



OPEN COMPETITIVE TENDER FOR THE SELECTION OF THE IMPLEMENTING BODY OF THE PROGRAMME FOR INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES NAMED "EUROPEAN TOMATO, A RED PASSION" – ACRONYM "ETOMAATO" – ID 101194283 - INVITATION TO PRESENT PROPOSALS AGRIP-SIMPLE-2024 TECHNICAL SPECIFICATION

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 Angri (SA) - Italy – C.F. 95200290633 – Tel. +39 081 18283467 – e-mail oipomodorocentrosud@gmail.com – PEC oipomodorocentrosud@pec.it hereinafter the "Client", announces.

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 two-year information and promotion programme** named "**Etomaato – European tomato, a red passion**" (Acronimo "**ETOMAATO**") – **ID 101194283** - hereinafter named the "Programme" – **submitted to the Call AGRIP-SIMPLE-2024 "Call for proposals for simple programmes 2024" – TC - ASIA - and approved with decision of the European Commission N. C (2024) 7881 del 18/11/2024.**

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 Organisation is held to carry out the selection of the Implementing Body through an open competitive procedure respecting the principles of cross-border interest, transparency, publicity, impartiality and equal treatment of applicants.

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 "ETOMAATO".

1.2 – Legal Framework and Reference documents

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

- 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);
- a) Commission Delegated Regulation (EU) 1829/2015 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);
- b) Commission Implementing Regulation (EU) 1831/2015 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);
- c) 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

Sede legale:

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July 2016;

- d) The Call for Proposals - AGRIP-SIMPLE-2024 - 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
- e) the MASAF Decree dated 10/10/2024 – Prot. N. 0532478 – concerning the selection procedure for the implementing bodies for simple programmes.

1.3 – Informazioni generali sul Programma

Products promoted by the Programme:

Preserved tomatoes corresponding to the following HS codes used for international trade:

- 200210 – Tomatoes, whole or in pieces

Target country:

Brazil

General objective:

Increase the competitiveness, consumption and market share of Italian and European preserved tomatoes whole or in pieces in the target market by optimizing 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 2025) an overall increase in the export of Italian preserved tomatoes whole or in pieces in the target market of 2,4 million euros (0.2% of the exports of the proposing Organization) compared to 2021. 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 final consumers and their main influencers (journalists, food bloggers, nutritionists, chefs, etc).
2. Improve the knowledge and awareness of the quality, taste, safety (traceability and raw material used), versatility / ease of use in the kitchen, the high standards applicable to production methods and nutritional benefits of tomato preserves Italian and European whole and in pieces among the professionals of the distribution and the HoReCa channel, the opinion makers and the final consumers of the target market.
3. Increase the market share of Italian tomato preserves whole or in pieces in the South-East regions of Brazil (up to 50% of market share)

Target groups:

1. Food sector professionals (distributors - including online, importers, retailers and the HoReCa channel)
2. Opinion makers (journalists, writers, influencers, food, food and wine, nutrition and lifestyle bloggers, chefs, foodies, nutritionists, etc.)
3. Consumers in the medium-high segment located in the metropolitan cities of Brazil with a high cultural level in the 20-54 age group.

Activities to be carried out:

- Public relations/press office activities (permanent PR/press office, organisation of press events)
- Activation of the website and extensions, content creation, maintenance and SEO strategy.
- Creation and animation of Facebook, Instagram, YouTube and TikTok accounts
- Communication tools and materials (photos, below the line communication tools)
- Participation in international trade fairs
- Seminars with distribution professionals and experts
- Cooking show (Promotion in restaurant)
- In-store promotion
-

Duration of Programme and the contract:

24 months (subdivided into 2 12-month phases with indicative start on 1 March 2025)

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Overall value of the Programme:

€ 1,308,290.00 including VAT

Overall value of this Contract

€ 1,056,290.00 inclusive of VAT (€ 865,811.48 net of VAT) subdivided as follows

Annualità 1: € 476,390.00

Annualità 2: € 579,900,00

The contract is a single lot.

2 – Object of 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 two-year Programme and the implementation of the communication and promotional activities foreseen in the plan of the Programme on the basis of the stated general and specific objectives, also through the ongoing monitoring of the activities carried out and the preparation of technical reports (periodic and final).

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

2.2 – Performance of the service

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

2.3 – Working Group

The contractor must guarantee the delivery of the service with its own staff and / or external associates with the required professional and technical qualifications for the assigned activities. The Working Group shall be characterised with a flexible organisation 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;

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- 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 twenty-four (24) 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 in associated form 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 in associated form or together with another entity to participate singly.

All competitors, in any form they participate, 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.

In the event of a temporary grouping not yet established, each operator must produce this declaration.

4.3 – Requirements of economic and financial capacity

The economic operator singly or in associated form that intends to participate in this tender must demonstrate either singly or in associated form or relying also on the capacities of another entity, to have registered in **the three-year period of 2021/2023, an average annual turnover** not less than 2,000,000.00 Euro (two million Euro) net of VAT. The possession of this requirement shall be attested to by means of the attached declaration (Annex A) signed by the legal representative and the presentation of **the balance sheets of the last three financial years**.

These requirements must be met by the economic operator as a whole, or as a subject in a temporary grouping of companies. In the case where the economic operator relies also on the capacities of another entity, Annex A

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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 in associated form or relying also on the capacities of another entity, to have **carried out in the period 2021/2023 services similar to the ones covered by the tender**. For similar services are intended international promotion and information programmes / activities such as (by way of example and not limited to): management of international promotion projects / programmes, organisation of events, press conferences, workshops, meetings, press/educational study tours, design/setting up of exhibition stands and organisation of promotional activities within international trade fairs, public relations and organisation of activities for opinion makers, development of communication and marketing strategies, social media management, creation and development of websites, preparation of communication materials above and below the line, social media advertising and agri-food sector promotion activities.

The possession of this requirement shall be attested to by means of the attached declaration (**Annex A**) signed by the legal representative bearing in the annex the presentation of the economic operator inclusive of a brief description of the main similar services performed as well as the description of the working group and the brief professional profiles of its identified members. These requirements must be possessed by the economic operator or by the temporary grouping of companies as a whole, with the exception that in the latter case the agent must in any case possess the requirements and perform the services to a majority extent. **In the case where the economic operator relies also on the capacities of another entity, Annex A must also be provided by the auxiliary undertaking.**

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

- declaration signed by the legal representative of the competing economic operator declaring the joint possession of the necessary requirements to participate in the tender, with a specific indication of the requirements supplied and capacities made available by the auxiliary undertaking;
- declaration signed by the legal representative of the auxiliary undertaking declaring the absence of grounds for exclusion from participation in the tender as well as the possession of those requirements and capacities made available by the auxiliary undertaking as part of the offer (**Annex A**);
- unconditional and irrevocable declaration signed by the legal representative of the auxiliary undertaking guaranteeing towards the competing economic operator and the Client that the necessary resources which the competing economic operator does not dispose of will be made available for the whole duration of the contract;
- declaration signed by the legal representative of the auxiliary undertaking that it will not participate in the tender singly or associated or in consortium with other economic operators and will not provide capacities for other competitors;
- copy of the contract with which the auxiliary undertaking guarantees that it will provide the necessary requirements and capacities to the competing economic operator for the whole duration of the contract; in case the competing economic operation relies on an entity that belongs to the same group, in place of a contract a declaration attesting the legal and financial relationship in the group may be presented;
- copy of the certificate showing the registration of the auxiliary undertaking in the Chamber of Commerce for the activities relating to those that are the object of the above contract between the economic operator and the auxiliary undertaking (in the case of an economic operator that is not resident in Italy and without a stable organisation in Italy, documentation of equivalent legal value in force in the respective country of residence or sworn declaration).

4.5 – Subcontracting

The competitor may indicate in the offer the parts of the service that it intends to subcontract up to 30% of the total value of the contract. It is not grounds for exclusion but if the competitor indicates one or more subcontractors that

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at the same time compete singly in this tender, the competitor will not be allowed to subcontract to them.

4.6 – Bank guarantee

In case of the award of the tender, the economic operator shall present a bank guarantee issued by a banking institute or insurance company possessing the necessary authorisations equal to 10% of the amount entrusted for each year. The guarantee for the first year must be consigned in original at least 5 (five) days before the signature of the contract. The guarantees related to successive years must be consigned in original within 30 days of the end of the guarantee issued for the previous year.

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

With a **failure to comply resulting in exclusion**, the packet containing the proposal must be sealed and sent by registered post or courier or consigned by hand on all working days, except for public holidays and the days before public holidays; from 9.00 to 17.00 at the registered address of Pomodoro Centro Sud Italia - Via Nazionale N. 121 – 84012 Angri (SA) - Italia. Offers sent via certified e-mail or by other electronic means will not be considered valid. The packet must be consigned at the stated address **by and no later than 4.00pm on 2 January 2025**, with failure to comply resulting in exclusion. In case of delivery by hand, the responsible employee shall provide a receipt with the date and time of delivery of the packet. The delivery of the packet shall remain at the exclusive risk of the sender in the event that for any reason whatsoever, it does not reach the destination within the aforementioned final deadline. The term “sealed” means hermetic closure that bears any sign or stamp placed on a plastic material such as adhesive tape or sealing wax, which closes the packet and the envelopes contained within it, attesting to the authenticity of the original closure from the sender as well as assuring the integrity of the packet and the envelopes and that they have not been tampered with.

On the outside of the packet, information relating to the competing economic operator (name or trading name, VAT number, PEC - certified email address - for communication) must be stated and the packet labelled with the following statement: **NON APRIRE - Bando di selezione mediante procedura competitiva aperta per la selezione di un organismo incaricato dell’esecuzione del Programma denominato “European tomato, a red passion” (Acronimo “ETOMAATO”) – ID 101194283**

The packet shall contain three closed and sealed envelopes, with the registered name of the sender, the object of the tender and the following information, respectively for each envelope:

“A – Administrative documentation”

“B – Technical Offer”

“C – Financial Offer”

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

All the self-certifying declarations in accordance with arts. 46 and 47 of d.p.r. 445/2000, as well as Annex A, the request to participate, the technical offer and the financial offer must be signed by the legal representative of the competitor and if the competitor relies also on the capacities of another entity, the legal representative of the auxiliary undertaking. In case the competitor participates in the tender in associated form, the same declarations must be produced by each competitor of the associated 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 **4.00pm on 2 January 2025**. Further information and/or clarifications on the above procedure can be obtained EXCLUSIVELY through written questions submitted to the email address: oipomodorocentrosud@gmail.com at least 3 days before the deadline for the presentation of offers. No clarifications will be provided by telephone. Oral requests or those sent in any other way shall not be taken into consideration.

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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 2021/2023 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 in associated form or relies also on another entity for its participation;
- in case the competitor participates in the tender in associated form, the competitor shall provide the identification information relating to each associate undertaking (company name, VAT, registered address) and their role;
- 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 participates in associated form or 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 participate in associated form and/or relies also on another entity, Annex A should also be provided by the undertaking associate and/or auxiliary undertaking.

Envelope A also contains the **Presentation of the economic operator** inclusive of the following information, **with failure to comply resulting in exclusion from the competition:**

General presentation.

- services/ action sin the following fields: management of international promotion projects / programmes,

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organisation of events, press conferences, workshops, meetings, press/educational study tours, design/setting up of exhibition stands and organisation of promotional activities within international trade fairs, press office management, public relations and organisation of activities for opinion makers, development of communication and marketing strategies, social media management, creation and development of websites, preparation of communication materials above and below the line, social media advertising and agri-food sector promotion activities.

- Operational contacts and existing experiences in the Brazilian 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 competitor participates in the tender in associated form or relies also on another entity, the above information must also be provided by the associate undertaking and /or auxiliary undertaking.

5.2 - Contents of Envelope “B” – Technical Offer

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

a) Definition of the overall communication strategy

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

- definition of the communication strategy and description of the coherence of the proposed strategy with the foreseen objectives of the Programme and the individual activities;
- description of the proposed adaptations to the communication concept and the key-visual already developed for the ongoing campaign in Brazil www.meutomati.eu/it/: originality, creativity, effectiveness and coherence of the communication concept with the communication strategy and with the objectives of the programme;
- declination of the concept and strategic key visuals in the standard formats that will be utilised;
- technical solutions and quality of the products.

The description of the proposed strategy should show concisely how it corresponds to the Client’s objectives, the reasons for its strategic choices in relation to the three target markets and the effectiveness of the proposed messages. The report must contain all the elements capable of fully defining the conception, the communication strategy (Creative Project) and the production (Executive Project).

b) Cronoprogramma riepilogativo delle attività proposte, suddiviso per annualità

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

- detailed description of the activities;
- working group proposed for the realisation of the activities;
- products / services (outputs) that will be provided: description and quantification.

c) Summary timetable of the activities sub-divided by target market and year

5.3 – Contents of Envelope C – Financial Offer

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

- **The overall price of the offer** expressed as a total and for each year in figures and letters, inclusive of

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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 as well as the fee for the Implementing Body, must be detailed by year within a specific table (see the example below).

EXAMPLE

Work package N° 5 / Activity N° 5.1	COMMUNICATION TOOLS AND MATERIALS		
	YEAR 1	YEAR 2	YEAR 3
Detailed costs foreseen for the implementation of the activity	Production of N° brochure in format - € Production of N° Recipes in format - € Production N° ... media kit.... - € Production N° ... shopper / rucksacks -€ Etc.		
Fee for the Implementing Body	€		
Total Work Package N° 5 / Activity N° 5.1	€		

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

ACTIVITY	YEAR 1	YEAR 2	YEAR 3
A – COST FORESEEN FOR THE IMPLEMENTATION OF THE ACTIVITY			
B - IMPLEMENTING BODY FEE			
C – TOTAL COST (A+B)			
D - % IMPLEMENTING BODY FEE (B) IN RELATION TO THE COST FORESEEN FOR THE IMPLEMENTATION OF THE ACTIVITY (A)			

In preparing the financial offer, each tenderer should bear in mind that in accordance with article 7, comma 1, letter b) of the decree of the President of the Republic n. 403 of 21 September 2001, the following percentages of the financial value of the service must in all cases be respected: a) the Implementing Body

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fee must not be more than 25%; b) realisation/ production not less than 75% of the total.

6 – Activities foreseen by the Programme to be implemented

Work Package N° 2	PUBLIC RELATIONS	
Activity N° 2.1	Permanent public relations and press office activities – Digital archive – Press events	
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists)	
Brief description of the activity and required outputs	<p>The work package includes three activities: Activity of PR / press stamp comprises:</p> <ul style="list-style-type: none"> - Organisation and updating of three mailing list (1 / country) containing at least 400 useful contacts of opinion leaders - - Preparation and online submission of at least 3 press releases / year (1 / country) in English - Organisation of an annual review of published articles and posts including data on users reached for each target market. <p>Digital archive:</p> <ul style="list-style-type: none"> - Preparation of a digital multimedia archive and video-photographic database for each year <p>Press events The activity includes the annual organisation of three press events, one for each target country, with approximately 30 participants each. The events are followed by a welcome tasting featuring a menu based on the promoted products. The successful tenderer will have to ensure the complete management of each event and all the related organisational aspects: selection of locations, site inspections, verification of the availability and functioning of the technical equipment, preparation, transport and distribution of promotional materials, photo and video shoots, welcome reception, assistance, monitoring and promotion activities, press review of articles and posts published and users reached.</p>	
Indicative 2-year budget	91.620 €	
Detailed description of the activity		
Working group proposed		
	YEAR 1	YEAR 2
Detailed description of the products/ services (outputs) that will be provided		

Work Package N° 3	WEBSITE AND SOCIAL MEDIA	
Activity N° 3.1	Website design and management	
Target groups	Opinion makers (journalists, food bloggers and food writers, chefs,	

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	influencers, foodies, nutritionists), professionals in the distribution and HoReCa channel, consumers	
Detailed description of the products/ services (outputs) that will be provided	<p>The activity includes:</p> <ul style="list-style-type: none"> - Purchase additional extension .eu and redirect .com - SEO strategy drafting for the new target market. - Adapting existing contents and preparing new contents in English. - Integration and update of the already created portal for the campaign launched in Brasile 2023 www.meutomati.eu/it - Enhancement of IT tools aimed at enabling the activation of a constant dialogue between users of the target market and the portal. - Annual report on the activities carried out and the results achieved (total views and users reached). 	
Indicative 2-year budget	50.000 €	
Detailed description of the activity		
Working group proposed		
	YEAR 1	YEAR 2
Detailed description of the products/ services (outputs) that will be provided		

Work Package N° 3	WEBSITE AND SOCIAL MEDIA	
Activity N° 3.2	Creation and animation of Facebook, Instagram, YouTube and TikTok accounts	
Target groups	Opinion makers (journalists, food bloggers and food writers, chefs, influencers, foodies, nutritionists), professionals in the distribution and HoReCa channel, consumers	
Detailed description of the products/ services (outputs) that will be provided	<p>The activity of creation and animation social media accounts includes:</p> <ul style="list-style-type: none"> - Activation and setup of the official accounts on Facebook, Instagram, YouTube and TikTok. - Planning, production and publication of content according to an editorial plan defined on a monthly basis for each year. On average, 1 organic post / month / social is expected to be published, for a total of 12 publications / social / year / country. - "Community management" activities (content monitoring, sending replies, etc.). <p>Lastly, a report on the activities carried out and the results achieved (total views and users reached) must be produced on an annual basis.</p>	
Indicative 2-year budget	51.500 €	
Detailed description of the activity		
Working group proposed		
	YEAR 1	YEAR 2
Detailed description of the products/ services		

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(outputs) that will be provided		
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Work Package / Activity N° 5	COMMUNICATION TOOLS AND MATERIAL	
Activity N° 5.1 e 5.2	Communication tools / material – Promotional videos	
Target groups	Opinion makers (journalists, food bloggers and food writers, chefs, influencers, foodies, nutritionists), professionals in the distribution and HoReCa channel, consumers	
Brief description of the activity and required outputs	<p>The activity must include the production of the following tools and materials:</p> <ul style="list-style-type: none"> - 3 videos / commercials in 30" format dedicated to the promoted products with captions in English - 2,000 brochures, 12 pages, also in digital format, in English - 2,000 recipe books (with 12 recipes in English with images and texts previously created ad hoc) - 2,000 shoppers or backpacks with campaign visuals. - 1,000 media kits (folder, block notes and greeting cards). - 3,000 gadgets to diversify according to target groups. 4,000 pens - 9,000 flyers for promotions in GDO points - Programs (in English and French) - 200 copies / subject - for the cooking sessions planned for the two editions of the trade fair identified. - 6 menus (30 copies/subject) and 6 roll-ups (1 / event) to be used at press events (English version). - 6 menus (20 copies/subject) and 12 roll-ups (1 / seminar) for professional "food" seminars (English version). - 2,400 menu sets (200/subject), in English for menu promotion in restaurants - 2,0000 posters and 12 Totem 	
Indicative 2-year budget	73.890 €	
Detailed description of the activity		
Working group proposed		
	YEAR 1	YEAR 2
Detailed description of the products/ services (outputs) that will be provided		

Work Package N° 6	EVENTS	
Activity N° 6.1	Participation in international trade fairs	
Target groups	Importers, representatives of organized distribution, retailers, the HoReCa channel - Opinion makers	

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Brief description of the activity and required outputs	This activity include the participation, with the rental and customized set-up of a stand of at least 36 m2, in international trade fairs: THAIFEX n° 2 edizioni (2025 e 2026) e FHA FOOD AND BEVERAGE edizione 2026. Within each edition, some daily programs of cooking sessions dedicated to the promoted products must also be organised. During each edition of the trade fair identified, a photo / video report must also be created.	
Indicative 2-year budget	300.960 €	
Detailed description of the activity		
Working group proposed		
	YEAR 1	YEAR 2
Detailed description of the products/ services (outputs) that will be provided		

Work Package N° 6	EVENTS	
Activity N° 6.2	Seminars	
Target groups	Importers, representatives of organized distribution, retailers, the HoReCa channel - Opinion makers	
Brief description of the activity and required outputs	The organization of the seminars must include the "turnkey" management of 3 seminars / year, each intended to host at least 20 professionals of the "food" sector in the cities of Bangkok, Kuala Lumpur and Singapore City and having the objective of presenting the campaign and improving awareness of the products promoted among the importers, distributors and retailers of the target market. Each seminar must be followed by a welcome buffet / tasting featuring recipes based on the promoted products and must also be broadcast in live streaming. The successful tenderer will have to ensure the complete management of each workshop and all the related organizational aspects: location selection, site inspections, verification of the presence and functioning of the technical equipment, set-up, transport and distribution of promotional materials, reception service.	
Indicative 2-year budget	135.120 €	
Detailed description of the activity		
Working group proposed		
	YEAR 1	YEAR 2
Detailed description of the products/ services (outputs) that will be provided		

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Work Package N° 6	EVENTS	
Activity N° 6.3	Cooking Show in restaurants	
Target groups	Importers, representatives of organized distribution, retailers, the HoReCa channel - Opinion makers	
Brief description of the activity and required outputs	For each year of the programme, 2 one-day cooking shows must be organized in carefully selected restaurants in the target countries (2 in Bangkok, 2 in Kuala Lumpur and 2 in Singapore City). An exhibition/tasting desk of a set menu dedicated to the promoted products must be provided in the identified restaurants. The events in restaurants must be promoted both through the program website / social media and through the website / social media of the restaurants involved.	
Indicative 2-year budget	183.800 €	
Detailed description of the activity		
Working group proposed		
	YEAR 1	YEAR 2
Detailed description of the products/ services (outputs) that will be provided		

Work Package N° 7	PROMOTION IN STORES	
Activity N° 7.1	Seminars	
Target groups	Promotional and tasting days in GDO points	
Brief description of the activity and required outputs	For each year of the programme, 2 promotional days must be organized in 2 organized distribution points of sale (2 in Bangkok, 2 Kuala Lumpur, and 2 in Singapore City) including tastings of the promoted products. A promotional desk must be set up inside each point of sale, including a tasting corner, a roll-up and an urn for collecting the postcards/questionnaire. All promotions must be supported by additional digital and marketing activities to be agreed and implemented in collaboration with the chains involved.	
Indicative 2-year budget	169.400 €	
Detailed description of the activity		
Working group proposed		
	YEAR 1	YEAR 2
Detailed description of the products/ services (outputs) that will be provided		

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SUMMARY TABLE
FORESEEN OUTPUT AND RESULT INDICATORS FOR THE TARGET MARKETS

WP	Output indicators	Result indicators
Work Package 2	3 mailing list at latest 400 useful contacts and updates 2 multimedia digital archive and 1 photographic video database 6 press releases 6 press events	400 commentators intercepted by press releases of which 300 reached by invitations to events 180 commentators participating in press events 720 contents (articles / post / etc.) published 1,200,000 consumers intercepted through published articles on social media
Work Package 3	Activation, maintenance, management of the main domain, additional extensions.eu and redirect .com 4 social media accounts activated and managed 144 (48 / year) contents produced and published	120,000 site views (views / users reached) 1,000,000 views (views / impressions / interactions) of content published on social media
Work Package 5	3 video / spot format 30” 2,000 brochure 2,000 recipe book 2,000 shoppers / rucksacks 1,000 media kit (folder, notebook and greeting card) 3,000 gadgets 4,000 pens 9,000 flyers for promotions in GDO points Programs - 200 copies / session – for cooking sessions (3 editions of the Fair) 6 menù (30 copies/session) and 6 roll-up (1 / event) for press events 6 menù (20 copies/session) e 6 roll-up for seminars 1,600 set menu (200/session) menù promotions in restaurants 2,000 poster 12 totem	Activity transversal to the whole Action and for which no result indicators are envisaged.
Work Package 6	3 personalised 36 mq stands 6 seminars 12 promotions in the restaurants (cooking show)	7,500 food sector distribution / HoReCa professionals intercepted through stands and promotional material 180 food sector professionals intercepted by the invitation to seminars 120 food sector professionals participating in the seminars

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		120 KOLs hosted during the promotions in the restaurants 240,000 consumers intercepted by cooking show in restaurants 1,200,000 consumers intercepted through published articles KOLs 200,000 consumers intercepted through published articles by opinion leaders
Work Package 7	12 promotions in GDO points	120,000 consumers intercepted intercepted by promotions and further digital / marketing activities (<i>reach</i>)

7 – Award criteria

The tender will be awarded in compliance with the principle of the best quality – price ratio, considering jointly the qualitative aspects of the service and the price. The total 100 points shall therefore be evaluated according to the following ratio:

QUALITY OF THE TECHNICAL OFFER: MAXIMUM 80

POINTS PRICE OF THE FINANCIAL OFFER: MAXIMUM 20 POINTS

TOTAL POINTS TO BE ASSIGNED: MAXIMUM 100 POINTS

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

EVALUATION ELEMENTS	CRITERIA	MAXIMUM POINTS
OVERALL STRATEGY MAX 8 POINTS	Coherence of the communication strategy with the foreseen objectives of the Programme, the themes to be treated and the timetable and resources available for the Implementation of the Programme. Coherence between the overall strategy, the individual activities and the results to be achieved.	8 as follows: 8 = excellent 6 = good 4 = sufficient 2 = insufficient
PROPOSAL AND DECLINATION OF THE COMMUNICATION CONCEPT – TECHNICAL SOLUTIONS – QUALITY OF THE OUTPUTS	Originality and creativity of the communication concept and key-visual of the proposed campaign, appeal of its visual impact and its consistency with the claim already adopted for previous campaigns.	4 as follows: 4 = excellent 3 = good 2 = sufficient 1 = insufficient

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MAX 24 POINTS	Effectiveness of the graphic adaptation of the proposed key visual and of the communication concept to guarantee the objectives set in the Programme.	8 as follows: 8 = excellent 6 = good 4 = sufficient 2 = insufficient
	Declination of the concept and strategic key visual in the standard formats that will be used.	8 as follows: 8 = excellent 6 = good 4 = sufficient 2 = insufficient
	Technical solutions adopted and quality of the proposed materials.	4 as follows: 4 = excellent 3 = good 2 = sufficient 1 = insufficient
METHODOLOGICAL APPROACH AND ARTICULATION OF THE ACTIVITIES MAX 48 POINTS	Completeness of the description of each activity and their coherence with the proposed strategy, the target groups and the result indicators.	20 as follows: 20 = excellent 15 = good 10 = sufficient 5 = insufficient
	Quality of the Working Group proposed for each activity in terms of competence and quality of the professional profiles indicated in the technical offer. Experience in the management and organisation of similar information, communication and promotion services and activities to those in this procedure. Existing operational contacts in the two target markets.	16 as follows: 16 = excellent 12 = good 8 = sufficient 4 = insufficient
	Quality and completeness of the outputs that will be provided (description, quantification) and their coherence with the result indicators.	12 as follows: 12 = excellent 8 = good 6 = sufficient 2 = insufficient

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

EVALUATION ELEMENTS	CRITERIA	MAXIMUM POINTS
	Evaluation of the congruity of the cost proposed for each	15 as follows: 15 = excellent 10 = good

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FINANCIAL OFFER AND FEE MAX 20 POINTS	activity on the basis of the products/services proposed.	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 3 members, including one internal OI Pomodoro da Industria Bacino Centro Sud member and two independent external members with proven experience in public tenders.

The Committee will meet at the **OI Pomodoro da Industria Bacino Centro Sud-Italia** - Via Nazionale N. 121 – 84012 Angri (SA) - Italia – **on 3 January 2025 at 3.00pm** in order to complete the selection procedure.

The opening of the envelopes (Envelope A) containing the administrative documentation of the participants in the Tender will take place at the office indicated above **on 3 January 2025 at 3.00pm in a public session. This session may be attended**, in person or **remotely**, by the legal representative (or person delegated by the same in writing) of each of the participating economic operators, presenting a suitable valid identification document. The **link** through which to connect remotely will be sent to the operators who request it. **The request must be sent to the e-mail address: oipomodorocentrosud@gmail.com , indicating in the subject line "Request link for public selection session ETOMAATO"/Richiesta link per sessione pubblica selezione ETOMAATO". Requests must be sent after the deadline set for the delivery of the envelopes (i.e. after 4.00pm but no later than 6.00pm on 2 January 2025). In order to participate remotely in the public session, a scanned copy of the identity document of the economic operator's legal representative must be made available or, in the case of a delegated person, a copy of the proxy signed by the legal representative and accompanied by a copy of the identity document of the same.**

After the opening of the Envelopes A and the eligibility of the participants in the Tender has been defined, the Commission will proceed, in private session, with the evaluation of the technical offers (Envelope B) and the financial offers (Envelope C). If there is only one valid offer, the Client has the right to decide whether to proceed with awarding the tender. In the event of a tie in the points attained, the contract shall be awarded to the competitor that has achieved the greatest number of points in the technical offer. In the event of a tie in points in both the financial offer and the technical offer, the award shall be made on the basis of a random draw.

The Client reserves the right not to award the contract if the minimum score of 60 points out of 100 is not achieved in the tender.

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

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

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

9 – Obligations of the contractor

The contractor has the following obligations:

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- 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 information contained in these technical specifications even if not expressly mentioned in this article, in the Contract for the implementation of the programme which will be signed by the proposing organisation and the member State, in all laws and regulations in force at European and national level as well as those eventually issued during the contractual period.

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

Should unexpected and specific needs arise, the Client reserves the right to make quantitative variations to the contract of greater or lesser amounts within a fifth of the value of the contract and in respect of the contractual obligations. The Client may propose changes to the programme, subject to authorization by the competent authority, which will notify the awarded party. Any budget variation, whether an increase or decrease of up to a maximum of 5%, will be subject to a contractual amendment. Furthermore, the Client also reserves the right to terminate the contract or part of it for reasons not imputable to the contractor, recognising the contractor an indemnity in accordance with law for the part of the contract not carried out. Should extraordinary actions not contemplated in these technical specifications be requested, the relative conditions shall be agreed between the Client and the Contractor on a case-by-case basis.

The Client has the right to check and verify the correct execution of the service with the assistance of mandated personnel of its choice. In the event that the Client should find serious discrepancies in the execution of the activities entrusted, he will have the right to unilateral termination of the contract.

11 – Relations between the contractor and the Client

The contractor must nominate a technical contact person and an administrative contact person responsible for the service who will have the obligation to collaborate closely with the Project 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 any services rendered that do not fully or partially comply with the requirements of the specifications or the offer proposed in the tender. In the event of a dispute, the Client may request the Contractor to replace personnel/collaborators not considered adequate for the performance of the services. In the event of delay or refusal, as well as in any other case of non-compliance with the contractual obligations assumed by the Assignee, the Client will contest the non- fulfilments in writing to the Contractor.

13 – Termination of the contract

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

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

14 – Unilateral termination of the contract

The Client has the right to check and verify the good execution of the service with the help of appointees chosen at its discretion. In the event of termination of the contract, the Contractor is in any case

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committed to continuing the assignment, under the same conditions, for a maximum of three months.

15 – Contract expenses

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

16 – Disputes

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

17 - Ownership and use rights

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

18 – Right not to award the contract

The Client reserves, at its sole discretion, the right not to award the contract. Such a decision shall not give rise to any claims, demands or requests for compensation by the bidders.

19 – Treatment of personal data of third parties and confidentiality

The Contractor, during the execution of the contract, undertakes to comply with all the provisions contained in the national and European legislation, including the provisions of Legislative Decree 196/2003 and those provided for by Reg. (EU) 679/2016 of the European Parliament and of the Council of 27 April 2016 (so-called GDPR) and to guarantee that the personal information, assets, statistics, personal data and / or any other kind of information of which it will become aware due to the services entrusted, will be treated with adequate methods and according to transparent procedures. The Contractor, during and after the execution of the contract, undertakes not to make direct or indirect use of the information he has become aware due to the services entrusted to obtain advantages or other benefits for himself or for third parties. In particular, the Contractor must undertake to maintain the utmost confidentiality of all information, data and circumstances concerning the Client, even after the conclusion of the service.

20 – Information on the processing of personal data

In compliance with the provisions of Legislative Decree 196/2003 and those provided for by Reg. (EU) 679/2016 of the European Parliament and of the Council of 27 April 2016 (so-called GDPR), the Client will use the data collected contained in the offers for the sole purpose to proceed with the selection of the implementing body. The data collected may be used for the fulfilment of legal obligations, including the inspections foreseen by Reg. (EU)

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1144/2014 and by the Directorial Decree of 10 October 2024 n. 0532478 – Department of food sovereignty and horse-racing – DG promotion of general affairs and budget – which defines the criteria that noncontracting authorities must respect in the selection of implementing bodies for simple programmes in relation to the AGRIP-SIMPLE-2024 call.

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

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

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

Data controller: Sonia Moscato

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

21 – Conflict of interest

Pursuant to and for the purposes of the Departmental Degree of MASAF - Department of competitive policies for agri-food quality, fisheries and horse-racing – DG promotion of agri-food quality and horse-racing – N° 0029174 of 30 June 2020; of the Directorial Decree of 10 October 2024 n. 0532478 – Department of food sovereignty and horse-racing – DG promotion of general affairs and budget - which defines the criteria that non-contracting authorities must respect in the selection of implementing bodies for simple programmes in relation to the AGRIP-SIMPLE-2024 call; of Reg. (EU) 1144/2014, of Reg. (EU) 1829/2015 – delegate; of the EU Reg. 1831 / 20115 – of execution; of the note European Commission DDG1 B5 / MJ / DBD (2016) 321077 dated 7 July 2016 - Guidelines on tender procedures; of the Communication of the European Commission (2006 / C/179/02) paragraph 2.1.2; the Client, in carrying out this selection procedure, adopts all suitable measures to effectively prevent, identify and remedy conflicts of interest that are capable of distorting competition and guaranteeing equal treatment of economic operators.

22 – Single person in charge of the procedure

The sole person in charge of the procedure is Guglielmo Vaccaro

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