144/2014 of the European Parliament and of the Council (2020/C 216/11);

- f) The MIPAAF Decree of 03/06/2020 – Prot. N. 0029174 – relating to the selection procedure of implementing bodies for simple programmes.

1.3 – General Information on the Programme

Products promoted by the Programme:

The products that will be promoted are Edible vegetables and certain roots and tubers (07 and in particular from 0701 to 0709 excluding codes 0710 to 0714) and Edible fruit (08 and in particular from codes 0801 to 0810 excluding codes 0811 to 0814).

Target countries:

France, Germany, Italy and Spain

General objective:

Restore the pre-COVID 19 market situation by increasing the consumption and market share of Italian fruit and vegetables in the four target markets by optimising their image and increasing awareness of their quality, safety, environmental sustainability, health benefits and versatility.

Specific objectives:

1. Restore the pre-COVID 19 market situation: the estimated fall in 2020 has slowed down the growing trend of consumption of fruit and vegetables in the internal market and has had heavy negative effects on the whole fruit and vegetable sector.
2. Achieve (by the end of 2021) an overall increase in the exports of Italian fruit and vegetables (or internal consumption in the case of Italy) in the four target markets of 0.29% compared to 2019 (+2.08% for France, + 0.87% for Germany, +0.09% for Italy and +1.03% for Spain). This objective will be achieved principally by activities directed to the consumers and the professional distribution sector and Ho.Re.Ca. channel, and additionally activities directed to opinion leaders who anyway have a primary role in directing demand for the promoted products from final consumers in the four target markets.
3. Increase the knowledge and awareness among consumers in the four target markets of the origin, quality, safety and environmental sustainability of the promoted products and more in general of the health benefits deriving from their consumption.

Target groups:

1. Professionals in distribution and HoReCa channel.
2. Opinion leaders (journalists, writers, food, wine& food, diet and lifestyle bloggers, chefs, foodies, influencers, nutritionists etc.)
3. Consumers aged 25-64

Activities to be carried out:

Definition of the communication strategy, graphic design and visual identity

Creation and update of the website and SEO

Social media management

Advertising (digital, social media)

Photographic production and corporate/institutional video

Communication tools and materials

Public relations/press office activities/ Collaboration with influences, chefs, bloggers and journalists (permanent PR office / press office, organisation of press events organisation of Blogger/Journalist/ Chef Outreach Programme)

Participation in international sector fairs

Duration of Programme and the contract:

12 months (with indicative start on 1 March 2021)

Overall value of the Programme:

€ 893.340,00

Overall value of this contract:

€ 754.540,00 net of VAT

The tender is a single lot

2 – Object of the Contract

2.1 – General description of the service

The service consists of the implementation of the Programme.

The contractor must, therefore, following the signature of the contract, ensure the delivery of the one-year Programme

and the implementation of the communication and promotional activities foreseen in the plan of the programme on the basis of the stated general and specific objectives, also through the ongoing monitoring of the activities carried out and the preparation of technical reports.

The service must provide professional technical and operational support, ensure the high quality of its deliverables, and be distinctive through innovative messages and communication tools as well as in its approach to attracting the stated target groups. The development and delivery of the Programme must be coherent with the general and specific objectives of the Communication Strategy, in the context of the priorities and objectives of Reg. EU 1144/2014 and ensure a clear awareness of the Programme and the proposing organisations.

2.2 – Performance of the service

The contractor must establish and maintain a Working Group responsible for the management and implementation of the Programme throughout the duration of the contract, in line with the requirements for participation. All the Working Group's activities must be agreed and approved by the Client. It is expected that at least two of the members of the Working Group are available to attend quarterly monitoring meetings to provide operational support to the Programme that will take place at the Client's headquarters to provide operational support to Programme activities that need to be carried out in strict coordination with the Client. Coordination of the activity and exchanges of information with the Client may also include: other meetings, phone contact, videoconferences, email, and exchange of material and documents online.

2.3 – Working Group

The contractor must guarantee the delivery of the service with its own staff and /or external associates with the required professional and technical qualifications for the assigned activities. The Working Group shall be characterised with a flexible organisational approach in order to respond to any needs that may arise during the course of delivery of the activities. In particular, the members of the Working Group should possess a range of professional experience with particular reference to the following fields: developing communication and marketing strategies, creation and development of websites, preparation of communication materials above and below the line, social media management, organisation of events, press conferences, workshops, meetings, design/setting up of exhibition stands and activities within international trade fairs, public relations and organisation of activities for opinion leaders, press office management, online and offline advertising, project management and ongoing monitoring of the results. The contractor must ensure that:

- a) It uses for the service its staff and/or associates that are suitable, and with proven capacities, honesty, trustworthiness, and discretion;
- b) It guarantees the stability and continuity of the service in all circumstances, providing personnel and/or associates in sufficient numbers and of a sufficient quality as required and respecting the content of the technical offer;
- c) It respects all the terms of employment contracts relating to salaries, legal rights and social security and insurance contributions with regards to its staff and/or associates.

3 – Duration of the service

The duration of the service is twelve (12) months from the signature of the contract which will be stipulated between the Client and the Contractor within 30 days of the signature of the Grant Agreement between the Client and Paying Agency of the Member State (AGEA) and will have as its subject the activities indicated in the technical specifications under the stated conditions. The Client reserves the right to ask for an extension of the end date of the duration of the service for a maximum additional 3 (three) months to guarantee the completion of all the activities foreseen in the Programme, under the same financial conditions.

4 – Conditions for participation

Economic operators, also established in other Member States of the European Union, can participate in this tender either singly or may fulfil the requirements relating to possession of economic, financial, technical and professional capacity by relying also on the capacities of another entity,

It is forbidden for a competitor participating in the tender together with another entity to participate singly.

The tenderer must be in possession of the requirements stated in the following points.

4.1 – Requirements for participation

Registration in the Chamber of Commerce, Industry, Crafts and Agriculture for activities in line with the object of this tender (as stated in the copy of the Chamber registration). A tenderer established in another member state than Italy should present a sworn statement or official document pursuant to the applicable law in the State where it is established.

4.2 – Absence of grounds for exclusion from participation in the Tender

Participation in this tender is reserved for economic operators who, on the date of the presentation of the offer, declare that no grounds for exclusion exist in accordance with Directive 2014/24/EU, or else grounds for exclusion that are associated with:

- Criminal convictions;
- Omitted payment of taxes or social security contributions;
- Insolvency, conflict of interest or professional misconduct.

The absence of these grounds for exclusion shall be attested to by means of the attached declaration (**Annex A**) signed by the legal representative.

4.3 – Requirements of economic and financial capacity

The economic operator that intends to participate in this tender must demonstrate either singly or relying also on the capacities of another entity, to have registered in **the three-year period of 2017/2019, an average annual turnover** not less than 1,000,000.00 Euro (one million Euro) net of VAT.

The possession of this requirement shall be attested to by means of the attached declaration (**Annex A**) signed by the legal representative and the presentation of **the balance sheets of the last three financial years. In the case where the economic operator relies also on the capacities of another entity, Annex A and all the remaining documentation must also be provided by the auxiliary undertaking.**

4.4 - Requirements of technical and professional capacity

The economic operator that intends to participate in this tender must demonstrate either singly or relying also on the capacities of another entity, to have **carried out in the period 2017/2019 activities similar to the ones covered by the tender**. For similar activities the following are intended (by way of example and not limited to): management of international promotion projects/programmes, organisation of events, press conferences, workshops, meetings, design/setting up of exhibition stands and activities within international trade fairs, public relations and press office management directed to opinion leaders, developing communication and marketing strategies, social media management, creation and development of websites, photographic and video production, preparation of communication materials above and below the line, advertising management (digital, social media), and agri-food sector promotion activities.

The possession of this requirement shall be attested to by means of the attached declaration (**Annex A**) signed by the legal representative, the general presentation of the Implementing Body, the description of the working group and the brief professional profiles of the identified members. **In the case where the economic operator relies also on the capacities of another entity, Annex A must also be provided by the auxiliary undertaking.**

In the case where the economic operator also relies on the capacities of another entity, the following declarations must also be included:

- declaration signed by the legal representative of the competing economic operator declaring the joint possession of the necessary requirements to participate in the tender, with a specific indication of the requirements supplied and capacities made available by the auxiliary undertaking;
- declaration signed by the legal representative of the auxiliary undertaking declaring the absence of grounds for exclusion from participation in the tender as well as the possession of those requirements and capacities made available by the auxiliary undertaking as part of the offer (**Annex A**);
- unconditional and irrevocable declaration signed by the legal representative of the auxiliary undertaking guaranteeing towards the competing economic operator and the Client that the necessary resources which the competing economic operator does not dispose of will be made available for the whole duration of the contract;
- declaration signed by the legal representative of the auxiliary undertaking that it will not participate in the tender singly or associated or in consortium with other economic operators and will not provide capacities

for other competitors;

- copy of the contract with which the auxiliary undertaking guarantees that it will provide the necessary requirements and capacities to the competing economic operator for the whole duration of the contract; in case the competing economic operation relies on an entity that belongs to the same group, in place of a contract a declaration attesting the legal and financial relationship in the group may be presented;
- copy of the certificate showing the registration of the auxiliary undertaking in the Chamber of Commerce for the activities relating to those that are the object of the above contract between the economic operator and the auxiliary undertaking (in the case of an economic operator that is not resident in Italy and without a stable organisation in Italy, documentation of equivalent legal value in force in the respective country of residence or sworn declaration).

4.5 – Subcontracting

The competitor may indicate in the offer the parts of the service that it intends to subcontract up to 30% of the total value of the contract. It is not grounds for exclusion but if the competitor indicates one or more subcontractors that at the same time compete singly in this tender, the competitor will not be allowed to subcontract to them.

4.6 – Bank guarantee

In case of the award of the tender, the economic operator shall present a bank guarantee issued by a banking institute or insurance company possessing the necessary authorisations equal to 10% of the amount entrusted. The guarantee must be consigned in original at least 5 (five) days before the signature of the contract.

5 – Method of presentation of the offers and signature of the tender documents

With a **failure to comply resulting in exclusion**, the packet containing the offer must be sealed and sent by registered post or courier or consigned by hand on weekdays, excluding Saturday and Sunday, from 9.00 to 17.00 at the registered address of the Coordinator of the aggregation Terra Orti Società Cooperativa, Via Bagnolo San Vito snc – 84025 Eboli (SA) - Italy. The packet must be consigned at the stated address **by and no later than 12.00 on 1 February 2021**, with failure to comply resulting in exclusion. In case of delivery by hand, the responsible employee shall provide a receipt with the date and time of delivery of the packet. The delivery of the packet shall remain at the exclusive risk of the sender in the event that for any reason whatsoever, it does not reach the destination within the aforementioned final deadline. The term “sealed” means hermetic closure that bears any sign or stamp placed on a plastic material such as adhesive tape or sealing wax, which closes the packet and the envelopes contained within it, attesting to the authenticity of the original closure from the sender as well as assuring the integrity of the packet and the envelopes and that they have not been tampered with.

On the outside of the packet, information relating to the competing economic operator (name or trading name, VAT number, PEC (certified email address) for communication) must be stated and the packet labelled with the following statement: **NON APRIRE - Bando di selezione mediante procedura competitiva aperta per la selezione di un organismo incaricato dell'esecuzione del Programma denominato “European Fruit and Vegetables – Your Fresh Choice! – EU FRESH CHOICE IM”.**

The packet shall contain three closed and sealed envelopes, with the registered name of the sender, the object of the tender and the following information, respectively for each envelope:

“A – Administrative documentation”

“B – Technical Offer”

“C – Financial Offer”

The lack of seals on envelopes “A”, “B” and “C” inserted into the packet, or their lack of integrity are **failures to comply resulting in exclusion** from the competition.

All the self-certifying declarations in accordance with arts. 46 and 47 of d.p.r. 445/2000, as well as Annex A, the request to participate, the technical offer and the financial offer must be signed by the legal representative of the competitor and if the competitor relies also on the capacities of another entity, the legal representative of the auxiliary undertaking. In the case of competitors not established in Italy, all the documentation must be produced in equivalent legally valid forms in accordance with the legislation of the State where the economic operator is registered. The signatories shall attach a photocopy of a valid identification document.

All the documentation shall be provided in **Italian and/or English** and presented in paper format and electronic format - printable and copiable – on a USB stick, by the competitor, **by and no later than 12.00 on 1 February 2021**.

Further information and/or clarifications on the above procedure can be obtained through written questions submitted

to the email address: progetti@terraorti.it at least 3 days before the deadline for the presentation of offers. No clarifications will be provided by telephone.

5.1 – Contents of Envelope “A” – Administrative documentation and economic-financial and technical-professional requirements

Envelope A contains the request to participate, Annex A, the certificate of registration at the Chamber of Commerce, Industry, Crafts and Agriculture (in the case of an economic operator that is not resident in Italy and without a stable organisation in Italy, documentation of equivalent legal value in force in the respective country of residence or sworn declaration) and the balance sheets relating to the three years 2017/2019 of the competitor and in the case the competitor relies also on another entity, of the auxiliary undertaking as well as all the other supporting documentation relating to the form of participation.

The **request to participate** contains the following information and declarations:

- whether the competitor participates in the tender singly or relies also on another entity for its participation;
- in case the competitor relies also on another entity, the competitor shall provide the identification information relating to each auxiliary undertaking (company name, VAT, registered address) and their role;
- declaration that the financial offer presented has in its formulation taken full account of: a) the contractual conditions and obligations including those relating to safety, insurance, working conditions, and all social security obligations that are in force in the place where the services/supplies are located; b) all the general, specific and local circumstances, excluding none, that may have influenced or could influence both the provision of the service, and the determination of the offer;
- that the competitor accepts without conditions and any reserve all the norms and provisions contained in the Technical Specifications;
- the following information: tax domicile; tax code / VAT number; PEC certified email address **or**, only in case of a competitor with a registered address in another member state, the email address for all communications;
- that the competitor authorises the Client to provide a copy of all the documentation presented for the participation in this tender if a participant in the tender exercises the right to access of the acts relating to the tender;
- states that the competitor is informed of the meaning and effects of article 13 of Legislative Decree no. 196 of 30 June 2003, that all personal data collected, also through electronic means, shall be treated exclusively for the purposes of the present tender, as well as the existence of the rights under article 7 of the same legislative decree.

Economic operators that are not resident in Italy and without a stable organisation in Italy shall in addition declare that in case of award they will align with the legislation set out in articles 17, comma 2, and 53, comma 3, of d.p.r. 633/1972 and communicate to the Client the name of their fiscal representative according to the law.

The competitor shall attach a photocopy of an identification document of the legal representative as well as all the documentation/declarations required in case the competitor relies on another entity (see the preceding point 4.4).

Annex A contains the following information:

- information on the economic operator;
- grounds for exclusion;
- selection criteria

In the case the economic operator relies also on another entity, Annex A should also be provided by the auxiliary undertaking.

Envelope A also contains the **Presentation of the Implementing Body** indicated as follows **with failure to comply resulting in exclusion from the competition**:

General presentation.

- Services/ activities carried out in the following fields: management of international promotion projects/programmes, organisation of events, press conferences, workshops, meetings, design/setting up of exhibition stands and activities within international trade fairs, public relations and press office management directed to opinion leaders, developing communication and marketing strategies, social media management, creation and development of websites, photographic and video production, preparation of communication materials above and below the line, advertising management (digital, social media), and agri-food sector promotion activities.
- Operational contacts already existing in the four target markets.

Description of the working group dedicated to the implementation of the Programme, and the brief professional profile of the identified members with particular evidence given to activities and experience acquired in similar activities and projects and the agri-food sector.

In case the economic operation relies also on another entity, the above information must also be provided by

the auxiliary undertaking.

5.2 - Contents of Envelope “B” – Technical Offer

Envelope “B – Technical Offer” contains, **with failure to comply resulting in exclusion from the competition**:

a) Definition of the overall communication strategy

In defining the proposed strategy, the following indications must be taken into consideration:

- Definition of the communication strategy: description of the coherence of the proposed strategy with the foreseen objectives of the Programme and the individual activities;
- Proposal for the communication concept and graphic design: originality, creativity, effectiveness and coherence between the communication concept and the communication strategy and Programme objectives;
- Description of the concept and strategic key visuals in the standard formats that will be utilised;
- Technical solutions and quality of the products.

The description of the proposed strategy should show concisely how it corresponds to the Client’s objectives, the reasons for its strategic choices in relation to the four target markets and the effectiveness of the proposed messages. The proposal should contain all the elements needed to define fully the concept, the communication strategy (creative Project) and its production (executive Project).

b) Definition of activities and outputs of the Programme

The actions to be carried out in the four target markets to achieve the set objectives and the minimum output, result and impact indicators as set out in the summary table in Point 6 must be detailed **for each of the foreseen activities in the work packages as set out in Point 6**. The activities and relative actions must be coherent with the proposed strategy and the identified target groups and set out according to the following points:

- Detailed description of the activities;
- Working group proposed for the realisation of the activities;
- Products / services (deliverables) that will be provided: description and quantification.

c) Summary timetable of the activities

5.3 – Contents of Envelope C – Financial Offer

Envelope “C – Financial Offer” shall contain, **with failure to comply resulting in exclusion from the competition**, the financial offer which must specify the following elements:

- **the overall price of the offer** expressed as a total in figures and letters, net of VAT and inclusive of all other taxes and contributions as established by law.
- Furthermore, **for each activity described in Point 6**, the relative costs net of VAT and inclusive of all other taxes and contributions as established by law must be detailed within a specific table (see the example below) as well as the all-inclusive fee for the Implementing Body.

EXAMPLE

Work Package N° 5	COMMUNICATION TOOLS AND MATERIAL
Activity N° 5.2	Communication tools and materials Below the line
Detailed costs	Production of N° brochures format € Production of N° shoppers€ Production of N° ... media kits.... € Etc. Fee - Implementing Body €
Total Activity N° 5.2	€

The total cost of each activity and the total cost of the Implementing Body shall also be presented separately

in a specific summary table (see the example below).

ACTIVITY	
TOTAL COST ACTIVITY	
IMPLEMENTING BODY FEE	

At the end of the table, the total cost of the actions shall be indicated (the sum of all the proposed activities) as well as the total fee of the Implementing Body.

In preparing the financial offer, each tenderer should bear in mind that in accordance with article 7, comma 1, letter b) of the decree of the President of the Republic n. 403 of 21 September 2001, the following percentages of the financial value of the service must in all cases be respected: a) the Implementing Body fee must not be more than 25%; b) realisation/ production not less than 75% of the total.

6 – Activities foreseen by the Programme

Work Package N° 2	COMMUNICATION STRATEGY, GRAPHIC DESIGN AND VISUAL IDENTITY
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, influencers, foodies, nutritionists), professionals in distribution and the Ho.Re.Ca. channel, consumers
Brief description of the activity and required outputs	This activity includes the following: <u>Plan of the communication campaign</u> : creation of the campaign concept and claim. <u>Development and creation of the graphic format and visual identity</u> of the campaign through the creative development of the communication concept <u>Definition and adjustment of the contents and format</u>
Indicative budget	18,000 €
Detailed description of the activity	
Working group proposed	
Detailed description of the products/ services (outputs) that will be provided	

Work Package N° 3	WEBSITE AND SOCIAL MEDIA
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, influencers, foodies, nutritionists), professionals in distribution and the Ho.Re.Ca. channel, final consumers
Activity N° 3.1	Creation and updating of website & SEO
Brief description of the activity and required outputs	<ul style="list-style-type: none"> - Creation and updating of a website in Italian, French, German, English and Spanish including sections dedicated to the presentation of the characteristics of the products promoted, their use (recipes) and interaction with users of the four target markets. - Creation of four Content Management System platforms, one for each target market. - Drafting of an SEO strategy. - Final report on the activities carried out and the results achieved (total views and users reached).
Indicative budget	34,000 €
Detailed description of the activity	

Working group proposed	
Detailed description of the products/ services (outputs) that will be provided	

Work Package N° 3	WEBSITE AND SOCIAL MEDIA
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, influencers, foodies, nutritionists), professionals in distribution and the Ho.Re.Ca. channel, final consumers
Activity N° 3.2	Social Media Management
Brief description of the activity and required outputs	<p>The activity includes:</p> <ul style="list-style-type: none"> - activation and registration of official accounts on the identified social media accounts – Facebook, Instagram and YouTube, the set-up of their pages, account management and development of followers; - planning, production and publication of contents according to a monthly editorial plan for 10 months; - Real Time Marketing and constant monitoring of the pages. <p>For Facebook and Instagram an average of 6 organic posts / month / social media account are foreseen for a total of 60 publications / social media account / country. For each target market, one or more ambassadors will be engaged to support the programme activity through the publication of contents on their social media channels.</p> <p>A report on the activities carried out and the results achieved (total views and users reached) will be prepared at the end of the programme.</p>
Indicative budget	92,000 €
Detailed description of the activity	
Working group proposed	
Detailed description of the products/ services (outputs) that will be provided	

Work Package N° 4	ADVERTISING
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, influencers, foodies, nutritionists), professionals in distribution and Ho.Re.Ca., consumers
Activity N° 4.1	Social Media Advertising
Brief description of the activity and required outputs	<p>The activity will support the publication of organic content on the identified social media. With regard to Facebook and Instagram, a total of 12 ads for each target market will have to be planned, translated and published. At the end of the programme, a report must be drawn up containing the results achieved in terms of the number of ads published, number of impressions and number of users reached.</p>
Indicative budget	58,000 €
Detailed description of the activity	
Working group proposed	
Detailed description of the products/ services (outputs) that will be provided	

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Work Package N° 4	ADVERTISING
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, influencers, foodies, nutritionists), professionals in distribution and Ho.Re.Ca., consumers
Activity N° 4.2	Advertising (online and offline)
Brief description of the activity and required outputs	The activity comprises of 2 publications / country in online versions of consumer magazines or specialised food blogs. At the end of the programme, a report on the number of professionals and consumers reached through the publications must be drawn up.
Indicative budget	44,000 €
Detailed description of the activity	
Working group proposed	
Detailed description of the products/ services (outputs) that will be provided	

Work Package N° 5	COMMUNICATION TOOLS AND MATERIAL
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, influencers, foodies, nutritionists), professionals in distribution and Ho.Re.Ca., consumers
Activity N° 5.1	Photographic production and corporate/institutional video
Brief description of the activity and required outputs	The activity comprises of: - a photo shoot aimed at creating 60 images dedicated to the promoted products; - the production of a video spot in three cuts (60, 30 and 15 seconds) in Italian, French, German, Spanish and English.
Indicative budget	55,000 €
Detailed description of the activity	
Working group proposed	
Detailed description of the products/ services (outputs) that will be provided	

Work Package N° 5	COMMUNICATION TOOLS AND MATERIAL
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, influencers, foodies, nutritionists), professionals in distribution and Ho.Re.Ca., consumers
Activity N° 5.2	Communication tools and material Below the line
Brief description of the activity and required outputs	The activity includes the production of the following tools and materials: - 12-page brochure in printed format (5,000 copies) and in digital format; - 5,000 shoppers with the campaign visual; - 500 media kit (folder with letterhead paper or notepad); - 400 menus (100 French, 100 German, 100 Italian and 100 Spanish) and 4 roll-ups for press events; - 7 daily programmes of cooking sessions with recipes (200 copies / subject) for trade fairs;

	- 16 gift boxes for competition winners. All the material must be produced in Italian, German, French, Spanish and English.
Indicative budget	20,900 €
Detailed description of the activity	
Working group proposed	
Detailed description of the products/ services (outputs) that will be provided	

Work package N° 6	PUBLIC RELATIONS AND PRESS OFFICE – COLLABORATION WITH INFLUENCERS / CHEFS / BLOGGERS AND JOURNALISTS
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, foodies, influencers, nutritionists) and consumers
Activity N° 6.1	Ongoing public relations and press office activity
Brief description of the activity and required outputs	The activity comprises of: <ul style="list-style-type: none"> - the creation of a mailing list / country; - the creation of a content book in digital format in English, Italian, German, French and Spanish; - the creation of a digital press kit in English, Italian, German, French and Spanish; - the creation and online submission of at least 4 press releases / country; - the preparation of a review of the articles and posts published also containing information on users reached.
Indicative budget	88,000 €
Detailed description of the activity	
Working group proposed	
Detailed description of the products/ services (outputs) that will be provided	

Work package N° 6	PUBLIC RELATIONS AND PRESS OFFICE – COLLABORATION WITH INFLUENCERS / CHEFS / BLOGGERS AND JOURNALISTS
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, foodies, influencers, nutritionists) and consumers
Activity N° 6.2	Press events
Brief description of the activity and required outputs	The activity includes the organization of four press events: in Perpignan (in coincidence with Med Fel), in Parma (in coincidence with Cibus), in Madrid (in coincidence with Food Attraction) and in Berlin (in coincidence with Fruit Logistica). Each event aims at hosting at least 80 opinion leaders and influencers and will be followed by a welcome buffet featuring a menu based on the products promoted. The events must include the presence of a chef / testimonial who will integrate the proposed menu with his own exclusive recipe. The successful tenderer must ensure the complete management of each event and all related organizational aspects: selection of locations, inspections, verification of the presence and operation of technical equipment, preparation, transport and distribution of promotional materials, photo and video shoots, reception/welcome personnel,

	support, monitoring and promotion activities, review of articles and posts published and users reached.
Indicative budget	107,400 €
Detailed description of the activity	
Working group proposed	
Detailed description of the products/ services (outputs) that will be provided	

Work package N° 6	PUBLIC RELATIONS AND PRESS OFFICE – COLLABORATION WITH INFLUENCERS / CHEFS / BLOGGERS AND JOURNALISTS
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, foodies, influencers, nutritionists) and consumers
Activity N° 6.3	Blogger / Journalist / Chef Outreach Programme
Brief description of the activity and required outputs	The Blogger / Journalist / Chef Outreach Programme consists of the selection of a targeted group of 16 food bloggers / journalists / chefs (circa 4/country) in order to make them aware of and promote the messages of the campaign to raise awareness of the promoted products. <u>Prize competitions/giveaways</u> will be organised with the selected 16 food bloggers / journalists / chefs, for their followers.
Indicative budget	70.000 €
Detailed description of the activity	
Working group proposed	
Detailed description of the products/ services (outputs) that will be provided	

Work Package N° 7	EVENTS: TRADE FAIRS
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, influencers, foodies, nutritionists), professionals in distribution and Ho.Re.Ca.
Brief description of the activity and required outputs	This activity includes the participation with a stand of at least 54 m2, in the trade Fairs: Med Fel (Perpignan – April 2021) and Cibus (Parma – May 2021). Within each trade fair, daily cooking sessions programmes will be organised dedicated to the promoted products. The participation in each Trade Fair and the planned cooking session programmes will be appropriately promoted also through the publication of a full page in colour in the official catalogue of the two Trade Fairs. A photo/video shoot will also be made during each Trade Fair.
Indicative budget	167,240 €
Detailed description of the activity	
Working group proposed	
Detailed description of the products/ services (outputs) that will be provided	

SUMMARY TABLE
OUTPUT, RESULT AND IMPACT INDICATORS FOR THE FOUR TARGET MARKETS

ACTIVITY	INDICATOR TYPE	INDICATOR	QUANTITY
3.1 Creation and updating of website & SEO	Output	Website	1 + 4 extensions
	Result	Number of views/impressions / users reached	320,000
	Impact	Number of users effectively reached / Awareness	64,000
3.2 Social Media Management	Output	Number of social media accounts activated and managed	3 social media accounts / country = 12
	Output	Number of contents produced and published	480
	Result	Number of views / impressions / interactions with published contents / Users reached	2,400,000
	Impact	Number of users effectively reached / Awareness	480,000
4.1 Social Media Advertising	Output	Number of ads published	12 / country = 48
	Result	Number of impressions / Users reached	2,000,000
	Result	Number of YouTube views	80,000
	Impact	Number of users effectively reached / Awareness	560,000
4.2 online / offline Advertising	Output	Publications in on-line magazines and/or specialised food blogs	8
	Result	Consumers reached by publications in on-line magazines / blogs	1,500,000
	Impact	Number of consumers effectively reached/ Awareness	300,000
6.1 Ongoing PR and press office activity	Output	PR and press office activity	4 mailing lists, 1 press kit in 4 language versions, 1 book of contents in 4 language versions, 16 press releases
	Result	Online and offline Articles / posts published	1,200
	Result	Number of opinion leaders reached through press releases and press kit – including the result of activity 6.2	1,200
	Result	Consumers reached through published posts and articles including the result of activity 6.2	2,400,000
	Impact	Number of opinion leaders effectively reached/ Awareness – including the result of activity 6.2	480
	Impact	Number of consumers effectively reached/ Awareness - including the result of activity 6.2	480,000

6.2 Press events	Output	Press events	4
	Result	Online and offline articles and posts published	400
	Result	Number of opinion leaders participating in the events	320
	Impact	Number of opinion leaders effectively reached/ Awareness	320
6.3 Blogger/ Journalist / Chef Outreach Programme	Output	Bloggers / journalists/chefs contacted from the short list	200
	Output	Number of bloggers/journalists/chefs involved and number of prize competitions organised	16
	Result	Contents generated and published	800
	Result	Mentions on social media	100
	Result	Number of consumers reached by prize competitions and published contents	1,200,000
	Impact	Number of bloggers/journalists/chefs effectively reached/ Awareness	80
	Impact	Number of consumers effectively reached/ Awareness	240,000
7 Trade Fairs	Output	Participation in Trade Fairs	2
	Result	Distribution and HoReCa channel professionals reached through the stands and programmes of cooking sessions – 10% of visitors	8,800
	Result	Opinion leaders reached through the stands and programmes of cooking sessions	400
	Impact	Distribution and HoReCa channel professionals effectively reached/ Awareness	2,200
	Impact	Opinion leaders effectively reached/ Awareness	160

7 – Award criteria

The tender will be awarded on the basis of the most economically advantageous offer and both **the quality of the service and the financial offer** shall be taken into account. The total 100 points shall be evaluated with the following proportions:

QUALITY OF THE TECHNICAL OFFER: MAXIMUM 80 POINTS

PRICE OF THE FINANCIAL OFFER: MAXIMUM 20 POINTS

TOTAL POINTS TO BE ASSIGNED: MAXIMUM 100 POINTS

The Evaluation Committee will evaluate the **qualitative elements of the Technical Offer** on the basis of the evaluation elements indicated in the table below:

EVALUATION ELEMENTS	CRITERIA	MAXIMUM POINTS
OVERALL STRATEGY MAX 8 POINTS	Coherence of the communication strategy with the foreseen objectives of the Programme	8 as follows: 8 = excellent 6 = good 4 = sufficient 2 = insufficient

	Coherence between the strategy overall and the individual activities	
PROPOSAL AND DEFINITION OF THE COMMUNICATION CONCEPT – TECHNICAL SOLUTIONS – QUALITY OF THE OUTPUTS MAX 28 POINTS	Originality, creativity of the graphic proposal and the communication concept for the campaign and appeal of its visual impact	8 as follows: 8 = excellent 6 = good 4 = sufficient 2= insufficient
	Coherence of the graphic proposal and the communication concept with the objectives set by the Programme	8 as follows: 8 = excellent 6 = good 4 = sufficient 2= insufficient
	Definition of the concept and strategic key visuals in the standard formats that will be used	8 as follows: 8 = excellent 6 = good 4 = sufficient 2= insufficient
	Technical solutions adopted and quality of the proposed graphic materials	4 as follows: 4 = excellent 3 = good 2 = sufficient 1 = insufficient
METHODOLOGICAL APPROACH AND ARTICULATION OF THE ACTIVITIES MAX 44 POINTS	Completeness of the description of each activity and their coherence with the proposed strategy, the target groups and the result indicators	20 as follows: 20 = excellent 15 = good 10 = sufficient 5 = insufficient
	Quality of the Working Group proposed for each activity in terms of competence and the quality of the professional profiles indicated in the technical offer. Knowledge of the management and organisation of similar information, communication and promotion services and activities to those in this procedure. Existing operational contacts in the four target markets	12 as follows: 12 = excellent 8 = good 6 = sufficient 2 = insufficient
	Quality and completeness of the outputs that will be provided (description, quantification and their coherence with the result indicators).	12 as follows: 12 = excellent 8 = good 6 = sufficient 2 = insufficient

The Evaluation Committee will continue with the evaluation of **the financial elements of the offer** on the basis of the evaluation criteria indicated in the table below:

EVALUATION ELEMENTS	CRITERIA	MAXIMUM POINTS
	Evaluation of the reasonableness and the detail of the cost proposed for each activity on the	15 as follows 15 = excellent 10 = good

FINANCIAL OFFER MAX 20 POINTS	basis of the products/services proposed	8 = sufficient 1 = insufficient
	Evaluation of the reasonableness of the fee for the Implementing Body	5 as follows: 5 = excellent 4 = good 3 = sufficient 1 = insufficient

8 – The Evaluation Committee and procedure for the award of the tender

An ad-hoc Evaluation Committee will be nominated after the deadline for the presentation of offers consisting of 5 members, of whom 3 internal to the 3 proposing organisations and two independent members with proven experience in: a) public tenders; b) marketing and communication strategies).

The Committee will meet at the registered address of the Client, Terra Orti Società Cooperativa, Coordinator of the aggregation, - on 4 February 2021 for the selection procedure.

If there is only one valid offer, the Client has the right to decide whether to proceed with awarding the tender. In the event of a tie in the points attained, the contract shall be awarded to the competitor that has achieved the greatest number of points in the technical offer. In the event of a tie in points in both the financial offer and the technical offer, the award shall be made on the basis of a random draw.

On completion of the above procedure, the Committee will draw up the ranking list and proceed with the award. The award will be immediately binding for the competitor that is awarded the contract, while the Client will be legally committed only when, in accordance with legislation, all the consequent and necessary acts for the conclusion of the tender take legal effect.

Timely communication shall be provided by PEC to all participants of the results of the Tender for Selection.

The results shall also be published on the website of Terra Orti Società Cooperativa - www.terraorti.it by 8 February 2021.

9 – Obligations of the contractor

The contractor has the following obligations:

- to carry out the service that is the subject of the tender in agreement and collaboration with the Project Leader nominated by the Client;
- the full and unconditional acceptance of the content of these technical specifications;
- the respect of all the information contained in these technical specifications even if not expressly mentioned in this article and all laws and regulations in force at European, national and regional level as well as those eventually issued during the contractual period.

10 – Modifications to the contract – qualitative and quantitative variations in the services

Should unexpected and specific needs arise, the Client reserves the right to make quantitative variations to the contract of greater or lesser amounts within a fifth of the value of the contract and in respect of the contractual obligations. Furthermore, the Client also reserves the right to terminate the contract or part of it for reasons not imputable to the contractor, recognising the contractor an indemnity in accordance with law for the part of the contract not carried out. Should extraordinary actions not contemplated in these technical specifications be requested, the relative conditions shall be agreed between the Client and the Contractor on a case-by-case basis.

11 – Relations between the contractor and the Client

The contractor must nominate a technical contact person and an administrative contact person responsible for the service who will have the obligation to collaborate closely with the Project Leader nominated by the Client in order to manage the technical/administrative/financial monitoring of the Programme.

12 – Breaches

The Client has the right to dispute services provided that do not respond wholly or in part with the provisions set out in these technical specifications or in the offer presented for the tender. In case of dispute, the client may ask the contractor to substitute staff or associates who are unsuitable for the realisation of the service. In case of delay or refusal, or in any other breach of the contractual obligations of the contractor, the Client shall contest the

breaches in writing to the contractor.

13 – Termination of the contract

The termination of the contract for repudiatory breach shall be declared in the following cases:

- the lack of fulfilment of contractual or legal obligations concerning salaries and fees of its personnel and associates;
- manifest failure to comply with the obligations established in the contract;
- non-respect of the project lines presented and eventual integrative indications concerning the quality of the service.

14 – Unilateral termination of the contract

The Client has the right to check and verify the correct execution of the service with the assistance of mandated personnel of its choice. In case of termination of the contract under this clause, the contractor is anyway held to continue with the charged duties at the same conditions for a maximum of three months.

15 – Contract expenses

50% of the expenses for stamps, stipulation, registration and all other additional costs concerning the contract shall be borne by the contractor and the remaining 50% by the Client.

16 – Disputes

The competent court for any disputes that may arise during the provision of the service that are not definable by the contracting parties is Nocera Inferiore (SA), Italy.

17 - Ownership and use rights

The ownership and/or use rights and financial exploitation of the products prepared or produced by the contractor or its employees or associates in the framework or execution of this service will remain the exclusive property of the Client that can, without any restriction, use them for publication, dissemination, use or duplication of the stated design, literary or material works. These rights, pursuant to L. n. 633/1941 “Protection of Copyright and Neighbouring Rights” as modified and integrated by L. n. 248/2000, must be considered ceded, purchased, bought and licenced in perpetuity, without limits, and irrevocably. The contractor undertakes to consign all the products in an open and modifiable format and expressly binds itself to supply the Client with all the documentation and materials necessary for the effective exploitation of exclusive titular rights as well as sign all necessary documents for the eventual registration of such rights to the Client in any registers or public lists. Furthermore, the contractor undertakes to respect the law in force concerning the collection and treatment of personal data and protection of databases.