



**CAPITOLATO TECNICO E PROCEDURA DI SELEZIONE
DELL'ORGANISMO DI ESECUZIONE DEL PROGRAMMA DI INFORMAZIONE E PROMOZIONE DEI PRODOTTI AGRICOLI NEI
PAESI TERZI**

1.1 Reference regulatory framework.....	3
2.1 Products to be promoted:.....	5
2.2 Contracting Authority	5
2.3 Target Countries.....	5
2.4 General objective:.....	5
2.5 Specific programme objectives:.....	5
2.6 Strategy.....	5
2.7 Work Packages - WPs	6
More details and information regarding these WPs are given in Section 5 of the specifications.	
2.8 Duration of the Program	6
2.9 Beginning of the activities.....	7
2.10 Budget for the Implementing body actions.	7
2.11 Output and result indicators	7
3 Object of the contract.....	9
3.1 General description of the service	9
3.2 Method of execution	9
3.3 Staff and working group.....	9
4 Duration of the service	11
5 Tipologia di Activity e iniziative previste dal Programma	11
7. Award criteria	19
7.1 – Evaluation and quality of technical offer	19
7.2 Evaluation of the economic offer	21
8 Presentation of proposals	23
8.1 Method of submitting proposals	23
8.2 Procedure for opening tenders.....	24
9 Tender documents	25
9.2 Modalità di predisposizione dell'offerta tecnica - PEC B.....	Errore. Il segnalibro non è definito.
11 Obligations of the Implementing Body	Errore. Il segnalibro non è definito.
12 Confidentiality and non-disclosure	29



13. Conflicts of interest	30
14 Breach and termination of contract.....	Errore. Il segnalibro non è definito.
15 Relations between the contractor and the Administration of the Commissioning Body	Errore. Il segnalibro non è definito.
16 Transfer and subcontracting	Errore. Il segnalibro non è definito.
17 Method of payment	Errore. Il segnalibro non è definito.
23 Sole manager of the procedure	32



1 1 Introduction and preliminary information

The **Consorzio Tutela Vini d'Abruzzo** (hereinafter the Contracting Authority), with registered office in Corso Matteotti - Palazzo Corvo, 39100 Ortona (CH) VAT No. 02676390210 and Tax Code 94097990215, has submitted, as the Lead Body of a proposing consortium, an information and **promotion programme for a three-year period (2023-2024-2025)** in third countries under the EU Regulation No 1144/2014 of the European Parliament and of the Council:

Topic: AGRIP-SIMPLE-2022-ASIA

Type of Action: AGRIP-PJG

Proposal number: 101095676

Proposal acronym: EUTOP-ASIA : TOP Taste Original PDO, high quality products from Europe

This programme was approved by European Commission Decision "C(2022)7918 final" of 9/11/2022 on the selection of simple programmes for the promotion of agricultural products for the year 2022 in accordance with Reg (EU) No. 1144/2014, published on 11 November 2022.

ANNOUNCES

Pursuant to the reference articles of Regulation (EU) No 1144/2014, Delegated Regulation (EU) No 2015/1829, Implementing Regulation (EU) No 2015/1831, a **call for tenders is launched for the selection, by means of an Open Competitive Procedure, of an Implementing Body** in charge of carrying out the actions (activities/initiatives) aimed at achieving the objectives set out in the Programme which will take place in the following target countries: **CHINA, JAPAN** and concerns the following quality products with Community denominations:

Product of origin recognition code - File number ¹	PRODUCT ²
PDO-IT-A0880	DOC Abruzzo
PDO-IT-A0723	DOC Montepulciano d'Abruzzo
PDO-IT-A0743	DOC Cerasuolo d'Abruzzo
PDO-IT-A0728	DOC Trebbiano d'Abruzzo
PDO-IT-A0883	DOC Villamagna
PDO-IT-0686	FORMAGGIO PIAVE DOP

Economic operators who meet the requirements indicated in the aforementioned EU Regulations, as specified in the following paragraphs, are invited to submit a bid strictly following the instructions contained in these "Technical specifications".

1.1 Reference regulatory framework

The framework of regulatory references essential for the execution of the Program and this procedure includes:

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

¹ Fonte: <http://www.dop-igp.eu/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/1>

² Fonte: <https://www.qualigeo.eu/>



- **Commission Delegated Regulation (EU) 2015/1829 of 23 April 2015** supplementing Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures for agricultural products carried out on the internal market and in third countries;
- **Commission Implementing Regulation (EU) 2015/1831 of 7 October 2015** laying down detailed rules for the application of Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products carried out on the internal market and in third countries;
- **Call for proposals** published by the EXECUTIVE AGENCY FOR RESEARCH (REA) AGRI SIMPLE 2022 of 20 January 2022;
- **Guidance on the tender procedure** referred to in European Commission note DDG1.B5/MJ/DB D(2016)321077 of 7 July 2016;
- **Guidelines on the tender procedure** Decree of the Director General Ministry of Agricultural Food and Forestry Policies PQAI 05 Prot. No. 0526288 of 17/10/2022
- **Decision of the European Commission "C(2022)7918 final" of 9/11/2022** on the selection of simple programmes for the promotion of agricultural products for 2022 in accordance with Reg (EU) No 1144/2014, published on 11/11/2022

The **Consorzio Tutela Vini d'Abruzzo is not a body governed by public law** within the meaning of Article 2, paragraph 1, point 4, of Directive 2014/24/EU and, therefore, as indicated in the aforementioned legislation, it is not required to apply the national rules implementing the European Directives on public procurement (in Italy, the Legislative Decree no. 50/2016). Contracting authority must select the implementing bodies through an open tender procedure in compliance with the principles of cross-border interest, transparency, publicity, impartiality, equal treatment of candidates, as well as the conditions previously indicated in the Guidelines of the European Commission and the Ministry of Agricultural, Food and Forestry Policies.

Therefore, the Directive 2014/24/EU and the Italian Legislative Decree no. 50/2016 will therefore be applied only if and to the extent that they are expressly referred to in the tender documents (notice and technical specifications and related annexes).

The competitive procedure will in any case ensure compliance with the principles of non-discrimination, equal treatment, transparency, publicity, proportionality, clarity and consistency of the selection and award criteria provided for the purposes of the services requested and with the value of the same, best value for money and absence of conflicts of interest.

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

Indeed, the work packages and related activities are strictly connected to each other and to be carried out according to a logical and functional sequence, that can be optimized only by having a single contractor, who must ensure the coordination and integration of the work group and the different professional skills necessary and involved in the implementation of the service.



2. Program key information

2.1 Products to be promoted:

Product of origin recognition code - File number ³	Product ⁴
PDO-IT-A0880	DOC Abruzzo
PDO-IT-A0723	DOC Montepulciano d'Abruzzo
PDO-IT-A0743	DOC Cerasuolo d'Abruzzo
PDO-IT-A0728	DOC Trebbiano d'Abruzzo
PDO-IT-A0883	DOC Villamagna
PDO-IT-0686	FORMAGGIO PIAVE DOP

2.2 Contracting Authority

Contracting Authority is **Consorzio Tutela Vini d'Abruzzo** (as lead organisation of the project partnership composed of the same body and the Consorzio per la Tutela Formaggio Piave DOP).

2.3 Target Countries

The target countries of the project: **CHINA AND JAPAN.**

2.4 General objective:

The programme was created with the aim of promoting European agri-food, through the valorisation of the chosen testimonial products, wine and cheese, in two strategic markets, China and Japan. The objectives of this project are in line with the objectives of Art. 2 of Reg. (EU) 1144/2014, in that they strengthen awareness and recognition of EU quality schemes, increasing their consumption outside Europe, and Art. 3 of the same Reg, in that they highlight the quality and authenticity of EU agricultural products, guaranteed by Geographical Indications, especially in terms of food safety, authenticity, labelling, nutritional aspects and with regard to the intrinsic characteristics of Abruzzo DOC wines and Piave PDO cheese, in terms of quality flavour, diversity and traditions.

2.5 Specific programme objectives:

The promotional programme has the following specific objectives, which together contribute to the achievement of the general objective defined above:

1. to consolidate the export and positioning of European products that are protagonists of the campaign in China and Japan
2. to improve the recognition of the PDO brand and the values associated with it in China and Japan through targeted, topical and effective actions and channels aimed at both trade and consumers (mix of B2B and B2C activities).

2.6 Strategy

³ Fonte: <http://www.dop-igp.eu/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/1>

⁴ Fonte: <https://www.qualigeo.eu/>



The EUTOP-ASIA basket of quality products indicated in the approved project proposal a comprehensive promotional strategy oriented to highlight the quality of Made in Europe products and the basket being promoted. The strategy must be tailored to the respective target markets and target groups.

The action strategy envisages a series of activities, structured over 3 years, integrated and synergic on the 3 different targets identified as priorities in the 2 target markets: trade, press and consumer.

Greater profiling of the targets and the decision to address, in China, mainly women, or the choice of direct meeting activities with the consumer in Japan are the result, for example, of what was learnt from the previous project and the evolution of purchasing habits detected by the market analysis. The strategy of the 'T.O.P. Taste Original PDO high quality products from Europe' project is based on these assumptions, has at its core the unified message of enhancing the value of the Union's PDO productions and is diversified and 'tailor-made' for the two different target countries that have profound cultural and value differences.

Target: Trade, Media, Consumers (China: Millennial women residing in Tier 1 cities; Japan: Millennials (Yutori) residing in the top 5 cities by population)

2.7 Work Packages - WPs

Below are the WPs and project activities, as detailed within the technical specifications:

- WP2 – Public relations;
- WP3 – Web site, Social media;
- WP4 – Advertising;
- WP5 – Communication tools;
- WP6 – Events;
- WP7 – Point of sales promotions (POS).

More details and information regarding these WPs are given in Section 5 of the specifications.

2.8 Duration of the Program

The promotional campaign will run for 36 months (3 annual phases).

2.9 Beginning of the activities

Activities have an indicative start date between February and March 2023.

2.10 Budget for the Implementing body actions.

It should be noted that those interested in participating in this call for tenders **should submit a bid taking into consideration the total budget of € € 1.862.692,00 (excluding VAT)**, including the costs for the implementation of project activities and the compensation of the executing body (economic operator's fee). The expected budget breakdown on the target countries is as follows:

Target countries	Total (€)
China	822.725 €
Japan	1.039.967 €
Total	1.862.692 €

2.11 Output and result indicators

Below is the table of output and result indicators included in the approved project proposal. This table of indicators should be of reference in the preparation of the technical bid that contain indication of the expected KPIs, as the promotion program at the conclusion of the three years will have to achieve the results indicated below. If the bidder's proposal identifies different indicators please detail them and provide objective justification

Output and result indicators		
WPs	Output indicators	Result indicators
WP 1	12 quarterly meetings 3 annual reports	More than 90% compliance of indicators with project requirements
WP 2	1 China Press Database 1 Press database in Japan 12 Press releases sent to China 15 Press releases sent to Japan 5 Press events in China 7 Press events in Japan 1 Ambassador involved in China	1,500 journalist contacts in China 1,500 journalist contacts in Japan 130 unpaid articles in China 180 unpaid articles in Japan 100 participants at press events in China 126 participants at press events in Japan 6 tastings held by the Brand Ambassador
WP 3	2 websites with .cn and .eu domains (redirect)	30,000 website visitors
	1 Wechat account in China 1 Instagram account in Japan	6,000 followers of social channels in China 9,000 followers of social channels in Japan
	3 webinars for operators and wine clubs in China 3 webinars for consumers in China 1 training webinar for operators in Japan 3 webinars for consumers in Japan	330 operators at webinars in China 600 webinar views in China each 60 operators at webinars in Japan 600 webinar views in Japan each

WP 4	<p>3 social adv campaigns in China 1 sponsorship with KOL in China 3 social adv campaigns in Japan</p>	<p>1,650,000 adv impressions online in China 1,500,000 impressions from KOL in China 15,000,000 adv impressions in Japan</p>
WP 5	<p>project visual identity (logo and visual) 2 Photoshooting digital cookbooks 4 roll-ups 25,000 flyers in China; 180,000 flyers in Japan 700 aprons 200 Bento boxes for printing in Japan 520 desk totems 3 videos</p>	<p>95% match of materials to campaign messages 100% of material distributed 70 video screenings during events</p>
WP 6	<p>2 Interwine participations in China 2 participations at Vinitaly Chengdu in China 2 participations at Foodex in Japan 2 B2B for operators in Japan 9 Masterclasses for operators in China 11 Masterclasses for operators in Japan 2 Walk Around tasting in Japan 480 restaurants involved in the restaurant weeks 3 months of promotion 6 study trips for Chinese press and operators 6 study trip for Japanese press and operators 1 participation in the Jing'an Shanghai Wine Festival</p>	<p>1200 operators met at trade fairs in China 450 operators met at Foodex Japan 20 operators at B2B meetings Japan 180 operators at Masterclasses in China 220 operators at Masterclasses in Japan 100 operators at walk around tasting 102,000 Japanese consumers who tried the recipes 30 participants in the tours from China 36 participants in the tours from Japan 5,000 consumers met at the Shanghai Jing'an Wine Festival</p>
WP 7	<p>40 POS promotion days in Japan 4 POS involved in the promotion</p>	<p>24,000 consumers reached in Japan</p>



TECHNICAL SPECIFICATIOS

3 Object of the contract

3.1 General description of the service

The service consists of the execution of a part of the Information and Promotion Program called **EUTOP-ASIA: T.O.P. Taste Original PDO high quality products from Europe**

The Implementing Body will therefore have to ensure:

- The project development implementation of the agreed parts of the three-year Program, starting from the signing of the contract and in coordination with the beneficiaries;
- the operational activation of the promotional actions and activities foreseen for the period established by the Program, on the basis of the objectives set by the communication strategy, and aimed at achieving the expected results and impact, including through constant monitoring of the activities carried out and their effects, always in constant coordination with beneficiaries;
- the financial-administrative management of the agreed parts of the Program, including periodic technical reports and the final technical report, and all the documents necessary for reporting.

The service must be characterized by qualified technical and operational support, high quality of the products produced, and stand out for the innovativeness of the messages, the tools with which to convey them and the ways of engaging the target audience. The development and execution of the agreed activities of the Program must take place in a manner consistent with the general and specific objectives and communication strategy, taking into account the priorities and objectives of EU Reg. 1144/2104, ensuring a clear recognition of the Program and its promoters, always in constant coordination with the beneficiaries.

3.2 Method of execution

The Implementing Body must establish and have in place, for the duration of the contract, a Working Group, in accordance with the participation requirements, which is responsible for managing and implementing the Program. All activities of the Working Group must be agreed upon and shared with the Contracting Authority.

It is expected that one or more members of the Working Group will be available for periodic monitoring meetings at the headquarters of the Contracting Authority, as well as remotely, to provide operational support for those activities of the Plan that need to be carried out in close coordination with the relevant structure. Coordination and exchange of information with the Contracting Authority may also involve different and articulated modalities: meetings, telephone contacts, video calls, e-mail correspondence, exchange of materials and documents through online sharing systems

3.3 Staff and working group

The Implementing Body must ensure the performance inherent in the entrusted services with integrated personnel with legitimate labor relations and having the professional and technical requirements appropriate to the employment and implementation of the project. The team must be characterized by a flexible organizational approach to respond to variations and/or unforeseen events that may arise during the course of the activities.

In particular, the dedicated staff must especially possess a range of skills in the following areas, listed by way of example but not limited to: communications, event and trade show organization, knowledge and experience of activities carried out in relation to target country markets, press office, project management, digital web and social management, graphics, etc.



In particular, it must be able to define quantitative objectives a priori and propose projects consistent with these. Moreover, it must also provide for adequate monitoring of results.

Over the term of the Contract, the Implementing Body undertakes to:

- a) set up and make available an adequate Program team (the people who will directly take care of the work to be done), in compliance with the participation requirements;
- b) agree and share all the team's activities with the Contracting authority;
- c) assign suitable personal service, of proven ability, honesty, morality and proven confidentiality, which must maintain the most absolute confidentiality as to what it came to know in performing the service;
- d) guarantee the stability and continuity of the service in all circumstances, ensuring staff who are quantitatively and qualitatively adequate to the needs and complying with the contents of the technical bid;
- e) comply, in respect of its staff, with employment contracts for wages, regulations, social security and insurance;
- f) provide for a Program contact person who will attend the monitoring meetings at the Contracting authority's headquarters (these will have a periodicity defined by the Contracting authority), to give operational support to the Program activities;
- g) make available all possible means of communication that can simplify the coordination, monitoring and control of the Program.



4 Duration of the service

The contract for the service will be for the performance of the activities indicated in these technical specifications, under the conditions set out therein, and will be signed subsequent to the signing, by the proposing party, of the Grant Agreement with the Member State and the Paying Agency (AGEA).

The Executing Entity agrees to perform the services for the duration and within the timeframes stipulated in the Agreement, these technical specifications, the time schedule and, where not otherwise provided, according to the timeframes indicated by the Proposing Party/Contracting Entity. The service will be for the duration of the project and for a total of thirty-six months commencing from the date the contract is signed.

The Contracting Entity reserves the right to terminate the service with at least three months' notice by registered letter with return receipt or PEC in case of non-compliance with the provisions of this act.

The Contracting Entity reserves the right to request a postponement of the term of performance of the service for up to a maximum of an additional 6 months in order to ensure the completion of the activities envisaged in the Program, on equal economic terms.

5 Types of Activities and Initiatives in the Programme

Below are the planned activities and their budgets (excluding VAT). Please note that budget shifts are not foreseen neither between WPs nor between activities.

Work Package 2: Public relations
Objectives
<ol style="list-style-type: none">1) to consolidate the export and positioning of European products protagonists from the campaign in China and Japan2) improve recognition of the PDO brand and its associated values, in China and Japan through targeted, current and effective actions and channels aimed at both trade and consumers (mix of B2B and B2C activities).
Activity 2.1 – Continuous PR activities (PR Office)
A dedicated campaign press office specific to each country will be activated, targeting both trade and consumer media (M6-36). The activity will include: creation of a profiled mailing list (1 China + 1 Japan), updated annually for the 2 countries; creation of a press kit (1 China + 1 Japan); and sending press releases (No. 4 China and No. 5 Japan for each year), according to a predetermined editorial plan. Content will be in Chinese and Japanese languages. The press office will also be responsible for ongoing PR with key media representatives. In JAPAN, a cadeau has also been designed. A press review (online/offline) will be conducted at the end of each year.
Activity 2.2 - PR: Brand Ambassador
In China only, the involvement of a Brand Ambassador (M6-36) will be envisaged, who will be particularly responsible for lecturing at Masterclasses but may also work alongside/substitute at some specific PR events and occasions for the proposing organizations.

Activity 2.3 – Press Events

Press events (for about 20 selected guests each event) will be organized in both countries in order to introduce the campaign and forge new relationships. The events will be held each year in different target cities in both countries. Events will be scheduled in China in Shanghai (M10), Guangzhou (M16; M28), Beijing (M20), and Shenzhen (M32). In Japan, events will be scheduled in Tokyo (M10; M22; M31), Osaka (M8; M16; M31), and Yokohama (M8).

Deliverables and estimated budget

Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	1 Press kit China; 1 Press kit Japan 1 Press trade/consumer database China 1 Press trade/consumer database Japan 4 press releases sent to China 5 press releases sent to Japan 1 Press review in China 1 Press review in Japan 1 Brand Ambassador China 1 Press event in China 3 Press events in Japan	China/Japan Press Kit Update China/Japan Database Update 4 press releases sent to China 5 press releases sent to Japan 1 Press review in China 1 Press review in Japan 1 Brand Ambassador China 2 Press events in China 2 Japan Press Events	China/Japan Press Kit Update China/Japan Database Update 4 press releases sent to China 5 press releases sent to Japan 1 Press review in China 1 Press review in Japan 1 Brand Ambassador China 2 Press events in China 2 Japan Press Events
Subtotal for activity 2.1	CHINA: 16.385,00 JAPAN: 17.515,00	CHINA: 14.125,00 JAPAN: 15.255,00	CHINA: 14.125,00 JAPAN: 15.255,00
Subtotal for activity 2.2	CHINA: 14.690,00 € JAPAN: - €	CHINA: 14.690,00 € JAPAN: - €	CHINA: 14.690,00 € JAPAN: - €
Subtotal for activity 2.3	CHINA: 12.656,00 € JAPAN: 37.900,00 €	CHINA: 25.312,00 € JAPAN: 25.266,80 €	CHINA: 25.312,00 € JAPAN: 25.266,80 €
Total for WP 2	CHINA: 43.731,00 € JAPAN: 55.415,00 € TOTAL: 99.146,00 €	CHINA: 54.127,00 € JAPAN: 40.521,80 € TOTAL: 94.648,80 €	CHINA: 54.127,00 € JAPAN: 40.521,80 € TOTAL: 94.648,80 €

Work package 3: WEBSITE and SOCIAL MEDIA			
Objectives			
<ol style="list-style-type: none"> to consolidate the export and positioning of European products protagonists from the campaign in China and Japan improve recognition of the PDO brand and its associated values, in China and Japan through targeted, current and effective actions and channels aimed at both trade and consumers (mix of B2B and B2C activities). 			
Activity 3.1 – Website			
<p>No. 2 websites dedicated to the project will be created. In China, for Chinese laws it will be necessary to create a dedicated domain registered in the country (.cn), linked to the site in Japanese version which will instead have "eu" domain. In Japan, texts will be drafted with a SEO perspective, to boost its ranking and support SEM campaigns. Google Analytics will provide all statistical data to monitor website activity. In China, ranking will also be boosted (on specific keywords) by ADV on Baidu.</p>			
Activity 3.2 – Social Media			
<p>Instagram (Japan) and Wechat (China) will be activated, animated until the end of the campaign. Social will be part of an integrated digital strategy, with the website and online adv. At least 1 post and 2 stories per week will be published.</p>			
Activity 3.3 – Other: Webinar			
<p>In both countries there will be online webinars aimed at both the public and operators. In China the latter will be aimed mainly at the Wine Club on Abruzzo wines, which already exists thanks to the previous project and currently has about 110 operators. In Japan, we aim to reach about 30 per event. For consumers, the idea behind the webinar aims to educate them on how to include European wines and cheeses in their daily eating practices and to incentivize them to develop a link between attention to food and lifestyle.</p>			
Deliverables and estimated budget			
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	2 websites in Chinese and Japanese with constantly updated .cn and .eu domains 1 social channel in China (Wechat) 1 social channel in Japan (Instagram) 2 annual editorial plans and animation of social channels (1 China 1 Japan) 1 webinar for operators and 1 webinar for consumers in China 1 webinar for trade and 1 webinar for consumers in Japan	Updating of 2 websites in 2 languages 2 editorial plans and animation of social channels 1 webinar for operators and 1 for consumers in China 1 webinar for consumers in Japan	Updating of 2 websites in 2 languages 2 editorial plans and animation of social channels 1 webinar for operators and 1 for consumers in China 1 webinar for consumers in Japan
Subtotal for activity 3.1	CHINA: 13.560,00 JAPAN: 6.780,00	CHINA: 6.780,00 JAPAN: 2.825,00	CHINA: 6.780,00 JAPAN: 2.825,00
Subtotal for activity 3.2	CHINA: 13.560,00 JAPAN: 12.430,00	CHINA: 20.340,00 JAPAN: 15.820,00	CHINA: 20.340,00 JAPAN: 15.820,00
Subtotal for activity 3.3	CHINA: 16.950,00 JAPAN: 16.950,00	CHINA: 16.950,00 JAPAN: 7.910,00	CHINA: 16.950,00 JAPAN: 7.910,00
Total for WP 3	CHINA: 44.070,00 € JAPAN: 36.160,00 € TOTAL: 80.230,00 €	CHINA: 44.070,00 € JAPAN: 26.555,00 € TOTAL: 70.625,00 €	CHINA: 44.070,00 € JAPAN: 26.555,00 € TOTAL: 70.625,00 €

Work Package 4: ADVERTISING			
Objectives			
<ol style="list-style-type: none"> to consolidate the export and positioning of European products protagonists from the campaign in China and Japan improve recognition of the PDO brand and its associated values, in China and Japan through targeted, current and effective actions and channels aimed at both trade and consumers (mix of B2B and B2C activities). 			
Activity 4.1 – Online Adv			
<p>Continuous online adv on Instagram (in Japan) and Baidu and Wechat (China). Each ad will be created with objectives in mind and will be directed to a defined target audience. This will achieve over 3,000,000 impressions in China and 15,000,000 in Japan. In addition, in CHINA, to maximize increase awareness a sponsorship will be initiated with 1 KOL.</p>			
Deliverables and estimated budget			
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	1 continuous online campaign (Wechat e Baidu) in China 1 continuous online campaign (Instagram) in Japan 1 sponsorship with a KOL	1 continuous online campaign (Wechat e Baidu) in China 1 continuous online campaign (Instagram) in Japan 1 sponsorship with a KOL	1 continuous online campaign (Wechat e Baidu) in China 1 continuous online campaign (Instagram) in Japan 1 sponsorship with a KOL
Subtotal for activity 4.1	CHINA: 67.800,00 JAPAN: 19.775,00	CHINA: 65.540,00 JAPAN: 19.775,00	CHINA: 65.540,00 JAPAN: 19.775,00
Total for WP 4	CHINA: 67.800,00 € JAPAN: 19.775,00 € TOTAL: 87.575,00 €	CHINA: 65.540,00 € JAPAN: 19.775,00 € TOTAL: 85.315,00 €	CHINA: 65.540,00 € JAPAN: 19.775,00 € TOTAL: 85.315,00 €

Work Package 5: COMMUNICATION TOOLS			
Objectives			
<p>2.Improve recognition of the PDO brand and its associated values, in China and Japan through targeted, current and effective actions and channels aimed at both trade and consumers (mix of B2B and B2C activities).</p>			
Activity 5.1 – Visual identity, publications, gadgets, photoshooting			
<p>A logo and visual will be created for the two markets. It is then planned to create: photo shoots (one per country) - Digital cookbooks - Desktop A4 roll-ups and totems - Flyers for consumers to be distributed during in-person events -Gadgets for Japanese journalists, Custom aprons for the operators met.</p>			
Activity 5.2 – Videos			
<p>1 institutional video of about 120" on the campaign messages and the added value of the PDO will be designed and produced. In addition, 2 short videos will be produced on individual products, with an educational slant.</p>			
Deliverables and estimated budget			
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	1 logo and 1 visual 2 shooting e 2 digital cookbooks 45.000 flyers 200 Bento box; 700 aprons 160 desk totem; 4 roll-up 3 videos subtitled in double languages	110.000 flyers 200 desk totem	50.000 flyers 160 desk totem
Subtotal for activity 5.1	CHINA: 38.843,75 € JAPAN: 49.556,15 €	CHINA: 2.373,00 € JAPAN: 15.142,00 €	CHINA: 791,00 € JAPAN: 7.209,40 €

Subtotal for activity 5.2	CHINA: 14.125,00 € JAPAN: 14.125,00 €	CHINA: - € JAPAN: - €	CHINA: - € JAPAN: - €
Total for WP 5	CHINA: 52.968,75 € JAPAN: 63.681,15 € TOTAL: 116.649,90 €	CHINA: 2.373,00 € JAPAN: 15.142,00 € TOTAL: 17.515,00 €	CHINA: 791,00 € JAPAN: 7.209,40 € TOTAL: 8.000,40 €

Work package 6: EVENTI			
Objectives			
<ol style="list-style-type: none"> 1) to consolidate the export and positioning of European products protagonists from the campaign in China and Japan 2) improve recognition of the PDO brand and its associated values, in China and Japan through targeted, current and effective actions and channels aimed at both trade and consumers (mix of B2B and B2C activities). 			
Activity 6.1 – Fairs: Interwine ,Vinitaly e Foodex			
<p>Major trade fairs aimed at the trade target have been selected in both countries, planned to begin in the second year. The project includes participation in INTEWINE and VINITALY CHENGDU in China and FOODEX in Japan. At all selected fairs, participation will include a dedicated booth (24 sq. m. at Intewine, 10 sq. m. at Vinitaly and 35 sq. m. at Foodex) and inclusion in the fair's Official Catalog.</p>			
Activity 6.2 – Seminar, Masterclasses, Walk around tastings, B2Bs			
<p>In the project, online B2B, i.e., online meetings on a zoom platform between member companies of the 2 consortia or their representatives and Japanese distribution agents, will be organized in Japan, and will be scheduled for both Year 2 and Year 3. Masterclasses for sommeliers, chefs, food and wine distributors and importers will also be organized in both countries with the aim of educating and informing the target group about EU production methods and the value of PDO certifications. In Japan, Walk around tastings will be held in the second and third year to facilitate one-to-one contact with operators.</p>			
Activity 6.3 – Restaurant Weeks			
<p>The activity of promoting the products in restaurants will be carried out only in JAPAN and at least 160 restaurants will be involved each year for 1 month, with the inclusion within the menus, of an original recipe based on the PDO products protagonists of the campaign. The activity will be reinforced by the creation of special supporting materials, including flyers presenting the campaign and a dedicated Menu.</p>			
Activity 6.4 – Study Trips			
<p>CHINA and JAPAN: Each year (M7;9; M17;21; M29;33), 5/6 selected trade operators and influential journalists from each country will be invited for a 4/5-day tour to the production territories of POs. The tour will be strongly focused on the quality of the experience and will include several moments including: guided tours of the territories and production plants and meetings with the operators. Special culinary workshops with products from the countryside will not be missed. In order to maximize the impact and spillover of the study trip, a coherent online media strategy dedicated to web users will be developed, through cross posting, direct on social media, so as to create greater engagement rate of the tour.</p>			
Activity 6.5 – Other events: Wine Festival			
<p>CHINA: The Shanghai Wine Festival is an important and well-attended event aimed at wine enthusiasts that takes place annually in the fall. Although the strategy in China is to reach consumers mainly online, this event was selected because it is particularly attended by Millennials and because it is considered an excellent showcase for the project's products. Participation is planned in year 2 (M20) with a space of 9MQ.</p>			
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	3 Masterclass for operators in China 3 Masterclass for operators in	1 participation in Interwine in China 1 participation in Vinitaly	1 participation in Interwine in China 1 participation in Vinitaly

	Japan 160 restaurants involved in the restaurant weeks 1 months of restaurants week promotion 2 study trips for trade and operators in China 2 study trips for trade and operators in Japan	Chengdu in China 1 participation in Foodex in Japan 1 B2B for operators in Japan 3 Masterclasses for operators in China 4 Masterclasses for operators in Japan 1 Walk Around tasting in Japan 160 restaurants involved in the r.weeks 1 months of restaurants week promotion 2 study trips for trade and operators in China 2 study trips for trade and operators in Japan 1 attendance at the Jing'an Wine Festival	Chengdu in China 1 participation in Foodex in Japan 1 B2B for operators in Japan 3 Masterclasses for operators in China 4 Masterclasses for operators in Japan 1 Walk Around tasting in Japan 160 restaurants involved in the r.weeks 1 months of restaurants week promotion 2 study trips for trade and operators in China 2 study trips for trade and operators in Japan
Subtotal for activity 6.1	CHINA: - € JAPAN: - €	CHINA: 30.510,00 € JAPAN: 52.319,00 €	CHINA: 30.510,00 € JAPAN: 52.319,00 €
Subtotal for activity 6.2	CHINA: 36.273,00 € JAPAN: 35.357,70 €	CHINA: 36.273,00 € JAPAN: 98.841,10 €	CHINA: 36.273,00 € JAPAN: 98.841,10 €
Subtotal for activity 6.3	CHINA: - € JAPAN: 54.296,50 €	CHINA: - € JAPAN: 54.296,50 €	CHINA: - € JAPAN: 54.296,50 €
Subtotal for activity 6.4	CHINA: 33.448,00 € JAPAN: 37.685,50 €	CHINA: 33.448,00 € JAPAN: 37.685,50 €	CHINA: 33.448,00 € JAPAN: 37.685,50 €
Subtotal for activity 6.5	CHINA: - € JAPAN: - €	CHINA: 13.334,00 € JAPAN: - €	CHINA: - € JAPAN: - €
Total for WP 6	CHINA: 69.721,00 € JAPAN: 127.339,70 € € TOTAL: 197.060,70 €	CHINA: 113.565,00 € JAPAN: 243.142,10 € TOTAL: 356.707,10 €	CHINA: 100.231,00 € JAPAN: 243.142,10 € TOTAL: 343.373,10 €

Work Package 7: IN-STORE PROMOTIONS

Objectives

- 1) to consolidate the export and positioning of European products protagonists from the campaign in China and Japan
- 2) improve recognition of the PDO brand and its associated values, in China and Japan through targeted, current and effective actions and channels aimed at both trade and consumers (mix of B2B and B2C activities).

Activity 7.1 – Tasting Days

In JAPAN, 4 dep. stores will be identified that can properly convey the project messages. The period identified is the month of May already dedicated in some of these department stores to Italy. In particular: ISETAN SINJUKU in Tokyo, which will host the campaign at the Wine Grocery on the second floor; MITSUKOSHI NOHINBASHI in Tokyo, which will reserve a booth for the project as part of the "Italy Exhibition" regularly hosted in May; WINESTORE WASSYS (Osaka) where the campaign will be hosted in the wine shop with the greatest influence in the Osaka area; and VINS ET FORMAGES AROME (Tokyo), which will create a special wine corner in the adjacent supermarket. However, it is left open the possibility of expanding the collaboration to other signs with which new commercial agreements should be concluded during the three-year period. The activity includes the creation of real information points, for an average of at least 10 days of promotion of each sign through the installation of desks.



In support, Online Advertising Campaigns on Instagram will be activated every year.

Deliverables and estimated budget

Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables		40 days of tasting in POS in Japan 4 POS involved in the promotion activity	
Subtotal for activity 7.1	CHINA: - € JAPAN: - €	CHINA: - € JAPAN: 55.257,00 €	CHINA: - € JAPAN: - €
Total for WP 7	CHINA: - € JAPAN: - € TOTAL: - €	CHINA: - € JAPAN: 55.257,00 € TOTAL: 55.257,00 €	CHINA: - € JAPAN: - € TOTAL: - €



SELECTION PROCEDURE FOR THE PROGRAM IMPLEMENTING BODY

6. Requirements for participation in the tender

6.1 Inexistence of causes of exclusion from participation in the tender

Participation in this tender procedure is reserved to economic operators who on the date of submission of the offer declare that there are no reasons for their exclusion pursuant to Directive 2014/24/EU, or reasons for exclusion related to:

- criminal convictions;
- the payment of taxes or social security contributions;
- insolvency, conflict of interest or professional misconduct.

The non-existence of these reasons for exclusion must be attested by the attached declaration (Attachment B), signed by the legal representative.

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

6.2 Economic and financial capacity requirements

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

- must have achieved, in the three-year period-2019-2020-2021, a total global turnover of not less than €2,000,000 (in letters: Euro two million/00) net of VAT, resulting from VAT declarations or equivalent tax within the EU;
- must enclose the declaration of the Banking Institute of possession by the economic operator of the financial means necessary to guarantee the execution of the actions envisaged by the Program (suitable bank references);
- must attach a copy of the latest approved financial statements and/or VAT declaration;
- must enclose the Chamber of Commerce (CCIAA) certificate or registration in a commercial register kept in the member state where the economic operator is based.

Possession of these requirements must be attested through the attached declaration (Annex B), signed by the legal representative. These requirements must be possessed by the economic operator as a whole, or as an entity in a temporary business grouping.

6.3 Technical and professional capacity requirements

The economic operator (single or in a temporary business grouping) who intends to participate in this selection tender must:

- have carried out, in the three-year period 2019-2020-2021, services similar to those covered by the tender for a total amount of not less than € 1,500,000.00 (in letters: € one million five hundred thousand/00) net of VAT;

Similar services include (but are not limited to):

- international promotion project management activities (including organization of participation in International Fairs);
- if in one's experience, activities of conducting, managing and reporting on publicly contributed programs;
- event and incoming organization activities;
- press office management activities;
- communication and PR activities;

- production of informational materials;
 - production of promotional and educational videos;
 - promotional activities in the agribusiness sector.
- attach a list of the main services performed (company CV);
 - attach CVs of personnel employed, in the execution of the Program, if any, from which there is evidence of proven experience in services similar to those covered by the tender.

Possession of these requirements must be attested by means of the attached declaration (Annex B) signed by the Legal Representative of the bidding economic operator and the submission of the CVs of the professional figures expected to perform the assignment. These requirements must be possessed by the economic operator or by the temporary grouping of companies as a whole, except that in the latter case the agent in any case must possess the requirements and perform the services to a majority extent.

7. Evaluation Committee and Award criteria

The **Evaluation Committee** is appointed after the deadline for submission of tenders and consists of an odd number of up to seven members, experts in the specific field to which the subject of the contract relates.

The **Evaluation Committee** is responsible for evaluating the technical and economic offers of the bidders.

The RUP is assisted by the jury for the purpose of verifying the documentation produced and the anomaly of the bids.

The contract will be awarded on **the basis of the bid with the best value for money**, according to the distribution of scores described below, but also taking into account quality criteria.

The quality aspects of the service and the economic offer will be taken into account jointly: Therefore, **the total 100 points will be evaluated** in the following order:

1) TECHNICAL OFFER: max 85 points	MAXIMUM POINTS ACHIEVABLE: 100 being the max score
2) ECONOMIC OFFER: max 15 points	

The **Evaluation Committee** will proceed with the evaluation of the qualitative elements on the basis of the evaluation elements indicated in the table below.

7.1 – Evaluation and quality of technical offer

The technical score of **maximum 85 points** will be awarded on the basis of clarity, completeness, consistency with respect to what is required in the tender documents, in application of the following criteria and sub-criteria evaluated as shown in the following table.

TECHNICAL OFFER: MAXIMUM 85 POINTS			
Criteria	Subcriteria	Max scored	
1. QUALITY OF THE TECHNICAL OFFER - OVERALL STRATEGY	Consistency between the overall project strategy and individual proposed activities	Up to 7 points	
	Appropriateness of the proposal in terms of consistency with campaign objectives and with respect to schedule timelines	Up to 7 points	
		Maximum 14	
2. QUALITY OF THE TECHNICAL OFFER - GRAPHIC PROPOSAL AND CONCEPT	Degree of creativity in designing at least No. 2 campaign visual identity proposals (No. 2 logos and No. 2 visuals)	Up to 15 points	
	Adaptability of graphic proposals to the promotional material to be produced (e.g., website, brochures, cookbooks, gadgets, or other)	Up to 7 points	
	Consistency of the communication concept suitable for ensuring the achievement of the objectives set in the Program	Up to 10 points	
			Maximum 32
3. QUALITY OF THE TECHNICAL OFFER - METHODOLOGICAL APPROACH	Adequacy of planning in terms of consistency with the objectives of the communication strategy and coherence with respect to the timing of the planning: including in relation to the professional resources involved and the way in which the proposed actions are carried out.	Up to 15 points	
	Adequacy of control mechanisms to monitor the proper economic and financial execution of the project, adherence to the timetable and product and result indicators, and quality and effectiveness of the manner of execution of the activities under the Program	Up to 10 points	
	Quality of the working group	Up to 8 points	
	Proposed additional service-enhancing services/activities	Up to 3 points	
	Mode of interaction/assistance provided to beneficiaries	Up to 3 points	
			Maximum 39
			85
Maximum score Technical bid			

The evaluation of technical bids will be carried out by an evaluation committee appointed after the date of submission of bids. For the determination of the obtained scores of the technical offer in relation to the respective criteria and sub-criteria indicated above, the method of discretionary attribution by each tender commissioner will be used by applying a coefficient (to be multiplied then by the maximum score attributable in relation to the criterion), varying between 0 and 1. Therefore, each commissioner will attribute a reasoned score to each offer according to the following grid:

not verifiable	0
evaluation: insignificant	0.1
evaluation: just enough	0.2
evaluation: enough	0.3
evaluation: between enough and fair	0.4
evaluation: fair	0.5
evaluation: between fair and good	0.6
evaluation: good	0.7
evaluation: between good and very good	0.8
evaluation: very good	0.9
evaluation: excellent	1.0

For each sub-criterion, once each commissioner has attributed a coefficient to each competitor, the average of the coefficients attributed by the adjudicating commission will be calculated, with a value of 1 being attributed to the highest coefficient among the bidders and consequently repartitioning all other coefficients.

7.2 Evaluation of the economic offer

The economic offer must be structured in such a way that the different elements indicated in the following table can be evaluated.

ECONOMIC OFFER: MAX SCORE 15		
Evaluation element	Motivational criterion	MAX SCORE
ECONOMIC OFFER max 15 points	<u>Economic analysis:</u> Economic analysis of the economic proposal, according to market prices	Up to 5 points
	<u>Fee:</u> Evaluation of the appropriateness of the fee (expressed in man-days) requested by the economic operator bidding for the implementation of each action, based on the cost of each action and the expected benefits	Up to 10 points
Maximum achievable score		15

The Selection Committee will proceed to the evaluation of the elements of economic nature in the following manner: the score for the criterion "Analysis of cost-effectiveness of the economic proposal according to market prices", will be awarded in the same manner as reported for the evaluation of the technical offer, using the table of qualitative coefficients above.

As for the economic offer for "the fee" of the participating economic operator, the score will be awarded based on the following formula:

$$\text{Economic offer score for the economic operator fee considered} = \frac{\text{Minimum fee \%}}{\text{Fee \% x}} \times 10$$

where:

- Minimum fee%: is the percentage on the economic offer for the lowest participating economic operator fee among those submitted;
- Fee% X: is the percentage on the economic offer for the economic operator fee considered.

For the purposes of attribution and calculation of scores, any non-integer values will be rounded to the second decimal place.

Upside bids are not permitted.

The opening of the PEC [certified email] C carrying the economic offer will take place at the end of the evaluation work carried out by the aforesaid Commission.

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

The award will be made to the competitor who has submitted an offer which, having all the minimum mandatory requirements, will result in having a highest overall score (technical offer score + economic offer score).

In the event of a tie score, the contract will be awarded to the competitor who will receive the highest score in the technical offer. In the event of a tie between the economic offer and the technical offer, a draw will be held.

The Contracting Authority is not required to pay any compensation to competing companies, for any reason whatsoever, for the bids submitted.

Once the required checks on the possession of the prescribed requirements have been completed, the contract will be awarded.

The award immediately binds the entrant entrusted with the tender, while the Contracting Authority will be definitely committed only when, pursuant to the law, all the consequent deeds necessary for the performance of the tender will have achieved full legal effect.



In the event that the assignee is not present for the stipulation of the contract or in which the falsity of the declarations given is ascertained, the Contracting Authority reserves the right to confer the task on the following economic operator in the ranking, having carried out the necessary checks.

The Consorzio Tutela Vini d'Abruzzo will proceed with the award even if only one valid offer is submitted, provided it is fair.

The Contracting Authority reserves the right not to proceed with the award if no offer is convenient or suitable in relation to the subject of the contract.

The outcome will be notified via PEC (Certified email) to the participants and will be published on the Consorzio Tutela Vini d'Abruzzo web site

8 Presentation of proposals

8.1 Method of submitting proposals

The economic operators who are interested in participating in the call for tenders for the selection of the Implementing Body must, under penalty of exclusion, send all the necessary documentation **through 3 different certified e-mails (PEC)** identifiable by the description given in the "Subject" field, as follows:

PEC A - administrative documentation, which must contain:

- (a) application for participation in the procedure according to the form in Annex A, completed and signed by the legal representative;
- (b) required declarations according to the model in Annex B, completed and signed by the legal representative;
- (c) identity document of the undersigned(s);
- (d) declaration from the Banking Institute of possession of the financial means necessary to guarantee the execution of the actions envisaged by the Program (suitable bank references);
- (e) Chamber of Commerce (CCIAA) visa or registration in a commercial register kept in the Member State where the economic operator is based;
- (f) CV of the economic operator(s) interested in participating in the Selection Procedure and in the submission of the offer (company CV); In case of participation as RTI, the submission must cover all economic operators participating in the grouping
- (g) copy of the latest approved financial statements and/or VAT declaration;

PEC B - technical offer, which must contain:

- (a) Detailed description of the activities using the references given in the following section: METHODS FOR PREPARING THE TECHNICAL OFFER- PEC B;
- (b) Presentation of graphic proposal and concept;
- (c) Presentation of the working group and CVs of personnel employed;
- (d) Description of the methodological approach.



PEC C - economic offer, which must contain the indication of the economic offer for the activities (SUBTOTAL ACTIVITIES) and the fee of the economic operator considered according to the model described in the following chapter: METHOD OF PREPARING THE ECONOMIC OFFER – CERTIFIED EMAIL C.

- a) Detailed financial plan for each activity/initiative and related fee - also to be provided in EXCEL format
- b) Final summary budget - also to be provided in EXCEL format.

In the following sections (Method of preparation of the technical offer and Method of preparation of the economic offer) indications are provided on how the technical and economic offer should be drawn up.

The documentation must be written in Italian or in English, must be submitted in electronic format – a non-editable, printable and copyable PDF and an .xls files where requested - by certified email, by the participant **in the tender no later than the 21ST December 2022 -local time 09.00**

CERTIFIED EMAIL address to which proposals must be sent within the aforementioned deadline:
consorzio-viniabruzzo@pec.it

It is required to send three separate certified email transmissions [3 certified email messages (PEC)].

The subject line of each PEC must be marked as follows:

NOTICE OF SELECTION BY OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF A BODY IN CHARGE OF THE IMPLEMENTATION OF THE PROGRAMME OF INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS - THIRD COUNTRIES - NOT TO BE OPENED.

The subject of each certified email shall also bear the additional identification:

- **PEC A - administrative documentation;**
- **PEC B - technical offer;**
- **PEC C - economic offer.**

8.2 Procedure for opening tenders

The sessions of the Evaluation Commission will take place remotely via a videoconferencing platform and the relative procedures will be communicated to the bidders. If compatible, the meetings of the Evaluation Commission may also be held in presence, but in any case in compliance with the health requirements in force at that time and linked to the urgent measures for the containment and management of the epidemiological emergency from COVID 19, in compliance with the provisions to avoid contact and travel.

Date: 21st December 2022

Local time: 10.00

Public session conducted in smart working and remote connection mode, for the opening of the PEC A and verification of the administrative documentation.



The evaluation of the technical bids will take place in one or more reserved sessions remotely via electronic videoconference platform by the Selection Committee indicated in Article 7. The work of the Selection Committee will be duly recorded with an indication of the reasons supporting the assessments made.

In addition, as already indicated in Art. 7, the economic offer will be evaluated in a reserved session remotely by means of a videoconference electronic platform (subject to the above-mentioned indications), at the conclusion of the evaluation of the technical offers carried out by the aforementioned Commission.

Any questions and/or clarifications regarding the execution of the tender may be addressed **EXCLUSIVELY** by e-mail to **segreteria@vinidabruzzo.it**, which will be answered exclusively in writing.

Any verbal requests or requests forwarded by other means than the one indicated will not be taken into consideration.

Communications from the Tender Body will be made by PEC (certified electronic mail) to the certified electronic mail address indicated by the tenderer.

9 Tender documents

9.1 Indications regarding irregularities in administrative documentation - PEC A

The shortcomings of any formal element of the application can be amended through requests for additions and/or documentation from the Consorzio, where appropriate. Particularly, in the event of lack, incompleteness or any other essential irregularity of the documentation submitted, with the exclusion of those relating to the economic offer and the technical offer, the Contracting Authority assigns the bidder a term, not exceeding ten days, so that the necessary declarations are made, integrated or regularized, indicating their content and the persons who must make them. In case of fruitless expiry of the regularization period, the competitor is excluded from the tender. Shortcomings in the documentation that do not allow the identification of the content or the person responsible for the same constitute essential irregularities that cannot be remedied.

9.2 Method of preparation of the technical offer - PEC B

Detailed description of activities

The operator should indicate for each activity under the project described above, how it will be carried out and how the results will be achieved. For the period of implementation of the program, a set of minimum required outputs is expected to be realized for each activity area. Bidders are entitled to submit a proposal in the technical bid that envisages the realization of a greater number of outputs, provided that the resulting economic bid compulsorily falls within the limits determined by the tender base. Please note that the information reported for each individual activity/initiative will be compared with the relevant costs reported in the Economic Bid - Envelope C, in order to assess its cost-effectiveness and appropriateness.

Submission of the graphic proposal and concept and their consistency with the proposed activity plan



The economic operator participating in the Selection Tender must submit at least 2 graphic proposals of the concept that are consistent with the content of the promotional messages and the plan of activities, suitable to ensure the achievement of the objectives set in the Program.

Presentation of the working group

The economic operator that will participate in the Tender of Selection must provide a presentation of the working group, with detailed description of the professional figures employed and their skills, attaching CVs.

Description of the methodological approach

The economic operator participating in the Tender of Selection should provide a description of the method of execution of actions, for the provision of services and its consistency with the goals and objectives of the campaign, description of monitoring mechanisms and presentation of any extra activities/services and assistance provided.

The technical report with strategic, implementation and methodological proposals should be included within PEC B - Technical offer.

9.3 Method of preparation of the economic offer - CERTIFIED EMAIL C (PEC C)

Economic Offer

As stated in the "how to submit proposals" section, Envelope C should contain:

- detailed financial plan for each activity and country to be provided in PDF and EXCEL format
- final summary table to be provided in PDF and EXCEL format.

The Financial Plan will form the financial offer, on the basis of which the price of the submitted proposal and its appropriateness with respect to the services offered and market rates will be evaluated. The financial plan should indicate the costs related to the executing agency's fee, these should be detailed for each individual activity and presented in the form of man-days in relation to each individual initiative.

It is therefore requested that a table be prepared that summarizes by year and country, the total costs of the proposed activities with the associated cost of the agency's fee. An example table is provided:

DETAILED FINANCIAL PLAN			
COUNTRY X			
ex. WP 2.1 PRESS OFFICE AND PR	YEAR 1	YEAR 2	YEAR 3
Yearly total activity	XXX€	XXX€	XXX€
Agency fee (unit cost per day for a senior or junior consultant)	XXX€	XXX€	XXX€
Number of days planned	XXX	XXX	XXX
Total agency fee	XXX€	XXX€	XXX€
Yearly total including fee	XXX€	XXX€	XXX€



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

Important Note: Since the Program has already been approved and therefore the budget has already been allocated according to the different cost items, it is indicated that the honorarium cost cannot exceed 14%.

The final summary table should be completed according to the following template:

FINAL SUMMARY TABLE				
	YEAR 1	YEAR 2	YEAR 3	TOTAL
(A) Sub-total activity CHINA + JAPAN.				
(B) Total agency fee expressed in € CHINA + JAPAN				
Agency fee in % = $B/A*100$ CHINA + JAPAN				



10 Working Group

The entrusted party assumes all the insurance and social security charges provided for by law, undertakes to comply with the regulations in force regarding safety in the workplace and the remuneration of employees and, in general, undertakes to comply with all the obligations arising from laws, regulations, collective and supplementary company agreements regarding labor relations, in relation to all the persons who carry out activities in favor of the same, both under direct dependence and on an occasional basis, with contracts of any nature.

The entrusted party assumes all responsibility for damages or injuries that may be caused to said persons or be caused by said persons in the performance of any activity, directly or indirectly, inherent to the services covered by this procedure.

11 Obligations of the Executing Body.

The selected execution body undertakes to collaborate with the contracting station in the implementation of the promotional programme, the following activities will therefore be the responsibility of the contractor/execution body:

- the performance of the services covered by the contract, in agreement and cooperation with the Contracting Entity and in full and unconditional acceptance of the contents of these specifications;
- the observance of every indication contained in these specifications even if not specifically referred to in this article, of rules and regulations in force both at the national and community level, as well as those that may be issued during the contract period (including regulatory rules and municipal ordinances), with particular regard to those relating to hygiene and safety and in any case pertaining to the subject of the contract and its execution;
- the Executing Entity shall assume full technical and financial responsibility for the actions referred to in Articles 3 and 5, including that relating to their compatibility with current European Union regulations, those of the project target countries, and the applicable competition rules in this area;
- the Implementing Entity shall oversee the administrative/financial monitoring of the project, including the keeping of records and supporting documents, the transmission of deliverables, and the preparation of actions and payment applications.

The Implementing Body shall:

- for a period of three years after payment of the balance, keep records and maintain supporting documents in order to demonstrate the proper implementation of the action and the costs declared eligible;
- if controls, audits, investigations, litigation, or legal actions are underway under the agreement, keep the records and supporting documents until these procedures are completed;
- make the above documentation available upon request or in the context of controls, audits or investigations;
- make available to the Contracting Entity all documentation produced during the performance of the service, as well as all data processed, used or collected during the execution of the activities, including data necessary for a proper assessment of the effectiveness of the program, in accordance with the regulatory framework of reference and all information necessary for the preparation of periodic and final reports;
- keep the original documents.

12 Confidentiality and Non-Disclosure

The successful bidder may not make use, either directly or indirectly, for its own benefit or for that of third parties, of the mandate entrusted and the information of which it will become aware in connection therewith, and this also after the expiration of the contract. To this end, the contracted party shall not disclose, communicate or disseminate the information and data of which it will become aware during the performance of the activities.

The successful bidder undertakes to comply, in the performance of the activities covered by this procedure, with all the principles contained in the current regulatory provisions, relating to the processing of personal data and in particular those contained in Legislative Decree No. 196/2003, as amended. and in Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016 containing the European Data Protection Regulation (hereinafter also "GDPR") and to ensure that the personal, asset, statistical, master data and/or any other kind of information, of which it will become



aware as a result of the services rendered, in any way acquired, will be considered confidential and as such treated, while at the same time ensuring the transparency of the activities performed.

The service contractor must formally undertake to instruct its personnel to ensure that all data and information are handled in compliance with the relevant regulations.

The service contractor undertakes to use the aforementioned data and information exclusively for the purposes and within the scope of the activities stipulated in these specifications.

13. Conflicts of interest

The contracting Authority will take appropriate measures to prevent, identify and effectively remedy conflicts of interest in the conduct of this selection procedure so as to avoid any distortion of competition and ensure equal treatment of all economic operators, in compliance with the principles set out in the Procurement Code and, to the extent applicable, Article 24 of Directive 2014/24/EU and Article 42 of Legislative Decree 50/2016.

14 Non-compliance and termination

The Procuring Entity has the power to monitor and verify the proper performance of the service with the help of appointees chosen at its discretion. In addition, the Procuring Entity has the power to challenge services rendered that do not meet in whole or in part the requirements of the specifications or the bid proposed in the tender. Once the contract has been awarded, a contract for services will be drawn up and signed, within which there will be Clauses regarding non-compliance, disputes, suspensions and terminations.

15 Relations between the successful bidder and the Contracting Body Administration.

The successful economic operator must identify a contact person in charge of the service, who will be obliged to cooperate closely with the contact personnel of the Procuring Body and the Single Project Manager (RUP) in the implementation of the contracted service, as well as the operational resolution of issues related to special needs of the activities.

16 Controls

The Contracting Authority has the right to control and verify the proper execution of the service with the help of appointees chosen at its discretion. Since the contract is financed with European Union resources, controls may be arranged by the competent services of the European Union and/or National Authorities.

17 Contractual expenses

The costs of stamping, stipulation, registration, and any other incidental expenses inherent in the contractual agreement shall be borne 50% by the awarded Executing Agency and the remaining 50% by the Contracting Authority.

18 Access to the documentation of the selection procedure

Access to the documentation of the procedure is allowed in accordance with the provisions on the right of access to administrative documents as follows:

It shall be deferred



- a) in relation to the list of persons who have submitted bids, until the deadline for submission of bids;
- b) in relation to the bids, until the awarding of the contract;
- c) in relation to the procedure for checking the anomaly of the bid, until the awarding of the bid.

It is prohibited

- d) to information provided as part of the bid or in justification of the bid that constitutes, according to the reasoned and substantiated statement of the bidder, technical or trade secrets;
- e) to confidential reports of the director of works and the testing body on the applications and reservations of the person executing the contract.

In relation to the hypothesis referred to in subparagraph (d), access shall be allowed to the bidder for the purpose of the defense of its interests in court in connection with the contract award procedure.

19 Litigation

For the resolution of all disputes that may arise in connection with this procedure, the place of jurisdiction shall be Chieti, in the form and manner prescribed by law.

20 Rights of ownership and use

The rights of ownership and/or use and economic exploitation of the documents prepared or created by the Implementing Body, by its employees and collaborators in the framework or during the execution of this service will remain the exclusive property of the Contracting authority. Therefore, it may make a free use of them. Said rights, pursuant to the Italian Law 633/41 "Protezione del diritto d'autore e di altri diritti concessi al suo esercizio (Protection of copyright and other rights granted to its exercise)", as amended and supplemented by the Italian Law 248/00, shall be understood as sold, acquired and licensed in a perpetual, unlimited and irrevocable manner. The Implementing Body undertakes to deliver all the products in an open and modifiable format and expressly undertakes to provide the Contracting Authority with all the documentation and material necessary for the actual exploitation of the exclusive ownership rights, as well as to sign all the documents necessary for the possible transcription of said rights in favour of the Contracting Authority in any public registers or lists. The Implementing Body undertakes to comply with the current legislation on the collection and processing of personal data and the protection of databases.

21 Data processing

Pursuant to Legislative Decree 196/2003 and Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016 containing the European Data Protection Regulation (hereinafter also "GDPR"), we inform you that the data collected are intended for the selection of the contractor and their provision is optional in nature, it being understood that the bidder who intends to participate in the procedure or be awarded the contract must provide the Contracting Body with the documentation required by the current legislation. The rights of the interested party are those provided for in Article 13 of the aforementioned law. These rights may be exercised pursuant to and in accordance with Legislative Decree 196/2003 and GDPR. The data collected may be communicated to the staff of the Contracting Body in charge of the procedure and to any other person who has an interest in it pursuant to Law 241/1990 as amended.

In particular, with regard to the procedure established by this procedure:



- the purposes to which the data collected are held pertain to the verification of the competitors' ability to participate in the tender in question;
- the data provided will be collected, recorded, organized and stored for the purpose of managing the tender and will be processed, both on paper and magnetic support, also after the possible establishment of the contractual relationship, for the purposes of the relationship;
- the provision of the requested data is a responsibility under penalty of exclusion from the tender:
- the subjects or categories of subjects to whom the data may be communicated are: 1) the personnel of the Contracting authority; 2) the competitors participating in the public tender; 3) any other person who has an interest under the Italian Law no. 241/1990, as amended;
- the rights of the interested party are those set forth in article 7 of the Italian Legislative Decree no. 196/2003, as amended and articles from 15 to 22 GDPR, to which reference is made;
- the active party of the collection is the Contracting Authority and the person in charge is its General Manager ALESSANDRO NICODEMI

The data controller is ALESSANDRO NICODEMI pursuant to Art. 28 of the European Data Protection Regulation ("GDPR") and Art. 29 of Legislative Decree no. 196/2003, as well as the Italian legislation adapting to the GDPR.

For any further information on the subject, please refer to the Consorzio Tutela Vini d'Abruzzo's "Information note on the processing of personal data of customers" and address your requests to the Consorzio Tutela Vini d'Abruzzo, Corso Matteotti- Palazzo Corvo, Ortona (CH), by registered letter or by e-mail to: segreteria@vinidabruzzo.it.

22 Sole manager of the procedure

Sole Manager of the procedure pursuant to article 31 of the Italian Legislative Decree no. 50/2016 is Alessandro Nicodemi.