



**TECHNICAL SPECIFICATIONS AND SELECTION PROCEDURE
OF THE IMPLEMENTING BODY
OF THE PROGRAMME
OF INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES
USA AND CANADA**

1 Prerequisites and preliminary information

Consorzio Tutela Vini d'Abruzzo (below Contractor Body), based in Ortona (CH), VAT Code 02199550696 and Tax Number 91007620692, intends to submit, as the leading beneficiary of a project consortium, a three-years (2021-2022-2023) information and promotion programme targeting third countries, upon (EU) Regulation No. 1144/2014 of the European Parliament and of the Council, in particular on the next Call 2020 for multiple programmes and therefore

HEREBY ANNOUNCES

In accordance with the articles of (EU) Reg. No.1144/2014, of Commission Delegated Regulation (UE) no. 2015/1829, of Commission Implementing Regulation (EU) no. 2015/1831 a **tender for the selection, through an Open Competitive Procedure, of an Implementing Body** responsible for the implementation of the actions (activities/initiatives) aimed at achieving the objectives planned under the Programme that will be presented and which, if successful, will take place in the following target countries: **USA and CANADA** and will cover the following products:

Product Recognition Code	Product
PDO-FR-A0707	Premières Côtes de Bordeaux
PDO-FR-A0686	Cadillac
PDO-FR-A0170	Loupiac
PDO-FR-A0714	Sainte-Croix-du-Mont
PDO-FR-A0668	Cérons
PDO-FR-A0274	Côtes de Bordeaux-Saint-Macaire (moelleux)
PDO-FR-A0274	Côtes de Bordeaux-Saint-Macaire (liquoreux)
PDO-FR-A0821	Bordeaux (blanc avec sucres)
PDO-FR-A0306	Bordeaux supérieur (blanc)
PDO-IT-A0880	Abruzzo PDO
PDO-IT-A0743	Cerasuolo d'Abruzzo PDO
PDO-IT-A0723	Montepulciano d'Abruzzo PDO
PDO-IT-A0728	Trebbiano d'Abruzzo PDO
PDO-IT-A0883	Villamagna PDO
PGI-IT-A0745	Colline Frentane PGI
PGI-IT-A0893	Del Vastese/Histonium PGI
PGI-IT-A0891	Colline Teatine PGI
PGI-IT-A0898	Terre Aquilane / Terre di Chieti PGI
PGI-IT-A0901	Terre di Chieti PGI

PGI-IT-A0887	Colline Pescaresi PGI
CN code: 08105000	Kiwis
CN code: 08092900	Cherries

Economic operators with the requirements outlined in the EU Regulations mentioned above, as specified in the following paragraphs, are invited to submit an offer on time to comply with the information contained in this "Technical Specifications".

It is already stated that, since this tender refers to the implementation of a promotional program that has yet to be applied for contribution upon EU Regulation No 1144/2014, if Consorzio di Tutela Vini d'Abruzzo is not among the beneficiaries selected for funding under the aforementioned Call for Proposals, the awarding of the services covered by this tender will be considered null and void. The bidder will never be able to claim any rights, nor will the Consorzio Tutela Vini D'Abruzzo have any obligation towards them and will not be subject to any claim for reimbursement or damages.

Proposals received under this selection procedure will be considered valid for 12 months.

The proposal formulated by the selected operator will be integrated to the proposal produced by the Consorzio Tutela Vini d'Abruzzo and the other project partners for the submission of the application for contributions to be applied for the 2020 Call for Multi Programs – EU Regulation No 1144/2014.

1.1 Regulatory framework

The framework of regulatory references essential to the implementation of the Programme and this procedure includes:

- **(EU) Regulation No 1144/2014 of the European Parliament and of the Council of 22 October 2014**, on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008;
- **Commission Delegated Regulation (UE) 2015/1829 of 23 April 2015** supplementing Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries
- **Commission Implementing Regulation (UE) 2015/1831 of 7 October 2015**, laying down rules for application of Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in the third countries;
- **Guidelines on the tendering procedure** referred to in European Commission Note DDG1.B5/MJ/DB D (2016)321077 of 7 July 2016.

The Consorzio Tutela Vini d'Abruzzo is not a Public Law **Organization** under Article 2, paragraph 1.4, of the 2014/24/EU Directive and, therefore, as indicated in the above legislation, it is not required to apply the national rules that comply with the European Public Procurement Directives (and in details the Legislative Decree 50/2016). However, the Consortium must select the execution bodies through an open tender procedure in accordance with the principles of cross-border interest, transparency, publicity, impartiality, equal treatment of candidates, as well as the conditions set out in the European Commission's Guidelines.

Therefore, the 2014/24/EU Directive and Italian Legislative Decree 50/2016 will only be applied if and to the extent that they are expressly recalled in the tender documents (tender and technical specifications and related attachments).

In any case, the competitive procedure will ensure compliance with the principles of non-discrimination, equal treatment, transparency, publicity, proportionality, clarity and consistency of the selection and award criteria provided, with the aim of ensuring the best value for money and the absence of conflicts of interest.

This procedure doesn't involve lots division:

2. Main project information

Promoted products:

Product Recognition Code	Product
PDO-FR-A0707	Premières Côtes de Bordeaux
PDO-FR-A0686	Cadillac
PDO-FR-A0170	Loupiac
PDO-FR-A0714	Sainte-Croix-du-Mont
PDO-FR-A0668	Cérons
PDO-FR-A0274	Côtes de Bordeaux-Saint-Macaire (moelleux)
PDO-FR-A0274	Côtes de Bordeaux-Saint-Macaire (liquoreux)
PDO-FR-A0821	Bordeaux (blanc avec sucres)
PDO-FR-A0306	Bordeaux supérieur (blanc)
PDO-IT-A0880	Abruzzo PDO
PDO-IT-A0743	Cerasuolo d'Abruzzo PDO
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PGI-IT-A0887	Colline Pescaresi PGI
CN code: 08105000	Kiwis
CN code: 08092900	Cherries

Contractor Body:

Beneficiary	Role	EU Country	Website
Consorzio di Tutela Vini d'Abruzzo	Leading beneficiary	Italy	www.vinidabruzzo.it
Agricultural Cooperative of Rachi Pierias O AGIOS LOUKAS	Beneficiary	Greece	https://www.kerasiarachis.gr/index-en.php
Union des vins doux de Bordeaux	Beneficiary	France	https://www.sweetbordeaux.com/
Union of Agricultural Cooperatives of Kavala (KAVALA COOP)	Beneficiary	Greece	http://www.easkavalas.gr/

Target Countries: USA, CANADA

Target Groups:

- PRESS REPRESENTATIVES, BLOGGERS AND INFLUENCERS
- TRADE OPERATORS AND HO.RE.CA PROFESSIONALS
- CULINARY AND SOMMELIER STUDENTS
- CONSUMERS

The overall objectives are the following:

- Improving knowledge of EU agricultural products and the high standards applicable to EU production methods
- Increasing the competitiveness and consumption of EU agricultural products and of certain food products and maximize their image outside the EU

Operators who will participate in this call will have to present a body of activities and initiatives (information and promotional) that develops around a clear and precise strategy oriented to the markets and target groups, aimed at achieving the objectives outlined above and consistent with the expected duration and the financial resources made available.

Work Packages (WP) and activities that will have to be present within the proposals, as described in detail within the technical specifications:

- WP2 - Public Relations
- WP3 - Website and social media;
- WP4 - Advertising;
- WP5 - Communication tools;
- WP6 - Events;
- WP7 - POS Promotions.

Duration of the Programme: 36 months (3 annual phases), with an indicative start to 1 January 2021.

Budget in charge of the Implementing Body:

Target Country 1 : USA € 2.920.000,00 VAT excluded (according to each beneficiary's national law).

Target Country 2: CANADA €1.830.000,00 VAT excluded (according to each beneficiary's national law).

Total amount of the tender procedure € 4.750.000,00 VAT excluded

These amounts must also include the implementing body fee, while they don't include other charges that will be payed directly by the proposed organizations.

The project breakdown for the budget on each target countries is as follows::

Target Country	Amount (€)
USA	2.920.000,00
CANADA	1.830.000,00
Total amount of the tender procedure	4.750.000,00

Please refer to the next paragraph 5 for more details.

TECHNICAL SPECIFICATIONS

3 Subject of the contract

3.1 General description of the service

The service consists on the execution of a part of the Information and Promotion Programme mentioned.

The Implementing Body will ensure:

- the development and implementation of the agreed parts of the Three-Year Programme, starting from the signing of the contract and in coordination with the beneficiaries;
- the operational activation of the actions and promotional activities planned for the period established by the Programme, on the basis of the objectives provided by the communication strategy, and aimed at achieving the expected results and impact, also through the constant reporting of the activities carried out and their results, always in constant coordination with the beneficiaries;
- the financial and administrative management of the agreed parts of the Programme, including periodic technical reports and final technical report , as well as all the documents necessary for reporting the activities carried out by the Implementing Body.

The service must be characterized by a qualified technical and operational support, an high quality of the performed activities, and stand out for the innovativeness of the messages, the tools with which to carry out the message and the ways in which the target audience is involved. The development and implementation of the Programme's activities must be carried out in a consistent manner with respect to the overall and specific objectives and communication strategy, considering the priorities and objectives of (EU) Regulation No 1144/2104, ensuring a clear recognition of the Programme and its promoters, always under the coordination of the beneficiaries.

3.2 Execution

The Implementing Body must set up and arrange a project team for the duration of the contract, in accordance with the participation requirements, which is responsible for managing and implementing the Programme. **All activities of the project team, including the selection of companies to subcontract and related expenditure estimates, must be agreed, shared and pre-approved by the Contractor Body.**

The contractor must ensure that one or more members of the project team are available for regular monitoring meetings at the Contracting Body headquarters, to provide operational support for the activities planned that need to be carried out under coordination with the structure of each partners. The decisions and themes discussed in these meetings should result from minutes prepared by the Implementing Body and made known by e-mail and approved by the Contracting Body.

The coordination of activities and the exchange of information with the Contracting Body can take place through different and articulated ways: telephone contacts, meetings, video calls, email correspondence, sharing and exchange materials and documents through online platforms. In any case, any change in the implementation plans from what was previously agreed must be authorized by the Contracting Body by written act. It is forbidden for the Implementing Body to divest, in all or part, the service of the execution of the Programme, subject to the nullity of the divestment itself.

Any suppliers of any related or part of the Programme's activities must be approved in writing by the Contractor Body. The Implementing Body will have to submit, with appropriate advance, at least two proposals with related quotes for Suppliers that are able to guarantee the same requirements of professional, economic capacity and commitments provided in the following paragraph 6.2.

3.3 Employee and workgroup staff

The Implementing Body must ensure the execution of the awarded services with properly hired staff, who has the appropriate professional and technical requirements for the implementation of the project. The project team must be characterized by a flexible organizational approach to respond to the changes and/or unforeseen circumstances that may occur during the execution of the activities.

In particular, the dedicated staff will have to possess above all a range of skills in the following areas, listed as an example and not to be considered exhaustive: communication, organization of events, knowledge and experience of activities carried out in relation to the markets of the target countries, press office, project management, digital web and social management, graphics, etc. In particular, it must be able to define prior quantitative targets and propose projects that are consistent with them. It must also provide for proper constant reporting of the results achieved for the action carried out.

The Implementing Body assumes full and exclusive responsibility for the various working relationships for which in no way the Contracting Body could be held responsible. The Implementing Body will ensure full compliance with all contribution and tax obligations, as well as contractual requirements in general, while also committing to comply with all workplace safety rules and any other obligations arising from the current regulatory provisions, relieving the Contracting Body from any liability in this regard.

The Implementing Body, for the duration of the contract, is committed to:

- a. establish and make available an appropriate project team (people who will take direct care of the work to be done), in accordance with the participation requirements, which will be defined in agreement with the beneficiaries;
- b. agree and share all team activities with the Contractor Body;
- c. use suitable staff, with proven skills, honesty, morality and confidentiality, which will have to maintain absolute secrecy about what has come to know in the execution of the service;
- d. ensure the stability and continuity of service in all circumstances, ensuring quantitatively and qualitatively adequate staff and respecting the contents of the technical offer;
- e. respect employment contracts relating to wages, regulation, pensions and insurance for their staff;
- f. provide for a project contact who attends monitoring meetings, to give operational support to the activities of the Programme;
- g. prepare all possible means of communication that can simplify the coordination, monitoring and control of the Programme;
- h. implement the Programme that will be drafted and countersigned by the parties, in all its parts and in the ways and times established there, and also provided for by the Grant Agreement;
- i. provide all the documentation required by the Contracting Body with particular reference to quotes (which must always be pre-shared), contracts and expense documents of any suppliers of any related or part of those provided by the Programme;
- j. always propose the qualitative and quantitative targets to be achieved by every given action;
- k. monitor ex-post results by providing support reporting.

4 Service duration

The contract relating to the service will cover the execution of the activities indicated in this tender, under the conditions set out here and will be signed after the proposed party signs the Grant Agreement with CHAFEA.

The Implementing Body is committed to perform the services for the duration of the Programme and within the deadlines set by the Grant Agreement, this Technical Specifications, the timetable and, if not otherwise provided, according to the timetable indicated by the proposer / Contracting Body. The service will run for a total of 36 months from the date of the contract.

5 Type of activities and initiatives provided by the Programme

The activities and initiatives that will form the Promotional Programme are similar to those of information and promotion of high-quality agricultural and food products, taking into account the issues to be dealt with and the objectives listed above and fall into the following categories:

- WP2 - Public Relations
- WP3 - Website and social media;
- WP4 - Advertising;
- WP5 - Communication tools;
- WP6 – Events
- WP7 – POS Promotions

The aim is to expand the presence of the products promoted on the US and Canadian market.

The tables below present the preliminary information on the promotional activities that must be included in the proposals set out to answer this tender.

Please note that the information provided here are orientative, while the proposing entity may present its own best proposal, as well as its own budget.

WP	2. Public Relations
TARGET	Press representatives, bloggers and influencers
	Continuous PR Office activities.
Description of activity	Permanent Public Relations service and press office will establish the necessary links with the most relevant distribution agency, journalists, blogger and influencer, to share all information about the project and products. This service will support the expected improve of the knowledge of the EU wines and fruits in the target markets. The cost of this activity has to include: annual editorial plan, press kit, translations in English and French, drafting and sending of press releases, development, management and follow up for Public relations activities, Pr during events, clipping report
3 year budget in USA	180.000€
3 year budget in CANADA	70.000€

WP	3. Website and social media
TARGET	All targets
	Website
Description of activity	A website will be created in the languages of the target countries. The website will contain text, images, videos about the project and products and will be SEO optimised. The website shall be updated at least every month. The cost of this activity has to include: design development, hosting, drafting content, maintaining and updating of the website and of the contents, translations in English and French.
3 year budget in USA	25.000€

WP	3. Social media
TARGET	All targets
	Social media
Description of activity	It will be created Instagram and Facebook accounts for the project in English in order to be able to reach all the target groups with the same language. The main goals of the Social Media accounts are: share information, generate engagement

	and create a community of the project. Additionally, they will use to show the activities carried out by the program. The cost of this activity has to include: accounts setup, regular posting and update of the social contents, management of the social community, copywriting of caption and text, translation in English, graphic designer of the posts.
3 year budget in USA	70.000€
3 year budget in CANADA	60.000€

WP	4. Advertising
TARGET	Consumers
	Online and Offline Advertising
Description of activity	The project will include an advertising plan divided into print advertising (magazine of food&wine, lifestyle, etc) and online advertising (social media, google ads, native advertising on food&wine website, etc.) This plan will cover the most effective way to reach the highest number of target final consumers as possible, both online and offline. The campaigns will be launch on the basis of the calendar of other activities so that they will strengthen the impact and improve the results of each other. The cost of this activity has to include: graphic designer for the material, copywriter, writing and editing of texts, translations in English or French, cost of publication of the advertorial and off online advertising
3 year budget in USA	530.000€
3 year budget in CANADA	170.000€

WP	5. Communication tools
TARGET	All targets
	Visual identity and Communication tools
Description of activity	In the beginning of the campaign, the visual identity of the campaign will be created. It includes the logo, the visual and the slogan of the campaign. These elements will be used up to design all the communication tools produced for the different target, for example: flyers, banners, roll up, placemats, folders, gadgets for journalist and professionals (for example shopper, pendrive), etc. The cost of this activity has to include: visual identity definition, graphic designer for the materials, copywriter, writing and editing of texts, translations in English/French, print and production of the tools.
3 year budget in USA	90.000€
3 year budget in CANADA	40.000€

WP	5. Communication tools
TARGET	Consumers
	Promotional Videos
Description of activity	Every year promotional videos will be created in each country about the campaign and focusing on the single products. The video will be really important as contents for social media and website and will be used during events to be projected. The cost of this activity has to include: design of the videos and video production

	videos post editing, writing, translations and editing of subtitles
3 year budget in USA	55.000€
3 year budget in CANADA	70.000€

WP	6. Events
TARGET	Press representatives, bloggers, trade operators and Ho.Re.Ca professionals
	Stands at Trade fairs
Description of activity	<p>A trade fair will be selected in each country every year to reach the trade operators and spread the knowledge of the European wines and fruits: Fancy Food in USA and Sial in Canada.</p> <p>Trade fairs and international shows are strategical platforms having high visibility, so they will be the way to communicate the message of the project to a wide audience of professionals.</p> <p>The cost of this activity has to include: registration and insurance, floor rent, booth decoration, catalogue fair insert, transport of wine and materials, assembly/disassembly, technical services of the fair, tasting equipment, organization, management of suppliers, managements of products</p>
3 year budget in USA	220.000€
3 year budget in CANADA	220.000€

WP	6. Events
TARGET	Trade operators and Ho.Re.Ca professionals
	Seminars and B2B meetings
Description of activity	<p>Seminars and B2B meeting are both targeted to operator and professionals. They differ because of their aim (business mission for B2B meetings, informative mission for seminar) and their format:</p> <ul style="list-style-type: none"> • Seminar: these informative events have the objective of raising awareness about the European wines and fruits, their quality, their producing methods and territory. • B2B Meetings: meetings with the distribution agents and buyer of the target markets will be held in different cities. The goal of this action is to increase export value for the EU quality wines and fruits and to inform the agents about the differential value of EU products. <p>The cost of this activity has to include: research and invitation of the guest, location scout and rental, catering services, rent of the equipment, management of the organization of the events and logistics, shipping cost.</p>
3 year budget in USA	230.000€
3 year budget in CANADA	155.000€

WP	6. Events
TARGET	Ho.Re.Ca professionals, Culinary and Sommelier Students
	Educational activities
Description of activity	<p>The project will involve students of wine and culinary school or association, chef and sommelier into educational events (lesson, webinar, workshop, etc) up to spread the knowledge of the products and the quality of European wines and fruits.</p> <p>The cost of this activity has to include: cost of the partnership with the school or association, spoke person for the events, organization of events and logistics,</p>

	shipping cost
3 year budget in USA	115.000€
3 year budget in CANADA	50.000€

WP	6. Events
TARGET	Consumers, trade operators and Ho.Re.Ca professionals
	Restaurant weeks
Description of activity	<p>Thanks to this activity, consumers will have the chance to try and taste EU quality products (<i>especially of Consorzio Tutela Vini d'Abruzzo</i>) in the key restaurants involved in the campaign in the main cities of the target countries. European wines paired with special recipes, created in each restaurant, will be used to raise awareness among consumers about the production methods and the quality standards of EU agri-products.</p> <p>The cost of this activity has to include: selection and engagement of restaurants every year management and organization of the partnership with restaurant shipping costs for the products and promotional materials.</p>
3 year budget in USA	135.000€
3 year budget in CANADA	65.000€

WP	6. Events
TARGET	Press representatives, bloggers, influencers, trade operators and Ho.Re.Ca professionals
	Study Trip in Europe
Description of activity	<p>The activity involves the organization of one incoming tour in France and Greece dedicated to journalists, food and lifestyle bloggers, influencers, opinion leader and trade operator, in order to increase the awareness on the campaign and its objectives and their involvement in it. The aim will be to develop strong bound with those media and trade representatives and increase their engagement in the campaign, with the purpose of having them as potential ambassador for the project.</p> <p>The cost has to include: research and invitation of guests, organization of trips, travel and accommodation costs, organization of entertaining moments and activities, organization of tour in the producer companies, interpreter.</p>
3 year budget in USA	100.000€
3 year budget in CANADA	80.000€

WP	6. Events
TARGET	Press representatives, bloggers, influencers, trade operators and Ho.Re.Ca professionals
	Sponsorship of events

Description of activity	<p>Each year the proposing organizations will manage the sponsorship and organization of events oriented towards food and wine journalists, bloggers, writers, social media influencers and consumers. Those events are considered as strategical platforms giving high visibility to the products of the campaign with different activities targeted to press representatives or consumers.</p> <ul style="list-style-type: none"> • In the USA the proposing organizations will manage the sponsorship of at least 1 event each year, with a high targeted audience of journalist, blogger, key opinion leader of food and wine sector, which have a high impact on consumer awareness (with special focus on wine sector). • In Canada will be managed yearly the sponsorship and participation to 1 prestigious event mainly devoted to a wider audience of consumers, introducing the target to the products and messages of the campaign and increasing their awareness of it, even through the participation and intervention of some well-known specialist such as celebrity chefs, high-ranked professionals and acclaimed sommelier. <p>The cost of this activity has to include: organization or sponsorship of events dedicated to the target audience, collaboration with professionals or spokespersons, shipping costs for products and materials, technical services and equipment rental, tasting equipment, organization, management of suppliers.</p>
3 year budget in USA	150.000€
3 year budget in CANADA	235.000€

WP	6. Events
TARGET	Press representatives, bloggers, influencers, trade operators and Ho.Re.Ca professionals
	Walk around tasting
Description of activity	<p>In order to broaden the influence of the campaign, it will implement the organization of walk-around tastings every year in each target country, to introduce the campaign's products and let them being better known by the participants. These guests will be journalists, operators, sommeliers, bloggers and influencers related to the food and wine sector.</p> <p>This action includes: research and invitation for the guests, venue rent, catering , equipment for projections</p>
3 year budget in USA	300.000€
3 year budget in CANADA	110.000€

WP	6. Events
TARGET	Press representatives, bloggers, influencers, trade operators and Ho.Re.Ca professionals
	Promotional dinners for B2B professionals and journalist
Description of activity	<p>The goal of promotional events is to bring together key representatives of the local and international press, trade operator and professionals. They will be all invited to a meeting where they are given first-hand information on the EU food and wine products and where will be create a special menu to taste this products.</p> <p>The cost of this activity has to include: research and invitation of guests, venue rent, organisation of the event, spokespersons, equipment for the presentation, dedicated menu, interpreter, supporting personnel.</p>
3 year budget in USA	420.000€

3 year budget in CANADA	270.000€
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WP	7. Promotion in POS
TARGET	Consumers
	Tasting days
Description of activity	<p>Organization of tasting days in each target country will be the way to disseminate and spread information about European products (especially of Consorzio Tutela Vini d'Abruzzo). POS activities will be strategic to meet the consumers where they make most of their purchasing decisions. The goal is to influence their purchasing decision and raise the awareness of production methods and standards of European quality products.</p> <p>The cost of this activity has to include: partnership with large-scale distribution chain, staff cost, shipments of the materials and products</p>
3 year budget in USA	300.000€
3 year budget in CANADA	235.000€

PROCEDURE FOR CHOOSING THE IMPLEMENTING BODY FOR THE PROGRAMME

6. Requirements for participation to the tender

6.1 Non-existence of exclusion clauses from participation to the tender

Participation in this tender procedure is reserved to economic operators who state, on the date of submission of the offer, that there are no grounds for exclusion under the 2014/24/EU Directive, i.e. reasons for exclusion related to:

- criminal convictions;
- non compliant tax or social security contributions;
- insolvency, conflict of interest or professional misconduct.

The non-existence of these exclusion reasons must be proved through the attached declaration (Annex B), signed by the legal representative.

In the case of a temporary grouping that has not yet been formed, each operator will have to produce such a declaration.

6.2 Economic and financial capacity requirements

The economic operator who intends to participate in this selection competition:

1. must have achieved, in the three years 2017-2018-2019, a total global turnover of no less than Euro 3,000,000.00 in letters: (Euro three million/00) net of VAT, resulting from VAT returns or equivalent tax;
2. it must attach a Bank declaration of possession by the economic operator of the financial means necessary to ensure the execution of the actions provided by the Programme (eligible banking references);
3. It must attach the Italian Chamber of Commerce declaration or register in a commercial register held in the State where the economic operator is based.

The possession of these requirements must be attested through the attached declaration (Annex B), signed by the legal representative. These requirements must be met by the economic operator as a whole, i.e. as a temporary grouping of companies.

6.3 Technical and professional skills requirements

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

- Have executed in the three-year period 2017-2018-2019, services similar to those subject to the competition for an amount of no less than a total of EUR 2.000.000 (in letters: Euro twomillions/00) net of VAT;
- attach the list of the main services performed (company CV);
- to attach the CVs of the staff employed in the eventual execution of the Programme, from which a proven experience in services similar to those covered by the competition is established.

Similar services are defined (as an example and not exhaustive):

- complex international promotion programmes;
 - management of groupings of companies and coordination of working groups;
 - design and management of public contribution programs;
 - event and incoming organization activities;
 - press office management activities;
 - communication activities, PR, etc. also online;
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- realization of information material;
- making promotional videos;
- promotional activities in the agri-food sector.

The possession of these requirements must be attested through the attached declaration (Annex B) signed by the Legal Representative of the economic operator offering and the sending of the CVs of the professionals provided in the execution of the assignment. These requirements must be held by the economic operator or by the temporary grouping of companies as a whole, except that in that latter case the leading proponent must in any case meet the requirements and perform the activities in a majority way.

7. Award criteria

The contract is awarded on the basis of the cost-effectiveness criterion, according to the breakdown of the scores described below.

The quality aspects of the service and the economic offer will be taken into account together, in fact the total 100 points will be assessed in the following order:

- TECHNICAL OFFER QUALITY: max points 85;
- ECONOMIC OFFER: max 15 points;
- TOTAL SCORE: max 100 points.

The Evaluation Committee will assess the qualitative elements on the basis of the criteria shown in the table below.

TECHNICAL OFFER: 85 POINTS MAXIMUM		
Criterion	Sub criteria	Maximum score
1. OVERALL STRATEGY	Quality of the overall strategy, the proposed promotional activities and their coherence with the approved proposal and the tender dossier.	Up to 6 points
	Capacity to produce the expected results and achieve the set objectives.	Up to 4 points
Maximum score		10
2. PROJECT OUTPUT	Creativity and innovation of the proposed communication and promotion plan (i.e. PR activities, promotional video, communication tools, on-line communication, events planning, etc.)	Up to 10 points
	Quality of the proposed visuals	Up to 5 points
	Quality of the team assigned to the program, for communication, graphic, event management, etc. (evaluation of the CVs)	Up to 17 points
Maximum score		32
3. METHODOLOGY	Adequacy of the methodologies for implementation and execution	Up to 15 points
	Adequacy of the activities planning and implementation in terms of coherence to the objectives set and to the expected timeline. More in details, coherence between the submitted activities timeline and the effectiveness of activities implementation, with special regards to the team resources involved	Up to 8 points

	Quality of the team assigned to the program, for technical assistance, reporting and financial management (evaluation of the CVs)	Up to 6 points
	Adequacy of the control tools that will be used to evaluate the correct economic and financial execution, together with the coherence to the expected timeline	Up to 2 points
	Previous experiences and skills of the competing agency and of the team assigned to the project	Up to 10 points
	Continuous assistance granted to the beneficiaries	Up to 2 points
Maximum score		43

The proposals will be evaluated by a Committee nominated after the deadline for the submission of proposals. The Committee will evaluate each technical proposal, awarding a quality score to each sub criterion.

not detectable	0
irrelevant	0,1
nearly sufficient	0,2
sufficient	0,3
sufficient/discreet	0,4
discreet	0,5
discreet/good	0,6
good	0,7
good/very good	0,8
very good	0,9
excellent	1,0

COMPETITIVE BUDGET PROPOSAL: 15 POINTS MAXIMUM		
Criterion	Sub criteria	Maximum score
COMPETITIVE BUDGET PROPOSAL	Competitive budget proposal for implementing body fee (as per following rule)	Up to 15 points
Maximum score		15

Sub criterion: "Competitive budget proposal for implementing body fee"

Score = (minimum % fee / current % fee) * 15

Where:

minimum % fee is the lowest implementing body fee received

current % fee is the implementing body fee received for the proposal that is evaluated where:

In the score calculation, values will be considered up to 2 digits.

Based on the scores attributed to the offers, the ranking will be drawn up.

The award will be made in favour of the competitor who has submitted an offer which, in possession of all the mandatory minimum requirements, is found to have achieved the highest overall score (technical offer score - economic offer score).

In the event of a tie, the contract will be awarded to the competitor who has reported the highest score in the technical offer. In the event of a tie-up of both the economic offer and the technical offer, a draw will be made.

The Contracting Body is not required to pay compensation to the competing companies, for any title or reason, for the offers submitted.

The award will take place after checks on the possession of the requirements are carried out.

The award immediately binds the competition's contracting competitor, while the Contracting Body will only be definitively committed when, under the law, all the acts resulting and necessary for the completion of the tender have achieved full legal effectiveness.

In case that the selected participant does not show up for the conclusion of the contract or that the falseness of the statements made is ascertained, the Contracting Body will proceed to the exclusion of the operator by assigning the task to the operator placed below in the ranking, once carried out the ritual checks.

The Consorzio di Tutela Vini d'Abruzzo will also proceed with the award if a single valid offer is made, provided it is appropriate and compliant.

The contracting body will not proceed with the award where no offer is convenient or suitable in relation to the subject of the contract.

The results will be communicated by a Certified Email to the participants and will be published on the website of the Consorzio di Tutela Vini d'Abruzzo.

8 Proposals submission

8.1 How to submit proposals

The agencies interested in participating to this tender must send, subject to exclusion, all the necessary documentation through 3 certified e-mail messages.

The messages must contain in the Object field the descriptions described in the following paragraph.

Only if for the bidder is not required to have Certified Email Account (according to its own legal framework), the documents can be sent by a traditional e-mail account with 3 separated messages (still providing for each one of them the descriptions required in the field "Object"). It remains the

responsibility of the sender to verify that the messages have been received within the deadline by the contractor.

Message A - administrative documentation, which must contain:

- a. application to participate in the procedure according to the Annex A, compiled and signed by the legal representative;
- b. the declarations requested according to the Annex B, compiled and signed by the legal representative;
- c. subscriber's identity document(s);
- d. Bank Declaration of possession of the financial means necessary to ensure the execution of the actions provided by the Programme (eligible banking references);
- e. Chamber of Commerce declaration or other registration in a trade register held in the State where the economic operator is based;
- f. CV of the operator(s) concerned in participating in the selection procedure and the submission of the offer (company CV);

Message B - technical offer, which must contain:

1. Technical proposal containing the detailed activity description, drafted as described in the section "How to prepare the technical offer – Message B".
2. CV of the staff employed;

Message C - Economic offer, which must contain the indication of the economic offer, for the activities (SUB- TOTAL ACTIVITY) and the fee of the economic operator, drafted accordingly to the template provided in the next section.

The following sections (How to prepare the technical offer and how to prepare the economic offer) provide guidance on how the technical and economic proposals must be drawn up.

The documentation must be written in Italian and/or English and must be presented in electronic format - PDF not editable, plus an .xls file for the economic offer - by Certified Email by the participant to the tender (or, if it is proven unavailability of the Certified Email, by a traditional email account) no later than the day 23 May 2020 at 13.00 pm (GMT+2.00)

The delivery of the Certified emails remains at the sole risk of the sender if, for whatever reason, it does not reach its destination within that peremptory period.

The delivery of the Certified Email and/or traditional e-mail messages remains at the sole risk of the sender if, for whatever reason, it does not reach its destination within that peremptory period. The sender can ask for confirmation that the email message has been received. This receipt will only prove that the messages have been received and will in no way constitute proof of compliance of the documentation submitted.

All the documents must be signed by the legal representative of the economic operator participating in the selection process; in the case of a temporary grouping already constituted must be signed by the legal representative of the designated competitor as the group leader; in the case of a temporary grouping that has not yet been made up, the offer must be signed by all parties that will form the aforementioned grouping.

The proposals must be submitted within the deadline to the following Certified email address: consorzio-viniabruzzo@pec.it

Alternative address to send proposals within the deadline, in case of unavailability of certified mail for the bidder and subsequent need to send the proposal through 3 traditional email messages: segreteria@vinidabruzzo.it

It is required that 3 separate messages are sent.

The following description should be used in the subject of each message:

OPEN PROCEDURE FOR THE SELECTION OF AN IMPLEMENTING BODY IN CHARGE OF THE EXECUTION OF THE INFORMATION AND PROMOTION PROGRAM IN THIRD COUNTRIES

Each Message must also include the following additional identification in the subject:

1. Message email A - Administrative documentation
2. Message email B - Technical offer
3. Message email C- Economic offer.

8.2 Offers evaluation

Following the entry into force of the Urgent Measures on Containment and Management of the Epidemiological Emergency by COVID-19, in accordance with the provisions in order to avoid contacts and movements, the opening of proposals relating to this procedure will take place in a restricted manner, also through online tools, with the participation of only the members of the Committee.

Date: 25/05/2020

Local time: 10.00 (GMT +2.00)

Private session for the members of the Committee only, carried out through online tools.

The Evaluation Commission, once opened the emails and checked the documents, will continue, in the same session or in other sessions, if needed, to carry out the procedures for evaluating technical offers. The Committee work will be properly recorded with an indication of the reasons for the assessments carried out.

The economic offer will be assessed at the end of the evaluation of the technical offers made by the Committee.

For any questions and/or clarifications for the preparation of the offer the Contracting Body can be contacted EXCLUSIVELY by sending an e-mail to segreteria@vinidabruzzo.it, to which an answer will follow only by email.

Any verbal request or any other requests forwarded not following this criteria, will not be considered.

Communications from the Contracting Body will take place via Certified email to the e-mail address indicated by the competitor.

9 Tender documents

9.1 Information on incorrectness in the administrative documents - Message A

Deficiencies in any formal element of the application can be remedied by requesting additions and / or documentation from the Contracting Body, where deemed appropriate. In particular, in the event of lack, incompleteness and any other essential irregularity of the documentation submitted, with the exclusion of those relating to the economic offer and the technical offer, the Contracting Body assigns a term to the tenderer, not exceeding ten days, so that the necessary declarations are made, integrated or regularized, indicating their content and the subjects who must make them. In case no answers within the regularization period, the competitor is excluded from the tender. The deficiencies in the documentation

that do not allow the identification of the content or of the person responsible for the same constitute essential non-remediable irregularities.

9.2 How to prepare the technical offer - Message B

Technical report

The operator will need to indicate for each point listed his own best proposal on which initiatives to implement, how to perform them and how to achieve the results.

1. Overall strategy

The operator will have to articulate his proposal by proposing the implementation strategies that he considers most effective in the pursuit of the project objectives using the following indications:

- a. Demonstration of the project team's ability to produce the project's expected results;
- b. articulation of the overall strategy: consistency between the overall design strategy and the individual activities;
- c. how to achieve the specific objectives and results outlined in the project.

2. Project actions

The operator will have to articulate his proposal by proposing types of activities and the implementation methods that he considers most effective for the realization of the project objectives using the following indications:

- a. Description of the activity plan: proposal on the implementation modes and content of the promotional plan drawn up in order to achieve the required objectives, graphic proposal and concept and content of promotional messages and their consistency with the task plan and ability of the project team to effectively carry out actions;
- b. presentation of the project team responsible for carrying out communication and promotion activities.

3. Methodology and articulation of activities

For each type of activity reported in the technical specifications, the specific interventions that will be put in place to achieve the project objectives will have to be described. The activities and related interventions should be consistent with the proposed strategies for the individual target countries and their target groups identified and should be declined according to the points below:

- How actions are carried out: a description of the operational arrangements used for the provision of services and their consistency with the objectives of the proposed communication campaign and with the Programme;
- timetable: times and resources availability and the consistency with the three-years Programme;
- Coherence with the overall strategy and the execution methods for the proposed activities;
- Description of monitoring mechanisms and the correct execution of tasks;
- presentation of any additional activities/services proposed and the ways in which assistance is provided to the Consortium;
- description of the project team and the specific responsibilities in relation to the different activities.

The previous points must be organized and presented according to the criteria and sub-criteria described in art. 7 and by activity.

9.3 How to prepare the economic offer - Message C

Economic offer

The costs will have to be detailed for each activity and type of activity required for the organization and implementation of the service (SUB-TOTAL ACTIVITY) with an indication of the value of the fee of the economic operator considered according to the following scheme.

The fee of the economic operator should be highlighted.

An example table is provided below.

TARGET COUNTRY _____					
DESCRIPTION OF THE ACTIVITIES					
W.P. 2 Public Relation					
Example: Editorial plan					
Press kit					
.....					
SUB-TOTAL ACTIVITY					
WP 2 for each year			€.	€.	€.
OPERATOR FEE WP 2			€.	€.	€.
W.P. 3					
WEB-SITE E SOCIAL MEDIA					
.....					
.....					
.....					
SUB-TOTAL ACTIVITY					
WP 3 for each year			€.	€.	€.
OPERATOR FEE WP 3			€.	€.	€.
W.P.4...					
GENERAL SUB-TOTAL FOR ACTIVITY PER YEAR (WP2+WP3+...)			€.	€.	€.
GENERAL SUB-TOTAL FOR OPERATOR FEE PER YEAR (WP2+WP3+...)					
TOTALE OFFERTA ECONOMICA PAESE TARGET _____			€	€	€.

NB: The TOTAL OF THE ECONOMIC OFFER must be at most equal to the total amount of this selection procedure (excluding VAT):

Target Country 1: USA € 2.920.000,00 VAT excluded.

Target Country 2: CANADA € 1.830.000,00 VAT excluded.

Total Amount: € 4.750.000,00 VAT excluded

The economic operator's fee must not exceed 14% of the total cost of the shares (SUB-TOTAL FOR ACTIVITY).

The table provided above as an example will form the economic offer and must be included in the Message C - Economic Offer.

10 Project team

The awarded operator assumes all legal insurance and social security costs, undertakes to comply with the existing rules on safety at work and pay of employees and, in general, is committed to complying with all obligations arising from laws, regulations, collective and supplementary contracts in relation to employment relations, in relation to all persons who carry out activities on its behalf, both in a regime of direct dependence and in an occasional form, with contracts of any kind.

The awarded operator assumes any responsibility for damages or injuries that may result from those persons or may be caused by those persons in the performance of any activity, directly or indirectly, relating to the services covered by this procedure.

11 Implementing Body Obligations

The execution body is responsible of:

- the performance of the services under contract, in agreement and cooperation with the Contracting Body and in the complete and unconditional acceptance of the content of this technical specification;
- observance of any indication contained in this technical specification, even if not specifically mentioned in this article, of rules and regulations in force at both national and EU level, as well as those that were possibly issued during the contract period (including regulatory rules and local ordinances), with particular regard to those relating to hygiene and safety and in any case related to the subject of the contract and its implementation;
- The Execution Body assumes full technical and financial responsibility for the actions in Articles 3 and 5, including their compatibility with existing EU legislation, that of the target project countries and with the applicable competition rules;
- The Execution Body will have to oversee the administrative/financial monitoring of the project, including keeping records and supporting documents, transmitting deliverables and preparing actions and applications for payment.

The Execution Body should:

- for a period of three years after the payment of the balance, keep records and keep supporting documents, in order to demonstrate the correct implementation of the action and the costs declared eligible;
- If audits, investigations, litigation or legal action are in progress under the Grant Agreement, keep the records and supporting documents until the end of those procedures;
- Make the abovementioned documents available upon request or in the frame of audits or investigations;
- Make available to the Contracting Body all the documents produced during the execution of the service, as well as all the data processed, used or collected during the execution, including all the data necessary for a correct evaluation of the effectiveness of the program, according to the legal framework and all the information needed for the periodic and final reportings;
- Keep the original documents.

12 Confidentiality and non-disclosure

The contracting entity will not be able to use, either directly or indirectly, for its own gain or that of third parties, the mandate entrusted and the information that it will be aware of in relation to it, and this even after the expiry of the contract. For this purpose, the bidder will not be able to disclose or disseminate the information and data of which he will become aware of during the performance of the activities.

The contracting entity is committed to complying with all the principles contained in the relevant regulatory provisions in the conduct of the activities contained in the relevant regulations, relating to the processing of personal data and in particular those contained in D.Lgs. 196/2003 and subsequent changes and in the European Parliament and/or Council Regulation of 27 April 2016 containing the European Data Protection Regulation (also "GDPR") and to ensure that personal information, assets, statistics, records and/or any other kind, which will be made aware of as a result of the services rendered, in any way acquired, are considered confidential and as such treated, while ensuring transparency.

The service provider must formally commit to instructing his staff to ensure that all data and information is processed in accordance with the relevant legislation.

The contractor of the service undertakes to use the above data and information solely for the purposes and activities provided for in this chapter.

13. Conflicts of interest

The Contracting Body will take appropriate measures to effectively prevent, identify and remedy conflicts of interest in the conduct of this selection procedure in order to avoid any distortion of competition and to ensure equal treatment of all economic operators, in accordance with Article 24 of the 2014/24/EU Directive and Article 42 of D.Lgs. 50/2016.

14 Defaults and resolution

The Contracting Body has the power to monitor and verify the good execution of the service with the help of appointees chosen at its discretion. The Contracting Body has the right to challenge the services rendered that do not meet all or part of the requirements of the specifications or the offer proposed in the competition. In the event of a dispute, you may ask the supplier to replace staff who are inadequate to the implementation of the services. The contract is terminated, according to and for the effects of art. 1456 of the Civil Code, with a reserve of damages in the following cases:

- in the case of the subcontract of all or part of the contract;
 - in the case of breach of data protection and confidentiality obligations, which are so serious that contractual obligations will not be continued further;
 - in the case of serious breaches, duly ascertained, to safety rules and any other obligations arising from employment relations under the current regulatory provisions (particularly in relation to the regularity of the tax and wage compliance certificate. etc.), as well as for non-compliance with contractual or legal obligations, in respect of salaries, liquidations or social security and insurance treatment for staff and employees employed in the service;
 - in the case of an unjustified suspension of service;
 - in the case of serious non-compliance with the contracted services provided by the programme and other obligations resulting from this specifications and/or the contract and/or timetable, as well as for non-compliance with the design lines submitted and any supplementary guidance on the quality of service, previously contested in writing by the Contracting Body and unresolved within the deadline;
 - in the event that the Executor Organization is subject to conciliation or similar procedures and limiting the economic and business capacity of the relevant bodies;
 - in cases of violation of the current regulations.
-

It may not be understood as a waiver to use the clause referred to in this article any non-contestations and/or previous non-compliances for which the Contracting Body has not considered to use the same clause and/or acts of mere tolerance of previous any kind of non-compliances of the contractor.

In the case of a resolution, the contracting body reserves every right to compensation for the damages incurred and in particular reserves the right to require the executor of any costs exceeding any costs exceeding those which it would have incurred in the presence of a regular fulfilment of the Agreement.

In any case, the Executor's Body, in the event of a resolution, will only be entitled to reimbursement of the expenses and activity actually carried out up to that point.

The Contracting Body will also have the right to defer payment of the balance, if due according to the final settlement account, until the amount of damage that the Executor's Body is required to compensate.

15 Relationships between the bidder and the Administration of the Commission

The contracting economic operator must identify a representative responsible for the service, who will have an obligation to work closely with the contracting body's contact staff and the procedure manager in the implementation of the service covered by the contract, as well as the operational resolution of issues relating to particular needs of the activities.

16 Disposal and subcontracting

The contracting person is required to perform the services included in the contract on his own and the contract cannot be delegated for no penalty, except for the cases required by law.

Subcontracting is allowed in limited ways and upon written authorization by the Contracting Body.

17 Controls

The Contracting Body has the power to monitor and verify the good execution of the service with the help of appointees chosen at its discretion. As the contract is financed with European Union resources, checks can be arranged by the relevant services of the European Union and/or national authorities.

18 Contractual expenses

The stipulation and registration duties and any other ancillary expenses relating to the contract are borne by 50% of the awarded operator and the remaining 50% to the Contracting Body.

19 Litigation

For the resolution of all disputes that should arise in relation to this procedure, the competent forum is Chieti, in the forms and manners required by law.

20 Property and use rights

The property and/or economic exploitation rights of the works, prepared or carried out by the Implementing Body, by its employees and collaborators in the context or at the time of the execution of this service, will remain the sole propriety of the Contracting Body, which may, therefore, have without any restrictions the publication, dissemination, use, duplication of such works of ingenuity or material. These rights, under L. 633/41 "Protection of copyright and other rights granted to its exercise" as amended and supplemented by L. 248/00, must be understood to be transferred, acquired and dismissed in a perpetual, unlimited and irrevocable manner. The awarded operator undertakes to deliver all products in open and editable format and expressly obliges itself to provide the Contracting Body with all the documentation and material necessary for the actual exploitation of exclusive ownership rights, as well as

to subscribe to all the documents necessary for the possible transcription of those rights to the Contracting Body in any public records or lists. The awarded operator is committed to complying with the current rules on the collection and processing of personal data and the protection of databases.

21 Data processing

Under D.Lgs. 196/2003 and the Regulation (EU) 2016/679 of the European Parliament and the Council of 27 April 2016 containing the European Data Protection Regulation (below also "GDPR"), it is informed that the data collected is intended for the choice of the contractor and their award is optional in nature. If the competitor wishing to participate in the procedure or win the contract, the contractor must provide the contracting body with the documentation required by the current legislation. The rights of the person concerned are those provided for in Article 13 of the law cited. These rights may be exercised under and for the effects of D.Lgs. 196/2003 and GDPR. The data collected can be communicated to the staff of the Contractor Organization that is responsible for the proceedings and to any other person who has an interest in it under Law 241/1990 s.m.i.

In particular, in relation to the procedure established by this procedure:

1. the objectives to which the collected data are held are in order to verify the ability of competitors to participate in the competition in question;
2. the data provided will be collected, recorded, organized and stored for the purposes of the management of the race and will be processed, both by paper and magnetic support, even after the possible establishment of the contractual relationship, for the purposes of the report;
3. the provision of the required data is mandatory, otherwise the competing agency is excluded from the competition;
4. the subjects or categories of subjects to whom the data can be disclosed are: 1) the staff of the Contracting Organization; 2) competitors; 3) any other person who has an interest under Act 241/1990 and s.m.i.;
5. the rights to the person concerned are those of art. 7, of D.lgs. 196/2003 and s.m.i. and articles from 15 to 22 of GDPR, to which it is postponed;
6. active subject of the collection is the Contracting Body

The owner of the data is the Consortium Tutela Vini D'Abruzzo (C.F. 91007620692 and P.I. 02199550696) based in Corso Matteotti – Palazzo Corvo, SNC – 66026 – Ortona (CH), e-mail: amministrazione@vinidabruzzo.it under Article 28 of the European Data Protection Regulation ("GDPR") and Article 29 of D.Lgs. n. 196/2003, as well as the Italian GDP Adjustment Regulation.

For any further aspect, it is possible to refer to the "Customer Data Processing Statement" of the Consorzio di Tutela Vini d'Abruzzo, that can be found on the Contracting Body website.
