

**OPEN COMPETITIVE TENDER FOR THE SELECTION OF THE IMPLEMENTING BODY
OF THE THREE-YEAR PROGRAMME FOR INFORMATION AND PROMOTION OF
AGRICULTURAL PRODUCTS IN THE THIRD COUNTRIES NAMED “EUROPEAN FRUIT
AND VEGETABLES: YOUR FRESH AND SUSTAINABLE CHOICE!” – ACRONYM “EU
FRESH CHOICE UK” - INVITATION TO PRESENT PROPOSALS N. 2021/C 31/06 DATED
28.01.2021**

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), La Deliziosa Soc. Coop. Agr, Asso Fruit Italia and Pignataro scarl, 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 three-year information and promotion programme** named “**European Fruit and Vegetables: Your Fresh and Sustainable Choice!**” (Acronym “**EU FRESH CHOICE UK**”) – **ID 101046151** – hereinafter named the “Programme” – **submitted in May 2021 to the Call 2021/C 31/06 “Call for proposals for simple programmes 2021” – AGRIP – SIMPLE – 2021 - TC-OTHERS – and approved with decision of the European Commission No C (2021) 8537 of 30/11/2021.**

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), La Deliziosa Soc. Coop. Agr, Asso Fruit Italia and Pignataro scarl, thereby announces a public Tender through an Open Competitive Procedure for the selection of an Implementing Body engaged to implement the three-year Programme “European Fruit and Vegetables: Your Fresh and Sustainable Choice!” – Acronym “EU FRESH CHOICE UK”.

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 2021 Call for Proposals - Simple Programmes - Grants to information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries in accordance

- with Regulation (EU) No 1144/2014 of the European Parliament and of the Council (2021/C 31/06);
- f) the MIPAAF Decrees dated 06/05/2021 (Prot. N. 0208929) and 06/12/2021 (Prot. N. 0639624) concerning the selection procedure for the implementing bodies for simple programmes.

1.3 – Main 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 country / market:

United Kingdom

General objective:

Increase the competitiveness, consumption and market share of European fruit and vegetables in the target market by optimising their image and increasing awareness of their quality, safety, sustainability, health benefits and versatility.

Specific objectives:

1. Achieve (by the end of 2024) an overall increase in the exports of Italian (and consequently European) fruit and vegetables in the target market of 14.3% compared to 2020. This objective will be achieved both through activities aimed at distribution professionals and the HoReCa channel and activities aimed at consumers and their main influencers (journalists, food bloggers, nutritionists, chefs, etc.).
2. Increase the level of knowledge and awareness among consumers in the target market of the origin, quality, safety and sustainability of the promoted products and more in general of the benefits deriving from their consumption.

Target groups:

1. Food distribution companies, importers, retailers, online distributors and HoReCa channel.
2. Opinion makers (journalists, food writers, food / diet / lifestyle bloggers, chefs, foodies, influencers, nutritionists etc.)
3. Consumers in regions and cities with the highest expenditure on fruit and vegetables aged 25-64

Activities to be carried out:

Adaptation of the communication strategy, graphic design and visual identity

Public relations/press office activities / Organisation of “micro” press events / Partnership with micro-influencers /

Organisation of special (online/offline) magazine and TV reports

Integration of the website, updating, maintenance and SEO strategy.

Registration and set up of official accounts on Facebook, Instagram e YouTube, production of contents and community management

Advertising (social media and online)

Communication tools and material (photoshoot of recipes, below the line communication tools)

Workshops B2B with importers, distributors and retailers

Participation in international trade fairs

Educational Tour

Point-of-sales (POS) promotion

Duration of Programme and the contract:

36 months (subdivided into 3 12-month phases with indicative start on 1 February 2022)

Overall value of the Programme:

€ 2,117,600.00

Overall value of this Contract:

€ 1,734,000,00 net of VAT and inclusive of the implementing body fee subdivided as follows:

Year 1: € 673,500.00

Year 2: € 540,100.00

Year 3: € 520,400.00

The contract 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 three-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 (periodic and final).

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, agreeing and sharing with the Client the activities to be carried out. It is expected that at least two of the members of the Working Group are available to attend monitoring meetings (quarterly and annual) 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, development of websites, preparation of communication materials above and below the line, social media management, organisation of press events, workshops, meetings, business and study trips, design/setting up of exhibition stands and activities within international trade fairs, public relations and organisation of activities for opinion makers, press office management, online and offline advertising, organisation of Point-of Sale promotions, 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 thirty-six (36) 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 6 (six) 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 2018/2020, an average annual turnover** not less than 2,000,000.00 Euro (two million Euro) net of VAT, resulting from VAT returns or equivalent tax in the EU.

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 2018/2020 services similar to the ones covered by the tender**. For similar services are intended international promotion and information programmes / activities such as (by way of example and not limited to): management of complex international promotion projects / programmes, organisation of press events, workshops, meetings, business and study trips, Point of Sale promotions, design/setting up of exhibition stands and activities within international trade fairs, public relations and press office management directed to opinion makers, developing communication and marketing strategies, social media management, creation and development of websites, preparation of communication materials above and below the line, online and offline advertising management, 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 bearing in the annex the presentation of the economic operator inclusive of a brief description of the main similar services performed as well as the the description of the working group and the brief professional profiles of its 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 for each year. The guarantee for the first year must be consigned in original at least 5 (five) days before the signature of the contract. The guarantees related to successive years must be consigned in original by 31 January 2023 and 31 January 2024 respectively.

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 proposal 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. Offers sent via certified e-mail or by other electronic means will not be considered valid. The packet must be consigned at the stated address **by and no later than 12.00 (Italian time) on 10 January 2022**, 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 and Sustainable Choice! – EU FRESH CHOICE UK”**.

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 10 January 2022**.

Further information and/or clarifications on the above procedure can be obtained EXCLUSIVELY 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 economic operator** inclusive of the following information, **with failure to comply resulting in exclusion from the competition**:

General presentation.

- international promotion and information programmes / activities performed such as (by way of example and not limited to): management of complex international promotion projects / programmes, organisation of press events, workshops, meetings, business and study trips, Point of Sale promotions, design/setting up of exhibition stands and activities within international trade fairs, public relations and press office management directed to opinion makers, developing communication and marketing strategies, social media management, creation and development of websites, preparation of communication materials above and below the line, online and offline advertising management, and agri-food sector promotion activities.
- Existing operational contacts in the target market.

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 and description of the coherence of the proposed strategy with the foreseen objectives of the Programme and the individual activities;
- description of the proposed adaptation to the creative and key-visual concept already developed for the ongoing campaigns www.ilovefruitandvegfromeurope.com: coherence between the communication concept, the communication strategy and Programme objectives;
- declination 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 target market and the effectiveness of the proposed messages.

b) Definition of activities and outputs of the Programme

The actions to be carried out each year in the target market 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 (outputs) 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 and for each year 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 as well as the fee for the Implementing Body must be detailed by year within a specific table (see the example below).

EXAMPLE

Work package N° 5 / Activity N° 5.1	COMMUNICATION TOOLS AND MATERIALS		
	YEAR 1	YEAR 2	YEAR 3
Detailed costs	N. photographic images € Brochure in digital format ... €		

	E-book and Audio recipe book in pdf, epub and audio format€ N.... shoppers€ N. ... Media kit€ Etc. Fee – Implementing Body €		
Total Work Package N° 5 / Activity N° 5.1	€	€	€

The total annual cost of each activity and the total annual cost of the Implementing Body shall also be presented separately in a specific summary table (see the example below).

ACTIVITY	YEAR 1	YEAR 2	YEAR 3
TOTAL COST OF THE 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 to be implemented

Work Package N° 2	PUBLIC RELATIONS		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists) and consumers		
Activity N° 2.1	Continuous public relations and press office activities		
Brief description of the activity and required outputs	<p>This activity includes the following:</p> <ul style="list-style-type: none"> - creation and annual updating of a mailing list of useful contacts of opinion makers in the target market; - integration and adaptation of the digital contents book already prepared for on-going campaigns, in English; - 1 digital press kit / year, in English; - preparation and distribution of at least 4 digital press releases / year; - preparation and distribution of 2 digital newsletters / year, in English, to contacts that will have accessed the brochure and recipe book; - collection and analysis of online & offline articles and posts published in an annual press review with official data on number of readers and followers reached. 		
Indicative 3-year budget	167.000 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3

Detailed description of the products/ services (outputs) that will be provided			
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Work Package N° 2	PUBLIC RELATIONS		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists) and consumers		
Activity N° 2.2	Organisation of 4 “micro” press events		
Brief description of the activity and required outputs	<p>This activity includes the organisation, during the first year of the programme, of four “micro” press events: one in London, one in Southampton, one in Bristol and one in Manchester.</p> <p>Each event shall be aimed at hosting at least 30 opinion makers 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.</p> <p>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.</p>		
Indicative 3-year budget	108.400 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 2	PUBLIC RELATIONS		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists) and consumers		
Activity N° 2.3	Partnerships with micro-influencers		
Brief description of the activity and required outputs	<p>This activity consists of the selection, during each year of the Programme, of a targeted group of 10 micro-influencers of the target market to be involved in the inclusion of the promoted products within their activities online and offline.</p> <p>With the 10 selected food bloggers / journalists, 10 <u>annual prize competitions / giveaways</u> for their followers will also be organised.</p>		
Indicative 3-year budget	138.000 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services			

(outputs) that will be provided			
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Work Package N° 2	PUBLIC RELATIONS		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists) and consumers		
Activity N° 2.4	Organisation of special (online / offline) magazine and TV reports		
Brief description of the activity and required outputs	During each year of the Programme, two outlets (online / offline magazines or TV) shall be identified to be invited as guests to the territories where the promoted products are grown for the realisation of dedicated magazine/TV reports. The successful tenderer must ensure the complete management of each report and all related organizational aspects: organisation of the itinerary, selection of locations, permission requests, engagement of chefs, testimonial and welcome / accompanying personnel, travel services, accommodation, meals and transfers.		
Indicative 3-year budget	153.000 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 3	WEBSITE AND SOCIAL MEDIA		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists), distribution and HoReCa professionals, consumers		
Activity N° 3.1	Integration of the website, updating, maintenance and SEO strategy.		
Brief description of the activity and required outputs	The activity includes: - Purchase of additional extension .uk - Adaptation and updating of the website www.ilovefruitandvegfromeurope.com - Creation and publication of new contents - 2 video recipes and 2 video interactive games / year - 1 Content Management System - 1 SEO strategy - Annual report on the activities carried out and results achieved (contents created and published, total views and users reached).		
Indicative 3-year budget	130.000 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 3	WEBSITE AND SOCIAL MEDIA		
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Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists), distribution and HoReCa professionals, consumers		
Activity N° 3.2	Registration and set up of official accounts on Facebook, Instagram e YouTube, production of contents and community 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 – 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 each year. - Real Time Marketing and community management for the 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 72 publications / year / social media account. During each year of the programme two “Pairing Sessions” will be organised using direct videos on Facebook.</p> <p>A report on the activities carried out and the results achieved (total views of the contents published and users reached) will be prepared for each year.</p>		
Indicative 3-year budget	179.500 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 4	ADVERTISING		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists), distribution and HoReCa professionals, consumers		
Activity N° 4.1	Social Media Advertising		
Brief description of the activity and required outputs	<p>The activity is aimed to support the publication of organic contents on the identified social media. With regard to Facebook and Instagram, a total of 24 ads / year will have to be planned and published.</p> <p>For YouTube, a total of 12 short (5-second) pre-roll non-skippable ads / year will be created, planned and published.</p> <p>At the end of each year of the programme, a report will be drawn up containing the results achieved in terms of the number of ads published, number of impressions, views, number of users reached.</p>		
Indicative 3-year budget	155.000 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be			

provided			
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Work Package N° 4	ADVERTISING		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists), distribution and HoReCa professionals, consumers		
Activity N° 4.2	Online Advertising		
Brief description of the activity and required outputs	<p>The activity includes:</p> <ul style="list-style-type: none"> - For the organized distribution / HoReCa channel and for opinion makers, the publication of a full page in colour in the official <i>Show Preview</i> and of an Exhibitor blog piece in each edition of Specialty Fine Food London trade fair. - For consumers, 2 colour publications / year in online magazines specialized in food. - Annual report on the number of professionals and consumers reached through the publications. 		
Indicative 3-year budget	87.000 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 5	COMMUNICATION TOOLS AND MATERIALS		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists), distribution and HoReCa professionals, consumers		
Activity N° 5.1	Communication tools and materials		
Brief description of the activity and required outputs	<p>This activity includes the production of the following tools and materials:</p> <ul style="list-style-type: none"> - 60 photos (30 of recipes and 30 photos of the crops and still-life for the website and social media). - 30 exclusive recipes to accompany the aforementioned photos. - Colour brochure with hypertexts for in depth information, videos, photos and authentication system to be distributed through NFC tag and QRCode to apply on dedicated gadgets. - Ebook and Audiobook of recipes in pdf, epub and audio format containing the 30 recipes inclusive of photos and instructions. - 9.000 shopper with campaign visuals. - 1.000 media kit (folder with notebook and greeting card). - 9.000 gadgets with integrated NFC tag and printed QRCode. - 4 menus (30 copies / event) and 4 backdrops (1/event) for “micro” press events. - 3 menus (20 copies / workshop) and 3 roll-up (1 / workshop) for workshops. - 6 daily programmes of cooking sessions with recipes (200 copies / version) for the three editions of the Specialty Fine Food London trade fair. - 4 kits for the POS promotions’ competitions (ballot box, roll-up and entry card). - 46 gift boxes for the winners of the competitions. <p>All the aforementioned material must be in English.</p>		
Indicative 3-year budget	98.700 €		

Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 6	EVENTS		
Target groups	Importers, distributor's representatives, retailers, HoReCa channel.		
Activity N° 6.1	Workshops B2B with importers, distributors and retailers		
Brief description of the activity and required outputs	<p>The activity includes the organisation of 4 workshops (Year 1, 2 and 3 in London and Year 3 also in Manchester) having the aim of presenting the campaign and improve knowledge of the promoted products among the importers, distributors and retailers of the target market.</p> <p>Each workshop shall be aimed to hosting at least 20 importers / distributors / retailers and shall be followed by a welcome buffet / tasting featuring recipes based on the promoted products.</p> <p>The successful tenderer must ensure the complete management of each workshop 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, reception/welcome personnel.</p>		
Indicative 3-year budget	98.000 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 6	EVENTS		
Target groups	Importers, distributor's representatives, retailers, HoReCa channel.		
Activity N° 6.2	Participation in international trade fairs		
Brief description of the activity and required outputs	<p>This activity includes the participation, with a stand of at least 54 m2., in the trade Fair Specialty Fine Food London (years 2022, 2023 and 2024).</p> <p>Within each edition of the trade fair, daily cooking sessions programmes will be organised dedicated to the promoted products.</p> <p>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 Show Preview and of an Exhibitor Blog Piece – cfr. Activity 4.2 . A photo/video shoot will also be made during each edition of the selected trade fair.</p>		
Indicative 3-year budget	227.400 €		
Detailed description of the activity			

Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 6	EVENTS		
Target groups	Importers, distributor's representatives, retailers, HoReCa channel.		
Activity N° 6.3	Educational tour		
Brief description of the activity and required outputs	The activity involves the organization of a study tour (during the second year of the programme) lasting 4 days to the locations where the products covered by the programme are grown. The tour will host 10 large-scale retail importers / buyers / HoReCa representatives and opinion makers / influencers. The programme shall include visits to locations where the promoted products are grown, B2B meetings, tasting sessions, workshops.		
Indicative 3-year budget	61.000 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 7	Point-of-sales (POS) promotion		
Target groups	Final consumers and distribution professionals		
Activity N° 7.1	POS promotion		
Brief description of the activity and required outputs	<p>This activity includes the organisation of four POS promotions lasting at least four days (Year 1, 2 and 3 in London, Year 3 also in Manchester) including prize competitions / giveaways (with four prizes / point of sale which will be drawn at the end of each promotion).</p> <p>The successful tenderer must ensure the complete management of each promotion and all related organizational aspects: inspections, set-up of the promotional desk inclusive of graphics, roll-up and ballot box – cfr. Work package 5 - transport and distribution of promotional materials, welcome personnel.</p> <p>The promotions will be supported by the publication of an ad in the digital version of the InStore magazines of the points of sales involved or, if there is no magazine, of posts on their social media channels.</p>		
Indicative 3-year budget	113.000 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3

Detailed description of the products/ services (outputs) that will be provided			
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Work Package N° 8	OTHER ACTIVITIES		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists), distribution and Ho.Re,Ca professionals and consumers.		
Activity N° 8.1	Communication strategy, graphic design and visual identity		
Brief description of the activity and required outputs	<p>This activity shall include what follows:</p> <ul style="list-style-type: none"> - Definition of the communication strategy and description of the coherence of the proposed strategy with the foreseen objectives of the Programme and the individual activities. - Description of the proposed adaptation to the creative and key-visual concept already developed for the ongoing campaigns www.ilovefruitandvegfromeurope.com: coherence between the communication concept / strategy and the Programme objectives. - Declination of the concept and strategic key visuals in the standard formats that will be utilised. 		
Indicative 3-year budget	18.000 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

**SUMMARY TABLE
OUTPUT, RESULT AND IMPACT INDICATORS FOR THE TARGET MARKET**

Output and results indicators		
WP	Output indicators	Result indicators
Work Package 2	1 Mailing list and 2 updates 3 Press kits 12 press releases 6 digital newsletters 4 micro press events 4 live transmissions on Facebook, Instagram and YouTube 30 contests/partnerships activated with micro-influencers 6 (online/offline) special magazine/ TV reports	450 Articles / posts published 500 opinion makers reached through press releases and digital newsletters 30 Micro-influencers reached 450 contents generated 240 opinion makers reached by invitations to press events 120 opinion makers participating in press events 1,800,000 consumers reached through articles and posts published and contents generated 2,000,000 users reached by (online/offline) special magazine/ TV reports

Work Package 3	Purchase, maintenance and management of 1 additional extension .uk 3 social media accounts activated and managed 432 (144/ year) contents produced and published 6 Facebook live pairing sessions	120,000 website views / users reached 800,000 views / impressions / interactions of contents published on social media
Work Package 4	72 Ads published on FB / IG 36 Bumper ads YouTube 3 full colour pages published in Show Preview of the trade fair Specialty Fine Food London 3 Exhibitor blog pieces 6 publications in digital versions of specialised food magazines	1,200,000 impressions / users reached FB / IG 30,000 YouTube views 30,000 distribution/HoReCa professionals reached by the Show Preview and Exhibitor blog pieces 800,000 consumers reached by the publications in the digital magazines
Work Package 5	60 photographic images 9,000 NFC brochures 9,000 recipe books 9,000 shoppers 1,000 media kits (folder, notebook and greeting card) 9,000 gadgets 6 cooking sessions programmes 200 menus for the micro press events and workshops 4 backdrops and 4 roll-ups 4 competition kits for POS promotions 46 gift boxes	Horizontal activity across the Action and so no result indicators are foreseen.
Work Package 6	4 workshops 3 personalised 54 m2 stands 1 Educational Tour	160 importers/ distributors/ retailers reached through the invitation to the workshops 80 importers/ distributors / retailers participating in the workshops 4,500 distribution and HoReCa professionals reached through the stands, cooking sessions and promotional material 50 importers/ distributors and opinion makers reached by the invitation to the educational tour 10 importers/ distributors and opinion makers participating in the tour
Work Package 7	4 POS Promotions including prize competitions 4 Ads or posts in InStore channels in the sales points involved	120,000 consumers reached by the promotions and InStore publications 1,000 consumers reached by the questionnaires
Work Package 8	1 communication campaign 1 Visual identity 1 Visual identity book	Horizontal activity across the Action and so no result indicators are foreseen.
Impact indicators		
Impact indicator description	Baseline	End of programme
Number of opinion makers effectively reached/awareness raised through the activities in Work Package 2	770 opinion makers reached through the press releases, digital newsletters, invitation to press events and activated partnerships	308
Number of consumers effectively reached/awareness raised through articles and posts published, contents generated and special	3,800,000	760,000

magazine/TV reports– see Work Package 2		
Number of consumers that enter in contact with the website and social media effectively reached/awareness raised – see Work Package 3	920,000	184,000
Number of consumers exposed to advertising on social media and in digital magazines effectively reached/awareness raised – see Work Package 4	2,030,000	406,000
Number of distribution/HoReCa professionals reached by the digital pages in Show Preview and the Exhibitor blog pieces effectively reached/awareness raised – see Work Package 4	30,000	7,500
Number of importers/ distributors / retailers reached through workshops, trade fair editions and the educational tour effectively reached/awareness raised – see Work Package 6	4,710	1,177
Number of consumers reached by POS Promotions and InStore publications effectively reached/awareness raised	120,000	24,000
Objective 1: Increase in Italian exports of fruit and vegetables to the United Kingdom	€ 219,167,000 (2020 data)	€ 245,153,000
Objective 2: 20% increase in awareness/recognition of UK consumers of the characteristics of European fruit and vegetables	7,739,511 consumers in the 25-64 age group	1,547,902 consumers reached and influenced by the campaign messages (20% of 7,739,511)

7 – Award criteria

The qualitative aspects of the service and the economic offer will be considered jointly. The tender will be awarded, in fact, in compliance with the principle of the best quality – price ratio. The total 100 points shall therefore be evaluated with the following proportions:

QUALITY OF THE TECHNICAL OFFER: MAXIMUM 80 POINTS

CONGRUITY 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 12 POINTS	Coherence of the communication strategy with the foreseen objectives of the Programme Coherence between the overall strategy and the individual activities	12 as follows: 12 = excellent 8 = good 6 = sufficient 2 = insufficient
PROPOSAL AND DECLINATION OF THE COMMUNICATION CONCEPT – TECHNICAL SOLUTIONS – QUALITY OF THE OUTPUTS MAX 18 POINTS	Adequacy and effectiveness of the proposed adaptations to the creative concept and the key-visual.	4 as follows: 4 = excellent 3 = good 2 = sufficient 1 = insufficient
	Coherence of the graphic proposal and the communication concept with the objectives set by the Programme	4 as follows: 4 = excellent 3 = good 2 = sufficient 1 = insufficient
	Declination of the concept and strategic key visuals in the standard formats that will be used. Technical solutions adopted and quality of the proposed materials.	10 as follows: 10 = excellent 7 = good 4 = sufficient 1 = insufficient
METHODOLOGICAL APPROACH AND ARTICULATION OF THE ACTIVITIES MAX 50 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 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 target market.	18 as follows: 18 = excellent 12 = 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
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FINANCIAL OFFER AND FEE MAX 20 POINTS	Evaluation of the congruity of the cost proposed for each activity on the basis of the products/services proposed and the market rates.	15 as follows 15 = excellent 10 = good 5 = 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 (five) members, of whom three internal to the five 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 13 January 2022 at 11.00 am for the selection procedure. The opening of the contents of Envelopes A, containing the administrative documentation of the economic operators participating in the Tender, for the purpose of their admission to the tender itself, will take place in a public session through an electronic platform. The legal representative of each participating economic entity may attend this session by submitting an identification document or may appoint his / her representative with a proxy. The evaluation of the technical offers (Envelopes B) and of the economic offers (Envelopes C) will take place in a private session.

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 18 January 2022.

In addition, the results will be promptly published on the TED portal, the online version of the supplement to the Official Journal of the European Union, dedicated to European public procurements.

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, in the Contract for the implementation of the programme which will be signed by the proposing organisation and the member State, in all laws and regulations in force at European and national level as well as those eventually issued during the contractual period.

10 – Modifications to the contract – qualitative and qualitative variations in the services – unilateral termination of the contract

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. 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 the event that the Client should find serious discrepancies in the execution of the activities entrusted, he will have the right to unilateral termination of the contract.

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

Should the Client find any discrepancy in the actions with respect to what is foreseen by the Programme, by the provisions set out in these technical specifications or in the offer presented for the tender, he will have the right to send a formal complaint through certified e-mail post to the implementing body. The implementing body must respond to the complaint within seven working days.

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 – 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.

15 – 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 Salerno, SA, Italy.

16 - 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 treatment of databases.

17 – Treatment of personal data of third parties and confidentiality

The Contractor, during the execution of the contract, undertakes to comply with all the provisions contained in the national and European legislation, including the provisions of Legislative Decree 196/2003 and those provided for by Reg. (EU) 679/2016 of the European Parliament and of the Council of 27 April 2016 (so-called GDPR) and to guarantee that the personal information, assets, statistics, personal data and / or any other kind of information of which it will become aware due to the services entrusted, will be treated with adequate methods

and according to transparent procedures. The Contractor, during and after the execution of the contract, undertakes not to make direct or indirect use of the information he has become aware due to the services entrusted to obtain advantages or other benefits for himself or for third parties. In particular, the Contractor must undertake to maintain the utmost confidentiality of all information, data and circumstances concerning the Client, even after the conclusion of the service.

18 – Information on the processing of personal data

In compliance with the provisions of Legislative Decree 196/2003 and those provided for by Reg. (EU) 679/2016 of the European Parliament and of the Council of 27 April 2016 (so-called GDPR), the Client will use the data collected contained in the offers for the sole purpose to proceed with the selection of the implementing body. The data collected may be used for the fulfilment of legal obligations, including the inspections foreseen by Reg. (EU) 1144/2014 and by the directorial decrees of 6 May 2021 N° 208929 and of 6 December 2021 N° 0639624 – Department of competitive policies for agri-food quality, fisheries and horse-racing – DG promotion of agri-food quality and horse-racing, containing “Guidelines for the selection procedure of implementing bodies for single programmes” in relation to the invitation of January 28, 2021 N° 2021 / C31 / 06 for simple programmes.

The rights of the interested party are set out in Article 13 of the Legislative Decree 196/2003 and can be exercised pursuant to and for the purpose of the GDPR (see Articles 15 and 22).

The Client declares that with regard to the procedure established for the selection procedure:

- The purposes of the data processing concern the verification of the competitors’ ability to participate and win the tender in question.
- The data provided will be collected, recorded, organised and stored for the time strictly necessary and for the purposes of managing the tender; will be processed both on paper and by computer technology, even after the possible establishment of the contractual relationship for the purposes of the relationship itself.
- Failure to provide mandatory data required will result in exclusion from this tender.
- The data may be disclosed to: 1. Client’s personnel; 2. Members of the evaluation committee; 3. Verification commission identified by MIPAAF; 4. Competitors participating in the tender; 5. All other subjects identified as deserving or interested in accordance with Italian legislation and in particular with the Law on administrative procedure N° 241/90.
- The active subject of data collection is the Client, and the data controller is its legal representative.
- The interested party can exercise the rights provided for by Legislative Decree 196/2003 and by the GDPR articles 15 and 22.

Data controller: Maria Iacobone.

Exercise of rights: for any further information regarding the processing of personal data, the interested party can write to info@terraorti.it

19 – Conflict of interest

Pursuant to and for the purposes of the Departmental Degree of MIPAAF - Department of competitive policies for agri-food quality, fisheries and horse-racing – DG promotion of agri-food quality and horse-racing – N° 0029174 of 30 June 2020; of the directorial decrees 6 May 2021 N° 208929 and 6 December 2021 N° 0639624 – Department of competitive policies for agri-food quality, fisheries and horse racing – DG promotion of agri-food quality and horse racing, containing “Guidelines for the selection procedure of implementing bodies for simple programmes” in relation to the invitations of January 28, 2021 N° 2021 / C31 / 06 for simple programmes; of Reg. (EU) 1144/2014, of Reg. (EU) 1829/2015 – delegate; of the EU Reg. 1831 / 20115 – of execution; of the note European Commission DDG1 B5 / MJ / DBD (2016) 321077 dated 7 July 2016 - Guidelines on tender procedures; of the Communication of the European Commission (2006 / C/179/02) paragraph 2.1.2; the Client, in carrying out this selection procedure, adopts all suitable measures to effectively prevent, identify and remedy conflicts of interest that are capable of distorting competition and guaranteeing equal treatment of economic operators.

20 – Single person in charge of the procedure

The sole person in charge of the procedure is Emilio Ferrara.