

**OPEN COMPETITIVE TENDER FOR THE SELECTION OF THE IMPLEMENTING BODY
OF THE PROGRAMME FOR INFORMATION AND PROMOTION OF AGRICULTURAL
PRODUCTS IN THIRD COUNTRIES NAMED “GOLDEN RED TOMATOES FROM EUROPE
– BETTER THAN FRESH” – ACRONYM “GOLDEN RED FROM EU” - INVITATION TO
PRESENT PROPOSALS N. 2020/C 12/07 DATED 14.01.2020**

TECHNICAL SPECIFICATIONS

1 – Preliminary information

OI Pomodoro da Industria Bacino Centro Sud Italia – with its registered seat in Traversa Viale Fortore – 71121 Foggia (FG) – Italy and office in Via Nazionale N. 121 – 84012 Anagni (SA) - Italy – C.F. 95200290633 – Tel. +39 081 18283467 – e-mail oipomodorocentrosud@gmail.com – PEC oipomodorocentrosud@pec.it hereinafter the “Client”, announces a public Tender for the selection of an “Implementing Body” through an Open Competitive Procedure.

1.1 – Framework

In accordance with EU Regulations n. 1144/2014, n. 1829/2015 and n. 1831/2015, OI Pomodoro da Industria Bacino Centro Sud Italia must **select an Implementing Body for the three-year information and promotion programme named “Golden Red Tomatoes from Europe – Better than Fresh” (Acronym “GOLDEN RED FROM EU”) – ID 101015658** - hereinafter named the “Programme” – **submitted on 01/06/2020 to the Call 2020/C 12/07 “Call for proposals for simple programme 2020” – Topic 5 – and approved with decision of the European Commission N C (2020) 8663 of 14/12/2020.**

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

OI Pomodoro da Industria Bacino Centro Sud Italia, as proposing organisation of the Programme thereby announces a public Tender through an Open Competitive Procedure for the selection of an Implementing Body engaged to implement the Programme “GOLDEN RED FROM EU”.

1.2 – Legal Framework and Reference documents

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

- a) Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008 (OJ L 317, 4.11.2014, p. 56);
- b) Commission Delegated Regulation (EU) 1829/2015 of 23 April 2015 supplementing Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries (OJ L 266, 13.10.2015, p. 3);
- c) Commission Implementing Regulation (EU) 1831/2015 of 7 October 2015 laying down rules for application of Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in the third countries (OJ L 266, 13.10.2015, p. 14);
- d) The guidance provided on the application of the competitive procedure for the selection of implementing bodies in the European Commission note DDG1.B5/MJ/db D (2016)3210777 of 7 July 2016;
- e) The 2020 Call for Proposals - Simple Programmes - Grants to information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries in accordance with Regulation (EU) No 1144/2014 of the European Parliament and of the Council (2020/C 12/07);
- f) the MIPAAF Decree dated 03/06/2020 – Prot. N. 0029174 – concerning the selection procedure for the implementing bodies for simple programmes.

1.3 – General Information on the Programme

Products promoted by the Programme:

The products that the Action will promote are preserved tomatoes, whole or in pieces (code 200210).

Target country:

India

General objective:

Increase the competitiveness, consumption and market share of Italian and European preserved tomatoes whole or in pieces in the target market by optimising their image and increasing awareness of their origin, quality, taste similar to the fresh product with lower preparation times, nutritional benefits and versatility of use in cooking.

Specific objectives:

1. Achieve (by the end of 2023) an overall increase in the export of Italian preserved tomatoes whole or in pieces in the target market of 200% compared to 2019. This objective will be achieved principally by activities directed to the professional distribution sector and Ho.Re.Ca. channel, as well as activities directed to opinion leaders who have a primary role in directing demand for the promoted products from consumers in the target market, and activities directed to final consumers.
2. Increase the knowledge and awareness of the origin of the promoted products, their quality, authenticity and versatility compared to the competition which is represented above all by the fresh local product.

Target groups:

1. Professionals in distribution and HoReCa channel.
2. Opinion leaders (journalists, writers, food, wine & food, diet and lifestyle bloggers, chefs, foodies, influencers, nutritionists etc.).
3. Consumers aged 25-39 (millennials) and 40-54 (generation X) of middle and high income with particular reference to residents in the cities selected for field activities (New Delhi and Mumbai).

Activities to be carried out:

Definition of the communication strategy, graphic design and visual identity

Creation and update of the website and SEO

Social media management

Advertising (print, digital, social media)

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

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

One-to-One meetings with distributors, Point of Sale promotions, prize competitions for consumers and InStore advertising

Cooking Workshops

Participation in international sector fairs

Duration of Programme and the contract:

36 months (subdivided into 3 12-month phases with indicative start on 1 March 2021)

Overall value of the Programme:

€ 1,378,016.00

Overall value of this Contract:

€ 1,130,000.00 including VAT subdivided as follows:

Year 1: € 393,150.00

Year 2: € 365,350.00

Year 3: € 371,500.00

The contract is a single lot.

2 – Object of the Contract

2.1 – General description of the service

The service consists of the implementation of the Programme.

The contractor must, therefore, following the signature of the contract, ensure the delivery of the three-year Programme and the implementation of the communication and promotional activities foreseen in the plan of the

programme on the basis of the stated general and specific objectives, also through the ongoing monitoring of the activities carried out and the preparation of technical reports (periodic and final).

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

2.2 – Performance of the service

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

2.3 – Working Group

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

The contractor must ensure that:

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

3 – Duration of the service

The duration of the service is thirty-six (36) months from the signature of the contract which will be stipulated between the Client and the Contractor within 30 days of the signature of the Grant Agreement between the Client and Paying Agency of the Member State (AGEA) and will have as its subject the activities indicated in the technical specifications under the stated conditions. The Client reserves the right to ask for an extension of the end date of the duration of the service for a maximum additional 6 (six) months to guarantee the completion of all the activities foreseen in the Programme, under the same financial conditions.

4 – Conditions for participation

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

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

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

4.1 – Requirements for participation

Registration in the Chamber of Commerce, Industry, Crafts and Agriculture for activities in line with the object of

this tender (as stated in the copy of the Chamber registration). A tenderer established in another member state than Italy should present a sworn statement or official document pursuant to the applicable law in the State where it is established.

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

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

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

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

4.3 – Requirements of economic and financial capacity

The economic operator that intends to participate in this tender must demonstrate either singly or relying also on the capacities of another entity, to have registered in **the three-year period of 2017/2019, an average annual turnover** not less than 1,600,000.00 Euro (one million six hundred thousand Euro) net of VAT.

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

4.4 Requirements of technical and professional capacity

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

The possession of this requirement shall be attested to by means of the attached declaration (**Annex A**) signed by the legal representative and with attached the general presentation of the implementing body, the description of the working group and the short description of its members. **In the case where the economic operator relies also on the capacities of another entity, Annex A and all the remaining documentation must also be provided by the auxiliary undertaking.**

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

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

for other competitors;

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

4.5 – Subcontracting

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

4.6 – Bank guarantee

In case of the award of the tender, the economic operator shall present a bank guarantee issued by a banking institute or insurance company possessing the necessary authorisations equal to 10% of the amount entrusted for each year. The guarantee for the first year must be consigned in original at least 5 (five) days before the signature of the contract. The guarantees related to successive years must be consigned in original by 31 January 2022 and 31 January 2023 respectively.

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

With a **failure to comply resulting in exclusion**, the packet containing the offer must be sealed and sent by registered post or courier or consigned by hand on weekdays, excluding Saturday and Sunday, from 9.00 to 13.00 at the registered address of OI Pomodoro da Industria Bacino Centro Sud Italia - Via Nazionale N. 121 – 84012 Angri (SA) - Italy. The packet must be consigned at the stated address **by and no later than 12.00 (Italian time) on 8 February 2021**, with failure to comply resulting in exclusion. In case of delivery by hand, the responsible employee shall provide a receipt with the date and time of delivery of the packet. The delivery of the packet shall remain at the exclusive risk of the sender in the event that for any reason whatsoever, it does not reach the destination within the aforementioned final deadline. The term “sealed” means hermetic closure that bears any sign or stamp placed on a plastic material such as adhesive tape or sealing wax, which closes the packet and the envelopes contained within it, attesting to the authenticity of the original closure from the sender as well as assuring the integrity of the packet and the envelopes and that they have not been tampered with.

On the outside of the packet, information relating to the competing economic operator (name or trading name, VAT number, PEC (certified email address) for communication) must be stated and the packet labelled with the following statement: **NON APRIRE - Bando di selezione mediante procedura competitiva aperta per la selezione di un organismo incaricato dell’esecuzione del Programma denominato “Golden Red Tomatoes from Europe – Better than Fresh – GOLDEN RED FROM EU”.**

The packet contains three closed and sealed envelopes, with the name of the sender, the indication of the tender and the respective names:

“A – Administrative documentation”

“B – Technical Offer”

“C – Financial Offer”

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

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

All the documentation shall be provided in **Italian and/or English** and presented in paper format and electronic format - printable and copiable – on a USB stick, by the competitor, **by and no later than 12.00 on 8 February**

2021.

Further information and/or clarifications on the above procedure can be obtained through written questions submitted to the email address: oipomodocentrosud@gmail.com at least 3 days before the deadline for the presentation of offers. No clarifications will be provided by telephone.

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

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

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

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

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

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

Annex A contains the following information:

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

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

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

General presentation.

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

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

activities and projects and the agri-food sector.

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

5.2 - Contents of Envelope “B” – Technical Offer

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

a) Definition of the overall communication strategy

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

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

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

b) Definition of activities and outputs of the Programme

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

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

c) Summary timetable of the activities

5.3 – Contents of Envelope C – Financial Offer

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

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

EXAMPLE

Work package / Activity N° 5	COMMUNICATION TOOLS AND MATERIALS		
	YEAR 1	YEAR 2	YEAR 3
Detailed costs	Preparation of N° 36 recipes including photos and text - € Production of N° brochures format € Production of N° desk		

	calendars ...€ Production of N° ... media kits € Production of N° shoppers ...€ Etc. Fee – Implementing Body €		
Total Work Package / Activity N° 5	€	€	€

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

ACTIVITY	YEAR 1	YEAR 2	YEAR 3
TOTAL COST OF THE ACTIVITY			
IMPLEMENTING BODY FEE			

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

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

6 – Activities foreseen by the Programme

Work Package N° 2	COMMUNICATION STRATEGY, GRAPHIC DESIGN AND VISUAL IDENTITY		
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, influencers, foodies, nutritionists), professionals in distribution and the Ho.Re.Ca. channel, consumers		
Brief description of the activity and required outputs	This activity includes the following: <u>Plan of the communication campaign</u> : creation of the campaign concept and claim. <u>Development and creation of the graphic format and visual identity</u> of the campaign through the creative development of the communication concept <u>Definition and adjustment of the contents and format</u>		
Indicative 3-year budget	24,000 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 3	WEBSITE AND SOCIAL MEDIA		
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, influencers, foodies, nutritionists), professionals in distribution and Ho.Re.Ca., consumers		
Activity N° 3.1	Development and updating of the website & SEO		

Brief description of the activity and required outputs	<ul style="list-style-type: none"> - Creation and updating of a website in English and Hindi including specific sections dedicated to the presentation of the characteristics of the promoted product and its use (recipes and video recipes) and interactions with the users from the target market. - Platform for the Content Management System. - Preparation of a SEO strategy. - Annual report on the activities carried out and results achieved (total views and users reached). 		
Indicative 3-year budget	93,000 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 3	WEBSITE AND SOCIAL MEDIA		
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, influencers, foodies, nutritionists), professionals in distribution and Ho.Re.Ca., consumers		
Activity N° 3.2	Social Media Management		
Brief description of the activity and required outputs	<p>The activity includes:</p> <ul style="list-style-type: none"> - activation and registration of official accounts on the identified social media – Facebook and Instagram, the set-up of their pages, account management and development of followers; - planning, production and publication of contents according to a monthly editorial plan for each year; - Real Time Marketing and constant monitoring of the pages. <p>For each social media account, an average of 6 organic posts / month / social media account are foreseen for a total of 72 publications / year / social media account. One or more ambassadors will be engaged to support the programme activity through the publication of contents on their social media channels each year. A report on the activities carried out and the results achieved (total views and users reached) will be prepared for each year.</p>		
Indicative 3-year budget	110,400 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 4	ADVERTISING		
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, influencers, foodies, nutritionists), professionals in distribution and Ho.Re.Ca., consumers		

Activity N° 4.1	Social Media Advertising		
Brief description of the activity and required outputs	The activity will support the publication of organic content on the identified social media. With regard to Facebook and Instagram, a total of 24 ads / year f will have to be planned, translated and published. At the end of each year of the programme, a report must be drawn up containing the results achieved in terms of the number of ads published, number of impressions and number of users reached.		
Indicative 3-year budget	103,000 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 4	ADVERTISING		
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, influencers, foodies, nutritionists), professionals in distribution and Ho.Re.Ca., consumers		
Activity N° 4.2	Advertising (online and offline)		
Brief description of the activity and required outputs	<p>The activity includes:</p> <ul style="list-style-type: none"> - For the organized distribution / HoReCa channel and for opinion leaders, the publication of a full page in colour in the official catalogue of each edition of the selected trade fairs. - For consumers, 4 colour publications / year in one or more online magazines and / or blogs specialized in food of which 1/year (in years 2 and 3 of the programme) dedicated to the recipe proposed by the second winner of the online chef contest – see. Activity 6.3. - Annual report on the number of professionals and consumers reached through the publications. 		
Indicative 3-year budget	45,000 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work package / Activity N° 5	COMMUNICATION TOOLS AND MATERIAL		
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, influencers, foodies, nutritionists), professionals in distribution and Ho.Re.Ca., consumers		
Brief description of the activity and required outputs	<p>The activity includes the production of the following tools and material:</p> <ul style="list-style-type: none"> - 36 exclusive recipes including photographs, list of ingredients and preparation steps in English and Hindi; 		

	<ul style="list-style-type: none"> - 12-page brochure in English and Hindi in printed form (9,000 copies) and digital form; - desk calendar – 9,000 copies - containing the 36 recipes prepared – 12 for each edition of the calendar – 2022, 2023 and 2024) in printed form in English and English/Hindi; - 1,000 media kits (folders with headed notepaper or notebook); - 9.000 gadgets; - 9,000 shoppers with the campaign visual; - 200 certificates of participation cooking workshops; - 3 menus (100 copies/event) and 3 roll-ups (1 / event) to be used for the press events (English and Hindi); - 9 daily programmes of cooking sessions with recipes (200 copies / session) English and Hindi; - 15 gift boxes for competition winners; - 10,000 folders with recipe cards in English and Hindi for the POS promotions; - 2 competition kits for the POS promotions (desk, ballot box, roll-up and competition participation cards). 		
Indicative 3-year budget	78,900 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work package N° 6	PUBLIC RELATIONS AND PRESS OFFICE – COLLABORATION WITH INFLUENCERS / CHEFS / BLOGGERS AND JOURNALISTS		
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, foodies, influencers, nutritionists) and consumers		
Activity N° 6.1	Ongoing public relations and press office activity		
Brief description of the activity and required outputs	<p>The activity includes:</p> <ul style="list-style-type: none"> - The preparation and annual updating of a mailing list; - The preparation of a book of contents in digital format in English and Hindi; - The preparation of a press kit / year in English and Hindi in digital format; - The preparation and sending electronically of at least 4 press releases / year in English and Hindi; - The preparation of an annual press review on the articles and posts published including information on the users reached. 		
Indicative 3-year budget	130,500 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work package N° 6	PUBLIC RELATIONS AND PRESS OFFICE – COLLABORATION WITH INFLUENCERS / CHEFS / BLOGGERS AND JOURNALISTS		
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Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, foodies, influencers, nutritionists) and consumers		
Activity N° 6.2	Press events		
Brief description of the activity and required outputs	<p>The activity includes the organization of two press events aimed at hosting at least 80/100 opinion leaders and influencers and will be followed by a welcome buffet featuring a menu based on the products promoted (Year 1 in New Delhi, Year 2 in Mumbai). The events are organised at the same time as the participation in the selected trade fairs and must include the presence of a chef / testimonial who will integrate the proposed menu with their own exclusive recipe.</p> <p>The successful tenderer must ensure the complete management of each event and all related organizational aspects: selection of locations, inspections, verification of the presence and operation of technical equipment, preparation, transport and distribution of promotional materials, photo and video shoots, reception/welcome personnel, support, monitoring and promotion activities, review of articles and posts published and users reached.</p>		
Indicative 3-year budget	52,400 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work package N° 6	PUBLIC RELATIONS AND PRESS OFFICE – COLLABORATION WITH INFLUENCERS / CHEFS / BLOGGERS AND JOURNALISTS		
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, foodies, influencers, nutritionists) and consumers		
Activity N° 6.3	Collaboration with influencers: Chef online Contests		
Brief description of the activity and required outputs	<p>The activity involves the organization, for years 2 and 3 of the programme, of an online chef contest aimed at involving the chefs of the target market, also through agreements with the most important chef associations, in the creation of new dishes using the promoted products.</p> <p>Each online contest must be managed by a specific organizational secretariat and must include a section on the programme website and that of the local partner (association) dedicated to the texts and images of the competing recipes as well as an online voting system. Two prizes for each competition will be awarded during an official ceremony which can be organised at the same time as the sponsoring of a prestigious and well-established event managed by the local partner (association) identified: the first (study trip to Italy) to the chef who has obtained the greatest number of preferences; the second to the chef who will be most involved in promoting the competition on their website and social media (publication of the recipe - see activity 4.2).</p>		
Indicative 3-year budget	83,500 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services			

(outputs) that will be provided			
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Work package N° 6	PUBLIC RELATIONS AND PRESS OFFICE – COLLABORATION WITH INFLUENCERS / CHEFS / BLOGGERS AND JOURNALISTS		
Target groups	Opinion leaders (journalists, food bloggers and food writers, chefs, foodies, influencers, nutritionists) and consumers		
Activity N° 6.4	Blogger / Journalist Outreach Programme		
Brief description of the activity and required outputs	The Blogger / Journalist Outreach Programme consists of the selection during each year of the programme a targeted group of 5 food bloggers / journalists in the target market who are passionate about high quality food products and cooking in order to make them aware of and promote the messages of the campaign to raise awareness of the promoted products. Over the three years of the programme, 5 <u>annual prize competitions/giveaways</u> will be organised with the selected 10 food bloggers / journalists, for their followers.		
Indicative 3-year budget	68.500 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work package N° 7	POS PROMOTIONS: Organisation of one-to-one presentation meeting with distributor – POS promotions and prize competitions for consumers - InStore advertising		
Target groups	Professionals in distribution and consumers		
Brief description of the activity and required outputs	During the second of the programme, as a preparatory activity, one-to-one meetings will be organised with representatives of the chains most interesting for the programme providing them with the communication material, a sample of the promoted products and a short questionnaire in order to understand their awareness of Italian and European preserved tomatoes whole and in pieces, their willingness to sell them in their stores. The presence of competitors and private labels and the current volume of sales of the type of promoted products. With the most interesting and interested chain in the target market, in the third year of the programme, one "pilot" store shall be identified in the two cities for field activities (New Delhi and Mumbai) for the organization of a POS promotion lasting at least 4 days including a corner dedicated to cooking demos/tastings and prize competitions for consumers. The POS promotion and the related prize competitions will be supported by the publication of a page (in the digital and/or printed version) in the InStore magazines of the chain/sales point involved.		
Indicative 3-year budget	46,000 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services			

(outputs) that will be provided			
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Work Package N° 8	EVENTS: COOKING WORKHOPS AND TRADE FAIRS		
Target groups	Professionals in distribution and the HoReCa channel / Opinion leaders		
Activity N° 8.1	Collaboration with the HoReCa channel: Cooking Workshops		
Brief description of the activity and required outputs	The activities includes for Years 2 and 3 of the Programme, the organisation of a cycle of five cooking workshops in 3 Indian cities (New Delhi, Mumbai and Bangalore) coordinated by well-known chefs. Each workshop will last one day and will aim at the participation of 20 chefs (senior and junior) and include a theoretical/explanatory session on the promoted products and a practical session dedicated to their use in cooking to prepare different dishes. All participants shall receive a certificate of participation.		
Indicative 3-year budget	69,000 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 8	EVENTS: COOKING WORKHOPS AND TRADE FAIRS		
Target groups	Professionals in distribution and HoReCa channel / Opinion leaders		
Activity N° 8.2	International Trade Fairs		
Brief description of the activity and required outputs	The activity comprises of the participation with a stand of at least 54 m2, in the SIAL India trade fairs edition 2021 (9/11 December), 2022 and 2023 ds. Within each trade fair, daily cooking sessions programmes will be organised dedicated to the promoted products. The participation in each Trade Fair and the planned cooking session programmes will be appropriately promoted also through the publication of a full page in colour in the official catalogue of each Trade Fair – see Activity N° 4.2. A photo/video shoot will also be made during each Trade Fair.		
Indicative 3-year budget	225.800 €		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

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

ACTIVITY	INDICATOR TYPE	INDICATOR	QUANTITY
3.1 Creation and updating of website & SEO	Output	Website	1
	Result	Number of views / users reached	120,000
	Impact	Number of users effectively reached / Awareness	24,000
3.2 Social Media Management	Output	Number of social media accounts activated and managed	2
	Output	Number of contents produced and published	432
	Result	Number of views / impressions / interactions with published contents / Users reached	2,400,000
	Impact	Number of users effectively reached / Awareness	480,000
4.1 Social Media Advertising	Output	Number of ads published	72
	Result	Number of impressions / Users reached	4,000,000
	Impact	Number of users effectively reached / Awareness	800,000
4.2 Online / offline Advertising	Output	Pages published in the catalogues of the identified Trade Fairs	3
	Output	Publications in on-line magazines and/or specialised food blogs	12
	Result	Professionals in distribution and HoReCa reached by the pages in the Trade Fair catalogues	16,200
	Impact	Number of professionals and HoReCa effectively reached/ Awareness	4,050
	Result	Consumers reached by publications in on-line magazines / blogs	1,200,000
	Impact	Number of consumers effectively reached/ Awareness	240,000
6.1 Ongoing PR and press office activity	Output	PR and press office activity	1 mailing list, 3 press kits, 1 book of contents, 12 press releases, 3 press reviews
	Result	Articles / posts published (including activity 6.2)	520
	Result	Number of opinion leaders reached through press releases and press kit	500
	Result	Consumers reached through published articles/posts	1,820,000
	Impact	Number of opinion leaders effectively reached/ Awareness	200
	Impact	Number of consumers effectively reached/ Awareness	364,000

6.2 Press events	Output	Press events	2
	Result	Opinion leaders reached by the invitation	400
	Result	Number of opinion leaders participating in the events	160
	Impact	Number of opinion leaders effectively reached/ Awareness	160
6.3 Chef online contests	Output	Chef online contests organised	2
	Output	Sponsored events	2
	Result	Number of Chefs (opinion leaders) reached through the contest promotion	1,500
	Impact	Number of chef (opinion leaders) effectively reached/ Awareness	600
6.4 Blogger / Journalist Outreach Programme	Output	Number of bloggers / journalists contacted	80
	Output	Bloggers / journalists involved	15
	Output	Number of prize competitions organised	15
	Result	Contents generated and published	550
	Result	Mentions on social media	100
	Result	Number of consumers reached by prize competitions and published contents	1,650,000
	Impact	Number of bloggers / journalists effectively reached/ Awareness	32
	Impact	Number of consumers effectively reached/ Awareness	330,000
7 POS Promotions, InStore advertising and prize competitions for consumers	Output	Number of POS promotions/ Prize competitions organised	2
	Output	Number of pages published in InStore magazines of the involved chains	2
	Result	Consumers reached by promotions and publications in InStore magazines	45,000
	Result	Consumers reached by the folder with recipe cards and competition cards	20,000
	Result	Consumers reached by the questionnaire	1,000
	Impact	Number of consumers effectively reached/ Awareness	9,000
8.1 Cooking Workshops	Output	Number of cooking workshops organised	15
	Result	Number of chefs / HoReCa representatives reached through the promotion of the cooking workshops	800
	Result	Number of chefs / HoReCa representatives participating in the workshops	300

	Impact	Number of chefs / HoReCa representatives effectively reached / Awareness	300
8 International Trade Fairs	Output	Participation in Sial India	3
	Result	Distribution and HoReCa channel professionals reached through the stands and programmes of cooking sessions	16,200
	Result	Opinion leaders reached through the stands and programmes of cooking sessions	200
	Impact	Distribution and HoReCa channel professionals effectively reached/ Awareness	4,050
	Impact	Opinion leaders effectively reached/ Awareness	80

7 – Award criteria

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

QUALITY OF THE TECHNICAL OFFER: MAXIMUM 80 POINTS

PRICE OF THE FINANCIAL OFFER: MAXIMUM 20 POINTS

TOTAL POINTS TO BE ASSIGNED: MAXIMUM 100 POINTS

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

EVALUATION ELEMENTS	CRITERIA	MAXIMUM POINTS
OVERALL STRATEGY MAX 8 POINTS	Coherence of the communication strategy with the foreseen objectives of the Programme. Coherence between the strategy overall and the individual activities	8 as follows: 8 = excellent 6 = good 4 = sufficient 2 = insufficient
PROPOSAL AND DEFINITION OF THE COMMUNICATION CONCEPT – TECHNICAL SOLUTIONS – QUALITY OF THE OUTPUTS MAX 28 POINTS	Originality, creativity of the graphic proposal and the communication concept for the campaign and appeal of its visual impact	8 as follows: 8 = excellent 6 = good 4 = sufficient 2 = insufficient
	Coherence of the graphic proposal and the communication concept with the objectives set by the Programme	8 as follows: 8 = excellent 6 = good 4 = sufficient 2 = insufficient
	Definition of the concept and strategic key visuals in the standard formats that will be used	8 as follows: 8 = excellent 6 = good 4 = sufficient 2 = insufficient

	Technical solutions adopted and quality of the proposed graphic materials	4 as follows: 4 = excellent 3 = good 2 = sufficient 1 = insufficient
METHODOLOGICAL APPROACH AND ARTICULATION OF THE ACTIVITIES MAX 44 POINTS	Completeness of the description of each activity and their coherence with the proposed strategy, the target groups and the result indicators	20 as follows: 20 = excellent 15 = good 10 = sufficient 5 = insufficient
	Quality of the Working Group proposed for each activity in terms of competence and the quality of the professional profiles indicated in the technical offer. Knowledge of the management and organisation of similar information, communication and promotion services and activities to those in this procedure. Existing operational contacts in the two target markets	12 as follows: 12 = excellent 8 = good 6 = sufficient 2 = insufficient
	Quality and completeness of the outputs that will be provided (description, quantification and their coherence with the result indicators).	12 as follows: 12 = excellent 8 = good 6 = sufficient 2 = insufficient

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

EVALUATION ELEMENTS	CRITERIA	MAXIMUM POINTS
FINANCIAL OFFER MAX 20 POINTS	Evaluation of the reasonableness and the detail of the cost proposed for each activity on the basis of the products/services proposed	15 as follows: 15 = excellent 10 = good 8 = sufficient 1 = insufficient
	Evaluation of the reasonableness of the fee for the Implementing Body	5 as follows: 5 = excellent 4 = good 3 = sufficient 1 = insufficient

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

An ad-hoc Evaluation Committee will be nominated after the deadline for the presentation of offers consisting of 5 members, of whom 2 internal to OI Pomodoro da Industria Bacino Centro Sud Italia and three independent members with proven experience in: a) public tenders; b) programming and coordination of promotion and internationalisation projects; c) marketing and communication strategies.

The Committee will meet at the office of OI Pomodoro da Industria Bacino Centro Sud Italia on 11 February 2021 for the selection procedure.

If there is only one valid offer, the Client has the right to decide whether to proceed with awarding the tender.

In the event of a tie in the points attained, the contract shall be awarded to the competitor that has achieved the greatest number of points in the technical offer. In the event of a tie in points in both the financial offer and the

technical offer, the award shall be made on the basis of a random draw.

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

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

The results shall also be published on the website of OI Pomodoro da Industria Bacino Centro Sud Italia – www.oipomodorocentrosud.it by 15 February 2021.

9 – Obligations of the contractor

The contractor has the following obligations:

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

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

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

11 – Relations between the contractor and the Client

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

12 – Breaches

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

13 – Termination of the contract

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

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

14 – Unilateral termination of the contract

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

15 – Contract expenses

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

16 – Disputes

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

17 - Ownership and use rights

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