

EUSL

**TENDER FOR EVALUATION BODY  
OF THE  
GRANTS TO INFORMATION PROVISION AND PROMOTION MEASURES  
CONCERNING AGRICULTURAL PRODUCTS IMPLEMENTED IN THIRD COUNTRIES**

**EUSL - 874729**

**IN THE FOLLOWING MARKETS:**

**China  
Japan  
Singapore  
South Korea  
Taiwan  
Vietnam**

**SPECIFICATION  
GENERAL CLAUSES**



## 1. Introduction

Consorzio Vini d'Abruzzo, Consorzio Barbera d'Asti e Vini del Monferrato and Consejo Regulador de la DO Mancha jointly submitted a proposal upon the 2019 Call for proposal – Multi programmes of the (EU) Regulation No. 1144/2014, which has been selected for funding.

The program aims at promoting Italian and Spanish PDO wines on selected Asian markets, enhancing the level of recognition and awareness towards the EU quality schemes (PDO). This tender document is aimed at selecting the third party with whom the beneficiaries will establish a contract for the execution, coordination and follow-up of the action.

The framework for the present call for proposals is set by the Grant Agreement No. 874729 and all the provisions and obligations here provided comply with it. The acceptance of the EU contribution is set as preliminary condition.

## 2. General information

### a. Title of the action

EUSL - Eco Europe: a sustainable Lifestyle

### b. Proposing organizations

The project consortium sees the collaboration between two EU Countries, Italy and Spain, represented by three organizations.

Country	Name	Website	Role
IT	Consorzio di Tutela Vini d'Abruzzo	<a href="https://www.vinidabruzzo.it/en/">https://www.vinidabruzzo.it/en/</a>	Leading beneficiary
IT	Consorzio Barbera d'Asti e Vini del Monferrato	<a href="https://www.viniastimonferrato.it/?lang=en">https://www.viniastimonferrato.it/?lang=en</a>	Beneficiary
ES	Consejo Regulador de la DO Mancha	<a href="https://lamanchawines.com/en/">https://lamanchawines.com/en/</a>	Beneficiary

### c. Products to be promoted

The promotional program is aimed at the following **Italian and Spanish PDO wines**.

PDO Number	Product
PDO-IT-A0723	Montepulciano d'Abruzzo DOC
PDO-IT-A1398	Barbera d'Asti DOCG
PDO-IT-A1258	Ruchè di Castagnole Monferrato DOCG
PDO-ES-A0045	La Mancha DOP

### d. Target countries and budget

The promotional program is targeted to the following countries: China, Japan, Singapore, South Korea, Taiwan, Vietnam.

The total amount for the evaluation activities in all the targeted countries is set at €30.000 for year 1, €20.000 for year 2 and €60.000 for year 3, for a maximum level of investment fixed at 110.000 €

#### e. Timeline

This promotional program will run from January 1st 2020 to December 31st 2022.

The evaluation period will run from January 1<sup>st</sup> 2020 to February 28<sup>th</sup> 2023.

### 3. Objectives of the actions, messages to be conveyed and impact indicators

According to the objectives stated in Articles 1 and 2 of the EU Regulation No 1144/2014, this promotional campaign is aiming at increasing the competitiveness level for EU agricultural products, especially in promising Third Countries, via informative actions that help raising the awareness level towards these products.

This campaign is particularly effective because it is focused on one only type of product, PDO ecologic wine, and to a geographical area (Far East) that, though experiencing strong differences among its Countries, can still be considered quite homogeneous for EU wine producers.

Awareness of EU products and agricultural policies, able to ensure an above-the-average quality level, is still very limited in the target countries selected for the purpose of this program. Thus, EU producers face strong competition from New World lower-quality-lower-price products.

The general objective of increasing the competitiveness can be splitted in two specific objectives:

O1 (Informative): increasing the general awareness level on the selected target Countries towards EU PDO wines in general and, more specifically, the PDOs promoted by the project consortium

O2 (Informative): increasing the specific awareness level on the selected target Countries towards European sustainable wines

- Increasing product preference: both at the sensory level and convenience and health, directly influencing the intention to buy and consumption

O3 (Economic): improving the economic performances of the involved PDOs

- Increase the market share of agricultural products in the European Union.
- Increase the number of exporting companies in the Union.

Scheduled for a 36-month action, it is estimated that the program will result in an increase in the knowledge and perceived image of EU ecologic wine over about 8.150.000 people.

Consumer/ Professionals/ Prescribers/ Importers and distributors/ Influencers/ HORECA decision-makers/ Early-adopters/ Institutional and sectoral contacts /Network users.

O1 – Increase the general awareness level on the selected target Countries towards EU PDO wines in general and, more specifically, the PDOs promoted by the project consortium

Reaching the informative objective (O1) is the first building block necessary to create a long-term steady demand for EU agricultural products. Consumers must in fact be aware that EU products express higher levels of quality and food safety. This acknowledgement will lead them to more conscious purchase decisions and will increase the probability that they will choose EU products despite other lower quality competitors.

This objective will be reached by using the EU PDO quality scheme, that sums up all the intrinsic positive features that make the PDO-awarded products superior, as the focal point for the whole communication strategy. In fact, PDO says quality, food safety, traceability, authenticity, taste, traditionality and, in many cases, higher nutritional standards.

On these bases, O1 can be splitted in two sub-objectives defined as follows:

- O.1.1 Increase of awareness towards EU PDO Products
- O.1.2 Increase specific awareness towards the PDOs promoted by the project consortium (product relevance)

In terms of impact, the campaign is expected to target directly over 8 million people on the target Countries during the three-years execution period, 8 million people that, by the end of the campaign, will know better what a EU PDO product is and which advantages EU PDOs consumption has.

O2 - Increase the specific awareness level on the selected target Countries towards European sustainable wines

According to the increasing market trends that show preferences towards sustainability (concerning not only agri-food sector, but all the consumer sectors), the project consortium wants to stress those features that make their PDO products “sustainable”.

Though not so defined in the mind of consumers and not only linked to the idea of organic production (as the next strategy section will outline), the idea of sustainability is in some ways embedded in the EU PDO quality schemes. In fact, PDO products come from a precise production area and, more often than not, are produced using traditional techniques that keep agricultural traditions alive.

This campaign will increase awareness and product preferences towards European sustainable wines, trying to cover all the declinations of the “Sustainability” concept and effectively exploiting all these different sub-concepts to maximize the promotional return for the involved products (since every PDO and every production area, though sharing some core common values, is different in terms of specific competitive advantage).

In terms of impact, the direct targets are the same defined for O1, since both O1 and O2 are informative objectives.

Product preference will be increased by effectively communicate how the products of the project consortium meet the market requirements under various aspects. The table below summarizes main purchase and consumption drivers, coupled with the products’ characteristics.

Purchase and consumption drivers	Product features
Intrinsic quality of the product	Being PDOs, the involved products share some common values, such as the full traceability of the production process, the certified higher quality and a well-defined production area.
Sustainability preference	The “sustainability” focus chosen for the campaign (with all its declinations – environmental, economic, social - among different project members) matches the emerging trends on the markets, differentiating the involved products from main competitors, especially non-EU ones.
Healthy issues	The selection of products obtained by an organic production process shows a healthier profile (i.e. less sulfites)
Value for money	Project consortium proposes to the markets a bundle of EU PDO wines with a good value for money, since they offer high quality products (certified by the European quality scheme) at an affordable price

### O3 - Improve the economic performances of the involved PDOs

The selected target Countries show an overall limited consumption level for EU PDO wines. Though present on the markets and quite renewed, European wines still have an enormous growth potential. The economic performances of the promoted PDOs will then improve due to the following elements:

- O.3.1 Increase of the overall consumption of EU PDO wines on the markets
- O.3.2 Partial substitution of non-EU lower quality wines consumption with EU PDO wines consumption

These two combined elements will improve the economic performances of the PDOs on which the promotional campaign is focused. Moreover, by changing the consumers’ preferences towards European PDOs, they will indirectly improve the overall economic performances of all EU PDO wines.

In fact, the program will measure two different ROIs:

- ROI1: the ROI at Union level (ratio of the overall value of exports of EU products during the program to the overall investment made), with an expected value of 432
- ROI2: the ROI at the level of the proposing organization (the ratio between the overall income during the program and the total investment made), with an expected value of 8

In addition to the two previous indicators, economic impact will be measured also with another indicator, the export rate of the target Countries for the proposing organizations.

The general objective for the campaign is completely aligned with the general objective stated in Article 1 of EU Regulation No 1144/2014 as “to enhance the competitiveness of the Union agricultural sector”. In addition, the specific objectives described above are fully coherent with the specific objectives that can be found in Article 2 of the same Regulation, especially to the ones defined at the following letters:

- a) Increase awareness of the merits of Union agricultural products and of the high standards applicable to the production methods in the Union;
- b) Increase the competitiveness and consumption of Union agricultural products and certain food products and to raise their profile both inside and outside the Union;
- c) Increase the awareness and recognition of Union quality schemes
- d) increase the market share on Union agricultural products and certain food products, specially focusing on those markets in third countries that have the highest growth potential

With a specific regard to the last points, this campaign matches also the priorities listed in the 2019 annual work program in terms of Third Countries of main interest.

The strategy for this promotional campaign derives from market analysis outcomes and SWOT analysis results. It has been elaborated to answer the three objectives described above.

The main key word and focal turn point for the promotional strategy and the communication plan is SUSTAINABILITY. In the last few years, sustainability concept has been declined differently among different winegrowing areas, while every producer defined it in its own peculiar way.

This campaign, identified by its claim ECO Europe: a sustainable lifestyle, aims at conveying the sustainability concept by narrating to targets not only environment-friendly production methods, but also the following features:

- ✓ Product quality and traceability
- ✓ Product sensory features
- ✓ Production area
- ✓ Labeling and packaging
- ✓ Price
- ✓ Lifestyle

The PDOs to be promoted already implemented in the last few years a entry strategy on the selected target countries. By now, their positioning focuses on medium-low target, with an average price between 2 and 10 USD and a stronger-day-by-day competition from New World producers (which enters the distribution channels with a price competition, thus reducing growth in terms of volume and price).

This competition can be answered in two ways. Entering in a high-volumes-low-prices competition, which the proposing organizations do not want to play, since it would be disruptive for the whole production sector. Or following a repositioning strategy, focused on the intrinsic quality features not effectively communicated until now, in order to avoid the price competition. This campaign aims at building a new cross-Country image for the involved Italian and Spanish quality productions through a wide informative and educational plan, in order to boost exports in terms of volume and higher at the same time the average price (thanks to a higher perceived value).

The selected message aims at targeting precisely this idea, with a bunch of key words that will be used in the campaign claim and customized for each communication and promotional activity.

**ECO EUROPE:** European PDO wines, thus characterized by high quality and traceability

**SUSTANAIBLE:** wines that are “sustainable” in terms of production area, sensory aspects, respect for the environment and the landscape, fair economic returns for the producers

**LIFE STYLE:** playing with the highly desired European lifestyle, also through effective packaging and labeling

These key elements will be customized on the target markets, in order to better match market needs and consumer habits. The strategy is defined for three different areas: China, Japan, South East Asia (thus comprehending South Korea, Singapore, Taiwan and Vietnam).

## **Impact indicators**

Being awareness the main action objective, the main tool for its evaluation will be a direct survey. Though the specific survey methodology will be selected by the independent body itself; it will be based on a series of questions provided by a very short survey (10 minutes will guarantee the best answer rate). Questions will be defined so that every action theme/message is covered, thus representing in the most detailed way the EU quality scheme awareness and recognition rate. The independent body will define two different set of questions for the survey, one targeted to professionals and the other focused on consumers. The sample will be representative of the two target groups per target market, and its dimension per target market will be the enough to ensure a margin of error of 5% and a confidence level of 95%.

### Informative impacts

The awareness impact indicators, as mentioned in section 3, do not have a specific benchmark value (baseline) already known at the beginning of the action. Therefore, during the first months of execution, a first survey will be performed on the target markets, in order to assess the starting awareness level (with a similar approach to the one described above). It will then be measured again at the end of the action in the target markets only.

As an orientated information, though too generic to be decisive as a baseline, in the absence of a public baseline specifically calculated on the target markets of the project, the Special Eurobarometer No 473 can

used as a reference, which attests that in 2017 the average level of awareness towards the PDO mark in the countries of the European Community was equal to 18% (EU28 average). The estimate was then considerably reduced for prudential purposes, also on the basis of numerous references in the literature that attest that the awareness of the PDO on markets outside Europe is significantly lower than that present on the domestic market<sup>1</sup>. In addition to this general situation, the Asian markets still show important lack in the knowledge of the consumed products. Thus, the starting awareness level is defined as 3% as average on the target countries.

Given that the target area is extremely wide and populated, the expected increase in the awareness levels are defined in a range between 2% and 4%.

### Economic impacts

As defined in section 3, the economic performances of the campaign will be evaluated through two different ROIs, ROI1 at a Union level and ROI 2 at project consortium's level.

The baseline for ROI1 is the ratio between the overall value of EU exports at the end of the campaign to the target markets (calculated applying the current trends) and the investment planned for the campaign. The expected value for ROI1 at the end of the programme is estimated as the ratio between the expected value of EU exports in presence of this campaign (calculated applying the current trends plus a 2% boost provided by the visibility impact of the campaign) and the planned investment for the campaign. Evaluations have been carried considering 2017 since some uncertainties emerged on 2018 data (probably due to the ongoing process of data collection and update).

EU EXPORTS TO TARGET COUNTRIES (Th €)									
(Trademap.org)	2014	2015	2016	2017	2018				
CHINA	€ 698.215,00	€ 1.066.127,00	€ 1.211.540,00	€ 1.346.255,00	€ 1.246.998,00				
JAPAN	€ 908.508,00	€ 954.906,00	€ 973.663,00	€ 1.033.902,00	€ 1.050.792,00				
KOREA	€ 77.461,00	€ 92.627,00	€ 95.629,00	€ 104.747,00	€ 115.831,00				
SINGAPORE	€ 366.990,00	€ 367.386,00	€ 332.998,00	€ 405.600,00	€ 432.769,00				
TAIWAN	€ 80.905,00	€ 77.929,00	€ 95.737,00	€ 105.226,00	€ 120.551,00				
VIETNAM	€ 9.453,00	€ 10.132,00	€ 15.745,00	€ 14.025,00	€ 13.422,00				
<b>OVERALL</b>	<b>€ 2.143.546,00</b>	<b>€ 2.571.122,00</b>	<b>€ 2.727.328,00</b>	<b>€ 3.011.772,00</b>	<b>€ 2.982.381,00</b>				
<b>CURRENT TRENDS</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>Increase 2022 Vs 2017</b>	<b>Investment (Th €)</b>	<b>ROI1</b>	<b>%</b>	
<b>OVERALL</b>	€ 3.579.751,40	€ 3.855.839,80	€ 4.131.928,20	€ 4.408.016,60	€ 1.396.244,60	€ 3.660,00	<b>380</b>	<b>3,80</b>	
<b>GROWTH PER YEAR</b>	€ 597.370,40	€ 276.088,40	€ 276.088,40	€ 276.088,40					
<b>GROWTH%</b>	17%	7%	7%	6%					
<b>WITH CAMPAIGN</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>Increase 2022 Vs 2017</b>	<b>Investment (Th €)</b>	<b>ROI1</b>	<b>%</b>	
<b>OVERALL</b>	€ 3.651.346,43	€ 4.202.865,38	€ 4.627.759,58	€ 5.069.219,09	€ 2.086.838,09	€ 3.660,00	<b>570</b>	<b>5,70</b>	
<b>GROW PER YEAR</b>	€ 668.965,43	€ 551.518,95	€ 424.894,20	€ 441.459,51					
<b>GROWTH %</b>	18%	13%	9%	9%					

The baseline for ROI2 is the ratio between the project consortium exports at the end of the campaign to the target markets (calculated applying the current trends) and the investment planned for the campaign<sup>2</sup>.

<sup>1</sup> [http://www.uibm.gov.it/attachments/article/2006088/analisi\\_giuridica\\_italian\\_sounding\\_usa\\_2011](http://www.uibm.gov.it/attachments/article/2006088/analisi_giuridica_italian_sounding_usa_2011)

<sup>2</sup> The calculation provided regards I.C.R.D.O. La Mancha that, among the proposing entities is the only one that has stable 2018 data on exports on each target countries. During execution, a similar monitoring will be replicated to the others.

The expected value for ROI2 at the end of the programme is estimated as the ratio between the expected value of EU exports in presence of this campaign (calculated applying the current trends plus a 5% boost provided by the visibility impact of the campaign) and the planned investment for the campaign.

EXPORTS TO TARGET COUNTRIES (Th €)							
(Data I.C.R.D.O. La Mancha)	2013	2014	2015	2016	2017		
CHINA	€ 28.032,00	€ 9.568.368,00	€ 13.293.648,00	€ 25.159.608,00	€ 31.227.148,00		
JAPAN	€ 1.146,00	€ 205.024,00	€ 2.773.836,00	€ 3.271.356,00	€ 4.260.996,00		
KOREA	€ 86,00	€ 66.384,00	€ 53.928,00	€ 637.524,00	€ 572.712,00		
SINGAPORE	€ 341,78	€ 93.060,00	€ 52.488,00	€ 97.668,00	€ 280.512,00		
TAIWAN	€ 652,00	€ 479.108,00	€ 279.720,00	€ 306.828,00	€ 274.216,00		
VIETNAM	€ 175,00	€ 1.068,00	€ 893,00	€ 5.582,00	€ 5.288,00		
<b>OVERALL</b>	<b>€ 30.432,78</b>	<b>€ 32.445,78</b>	<b>€ 10.415.026,00</b>	<b>€ 16.456.528,00</b>	<b>€ 29.480.582,00</b>		
<b>CURRENT TRENDS</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>Increase 2022 Vs 2017</b>	<b>Investment (Th €)</b>	<b>ROI1</b>
<b>OVERALL</b>	€ 41.412.755,18	€ 48.945.193,24	€ 56.477.631,31	€ 64.010.069,37	€ 34.529.487,37	€ 3.660.163,38	<b>8</b>
<b>GROW PER YEAR</b>	€ 11.932.173,18	€ 7.532.438,07	€ 7.532.438,07	€ 7.532.438,07			
<b>GROWTH %</b>	29%	15%	13%	12%			
<b>WITH CAMPAIGN</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>Increase 2022 Vs 2017</b>	<b>Investment (Th €)</b>	<b>ROI1</b>
<b>OVERALL</b>	€ 42.241.010,28	€ 51.392.452,90	€ 107.307.499,49	€ 71.691.277,70	€ 42.210.695,70	€ 3.660.163,38	<b>12</b>
<b>GROW PER YEAR</b>	12.760.428,28 €	9.151.442,62 €	55.915.046,58 €	35.616.221,79 €			
<b>GROWTH %</b>	30%	18%	52%	-50%			

The table below summarises the impact indicators defined for the campaign.

	Baseline	End of programme
<b>Informative</b>		
<b>Awareness towards EU PDO products (O.1.1)</b>	3% (to be confirmed with the specific survey in year 1 – Activity WP9.1)	+3% from baseline
<b>Awareness towards project consortium's PDO products – product relevance (O.1.2)</b>	N/A (to be confirmed with the specific survey in year 1 – Activity WP9.1)	+2% from baseline
<b>Specific awareness of EU sustainable wines (O.2)</b>	N/A (to be confirmed with the specific survey in year 1 – Activity WP9.1)	+4% from baseline
<b>Economic</b>		
<b>ROI1 – ROI at Union level</b>	3,80	5,70
<b>ROI2 – ROI of proposing organizations</b>	8	12

## 4. Activities

In order to assess the effectiveness of the promotional activities executed, the evaluation body will provide a set of indicators to monitor expected results in terms of output, results and impact (informative and economic).

The table below can be used as sample to summarize the indicative set of indicators that will be used to check the progress and evaluate the project.

Work Package	Indicator	Sub indicators

Though an orientative set of indicators has been submitted by the beneficiaries in the proposal as per the following table, the competing agency should present their own list of indicators they consider useful to evaluate the execution and the effectiveness of the actions.

Work Package	Indicator	Sub indicators
<b>Public relations</b>	Units sent	Press folders
		Wine samples
		Merchandise
	Contacts reached	Importers/Distributers
		Press / Influencers
		Ho.Re.Ca. professionals
Results & Impact	Publications	
	Target reached	
<b>Social &amp; Web</b>	Website	Updates
		Visitors
		Sessions
		Average time
	Social network XXXX	Updates
		Impressions
		Likes
		Engagement rate
<b>ADV</b>	Publications	
	Copies distributed	
<b>Communication tools</b>	Units produced	
	Units distributed	
	Invited guests	Importers/Distributers
		Press / Influencers
		Ho.Re.Ca. professionals
		Final consumers
Attendants	Importers/Distributers	

		Press / Influencers
		Ho.Re.Ca. professionals
		Final consumers
	Communication tools	Communication materials distributed
		Units of merchandise distributed
	Results & Impact	Publications
Target reached		
<b>POS Promotions</b>	Samples distributed	
	Units of communication tools distributed	
	Contacts reached	Importers/Distributers
		Press / Influencers
		Ho.Re.Ca. professionals
		Final consumers

The following section provides the description of the evaluation activity such as presented in the approved proposals, complete with the deliverables that the evaluation body must provide and, in details:

- No 1 awareness level survey during year 1
- No 1 awareness level survey at the end of year 3
- No 3 annual reports on activity implementation and KPI monitoring
- No 3 annual economic data collection activity towards the project consortium
- No 1 final evaluation report at the end of the programme

*General information: please note that the sub-totals for each activity reflect the proposal submitted and could be used as an indicative budget. Nevertheless, the competing agencies are invited to submit their own proposal, providing what they think is the most effective budget proposal to achieve the planned objectives.*

<b>Work package 9</b>	<b>Evaluation of results</b>		
<b>Target group(s)</b>	All target groups		
<b>Activity 1</b>	<b>Awareness level surveys</b>		
<b>Description of activity</b>	Due to the lack of data supporting the specific level of awareness of European wines, a survey will be carried out at the beginning of the program in order to assess the stage of awareness in each of the target markets. The same survey will be carried out at the end of the 36-months program in order to evaluate the impact of the program in the level of awareness among target audiences.		
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Deliverables</b>	*Report on results extracted by the Starting Awareness level survey	N/A	*Report on results extracted by the Final Awareness level survey
<b>Budget analysis</b>	40 days * 250 €/day		60 days * 250 €/day
<b>Sub-total for activity 1</b>	<b>In EUR 10.000</b>	<b>In EUR 0</b>	<b>In EUR 15.000</b>
<b>Implementation</b>	Third party evaluation body		

<b>Work package 9</b>	<b>Evaluation of results</b>		
<b>Target group(s)</b>	N/A		
<b>Activity 2</b>	<b>Annual Activity and KPI monitoring</b>		
<b>Description of activity</b>	This ongoing activity will constantly monitor the execution of the campaign and its effectiveness in terms of outputs and results. Data collection and analysis and report analysis, carried out in continuous communication with the project consortium and the implementing body(ies), will generate the actual KPIs values, that will be evaluated having the expected outcomes as benchmark. The goal is to extract data-driven conclusions that will allow the program to shape the activities in the target markets according to best-practices and to be results-oriented during the 3 years that the program will be executed.		
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Deliverables</b>	1 annual report with analytical information, both quantitative and qualitative, and conclusions extracted after the analysis of the data.	1 annual report with analytical information, both quantitative and qualitative, and conclusions extracted after the analysis of the data.	1 annual report with analytical information, both quantitative and qualitative, and conclusions extracted after the analysis of the data.
<b>Budget analysis</b>	1.000 €/month (monthly costs): 6 days * 125 €/day (junior) 1 days * 250 €/day (senior)	1.000 €/month (monthly costs): 6 days * 125 €/day (junior) 1 days * 250 €/day (senior)	1.000 €/month (monthly costs): 6 days * 125 €/day (junior) 1 days * 250 €/day (senior)
<b>Sub-total for activity 2</b>	<b>In EUR 12.000</b>	<b>In EUR 12.000</b>	<b>In EUR 12.000</b>
<b>Implementation</b>	Third party evaluation body		

<b>Work package 9</b>	<b>Evaluation of results</b>		
<b>Target group(s)</b>	N/A		
<b>Activity 3</b>	<b>Economic Data Collection and Analysis</b>		
<b>Description of activity</b>	Due to the lack of specific data regarding the evolution and the level of economic activities involving European ecologic wine in the target countries, relevant and adequate economic data will be collected, analysed and evaluated by experts. This activity will be performed mainly in regards of the project consortium's economic performances (not only by collecting consolidated data but also with direct interviews to the associated companies, if necessary), but		

	an insight of the overall economic performances of EU producers on the target countries. The goal is to have a solid database, on Year 3, to correctly calculate the final ROI of the proposing organizations, to be compared to the expected outcome now defined and evaluate the economic impact of the campaign.		
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Deliverables</b>	1 Economic Data Report with analytical information, both quantitative and qualitative, and conclusions extracted after the analysis of the data.	1 Economic Data Report with analytical information, both quantitative and qualitative, and conclusions extracted after the analysis of the data.	1 Economic Data Report with analytical information, both quantitative and qualitative, and conclusions extracted after the analysis of the data.
<b>Budget analysis</b>	Collecting data: 48 days * 125 €/day (junior) Analysis and report: 8 days * 250 €/day (senior)	Collecting data: 48 days * 125 €/day (junior) Analysis and report: 8 days * 250 €/day (senior)	Collecting data: 48 days * 125 €/day (junior) Analysis and report: 8 days * 250 €/day (senior)
<b>Sub-total for activity 3</b>	<b>In EUR 8.000</b>	<b>In EUR 8.000</b>	<b>In EUR 8.000</b>
<b>Implementation</b>	Third party evaluation body		

<b>Work package 9</b>	<b>Evaluation of results</b>		
<b>Target group(s)</b>	All target groups		
<b>Activity 4</b>	<b>Study on Global Perception of Ecologic Wines</b>		
<b>Description of activity</b>	This comprehensive study on supply, demand, perception, trends, consumer's preferences and recognition of EU quality ecologic wine will be conducted on each of the target markets. The goal is to have a better understanding of the positioning of EU quality agricultural products in each of the target markets as well as the perception of the target audiences on the differential quality certifications of the European Union and its impact on their behaviours and preferences.		
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Deliverables</b>			1 Analytical and comprehensive report with all data collected, evaluated and with key insights on the target markets.
<b>Budget analysis</b>			Management, analysis and delivery: 30 days * 250 €/day Conducting of Field Study: 50 days * 250 €/day

<b>Sub-total for activity 4</b>	<b>In EUR 0</b>	<b>In EUR 0</b>	<b>In EUR 20.000</b>
<b>Implementation</b>	Third party evaluation body		

<b>Work package 9</b>	<b>Evaluation of results</b>		
<b>Target group(s)</b>	N/A		
<b>Activity 5</b>	<b>Impact evaluation report</b>		
<b>Description of activity</b>	At the end of the program, an Impact Evaluation Report will be conducted in order to have a structured and clear overview of the overall success and impact of the 36-months program in the selected target markets. This report will use as inputs all the deliverables produced by other evaluation activities carried out during the whole campaign.		
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Deliverables</b>			* Detailed, clear, data-driven, complete and analytical report on each of the activities delivered throughout the duration of the program, their impact and the results obtained with a clear conclusion on goals and how the objectives were met.
<b>Budget analysis</b>			20 days * 250 €/day
<b>Sub-total for activity 5</b>	<b>In EUR 0</b>	<b>In EUR 0</b>	<b>In EUR 5.000</b>
<b>Implementation</b>	Third party evaluation body		
<b>Total for WP 9</b>	<b>In EUR 30.000,00</b>	<b>In EUR 20.000,00</b>	<b>In EUR 60.000,00</b>

The evaluation activity will monitor all the other project activities, which are synthesized as follows:

<b>Work package 1</b>	<b>PROJECT COORDINATION</b>
<b>Target group(s)</b>	N/A
<b>Activity</b>	<b>Personnel costs of proposing organization. Management, coordination, supervision and monitoring of the program.</b>
<b>Description of activity</b>	The activity will consist of integral management of the project, coordination with the implementing body(ies), execution of the general planning, supervision of the work and progress that is being made, decision-making actions in the event of at-risk situations, and coordination of the program for its proper execution.

<b>Work package 1</b>	<b>PROJECT COORDINATION</b>
<b>Target group(s)</b>	N/A
<b>Activity 2</b>	<b>Other expenses related to project coordination.</b>
<b>Description of activity</b>	Flights, accommodation and allowances of the managers traveling on behalf of the Proposing Organization.

<b>Work package 2</b>	<b>Public Relations</b>
<b>Target group(s)</b>	Customers, distributors, importers, press, professionals
<b>Activity 1</b>	<b>Continuous PR Office activities.</b>
<b>Description of activity</b>	<p>Permanent Public Relations service. This service will establish the necessary links with the most relevant distribution agents and journalists. In addition, it is in charge of maintaining constant relations with them by conveying the values of the European Union, ensuring that they are part of the program. This service, jointly with institutional agents, will support the expected growth of the EU ecologic wines in the target market. Moreover, links will be established with the key players of the main distribution channels in order to launch an information and awareness campaign of the differential values of EU ecologic and sustainably-grown wines, so that Europe establish itself as its main reference. Public Relations staff will be hired by the proposing organizations and a program representative in each target country will be selected.</p> <p>Activities include: calls for events, follow-up of calls, press releases control and supervision, Localization of press releases to local languages, dissemination of press dossiers to key media players, press clippings per action and annual press clipping and permanent PR Office tasks.</p>

<b>Work package 2</b>	<b>Public Relations</b>
<b>Target group(s)</b>	Customers, distributors, importers, press, professionals
<b>Activity 2</b>	<b>Press events.</b>
<b>Description of activity</b>	The goal of press events is to bring together key representatives of the local and international-local press. They are all invited to a meeting where they are given first-hand information on the EU ecologic wine. They will also be able to further discuss through a round of personal interviews with the representatives of the program for the subsequent publication of the info on local news and post report. They will also be given visual and photographic material for that purpose.

<b>Work package 3</b>	<b>Website and Social Media</b>
<b>Target group(s)</b>	Customers, distributors, importers, press, professionals
<b>Activity 1</b>	<b>Website setup, updating and maintenance.</b>
<b>Description of activity</b>	<ul style="list-style-type: none"> <li>▪ Domain, hosting, development, design and programming of website in Wordpress, PHP and MySQL in order to have a platform that allows us to share content in the official languages of the target markets. It will be a responsive website on mobile and desktop. This web will be dedicated exclusively to this campaign and will always be in agreement with the identity of the program. The Web will also contain a blog that will be updated in real time with the actions carried out in every target country.</li> <li>▪ Creation of a monthly blogpost including drafting, image search, management, coordination, supervision and upload and update content to the platform.</li> <li>▪ Includes a bank of images about the actions that are developed. We will work on SEO positioning and all the content of the blog will be uploaded in English and translated into the local language of the market.</li> </ul>

<b>Work package 3</b>	<b>Website and Social Media</b>
<b>Target group(s)</b>	Final Consumers
<b>Activity 2</b>	<b>Social Media (accounts setup, regular posting).</b>
<b>Description of activity</b>	Setup of general Instagram, Facebook and Twitter accounts for the specific program in English in order to be able to reach all target groups with the same language. The main goal of the Social Media accounts is to serve as interactive platforms to communicate with targets. Additionally, they are used as a showroom of all activities carried out under the umbrella of the program. In order to incentivize the participation of the target groups in the proposed activities, promotion actions such as contests and surveys will also be continuously developed through the social media networks selected.

<b>Work package 3</b>	<b>Website and Social Media</b>
<b>Target group(s)</b>	Final Consumers
<b>Activity 3</b>	<b>Webinars (videos pairing food&amp;wine)</b>
<b>Description of activity</b>	Recording of multimedia content that is intended to be used as informative material for the non-professional target group in each country. The recipes, developed by European chefs, together with explanations on how to pair them with quality European wine will be recorded and translated into the different local languages. The idea behind the webinars is to educate consumers on how to include European ecologic wine into their dietary practices and to incentivize them to develop a link between healthy and sustainable eating and lifestyle and European ecologic wine. They will be uploaded to the website and split into smaller scripts for their use on Social Media and events.

<b>Work package 4</b>	<b>ADVERTISING</b>
<b>Target group(s)</b>	Final Consumers, professionals in the HORECA channel
<b>Activity</b>	<b>Online advertising</b>
<b>Description of activity</b>	A digital media plan specifically for each target country will be developed. This plan will cover the most effective way to run an online display campaign in order to reach the highest number of target final consumers possible. Using a display campaign, the message and content of the present proposal would be reinforced in markets where the use of digital devices is pretty high. The overall annual budget for display advertising would be then distributed to the different campaigns based on the media plan developed. The campaigns will be launch based on the calendar of other activities so that they strengthen the impact and improve the results of each other. For this purpose, alignment between offline and online promotion and informative campaigns is crucial.

<b>Work package 5</b>	<b>COMMUNICATION TOOLS</b>
<b>Target group(s)</b>	Final Consumers, professionals in the HORECA channel
<b>Activity</b>	<b>Publications, Media Kits, Promotional Merchandise</b>
<b>Description of activity</b>	Merchandising and promotional material is an important element of the above-mentioned informative program. This material is intended to be used as a reminder of the program goals: increase awareness in the target countries as well as increase preference for EU ecologic wines. They are also aimed to be used as a visual aid for other promotional events and activities in order to make it easier for consumers and professionals to recognize the message to be conveyed and the identity of the whole program. (Design of all promotional materials is to be carried out during the first year of the program to reduce costs)

<b>Work package 6</b>	<b>EVENTS</b>
<b>Target group(s)</b>	Final Consumers, Importers, Distributors, Press, Influencers and Prescribers, Professionals in different channels.
<b>Activity 1</b>	<b>Stands at Trade Fairs</b>
<b>Description of activity</b>	A selected list of Trade Fairs for the purpose of this program has been created: FOODEX Japan and SEOUL Wine&Spirits, Vinexpo China, CFDF Spring Fair Chengdu, Vinitaly China, Slow Wines Singapore and Indigena World Tour on China (2 dates) and Japan, Taiwan International Food Show.  Considering trade fairs and international shows as visibility platforms, they are intended to serve as way to communicate the message of the program to a wide audience. The participation of the program in the trade fairs will serve as the ideal

	showcase of European high-quality ecologic wine products. The message of the program will be conveyed through the stand in various formats: video, decoration of stand, tasting of wines, merchandising and explanations of the program's personnel. It is a great way to increase visibility, relevance and preference for our products as well as have a direct conversation with the audience to get a better picture of the level of awareness among target groups. These events will significantly impact the success of other activities that are planned and therefore the main goal of the program: increase awareness, market share and preference for EU quality certifications.
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<b>Work package 6</b>	<b>EVENTS</b>
<b>Target group(s)</b>	Final consumers and distributors
<b>Activity 2</b>	<b>Restaurant Weeks</b>
<b>Description of activity</b>	Local end consumers will have the chance to taste EU agricultural quality ecologic wines at the key restaurants of the main cities of the target countries that participate in the activity. EU healthy food paired with healthy dietary habits and high-quality European ecologic wines will be used to raise awareness among consumers about the sustainability production methods and the quality European standards of our agri-products. Likewise, this activity is aimed at increasing the market share of the products in the target markets and improve the level of recognition of the European Union quality production methods.

<b>Work package 6</b>	<b>EVENTS</b>
<b>Target group(s)</b>	Press (journalists and bloggers) and distribution players (importers, distributors)
<b>Activity 3</b>	<b>Study Trips to Europe</b>
<b>Description of activity</b>	The idea is to bring key players to Europe in order for them to have a first-hand experience regarding the production chain, the quality and the differential value of European ecologic wines. This action will be carried out mostly in those target markets where a higher impact of the activity is expected (China and Japan). A closed agenda for those trips will be developed where the target group will be taken to visit, interview and have meetings with the main agents of the production chain. This activity is expected to have a huge impact and help raise awareness both among final consumers and professionals. As a way to guarantee that the Union message is conveyed properly, the attendees will receive an information dossier with relevant information of the program.

<b>Work package 6</b>	<b>EVENTS</b>
<b>Target group(s)</b>	Press (journalists and bloggers) and distribution players (importers, distributors)

<b>Activity 4</b>	<b>Seminars, Workshops, B2B Meetings</b>
<b>Description of activity</b>	<p>Seminars and workshops will have different formats depending on the target audience:</p> <ul style="list-style-type: none"> <li>• Masterclass for sommeliers, distributors, wine agents and importers: this masterclass is aimed at educating and informing the target group about the quality producing methodologies of the European Union along with the EU quality certifications regarding PDOs and PGIs. The activity is expected to have a relevant impact on the preference of the product by the professionals of the sector.</li> <li>• Workshops for Cooking Schools: students are the future professionals that will shape the dietary preferences of the target countries, so this activity is intended to raise awareness about the Ecologic European wines, their quality, their producing methods and the link to a healthy and sustainable lifestyle.</li> <li>• B2B Meetings: a round of meetings between the program’s personnel and the distribution agents of the target markets will be held in the selected markets. The goal of this action is to increase market share for the EU quality ecologic wines and to inform the agents about the differential value that EU products provide.</li> </ul>

<b>Work package 7</b>	<b>POS promotion</b>
<b>Target group(s)</b>	All target groups
<b>Activity</b>	<b>Tasting Days</b>
<b>Description of activity</b>	As a way to disseminate and spread information about European ecologic wines and EU quality standards where final consumers are closer to the products themselves and where they make most of their purchasing decisions, several POS activities will be carried out. The goal is to raise awareness among consumers in target countries, influence their purchasing decision and therefore increase market share of the products and, last but not least, raise the awareness and standards of European quality and sustainable producing methods.

## 5. Obligations of the evaluation body

### a. Reporting & Invoicing

Upon completion of each of the planned activities, the evaluation body is responsible for presenting an annual report providing at least all the information requested by CHAFEA and, in addition to that, all the others mentioned in the technical offer.

Requests for payment must be presented to the beneficiaries accompanied by the invoice. The payments will be made by the beneficiaries by bank transfer to the account of the evaluation body.

### b. Controls

An agreement will be signed between the beneficiaries and the evaluation body, transposing to this contract the main rules, obligations and procedures provided for in the grant agreement to be signed by the

beneficiaries and the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA), establishing penalties in case of non-compliance due to the evaluation body and predefined conditions for resolution of the contract.

Beneficiaries will take on permanent follow-up of execution with the implementing bodies and the evaluation body, exchanging information and intervening on a daily basis

## 6. Participation to the tender

### a. Documents to be submitted

To participate in this tender, the applicant to the “evaluation body” role must submit a proposal for implementation of the “Grants to information provision and promotion measures concerning agricultural products implemented in the Third Countries EUSL - 874729”, which must include the following elements:

- A request to participate to the tender, signed by the legal representative of the competing agency
- A technical offer prepared as per section 7.b
- A detailed budget proposal prepared as per section 7.c
- An official document released by the State where the agency is located proving the registration in the respective official registry (following the local regulation)
- A copy of the last approved financial statement
- CVs of the team members involved in the execution of the action

All the documents except for the registration document and the financial statement must be provided in English. Registration document and financial statement may be provided in the language of the competing agency and the evaluation committee may require to provide a free translation in English.

### c. Technical offer

The technical offer must include the following elements:

- a) Company – Address, E-mail, Phone, Fax
- b) Contact Person – Function, E-mail, Phone, Fax
- c) Presentation and background of the company
- d) Information on the technical competencies and professional capabilities of the company and its team
- e) Information on the company capability to perform the evaluation required, the methodology that will be followed and examples of evaluation performed on former programs having similar characteristics to this one as well as similar products on the targeted markets
- f) Dates, schedules and details of the execution of the evaluations per market/country
- g) Additional comments or suggestions (optional)

The application will be considered invalid if any of the elements from a) to f) is missing.

### d. Detailed budget proposal

The candidate to evaluation body has to submit a budget:

- For each activity
- Showing separately the costs per type of expense (Personnel costs, Costs for subcontracting, Other direct costs – Included travel costs)

A summary of the investment proposed must be provided, using the template below:

Headings	Years	A. Direct personal costs	B. Direct cost of Subcontracting	C. Other direct costs	TOTAL
Evaluation of results					
	Year 1				
	Year 2				
	Year 3				
	TOTAL	0,00	0,00	0,00	0,00

*Please note that the overall budget proposal (costs + personnel) must not exceed the fixed maximum amount listed in section 2.d.*

### c. Deadline

The closing date for this tender is March 2nd 2020 (16h30).

The documentation must be presented via certified e-mail, by the closing date and time provided above. Bidders are fully responsible of ensuring that the proposals are delivered to the address provided by the peremptory term fixed by the deadline. Proposals received after the deadline will not be considered for evaluation.

The proposals must be sent to the following certified email address:

**consorzio-viniabruzzo@pec.it**

The message must present as subject:

**TENDER FOR EVALUATION BODY OF THE GRANTS TO INFORMATION PROVISION AND PROMOTION MEASURES CONCERNING AGRICULTURAL PRODUCTS IMPLEMENTED IN THIRD COUNTRIES (EUSL – 874729)**

Proposals received in different ways from the one described above will be discarded and not considered for evaluation.

For any request of clarification proposing agencies may send an email to [eusl@vinidabruzzo.it](mailto:eusl@vinidabruzzo.it)

All the requests for information must be sent before February 21st at noon (12h00).

### d. Evaluation criteria

The proposals will be analyzed and evaluated by the beneficiaries in order to identify the most competitive proposal in terms of value for money. Therefore, the following criteria will be evaluated jointly:

- Quality of the technical offer (85 points maximum)
- Competitive budget proposal (15 points maximum)

The following criteria and sub criteria are defined for the evaluation:

<b>TECHNICAL OFFER: 85 POINTS MAXIMUM</b>		
<b>Criterion</b>	<b>Sub criteria</b>	<b>Maximum score</b>
1. QUALITY AND FEASIBILITY OF THE PROPOSED METHODOLOGY	Quality of the work group dedicated to the project management activity (CV evaluation of the dedicated work group)	Up to 15 points
	Adequacy of planning in terms of consistency with the objectives and the planned promotional activities: in particular, quality of the proposed methodology in terms of data collection tools, sample definition and sample significance, quality of the survey collection methodology	Up to 20 points
<b>Maximum score</b>		<b>35</b>
2. PREVIOUS EXPERIENCES	Previous experiences in evaluation of similar projects: in particular, experiences in terms of same products and/or same target markets and/or same funding source	Up to 30 points
	Previous experiences in collecting direct surveys: in particular, experiences in terms of same products and/or same target markets	Up to 20 points
<b>Maximum score</b>		<b>50</b>
3. PROPOSED SET OF INDICATORS	Adequacy of the proposed set of indicators in terms of consistency with the objectives and the planned promotional activities	Up to 15 points
<b>Maximum score</b>		<b>15</b>

The commission will evaluate every technical offer assigning a qualitative score to each sub criterion based on the following table:

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

<b>COMPETITIVE BUDGET PROPOSAL: 15 POINTS MAXIMUM</b>		
<b>Criterion</b>	<b>Sub criteria</b>	<b>Maximum</b>
COMPETITIVE BUDGET PROPOSAL	Competitive budget proposal for Direct personnel costs (as per following rule)	Up to 5 points
	Competitive budget proposal for rebate (as per following rule)	Up to 10 points
<b>Maximum score</b>		<b>15</b>

Sub criterion: "Competitive budget proposal for direct personnel costs"

Score = (Offer X / Maximum offer) \* 5

Where:

Offer X is the budget proposal for direct personnel costs that is evaluated

Maximum offer is the highest budget proposal received

Sub criterion: "Competitive budget proposal for rebate"

Score = (minimum % rebate / current % rebate) \* 10

Where:

minimum % rebate is the lowest implementing body fee received

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

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

Proposals with a budget above the global tender value will be rejected.

The proposals with the highest total final score are selected for execution. In the event of a tie, the lowest price offers are selected.

Only the proposals from entities without any link to the proposing organizations will be accepted.

Possible conflict of interests will be assessed, and their implementing proposals refused if identified economic interest, political or national affinity, family or emotional ties or any other shared interest between beneficiaries and implementing bodies, removing any influence on the selection process, the award value or the execution of the program.