

TECHNICAL SPECIFICATIONS

**EUROPEAN PROCEDURE INVITATION TO TENDER FOR SELECTING THE IMPLEMENTING BODY FOR
THE INFORMATION AND PROMOTION PROGRAM FOR AGRICULTURAL PRODUCTS
IN THIRD COUNTRIES NAMED GENUINE EU
CALL 2024 AGRIP-SIMPLE-IM-EU-QS
Reg. UE n. 1144/2014**

1. Foreword and preliminary information

The Consorzio di Tutela e Valorizzazione Burrata Di Andria IGP - Consortium (hereinafter Consortium), with registered office Contrada Barbadangelo 55/57, 76123 Andria (BT) - ITALY, P. IVA e C.F. IVA 07995010720, email consorzio@burratadiandria.it, PEC burratadiandria@pec.it, as proposing leader (in partnership with the Consorzio di Tutela Mozzarella di Gioia del Colle DOP) of the **three-year program called “Burrata Di Andria IGP E Mozzarella Gioia Del Colle DOP - Garanzia Europea Di Qualità: Tra Genuinità’ e Rispetto Ambientale”** (acronym: **GENUINE EU**), co-financed by the European Commission pursuant to EU Regulation no. 1144/2014 – on information and promotion actions concerning agricultural products carried out in the Internal Market and in Third Countries,

ANNOUNCES

in accordance with the reference articles of Regulation (EU) No 1144/2014, Delegated Reg. (EU) No 2015/1829, Implementing Reg. (EU) No 2015/1831, **by means of an open competition, with application of the criterion of the most economically advantageous tender identified on the basis of the best value for money, a call for tenders for the selection of an implementing body**, responsible for carrying out the actions (activities/initiatives) aimed at achieving the objectives set out in **the three-year program “Burrata Di Andria IGP E Mozzarella Gioia Del Colle DOP - Garanzia Europea Di Qualità: Tra Genuinità’ e Rispetto Ambientale”** (acronym: **GENUINE EU**), which will take place in the target countries of Italy, France and Germany, promoting European IG cheeses Using as flagship products the Burrata di Andria IGP e Mozzarella Gioia del Colle DOP.

1.1 REGULATIONS AND REFERENCE DOCUMENTS

The legal reference framework essential for the implementation of the program and of this procedure include:

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

Commission Delegated Regulation (EU) No 2015/1829 of 23 April 2015 supplementing Regulation (EU) No 1144/2014 of the European Parliament and Council on information and promotion actions concerning agricultural products carried out on the internal market and in third countries;

Commission Implementing Regulation (EU) No 2015/1831 of 7 October 2015 laying down detailed rules for applying Regulation (EU) No 1144/2014 of the European Parliament and Council on information and promotion actions concerning agricultural products carried out on the internal market and in third countries. **Guidelines on the tendering procedure** referred to in European Commission Note DDG1.B5/MJ/DB D(2016)321077 of 7 July 2016.

Guidelines on the tendering procedure referred to Agriculture Minister Director Act n. 0532478 del 10/10/2024.

1.2 CONTRACTOR

The Consortium **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 transposing the European Directives on public procurement (in Italy the **Legislative Decree 31 March 2023, n. 36**). However, the Consortium must carry out the selection of the Implementing Bodies through an open tender procedure in compliance with the principles of cross-border interest, transparency, publicity, impartiality, and equal treatment of candidates.

The competitive procedure will in any case guarantee compliance with the principles of non-discrimination, equal treatment, transparency, publicity, proportionality, clarity and consistency of the selection and award criteria envisaged with 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 lots, as it is more efficient and effective for the execution of the service, the identification of a single contractor, which can carry out all the activities envisaged by the Program in question.

1.3 CLARIFICATIONS

Clarifications on this procedure can be obtained by sending written questions at least 8 days before the deadline for submitting tenders via PEC to the address: burratadiandria@pec.it.

Requests for clarification and related answers are formulated in Italian and/or English.

Replies to requests for clarification submitted in good time shall be provided in electronic format at least 4 days before the deadline for submitting tenders, by publishing requests anonymously and related replies on the institutional website "<http://www.burratadiandria.it/>". Competitors are invited to constantly view the institutional website.

2. Main project information

Project title and description: the project '*Burrata Di Andria IGP E Mozzarella Gioia Del Colle DOP - Garanzia Europea Di Qualità: Tra Genuinità' e Rispetto Ambientale (acronym: GENUINE EU)*, under *AGRIP-SIMPLE-IM-EU-QS* call for proposals 2024: Simple programs in the internal market and third countries, also explained in the Commission's Work Program for 2024 as Grants for information and promotion actions concerning agricultural products implemented in the internal market and in third countries referring to the EU Reg. n. 1144/2014 (Implementing Decision C(2024)-7881 of 18.11.2024)

- " Information provision and promotion programs targeting any third country(ies) "

Contracting body: The Consorzio di Tutela Burrata Di Andria IGP (as leader of the partnership with the Consorzio di Tutela Mozzarella di Gioia del Colle DOP)

Target countries: Italy, France and Germany

General objectives of the program:

The objectives of those programs shall be in accordance with the general and specific objectives set out in Articles 2 and 3 of Regulation (EU) No 1144/2014. Especially:

- a) improving the degree of knowledge of the merits of EU agricultural products and of the high standards applicable to production methods in the EU;
- b) increasing the competitiveness and consumption of agricultural products, especially European IG Cheeses, and optimizing their image both inside and outside the EU;
- c) enhancing awareness and recognition of EU quality schemes;
- d) increasing the market share of EU agricultural products and certain food products, paying particular attention to third country markets with the greatest growth potential;

Information provision and promotion measures shall be designed to:

- Strengthen awareness and recognition of the Union's quality schemes: Protected Designation of Origin (PDO), Protected Geographical Indication (PGI), Traditional Speciality Guaranteed (TSG), and optional quality indications;
- Increase information about the Union's quality scheme related to the production methods of PGI products, as a means to guarantee sustainability, quality, and the characteristics of the product or production process used, as well as the environmental benefits they generate;
- Increase competitiveness and consumption of PGI cheese production, starting with the two flagship products of the campaign, Burrata di Andria PGI and Mozzarella di Gioia del Colle PDO, optimizing their image.

The expected final impact is to increase the level of recognition of the EU quality scheme logos among European consumers and raise awareness of the information that these quality schemes aim to provide, thus strengthening awareness of production properties and optimizing their image. Economically, this will translate into better market competitiveness and increased sales of PGI cheeses in the target countries. The ultimate expected effect is to improve the competitiveness and consumption of Union agri-food products, optimize their image, and increase their market share in the target countries.

Specific objectives:

- Targeted consumer information campaign with emotional messages regarding the quality certification of PDO and PGI cheeses and the elements that define a superior quality product;
- Targeted information campaign for sector operators and opinion leaders (gastronomes, chefs, food bloggers, restaurateurs, journalists, nutritionists) regarding the quality certification of PDO and PGI cheeses and the elements that define a superior quality product.

Work packages and activities to be carried out:

- WP 2: Public Relations: Public Relations Office.
- WP 3.1 and 3.2: website, social media: creation, updating and maintenance of the website; account creation, periodic publication.
- WP 4: online advertising.
- WP 5: communication tools: publications, information materials for media use (media kits), promotional articles.
- WP 6.2 and 6.3 events: seminars; restaurant weeks; food trade participation.
- WP 7: promotion in stores: promotion days.

Program Duration: 36 months (3 annual phases)

- **Total project budget:** € 4.337.985,00

Budget of the costs of the actions by the executing body: € 3.925.778,20

ITALIA: € 1.657.715,48 (42,23%)

GERMANIA: € 1.049.281,36 (26,73%)

FRANCIA: € 1.218.781,36 (31,05%)

- **Start of activity:** March 1st, 2025.

It should be noted that those interested in participating in this call for tenders must submit an offer taking into consideration the cost budget of € 3.925.778,20, including the remuneration of the implementing body.

3. Subject of the tender

3.1 General service description

The contract consists of a single lot due to the specialized nature of the intervention, consisting of a set of interrelated operations, and the need to make the implementation of services and supplies organic. The different activities in which the services covered by the contract are divided are in fact absolutely interdependent and the development of the various technical-scientific aspects must be conducted in close and constant collaboration between the various professionals involved and coordinated by a single subject.

The service consists of the execution of a part of the Program.

The implementing body will therefore have to ensure:

1. the design development of the agreed parts of the three-year program, starting from the signing of the contract;
2. the operational activation of the promotional actions and activities envisaged for the period established by the Program, based on the objectives set out in the communication strategy;
3. the financial-administrative management of the agreed parts of the Program, including periodic technical reports

The service must be characterized by a qualified technical and operational support, translated into a high quality of products and services made; It must also stand out for the effectiveness of the messages, the potential of the tools with which to convey them and the efficiency of the methods of involving the target audience. The development and execution of the agreed activities of the Program must be carried out in a manner consistent with the general and specific objectives set out in the Communication Strategy, considering the Priorities and objectives of EU Reg. 1144/2104, ensuring clear recognition of the Program and its promoters.

3.2 Methods of execution

The implementing body must set up and arrange, for the duration of the contract, a Working Group, in compliance with the participation requirements, in charge of managing and implementing the program. All the activities of the Working Group must be agreed and shared with the contracting body.

One or more members of the Working Group are expected to be available for periodic meetings at the headquarters of the contracting body, to give operational support to the activities of the plan that need to be carried out in close coordination with the reference structure. The coordination and exchange of information with the contracting body may also involve different and articulated methods: meetings, telephone contacts, video calls, correspondence via email, exchange of materials and documents through online sharing systems.

The coordination of the contracting body has the task of ensuring the consistency of the project strategy throughout its entire duration. The coordination integrates the various lines of action, orients the available resources with respect to the various actions, constantly connects and, therefore, always ensures maximum correspondence between the resources identified and the operational objectives to be achieved.

3.3 Personnel and working group

The implementing body must ensure the performance of services in outsourcing with staff integrated with legitimate working relationships and having the professional and technical requirements appropriate to the

job. The Working Group must be characterized by a flexible organizational approach, in order to respond to the needs that may arise during the course of the activities.

In particular, the staff of the dedicated work group must have a range of skills in these areas: project management, team working, communication, graphics, events, knowledge, and experience of promotional activities carried out in relation to the corresponding markets in the international context.

The implementing body undertakes, for the duration of the contract, to:

- Set up and make available an appropriate project team, in compliance with the requirements for participation.
- Agree and share all team activities with the contracting organization.
- Assign to the service suitable personnel of proven ability, honesty, morality, and proven discretion, who must maintain the strictest confidentiality on what they have learned in the performance of the service.
- Guarantee the stability and continuity of the service in all circumstances, ensuring staff of a quantity and quality appropriate to the needs and in compliance with the contents of the technical offer.
- Respect, with regard to its personnel, the employment contracts relating to salary, regulations, social security and insurance treatment.
- Provide for a project contact person to attend the monitoring meetings at the contractor's premises (these will have a frequency defined by the contracting body), to provide operational support for the activities of the program.
- Prepare all possible means of communication that can simplify the coordination, monitoring and control of the program.

4. Duration of service

The service has a duration of 36 months, starting from the date of stipulation of the contract, which will be stipulated between the client and the successful tenderer within 60 days of the award and will have as its object the performance of the activities indicated in this notice under the conditions set out therein.

The client reserves the right to request a postponement of the term of execution of the service for a maximum of 6 months, in order to ensure the completion of the activities envisaged by the Program, with equal economic conditions.

5. Type of activities and initiatives envisaged by the Project

The eligible activities and initiatives, under the Program presented by the Consortium, in compliance with the relevant legislation, are similar to the classic ones of information and promotion of high quality agricultural and eno-gastronomic products, considering the issues to be treated and the objectives listed above, and are the following for the two target countries, complete with description, required outputs, timing:

Activity description

WP2	PUBLIC RELATIONS		
Audience(s)	Journalists, bloggers and KOL (Key Opinion Leaders) of the food and lifestyle sector, in addition to the category of commercial operators in the sector.		
Description of the activity	Public relations and media relations activities		
2.1 Press Office	<p>Constant media coverage will be ensured through the drafting of press releases aimed at a selected mailing list of recipients, segmented by target country and primarily composed of communication professionals, opinion leaders, and influencers, as well as stakeholders from the distribution sector and the HoReCa (Hotel/Restaurant/Café) industry. These recipients should be able to generate significant attention, awareness, consensus, engagement, and visibility towards the target audience of the actions. A team of experts will be responsible for preparing and sending out press releases (11 per year), as well as handling the subsequent follow-up.</p> <p>To disseminate promotional messages, involving key figures such as journalists, bloggers, and KOLs (Key Opinion Leaders) in the food and lifestyle sectors, as well as commercial operators, is considered strategic. A mailing list will be prepared and updated throughout the three-year promotion period for each target country, with a total of at least 300 contacts. These individuals will be the main recipients of press releases and news related to EU PDO/PGI EVOOs and initiatives developed under the Promotion Program.</p> <p>All the issues will be created in three languages in addition to Italian (English, French and Japanese)</p>		
2.2 Creation and updating of a mailing list	<p>For the dissemination of promotional messages, it is considered strategic to involve key figures such as journalists, bloggers and KOLs (Key Opinion Leaders) from the food and lifestyle sector, as well as the category of commercial operators in the sector.</p> <p>A mailing list will therefore be prepared and subsequently updated over the three-year promotion period for each target country, for a total of at least 300 names, who will be the main recipients of press releases and news concerning European IG cheeses and the initiatives that will be developed with the Promotion Program.</p>		
2.3 Creation and updating of a digital archive	To support the communication, an on-line digital multimedia archive will be created and updated during the three-year period of work with photographs, images, videos (e.g. tutorials for recipes and how to use IG cheeses), audio interviews, etc. for information operators.		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided for Italy	n. 1 mailing list n. 5 press releases n. 16 generated issues	n. 1 mailing list n. 5 press releases n. 16 generated issues	n. 1 mailing list n. 5 press releases n. 16 generated issues
Products/services to be provided for France	n. 1 mailing list n. 3 press releases n. 10 generated issues	n. 1 mailing list n. 3 press releases n. 10 generated issues	n. 1 mailing list n. 3 press releases n. 10 generated issues

Products/services to be provided for Germany	n. 1 mailing list n. 3 press releases n. 10 generated issues	n. 1 mailing list n. 3 press releases n. 10 generated issues	n. 1 mailing list n. 3 press releases n. 10 generated issues
Total three-year budget WP2	€ 141.973,20		

WP3.1	WEBSITE		
Audience(s)	Final consumers, journalists, bloggers and KOL (Key Opinion Leaders) of the food and lifestyle sector, commercial operators in the sector.		
Description of the activity	Website update and management		
3.1 Website update	<p>The website will be created in three languages in addition to Italian (English, French and Japanese), with a EU domain, and will have an essentially informative role to improve awareness and perception of the quality of European PDO/PGI IG Cheeses, focusing on the campaign's flagship products: la Burrata di Andria IGP e la Mozzarella di Gioia del Colle DOP. The content will be continuously updated with news to encourage engagement and will be enriched with multimedia content shared from the image and photo bank to be created under WP2 (Press Office), along with comments and posts derived from social media platforms. The site will have specific pages dedicated to the consumption of materials created for the campaign. It will be essential for the website to be "responsive," ensuring accessibility on all devices, such as tablets, smartphones, or laptops.</p> <p>A section will be dedicated to cooking, a collection of editorial testimonials, and another to sustainable production systems, quality, traceability, and recognition of European PDO/PGI products. The communication campaign will include the use of the most popular social media channels in the target countries.</p>		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided	Maintenance and updating of 1 website no.	Maintenance and updating of 1 website	Maintenance and updating of 1 website
Total three-year budget WP3.1	€ 68.026,00		

WP 3.2	SOCIAL MEDIA		
Audience(s)	Social media have the peculiarity of being used by users whose age group matches that of the Program's target audience, and for this reason social media represent a strategic and potentially very effective medium.		
Description of the activity	The activity will therefore aim to implement a social media marketing strategy tailored, both technically and content-wise, to the two social platforms chosen based on an analysis conducted by the implementer regarding their characteristics and objectives.		

	<p>Social media activities will include launching a dedicated page for the information and promotion campaign, which will be promoted through appropriate tools to:</p> <ul style="list-style-type: none"> • Develop engagement and conversations to stimulate interest in quality IG cheeses, their use, nutritional and quality properties, and increase sales and consumption; • Build a user base for the page; • Drive traffic to the campaign website; • Promote and disseminate the program's activities. <p>Content will be planned and written in Italian, then translated into English, German, and French. The selection of graphic and photographic material will be aligned with the content published online. Information will also be conveyed through video materials to be shared on thematic social media platforms, further ensuring public engagement with the Program's communication (e.g., specific social platforms for wellness, cooking, business, etc.). The activity will include the following phases, as examples: Content strategy, Copywriting, content management, content design, Web Listening, Monitoring (qualitative and quantitative), semiotic mapping, digital equity analysis, digital ethnography, and benchmarking. In particular, a team of experts will organize reports analyzing results, trends in views, and followers.</p>		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided for Italy	no. 40 contents created, published and managed on social media no. 2 social networks: set up	no. 40 contents created, published and managed on social media no. 2 social networks: set up	no. 40 contents created, published and managed on social media no. 2 social networks: set up
Products/services to be provided for France	no.40 contents created, published and managed on social media no. 2 social networks: set up	no.40 contents created, published and managed on social media no. 2 social networks: set up	no.40 contents created, published and managed on social media no. 2 social networks: set up
Products/services to be provided for Germany	no. 40 contents created, published and managed on social media no. 2 social networks: set up	no. 40 contents created, published and managed on social media no. 2 social networks: set up	no. 40 contents created, published and managed on social media no. 2 social networks: set up
Total three-year budget WP3.2	€ 173.737,50		

WP4	ADVERTISING
Audience(s)	End consumers, opinion leaders
Description of the activity	Online advertising
	Banners, through contextual advertising systems (i.e., ads that appear in line with the content being viewed) and web remarketing (personalizing ad displays for users who have previously visited the site or searched for specific keywords), will be considered as tools for planning an advertising campaign and disseminating informational

	<p>content in favor of European PDO/PGI products and what they represent in terms of quality, guarantees, organoleptic, sensory, and health properties, etc.</p> <p>Contextual advertising is an excellent system to allow users to explore content related to their interests during browsing, thus ensuring high precision in reaching the target audience. Contextual ads can be dynamic: banners, video overlay ads, social media ads, and sponsored content. The managers of the most suitable websites for promoting the messages will be selected and contacted, and a banner campaign will be planned on social media for 5 weeks in Italy and 3 weeks each in Germany and France.</p> <p>The scheduling will be harmonized and synergistically supported by the other Program activities, particularly those related to events in WP6 and point-of-sale activities in WP7. On social networks, organic engagement will be increased simultaneously, with a strong daily social media advertising campaign. The design, creation, and management of campaigns will be handled by an advertising specialist, who will also take care of the graphic part, adapting visuals and headlines to banner formats, optimizing the publication calendar, and providing the web and social developers (WP3) with the necessary links to connect to the promotional banners.</p>		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided for Italy	no. 1 online banner campaign on social media no. 5 weeks of campaigns (35 days total)	no. 1 online banner campaign on social media no. 5 weeks of campaigns (35 days total)	no. 1 online banner campaign on social media no. 5 weeks of campaigns (35 days total)
Products/services to be provided for France	no. 1 online banner campaign on social media no. 3 weeks of campaigns (21 days)	no. 1 online banner campaign on social media no. 3 weeks of campaigns (21 days)	no. 1 online banner campaign on social media no. 3 weeks of campaigns (21 days)
Products/services to be provided for Germany	no. 1 online banner campaign on social media no. 3 weeks of campaigns (21 days total)	no. 1 online banner campaign on social media no. 3 weeks of campaigns (21 days total)	no. 1 online banner campaign on social media no. 3 weeks of campaigns (21 days total)
Total three-year budget WP4	€ 277.980,00		

WP5	COMMUNICATIONS TOOLS
Audience(s)	End consumers, distribution and food service operators
Description of the activity	Communication tools and gadgets
	Preliminary to the production of communication materials and the creation of promotional items will be the study and execution of the Program's creative concept.

A Program logo will be designed, while for the campaign image, the graphic design will be developed to align with the core concept of the strategy, linking the image of European PDO/PGI Cheeses and the flagship products. The identified message will reflect the Union's value of the project and highlight the European dimension of the campaign. The creation of digital and multimedia materials will require the involvement of digital graphic design experts. Similarly, the highly educational content of the texts will need to be both comprehensive and accessible to all consumers.

The communication tools for the target markets will contain the educational and informational features necessary to increase awareness of European quality product consumption models, tailored to each target profile of the promotion program. The communication tools that will be created are as follows:

- **Digital Institutional Leaflet:** A digital brochure accessible from any device (laptop, tablet, smartphone, etc.) that can be printed in whole or in part, comprehensively transferring the entire communication concept. It will have many dynamic features (e.g., geolocations) and can be easily updated and enriched throughout the three-year promotion period. The tool will be in a standard, responsive format, and even in print, it will always include the Program's credentials and those of its co-financers.
- **Digital Recipe Book:** Similar to the leaflet, this tool in digital form will be extremely versatile in terms of content and dissemination potential. The recipe book will feature 10 recipes each year based on the flagship products and will be created in collaboration with one or more well-known chefs who will showcase the preparation of the dishes through photography and video, set in a specially equipped set. The recipe book will also be widely disseminated across all multimedia devices and will be available on the website and social media platforms dedicated to the Program.
- **Institutional Posters (50x70 cm):** 200 posters will be produced annually, printed in full color on FSC-certified paper. These posters will be used for displays during the Program's activities.
- **Eco Roll-Up Banners:** These are retractable displays with an eco-friendly, 100% recyclable material. The roll-up banner dimensions will be 85x200 cm. The roll-ups will be used in Program events.
- **Promotional Gadgets:** 1,250 promotional items will be distributed annually, appropriately customized with the campaign's slogan and credits.
- **Info-Promotional Video:** This video will involve experts to create a highly educational and accessible document for potential users. It will be distributed virally and at no cost through the web and social media channels, as well as on the beneficiary's website. The video will last at least 5 minutes and may include interviews, existing content for which usage rights have been negotiated, and original content created specifically for the video.

All materials will be published digitally on the website and social media accounts dedicated to the Program. They will be appropriately translated into the target countries' languages (English, German, French, and Italian). The drafting of the materials will follow a communication strategy document, and three reports will be produced:

- "Concept Document"
- "Design Document"
- "Technical Document"

Calendar	YEAR 1	YEAR 2	YEAR 3
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Products/services to be provided	no. 1 communication strategy report no. 10 recipes no. 1 digital leaflet no. 1 digital cookbook no, 200 posters no. 20 ECO roll-ups no. 1.250 gadgets 1 promotional video	no. 1 communication strategy report no. 10 recipes no. 1 digital leaflet no. 1 digital cookbook no, 200 posters no. 20 ECO roll-ups no. 1.250 gadgets 1 promotional video	no. 1 communication strategy report no. 10 recipes no. 1 digital leaflet no. 1 digital cookbook no, 200 posters no. 20 ECO roll-ups no. 1.250 gadgets 1 promotional video
Total three-year budget WP5	€ 270.861,00		

WP6	EVENTS
Audience(s)	Operators Ho.Re.Ca.; Schools and Institutes of higher gastronomic education
Description of the activity	Seminars and weeks in restaurants
6.1 Seminars with schools of higher gastronomic training	This activity (to be carried out in Italy, France and Germany) is very important because it aims to present the project to buyers and category managers in the distribution sector, to HoReCa operators, and raise awareness about the importance of food quality and safety by helping them understand the differences between various products based on their type, highlighting their territorial origin, production methods, and raw materials. These meetings will be organized by a local trainer/taster, an expert in the retail channel and IG cheeses categories, and will take place at the offices (headquarters and regional offices) of major retail chains or at convenient locations for the target audience. Once appointments are set, the expert will visit the operator's office to personally present the entire project or meet at the operator's specified location. The operator will then be provided with all the presentation materials (informational materials and product samples). Each meeting will be prepared in advance based on the knowledge of the products and the operator's specific needs. The commercial operator will be contacted afterward to assess whether the activity was of interest and whether it was useful for their purchasing decisions or the review of the PDO Cheeses category. Updates will also be provided on various topics depending on specific interests.
6.2 Weeks in restaurants	The promotion in restaurants will take place in the three countries through medium-term partnerships with restaurants or restaurant chains that are widely and evenly distributed across the territory, especially in the most populous and important cities in these countries. The collaboration will involve 10 promotional events each year, offering tastings of the flagship products to customers during specific periods. Service staff will set up tasting sessions at the table and highlight the products' characteristics. The event will be prominently displayed with materials created to support the campaign's message and inspire customer interest and curiosity to both experience the sensory and qualitative features and deepen their knowledge of the product. There will be one online training session for restaurant staff. The training will be conducted with the help of technical collaborations and professional trainers, using simultaneous interpreters if necessary.

	<p>Particular attention will be given during the campaign to collect customer feedback, observations, and impressions about the campaign and, especially, the products tasted. Consumers will be invited to complete a feedback questionnaire, which will help improve specific issues in the restaurant/customer relationship that might hinder increased consumption and awareness of PDO products. The promotion will last at least 24 weeks (168 days) across the participating restaurants, with the option for the restaurant to maintain the promotional setup at no cost beyond this period if the customers find it appealing. The press office will support the activity, aiming to involve journalists directly in the product tasting (and media promotion).</p>		
6.3 Participation in main Food Trade	<p>The project includes participation in the two main trade fairs in Italy to highlight the project and communicate the excellence of European PGI cheeses with the campaign's flagship products: Tutto Food 2025 and 2027 editions and Cibus 2026 edition.</p> <p>TUTTOFOOD is the B2B trade fair for the entire agri-food ecosystem. It is a key event where producers and distributors of quality food and beverage products meet with buyers who have actual purchasing power, such as distributors, importers, large-scale retail (GDO), proximity stores, gourmet shops, food service, Out of Home, and chefs.</p> <p>CIBUS, the International Food Exhibition, is the most important fair dedicated to the agri-food sector and an unmissable event for the entire community. At Cibus, institutions, trade associations, companies, and professionals from the agri-food sector meet to define the future strategies of the food industry. Cibus is a B2B event dedicated to professional visitors from various sectors of interest in the agri-food industry: GDO, Ho.Re.Ca & Food Service. Thanks to special focuses introduced in the 2023 edition, the target audience now also includes specialized operators in Food Retail and the Healthy sector.</p>		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided for Italy	no. 30 meetings one to one with operators no. 56 promo days in restaurants;	no. 30 meetings one to one with operators no. 56 promo days in restaurants;	no. 30 meetings one to one with operators no. 56 promo days in restaurants;
Products/services to be provided for France	no. 20 meetings one to one with operators no. 56 promo days in restaurants	no. 20 meetings one to one with operators no. 56 promo days in restaurants	no. 20 meetings one to one with operators no. 56 promo days in restaurants
Products/services to be provided for Germany	no. 30 meetings one to one with operators no. 56 promo days in restaurants;	no. 30 meetings one to one with operators no. 56 promo days in restaurants;	no. 30 meetings one to one with operators no. 56 promo days in restaurants;
Products/services to be provided	No. 2 Food trade participations in Italy Six events for incoming in Italy	No. 2 Food trade participations in Italy Six events for incoming in Italy	No. 2 Food trade participations in Italy Six events for incoming in Italy
Total three-year budget WP6	€ 1.450.750,50		

WP7	POINTS OF SALE		
Audience(s)	Operators Ho.Re.Ca.; Schools and Institutes of higher gastronomic education		
Description of the activity	Promotion at points of sale		
	<p>he activity involves organizing, in collaboration with retail stores, a customized area with promotional campaign displays designed to directly connect store customers, potential consumers, with the product. A series of retail outlets located in the major cities of Italy, Germany, and France will be involved in the promotional activity. Each retail outlet will be provided with campaign-specific materials, which will be placed in the section displaying the cheese category. A tasting space will be set up within the exhibition area, and will be staffed by specially trained personnel to present the product.</p> <p>Staff training will take place before the activity, with two training sessions conducted remotely from Italy (one for each country). These sessions will be led by industry experts and supported by simultaneous translation services during the training for staff in Germany and France. At the tasting corner, the public will be invited to consult online support materials.</p> <p>To carefully monitor the promotional activity, a sample questionnaire will be administered to a representative portion of the public by the assisting staff. The promotion will involve at least 40 locations and 160 days in Italy, 40 locations and 160 days in Germany, and 25 locations and 100 days in France, which will be distributed across the retail outlets participating in the event, selected from the main retail chains in the target countries.</p>		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided for Italy	no. 160 promotion days at points of sale	no. 160 promotion days at points of sale	no. 160 promotion days at points of sale
Products/services to be provided for France	no. 100 promotion days at points of sale	no. 100 promotion days at points of sale	no. 100 promotion days at points of sale
Products/services to be provided for Germany	no. 160 promotion days at points of sale	no. 160 promotion days at points of sale	no. 160 promotion days at points of sale
Total three-year budget WP7	€ 1.542.450,00		

SUMMARY

WP n.	Description of services/goods/works	Amount
2	Public relations	141.973,20
3.1	Website	68.026,00
3.2	Social Media	173.737,50
4	Advertising online	277.980,00
5	Communication tools and gadgets	270.861,00
6	Events (seminars, restaurant weeks, food trade participation)	1.450.750,50
7	Promotion at points of sale	1.542.450,00
	Total amount	3.925.778,20

Indicators Table

WP	Indicator	Year 1	Year 2	Year 3
WP2) Public Reliom	<i>Indicators of implementation</i>	in France and Germany: n. 1 mailing list each; n. 3 press releases; in Italy: n. 1 mailing list; n. 5 press releases;	in France and Germany: n. 1 mailing list each; n. 3 press releases; in Italy: n. 1 mailing list; n. 5 press releases;	in France and Germany: n. 1 mailing list each; n. 3 press releases; in Italy: n. 1 mailing list; n. 5 press releases;
	<i>Result Indicator</i>	in France and Germany: n. 10 generated issues; In Italy: no 16 generated issues	in France and Germany: n. 10 generated issues; In Italy: no 16 generated issues	in France and Germany: n. 10 generated issues; In Italy: no 16 generated issues
WP3.1) Sito web,	<i>Indicators of implementation</i>	Creation and implementation, Maintenance and updating of 1 website	Maintenance and updating of 1 website no. 2 newsletters per target country	Maintenance and updating of 1 website no. 2 newsletters per target country
	<i>Result Indicator</i>	n. 2.000 Visitors (1.200 Italy, 500 each France and Germany)	n. 3.000 Visitors (1.300 Italy, 850 each France and Germany)	n. 3.500 Visitors (1.500 Italy, 1.000 each France and Germany)
WP3.2 – Social media	<i>Indicators of implementation</i>	n. 40 Content created, published, and managed on social media each in the three countries; Total 120 contents	n. 40 Content created, published, and managed on social media each in the three countries; Total 120 contents	n. 40 Content created, published, and managed on social media each in the three countries; Total 120 contents

		n. 2 social network set up each target country	n. 2 social network set up each target country s	n. 2 social network set up each target country
	<i>Result Indicator</i>	3.000 followers (1.200 Italy, 900 each France and Germany) 7.500 positive reactions (3.000 Italy, 2.250 each Germany and France)	4.000 followers (1.800 Italy, 1.100 each France and Germany) 9.000 positive reactions (4.200 Italy, 2.400 Germany and France)	5.000 followers (2.200 Italy, 1.400 each France and Germany) 10.000 positive reactions (4.600 Italy, 2.700 Germany and France)
WP4 Pubblicità (On line)	<i>Indicators of implementation</i>	n. 1 banner online campaign on social media n. 5 campaign weeks(35dd) in Italy; n. 1 banner online campaign on social media n. 3 campaign weeks (21dd) in France; n. 1 banner online campaign on social media n. 3 campaign weeks(21 dd) in Germany;	n. 1 banner online campaign on social media n. 5 campaign weeks(35dd) in Italy; n. 1 banner online campaign on social media n. 3 campaign weeks (21dd) in France; n. 1 banner online campaign on social media n. 3 campaign weeks(21 dd) in Germany;	n. 1 banner online campaign on social media n. 5 campaign weeks(35dd) in Italy; n. 1 banner online campaign on social media n. 3 campaign weeks (21dd) in France; n. 1 banner online campaign on social media n. 3 campaign weeks(21 dd) in Germany;
	<i>Result Indicator</i>	n. impression: 1.500.000 in Italy; n. impression: 900.000 each in France and Germany;	n. impression: 1.500.000 in Italy; n. impression: 900.000 each in France and Germany;	n. impression: 1.500.000 in Italy; n. impression: 900.000 each in France and Germany;
WP5) Strumenti di comunicazione	<i>Indicators of implementation</i>	n. 1 Communication Strategy report n. 10 recipes n. 1 digital leaflet n. 1 digital recipes book n. 200 poster n. 20 ECO roll up n. 1250 Gadgets n.1 promotional Video	n. 1 Communication Strategy report n. 10 recipes n. 1 digital leaflet n. 1 digital recipes book n. 200 poster n. 20 ECO roll up n. 1250 Gadgets n.1 promotional Video	n. 1 Communication Strategy report n. 10 recipes n. 1 digital leaflet n. 1 digital recipes book n. 200 poster n. 20 ECO roll up n. 1250 Gadgets n.1 promotional Video
	<i>Result Indicator</i>	n. 60.000 Consumers to be reached	n. 60.000 Consumers to be reached	n. 60.000 Consumers to be reached
WP6.1- Eventi (meetings formativi con operatori distribuzione retail)	<i>Indicators of implementation</i>	Implementation of: n. 30 meetings each in Italy and France; n. 20 meetings in Germany;	Implementation of: n. 30 meetings each in Italy and France; n. 20 meetings in Germany;	Implementation of: n. 30 meetings each in Italy and France; n. 20 meetings in Germany;
	<i>Result Indicator</i>	Operators to be met and trained: n. 30 each in Italy and France; n. 20 in Germany;	Operators to be met and trained: n. 30 each in Italy and France; n. 20 in Germany;	Operators to be met and trained: n. 30 each in Italy and France; n. 20 in Germany;
WP6.2- Eventi (Settimane dei ristoranti)	<i>Indicators of implementation</i>	Promo days in restaurants: n. 56 in Italy; n. 56 in France; n. 56 in Germany;	Promo days in restaurants: n. 56 in Italy; n. 56 in France; n. 56 in Germany;	Promo days in restaurants: n. 56 in Italy; n. 56 in France; n. 56 in Germany;
	<i>Result Indicator</i>	Consumers to be involved: n. 4.000 in Italy; n. 4.000 in France;	Consumers to be involved: n. 4.000 in Italy;	Consumers to be involved: n. 4.000 in Italy; n. 4.000 in France;

		n. 4.000 in Germany;	n. 4.000 in France; n. 4.000 in Germany;	n. 4.000 in Germany;
WP6.3- Eventi (Partecipazione a fiere)	<i>Indicators of implementation</i>	Participation to n. 2 Food Trade	Participation to n. 2 Food Trade	Participation to n. 2 Food Trade
	<i>Result Indicator</i>	n. 600 Consumers to be involved	n. 600 Consumers to be involved	n. 600 Consumers to be involved
WP6.4- Eventi (Incoming in Italia)	<i>Indicators of implementation</i>	Implementation of 6 events	Implementation of 6 events	Implementation of 6 events
	<i>Result Indicator</i>	30 operators to be met	30 operators to be met	
W7- Promozione nei punti vendita	<i>Indicators of implementation</i>	Promotion days in points of sale: n.160 in Italy; n.100 in France; n. 160 in Germany;	Promotion days in points of sale: n.160 in Italy; n.100 in France; n. 160 in Germany;	Promotion days in points of sale: n.160 in Italy; n.100 in France; n. 160 in Germany;
	<i>Result Indicator</i>	Consumers to be involved : n.60.000 in Italy; n.30.000 in France; n. 60.000 in Germany;	Consumers to be involved: n.60.000 in Italy; n.30.000 in France; n. 60.000 in Germany;	Consumers to be involved: n.60.000 in Italy; n.30.000 in France; n. 60.000 in Germany

PROCEDURE FOR SELECTING THE IMPLEMENTING BODY FOR THE PROGRAM

6. Requirements for participation in the invitation to tender

Economic operators may participate in this invitation to tender individually or in combination. The provisions of Articles 67 and 68 of the Procurement Code apply to entities constituted in associated form. The consortia referred to in Article 65, paragraph 2 of the Code that intend to perform the services through their consortium members are required to indicate for which consortium members the consortium competes.

The consortia referred to in Article 65, paragraph 2, letters b) and c) are required to indicate for which members the consortium competes.

Temporary groupings consisting of two or more economic operators who individually qualify to participate in the invitation to tender may be excluded from the invitation to tender. This option does not apply where the groupings are made up of subsidiaries and/or associates within the meaning of Article 2359 of the Civil Code.

A tenderer participating in the tendering procedure in one of the following forms shall be excluded where the contracting authority establishes that there are significant indications such as to suggest that the tenders of the economic operators are attributable to a single decision-making center as a result of agreements with other economic operators participating in the same tendering procedure:

- participation in more than one temporary grouping or ordinary consortium of competitors or aggregation of economic operators participating in the network contract (hereinafter referred to as aggregation of network operators);
- participation both in a group or ordinary consortium of competitors and individually;
- participation both in aggregation of networks and in individual form. This exclusion does not apply to networks not participating in the aggregation, which may submit tenders, for the same tender, in single or associated form;
- participation of a consortium which has designated a consortia executor who, in turn, participates in any other form.

If the above is ascertained, the economic operators involved are informed and they can, within 5 days, demonstrate that the circumstance has not affected the tender, nor is it likely to affect the ability to comply with contractual obligations.

6.1 Non-existence of grounds for exclusion from participation to the tender

Participation in this tendering procedure is reserved for economic operators who, at the date of submission of their offer, declare that there are no grounds for exclusion in accordance with Directive 2014/24/EU, or grounds for exclusion related to them:

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

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

Competitors who are in a situation of control as per art. 2359 of the Italian Civil Code or in any relationship, even de facto, with respect to another participant, may not participate if the control or relationship involves the imputability, to the same decision-making center of the offers presented.

6.2 Economic and financial standing requirements

The economic operator (individual or temporary grouping of companies) that intends to participate in this selection procedure:

- must have achieved, in the three-year period **2021-2022-2023**, a total global turnover of not less than Euro **4.000.000,00** (in words: Euro four million) net of VAT, resulting from VAT returns or equivalent tax within the EU;
- must attach 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).

Compliance with these requirements must be certified by the attached declaration (**Annex B**), signed by the legal representative. These requirements must be met by the economic operator as a whole or as a temporary grouping of companies.

6.3 Technical and professional capacity requirements

Competitors must possess, under penalty of exclusion, the general requirements of the Procurement Code, as well as the additional requirements indicated in this article and in the specification.

The contracting authority verifies that it meets the general requirements by accessing the file submitted by the economic operator.

The circumstances referred to in Article 94 of the Code are grounds for automatic exclusion. The existence of the circumstances referred to in Article 95 of the Code is established after inter partes with the economic operator.

In the case of participation of consortia referred to in Article 65, paragraph 2, letters b) and c) of the Code, the requirements referred to in point 5 are possessed by the consortium and by the consortium members indicated as executors.

In the case of participation of stable consortia referred to in Article 65, paragraph 2, letter d) of the Code, the requirements referred to in point 5 are possessed by the consortium, by the consortium members indicated as executors and by the consortium members who provide the requirements.

The economic operator (individual or temporary grouping of companies) wishing to participate in the invitation to tender must:

- have realized, **in the three-year period 2021-2022-2023**, services similar to those covered by the tender for an amount not less than a total of Euro **1.500.000,00** (in words: Euro one million five hundred thousand) net of VAT;
- attach the list of the main services performed (company CV);
- attach the CVs of the staff employed, in the eventual execution of the Program, from which a proven experience in services similar to those covered by the tender can be seen.

Similar services are defined (by way of example and not exhaustive):

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

Compliance with these requirements must be certified by means of the attached declaration (Annex A) signed by the legal representative of the applicant and the sending of the CVs of the professional figures envisaged

in the performance of the assignment. These requirements must be met by the economic operator or the temporary grouping of companies as a whole, except that in the latter case the agent must in any case meet the requirements and perform the services to a majority degree.

Self -cleaning

An economic operator who finds himself in one of the situations referred to in Articles 94 and 95 of the Procurement Code, with the exception of contribution and tax irregularities definitively and not definitively ascertained, can provide proof of having adopted measures (so-called self -cleaning) sufficient to demonstrate its reliability.

If the ground for exclusion occurred before the submission of the tender, the economic operator shall indicate to the DG the impediment and, alternatively:

- describe the measures adopted pursuant to Article 96, paragraph 6 of the Code;
- give reasons for the impossibility of taking such measures and undertake to do so subsequently. The contracting authority shall be notified of the adoption of the measures.

If the cause for exclusion occurred after the submission of the offer, the economic operator shall take the measures referred to in paragraph 6 of Article 96 of the Code by notifying the contracting authority.

Compensation or a commitment to compensate for any damage caused by the crime or misdemeanor, evidence that the facts and circumstances have been clarified in a comprehensive manner by actively cooperating with the investigating authorities and that it has taken concrete, technical, organizational or personnel measures to prevent further criminal offenses or misdemeanors shall be considered sufficient measures.

Where the measures taken are considered sufficient and timely, the economic operator shall not be excluded. If those measures are considered insufficient and untimely, the contracting authority shall inform the economic operator of the reasons therefore.

An economic operator may not use self-cleaning if the economic operator is excluded by a final judgment from participating in award or concession procedures during the period of exclusion resulting from that judgment.

In the event that a group/consortium has excluded or replaced a participant/executor affected by an exclusion clause referred to in Articles 94 and 95 of the Code, the measures taken pursuant to Article 97 of the Code in order to decide on exclusion shall be assessed.

7. Evaluation Committee and Awarding criteria

The evaluation committee is appointed after the deadline for submitting bids and consists of an odd number of members, up to a maximum of 5, who are experts in the specific sector related to the subject of the contract

The contract will be awarded on the basis of the criterion of the most economically advantageous tender, identified on the basis of the best value for money, according to the distribution of scores described below, considering the technical tender and the economic tender.

The qualitative aspects of the service and the price will be considered together; therefore, the 100 overall points will be assessed in the following proportions:

- TECHNICAL OFFER: MAXIMUM 85 POINTS
- ECONOMIC OFFER: MAXIMUM 15 POINTS.

The following criteria, with their sub-criteria, will be established for the awarding of points:

TECHNICAL OFFER: MAX 85 POINTS		
Criteria	Sub-criteria	Maximum score
<u>COMPLESSIVE STRATEGY</u> (max 21 points)	Adequacy of the planning in terms of consistency with the objectives of the communication strategy and consistency with the timelines of the programming.	8
	Adequacy of the proposed methodology, articulation of the communication strategy, its ability to produce significant results, the breadth of the target audience contacted.	6
	Consistency between the overall project strategy and the individual activities.	7
<u>CREATIVE FORMAT AND GRAPHIC PROPOSALS</u> (max 36 points)	Quality of the creative and graphic formats proposed: creativity and effectiveness of the visual identity of the campaign and of the coordinated image, such as to make communication in all its forms recognizable and effective.	12
	Consistency with the objectives of the program: efficiency of the communication formats to ensure the achievement of the general and specific objectives set out in the program.	8
	Flexibility by channel, instrument and target group: evaluation of the possibility of articulating the message with a view to its use during the three-year program and through a mix of techniques and coordinated solutions, aimed at providing a clear and complete response to the need to involve the different targets.	8
	Effectiveness of the proposed structure: evaluation of the functionality and potential of the creative strategy for the planned application to the different areas and levels of communication, with particular reference to the formats to be activated in the corresponding project actions and taking into account that the completeness of the project requires the full correlation between the individual communication tools and actions and the strategic axis oriented to the objectives of promotion of the program.	8
<u>METHODOLOGICAL APPROACH</u> (max 28 points)	Completeness of the characteristics of the required outputs.	8
	In-depth knowledge of the target markets and their market logic.	4
	Quality of the professional characteristics of the proposed working group in terms of absolute competences based on the quality of the CVs presented.	4
	Adequacy of control mechanisms to monitor the correct economic and financial execution of the project and compliance with the schedule.	4
	Experience in managing articulated communication and promotion projects in the specific segment.	8
TOTAL		85

The Commission will evaluate each technical offer, assigning a qualitative coefficient to each sub-criterion:

not detectable	0
rating; insignificant	0,1
rating; barely sufficient	0,2
rating; sufficient	0,3

rating; between sufficient and discreet	0,4
rating; discreet	0,5
rating; between discreet and good	0,6
rating; good	0,7
rating; between good and very good	0,8
rating; very good	0,9
rating; excellent	1,0

ECONOMIC OFFER: MAX 15 POINTS		
Criteria	Sub-criteria	Maximum score
<u>COST-EFFECTIVENESS OF THE OFFER</u>	Economic offer for the activities (SUBTOTAL ACTIVITIES) according to the following formula	10
	Financial offer for the fee of the participating economic operator according to the following formula	5
TOTAL		15

With regard to the economic offer for the activities (maximum of 10 points out of 100) the score will be awarded on the basis of the following formula:

“Economic offer for activities” score considered = Offer X/Maximum offer * 10

where:

Maximum offer: it is the highest economic offer for the activities (SUBTOTAL ACTIVITIES) among those presented:

Offer X: it is the economic offer for the activities (SUBTOTAL ACTIVITIES) of the economic operator concerned.

With regard to the economic offer for the fee of the participating economic operator (maximum of 5 points out of 100) the score will be awarded on the basis of the following formula:

Economic offer score for the relevant economic operator's fee = (Operator's fee minimum % / Operator's fee % X) * 5

where:

Operator’s fee % minimum: it is the fee relating to the economic offer (of the participating operator) lower among those submitted.

Operator's fee % X: it is the fee relating to the economic offer of the economic operator concerned.

For the purposes of allocating and calculating scores, any non-whole values will be approximated to two decimal places.

Increasing bids are not permitted.

A ranking will be drawn up on the basis of the scores awarded to the bids.

The award will be made in favor of the tenderer who has submitted a tender which, meeting all the minimum mandatory requirements, has obtained the highest overall score (technical offer score + economic offer score).

In the event of a tie, the contract will be awarded to the tenderer with the highest score in the technical offer. In the event of a tie in the score for both the economic offer and the technical offer, the contract will be awarded by drawing lots.

The contracting authority shall not be obliged to pay any compensation to the tendering undertakings for any reason whatsoever in respect of the tenders submitted.

Once the required controls have been carried out to ensure that the mandatory requirements have been met, the contract will be awarded.

The award shall immediately bind the tenderer awarded the tender, while the contracting body shall be definitively engaged only when, in accordance with the law, all the acts consequent to and necessary for the execution of the tender will have attained full legal effect.

If the contractor does not show up for the stipulation of the contract or in the event that the declarations made are found to be false, the contracting body reserves the right to assign the task to the subject subsequently placed on the ranking list, once the usual controls will have been carried out.

The Consortium will proceed with the award even if a single valid offer is submitted, provided that it is appropriate.

In application of art. 108, paragraph 10, of Legislative Decree no. 36 of 31 March 2023 and subsequent amendments, the contracting authority will not proceed with the award where no offer is convenient or suitable in relation to the object of the contract.

In the presence of an abnormally low tender, the contracting authority will adopt the procedures provided for by art. 110 of Legislative Decree no. 36 of 31 March 2023 and subsequent amendments.

The evaluation of the technical offers will be carried out by an Evaluation Commission appointed after the date of submission of the tenders.

The results will be communicated via PEC to the participants and will be published on the website of the Consortium di Tutela Burrata di Andria IGP www.burratadiandria.it

8. PROCEDURES FOR THE SUBMISSION AND EVALUATION OF PROPOSALS

The bodies interested in participating in the Call for Tenders must, under penalty of exclusion, send all the necessary documentation, which can also be downloaded from the www.burratadiandria.it website, **by 12.00 on 30th December 24** (local time in Rome), in a single package containing the following documents or in one or more files (if the sending will take place electronically):

Envelope A) Administrative documentation:

- Annex A-B-C completed and signed by the legal representative
- Letter from the Bank or balance sheet for the last 2 financial years
- CV of the employed staff

Envelope B) Technical proposal:

- Presentation of the economic operator participating in the selection procedure
- Detailed description of the activities/initiatives requested/creative proposals.

Envelope C) Economic offer:

- Detailed table of costs and fees of the operator

The documentation must be submitted in paper format and in electronic format – printable and copyable – on CD or USB stick, by the participant in the tender no later than **by 12.00 on 30th December 24** (local time in Rome).

All documentation can be submitted in two different ways:

- paper format in a closed envelope (countersigned on the flaps) containing the 3 envelopes;
- electronic format, on CD or USB stick, containing documents in printable PDF not editable.

Alternatively, the documentation can be sent via PEC to the address: ***burratadiandria@pec.it***

Address the subject of the envelope or the certified email with the following wording:

DO NOT OPEN- OPEN CALL FOR PROPOSALS FOR THE SELECTION OF A BODY RESPONSIBLE FOR IMPLEMENTING PART OF THE THREE-YEAR PROGRAM OF PROMOTION AND INFORMATION ACTIVITIES ENTITLED “Burrata Di Andria IGP E Mozzarella Gioia Del Colle DOP - Garanzia Europea Di Qualità: Tra Genuinità’ e Rispetto Ambientale” (acronym: GENUINE EU),

The delivery of the package and / or electronic communication within the terms provided remains at the sole risk of the sender if, for any reason, it does not arrive at its destination within the aforementioned peremptory period.

The delivery after this peremptory deadline, and the relative exclusion, cannot be disputed.

Address to which proposals must be submitted within the above deadline:

Consorzio di Tutela e Valorizzazione Burrata Di Andria IGP
Contrada Barbadangelo, n.55/57
76123 Andria (BT)– ITALIA
to the attention of Dr. Francesco Mennea

Procedures for opening and selecting tenders

A Technical Commission will be appointed ad hoc, after the deadline for the arrival of tenders, to carry out the opening and evaluation of the proposals regularly received, as well as the consequent selection according to the criteria set out in this call for tenders.

The Commission will meet at the Consortium headquarters in Andria, on 3rd January 2025, in order to carry out the selection procedures.

The Commission's work will be properly recorded, indicating, inter alia, the reasons for the evaluations carried out. The Consortium will give adequate publicity of the award of the contract. In particular, timely formal communication will be given to all participants of the outcome of the Tender through formal communication via email, informing the non-winning competitors of the reasons for their exclusion. The results will also be published on the Consortium website –www.burratadiandria.it, as soon as the evaluations by the Commission have been completed.

Further information can be requested at the following address:

Consorzio di Tutela e Valorizzazione Burrata di Andria IGP
tel. +39 0883.550600, email: consorzio@burratadiandria.it

TENDER DOCUMENTS:

- **CALL FOR TENDER**
- **TECHNICAL SPECIFICATIONS**
- **ANNEX A B C**

9. HOW TO PREPARE THE OFFER

9.1 HOW TO PREPARE THE TECHNICAL OFFER - ENVELOPE B

Presentation of the economic operator:

General presentation in terms of: contacts, experience gained in the field of promotion/information on high quality agricultural products, experience in the realization of events, PR and Press Office activities, organization of tastings at points of sale and press campaigns, elaboration of promotional/information material, management of websites and social media. Information on its staff, with express reference to similar activities already carried out at European and international level, and particularly to the sectors and countries of intervention of the program.

Contents of the Technical Report

The operator must indicate for each point listed below its own initiatives and their methods of execution and achievement of results.

OVERALL STRATEGY

The participant must articulate its proposal by proposing the implementation strategies it considers most effective in pursuing the project objectives using the following indications:

- a) demonstration of the ability of the working group to produce the results expected by the project;
- b) articulation of the overall strategy: coherence between the overall project strategy and the individual activities;
- (c) ways of achieving the specific objectives and results set out in the project.

PROJECT OUTPUT

The participant will have to articulate its own proposal by proposing the implementation methods that it considers most effective for the production of project outputs. The proposal must be structured in particular by developing the following points:

- a) implementation characteristics and contents of the interventions, with reasons for the strategic, organizational and executive modalities chosen, analysis of coherence with the general and specific objectives of the program and description of the project outputs;
- b) presentation of the working group responsible for carrying out the activities, with a description of the working group's capacity to produce these outputs, also with reference to the specific professional skills and experience acquired.

METHODOLOGICAL APPROACH AND ARTICULATION OF ACTIVITIES

For each type of activity reported in the specifications, the specific interventions that are intended to be implemented to achieve the project objectives must be described. The activities and the relative interventions must be consistent with the overall strategy of the program and with the respective strategic sub-axes proposed for the individual target countries, with respect to the relative target groups identified. The interventions must be defined according to the following points:

- a) methods of implementation of the actions: description of the operating methods used to provide the services and their consistency with the aims and objectives of the proposed communication campaign and with the program.
- (b) program timeframe: adequacy of the timeframe and resources provided for in the program timeframe and its consistency with the program, which must be spread over a three-year period.
- (c) consistency with the general strategy and implementing rules for the measures proposed above.
- (d) description of the monitoring mechanisms and proper implementation of the activities.
- (e) description of the working group and the specific responsibilities in relation to the different activities.

9.2. HOW TO PREPARE THE ECONOMIC OFFER - ENVELOPE C

The costs must be detailed for each activity and type of activity necessary for the organization and implementation of the service (SUBTOTAL ACTIVITIES) with an indication of the value of the fee of the economic operator considered according to the following scheme.

These costs contribute to the definition of the SUBTOTAL ACTIVITIES and are subject to reporting in accordance with the provisions of the Convention attached to the model of the 2023 call for proposals approved pursuant to EU Regulation no. 1144/2014 on information and promotion actions concerning agricultural products carried out on the internal market and in third countries.

The fee of the economic operator (flat-rate amount) must also be highlighted.

An example table is given below

Work package/target country/ common activities	Type of activity	Cost of activities for each of the three years (euro)	Overall total (euro)
Public relations			
Website, Social media			
Advertising			
Communication tools			
Events			
In-store promotion			
SUBTOTAL ACTIVITIES			
Fee of the economic operator (max 13%)		%	
TOTAL ECONOMIC OFFER *			

*NB: THE TOTAL OF THE ECONOMIC OFFER must be equal to the total amount of the present selection procedure (€ 3.925.778,20).

The remuneration of the implementing body (economic operator's fee) must not exceed 13% of both the total cost (SUBTOTAL ACTIVITIES) and referred to each individual action.

This table will form the economic offer and will be inserted in Envelope C - Economic offer.

COSTS TO BE BORNE BY THE SUCCESSFUL TENDERER

The following shall be borne by the successful tenderer:

1. Performance of the services to be procured, in full and unconditional acceptance of the content of these specifications.
2. Compliance with all indications contained in these specifications, even if not specifically referred to in this article, with rules and regulations in force at both national and regional level, as well as those that may be issued during the contract period (including regulatory standards and municipal orders), with particular regard to those relating to hygiene and safety and in any case relevant to the subject of the contract.

AMENDMENTS TO THE CONTRACT - QUANTITATIVE AND QUALITATIVE CHANGES IN SERVICES

The Consortium, in case of sudden and particular needs, reserves the right to make in addition to or less quantitative changes to the contract within the limit of one fifth of the amount of the contract in compliance with the contractual obligations.

RELATIONS BETWEEN THE SUCCESSFUL TENDERER AND THE CONTRACTING AUTHORITY

The successful tenderer must identify a contact person responsible for the service, who will have the obligation to cooperate closely with the offices of The Consortium in the implementation of the Service subject of the contract, as well as the operational resolution of problems related to particular needs of the activities.

NON-COMPLIANCE

The Consortium has the right to contest the services rendered that do not comply in whole or in part with the requirements of the specifications or the offer proposed in the tender. In case of dispute, The Consortium may request the supplier to replace personnel inadequate for the implementation of the services. In case of delay or refusal, as well as in any other case of non-compliance with the contractual obligations assumed by the economic operator, The Consortium will contest the non-compliance in writing to the company awarded the contract.

FORFEITURE AND REVOCATION OF THE CONTRACT

The company awarded the contract may be declared to have lost the contract in the following cases:

- for failure to comply with contractual or legal obligations in respect of salaries, liquidations or social security and insurance treatment for the staff of the company awarded the contract;
- for manifest non-fulfillment of the commitments undertaken in the contract;
- for non-compliance with the project guidelines presented and any additional information regarding the quality of service.

UNILATERAL TERMINATION OF THE CONTRACT

The Consortium has the faculty to control and verify the good execution of the service with the help of people in charge chosen at its discretion. In the event of termination of the contract, the company awarded the contract is still committed to continue the task, under the same conditions, for a maximum period of three months.

CONTRACTUAL EXPENSES

Stamp duty, stipulation, registration and any other ancillary costs relating to the contract shall be borne in the measure of 50% by the economic operator to whom the contract is awarded and the remaining 50% by The Consortium.

LITIGATION

For the resolution of all disputes that may arise in the performance of the service, which cannot be promptly resolved by the contracting parties, the competent court is that of Trani.

RIGHTS OF OWNERSHIP AND USE

The rights of ownership and/or use and economic exploitation of the works, prepared or produced by the successful tenderer or its employees and collaborators in the context of or on the occasion of the execution of this service, will remain the exclusive property of the Contractor the Consortium which may, therefore, arrange without any restriction the publication, dissemination, use, duplication of such works of talent or material. These rights, pursuant to Law no. 633/41 "Protection of copyright and other rights granted to its exercise" as amended and supplemented by Law 248/00, are to be understood as transferred, acquired and licensed in a perpetual, unlimited and irrevocable manner. The successful tenderer undertakes to deliver all the products in an open and modifiable format and expressly undertakes to provide the Consortium as the Contractor, with all the documentation and material necessary for the effective exploitation of the exclusive ownership rights, as well as to sign all the documents necessary for any transcription of said rights in favor of the Consortium in any public registers or lists. The successful tenderer undertakes to comply with current legislation on the collection and processing of personal data and the protection of databases.