

**TECHNICAL SPECIFICATIONS AND IMPLEMENTING BODY SELECTION PROCEDURE
FOR THE REALISATION OF A PROGRAMME
CO-FINANCED UNDER REG (EU) 1144/2014**

**EUROPEAN OPEN CALL FOR TENDERS FOR THE CONTRACT TO THE IMPLEMENTING BODY FOR
THE INFORMATION AND PROMOTION PROGRAMME FOR AGRICULTURAL PRODUCTS
IN THE INTERNAL MARKET
DENOMINATED 'EU QUALITY IG: PDO and PGI Fruit and Vegetables: Synonymous with Quality,
Sustainability, Traceability and Safety'.**

eligible for funding under EU Reg. No. 1144/14

Decision C(2024) 7881 of 18.11.2024

1 Foreword and preliminary information

OP AGRINSIEME Soc. Coop. a R.L. (hereinafter also referred to as the Procuring Body or Purchaser), with registered office in Via Elio Lampridio Cerva n. 98, 00143 ROMA (RM) - ITALY, VAT no. and C.F. no. 02274990593, email promozione@agrinsieme.com, PEC op-agrinsieme@pec.it, as the Proposing Body of the **three-year Programme (01/03/2025 - 28/02/2028) AGRIP-SIMPLE-2024-IM-EU-QS** (Proposal ID 101194307) named "**L'ortofrutta DOP e IGP: Sinonimo di qualità, sostenibilità, tracciabilità e sicurezza**" (acronym **EU QUALITY IG**), eligible for co-funding by the European Commission pursuant to EU Regulation no. 1144/2014 - concerning information and promotion actions concerning agricultural products carried out in the Internal Market and Third Countries - by Decision C(2024) 7881 of 18.11.2024, hereby,

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Pursuant to the reference articles of Regulation (EU) No 1144/2014, Delegated Regulation (EU) No 2015/1829, Implementing Regulation (EU) No 2015/1831, a **call for tenders for the selection, by means of an Open Competitive Procedure, applying the criterion of the economically most advantageous offer identified on the basis of the best value for money, of an implementing body** in charge of carrying out the actions (activities/initiatives) aimed at achieving the objectives set out in the above-mentioned **three-year "EU QUALITY GI" Programme**, which will take place in the target countries of Italy, Germany and France and will concern PGI and PDO certified quality fresh fruit and vegetables.

Call for tenders for the selection, by means of an Open Competitive Procedure, of an implementing body in charge of carrying out the actions (activities/initiatives) aimed at achieving the objectives set within the above-mentioned three-year "EU QUALITY GI" Programme, which will take place in the target countries of Italy, Germany and France and will concern PGI and PDO certified quality fresh fruit and vegetables.

Premise

DEFINITIONS AND SYNONYMS

List of definitions and synonyms that may be used in the Technical Specifications and Tender Rules:

- a) **SELECTION PROCEDURE OF THE EXECUTIVE ORGANISATION:** 'Tender' or 'Selection Procedure';

- b) **OP AGRINSIEME** or "OP AGRINSIEME Soc. Coop. a r. l." or "Procuring Organisation" or "Contracting Organisation" or "Contractor" or "Principal"
- c) **PROGRAMME:** 'EU QUALITY IG' or 'Project Programme' or 'Project'
- d) **ACRONYM OF THE PROGRAMME:** "EU QUALITY IG";
- e) **PARTICIPANT IN THIS SELECTION PROCEDURE:** "Economic operator" or "Tendering entity" or "Participant"
- f) **CONTRACTING PARTY:** "Implementing Body";
- g) **CONTRACT FOR THE IMPLEMENTATION OF THE PROGRAMME:** "Grant Agreement"
- h) **CONTRACT CONCLUDED WITH THE SELECTED IMPLEMENTING:** the contract by which the service subject of these technical specifications is definitively entrusted. Also referred to as "Service Contract" or "Procurement Contract";
- i) **TENDER DOCUMENTS:** this document, including the preamble and annexes, which contains the technical specifications (PART A: containing the technical provisions to be applied to the subject matter of the tender contract) and the tender specifications (PART B: document providing economic operators with the information necessary for the preparation and presentation of the documents constituting the tender and the award criteria). Reference to this document will also be made using the terms "notice" or "contract notice" or "notice";
- j) **WORK PACKAGE:** set of homogeneously classifiable activities aimed at achieving common objectives;
- k) **FIELD OF ACTIVITY:** The fields of activity coincide with the actions to be contracted out to the successful tenderer, are contained in the work package and include several activities aimed at achieving common objectives;
- l) **SERVICE ANALOGOUS TO THAT POSTED ON THE BASIS OF THE TENDER¹** : service falling within the same business or professional sector as that to which the contract relates, so that the tenderer may be deemed to have acquired the capacity to perform the latter .²
- m) **OFFER:** The set of documents required for participation in the tender by the economic operator, namely: Annex A, Annex B, Technical proposal and supporting documentation and Annex C. Annex A, Annex B and Annex C must correspond to the models attached to this notice.

1.1 LEGISLATION AND REFERENCE DOCUMENTATION

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

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

Commission Delegated Regulation (EU) 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 for agricultural products on the internal market and in third countries;

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

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

MASAF Directorial Decree No. 0532478 of 10 October 2024 of the Department of Food Sovereignty and Horseracing General Directorate for General Affairs and Budget, containing 'Guidelines for the procedure for

¹ MASAF Directorial Decree No. 0532478 of 10 October 2024, - Department of Food Sovereignty and Horseracing - DG General Affairs and Budget

² Council of State, Sec. V, Judgment No 5944 of 18 December 2017.

the selection of implementing bodies for simple programmes', within the framework of the procedures set out in the REA calls of 18 January 2024, for simple programmes and multiple programmes, to submit proposals for '*Subsidies for information and promotion measures concerning agricultural products carried out on the internal market and in third countries*'.

Communication from the European Commission (2006/C)179/02, paragraph 2.1.2;

REA Call for Proposals for Single and Multiple Programmes '*Grants for information and promotion measures concerning agricultural products carried out on the internal market and in third countries*' of 18 January 2024

Grant Agreement between the beneficiary(ies) of the grant(s) provided for by European legislation and AGEA, the Paying Agency and the authority granting the aid under the powers delegated by the European Commission.

1.2 CONTRACTING STATION

OP AGRINSIEME Società Agricola Cooperativa a r.l., **is not a body governed by public law** within the meaning of Article 2(1)(4) of Directive 2014/24/EU and, therefore, as indicated in the above-mentioned legislation, it is not obliged to apply the national rules transposing the European Directives on public procurement (in Italy, **Legislative Decree No 36 of 31 March 2023**). However, OP AGRINSIEME must carry out the selection of the Implementing Bodies through an open tender procedure in compliance with the principles of cross-border interest, transparency, publicity, impartiality, equal treatment of candidates.

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

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

1.3 CLARIFICATIONS

Clarification of this procedure may be obtained by submitting written questions **at least 8 days before the deadline for submission of tenders** by e-mail to: promozione@agrinsieme.com.

Requests for clarification and answers are formulated in Italian and/or English.

Answers to requests for clarifications submitted in good time shall be provided in **electronic format at least 4 days before the deadline for submission of tenders**, by publishing the requests anonymously and their answers on the institutional website "www.agrinsieme.com". Tenderers are invited to consult the institutional website at all times.

PART A: TECHNICAL SPECIFICATIONS

2. Main project information

Project title and description: The project "**Fruit and vegetables PDO and PGI: Synonymous with quality, sustainability, traceability and safety**" (acronym "**EU QUALITY IG**"), under the thematic priority AGRIP-SIMPLE-2024-IM-EU-QS of the 2024 REA call for proposals (Simple Programmes in the Internal Market), also made explicit in the Work Programme for 2024 of the Commission and the Financial Decision for the implementation of information and promotion measures concerning agricultural products carried out in the internal market and third countries (Commission Implementing Decision of 14.11.2023 N. 7602)

Awarding body: Producers' Organisation AGRINSIEME Scarl

Target countries: ITALY, GERMANY and

General Programme Objectives:

The overall objective is to address an already culturally elevated consumer target group, which is particularly predisposed to learn about the health benefits of cooking with fruit and vegetables, a target group that can be increasingly motivated and directed to choose European fruit and vegetables because they are a guarantee of quality, healthiness and environmentally friendly production capacity and consumer health.

AGRINSIEME, is inspired not only by the educational/promotional aims contained in the regulations of EU Reg. no. 1144/14, but is motivated to pursue in its project communication the indications that form the pillars of the manifesto of the European HealthyLifestyle4All Programme, i.e. to promote

- Awareness - i.e. increased awareness of healthy lifestyles in all generations;
- **Freedom of access** - i.e. the possibility of following a healthy diet, practising physical activity, with a view to maximum inclusion by all consumers;
- **Holistic** approach - i.e. the possibility of teamwork in a holistic approach to food, health, well-being and sport.

Fruit and vegetables are considered by all nutritionists to be the healthiest food, which should be included, in the right quantities and with the correct recommendations, in the diet of those who yearn for a healthy lifestyle and diet, accompanied by healthy behaviour inspired by physical well-being.

The programme's objectives therefore comply with the general and specific objectives set out in Articles 2 and 3 of Regulation (EU) No 1144/2014. In fact, they are aimed at:

- strengthen awareness and recognition of the Union's quality scheme: designation of origin protected designation of origin (PDO), protected geographical indication (PGI), traditional speciality guaranteed (TSG) and indications quality options;
- increase information on the Union's quality scheme relating to the GI production method, such as method for obtaining guarantees on the sustainability, quality and characteristics of the or production process used, as well as the environmental benefits they generate;
- increase the competitiveness and consumption of fruit and vegetables by optimising their image.

The final expected impact is to increase European consumers' levels of recognition of the logos of EU quality schemes and increased knowledge of the information that quality schemes are intended to provide, so that awareness of the properties of production is raised, optimising its image.

In economic terms, this will result in improved market competitiveness and increased sales of GI fruit and vegetables in the target countries.

Specific objectives:

- Personalised information campaign towards consumers with emotional messages about the quality certification of PDO and PGI fruit and vegetables and the elements that define a superior quality product (organic, traceability, sustainability, nutritional and organoleptic aspects, etc.);
- Customised information campaign towards sector operators and opinion leaders (gastronomes, chefs, food bloggers, restaurateurs, journalists, nutritionists) on the quality certification of PDO and PGI fruit and vegetables and the elements that define a superior quality product (organic, traceability, sustainability, nutritional and organoleptic aspects, etc.).

Work packages and activities to be implemented:

- WP2 - PUBLIC RELATIONS - ITALY, GERMANY AND FRANCE
 - 2.1 Press Office
 - 2.2 Creating and updating a mailing list per target country
 - 2.3 In-depth radio and television broadcasts in Italy (news broadcasts on radio stations Italian television)
- WP3: WEBSITE - ITALY, GERMANY AND FRANCE
 - 3.1 Website
 - 3.2 Social media

- 3.3 Newsletter
- WP4 - ADVERTISING - - ITALY, GERMANY AND FRANCE
 - 4.1 Online Advertising
- WP5 - COMMUNICATIONS TOOLS - ITALY, GERMANY AND FRANCE
 - 5.1 Communication tools and gadgets
- WP6 - EVENTS - ITALY, GERMANY AND FRANCE
 - 6.1 Trade fairs in Italy (5 events)
 - 6.3 Promotion in restaurants in ITALY, GERMANY AND FRANCE
- WP7 - POINTS OF SALE - ITALY
 - 7.1 Promotion in retail outlets

Programme duration: 36 months (3 annual phases)

Total project budget: € 2,846,577.50

Budget for the costs of actions by the implementing body: € 2,428,087.50

Commencement of operations: approximately 1 March 2025.

It should be noted that those interested in participating in this call for tenders must submit an offer taking into consideration the cost budget of **EUR 2,428,087.50** (net of VAT), including the remuneration of the executing body. This amount must not be exceeded.

3. Subject of the contract

3.1 General Description of the Service

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

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

The executing body must therefore ensure:

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

The service must be characterised by qualified technical and operational support, translated into a high quality of the products and services realised; it must also stand out for the effectiveness of the messages, the potential of the tools with which to convey them and the efficiency of the methods of involvement of the reference targets. The development and implementation of the agreed activities of the Programme must be carried out in a manner consistent with the general and specific objectives set out in the Communication Strategy, taking into account the priorities and objectives of EU Reg. 1144/2104, ensuring a clear recognition of the Programme and its promoters.

The selected implementing body will then undertake to:

- Plan and implement the entrusted work packages throughout the three-year programme period, from the moment the contract is signed until the end of the activities, according to the deadlines defined in the project programme.
- Adhere to the communication strategy identified in the project programme, work towards the achievement of the objectives set out in the project programme by paying attention to the constant monitoring of the activities implemented and their effects and impacts.
- Ensure transparent reporting of expenses and sound administrative and financial management of the entrusted work packages, including periodic reporting activities and the final technical report, according to the deadlines set by the relevant regulations.
- Comply with the relevant regulations by ensuring that packages are executed in a manner consistent with the general and specific objectives set out in the project programme and Reg (EU) 1144/2014, ensuring clear traceability to the project programme and to the contracting entity and its partners.
- Assigning to the project qualified individuals capable of carrying out the activities, creating a working group to manage and implement the work packages, which complies with the participation requirements.
- To undertake to perform the services for the duration and within the individual deadlines set out in the Grant Agreement stipulated between the Customer and AGEA, as well as those set out in these Technical Specifications, and, where not otherwise provided for, in accordance with the time schedules indicated by the contracting body and/or its coordinating partners.
- Ensuring qualified technical and operational support.

3.2 Method of execution

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

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

The Coordination of the Contracting Organisation has the task of ensuring the coherence of the project strategy throughout its entire duration. Coordination integrates the various lines of action, orients the available resources with respect to the various actions, constantly links and, therefore, always ensures maximum correspondence between the resources identified and the operational objectives to be achieved.

In any case, any variation of the execution plans with respect to what was previously agreed upon must be authorised in advance by the Procuring Agency in writing.

3.3 Staff and Working Group

The implementing body must ensure the performance of the services entrusted with integrated personnel with legitimate employment or collaboration relationships and having the appropriate professional and technical requirements for the employment and implementation of the project. It must be characterised by a **flexible organisational approach** in order to meet the needs that may arise during the course of the activities and must **speak the Italian language**.

In particular, the staff of the dedicated team should possess a range of skills in these areas: project management, team working, communication, graphics, events, knowledge and experience of promotional activities carried out in relation to the corresponding markets in an international context.

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

- employ suitable personnel of proven ability, honesty, morality and confidentiality, who shall maintain absolute secrecy as to what they learn in the performance of the service;
- guarantee the stability and continuity of the service under all circumstances, ensuring personnel quantitatively and qualitatively adequate to the needs and in compliance with the contents of the technical offer;
- comply, with regard to its staff, with employment contracts relating to the wage, regulatory, social security and insurance treatment provided for by current legislation and comply with current legislation on gender equality and the employment of persons with disabilities, throughout the duration of the entrusted service;
- provide for a "Project Contact Person" to attend monitoring meetings at the premises of the Contractor or its partners (these will have a frequency defined by the Contractor), in order to give operational support to the Programme's activities;
- set up all possible means of communication to simplify the coordination, monitoring and control of the Programme;
- agreeing and sharing all team activities for the execution of the project with the contracting entity and its partners.

4. Duration of service

The service shall last for **36 months**, starting from the date of conclusion of the contract, which shall be concluded between the client and the successful tenderer within 60 days of the awarding of the contract, and shall have as its object the performance of the activities indicated in this notice under the conditions specified therein.

The client reserves the right to request a postponement of the deadline for the performance of the service for a maximum of a further 6 months, in order to ensure the completion of the activities envisaged in the Programme, under the same economic conditions.

The contract by which the contracting party definitively entrusts the service to the selected Implementing Agency will only be signed after the signing of the Grant Agreement between the Contracting Agency (the contracting party) and AGEA (Agenzia per le Erogazioni in Agricoltura) .

The economic operators take note of the fact that, in the event that the Convention is not signed, it will not be possible to sign the contract definitively entrusting the service to the Executing Agency, without the latter being able to claim any compensation for damages from the principal.

The purpose of the service assignment contract will be exclusively to carry out the activities described in this notice, in accordance with the operating terms and conditions envisaged herein, and also developed in the executive proposal drawn up by the selected Implementing Organisation, as well as articulated in accordance with the details constituting the Contracting Organisation's programme proposal eligible for European funding

The service contract will refer to all provisions relevant to the implementation of the project programme, contained in the Grant Agreement to be signed by the Contracting Authority with AGEA.

5. Types of activities and initiatives envisaged by the Project

Concept and action strategy

The programme assumes that Italian, German and French consumers have a good knowledge base of fresh fruit and vegetables and that they have already incorporated the use of the product into their consumption styles and habits, either as an ingredient or as a snack between main meals or, in the case of fruit, as an end to a meal.

It is therefore necessary to continue to improve the level of knowledge on the product, particularly the characteristics deriving from the various places of origin in Europe, especially the varietal and organoleptic differences. In addition, a deeper understanding of the guarantees of professionalism in production, the various possibilities of using the product in gastronomy and, last but not least, the ability to perceive and evaluate quality must be offered.

In the aftermath of the pandemic, consumer attention to the link between diet and health (also linked to the ageing population) has become even more pronounced, and fruit and vegetables, from this point of view, have a track record as a health food. Therefore, it is considered opportune in the three target countries to maintain and, if possible, increase consumption quotas and, above all, to increase consumer awareness that fruit and vegetables represent the emblem of a correct and healthy lifestyle. It is necessary to ensure that in the various target markets, consumption of fruit and vegetables is increased, optimising their image and strengthening the recognition of the Union's quality regime, encouraging consumers to perceive and maintain the knowledge they have developed of the differences and guarantees offered by products obtained under the specifications of designations of origin and geographical indications in the European Union.

Food safety, traceability, authenticity, labelling, nutritional and health aspects, respect for the environment and sustainability (including companies' commitment to climate benefits such as reducing greenhouse gas emissions and/or increasing carbon absorption) and the physical characteristics of fruit and vegetables in terms of quality, taste, organoleptic diversity and cultivation traditions, are all issues related to GI products, which consumers in Italy, Germany and France should not overlook or forget, but rather continue to seek out so that the market is always geared towards sourcing these products.

Agrinsieme therefore intends to pursue the guidelines set out by the European Commission in its Work Programme 2024 and, more specifically, has a particular interest in helping European producers to consolidate and further develop demand in the internal market for fruit and vegetables with Geographical Indication (GI), a production that is emblematic of a healthy food choice and that should also be a model for all consumers.

Italy, Germany and France are the countries with the highest consumption of fruit and vegetables in Europe, with a high growth potential in the market for quality products, and therefore subject to competition from third country producers to be countered, this represents a considerable challenge for EU producers, which the proposing party intends to take up and overcome, counting on the important role of the promotion policy to support the sustainable recovery of the EU agri-food sector in a difficult economic context.

The cornerstones of the communication will be the political priorities of the European Commission for 2019-2024, in particular the European Green Deal and the Farm to Fork strategy, as well as the European Plan against Cancer.

As stated by the Istituto Superiore della Sanità, 'fruit and vegetables are fat-free foods rich in vitamins, minerals and fibre; they have a protective role in the prevention of chronic diseases that are mainly associated with adulthood, such as cardiovascular, neoplastic and respiratory diseases. The World Health Organisation (WHO) recommends a daily consumption of 400 grams of fruit and vegetables, corresponding to about five portions (five a day). A Mediterranean-type diet, rich in fruit, vegetables, cereals and pulses and low in sodium, complex sugars and foods of animal origin, is not only conducive to good health but also

environmentally friendly. Contrary to the recommendations, estimated daily intakes globally are far below the recommended values: 94 grams of fruit vs. 200-300 g recommended and 190 grams of vegetables vs. 290-430 g considered optimal'.

It is clear, therefore, that much more must be focused on communicating the healthy value of fruit and vegetables and the importance of systematically consuming these products. Communication aimed at the daily and conscious consumption of these products supported by the added value conferred by European certifications and the sustainability that characterises the quality production systems of fruit and vegetable production can be a fundamental vehicle to increase consumption and direct it towards PDO, PGI and TSG certified products.

In this sense, it is also important to focus on young people who show themselves to be more sensitive to food quality and sustainability, but are not yet sufficiently aware of the importance of consuming certified quality fruit and vegetables.

In summary, the objectives can be summarised as follows:

- Objective 1: to improve the level of knowledge of the GI fruit and vegetables produced in the EU and the high standards applied to European production methods;
- Objective 2: Optimise the image of European GI fruit and vegetables to increase their competitiveness and consumption in the target countries;
- Objective 3: Strengthen awareness and recognition of Union quality schemes by inviting perceive the differences and guarantees offered by denomination products (PDO and PGI);
- Objective 4: Highlight the specificities of the Union's GI fruit and vegetable production methods in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, respect for the environment and sustainability, highlighting the characteristics of these products in terms of quality, taste, organoleptic diversity and traditions.
- Objective 5: Create acceptance of promotional messages and generate support, visibility and off and on-line coverage for planned initiatives and events.

Italy, France and Germany can be considered similar in terms of country structure, although they present different levels of 'maturity' in terms of the market for fruit and vegetables.

In fact, it is possible to consider these countries as homogeneous groups of consumers, favoured by a high level of income per capita compared to the European average.

The project's development strategy is based on a mix of information and promotional actions, in line with the envisaged objectives, which make synergic use of both digital channels and tasting actions that allow 'direct contact' primarily with consumers and all those who can act as intermediaries in influencing them. The target groups or 'target groups' are:

- Final consumers.
- Opinion leaders, food bloggers, journalists, traditional and digital media;
- Distribution and Ho.Re.Ca. channel operators.

As far as consumers are concerned, we are talking about a fairly broad target group, between 25 and 65 years of age, in a middle or upper-middle social class, living in very large and developed cities, who are technologically advanced, environmentally and food safety conscious, and who want to ensure a quality, healthy and sustainable lifestyle.

The innovative element of this Programme is constituted by the specificity of the information and education pathway towards a Mediterranean dietary style, which includes both the specific qualities of the products and the geo-cultural suggestions that accompany it, including the traditions of a land rich in history and

beautiful landscapes and art, where culture becomes strategic to reinforce awareness, confidence in the product and in the quality system.

The aim is to interest consumers and operators in quality, guaranteed and EU products. The 'GI Made in Europe' product must be perceived as a high quality, healthy and wholesome, trendy and refined product, important for those who care about their own well-being and that of the environment, aware that behind so much production there is not only an excellent product but also a production professionalism based on agronomic processes that are attentive to the protection of nature and biodiversity. It must therefore be a product in which certification plays a decisive role, and which has a 'plus' compared to what is normally offered by the generic market.

The promotion campaign comes at a particularly important time in history, when the European economy and social order have been tested by pandemic events, instilling a new attitude of care in consumers and operators towards their own health and the health of others, including food.

The messages will revolve around a number of specific themes (naturalness and diversity, quality, adaptability, tradition and know-how, authenticity) that will be declined with reference to European fruit and vegetables.

1) **Naturalness and diversity**

There is great diversity in the European fruit and vegetable basket. This diversity is a reflection of Europe's agricultural heritage which, within itself, differs in the variety of genetic resources, the alternation of landscapes, and the multiplicity of cultivation practices.

2) **Quality**

European products meet high production standards, they are produced under high hygiene and safety conditions, the use of plant protection products and chemical fertilisers is strictly regulated, production know-how is protected with recognition and promoted together with links to the territories of origin: all this makes European fruit and vegetable products, high quality products

3) **Adaptability**

European fruit and vegetables are products suited to modern life, can be consumed at different times of the day and can/should be integrated into any dietary pattern and culinary tradition. They can be used on many consumption occasions and are functional for many uses in the kitchen, both raw and cooked.

4) **Tradition and know-how**

Europe has an agricultural tradition made up not only of the high number of cultivated hectares, but also of a significant presence of agricultural population that cultivates and passes on the values of rurality: these values, linked to the link with the territory, history, tradition, culture, passion and know-how of the producers, represent the background of our quality products.

5) **Authenticity and Security**

European agri-food products possess the highest food safety standards worldwide. Along the entire agri-food chain, compulsory checks are carried out to ensure that products are healthy, safe, of high quality, properly labelled and for which it is possible to trace the origin back to the field from which they are produced.

The Union's **main message** in the programme is: '**Fruit and vegetables of European origin, a guarantee of tradition and well-being**'.

By way of example, here are some of the other messages that will be disseminated through the programme:

- Live better with the quality of European fruit and vegetables
- Eating well is life - a new relationship between wellness and life style
- Fruit and Vegetables are quality, wholesome, natural and healthy foods
- Fruit and vegetables are the colours of life, to be eaten every day
- Five portions of fruit and vegetables a day are very beneficial for health and well-being

The messages will indicate the European GI quality schemes and will be in line with the provisions of the new Regulation (EU) 1143/2024 of the European Parliament and of the Council.

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

Activity description

WP2	PUBLIC RELATIONS
Description of activity	Public relations and media relations activities
2.1 Press Office	<p>Public relations and media relations activities play a central role in the achievement of the Programme's objectives. It is envisaged to carry out a constant information coverage through the drafting of press releases to a selected mailing list of recipients composed mainly of communication operators, opinion leaders and makers, but also of stakeholders of the distribution and HoReCa sectors, capable of generating in significant terms, attention, sensitivity, consensus, involvement and visibility, towards the target audience targeted by the actions. Teams of experts will take care of the preparation and dispatch of press releases (6 per year in Italy and 4 per year in Germany) and follow up. The same group will follow the drafting of summary and update content on the individual events scheduled, with a focus on the unique characteristics of the product and European BIO excellence (territoriality, quality linked to origin and low environmental impact methods, traceability, nutritional values, production sustainability, etc.). This activity will be carried out by monitoring the planning of the media involved, to maximise the return in terms of off and on-line editorials. In addition, the production of news pills will be monitored and conducted in close synergy with the professionals involved in the other work packages of the Programme. Press kits will be produced to cover the actions and main events in the programme developed by the project.</p> <p>In addition to the crowded arenas of traditional media, new digital media that can produce powerful effects on product reputation will be approached, managed and monitored. Indeed, thanks to the web and user-generated content, media relations activity has expanded towards online information. This activity will be part of the work of the press office, which will contribute to the drafting of the web portal and social media (WP3) and will participate in the dissemination strategy of "Native Advertising" content on European organic fruit and vegetables, accompanied by photographic material and images that will constitute a supporting archive.</p>
2.2 Creating and Updating a Mailing List	<p>For the dissemination of the promotional messages, the involvement of key figures such as journalists, bloggers and KOLs (Key Opinion Leaders) from the food and lifestyle sector, as well as the category of commercial operators in the sector, is considered strategic.</p> <p>The target audience will consist of journalists from the areas of economics, business, lifestyle, gastronomy and food, not only from the print media, but also from radio and TV stations and the web, as well as opinion leaders and makers and stakeholders from the distribution/commercial and HoReCa sectors, in order to reach, through them, a broad consumer audience. A mailing list will therefore be prepared and subsequently updated over the three-year promotion period, consisting of at least 300 names (divided among the target countries), who will be the main recipients of press releases and news concerning European organic fruit and vegetables and the initiatives that will be developed with the Promotion Programme.</p>
2.3 Radio/TV Insights in Italy	<p>The presence on TV of spoke-persons representing the sector is of strategic weight and importance to the consumer. It has therefore become indispensable to flank the press office activity with a punctual information/assurance service for the population, particularly with respect to the project target for which the television medium is still considered the most effective. The interventions foreseen at close intervals and diversified in the main national media, drawing on the extraordinary capacity of maximising contacts inherent in the major media (radio and TV),</p>

represent the ideal tool to promote, on a vast scale, the rewarding aspects related to the merits of European organic fruit and vegetable production, and to deepen knowledge among extensive and qualified target-audience components (generalist and specialist). The configured mode of intervention shows peculiar competitive advantages compared to classic intervention dynamics, both in terms of the purely quantitative aspect (which in itself shows high potential, through the number of contacts developed thanks to *main media* coverage, capable of reaching the general public but also specific targets) and qualitative, creating a very important 'trust factor'.

The messages, in fact, are not conveyed in the canonical spaces dedicated to commercial, promotional or advertorial communication, but rather the search for appearances within normal television programmes is pursued. This type of intervention has the further advantage of being able to be modulated from time to time on the topics to be promoted, developing the different themes with customised cuts. It will therefore also be possible to give maximum visibility to any events and shows organised in the course of the project.

The activity will be aimed at determining an incremental knowledge of the fundamental aspects of the fruit and vegetable supply chain and of PDO, PGI and also BIO quality production: particular emphasis will be given to the description of technical, scientific and nutritional connotations, the peculiarities of the production locations, food safety, and the processing processes with a focus on their sustainability. In order to focus the investment, actions will be concentrated in a defined period and in radio and television broadcasts of national relevance followed by the project target. For an optimal impact of the message, particular attention will be paid to coordinating the interventions, involving the main institutional and scientific realities of the sector or other referents of recognised authority.

In particular, the following activities need to be carried out:

- the preliminary analysis, aimed at defining the objectives of individual actions, in line with the overall communication strategy of the project;
- contact with the editorial offices, of the identified broadcasts including, where necessary, the organisation and management of meetings with representatives of the editorial offices, in order to better define the elements characterising each intervention;
- pre-production meetings to define the following aspects for each intervention:
 - Systematisation, processing and transcoding of the collected data into summary form adapted to the target audience and the type of intervention;
 - definition, subject to the availability of the editorial offices concerned, of the release date, programming time slot, duration and characterising elements;
 - definition of an indicative schedule;
 - identification of any supporting production materials;
- Supervision and control during the finalisation phase of the interventions, which essentially takes the form of pre/post-airing assistance, including, where appropriate, presence at the site of filming or realisation of the interventions;
 - an appropriate relational service with specialised and non-specialised information officers, opinion leaders and other interlocutors that may be identified as useful to ensure the correct and wide dissemination of the message;
 - the constant availability of an adequate organisational secretariat, with logistical assistance and coordination functions, to manage the operations related to the execution of all the above actions;
 - logistical needs (e.g. travel, accommodation), entertainment expenses and all other charges and incidental costs directly necessary for the successful completion of the activity;
- post-programming assistance that will take the form of the collection, selection and presentation to the customer of documentary material relating to the interventions (video and audio DVDs, audience data, etc.).

GUARANTEED MINIMUM RESULTS:

- No. 25 radio and television reports with a minimum total duration of 100 minutes per year
- 75 radio and television reports will be produced over the 3-year period, reaching an audience of 15,000,000 (5,000,000 per year)

	<p>In order to achieve these results, authoritative experts and testimonials from the 'professional' sectors (scientific, nutritional, institutional, production, etc.) will be made available to the editorial offices; the columns/titles targeted will be appropriately selected on the basis of their editorial compatibility with the topics to be promoted and their parallel potential in terms of absolute and relative visibility on the various audience components considered for the action. An annual report will be prepared to assess the impact of the activities in terms of outputs, audience and positioning of the campaign within the service.</p>		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided in Italy, France and Germany	<p>1 mailing list per target country n. 12 press releases (6 in Italy, 3 in France, 3 in Germany) n. 32 releases generated (16 in Italy, 8 in Germany, 8 in France) n. 25 releases on Italian radio and TV stations (100 minutes)</p>	<p>1 mailing list per target country n. 12 press releases (6 in Italy, 3 in France, 3 in Germany) n. 32 releases generated (16 in Italy, 8 in Germany, 8 in France) n. 25 releases on Italian radio and TV stations (100 minutes)</p>	<p>1 mailing list per target country n. 12 press releases (6 in Italy, 3 in France, 3 in Germany) n. 32 releases generated (16 in Italy, 8 in Germany, 8 in France) n. 25 releases on Italian radio and TV stations (100 minutes)</p>
Total three-year budget	€ 458.667,00		

WP3	WEBSITE AND SOCIAL MEDIA
Description of activity	Website realisation and social media management
3.1 Website realisation	<p>The project website will be set up under the .eu domain and accessible in three languages (Italian, French and German). It will have an essentially informative task to improve knowledge and perception in all target countries. An ex-ante SEO analysis in the first project phase will provide the necessary elements for better indexing of the portal on the main search engines in use in the two target countries. The same analysis will be repeated at the beginning of phases II and III in order to further optimise the performance and visibility of the site. Ample space will also be dedicated to the issue of the sustainability of the fruit and vegetable production chain, with dedicated content (news), in-depth analysis and a continuous link to all the initiatives planned in this and the other WPs of the project. The website will host educational content and a digital platform for targeted and synergic operations with social networks and other project actions. The content will be continuously updated with news to encourage its use and will be enriched with multimedia content shared with the image and photo bank that will be set up within WP2 (Press Office), with comments and posts taken from social platforms. The site will have specific pages dedicated to the use of specific materials designed for the campaign. A series of 'landing pages' will bring consumers directly from the places of purchase (see WP7) or from the restaurants (WP6) where the promotion of GI fruit and vegetables takes place. It will continue to have all the features for 'responsive' consultation via tablet, smartphone or laptop devices. The site will therefore be required to be designed with responsive web design (RWD) technology so as to be 'user friendly' with any type of device. A section will be dedicated to cooking so as to propose the best recipes based on European fruit and vegetables.</p>
3.3 Newsletter	<p>The newsletter is a powerful networking and updating tool and will delve into key sustainability issues and the From Farm to Fork strategy with specific reference to the products covered by the campaign and the production sector. Thanks to the involvement of an expert, the newsletter will also be an opportunity to keep consumers in all target countries up-to-date with EU regulations on the subject. It will contain multimedia modules (link to videos, online questionnaires, etc.) as well as a fixed space dedicated to the campaign with an update on the progress of activities and a focus on the main results achieved. The newsletter will have independent scientific direction by an international expert in the field and will be sent twice a year to consumers in all target countries</p>
3.2 Social media	<p>The communication campaign includes among its information systems the use of the most popular social media channels in the target countries. Social media have the peculiarity of being used by users whose age group resembles that of the Programme's target audience, and for this reason social media represent a strategic and potentially very effective medium.</p>

Today there are 4.2 billion active users on social media, with a global penetration of 53.6%. In order to deal with social and better plan the promotional strategy of the Programme, it is good to know in advance the trends of the networks that can be useful in conveying messages and especially if they can influence and guide users. According to GlobalWebIndex, 54% of social media users use them to search for consumer products. 71% are more likely to purchase products and services based on social media referrals. In addition, consumers influenced by social media are more likely to spend more on purchases. The activity will therefore be aimed at implementing a social media marketing strategy adapted, from a technical and content point of view, to the two social platforms that will be chosen on the basis of the analysis that will be conducted by the executor in relation to the different characteristics in relation to the objectives. The activity on social media will include the activation of a page dedicated to the information and promotion campaign that will be promoted through the appropriate tools to:

- Develop engagement and conversations to stimulate interest in European GI fruit and vegetables, their use, nutritional and quality properties and increase sales and consumption shares;
- Building a user base for the page;
- Drive traffic to the campaign website;
- Promoting and disseminating the programme of activities.

One of the chosen social platforms will be used to implement an effective "social media marketing" strategy towards the users, in order to diversify the preferences of the multiple figures that make up the Programme's target audience. Content will be planned on a case-by-case basis and translated into the languages of the target countries; the selection of graphic and photographic material will also be made in relation to the content to be published online. Information will also be conveyed through video media so that it can be indirectly transferred to the appropriate thematic social networks that can further extend and ensure public attention to the Programme communication (e.g. specific social networks for wellness, cooking, business, etc.). Interaction will be promoted not only towards the site, but also between the activated socials. Activity 3.2, which envisages the involvement of specialised personnel, will have to sound out and collect, in kind of mapping, the virtual spaces on the web where knowledge and notoriety of European IG fruit and vegetables is created. The activity includes the following phases: Content strategy; Copywriting, content management, content design; Web Listening; Monitoring such as quantitative, semiotic mapping, digital equity analysis, digital ethnography, benchmarking. In particular, a team of experts will organise the reports with the analysis of results and trends in views and followers: one report is considered for each project phase. This report will contain the following information: the number of consumers contacted, the number of contacts generated on the site/social, the number of contents produced, the number of responses processed, the number of sites mapped. Two social profiles (facebook and instagram) will be populated annually for each target country with the production of 90 pieces of content per year (30 per target country) and it is estimated that at least 4,000 followers/country will be reached for each project phase (in terms of fans+interactions).

Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided in Italy, France and Germany	<i>Creation of 1 website No. 3,000 annual accesses to the website n. 2 newsletters for each target country n. 30,000 consumers reached with the newsletters (10,000 in Italy, 10,000 in Germany and 10,000 in France)</i>	<i>Updating 1 website No. 3,000 accesses to the website per year n. 2 newsletters for each target country n. 30,000 consumers reached with the newsletters (10,000 in Italy, 10,000 in Germany and 10,000 in France)</i>	<i>Updating 1 website No. 3,000 accesses to the website per year n. 2 newsletters for each target country n. 30,000 consumers reached with the newsletters (10,000 in Italy, 10,000 in Germany and 10,000 in France)</i>
Website and Newsletter			
Social media	<i>30 pieces of content created, published and managed on social media for each target country no. 2 social networks for each target country</i>	<i>30 pieces of content created, published and managed on social media for each target country no. 2 social networks for each target country</i>	<i>30 pieces of content created, published and managed on social media for each target country no. 2 social networks for each target country</i>

	<i>no. 4,000 followers/year (fans+ interactions) for each target country</i>	<i>no. 4,000 followers/year (fans+ interactions) per target country</i>	<i>no. 4,000 followers/year (fans+ interactions) per target country</i>
Total three-year budget WP3	€ 317.134,50		

WP4	ADVERTISING		
Description of activity	Online advertising		
Advertising	<p>The multitude of advertising tools available on the web allows for a wide variety of functionalities to effectively enhance and disseminate information and knowledge on European GI fruit and vegetables online.</p> <p>Banners, through contextual advertising systems (i.e. appearing in coherence with what one is reading) and remarketing via the web, i.e. customising the display of ads for users who have previously visited the site or carried out searches with certain keywords, will be the tools taken into consideration to plan the advertising and dissemination of information content in favour of European IG fruit and vegetables and what it represents in terms of quality, guarantees, organoleptic, sensory, health properties, etc.</p> <p>Display advertisements (also known as banner ads) are increasingly becoming a staple of Internet advertising. They have a high potential for spreading the message and, if they are designed correctly and enriched with eye-catching images, are able to generate huge 'click' rates. Contextual advertising is also a very good way of allowing the Internet user to delve deeper into content relevant to the interest shown while surfing, and therefore has a remarkable level of precision in hitting the target audience. Contextual ads can be very dynamic: banners, video overlay ads, social media ads and advertorials. A wide range of ad networks include options, which allow contextual targeting for text ads and other formats. Remarketing advertisements are created by placing a code on the site that sends users a cookie, thus allowing users who have visited the site to be 'tracked'. This increases the likelihood of inducing them to return to the website and increases effectiveness. Ad Managers, i.e. ad creation and management tools (e.g. Meta ads and Google ads) will be selected to achieve the most effective planning for communicating the project themes in all target countries. Two campaigns will be planned, one per country, with a respective duration of 5 weeks (Italy) and 4 weeks (Germany). The planning will be carried out in harmony with and in synergy with the other activities of the Programme, in particular with regard to events in WP6 and outlets in WP7. On the social networks, the organic animation activity will be simultaneously increased and an intensive social media advertising activity will be carried out on a daily basis. The aim of this strategy is both to expand the audience of the most informative organic content dedicated to European GI fruit and vegetables and to promote the same message, through a spontaneous cross-posting of photos, images, messages and videos, capable of attracting the interest of consumers and suggesting contributions from the influencers involved in the Programme (included in the mailing list created in WP2). The task of devising, creating and managing the campaigns will be carried out by an adv specialist, who will also take care of the graphic part with the adaptations of the visual and headline to the banner formats, as well as optimising the publication schedule and indicating to the web and social developers (WP3) the information to be linked to the promotional banners.</p>		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided in Italy, France and Germany	<i>n. 1 online campaign per target country</i> <i>no. 3 weeks (21 days)/year campaign in each target country</i> <i>n. 1,500,000 impressions/year in each target country</i>	<i>n. 1 online campaign per target country</i> <i>no. 3 weeks (21 days)/year campaign in each target country</i> <i>n. 1,500,000</i>	<i>n. 1 online campaign per target country</i> <i>no. 3 weeks (21 days)/year campaign in each target country</i> <i>n. 1,500,000</i>

		<i>impressions/year in each target country</i>	<i>impressions/year in each target country</i>
Total three-year budget WP4	€ 230.520,00		

WP5	COMMUNICATION TOOLS
Description of activity	Communication tools and gadgets
	<p>The design of a 'visual' and visual identity for the project is of paramount importance for the success of the project and for the implementation of all WPs. From the website to the graphics to be used on social media and for banner ads to the communication tools that will customise and convey the main project messages during the activities in WP6 and WP7.</p> <p>A co-ordinated image will be created, in line with the graphic habits and trends of the two target countries, and which can be implemented over the three-year period in parallel with the increased knowledge and awareness of consumers and operators reached. The "Headline" of the Programme will inspire immediate reactions associated with the positive connotations of the message and the product, which will then be found in the body-copy, i.e. in the descriptive part of the communication tools. The identified message will refer to the Union value of the project and will emphasise the European dimension of the campaign. The elaboration of the materials will require the involvement of experts in digital graphics. The same applies to the highly educational content of the texts, which will have to be comprehensive yet accessible to all consumers. The communication tools will be designed with the environmental impact of production and distribution in both target countries in mind.</p> <p>For this reason, preference will be given to 'digital' dissemination, and only a small part will be produced (WP5.2) considering only solutions using recycled and/or certified paper or environmentally friendly materials with a low environmental impact.</p> <p>At the beginning of each year, a video/photo shoot will be organised in a set prepared for the purpose, with the aim of producing 10 (annual) recipes based on GI fruit and vegetables in Europe. The shooting will be realised with the collaboration of one or more starred chefs who will lend their professional skills to illustrate the realisation of the proposed dishes. The photographic material produced, together with the supporting text material, will provide fundamental elements for the realisation of the digital recipe book intended for consumers and operators met in WP6 and WP7 and, together with the video material, will support the other activities envisaged in the programme, such as:</p> <ul style="list-style-type: none"> - WP2: implementation of digital media archive - WP3: implementation of the website with a recipe section - WP3: implementation of the social media editorial plan with the creation of a recipe section (with a link to the website for more details) and publication of video reels demonstrating the proposed recipes. <p>The communication tools envisaged for both target countries will contain the educational and informative features necessary to increase knowledge of the consumption patterns of European GI fruit and vegetables.</p> <p>They will be diversified and designed for each profile of the promotion programme's target audience, as well as for each action, modulating the level of information and the approach to the public in the different types of media. The communication tools that will be implemented are and will have the following characteristics:</p> <ul style="list-style-type: none"> - Digital institutional leaflet: in order to create an information tool that is as sustainable as possible and at the same time sufficiently usable by the target audience, it was decided to create a digital leaflet that can be consulted with any available device (laptop, tablet, smartphone, etc.) and that can be printed, in full or in part, if necessary, in which the entire communication concept

can be transferred. Being a digital and multimedia tool, the leaflet will go beyond the limits of the paper tool and will contain in-depth information in the form of links to websites, social accounts, dedicated to the theme, but also to other multimedia tools, video content, geolocations of production locations, and will be able to exploit many other dynamic functions that can be easily updated and enriched over the three-year promotion period. The tool will be in a standard, responsive format and, even when printed, will always contain the credentials of the Programme and its co-funders. The product can also be distributed through the website and social media dedicated to the Programme and can be easily shared by anyone, allowing for a much more widespread and viral dissemination than any printed tool. Printing costs and environmental impact (use of paper, energy, transport, etc.) will be lowered and production will involve a team of professionals for the graphic design, creativity and copywriting part only.

- **Digital cookbook.** Similar to the leaflet, this digital version will be extremely versatile in terms of content and dissemination potential. The recipe book will contain 10 recipes based on European IG Fruit and Vegetables each year, and will be produced with the collaboration of one or more starred chefs who will lend their professional skills to illustrate the creation of the proposed dishes, through a photo and video shoot, set up in a set equipped for the purpose. The recipe book will enable the consumer to be introduced to the use of European fruit and vegetables in the same way as a tutorial, which will be enriched with additional information on the organoleptic characteristics of the products involved in the project, the different origins and landscapes that characterise this production as a tourist attraction to European areas of excellence, the qualitative characteristics, the nutritional contributions to the organism, the different types of use including their inclusion in local cuisine and their benefits, etc. Also, for the cookbook, the dissemination may concern all multimedia devices and may be conveyed through the website and social media dedicated to the Programme and beyond. The tool will be in a standard and responsive format and, even when printed, will always contain the credentials of the Programme and its co-funders. The costs of printing the cookbook and the environmental impact (use of paper, energy, transport, etc.) will be reduced. Post-production will involve a professional team of experts in graphic design, creativity and copywriting.

- **Plantable business cards:** these are special business cards made of 100% biodegradable paper, which can be planted because they contain non-GMO seeds that germinate in contact with water and soil. A card that inspires naturalness and sympathy, and is very easy to 'grow'. Once the business card has done its job, it will keep a pleasant memory of the meeting, turning into a plant to be seen every day. The Planable Business Card will be personalised with the campaign credits and through a QRcode will allow access to all the campaign information. Those who receive it will be able to admire its originality and the particular sensitivity towards the environment of the person it represents, who, by avoiding waste, demonstrates his ecological sense of recycling. It will be printed in four-colour process with ecological inks. The business card will have a format of 55x85 mm and will be produced in 10,000 copies. The seeds contained in the business cards may belong to flower, aromatic or vegetable plants. The most appropriate type will be chosen to meet the taste of consumers in the target countries. The cards may be distributed on all occasions when meeting operators and consumers in the course of activities.

- **Institutional posters** will be produced in no. 200 copies per year, in single-sided colour printing on FSC certified paper. The posters will be used for set-ups during Programme activities, in particular as a supplement to the set-up during events (WP6) and promotional days at points of sale (WP7).

- **ECO institutional roll-ups:** these are displays with a roll-up poster made of an environmentally friendly, 100% recyclable material. The sheet is supported, when open, on a robust aluminium structure. The one-sided printing will be done in four-colour, high-definition with latex printers using certified ecological inks, making the roll-up totally eco-friendly. The size of the roll-up canvas will be 85x200 cm. Twenty copies per year will be produced. The roll-ups will be used for set-ups during the Programme's activities, in particular as a supplement to the set-up during events (WP6) and promotional days at points of sale (WP7) planned in both target countries.

	<p>All materials will be published in digital version on the website and social accounts dedicated to the Programme. They will be appropriately translated into the languages of the target countries. Drafting will be done in accordance with a communication strategy document and through the definition of three documentary reports:</p> <ul style="list-style-type: none"> - "Concept document" that will define the communication project, describe its general idea, its digital multimedia and interactive features, and outline its guidelines before implementation - "Design document" that will specify the implementation with characterisation of characters, environments, content, interactions, graphics and video, sound, music, storyboard, look, etc. - "Technical document" that will document the implementation of the communication project: prototyping, testing and publication. <p>The production may integrate existing content on which rights of use have been negotiated and ad hoc produced content.</p> <p>The distribution of the communication tools will take place in a viral manner and at no cost on the dedicated website and social networks; the materials will be available during the organised events and may be available for all other web, social and media channels that wish to use it. Posters, roll-ups and business cards, on the other hand, will require transport to the main cities in the target countries where the events will be held. In order to optimise resources and for ecological-environmental reasons, it is planned to execute the printed materials directly at the places of destination.</p>		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided in Italy, France and Germany	<i>no. 1 communication strategy report no. 10 recipes no. 1 digital leaflet no. 1 digital recipe book n. 10,000 business cards n. 200 posters 20 ECO roll-ups n. 30,000 consumers reached</i>	<i>no. 1 communication strategy report no. 10 recipes no. 1 digital leaflet no. 1 digital recipe book n. 10,000 business cards n. 200 posters 20 ECO roll-ups n. 30,000 consumers reached</i>	<i>no. 1 communication strategy report no. 10 recipes no. 1 digital leaflet no. 1 digital recipe book n. 10,000 business cards n. 200 posters 20 ECO roll-ups n. 30,000 consumers reached</i>
Total three-year budget WP5	€ 148.821,00		

WP6	EVENTS
Description of activity	Events (workshops) in Italy and promotional weeks in restaurants in Italy, France and Germany
6.1 Events in Italy	<p>During the three-year project period, the organisation of 15 events (5 for each phase) dedicated to GI fruit and vegetables and aimed at operators in the large-scale retail trade, the on-trade, media, influencers and stakeholders is planned.</p> <p>The events will take place in Italy and will differ according to the basket of fruit and vegetable products with Protected Geographical Indication or Protected Designation of Origin being discussed. The events will take place over the course of 1 day each and will include the setting up of a room with audio/video links for the projection of photographic video contributions, a catering/restaurant service for event participants and welcome kits that will include, in addition to the project communication tools, promotional and information material on European GI fruit and vegetables (press kit, in-depth dossier, etc.).</p> <p>Each event will involve a nationally renowned testimonial (e.g. TV presenter) who will play the dual role of moderator of the event and additional sounding board of the project themes through his or her social profiles and notoriety. It is estimated, at the end of each year, that at least 200 operators will be involved.</p>
6.3 Weeks in restaurants in	The promotional activity of European GI Fruit and Vegetables in restaurants in Italy, France and Germany will be implemented through a medium-term partnership with those restaurants or their chains that are widely and homogeneously distributed throughout the territory, especially

Italy, France and Germany	<p>in the country's most populated and important cities. The collaboration will cover 70 promotional days per year, of which 28 in Italy, 21 in France and 21 in Germany, and foresees the offer of GI European fruit and vegetables for tasting to patrons, limited to certain periods of the year. The service staff in the dining room will set up a tasting at the table using the dedicated table cover and will enhance the characteristics of the promoted products.</p> <p>Emphasis will be given to the campaign with the display of special materials created with the aim of supporting the campaign message within the restaurant and inspiring in the Italian consumer reasons of interest, curiosity and propensity both to experience the taste and quality peculiarities of European IG fruit and vegetables, and to deepen interest in this product. The reinforcement offered by the communication tools (posters, roll-ups, business cards), together with the sensory experience of tasting the products being promoted, will make it possible to amplify the message and the dissemination of information, and therefore the promotional return, which will also be solicited towards the consultation of the website and social media. The executive method of the event is aimed at stimulating the active participation of restaurateurs so that they themselves spread the information suggestion in a pleasant involvement where the consumer becomes the protagonist and replicator of the same experience. For the setting up of the restaurant hall, exclusively for this action, customised disposable table covers will be produced in certified paper in the number of 15,000, printed in mono-face with ecological inks, which will create a notable visual impact towards the promotional message. The disposable tablecloth will be provided to restaurateurs together with all the rest of the communication material and will be an additional tool to direct customers to interact with online multimedia tools. The motivators that will drive the customer's attention towards the promotional themes will be appointed from among the staff of the restaurant itself.</p> <p>Particular attention will be paid in itinere to the collection of observations, indications, customer impressions of the campaign and, above all, of the product tasted. The consumer will be invited to fill in a special evaluation questionnaire, which from year to year will help to improve particular criticalities in the restaurant/customer relationship that could disadvantage greater consumption and product knowledge. The duration of the promotion will be at least 70 days (28 in Italy, 21 in France and 21 in Germany) for all the restaurants that adhere to the promotional operation, with the option left to the discretion of the restaurateur to maintain the promotional set-up, free of charge, even beyond this period, should this prove pleasing to customers. The activity will be strengthened by the work of the press office, with the aim of also directly involving some journalists in the product tasting test (and exploitation through the media), and relaunched through social media (WP3) and with digital adv activities (WP4).</p>		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided in Italy, France and Germany	<i>no. 5 events/year organised no. 200 operators involved in the events each year no. 70 promotional days/year (28 in Italy, 21 in France, 21 in Germany) no. 15,000 customised disposable table covers n. 15,000 consumers involved each year (7,000 in Italy, 4,000 in France and 4,000 in Germany)</i>	<i>no. 5 events/year organised no. 200 operators involved in the events each year no. 70 promotional days/year (28 in Italy, 21 in France, 21 in Germany) no. 15,000 customised disposable table covers n. 15,000 consumers involved each year (7,000 in Italy, 4,000 in France and 4,000 in Germany)</i>	<i>no. 5 events/year organised no. 200 operators involved in the events each year no. 70 promotional days/year (28 in Italy, 21 in France, 21 in Germany) no. 15,000 customised disposable table covers n. 15,000 consumers involved each year (7,000 in Italy, 4,000 in France and 4,000 in Germany)</i>
Total three-year budget	€ 723.765,00		

WP7	POINTS OF SALE IN ITALY
Description of activity	Point-of-sale promotion

Sales outlets are the main places to meet the consumer to promote knowledge and consumption of products, especially if these products belong to foodstuffs such as European GI and organic products.

The activity envisages the organisation, in collaboration with the points of sale, of a customised area with a set-up identifying the promotion campaign in which point-of-sale customers, potential consumers, can be put in direct contact with the product. The aim is to provide them with a tasting experience that can simultaneously inform and increase the level of knowledge about fruit and vegetables, production areas and PDO and PGI certification. A series of sales outlets located in the main Italian cities will be involved in the promotional activity, and the activity will focus in particular on the city of Rome and its Province. Each point of sale will be provided with display material dedicated to the campaign, which will be positioned in the fruit and vegetable department. A tasting station will then be provided by the point of sale, which will be set up with the campaign graphic material. The tasting area in the dedicated area will be manned by specially appointed and trained staff to present the product. Staff training will be carried out before the action takes place with the help of agencies and personnel in the area specialised in the promotion of agri-food products. European IG fruit and vegetables will be presented to consumers in terms of their quality requirements, the basics of how to consume them will be suggested, and a tasting experience will be proposed. Business cards will be distributed at the corner, inviting the public to consult the online support material. In order to closely monitor the promotion activity, a sample questionnaire will be administered by the service staff among the most willing public. The promotion will cover a total of 190 days/year, which will be spread over the participating points of sale. It is estimated to reach a total of 50,000 consumers/year.

In order to create preventive consumer attention around the event, a direct mailing intervention will be planned and executed, with the sending of 5 DEM to 20,000 consumers each located in the geographical areas where the chains or points of sale operate.

Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided in Italy	<i>no. 190 promotion days at points of sale no. 5 DEM sent to 20,000 consumers no. 50,000 consumers involved</i>	<i>no. 190 promotion days at points of sale no. 5 DEM sent to 20,000 consumers no. 50,000 consumers involved</i>	<i>no. 190 promotion days at points of sale no. 5 DEM sent to 20,000 consumers no. 50,000 consumers involved</i>
Total three-year budget WP7	€ 549.180,00		

SUMMARY

WP no.	Description of services/goods/works	Amount
2	Public relations	458.667,00
3	Website and social media	317.134,50
4	Advertising on social media	230.520,00
5	Communication tools and gadgets	148.821,00
6	Events	723.765,00
7	Point-of-sale promotion	549.180,00
	Total amount in euro	2.428.087,50

6. Requirements for participation in the tender

In order to be eligible for this tender procedure, the economic operator must comply with the tender submission requirements, must have legal personality and must be established in a Member State of the European Union.

Economic operators may take part in this tender as individuals or in associations.

The provisions of Articles 67 and 68 of the Procurement Code apply to entities constituted in the form of an association and must be possessed by all participants at the time of submission of the bid.

Consortia referred to in Article 65(2)b) and (c) of the Code that intend to perform the services through their own consortium members are obliged to indicate for which consortium members the consortium is competing.

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

A tenderer participating in the tender procedure in one of the forms set out below shall be excluded if the contracting authority establishes that there is significant evidence to suggest that the tenders of economic operators are attributable to a single decision-making centre as a result of agreements with other economic operators participating in the same tender procedure:

- Participation in more than one temporary grouping or ordinary consortium of competitors or aggregation of economic operators adhering to the network contract (hereafter, network aggregation);
- participation both as a group or ordinary consortium of competitors and as individuals;
- participation both in aggregation of networks and individually. This exclusion does not apply to networks not participating in the aggregation, which may submit bids, for the same tender, in individual or associated form;
- participation of a consortium that has appointed an executing consortium member who, in turn, participates in any other form.

If the above is established, the economic operators concerned are informed, who may, within five days, prove that the circumstance did not affect the tender, nor is likely to affect their ability to fulfil their contractual obligations.

6.1 No grounds for exclusion from participation in the tender

Under penalty of exclusion, participation in this tender procedure is reserved for economic operators who, on the date of submission of the bid, are not in one of the situations indicated in Articles 94 and 95 of Legislative Decree no. 36 of 31 March 2023 (New Public Contracts Code) and Directive 2014/24/EU, which shall be deemed to be fully referred to herein, and must not have shown significant deficiencies in the performance of their principal obligations under an EU procurement contract, grant agreement, award, expert contract or similar (including due to persons with powers of representation, decision-making or control, beneficial owners or persons who are essential to the award/implementation of the grant).

The absence of the causes of exclusion identified above must be certified under criminal liability in **Annex a)**, by means of a declaration made and signed by the Legal Representative, pursuant to Presidential Decree 445/2000. In the case of temporary business associations or business networks, each Legal Representative must sign Annex a).

Participation is not open to competitors who are, in relation to another participant, in a situation of control as referred to in Article 2359 of the Italian Civil Code or in any relationship, even de facto, where the control or relationship implies that the tenders submitted are imputable to the same decision-making centre

6.2 Economic and financial capacity requirements

The economic operator (individual or in a temporary business grouping) wishing to participate in this selection tender must have solid and sufficient financial resources to successfully implement the work packages of the project programme. In particular, it must have realised, in the three-year period 2021-2022-2023, a total global turnover of no less than **€ 2,000,000.00** (in letters: euro two million)³ net of VAT, as resulting from VAT declarations or equivalent tax in the EU.

In the case of associated participation, the requirement must be met globally by all participants.

For these reasons, participants in the selection procedure must enclose with their bid, under penalty of exclusion:

- a) The last three approved annual financial statements. Only for companies affiliated to corporate groups, the last three approved consolidated balance sheets. In the case of temporary business associations or business networks, each party must submit the last three balance sheets.
- b) An up-to-date Chamber of Commerce (CCIAA) view or certificate of registration in a commercial register held in the Member State where the operator is established. In the case of temporary associations of undertakings or networks of undertakings, each party must submit its own visa or certificate of registration.

Together with the submission of the above-mentioned documents, **Annex A)** must be submitted, certifying the existence of the financial capacity requirements by means of a declaration made and signed digitally or in autograph form by the Legal Representative. In the case of temporary business associations or business networks not yet established, each Legal Representative must sign Annex A).

6.3 Technical and professional capacity requirements

Competitors must, under penalty of exclusion, meet the general requirements set out in the Procurement Code, as well as the additional requirements set out in this article and in the specifications.

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

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

In the event of the participation of consortia referred to in Article 65(2)(b) and (c) of the Code, the requirements set out in point 6 are met by the consortium and the consortia indicated as executors.

In the event of the participation of stable consortia referred to in Article 65(2)(d) of the Code, the requirements set out in point 6 are possessed by the consortium, the consortia indicated as executors and the consortia providing the requirements.

³ Criterion introduced by Directorial Decree No. 0532478 of 10 October 2024, Art 2, paragraph 2.2 MASAF - Department Food Sovereignty and Horseracing - General Affairs and Budget DG "For the purposes of demonstrating economic and financial capacity, the proposing Organisations shall indicate in the tender documents the possession by the implementing bodies of a global turnover not exceeding twice the estimated value of the contract, accrued in the three years preceding the one in which the procedure is called, in accordance with the provisions of internal regulations".

Under pain of exclusion, the economic operator (individual or in a temporary grouping of companies) wishing to participate in this selection tender must have the necessary skills, qualifications and resources to successfully implement the work packages of the Project Programme to be awarded, including sufficient experience in international information and promotion projects of comparable size and nature. Participants in this selection procedure must therefore enclose with their bid:

- a) a complete and detailed description of the agency, including a list of its main clients and services performed (**company CV**). In the case of temporary business associations or business networks, each entity must submit its own company CV;
- b) **the CVs of all the members of the team** (indicated in point 3) that will be dedicated to the implementation of the entrusted work packages, showing proven experience in services similar to those covered by the tender and highlighting the profiles with the most experience in the field of communication, PR and marketing;
- c) **list of the main services similar to those subjects of the tender carried out by the operator in the last three financial years**: similar services shall mean international promotion and information projects with a minimum total amount net of VAT of **€ 1,500,000.00** (in letters: one million five hundred thousand/00 euros) indicating
 - i. name of the service;
 - ii. short description of the service;
 - iii. commissioning body;
 - iv. years of execution;
 - v. amount invoiced for the service.

Similar services include (but are not limited to):

- management activities of complex international promotion projects/programmes in the agri-food sector;
- management of groupings of companies and coordination of working groups;
- design and management activities of publicly funded programmes;
- event and incoming organisation activities;
- press office management activities;
- communication activities, PR, etc. also online;
- production of information material;
- production of promotional videos.

Together with the submission of the above-mentioned documents, **Annex A)** must be submitted, certifying the existence of the operational capacity requirements by means of a declaration made and signed by the Legal Representative. In the case of temporary business associations or business networks not yet established, each Legal Representative must sign Annex A).

These requirements must be possessed by the economic operator or by the temporary grouping of undertakings as a whole, except that in the latter case the leading company must in any case possess the requirements and perform the services to a majority extent.

Self-cleaning

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

If the cause of exclusion occurred before the submission of the tender, the economic operator shall indicate in the DG the disqualifying cause and, alternatively:

- describes the measures taken pursuant to Article 96(6) of the Code;

- justifies the impossibility of taking such measures and undertakes to do so subsequently. The adoption of the measures shall be communicated to the contracting authority.

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

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

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

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

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

6.4 Absence of grounds for exclusion of the economic operator

Under penalty of exclusion, the economic operators participating in this selection procedure must not be in one of the situations indicated in Articles 94 and 95 of Legislative Decree no. 36 of 31 March 2023 (New Public Contracts Code) and Directive 2014/24/EU, which are to be considered herein recalled in their entirety, and must not have shown significant shortcomings in the fulfilment of their principal obligations under an EU procurement contract, grant agreement, award, expert contract or similar (including due to persons with powers of representation, decision-making or control, beneficial owners or persons who are essential to the award/implementation of the grant).

The absence of the causes of exclusion identified above must be certified under criminal liability in Annex A), by means of a declaration made and signed by the Legal Representative, pursuant to Presidential Decree 445/2000. In the case of temporary business associations or business networks, each Legal Representative must sign Annex A).

7 Award Criteria

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

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

- a) TECHNICAL OFFER: MAXIMUM 85 POINTS;
- b) ECONOMIC OFFER: MAXIMUM 15 POINTS.

Each participating economic operator will be awarded points according to the criteria set out above and the sub-criteria defined in the tables below. The maximum score is one hundred points (100).

A) QUALITY OF THE TECHNICAL OFFER		
Sub-Criterion	Description	Score
1a. General strategy (max. 20 points)	Adequacy of the proposal in terms of consistency with the objectives foreseen in Reg (EU) 1144/2014 and with the Project Plan. Consistency between the overall project strategy and the individual activities proposed.	13
	Adequacy of outputs and number of outputs offered compared to those required	7
2a. Graphic proposals, format and socio-environmental sustainability (max 24 points)	Degree of creativity in the design of the visual identity proposal(s) and the corporate image of the campaign (campaign logo and visual)	8
	Proven experience in audiovisual content creation and production and in social media management	4
	Flexibility of the proposal(s) by channel, instrument and target group: Evaluation of the possibility of articulating the message for use in the three-year programme, including through a mix of techniques and co-ordinated solutions, in order to give a clear and complete response to the needs for involvement of the different target groups.	4
	Effectiveness of the graphic proposals and coherence of the communication <i>concept</i> with the appropriate programme to ensure the achievement of the set objectives	8
3a. Methodological approach: Working group and control reliability, experience, relationships and stakeholder relations (max. 26 points)	Quality of the organisational structure and professional characteristics of the proposed working group, in addition to the requirements set out in sections 3.3 and 6.3	8
	Adequacy of control mechanisms to monitor the correct economic and financial execution of the project and adherence to the schedule	5
	Degree of knowledge of target markets and market logic in them	4
	Experience in managing complex communication and promotion projects in the specific segment	4
	Capacity to work in the target countries through stakeholder involvement, contacts with contacts and suppliers in the target countries and also through experience gained over the years	5
4a. Environmental and social sustainability of proposals (max 8 points)	Degree of compatibility and contribution of the technical offer with the principles and objectives of environmental sustainability under the European Green New Deal from the CAP and F2F, focus on social sustainability and transparency	8
5a. Extra Services (max 7 points)	Warehousing and logistics service for product shipment to the events in the Project Programme	2
	BackOffice service active 5 days a week	5
B) CONGRUITY OF THE ECONOMIC OFFER		
Sub-Criterion	Description	Score
1b. Economic analysis and fee (max. 15 points)	Evaluation of the economic offer for activities (SUBTOTAL ACTIVITY) according to the formula below	10
	Evaluation of the appropriateness of the fee, expressed as a percentage based on the cost of each action, required for the implementation of the programme, according to the formula below	5

The Commission will evaluate each technical offer, assigning a qualitative coefficient for each sub-criterion:

Coefficients for the relative weighting given to each sub-criterion	
Not detectable	0
Insignificant evaluation	0,1
Barely sufficient evaluation	0,2
Sufficient evaluation	0,3
Rating between sufficient and fair	0,4
Fair rating	0,5
Rating between fair and good	0,6
Good rating	0,7
Rating between good and excellent	0,8
Excellent rating	0,9
Excellent rating	1

With regard to the economic offer for activities (maximum of 10 points out of 100), points will be awarded on the basis of the following formula:

Economic offer for activities' score considered = Offer X/Maximum offer * 10

where:

Highest bid: this is the highest economic bid for the activities (SUBTOTAL ACTIVITY) submitted;

Offer X: is the economic offer for the activities (SUBTOTAL ACTIVITY) of the economic operator considered.

With regard to the economic offer for the participating economic operator's fee (maximum of 5 points out of 100), the score will be awarded on the basis of the following formula:

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

where:

Minimum operator's fee %: this is the fee for the lowest economic offer submitted by the participating operator.

Operator fee % X: this is the fee for the economic offer of the economic operator concerned.

It is specified that the fee must never exceed 13% of the value of the economic offer in total or in part

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

No increased bids are allowed.

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

The award will be made in favour of the tenderer who has submitted a bid that meets all the mandatory minimum requirements and has the highest overall score (technical bid score + financial bid score).

In the event of a tie, the contract will be awarded to the tenderer with the highest score in the technical offer. In the event of a tie in both the economic offer and the technical offer, the contract will be awarded by drawing lots.

If there is only one valid tender, the contracting body may or may not award the contract.

The procuring organisation is not obliged to pay any compensation to the competing companies, for any reason or cause whatsoever, for the tenders submitted.

Once the prescribed checks on the fulfilment of the requirements have been carried out, the award will be made in accordance with the terms and conditions set out in these Tender Specifications.

The award binds the successful tenderer immediately, whereas the contracting body will be definitively committed only when, in accordance with the law, all acts resulting from and necessary for the execution of the tender have taken full legal effect.

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

The contracting authority will award the contract even if only one valid tender is submitted, provided it is reasonable.

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

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

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

The results will be communicated by PEC to the participants and will be published on the contracting body's website www.agrinsieme.com.

8. PROCEDURES FOR THE SUBMISSION AND EVALUATION OF PROPOSALS

Economic operators wishing to take part in the tender must, under penalty of exclusion, submit their proposal together with all the required documentation **by 09.00 am on 05 February 2025** (local time in Italy).

All documentation can be submitted in two different ways:

1. **by registered post with acknowledgement of receipt, courier or other means of delivery guaranteeing certainty as to the date and time of arrival**, in a single sealed envelope (countersigned on the edges) containing the 3 envelopes (described below). The delivery of tenders by the deadline remains at the sole risk of the sender, should, for any reason whatsoever, the tender not reach its destination by the date and time stipulated in the tender specifications. In this case, the documentation duly signed by the Legal Representative must be submitted by the participant in the tender **both in paper format and in the corresponding version in electronic format** - printable and copyable - on CD or USB key, also duly digitally signed by the Legal Representative of the economic operator.
The address to which paper proposals should be sent by the above deadline is as follows:
OP AGRINSIEME Scarl - Soc. Coop.va Agricola a r.l.
Operational Headquarters
Via Pontina km 47,400 - 04011 Aprilia (LT) - ITALY,
To the attention of Dr. Cristiano Pallavicini
2. Alternatively, the envisaged documentation may be sent **electronically** in one or more files **by certified electronic mail (PEC)** to **op-agrinsieme@pec.it**. The documentation **in electronic format** must contain all the documents in printable non-editable PDF format, digitally signed by the Legal Representative of the participating economic operator. In the event that, due to the weight of the attached documents, it should be necessary to send several certified e-

mail messages, the economic operators must write in the subject line, before the wording below and before the wording DO NOT OPEN, the progressive number of the message and must put in the subject line of the last message the progressive number of the sending followed by the indication of the number of sendings by adding "of no. sendings", for example

- **1st Submission DO NOT OPEN.** CALL FOR SELECTION BY MEANS OF AN OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF A BODY TO CARRY OUT... ETC

- **2nd shipment DO NOT OPEN.** CALL FOR SELECTION BY MEANS OF AN OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF A BODY IN CHARGE OF THE EXECUTION... ETC

- **3rd sending of no. 3 DO NOT OPEN.** CALL FOR SELECTION BY OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF A BODY IN CHARGE OF THE EXECUTION OF... ETC

In both cases of sending (postal or electronic envelope), the operator interested in participating must name the subject of the envelope or PEC with the following wording

NOTICE OF SELECTION BY OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF AN ORGANISM TO BE RESPONSIBLE FOR THE PERFORMANCE OF A PART OF THE TRIENNAL PROGRAMME OF PROMOTION AND INFORMATION ACTIVITIES No. 101194420 NAMED "THE PDO AND PGI FRUIT AND VEGETABLES: SYNONYMY OF QUALITY, SUSTAINABILITY, TRACEABILITY AND SAFETY" (acronym "EU QUALITY GI")

The subject line, indicated with the above wording, must be preceded by the words **DO NOT OPEN.**

Any delivery after the peremptory deadline, and the related exclusion, may not be contested

The envelope or electronic tender folder must contain the three envelopes (or sub-folders) indicated below and named as follows

Envelope 1) Administrative documentation:

- **Annex A** completed and signed by the Legal Representative (digitally for documents transmitted by PEC and with a handwritten signature for documents transmitted in paper format) must attest to the existence of the requirements set out in points 6.1, 6.2 and 6.3, the absence of grounds for exclusion set out in point 6.4, and the other elements useful for assessment. In the case of temporary business associations or business networks not yet established, each Legal Representative must sign Annex A).

The annex must be submitted, under penalty of exclusion, together with the following documents:

- **Identity document of the Legal Representative.** In the case of unincorporated temporary business associations or business networks, each member must present the identity document of the Legal Representative;
- **The last three approved annual financial statements.** Only for companies affiliated to corporate groups, the last three approved consolidated balance sheets. In the case of temporary business associations or business networks, each party must submit the last three balance sheets;
- **Corporate CV** concerning the complete and detailed description of the agency, group (if any), listing the main clients and services carried out. In the case of temporary business associations or business networks, each party must submit its own corporate CV;
- **The CVs of all the members of the team that will be dedicated to the implementation of the entrusted work packages,** highlighting the profiles with the most experience in the field of communication, PR and marketing;
- List of the **main services** similar to those covered by the tender carried out by the operator in the last three financial years;
- **The up-to-date** certificate of the **Chamber of Commerce, Industry, Crafts** and Agriculture, or the certificate of registration in a register kept in the Member State where the operator is established. In the case of temporary associations of undertakings or networks of undertakings, each party must submit its own visa or certificate;

- **Any other document or indication useful for the verification of the fulfilment** of the award criteria envisaged, given that failure to provide the elements necessary for the verification of the fulfilment of the award criteria entails the impossibility of awarding the relevant score for the purposes of the ranking list.
- **Annex C.** This is a **Substitute Declaration pursuant to Presidential Decree 445/2000 certifying the absence of conflict of interest** with the proposing organisation, third party and/or absence of financial, economic interests that may determine an influence in the context of the award procedure or in the execution phase pursuant to Article 2 EU REG No. 1831 of 2015. It must be completed and signed by the Legal Representative (digitally for the document transmitted by PEC and with a handwritten signature for the document transmitted in paper format). In the case of temporary business associations or business networks not yet established, each Legal Representative must sign Annex C).

Envelope 2) Technical Proposal:

- Presentation of the economic operator participating in the selection procedure
- Detailed description of the required activities/initiatives/creative proposals.
The participating economic operator must provide a detailed description of the activities to be carried out and the required graphic proposals, as set out in this call for proposals.

Envelope 3) Economic offer:

- **Attachment B - Table detailing the costs and fees of the operator** must be completed and signed by the Legal Representative (digitally for the document transmitted by PEC and stamped and initialled with a handwritten signature on each page if the document is transmitted in paper format). In the case of temporary business associations or business networks not yet established, each Legal Representative must sign Annex B)
- In the case of submission by post, CD or USB stick containing a digital copy of the entire documentation submitted by the economic operator participating in the selection procedure.

Bid opening and selection procedures

After the deadline for the arrival of the bids, and after having ascertained and recorded the arrival of the envelopes referred to in the call for bids, an ad hoc Commission will be appointed to carry out the opening and evaluation of the proposals duly received, as well as the consequent selection according to the criteria set out in this call for bids. The Commission will meet at the operational headquarters OP AGRINSIEME in Via Pontina km 47,400 - 04011 Aprilia (LT), in order to carry out the selection procedures. The Commission's work will be duly minuted, indicating, among other things, the reasons supporting the assessments made. OP AGRINSIEME will provide for adequate publicity of the awarding of the contract. In particular, all participants will be promptly notified of the outcome of the tender by means of a formal e-mail communication, informing unsuccessful tenderers of the reasons for their exclusion. The results will also be published on OP AGRINSIEME website www.agrinsieme.com as soon as the Commission has completed its evaluation.

Further information can be requested at the following address: OP AGRINSIEME - tel. +39.069282113, e-mail:

TENDER DOCUMENTS:

- **BANDO**
- **TECHNICAL SPECIFICATIONS**
- **ANNEX A**
- **ANNEX B**
- **ANNEX C**

9. HOW TO PREPARE THE OFFER

9.1 HOW TO PREPARE THE TECHNICAL OFFER - ENVELOPE

Presentation of the economic operator:

General presentation in terms of: contacts, experience in the field of promotion/information on high quality agricultural products, experience in the realisation of events, PR and Press Office activities, organisation of point-of-sale tastings and press campaigns, elaboration of promotional/information material, website and social media management. Information on its staff, with express reference to similar activities already carried out at European and international level, and particularly to sectors and countries of intervention of the Programme.

Content of the Technical Report

The operator must indicate for each point listed below its initiatives and how they will be carried out and achieve results.

If, in addition to the main document constituting the technical offer in pdf, economic operators should submit any photographic or video material that cannot be materially enclosed in the same file, they must take care to write in the file name:

ANNEX TECHNICAL PROPOSAL

By assigning a sequential number to each annex.

OVERALL STRATEGY

The participant should articulate its proposal by proposing the implementation strategies it considers most effective in pursuing the project objectives using the indications below:

- (a) demonstration of the working group's ability to produce the results envisaged by the project;
- b) articulation of the overall strategy: coherence between the overall project strategy and individual activities;
- (c) ways of achieving the specific objectives and results set out in the project.

PROJECT OUTPUT

The participant should articulate its proposal by proposing the implementation methods it considers most effective for the production of the project outputs. The proposal should be structured in particular by developing the following points:

- a) implementation characteristics and contents of the interventions, with justification of the chosen strategic, organisational and implementation methods, analysis of consistency with the general and specific objectives of the Programme and description of the project outputs
- b) presentation of the working group responsible for the implementation of the activities, with a description of the working group's capacity to produce these outputs, also with reference to the specific professional skills and experience gained.

METHODOLOGICAL APPROACH AND ARTICULATION OF ACTIVITIES

For each type of activity listed in the specifications, the specific interventions to be implemented to achieve the project objectives must be described. The activities and related interventions must be consistent with the overall strategy of the Programme and with the respective strategic sub-axes proposed for the individual target countries, with respect to the relevant target groups identified. The interventions must be articulated according to the points listed below:

- a) Arrangements for the implementation of actions: description of the operational methods used for the provision of services and their consistency with the aims and objectives of the proposed communication campaign and the Programme
- b) time schedule: adequacy of time and resources, foreseen in the time schedule and its consistency with the Programme, which is to be articulated over a three-year period;
- (c) consistency with the overall strategy and implementation methods of the interventions proposed above;
- (d) description of monitoring mechanisms and proper implementation of activities;
- (e) description of the working group and specific responsibilities in relation to the different activities.

9.2 HOW TO PREPARE THE ECONOMIC OFFER - ENVELOPE

The costs must be detailed for each activity and type of activity necessary for the organisation and implementation of the service (SUBTOTAL ACTIVITY) with an indication of the value of the fee of the economic operator considered according to the following scheme.

These costs contribute to the definition of the SUBTOTAL ACTIVITY and are subject to reporting and control in accordance with the rules and provisions set out in point 1.1, which govern the granting of co-financing under EU Regulation No. 1144/2014 on information provision and promotion measures for agricultural products carried out on the internal market and in third countries.

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

An example table is given:

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

*NB: THE TOTAL ECONOMIC OFFER must not exceed the total amount of this selection procedure (€ 2,428,087.50).

The remuneration of the implementing body (economic operator's fee) shall be a maximum of 13% of both the total cost (SUBTOTAL ACTIVITY) and each individual action.

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

CHARGES TO BE BORNE BY THE SUCCESSFUL TENDERER

They are the responsibility of the successful bidder.

1. Performance of the Services covered by the contract, in full and unconditional acceptance of the contents of these Tender Specifications;
2. Observance of every indication contained in these specifications, even if not specifically referred to in this

article, contained in the Subsidy Agreement to be concluded between the proposing organisation and AGEA, of the rules and regulations in force both at European and national level and of the target countries, as well as of those that may be issued during the contractual period (including regulatory provisions and municipal ordinances), with particular regard to those relating to hygiene and safety and in any case pertaining to the subject matter of the contract or its execution;

3. The implementing body shall assume full technical and financial responsibility for the actions referred to in point 5, including that relating to their compatibility with the legislation in force in each country covered by the programme and with the competition rules applicable in this field. The contractor shall, if necessary, employ staff to monitor and supervise the implementation of actions under the programme.
4. The implementing body will have to supervise the administrative/financial monitoring of the project, including the keeping of records and supporting documents, the transmission of deliverables, technical reports and the preparation of actions and payment claims.
5. The implementing body undertakes to keep the records and supporting documents, for five years following the payment of the balance, in order to prove the correct implementation of the action and the costs declared eligible, and in any case until the end of any control, audit, investigation, litigation or legal proceedings.
6. The implementing body undertakes to make available to the proposing body or the competent authorities all documents relating to the actions, including in original form, in order to allow checks or controls to be carried out

AMENDMENTS TO THE CONTRACT -QUANTITATIVE AND QUALITATIVE CHANGES IN SERVICES

The OP AGRINSIEME reserves the right, in the event of sudden and special needs, to make quantitative variations to the contract, more or less within the limit of one fifth of the contract amount, in compliance with contractual obligations.

RELATIONS BETWEEN THE SUCCESSFUL TENDERER AND THE ADMINISTRATION

The successful tenderer must identify a contact person responsible for the service, who will be obliged to collaborate closely with the AGRINSIEME offices in the implementation of the contracted service, as well as the operational resolution of problems relating to particular requirements of the activities.

INADEQUACIES

The AGRINSIEME PO has the right to contest services rendered that do not comply in whole or in part with the requirements of the tender specifications or the tender proposal. In the event of a dispute, AGRINSIEME may require the supplier to replace personnel unsuitable for the performance of the services. In the event of delay or refusal, as well as in any other hypothesis of non-compliance with the contractual obligations undertaken by the economic operator, AGRINSIEME will contest the non-compliance in writing to the company awarded the tender.

FORFEITURE AND REVOCATION OF THE CONTRACT

The successful tenderer may be declared disqualified from the contract in the following cases:

- for failure to fulfil contractual or statutory obligations in respect of salaries, payments or social security and insurance payments to the personnel of the company awarded the contract;
- for manifest non-fulfilment of commitments under the contract;
- for non-compliance with the submitted project guidelines and any supplementary service quality guidelines.

UNILATERAL TERMINATION OF THE CONTRACT

The AGRINSIEME PO has the right to check and verify the proper performance of the service with the help of appointees chosen at its discretion. In the event of termination of the contract, the company awarded the contract is nevertheless committed to continuing the assignment, under the same conditions, for a maximum of three months.

CONTRACTUAL EXPENSES

Stamp duty, stipulation, registration and any other ancillary expenses relating to the tender contract are to be borne 50% by the successful economic operator and the remaining 50% by AGRINSIEME.

CONTENTIOUS

For the settlement of all disputes that may arise in the performance of the service and that cannot be settled by the parties in the short term, the place of jurisdiction is Rome.

OWNERSHIP AND UTILISATION RIGHTS

The rights of ownership and/or use and economic exploitation of the documents prepared or produced by the successful tenderer or by its employees and collaborators within the scope of or in connection with the performance of this service shall remain the exclusive property of the Contracting Authority, OP AGRINSIEME, which may, therefore, arrange for the publication, dissemination, use and duplication of said intellectual works or materials without any restrictions. Said rights, pursuant to Law No. 633/41 "Protection of copyright and other rights granted to the exercise thereof" as amended and supplemented by Law No. 248/00, are to be understood as assigned, acquired and licensed in a perpetual, unlimited and irrevocable manner. The successful tenderer undertakes to deliver all the products in an open and modifiable format and expressly undertakes to provide AGRINSIEME, as Contracting Authority, with all the documentation and material necessary for the effective exploitation of the rights of exclusive ownership, as well as to sign all the documents necessary for the possible transcription of said rights in favour of AGRINSIEME in any public registers or lists. The successful tenderer undertakes to comply with current legislation on the collection and processing of personal data and the protection of databases.