

OPEN COMPETITIVE TENDER FOR THE SELECTION OF THE IMPLEMENTING BODY OF THE PROGRAMME FOR INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES NAMED “EU OLIVE OIL: QUALITY AND SUSTAINABILITY ON YOUR TABLE” – ACRONYM “EU OLIVE OIL US” - INVITATION TO PRESENT PROPOSALS AGRIP-SIMPLE-2023

TECHNICAL SPECIFICATIONS

1 – Preliminary Information

Associazione L’Olivicola Cosentina Società Cooperativa – with its registered address in Via Cesare Marini n. 19 – 87100 Cosenza (CS) – Italia – C.F. 98004400788 – P. IVA 01185260781 – REA Cosenza 120112 – Tel. +39 0984 29839 – Fax +39 0984 796777 - e-mail op.assoco@gmail.com – PEC op.olivicolacosentina@pec.it as Proposing Organisation, 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 “**EU Olive Oil: Quality and Sustainability on Your Table**” (Acronym “**EU OLIVE OIL US**”) – **ID 101137671** - hereinafter named the “Programme” – **submitted to the Call AGRIP-SIMPLE-2023 “Call for proposals for simple programmes 2023” - TC-AMERICAS – and approved with decision of the European Commission No C (2023) 7540 of 10/11/2023.**

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 a open competitive procedure respecting the principles of cross-border interest, transparency, publicity, impartiality and equal treatment of applicants.

The Client thereby announces a public Tender through an Open Competitive Procedure for the selection of an Implementing Body engaged to implement the three-year Programme “**EU Olive Oil: Quality and Sustainability on Your Table**” – Acronym “**EU OLIVE OIL US**”.

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 Call for Proposals - AGRIP-SIMPLE-2022 - 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
- f) the MIPAAF Decree dated 30/11/2023 – N. 640411 – 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 promoted are olive oil and extra virgin olive oil (codes 150990 and 150910).

Target country / market:

United States of America

General objective:

Increase the competitiveness, consumption and market share of European olive oil products in the target market by optimizing their image and increasing the level of awareness of their quality, safety, sustainability and health benefits.

Specific objectives:

1. Achieve (by the end of 2026) an increase in the export of Italian olive oil products to the target market by 12.3% compared to 2022. This objective must be achieved both through activities aimed at importers, food distribution and HoReCa professionals and those aimed at consumers and their main influencers (journalists, food bloggers, nutritionists, chefs, etc.).
2. Improve the level of awareness and recognition of the origin, quality, safety, sustainability of the promoted products and, more generally, the benefits deriving from their consumption among food sector distribution and HoReCa professionals, opinion leaders and, above all, consumers end users of the target market. This objective will have to be achieved both through field activities addressed to the three target groups and, more indirectly, through social media, advertising, partnerships with micro-influencers, etc.

Target groups:

1. Food distribution companies, importers, distribution chain retailers, online distributors and HoReCa channel
2. Opinion makers (journalists, writers, food, food and wine, nutrition and lifestyle bloggers, chefs, foodies, influencers, nutritionists, etc.)
3. Consumers in the 25-64 age group.

Activities to be carried out:

Ongoing public relations/press office activities, organisation of press events.

Integration of the website, extension .us, creation and updating of contents, maintenance and SEO strategy.

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

Social Media Advertising

Communication tools and materials (photographic images and below the line communication tools)

Participation in international trade fairs

Educational tour

POS / InStore promotions

Communication strategy, graphic design and visual identity

Duration of Programme and the contract:

36 months (subdivided into 3 12-month phases with indicative start on 1 March 2024)

Overall value of the Programme:

€ 1.392.284,00 net of VAT

Overall value of this Contract:

€ 1.045.500,00 net of VAT divided as follows:

Year 1: € 545.000,00

Year 2: € 250.000,00

Year 3: € 250.500,00

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 organisation.

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 quarterly and annual monitoring meetings 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 conferences, InStore promotions, press/educational study tours, design/setting up of exhibition stands and organisation of promotional activities within international trade fairs, public relations and organisation of activities for opinion makers, press office management, social media advertising, project management and 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 2020/2022, an average annual turnover** not less than 2,000,000.00 Euro (two 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 2020 / 2022 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 international promotion projects / programmes; organisation of events, press conferences, InStore promotions, press / educational study tours; design, set-up, management and animation activities for international trade fairs; press office management and public relations aimed at opinion leaders; development of communication and marketing strategies; social media management; creation and development of websites; design and creation of communication material above and below the line; social media advertising management; agri-food sector promotional 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 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 within 30 days of the end of the guarantee issued for the previous year.

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 Client: Associazione L'Olivicola Cosentina Società Cooperativa – Via Cesare Marini n. 19 – 87100 Cosenza (CS)- 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 25 January 2024**, 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 “EU Olive Oil: Quality and Sustainability on Your Table – EU OLIVE OIL US”.**

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 25 January 2024**.

Further information and/or clarifications on the above procedure can be obtained EXCLUSIVELY through written questions submitted to the email address: op.assoco@gmail.com at least 3 days before the deadline for the presentation of offers. Oral requests or those sent in any other way shall not be taken into consideration.

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 2020 / 2022 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 carried out such as, but not limited to: management of complex international promotion projects / programmes; organisation of press conferences, InStore promotions, study and educational tours; design, set-up, management and animation activities for international trade fairs; press office management and public relations aimed at opinion leaders; development of communication and marketing strategies; social media management; creation and development of websites; design and creation of communication material above and below the line; social media advertising management; agri-food sector promotional 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 with particular reference to 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 adaptation proposed for the communication concept and key-visual already developed for the ongoing campaign in Canada www.oliveoilfromeurope.eu: originality, creativity, effectiveness and coherence of the communication concept with the communication strategy and with the objectives of the programme;
- proposal 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. The report must contain all the elements capable of fully defining the concept, the communication strategy (Creative Project) and the production (Executive Project).

b) Definition of activities, outputs and results of the Programme

For each of the foreseen activities in the work packages as set out in Point 6, the actions to be carried out must be detailed for each year for the target market to achieve the set objectives and the related minimum output, result and impact indicators as set out in the summary table of indicators 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 (implementation/outputs) that will be provided: description and quantification.

c) Summary timetable of the activities sub-divided by year.

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 any 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 any 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 foreseen for the implementation of the activity	Production of N. 36 photographic images and related texts for recipes ... € Production of N. 24 photographic images of cultivation / transformation of the promoted products ... € Revision and production of N. brochure in format ... € Creation and production of N. ... cookbooks in format €		

	Production of N. ... Media kits in format € Production of N.... shoppers/backpacks € Etc.		
Fee for the 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 3 YEARS
A - COST FORESEEN FOR THE IMPLEMENTATION OF THE ACTIVITIES				
B - IMPLEMENTING BODY FEE				
C – TOTAL COST (A+B)				
D - % IMPLEMENTING BODY FEE (B) IN RELATION TO THE COST FORESEEN FOR THE IMPLEMENTATION OF THE ACTIVITIES (A)				

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
Activity N° 2.1	Continuous public relations and press office activities
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists), food sector professionals and consumers
Brief description of the activity and required outputs	The activity includes: - Creation and updating of a mailing list containing at least 1.200 useful contacts - The creation of a press kit / year in digital format in English - The creation and online submission – through PRNewswire / Cision - of at least 4 press releases / year, in English - The preparation of an annual review of the articles and posts published which also contains data on the users reached. The review should also contain the contents generated by the activity 2.2 and by the activities comprised in work package 6.
Indicative 3-year budget	€ 126,000
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° 2	PUBLIC RELATIONS		
Activity N° 2.2	Organisation of two press events		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists etc), food sector professionals		
Brief description of the activity and required outputs	<p>The activity comprises the organisation of two press events: in New York in September 2024, and in Las Vegas in January 2025. Each event shall host at least 80 opinion leaders and influencers and be followed by a welcome tasting featuring a menu using the promoted products. The events shall be broadcast live via Facebook / Instagram and YouTube.</p> <p>The successful tenderer will have to ensure the complete management of each event and all the related organizational aspects: selection of locations, site inspections, verification of the availability and functioning of the technical equipment, preparation, transport and distribution of promotional materials, photo and video service, welcome reception, assistance, monitoring and promotion activities, review of articles and posts published and users reached.</p>		
Indicative 3-year budget	€ 90,000		
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		
Activity N° 3.1	Integration of the website, updating, maintenance and SEO strategy.		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists, etc), food sector professionals and consumers		
Brief description of the activity and required outputs	<p>This activity must include:</p> <ul style="list-style-type: none"> - Integration of the website with extension .us - Renewal of the main domain .eu (third year of the programme) - Creation of new contents in English - Preparation of the SEO strategy - 1 CMS platform - Uploading in the specific section of the 36 recipes created in activity 5.1 and the recipes created by chefs, bloggers, foodies, etc. - Development of 2 video recipes / year with subtitles in English - Development of 2 interactive games / year dedicated to the promoted products in English - Enhancement of information tools aimed at enabling the activation of a constant dialogue between users of the target market and the website. - Annual report on the activities carried out and the results achieved (total views and users reached). 		

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° 3	WEBSITE AND SOCIAL MEDIA		
Activity N° 3.2	Activation, set-up and management of the official accounts - Facebook, Instagram & YouTube, production of contents and community management		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists etc), food sector professionals and consumers		
Brief description of the activity and required outputs	<p>The activity includes:</p> <ul style="list-style-type: none"> - Activation and set-up of official accounts on Facebook, Instagram and YouTube. - The planning, production and publication of contents according to an editorial plan defined on a monthly basis for each year. For Facebook and Instagram, on average, the publication of 6 organic posts / month is expected, for a total of 72 publications / social / year. For YouTube, 6 videos / year. - "Community management" activities (content monitoring, sending replies, etc.). <p>Furthermore, during each year of the programme, a "cooking session" (preparation of one or more recipes based on the promoted products by a chef) will be organised on YouTube.</p> <p>Finally, on an annual basis, a report produced on the activities carried out and the results achieved (total views and users reached).</p>		
Indicative 3-year budget	€ 137,500		
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		
Activity N° 4.1	Social Media Advertising		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists etc), food sector professionals (distributors and HoReCa) and consumers		
Brief description of the activity and required outputs	<p>The activity is aimed at supporting the publication of organic contents on the identified social media. In relation to Facebook and Instagram, a total of 24 ads / year will be planned and sponsored. For YouTube 6 short ads (approx. 5 seconds) / year will be created, scheduled and sponsored in non-skippable pre-rolls. For Google, 6 PPC Ads will be created and sponsored annually.</p> <p>During the second year of the Programme, a Recipe Challenge shall be organized on Instagram and with FB as secondary support: publication, over at least two weeks, of</p>		

	a series of contents aimed at inviting users to share their recipes using olive oil and/or extra virgin olive oil and participate in a prize competition. At the end of each year of the programme, a report must be drawn up containing the results achieved in terms of number of ads published, number of impressions, views and number of users reached.		
Indicative 3-year budget	€ 109,000		
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		
Activity N° 5.1	Communication tools and materials		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists, etc), food sector professionals in distribution and HoReCa and consumers		
Brief description of the activity and required outputs	<p>The activity includes the production of the following tools / materials:</p> <ul style="list-style-type: none"> - 36 photographic images and corresponding texts for recipes to be used for the cookbook as well as for the recipe section of the website. - 24 photographic images of cultivation and transformation. - Update of the texts of the 12-page brochure, in English, already done for the Canadian market. - Production of the brochure in both printed (2,000 copies) and digital format to be downloaded through a QR code to apply to all the gadgets and display supports. - Creation and production of a cookbook, in English, in both printed (2,000 copies) and digital format to be downloaded through a QR code to apply to all the gadgets and display supports. The cookbook will contain the 36 recipes produced (images and texts). - 2,000 shoppers or backpacks with campaign visuals. - 500 media kits (folder, notebook and greeting cards). - 1,000 pens with campaign logo. - 2,000 gadgets to diversify according to target groups. - Programmes, in English - 200 copies / programme - for the cooking demos planned for the identified trade fairs. - 2 menus (100 copies/event) in English and 2 backdrops or roll-ups (1 / event) to be used at press events. - 6 kits (desk, ballot-box, card / questionnaire, roll-up) for InStore promotions. 		
Indicative 3-year budget	€ 79,000		
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		
Activity N° 6.1	Participation in international trade fairs		
Target groups	Importers, representatives of distributors, retailers, HoReCa - opinion leaders		
Brief description of the activity and required outputs	<p>This activity comprises the participation, with a stand of at least 36 m2, in the following trade fairs:</p> <ul style="list-style-type: none"> - Plant Based Expo – New York – September 2024 - Winter Fancy Food Show – Las Vegas – January 2025 - Summer Fancy Food Show – New York – June 2026. <p>Daily programmes of cooking demos dedicated to the promoted products must be organised within each trade fair.</p> <p>During each trade fair edition, a photo / video shoot must be created.</p>		
Indicative 3-year budget	€ 225,000		
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		
Activity N° 6.2	Educational tour		
Target groups	Importers, representatives of distributors, retailers, HoReCa – Opinion leaders		
Brief description of the activity and required outputs	<p>The activity involves the organization of a study trip (in the second year of the Programme) lasting 6 days to the places where the promoted products are produced. The tour will host 10 importers / buyers / HoReCa representatives and opinion leaders / influencers from the target market. The programme must include visits to producers, B2B meetings, tasting session and workshops. In addition to the proposed itinerary and the application form, a specific match-making questionnaire must be prepared and distributed, aimed at identifying the specific interests of potential guests.</p>		
Indicative 3-year budget	€ 62,000		
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	POS / InStore Promotions		
Activity N° 7.1	POS / InStore Promotions		
Target groups	Consumers and food distributors professional		

Brief description of the activity and required outputs	<p>The activity involves the organization of four POS / InStore promotions, inclusive of tasting of the promoted products, at Eatly's points of sales in New York and Las Vegas (Year 1), in Los Angeles (Year 2) and in New York (Year 3). Each promotion should last at least one week and should include the organisation of a sweepstake / giveaway with 7 winners / point of sales.</p> <p>A promotional desk must be set up inside each point of sale, including a desk, a roll-up and a ballot box for collecting cards / questionnaires.</p> <p>All promotions must be supported by additional digital and marketing activities (4 posts and 1 newsletter / point of sales) to be agreed and implemented in collaboration with the retail chain involved.</p>		
Indicative 3-year budget	€ 120,000		
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° 8	OTHER ACTIVITIES		
Activity N° 8.1	Communication strategy, graphic design and visual identity		
Target groups	Opinion leaders (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists, etc.), distribution and HoReCa professionals, consumers		
Brief description of the activity and required outputs	The activity comprises of the possible adaptation of the creative concept and the key-visual already developed for the ongoing campaign in Canada. Furthermore, secondary messages and communication materials must be appropriately further integrated and declined for the new campaign.		
Indicative 3-year budget	€ 10,000		
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		
FORESEEN OUTPUT AND RESULT INDICATORS FOR THE TARGET MARKET		
WP	Output indicators	Result indicators
Work Package 2	1 mailing list with at least 1.200 useful contacts and updates 3 press kits 12 press releases (4/year) 2 digital invitations to press events 2 press events	1.200 commentators intercepted through press releases, of which 300 reached by invitations to press events 160 commentators participating in the press events 960 contents generated and published 160 commentators participating in the press events 1,800,000 consumers intercepted through generated contents

	2 live broadcasts on Facebook, Instagram and YouTube 2 photo / video services	
Work Package 3	Activation, maintenance and management of one additional extension .us SEO strategy and update One CMS platform 6 video recipes 6 interactive games 3 social media accounts activated and managed 432 (144/year) contents produced and published on FB and IG 18 (6/year) video YouTube 3 YouTube cooking sessions	120,000 site views (views / users reached) 1.200,000 views (views / impressions / interactions) of content published on social media
Work Package 4	72 (24/year) Ads published on FB / IG 18 YouTube in-streams ads (6/year) 18 PPC Google Ads (6/year) 1 Recipe Challenge IG	1.860.000 impressions / users reached 45.000 YouTube views
Work Package 5	60 photographic images and 36 recipe texts 2,000 12-page brochures (print and digital) 2,000 cookbooks (print and digital) 2,000 shoppers / backpacks 500 media kits (folder, notebook and greeting card) 2,000 gadgets (aprons, etc.) 1,000 pens 3 cooking demos programmes (200 copies / programme) 2 menus for press events and 2 roll-ups or backdrops 4 kits for InStore / POS promotions	Activity transversal to the whole Action and for which no result indicators are envisaged.
Work Package 6	3 36 m2 personalised stands 1 Educational Tour	45,000 professionals from the distribution / HoReCa channel / industry intercepted through the stands, cooking demos and promotional material 300 contacts registered 30 food sector professionals and opinion leaders reached by the invitation to the educational tour 10 food sector professionals and opinion leaders participating in the tour 30 contents published by the opinion leaders participating in the tour 600,000 consumers intercepted by the contents published by the opinion leader participating in the tour
Work Package 7	4 POS / InStore promotions organised	172,000 consumers intercepted through the POS / InStore promotions
Work Package 8	1 updated declination of the secondary messages 1 updated declination of the key-visual in all communication materials	Activity transversal to the whole Action and for which no result indicators are envisaged.

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7 – Award criteria

The qualitative aspects of the service and the financial 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 according to the following ratio:

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, the themes to be treated and the timetable and resources available for the implementation of the Programme. Coherence between the overall strategy, the individual activities and the results to be achieved.	8 as follows: 8 = excellent 6 = good 4 = sufficient 2 = insufficient
PROPOSAL AND DECLINATION OF THE COMMUNICATION CONCEPT – TECHNICAL SOLUTIONS – QUALITY OF THE OUTPUTS MAX 24 POINTS	Originality and creativity of the proposed adaptation of the communication concept and key-visual of the campaign and appeal of its visual impact.	4 as follows: 4 = excellent 3 = good 2 = sufficient 1 = insufficient
	Effectiveness of the graphic adaptation of the proposed key visual and of the communication concept to assure achievement of the objectives set in the Programme.	8 as follows: 8 = excellent 6 = good 4 = sufficient 2 = insufficient
	Declination 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 materials.	4 as follows: 4 = excellent 3 = good 2 = sufficient 1 = insufficient
METHODOLOGICAL APPROACH AND ARTICULATION OF THE ACTIVITIES MAX 48 POINTS	Completeness of the description of each activity and their coherence with the proposed strategy, the	20 as follows: 20 = excellent 15 = good 10 = sufficient

	target groups and the output and result indicators	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. Experience in 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.	16 as follows: 16 = excellent 12 = good 8 = sufficient 4 = 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
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.	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 members, including three internal members from the proposing organisations and two independent external members with proven experience in a) public tenders b) planning and coordination of promotion and internationalisation projects / marketing and communication strategies.

The **Committee** will meet at the headquarters of dell'Associazione L'Olivicola Cosentina Società Cooperativa – Via Cesare Marini n. 19 – 87100 Cosenza (CS), on **26 January 2024** at **15.00** in order to complete the selection procedure.

The opening of the envelopes (Envelope A) containing the administrative documentation of the participants in the Tender will take place at the office indicated above **on 26 January 2024 at 15.00 in a public session. This session may be attended**, in person or **remotely**, by the legal representative (or person delegated by the same in writing) of each of the participating economic operators, presenting a suitable valid identification document. The **link** through which to connect remotely **will be sent to the operators who request it. The request must be sent to the e-mail address: op.assoco@gmail.com indicating in the subject line "Request link for public selection session OE EU OLIVE OIL US". Requests must be sent after the deadline set for the delivery of the envelopes (i.e. after 12.00 on 25 January 2024), but no later than 13.00 on 26 January 2024.** In order to participate remotely in the public session, a scanned copy of the identity document of the economic operator's legal representative must be made available or, in the case of a delegated person, a copy of the proxy signed by the legal representative and accompanied by a copy of the identity document of the same.

After the opening of the Envelopes A and the eligibility of the participants in the Tender has been defined, the Commission will proceed, **in private session**, with the evaluation of the technical offers (Envelope B) and the financial offers (Envelope C).

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 bidder 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.

All participants will be promptly notified of the outcome of the Selection Tender by PEC or, in the case of non-Italian operators, by e-mail. More specifically, the name and address of the successful economic operator will be communicated, with an indication of the overall vote received, and the evaluation form of the recipient of the communication will be sent.

The results will also be published on the Association's website - www.olivicolacosentina.com, as well as on the TED portal - the online version of the supplement to the Official Journal of the European Union dedicated to public procurement - within 7 working days from the date of conclusion of the procedure selection.

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 quantitative 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.

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 any services rendered that do not fully or partially comply with the requirements of the specifications or the offer proposed in the tender. In the event of a dispute, the Client may request the Contractor to replace personnel/collaborators not considered adequate for the performance of the services. In the event of delay or refusal, as well as in any other case of non-compliance with the contractual obligations assumed by the Assignee, the Client will contest the non-fulfilments 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 activities 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 good execution of the service with the help of appointees chosen at its discretion. In the event of termination of the contract, the Contractor is in any case committed to continuing the assignment, under 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 Cosenza, 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 treatment of databases.

18 – 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.

19 – 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 Decree of 17 October 2022 n. 0526288 – Department of competitive policies for agri-food quality, fisheries and horse-racing – DG promotion of agri-food quality and horse-racing, which defines the criteria that non-contracting authorities must respect in the selection of implementing bodies for simple programmes in relation to the AGRIP-SIMPLE-2023 call.

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 MASAF; 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: Graziella Scattarella.

Exercise of rights: for any further information regarding the processing of personal data, you can write to op.assoco@gmail.com

20 – Conflict of interest

Pursuant to and for the purposes of the Degree of MASAF N° 640411 of 30 November 2023 which defines the criteria that non-contracting authorities must respect in the selection of implementing bodies for simple programmes in relation to the AGRIP-SIMPLE-2023 call; 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.

21 – Single person in charge of the procedure

The sole person in charge of the procedure is Pierpaola Occhiuto.