

**TECHNICAL SPECIFICATIONS AND SELECTION PROCEDURE OF THE IMPLEMENTING BODY FOR
THE IMPLEMENTATION OF A PROGRAMME
CO-FINANCED UNDER REG (EU) 1144/2014**

**EUROPEAN OPEN CALL FOR TENDERS FOR THE EXECUTION OF PART OF THE PROGRAMME
INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES
101194420 CALLED ECCEUKCH "THE EXCELLENCE OF EUROPEAN OLIVE GROWING IN THE UNITED
KINGDOM AND SWITZERLAND**

approved by REA on 18/09/2024 - Ref. Ares (2024)6594343

1 Foreword and preliminary information

The **Collegio Toscano degli Olivicoltori OL.MA.** Società Agricola Cooperativa, with registered office in Località Madonnino n. 3, 58100 Frazione Montepescali Scalo (GR) - ITALY, P. IVA 00127960532 and C.F. 00127960532, e-mail progetti@oleificioolma.it, (hereinafter referred to as "OL.MA." or Contracting or Purchasing Entity for brevity) to which the definition of Body governed by public law pursuant to Article 2, paragraph 1, point 4, of Directive 2014/24/EU does not apply, hereby acts as **the Lead Partner of the group of Organisations** composed of:

- **the Organizzazione di Produttori Olivicoli Latium** Società Cooperativa Agricola with head office at Via Raffaele Piria No. 6, 00156 Rome (RM) - ITALY, VAT No. 11612581006, (hereinafter referred to as 'OP LATIUM' for brevity), and
- **The Associazione Esportatori di Creta - Syndesmos Exagogeon Kritis**, headquartered at 20 Dimokratias Av., 71306 Heraclion - Greece, Fiscal Code 099462557, (hereinafter referred to as 'EAC' for short)

between which a collaboration agreement has been signed aimed at carrying out the **three-year programme (to be carried out between 01/04/2025 - 31/03/2028) called "THE EXCELLENCE OF EUROPEAN OLIVE GROWING IN THE UNITED KINGDOM AND SWITZERLAND"** (acronym "ECCEUKCH"), admitted for co-financing by the European Commission under the EU Regulation No. 1144/2014 - concerning information and promotion actions concerning agricultural products carried out in the Internal Market and in Third Countries, of which OL.MA. is the *lead* beneficiary

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 for the selection, by means of an Open Competitive Procedure, with application of the criterion of the most economically advantageous tender identified on the basis of the best value for money, of an implementing body** in charge of carrying out the actions (activities/initiatives) aimed at achieving the objectives envisaged within the aforementioned **three-year Programme called "ECCEUKCH"**, which will take place in the target countries of Switzerland and the United Kingdom and will concern extra virgin olive oil produced in Europe.

Call for tenders 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 above-mentioned three-year Programme "EXCELLENCE OF EUROPEAN OLIVE GROWING IN THE UNITED KINGDOM AND SWITZERLAND" ("ECCEUKCH"), which will take place in the target countries of Switzerland and the United Kingdom and will concern extra virgin olive oil produced in Europe.

Premise

DEFINITIONS AND SYNONYMS

List of definitions and synonyms that may be used in the Technical Specifications and Tender Rules:

- a) **SELECTION PROCEDURE OF THE EXECUTIVE ORGANISATION:** 'Tender' or 'Selection Procedure';
- b) **OP OL.MA.** or " Collegio Toscano degli Olivicoltori OL.MA. Soc. Coop." or 'Contracting body' or 'Contracting Organisation' or 'Contracting
- c) **PROGRAMME:** 'ECCEUKCH' or 'Project Programme' or 'Project';
- d) **PROGRAMME ACRONYM:** ECCEUKCH;
- e) **PARTICIPANT IN THIS SELECTION PROCEDURE:** "Economic operator" or "Tendering entity" or "Participant
- f) **CONTRACTING PARTY:** "Implementing Body";
- g) **CONTRACT FOR THE IMPLEMENTATION OF THE PROGRAMME:** "Grant Agreement";
- h) **CONTRACT CONCLUDED WITH THE SELECTED EXECUTION BODY:** the contract by which the service subject of these technical specifications is definitively entrusted. Also referred to as "Service Contract" or "Procurement Contract";
- i) **TENDER DOCUMENTS:** this document, including the preamble and annexes, which contains the technical specifications (PART A: containing the technical provisions to be applied to the subject matter of the tender contract) and the tender specifications (PART B: document providing economic operators with the information necessary for the preparation and presentation of the documents constituting the tender and the award criteria). Reference to this document will also be made using the terms "notice" or "contract notice" or "notice";
- j) **WORK PACKAGE:** set of homogeneously classifiable activities aimed at achieving common objectives or WP.
- k) **FIELD OF ACTIVITY:** The fields of activity coincide with the actions to be contracted out to the successful tenderer, are contained in the work package and include several activities aimed at achieving common objectives;
- l) **SERVICE ANALOGOUS TO THAT POSTED ON THE BASIS OF THE TENDER¹** : service falling within the same business or professional sector as that to which the contract relates, so that the tenderer may be deemed to have acquired the capacity to perform the latter.²
- m) **OFFER:** The set of documents required for participation in the tender by the economic operator, namely: Annex A, Annex B, Technical proposal and supporting documentation and Annex C. Annex A, Annex B and Annex C must correspond to the models attached to this announcement.

¹ MASAF Directorial Decree No. 0532478 of 10 October 2024, - Department of Food Sovereignty and Horseracing - DG General Affairs and Budget

² Council of State, Sec. V, Judgment No 5944 of 18 December 2017.

1.1 LEGISLATION AND REFERENCE DOCUMENTATION

The framework of legal and documentary references essential for the implementation of the programme 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 on the internal market and in third countries and repealing Council Regulation (EC) No 3/2008;

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 on the internal market and in third countries;

Commission Implementing Regulation (EU) 2015/1831 of 7 October 2015 laying down detailed rules for applying 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.

Guidance on the tender procedure referred to in European Commission note DDG1.B5/MJ/DB D (2016)321077 of 7 July 2016;

Communication from the European Commission (2006/C)179/02, paragraph 2.1.2;

REA Call for Proposals for Single and Multiple Programmes 'Grants for information provision and promotion measures for agricultural products on the internal market and in third countries' of 18 January 2024

Model Grant Agreement between grant recipients under EU law and REA (European Research Executive Agency) which is the EU executive agency, the granting authority under powers delegated by the European Commission.

1.2 CONTRACTING STATION

The Collegio Toscano degli Olivicoltori OL.MA. Società Agricola Cooperativa, **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 above-mentioned legislation, it is not obliged to apply the national rules transposing the European Directives on public procurement (in Italy, **Legislative Decree No. 36 of 31 March 2023**). However, OL.MA. 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 all cases ensure compliance with the principles of non-discrimination, equal treatment, transparency, publicity, proportionality, clarity and consistency of the selection and award criteria envisaged with the purpose of the services requested and with their value, best value for money and absence of conflicts of interest.

This procedure does not foresee a division into lots, 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.

1.3 CLARIFICATIONS

You may obtain clarification on this procedure by submitting written questions **at least 8 days before the deadline for submission of tenders** by e-mail to: progetti@oleificioolma.it .

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

Responses to requests for clarifications submitted in good time shall be provided in **electronic format at least 4 days before the deadline for the submission of tenders**, by publishing the requests anonymously and the relevant answers on the institutional website www.oleificioolma.it. Tenderers are invited to consult the institutional website at all times.

2. Main project information

Project title and description The project "THE EXCELLENCE OF EUROPEAN OLIVE GROWING IN THE UNITED KINGDOM AND SWITZERLAND" (acronym "ECCEUKCH"), within the thematic priority 4 (AGRIP-MULTI-2024-TC-ALL) of the REA 2024 call for proposals (Multi-programmes in Third Countries), also set out in the Commission Work Programme 2024 and the Financial Decision for the implementation of information provision and promotion measures for agricultural products on the internal market and in third countries (Commission Implementing Decision of 14.11.2023 N. 7602)

Awarding body: Collegio Toscano degli Olivicoltori OL.MA.

Target countries: UNITED KINGDOM AND SWITZERLAND

General Programme Objectives:

The objectives of these programmes are in line with the general and specific objectives set out in Articles 2 and 3 of Regulation (EU) No 1144/2014. In particular:

- (a) improve the level of knowledge of the merits of Union agricultural products and the high standards applicable to production methods in the Union;
- (b) increase the competitiveness and consumption of the Union's agricultural products and certain foodstuffs and optimise their image both within and outside the Union;
- (c) strengthen awareness and recognition of Union quality schemes;
- (d) increase the market share of agricultural products and certain foodstuffs in the Union, paying particular attention to third-country markets with the greatest growth potential;

The information and promotion measures are designed to strengthen the competitiveness of the Union's agricultural sector. In particular, the programme's information and promotion measures are aimed at:

- improve the degree of knowledge of the specific EU agricultural product and the high standards applied to European production methods;
- increase the competitiveness and consumption of olive oil by optimising its image;
- Raise awareness and recognition of the Union's quality schemes, inviting people to perceive the differences and guarantees offered by products with designations (PDO and PGI) and organically produced products;
- increase the market share of EU olive oil in the UK and Switzerland;
- Highlight the specificities of the olive oil production methods adopted in the Union, in particular in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, respect for the environment and sustainability (including the commitment of olive farms to climate benefits such as reducing greenhouse gas emissions and/or increasing carbon absorption) and the physical characteristics of extra virgin olive oil in terms of quality, taste, organoleptic diversity and cultivation traditions.

The expected final impact is to improve the competitiveness and consumption of the Union's olive oil, raising its image profile and increasing its market share in this particularly attractive geographical area.

Specific objectives:

- A customised information campaign towards consumers with emotional messages on the quality certification of PDO and PGI olive oils and the elements that define a superior quality product (organic, traceability, sustainability, nutritional and organoleptic aspects, etc.);

- A customised information campaign to sector operators and opinion leaders (gastronomes, chefs, food bloggers, restaurateurs, journalists, nutritionists) on the quality certification of PDO and PGI olive oils and the elements that define a superior quality product (organic, traceability, sustainability, nutritional and organoleptic aspects, etc.).

Work packages and activities to be implemented:

- WP2 - PUBLIC RELATIONS - UK AND SWITZERLAND
 - 2.1 Press Office
 - 2.2 Creating and Updating a Mailing List
 - 2.3 Digital Archive realisation
- WP3: WEBSITE - UK AND SWITZERLAND
 - 3.1 Website
 - 3.2 Social Media
- WP4 - ADVERTISING - UK AND SWITZERLAND
 - 4.1 Advertising on social media
- WP5 - COMMUNICATIONS TOOLS - UK AND SWITZERLAND
 - 5.1 Communication tools and gadgets
- WP6 - EVENTS - UK AND SWITZERLAND
 - 6.1 Trade Fairs in the United Kingdom
 - 6.2 Trade Fairs in Switzerland
 - 6.3 Incoming for operators
 - 6.4 Promotion in restaurants and delivery activities in Switzerland
- WP7 - OUTLETS - UK AND SWITZERLAND
 - 7.1 Point-of-Sale Promotion

Programme duration: 36 months (3 annual phases)

Total project budget: € 4,040,353.65

Budget for the costs of actions by the implementing body: € 3,533,253.65

Commencement of activities: approximately 1 April 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 **EUR 3,533,253.65** (net of VAT), including the remuneration of the executing body. This amount must not be exceeded.

3. Subject of the contract

3.1 General Description of the Service

The contract consists of a single lot due to the specialised nature of the intervention, consisting of a set of interrelated operations, and the need to make the implementation of services and supplies organic. The various activities into which the services covered by the contract are divided, defined as "programme work packages" or WPs, are in fact absolutely interdependent and the development of the various technical and organisational aspects must be conducted in close and constant collaboration between the various professionals involved and coordinated by a single person.

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

The executing body must therefore ensure:

- the project development of the agreed parts of the three-year programme, starting from the signing of the contract;
- the operational implementation of the promotional actions and activities planned for the period established by the Programme, on the basis of the objectives set out in the communication strategy;
- the financial-administrative management of the agreed parts of the Programme, including regular technical reports

The service must be characterised by qualified technical and operational support, translated into a high quality of the products and services realised; 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 involvement of the reference targets. The development and execution of the agreed activities of the Programme must be carried out in a manner consistent with the general and specific objectives set out in the Communication Strategy, taking into account the Priorities and objectives of EU Reg. 1144/2104, ensuring clear recognition of the Programme and its promoters.

The selected Implementing Body will then undertake to:

- Plan and implement the entrusted work packages throughout the three-year programme period, from the moment the contract is signed until the end of the activities, according to the deadlines defined in the project programme.
- Adhere to the communication strategy identified in the project programme, work towards the achievement of the objectives set out in the project programme by paying attention to the constant monitoring of the activities implemented and their effects and impacts.
- Ensure transparent reporting of expenses and sound administrative and financial management of the entrusted work packages, including periodic reporting activities and the final technical report, according to the deadlines set by the relevant regulations.
- Comply with the relevant regulations by ensuring that packages are executed in a manner consistent with the general and specific objectives set out in the project programme and Reg (EU) 1144/2014, ensuring clear traceability to the project programme and to the contracting entity and its partners.
- Assign to the project qualified individuals capable of carrying out the activities, creating a working group to manage and implement the work packages, which complies with the participation requirements.
- undertake to perform the services for the duration and within the individual deadlines laid down in the Grant Agreement concluded between the Customer and REA, as well as those set out in these Technical Specifications, and, where not otherwise provided for, in accordance with the time schedules indicated by the contracting body and/or its coordination partners.
- Ensure qualified technical and operational support.

3.2 Method of execution

The implementing body must set up and have in place, for the duration of the contract, a Working Group, in compliance with the participation requirements, which is in charge of managing and implementing the Programme. All activities of the Working Group must be agreed and shared with the contracting body and its partners.

It is envisaged that one or more members of the Working Group will be available for periodic meetings at the headquarters of the contracting body or its partners in the Programme, in order to give operational support to the activities of the plan that need to be carried out in close coordination with the reference structure. Coordination and exchange of information with the contracting body and partner entities may also involve different and articulated modalities: meetings, telephone contacts, video calls, e-mail correspondence, exchange of materials and documents through online sharing systems.

The Coordination of the Contracting Organisation has the task of ensuring the coherence of the project strategy throughout its entire duration. Coordination integrates the various lines of intervention, orients the

available resources with respect to the various actions, constantly links and, therefore, always ensures maximum correspondence between the resources identified and the operational objectives to be achieved.

In any case, any variation of the execution plans with respect to what was previously agreed upon must be authorised in advance by the Procuring Agency in writing.

3.3 Staff and Working Group

The implementing body must ensure the performance of the services entrusted with integrated personnel with legitimate employment or collaboration relations and having the professional and technical requirements appropriate to the employment and implementation of the project. It must be characterised by a **flexible organisational approach** to meet the needs that may arise during the course of the activities and must also speak Italian.

In particular, the staff of the dedicated team should possess 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 an international context.

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

- to employ suitable personnel of proven ability, honesty, morality and confidentiality, who shall maintain absolute secrecy as to what they learn in the performance of the service;
- guarantee the stability and continuity of the service under all circumstances, ensuring personnel quantitatively and qualitatively adequate to the needs and in compliance with the contents of the technical offer;
- comply, with regard to its staff, with employment contracts relating to the wage, regulatory, social security and insurance treatment provided for by current legislation and comply with current legislation on gender equality and the employment of persons with disabilities, throughout the duration of the entrusted service;
- provide for a "Project Contact Person" to attend monitoring meetings at the premises of the Contractor or its partners (these will have a frequency defined by the Contractor), in order to give operational support to the Programme's activities;
- set up all possible means of communication to simplify the coordination, monitoring and control of the Programme;
- agree and share all team activities for the execution of the project with the contracting entity and its partners.

4. Duration of service

The service shall last for **36 months**, starting from the date of conclusion of the contract, which shall be concluded between the Contracting body and the successful tenderer within 60 days of the awarding of the contract, and shall have as its object the performance of the activities indicated in this notice under the conditions specified therein.

The Contracting body reserves the right to request a postponement of the deadline for the performance of the service for a maximum of a further 6 months, in order to ensure the completion of the activities envisaged in the Programme, under the same economic conditions.

The contract by which the contracting body will definitively award the service to the selected implementing body will only be signed after the signing of the Grant Agreement between the contracting body (the contracting authority) and REA (European Research Executive Agency) .

The economic operators take note of the fact that, in the event that the Grant Agreement is not signed, it will not be possible to sign the contract of final assignment of the service to the Implementing Body, without the latter being able to claim any compensation for damages from the contracting body.

The purpose of the service assignment contract will be exclusively to carry out the activities described in this announcement, in accordance with the operating terms and conditions envisaged herein, and also developed in the executive proposal drawn up by the selected Implementing Organisation, as well as articulated in accordance with the details constituting the Contracting Organisation's programme proposal eligible for European funding

The service contract will refer to all provisions relevant to the implementation of the project programme, which are contained in the Grant Agreement to be signed by the Procuring Agency with REA.

5. Types of activities and initiatives envisaged by the Project

Concept and action strategy

The Programme assumes that British and Swiss consumers have a good knowledge base of olive oil and that they have already incorporated the use of the product into their consumption styles and habits, both as an ingredient and seasoning and as a useful fat substance for cooking such as simple frying.

It is therefore necessary to continue to improve the level of knowledge about the product, particularly the characteristics deriving from the various places of origin in Europe, especially the organoleptic differences. In addition, an in-depth study should be offered on the guarantees of professionalism in production, the various possibilities of using the product in gastronomy and, last but not least, the ability to perceive and evaluate quality.

The strategy to increase knowledge of European olive oils goes through two educational-experiential phases, namely:

- **organoleptic** (tastings, experiences of approaching the culinary tradition of the production areas): it is important that the product is not only seen as a necessary product for health, as a 'medicine', but also as a pleasant and versatile food in the gastronomic field, hedonistic for the enrichment in flavour, and valuable for the style and elegance that characterises the production process of the agro-food product;
- **reliability**. European olive oil is a product with a high service content and safety guarantees. European regulations, the traceability and retraceability of production information, the constant controls to which the sector is subjected are all highly qualifying elements. It is important to root a sense of trust in the consumer that is based on solid, guaranteed and verifiable foundations. This is the main strength of European products and is the linchpin for raising their image and defending them from the many counterfeits and scandalous attacks that periodically mark the food market.

The strategy to be pursued, therefore, is to create around the product 'European extra virgin olive oil' a consumption trend closely linked to the positive image of 'culture and lifestyle'. An image that starts from the healthy style of the 'Mediterranean diet' and arrives at the 'refined gastronomic art' that the European continent actually expresses with its heritage of centuries of history, spent in the pursuit of artistic sense, the highest expression of elegance, the cult of beauty, goodness and well-being. Good international examples of this are sectors such as fashion, design, art and sport, which are 'exported' around the world as values before being goods.

The UK and Swiss markets are important for the European agri-food industry and constitute a basin of consumption and commercial demand for extra virgin olive oil that still has opportunities for growth and development, facilitated by a well-structured supply of retail operators who are working to meet this demand. This market importance must be maintained and further supported through modern media

channels such as the web and social media. The role of influencers and opinion leaders is important, as is the communication role played by the restaurant and food retail industry

The challenge is to prevent these European markets, which are open to increasing multi-ethnicity and fully involved in cultural globalisation, from moving away from the Mediterranean food style and towards less healthy and cheaper food styles. It is necessary to raise the appeal of olive oil products, appealing to young people, to the more dynamic distribution segments of retail and catering, to the shortening of distribution chains that allow for more direct and collaborative relationships, as well as leveraging the values of our European and Mediterranean history that unite us and inspire the safeguarding of a system that is not only productive, but also tourism-environmental.

The eligible activities and initiatives, within the framework of the Programme presented by the Contracting Body, in compliance with the reference regulations, are similar to the classic information and promotion activities for high quality agricultural and food and wine products, taking into account the themes to be covered and the objectives listed above, and are as follows for the two target countries, complete with description, required outputs, timeframe:

Activity description

WP2	PUBLIC RELATIONS
Target group(s)	Journalists, bloggers and KOLs (Key Opinion Leaders) from the food and lifestyle sector, as well as the trade category of the industry.
Description of activity	Public relations and media relations activities
2.1 Press Office	<p>It is envisaged to carry out constant information coverage through the drafting of press releases to a selected mailing list of recipients, distinguished by target country and composed mainly of communication operators, opinion leaders and makers, but also of stakeholders from the distribution and HoReCa sectors, capable of generating in significant terms, attention, sensitivity, consensus, involvement and visibility, towards the target audience targeted by the actions.</p> <p>A team of experts will take care of the preparation and sending of press releases (No. 6 in the UK and No. 4 in CH per year) following the subsequent follow-up for a minimum target of 30 releases generated in the UK and 20 in CH. The same group will follow the drafting of summary and update content on the individual events scheduled, focusing on the unique characteristics of PDO and PGI Olive Oil (territoriality, quality linked to origin and low environmental impact methods, traceability, nutritional values, production sustainability, etc.). This activity will be carried out by monitoring the planning of the media involved, to maximise the return in terms of off and on-line editorials. In addition, news production will be conducted in synergy with the professionals involved in the other work packages of the Programme (e.g. WP3 for publication on the Web Site and Social, WP6 and WP7 to maximise the reach of consumers and operators).</p>
2.2 Creating and Updating a Mailing List	<p>For the dissemination of the promotional messages, the involvement of 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, is considered strategic.</p> <p>A mailing list will therefore be prepared and subsequently updated over the three-year promotion period for each target country, composed of at least 100 names, who will be the main recipients of press releases and news concerning PDO and PGI Olive Oil and the initiatives that will be developed with the Promotion Programme.</p>

2.3 Digital archive realisation	An on-line multimedia digital archive with photographs, images, videos (e.g. tutorials for recipes and how to use PDO or PGI Olive Oil) for information operators will be created and updated over the three-year period.		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided	No. 6 press releases in the UK and 4 in CH; No. 2 mailing lists (1 in UK and 1 in CH); No. 1 image bank; No. 30 releases in the UK and 20 in CH	No. 6 press releases in the UK and 4 in CH; No. 2 mailing lists (1 in UK and 1 in CH); No. 1 image bank; No. 30 releases in the UK and 20 in CH	No. 6 press releases in the UK and 4 in CH; No. 2 mailing lists (1 in UK and 1 in CH); No. 1 image bank; No. 30 releases in the UK and 20 in CH
Total three-year budget WP2	€ 265.781,65		

WP3	WEBSITE AND SOCIAL MEDIA
Target group(s)	end-consumers, journalists, bloggers and KOLs (Key Opinion Leaders) from the food and lifestyle sector, trade operators.
Description of activity	Website realisation and social media management
3.1 Website realisation	<p>The project website will be created under the .eu domain and usable in all languages of the target countries. It will have the function of an information portal for all the consumers involved in the activity (WP3, WP6 and WP7) and for the operators in the sector (WP2, WP6). An ex-ante SEO analysis in each year will provide the necessary elements for an optimised indexing of the portal on the main search engines.</p> <p>Ample space will also be dedicated to the theme of sustainability of the PDO or PGI certified olive oil production chain, hosting educational content, news on European excellence in denomination and project activities, the video/photo image bank and direct links to social media. It will continue to have all the features for "responsive" consultation. The site will therefore be required to be built with responsive web design (RWD) technology so as to be 'user friendly' with any type of device. In addition, a section dedicated to the recipes created within the framework of WP 5 will be realised. A minimum of 5,000 entries to the website per year is expected.</p>
3.2 Social media	<p>In order to maximise the reach of consumers and operators, the Programme envisages the use of the most popular social media in the target countries. Social media have the peculiarity of being used by users whose age group resembles that of the Programme's target audience and therefore represent a strategic and highly effective medium.</p> <p>The activity will therefore be aimed at implementing a social media marketing strategy adapted, from a technical and content point of view, to the social platforms that will be chosen between facebook and instagram on the basis of the analysis that will be conducted by the executor in relation to the different characteristics in relation to the objectives. The activity on social will include the activation of a page dedicated to the campaign for each target country. The main social media objectives will be:</p> <ul style="list-style-type: none"> • Develop engagement and conversations to stimulate interest in European fruit and vegetables, their use, nutritional and quality properties and increase sales and consumption shares; • Building a user base for the page;

	<ul style="list-style-type: none"> • Drive traffic to the campaign website; • Promoting and disseminating the programme of activities. <p>For a better performance of activity 3.2, it is planned to dedicate an account to the production of web listening and social media listening preventive reports. These tools provide useful information on trends, preferences, targeting and geo-localisation of consumer preferences in the target countries, both in terms of social traffic and web views.</p> <p>As a result, there is a direct benefit not only in the social media results, but also in the website strategy and digital ADV under WP 4. Two social profiles will be activated (one per target country) and an editorial plan (PED) will be set up for each of them each year with a minimum of 40 contents in the UK and 30 in CH (net of live updates related to project activities under WP 6 and 7).</p> <p>It is estimated to reach a minimum of 5,000 interactions/year (fans, followers, comments, likes, interactions, etc.) on each profile.</p>		
Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided	No. 1 website created; No. 2 social media (1 in UK and 1 in CH); No. 40 social contents in the UK and 30 in CH; 5,000 entries on the website; 5,000 followers (fans, interactions, like comments) in the UK and 3,000 in CH	No. 1 up-to-date website; No. 2 social media (1 in UK and 1 in CH); No. 40 social contents in the UK and 30 in CH; 5,000 entries on the website; 5,000 followers (fans, interactions, like comments) in the UK and 3,000 in CH	No. 1 up-to-date website; No. 2 social media (1 in UK and 1 in CH); No. 40 social contents in the UK and 30 in CH; 5,000 entries on the website; 5,000 followers (fans, interactions, like comments) in the UK and 3,000 in CH
Total three-year budget WP3.1	€ 348.548,50		

WP4	ADVERTISING
Target group(s)	End consumers, opinion leaders
Description of activity	Online advertising

Display advertisements (also known as online banner ads) are increasingly becoming a staple of Internet advertising. They have a high potential for spreading the message and are able to generate huge percentages of impressions and consequently clicks to the desired call to action.

Intense digital advertising activity was planned for the programme, focusing on the two main native platforms offering web-specific advertising solutions worldwide, namely Meta ads and Google ads.

These platforms, in addition to enabling the achievement of important consumer numbers, allow detailed profiling (in terms of interests, geolocation, age, habits) that can be set and optimised according to the scheduling of on-side activities (WP6 and WP7) thanks also to the support of important tools such as web listening and social media listing (WP3)

The banners used, realised in line with the project visual identity created in WP5, will be involved in campaigns developed in harmony with and in synergy with the conduct of the other activities of the Programme, in particular with reference to the events in WP6 and WP7. The call to action will mainly be to visit the project website (WP3) in order to offer consumers and operators involved, further in-depth information spaces offered by the programme and by all the professionals involved (including those of WP2 active in the drafting of news/releases/image banks).

Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided	No. 1 campaign for 3 weeks (21 days) in the UK; No. 1 campaign for 2 weeks (14 days) in CH; No. 1,900,000 impressions in the UK; No. 1,500,000 impressions in CH	No. 1 campaign for 3 weeks (21 days) in the UK; No. 1 campaign for 2 weeks (14 days) in CH; No. 1,900,000 impressions in the UK; No. 1,500,000 impressions in CH	No. 1 campaign for 3 weeks (21 days) in the UK; No. 1 campaign for 2 weeks (14 days) in CH; No. 1,900,000 impressions in the UK; No. 1,500,000 impressions in CH
Total three-year budget WP4	€ 130.140,00		

WP5	COMMUNICATION TOOLS
Target group(s)	End consumers, distribution and food service operators
Description of activity	Communication tools and gadgets
	<p>The design of a 'visual' and visual identity for the project is of paramount importance for the success of the project and for the implementation of all WPs. From the website to the graphics to be used on social media and for banner ads to the communication tools that will customise and convey the main project messages during the activities in WP6 and WP7.</p> <p>A co-ordinated image will be developed, in line with the graphic habits and trends of the target countries, and which can be implemented over the three-year period in parallel with the increased knowledge and awareness of consumers and operators reached. The Programme "Headline" will inspire immediate reactions associated with the positive</p>

connotations of the message and the product, which will then be reflected in the body-copy. The identified message will refer to the EU value of the project and highlight the European dimension of the campaign. The elaboration will require the involvement of experts in digital graphics. The same applies to the highly educational content of the texts. Preference will be given to "digital" dissemination and only a small part will be produced using only paper and/or certified materials.

Each year, a video/photo shoot will be organised with the aim of creating 10 recipes featuring Olio Evo DOP or IGP as the protagonist. It will be realised with the collaboration of a Michelin-starred Chef who will lend his professional skills to the Programme.

Production, printing, storage and distribution of communication tools to support the promotional activities envisaged in WP6 and WP7.

During each year, the following communication tools will be implemented:

- 1 digital cookbook and 1 digital leaflet usable from the homepage of the project website, accessible via the QR code inserted in the printed communication tools
- 30,000 plantable business cards, i.e. special business cards made of 100% biodegradable paper, which can be planted because they contain non-GMO seeds and germinate in contact with water and soil. It will be customised with the campaign credits and through a QR code will allow access to the website and related in-depth content. It will have a format of 55x85 mm. The seeds contained in the business cards may belong to flower or aromatic plants or vegetables.
- 200 posters produced in one-sided colour printing on certified paper. They will be used for set-ups during the Programme activities, in particular as a supplement to the set-up during events (WP6) and In Store Promotions (WP7).
- 20 ECO roll up with a roll-up poster made of environmentally friendly, recyclable material. One-sided four-colour, high-definition printing with latex printers using ecological inks, for a size of 55x200 cm. They will be used for set-ups during the Programme activities, in particular as a supplement to the set-up during events (WP6) and In Store Promotions (WP7).
- 500 Collars for oil bottles made on certified resistant cardboard (360 g) in 65x140 mm format and in one-sided colour printing. The collars will be applied by the service staff to bottles intended for tastings under WP6 and WP7.

Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided	No. 1 communication strategy report; No. 10 recipes; No. 1 digital leaflet; No. 1 digital cookbook; 30,000 business cards; No. 200 posters; No. 20 ECO roll-ups; 500 collars; n. 50,000 consumers reached	No. 1 communication strategy report; No. 10 recipes; No. 1 digital leaflet; No. 1 digital cookbook; 30,000 business cards; No. 200 posters; No. 20 ECO roll-ups; 500 collars; n. 50,000 consumers reached	No. 1 communication strategy report; No. 10 recipes; No. 1 digital leaflet; No. 1 digital cookbook; 30,000 business cards; No. 200 posters; No. 20 ECO roll-ups; 500 collars; n. 50,000 consumers reached
Total three-year budget WP5	€ 321.372,00		

WP6	EVENTS
Target group(s)	Ho.Re.Ca. operators; Schools and Institutes of higher education in gastronomy
Description of activity	Seminars and weeks in restaurants
6.1 Trade Fairs in the United Kingdom	<p>In order to directly meet and train as many operators as possible in the target country UK, 2 trade fair events of international appeal for the agri-food sector were selected. In both cases, the participation will be structured with a promotional stand of 18 m2 and the presence of promotional staff (hostess/promoter) will be foreseen for the entire fair period, supported by specialised trainers appointed by the Proposing Organisations and coming from Italy and/or Greece. The hostess/promoter will be in charge of distributing the communication tools (WP5) to the fair participants. The activity will also be supported by the professionals involved in the other WPs (WP2 Public Relations, WP3 Social Media, WP4 Advertising).</p> <p>The selected trade fair events are:</p> <p>IFE - International Food&Drink Event: takes place annually in London (at ExCel London). It is the most important trade fair in the United Kingdom dedicated to the food sector and, thanks to the presence of over 25,000 operators in three days of the event, it represents an unmissable appointment for the promotion of design themes.</p> <p>SFFF - Speciality Fine Food Fair London: the UK's leading showcase for the food industry for 25 years. It boasts an annual average of over 7,500 visitors attracted by over 550 exhibitors from 33 countries around the world.</p>
6.2 Trade Fairs in Switzerland	<p>In order to directly meet and educate as many operators as possible in the target country CH, OLMA, the Swiss agricultural and food fair, was chosen as the international trade fair of choice for the agri-food sector. In terms of visitor numbers (around 320,000 per year) it is the largest in Switzerland and hosts an average of around 500 exhibitors. From the 2024 edition (the 81st), the new Halle 1 of over 9,000 m2 will be added to the exhibition area. Participation will be structured with a promotional stand of 18 sqm and the presence of promotional personnel (hostess/promoter) assisted by specialised trainers appointed by the Proponent Organisations and coming from Italy and/or Greece will be foreseen for the entire exhibition period. The hostess/promoter will be in charge of distributing the communication tools (WP5) to the participants in the fair. The activity will also be supported by the professionals involved in the other WPs (WP2 Public Relations, WP3 Social Media, WP4 Advertising).</p>
6.3 Incoming for Operators	<p>This WP was conceived as the maximum expression of the training activity realised within WP6.1 and WP6.2 with the participation in 3 international trade fair events in each year. The idea is to conclude the training and promotional pathway annually by selecting the most receptive operators met and trained during the trade fairs and to reward them with an educational tour in Europe that will allow them to discover first-hand what lies behind the wholesomeness, safety, traceability and quality of PDO and PGI certified Extra Virgin Olive Oils. 10 operators will be selected each year, 5 from the United Kingdom and 5 from Switzerland. The 3 incoming trips do not necessarily have to be simultaneous but will take into account the production calendar of Extra Virgin Olive Oil, preferring in the first year the period of harvesting and pressing of the olives, and then arriving with a highly formative path to the period of the release of PDO and PGI certifications on the new productions.</p>

<p>6.4 Promotion in restaurants and delivery activities in Switzerland</p>	<p>This activity was imagined with the aim of combining classic promotion through weeks in restaurants with what is now one of the services most in demand by the project's target audience: delivery.</p> <p>The activity was designed for the target country Switzerland only, with the clear objective of maintaining a high level of quality of the activities involved in home deliveries.</p> <p>Well-known chains such as DIECI (https://www.dieci.ch/) were considered. This reality can in fact count on 4 pizzeria restaurants as well as 43 delivery locations in all cantons. The project idea is to set up an agreement with the chain for the realisation of at least 200 days/year, which will be realised both through the setting up and customisation with the communication tools of the restaurants/pizzerias and with the tasting of PDO and PGI Olive Oil, and through a guerrilla marketing activity with the widespread delivery service of pizzas accompanied by single-dose samples of Extra Virgin Olive Oil to season one's meal just before tasting it.</p> <p>The samples, of 0.100 ml each, will be produced in a print run of 40,000 pcs/year and, in addition to being characterised by the visual identity of the Programme, will have a QR code that will link to a special page on the website that will allow the consumer to obtain more information on the PDO or PGI Evo Oil he/she has received and on the project objectives. This capillary activity will allow reaching at least 80,000 consumers per year.</p>		
<p>Calendar</p>	<p>YEAR 1</p>	<p>YEAR 2</p>	<p>YEAR 3</p>
<p>Products/services to be provided</p>	<p>No. 2 trade fairs in the UK No. 1 fair in CH No. 1 incoming from UK and 1 from CH; No. 200 restaurant days in CH; 5 UK x incoming operators; No. 5 CH operators involved in incoming; No. 40,000 samplings of Olio Evo distributed with delivery; No. 80,000 consumers reached</p>	<p>No. 2 trade fairs in the UK n. 1 fair in CH No. 1 incoming from UK and 1 from CH; No. 200 restaurant days in CH; 5 UK x incoming operators; No. 5 CH operators involved in incoming; No. 40,000 samplings of Olio Evo distributed with delivery; No. 80,000 consumers reached</p>	<p>No. 2 trade fairs in the UK No. 1 fair in CH No. 1 incoming from UK and 1 from CH; No. 200 restaurant days in CH; No. 5 UK x incoming operators; No. 5 CH operators involved in incoming; No. 40,000 samplings of Olio Evo distributed with delivery; No. 80,000 consumers reached</p>
<p>Total three-year budget WP6</p>	<p>€ 1.364.305,50</p>		

<p>WP7</p>	<p>POINTS OF SALE</p>
<p>Target group(s)</p>	<p>Ho.Re.Ca. operators; Schools and Institutes of higher education in gastronomy</p>
<p>Description of activity</p>	<p>Point-of-sale promotion</p>
	<p>Sales outlets represent one of the main places to meet the consumer to promote the knowledge and consumption of PDO and PGI Olive Oil. The activity envisages the organisation, in collaboration with the sales outlets, of a customised area with a layout identifying the Project in which consumers can be put in direct contact with the product. The aim is to provide these with a tasting experience that can simultaneously inform and increase the level of knowledge about PDO and PGI certified extra virgin olive oils.</p>

The UK, unlike Switzerland, is characterised by a high population density. Relating the effectiveness of an action to the possibility of reaching a high percentage of the target population, for the UK market it was thought that it would be more appropriate to hit the target of the Anglo-Saxon consumer only in shopping locations, where more contacts are generated than in restaurant events (WP6). Furthermore, in the UK, the shopping centre system is much more widespread and larger than in Switzerland, being able to gather a large customer base and convey mass advertising messages. By concentrating only on outlets, it was decided to optimise resources in the UK.

A number of large retail outlets, located in the main cities of both Target countries, will be involved in the promotional activity

Each point of sale will be provided with dedicated set-up material that will be positioned in the Oli department, and a station will be made available for tastings on their own or with pizza, bread, etc. The tasting area in the dedicated area will be manned by specially appointed and trained personnel to present the product. PDO and PGI Olive Oil will be presented to consumers in terms of its quality requirements and the basics of how to consume it will be suggested, offering a tasting experience. Communication tools will be distributed at the corner and the public will be invited to consult the online support material.

A total of 260 promotional days/year are planned (of which 160 in the UK and 100 in Switzerland), which will be spread across the participating outlets.

In order to maximise consumer attention to the activity, 8 promotional interventions (5 in the UK and 3 in Switzerland) will be carried out through fixed (displays, totems, etc.) and/or mobile (magazines, brochures, house organs) at points of sale.

Calendar	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided	No. 160 promotional days in the UK and No. 100 in CH; No. 5 fixed and/or mobile POS interventions in the UK and No. 3 in CH; No. 50,000 consumers reached in UK and No. 30,000 in CH	No. 160 promotional days in the UK and No. 100 in CH; No. 5 fixed and/or mobile POS interventions in the UK and No. 3 in CH; No. 50,000 consumers reached in UK and No.30,000 in CH	No. 160 promotional days in the UK and No. 100 in CH; No. 5 fixed and/or mobile POS interventions in the UK and No. 3 in CH; No. 50,000 consumers reached in UK and No.30,000 in CH
Total three-year budget WP7	€ 1.103.106,00		

SUMMARY

WP No.	Description of services/goods/works	Amount
2	Public relations	265.781,65
3	Website and social media	348.548,50
4	Advertising on social media	130.140,00
5	Communication tools and gadgets	321.372,00
6	Events	1.364.305,50
7	Point-of-sale promotion	1.103.106,00
	Total amount in euro	3.533.253,65

6. Requirements for participation in the tender

In order to be eligible for this tender procedure, the economic operator must comply with the tender submission requirements, must have legal personality and must be established in a Member State of the European Union.

Economic operators may take part in this tender as individuals or in associations.

The provisions of Articles 67 and 68 of the Procurement Code apply to entities constituted in the form of an association and must be possessed by all participants at the time of submission of the bid.

Consortia referred to in Article 65(2)b) and (c) of the Code that intend to perform the services through their own consortium members are required to indicate for which consortium members the consortium is competing.

Temporary groupings made up of two or more economic operators that individually meet the requirements to take part in the tender may be excluded from the tender, following an adversarial procedure. This option does not apply in the event that the groupings are made up of subsidiaries and/or affiliated companies within the meaning of Article 2359 of the Civil Code.

A tenderer participating in the tender procedure in one of the forms set out below shall be excluded if the contracting authority establishes that there is significant evidence to suggest that the tenders of economic operators are attributable to a single decision-making centre as a result of agreements with other economic operators participating in the same tender procedure:

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

In the event of such a finding, the economic operators concerned are informed, who may, within five days, prove that the circumstance did not affect the tender, nor is likely to affect their ability to fulfil their contractual obligations.

6.1 No grounds for exclusion from participation in the tender

Under penalty of exclusion, participation in this tender procedure is reserved for economic operators who, on the date of submission of the bid, are not in one of the situations indicated in Articles 94 and 95 of Legislative Decree No. 36 of 31 March 2023 (New Public Contracts Code) and Directive 2014/24/EU, which shall be deemed to be fully referred to herein, and must not have shown significant deficiencies in the performance of their principal obligations under an EU procurement contract, grant agreement, award, expert contract or similar (including due to persons with powers of representation, decision-making or control, beneficial owners or persons who are essential to the award/implementation of the grant).

The absence of the causes of exclusion identified above must be certified under criminal liability in **Annex a)**, by means of a declaration made and signed by the Legal Representative, pursuant to Presidential Decree 445/2000. In the case of temporary business associations or business networks, each Legal Representative must sign Annex a).

Participation is not open to competitors who are, in relation to another participant, in a situation of control as referred to in Article 2359 of the Italian Civil Code or in any relationship, including de facto, where the control or relationship implies that the tenders submitted are imputable to the same decision-making centre.

6.2 Economic and financial capacity requirements

The economic operator (single or in a temporary grouping of companies) wishing to participate in this selection tender must have solid and sufficient financial resources to successfully implement the work packages of the project programme. In particular, it must have realised, in the three-year period 2021-2022-2023, a total global turnover of not less than **€ 2,000,000.00** (in letters: euro two million)³ net of VAT, as resulting from VAT declarations or equivalent tax in the EU.

In the case of associated participation, the requirement must be met globally by all participants.

For these reasons, participants in the selection procedure must enclose with their bid, under penalty of exclusion:

- a) The last three approved annual financial statements. Only for companies affiliated to corporate groups, the last three approved consolidated balance sheets. In the case of temporary business associations or business networks, each party must submit the last three balance sheets.
- b) An up-to-date Chamber of Commerce (CCIAA) view or certificate of registration in a commercial register held in the Member State where the operator is established. In the case of temporary associations of undertakings or networks of undertakings, each party must present the certificate of registration.

Together with the submission of the aforementioned documents, **Annex A)**, mentioned above, must be submitted, certifying the existence of the **financial capacity** requirements by means of a declaration made and signed digitally or in autograph form by the Legal Representative. In the case of temporary business associations or business networks not yet established, each Legal Representative must sign Annex A).

6.3 Technical and professional capacity requirements

Competitors must, under penalty of exclusion, meet the general requirements set out in the Procurement Code, as well as the additional requirements set out in this article and in the specifications.

The contracting authority verifies the fulfilment of the general requirements by accessing the file submitted by the economic operator.

The circumstances referred to in Article 94 of the Code are automatic grounds for exclusion. The existence of the circumstances referred to in Article 95 of the Code is ascertained after an adversarial procedure with the economic operator.

In the event of the participation of consortia pursuant to Article 65(2)(b) and (c) of the Code, the requirements set out in point 6 are met by the consortium and the consortia indicated as executors.

In the event of the participation of stable consortia referred to in Article 65(2)(d) of the Code, the requirements set out in point 6 are possessed by the consortium, the consortia indicated as executors and the consortia providing the requirements.

Under pain of exclusion, the economic operator (individual or in a temporary grouping of companies) wishing to participate in this selection tender must possess the skills, qualifications and resources necessary to

³ Criterion introduced by Directorial Decree No. 0532478 of 10 October 2024, Art 2, paragraph 2.2 MASAF - Department Food Sovereignty and Horseracing - General Affairs and Budget DG "For the purposes of demonstrating economic and financial capacity, the proposing Organisations shall indicate in the tender documents the possession by the implementing bodies of a global turnover not exceeding twice the estimated value of the contract, accrued in the three years preceding the one in which the procedure is called, in accordance with the provisions of internal regulations".

successfully implement the work packages of the Project Programme to be awarded, including sufficient experience in international information and promotion projects of comparable size and nature. Participants in this selection procedure must therefore enclose with their bid:

- a) a complete and detailed description of the agency, including a list of its main clients and services performed (**company CV**). In the case of temporary business associations or business networks, each entity must submit its own company CV;
- b) **the CVs of all the members of the team** (indicated in point 3) that will be dedicated to the implementation of the entrusted work packages, showing proven experience in services similar to those covered by the tender and highlighting the profiles with the most experience in the field of communication, PR and marketing;
- c) **list of the main services similar to those subjects of the tender carried out by the operator in the last three financial years**: similar services shall mean international promotion and information projects with a minimum total amount net of VAT of **€ 1,500,000.00** (in letters: one million five hundred thousand/00 euros) indicating
 - i. name of the service;
 - ii. short description of the service;
 - iii. commissioning body;
 - iv. years of execution;
 - v. amount invoiced for the service.

Similar services include (but are not limited to):

- management activities of complex international promotion projects/programmes in the agri-food sector;
- management of groupings of companies and coordination of working groups;
- design and management activities of publicly funded programmes;
- event and incoming organisation activities;
- press office management activities;
- communication activities, PR, etc. also online;
- production of information material;
- production of promotional videos.

Together with the submission of the above-mentioned documents, **Annex A)** must be submitted, certifying the existence of the **operational capacity** requirements by means of a declaration made and signed by the Legal Representative. In the case of temporary business associations or business networks not yet established, each Legal Representative must sign Annex A).

These requirements must be possessed by the economic operator or by the temporary grouping of undertakings as a whole, except that in the latter case the leading company must in any case possess the requirements and perform the services to a majority extent.

Self-cleaning

An economic operator that finds itself in one of the situations referred to in Articles 94 and 95 of the Procurement Code, with the exception of contribution and tax irregularities that have been definitively and not definitively established, may provide evidence that it has adopted measures (so-called self-cleaning) sufficient to demonstrate its reliability.

If the cause of exclusion occurred before the submission of the tender, the economic operator shall indicate in the DG the disqualifying cause and, alternatively:

- describes the measures taken pursuant to Article 96(6) of the Code;
- reasons why it is impossible to take such measures and undertakes to do so subsequently. The adoption of the measures shall be communicated to the contracting authority.

If the reason for exclusion occurred after the submission of the tender, the economic operator shall take the measures referred to in Article 96(6) of the Code by notifying the contracting authority.

Compensation or an undertaking to compensate for any damage caused by the offence or misdemeanour, proof that the facts and circumstances have been comprehensively clarified by actively cooperating with the investigating authorities and that concrete technical, organisational or personnel measures have been taken to prevent further offences or misdemeanours are considered sufficient measures

If the measures taken are deemed sufficient and timely, the economic operator is not excluded. If those measures are deemed insufficient and untimely, the contracting authority shall inform the economic operator of the reasons thereof.

An economic operator excluded by a final judgment from participation in award or concession procedures may not avail itself of self-cleaning during the period of exclusion resulting from that judgment.

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

7 Award Criteria

The contract is awarded on the basis of the criterion of the most economically advantageous offer, identified on the basis of the best value for money, according to the distribution of scores described below, taking into account the technical offer and the economic offer.

The qualitative aspects of the service and the price will be taken into account jointly; therefore, the total 100 points will be assessed in the following proportions:

- a) TECHNICAL OFFER: MAXIMUM 85 POINTS;
- b) ECONOMIC OFFER: MAXIMUM 15 POINTS.

Each participating economic operator will be awarded points according to the criteria set out above and the sub-criteria defined in the tables below. The maximum score is one hundred points (100).

A) QUALITY OF THE TECHNICAL OFFER		
Sub-Criterion	Description	Score
1a. General strategy (max 20 points)	Adequacy of the proposal in terms of consistency with the objectives foreseen in Reg (EU) 1144/2014 and with the Project Plan. Consistency between the overall project strategy and the individual activities proposed.	13
	Adequacy of outputs and number of outputs offered compared to those required	7
2a. Graphic proposals, format and socio-environmental sustainability (max 24 points)	Degree of creativity in the design of the visual identity proposal(s) and the corporate image of the campaign (campaign logo and visual)	8
	Proven experience in audiovisual content creation and production and in social media management	4
	Flexibility of the proposal(s) by channel, instrument and target group: Evaluation of the possibility of articulating the message for use in the three-year programme, including through a mix of techniques and co-ordinated solutions, in order to give a clear and complete response to the needs for involvement of the different target groups.	4
	Effectiveness of the graphic proposals and coherence of the communication <i>concept</i> with the appropriate programme to ensure the achievement of the set objectives	8
3a. Methodological approach: Working group and control reliability, experience, relationships and stakeholder relations (max. 26 points)	Quality of the organisational structure and professional characteristics of the proposed working group, in addition to the requirements set out in sections 3.2 and 6.3	8
	Adequacy of control mechanisms to monitor the correct economic and financial execution of the project and adherence to the schedule	5
	Degree of knowledge of target markets and market logic in them	4
	Experience in managing complex communication and promotion projects in the specific segment	4
	Capacity to operate in the project target countries through stakeholder involvement, contacts with contacts and suppliers in the target countries and also through experience gained over the years	5
4a. Environmental and social sustainability of proposals (max 8 points)	Degree of compatibility and contribution of the technical offer with the principles and objectives of environmental sustainability under the European Green New Deal from the CAP and F2F, focus on social sustainability and transparency	8
5a. Extra Services (max 7 points)	Warehousing and logistics service for product shipment to the events in the Project Programme	2
	BackOffice service active 5 days a week	5
B) CONGRUITY OF THE ECONOMIC OFFER		
Sub-Criterion	Description	Score
1b. Economic analysis and fee (max. 15 points)	Evaluation of the economic offer for activities (SUBTOTAL ACTIVITY) according to the formula below	10
	Evaluation of the appropriateness of the fee, expressed as a percentage based on the cost of each action, required for the implementation of the programme, according to the formula below	5

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

Coefficients for the relative weighting given to each sub-criterion	
Not detectable	0
Insignificant evaluation	0,1
Barely sufficient evaluation	0,2
Sufficient evaluation	0,3
Assessment between sufficient and fair	0,4
Fair rating	0,5
Rating between fair and good	0,6
Good rating	0,7
Rating between good and excellent	0,8
Very good rating	0,9
Excellent rating	1

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

$$\text{Economic offer for activities' score considered} = \text{Offer X/Maximum offer} * 10$$

where:

Highest bid: this is the highest economic bid for the activities (SUBTOTAL ACTIVITY) submitted;

Offer X: is the economic offer for the activities (SUBTOTAL ACTIVITY) of the economic operator considered.

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

$$\text{Economic offer score for the economic operator's fee} = (\text{Operator's fee \% minimum} / \text{Operator's fee \% X}) * 5.$$

where:

Minimum operator's fee %: this is the fee for the lowest economic offer submitted by the participating operator.

Operator fee % X: this is the fee for the economic offer of the economic operator concerned.

It is specified that the fee must never exceed 13% of the value of the economic offer in total or in part

For the purposes of awarding and calculating scores, any non-integer values will be approximated to the second decimal place.

No increased bids are allowed.

On the basis of the scores awarded to the offers, a ranking list will be drawn up.

The award will be made in favour of the tenderer who has submitted a bid that meets all the mandatory minimum requirements and has the highest overall score (technical bid score + financial bid 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 both the economic offer and the technical offer, the contract will be awarded by drawing lots.

If there is only one valid tender, the contracting body may or may not award the contract.

The Contracting body is not obliged to pay any compensation to the competing companies, for any reason or cause whatsoever, for the tenders submitted.

Once the required checks on the possession of the prescribed requirements have been carried out, the award will be made in accordance with the terms and conditions set out in these Tender Specifications

The award binds the successful tenderer immediately, whereas the contracting body will be definitively committed only when, in accordance with the law, all acts resulting from and necessary for the execution of the tender have taken full legal effect.

In the event that the contractor fails to appear for the conclusion of the contract or in the event that the declarations made are found to be false, the awarding body reserves the right to award the contract to the next person in the ranking list, once the necessary checks have been carried out.

The contracting authority will award the contract even if only one valid tender is submitted, provided it is reasonable.

Pursuant to Article 108, paragraph 10, of Legislative Decree No. 36 of 31 March 2023, as amended and supplemented, the contracting authority shall not proceed with the awarding of the contract if no offer is convenient or suitable in relation to the object of the contract.

In the event of an abnormally low tender, the contracting authority shall adopt the procedures provided for in Article 110 of Legislative Decree No. 36 of 31 March 2023, as amended

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

The results will be communicated by PEC to the participants and will be published on the contracting body's website www.oleificioolma.it.

8. PROCEDURES FOR THE SUBMISSION AND EVALUATION OF PROPOSALS

Economic operators wishing to take part in the tender must, under penalty of exclusion, submit their proposal together with all the required documentation, **no later than 12.00 noon on 14 February 2025** (local time in Italy).

All documentation can be submitted in two different ways:

1. **by registered post with acknowledgement of receipt, courier or other means of delivery guaranteeing certainty as to the date and time of arrival**, in a single sealed envelope (countersigned on the edges) and containing the 3 envelopes (described below). The delivery of tenders by the deadline remains at the sole risk of the sender, should, for any reason whatsoever, the tender not reach its destination by the date and time stipulated in the tender specifications. In this case, the documentation duly signed by the Legal Representative must be submitted by the participant in the tender **both in paper format and in the corresponding version in electronic format** - printable and copyable - on CD or USB key, also duly digitally signed by the Legal Representative of the economic operator.
The address to which paper proposals should be sent by the above deadline is as follows:
**OP LATIUM - Organizzazione di Produttori Olivicoli Latium Soc. Coop.va Agricola
Via Raffaele Piria 6, 00156 Rome - Italy, the attention of Dr. Francesco Bosio**

2. Alternatively, the envisaged documentation may be sent **electronically** in one or more files **by certified electronic mail (PEC)** to **OPLATIUM@PEC.COLDIRETTI.IT**. The documentation in **electronic format** must contain all the documents in printable non-editable PDF format, digitally signed by the Legal Representative of the participating economic operator. In the event that, due to the weight of the attached documents, it should be necessary to send several certified e-mail messages, the economic operators must write in the subject line, before the wording below and before the wording **DO NOT OPEN**, the progressive number of the message and must put in the subject line of the last message the progressive number of the sending followed by the indication of the number of sendings by adding "of No. sendings", for example
- **1st Submission DO NOT OPEN**. CALL FOR SELECTION BY MEANS OF AN OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF A BODY TO CARRY OUT... ETC
 - **2nd shipment DO NOT OPEN**. CALL FOR SELECTION BY MEANS OF AN OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF A BODY IN CHARGE OF THE EXECUTION... ETC
 - **3rd sending of No. 3 DO NOT OPEN**. CALL FOR SELECTION BY OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF A BODY IN CHARGE OF THE EXECUTION OF... ETC

In both cases of sending (postal or electronic envelope), the operator interested in participating must name the subject of the envelope or PEC with the following wording

NOTICE OF SELECTION BY OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF AN ORGANISM TO BE RESPONSIBLE FOR THE EXECUTION OF PART OF THE TRIENNAL PROGRAMME OF PROMOTION AND INFORMATION ACTIVITIES No. 101194420 NAMED "THE EXCELLENCE OF EUROPEAN OLIVE GROWING IN THE UNITED KINGDOM AND SWITZERLAND" (acronym "ECCEUKCH")

The subject line, indicated with the above wording, must be preceded by the words **DO NOT OPEN**.

Any delivery after the peremptory deadline, and the related exclusion, may not be contested

The envelope or electronic tender folder must contain the three envelopes (or sub-folders) indicated below and named as follows

Envelope 1) Administrative documentation:

- **Annex A** completed and signed by the Legal Representative (digitally for documents transmitted by PEC and with a handwritten signature for documents transmitted in paper format) must attest to the existence of the requirements set out in points 6.1, 6.2 and 6.3, the absence of grounds for exclusion set out in point 6.4, and the other elements useful for assessment. In the case of temporary business associations or business networks not yet established, each Legal Representative must sign Annex A).

The annex must be submitted, under penalty of exclusion, together with the following documents:

- **Identity document of the Legal Representative**. In the case of temporary business associations or business networks not yet established, each entity that will be part of them must present the identity document of the Legal Representative;
- **The last three approved annual financial statements**. Only for companies affiliated to corporate groups, the last three approved consolidated balance sheets. In the case of temporary business associations or business networks, each party must submit the last three balance sheets;
- **Corporate CV** concerning the complete and detailed description of the agency, group (if any), listing the main clients and services carried out. In the case of temporary business associations or business networks, each party must submit its own corporate CV;
- **The CVs of all the members of the team that will be dedicated to the implementation of the entrusted work packages**, highlighting the profiles with the most experience in the field of communication, PR and marketing;

- List of the **main services** similar to those covered by the tender carried out by the operator in the last three financial years;
 - **The up-to-date** certificate of the **Chamber of Commerce, Industry, Crafts and Agriculture (CCIAA)** or the certificate of registration in a register kept in the Member State where the operator is established. In the case of temporary associations of undertakings or networks of undertakings, each party must submit its own visa or certificate;
 - **Any other document or indication useful for the verification of the fulfilment** of the award criteria envisaged, given that failure to provide the elements necessary for the verification of the fulfilment of the award criteria entails the impossibility of awarding the relevant score for the purposes of the ranking list.
- **Annex C.** This is a **Substitute Declaration pursuant to Presidential Decree 445/2000 certifying the absence of conflict of interest** with the proposing organisation, third party and/or absence of financial, economic interests that may determine an influence in the context of the award procedure or in the execution phase pursuant to Article 2 EU REG No. 1831 of 2015. It must be completed and signed by the Legal Representative (digitally for the document transmitted by PEC and with a handwritten signature for the document transmitted in paper format). In the case of temporary business associations or business networks not yet established, each Legal Representative must sign Annex C).

Envelope 2) Technical Proposal:

- Presentation of the economic operator participating in the selection procedure
 - Detailed description of the required activities/initiatives/creative proposals.
- The participating economic operator must provide a detailed description of the activities to be carried out and the required graphic proposals, as set out in this call for proposals.

Envelope 3) Economic offer:

- **Attachment B - Table detailing the costs and fees of the operator** must be completed and signed by the Legal Representative (digitally for the document transmitted by PEC and stamped and initialled with a handwritten signature on each page if the document is transmitted in paper format). In the case of temporary business associations or business networks not yet established, each Legal Representative must sign Annex B)
- In the case of submission by post, CD or USB stick containing a digital copy of the entire documentation submitted by the economic operator participating in the selection procedure.

Bid opening and selection procedures

After the deadline for the arrival of the bids, and after having ascertained and recorded the arrival of the envelopes referred to in the call for bids, an ad hoc Commission will be appointed to carry out the opening and evaluation of the proposals duly received, as well as the consequent selection according to the criteria set out in this call for bids. The Commission will meet at the headquarters of OP LATIUM, Via Raffaele Piria 6, Rome, in order to carry out the selection procedures. The work of the Commission will be duly minuted, indicating, among other things, the reasons supporting the evaluations carried out. OL.MA. shall provide for adequate publicity of the awarding of the contract. In particular, it will be given timely notice to all participants of the outcome of the tender through formal communication via email, informing the unsuccessful competitors of the reasons for exclusion. The results will also be published on the OL.MA. website. - www.oleficioolma.it, as soon as the evaluations by the Commission have been completed. Further information can be requested at the following address: OL.MA. - tel. +39 0564 329090, email: progetti@oleficioolma.it

TENDER DOCUMENTS:

- **CALL FOR TENDERS**
- **TECHNICAL SPECIFICATIONS**

- ANNEX A
- ANNEX B
- ANNEX C

9. HOW TO PREPARE THE OFFER

9.1 HOW TO PREPARE THE TECHNICAL OFFER - ENVELOPE 2

Presentation of the economic operator:

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

Content of the Technical Report

The operator must indicate for each point listed below its initiatives and how they will be carried out and achieve results.

If, in addition to the main document constituting the technical offer in pdf, economic operators should submit any photographic or video material that cannot be materially enclosed in the same file, they must take care to write in the file name:

ANNEX TECHNICAL PROPOSAL

Assigning a sequential number to each annex.

OVERALL STRATEGY

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

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

PROJECT OUTPUT

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

- a) implementation characteristics and contents of the interventions, with justification of the chosen strategic, organisational and implementation methods, analysis of consistency with the general and specific objectives of the Programme and description of the project outputs
- b) presentation of the working group responsible for the implementation of 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 gained.

METHODOLOGICAL APPROACH AND ARTICULATION OF ACTIVITIES

For each type of activity listed in the specifications, the specific interventions to be implemented to achieve the project objectives must be described. The activities and related interventions must be consistent with

the overall strategy of the Programme and with the respective strategic sub-axes proposed for the individual target countries, with respect to the relevant target groups identified. The interventions must be articulated according to the points listed below:

- a) Arrangements for the implementation of actions: description of the operational methods used for the provision of services and their consistency with the aims and objectives of the proposed communication campaign and the Programme
- b) time schedule: adequacy of time and resources, foreseen in the time schedule and its consistency with the Programme, which is to be articulated over a period of three years;
- c) consistency with the overall strategy and implementation methods of the interventions proposed above;
- d) description of monitoring mechanisms and proper implementation of activities;
- e) description of the working group and specific responsibilities in relation to the different activities.

9.2 HOW TO PREPARE THE ECONOMIC OFFER - ENVELOPE 3

The costs must be detailed for each activity and type of activity necessary for the organisation and implementation of the service (SUBTOTAL ACTIVITY) 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 ACTIVITY and are subject to reporting and control in accordance with the rules and provisions set out in point 1.1, which govern the granting of co-financing under EU Regulation No. 1144/2014 on information provision and promotion measures for agricultural products carried out on the internal market and in third countries.

The economic operator's fee (lump sum) should also be highlighted.

An example table is given:

Work package/target country/common activities	Type of activity	Activity cost for each of the three years (euro)	Grand total (euro)
Public relations			
Website, social media			
Advertising on social media			
Communication tools and gadgets			
Events			
Point-of-Sale Promotion			
SUBTOTAL ACTIVITY			
Total economic operator (max. 13%)		%	
TOTAL ECONOMIC OFFER*			

***NB: THE TOTAL ECONOMIC OFFER must be equal to the total amount of this selection procedure (€ 3.533.253,65).**

The remuneration of the implementing body (economic operator's fee) shall be a maximum of 13% of both the total cost (SUBTOTAL ACTIVITY) and each individual action.

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

CHARGES TO BE BORNE BY THE SUCCESSFUL TENDERER

They are the responsibility of the successful bidder.

1. Performance of the Services covered by the contract, in full and unconditional acceptance of the contents of these Tender Specifications;
2. Observance of every indication contained in these specifications even if not specifically referred to in this article, contained in the Grant Agreement to be concluded between the proposing organisation and REA, of the rules and regulations in force both at European and national level and of the target countries, as well as those that may be enacted during the contractual period (including regulatory provisions and municipal ordinances), with particular regard to those relating to hygiene and safety and in any case pertaining to the subject matter of the contract or its execution;
3. The implementing body shall assume full technical and financial responsibility for the actions referred to in point 5, including that relating to their compatibility with the legislation in force in each country covered by the programme and with the competition rules applicable in this field. The contractor shall, if necessary, employ staff to monitor and supervise the implementation of actions under the programme.
4. The implementing body will have to supervise the administrative/financial monitoring of the project, including the keeping of records and supporting documents, the transmission of deliverables, technical reports and the preparation of actions and payment claims.
5. The implementing body undertakes to keep the records and supporting documents, for five years following the payment of the balance, in order to prove the correct implementation of the action and the costs declared eligible, and in any case until the end of any control, audit, investigation, litigation or legal proceedings.
6. The implementing body undertakes to make available to the proposing body or the competent authorities all documents relating to the actions, including in original form, in order to allow checks or controls to be carried out.

AMENDMENTS TO THE CONTRACT -QUANTITATIVE AND QUALITATIVE CHANGES IN SERVICES

OL.MA. reserves the right, in the event of sudden and special requirements, to make quantitative variations to the contract, up to a limit of one-fifth of the contract amount, in compliance with contractual obligations.

RELATIONS BETWEEN THE SUCCESSFUL TENDERER AND THE ADMINISTRATION

The successful tenderer must identify a contact person responsible for the service, who will be obliged to cooperate closely with the OL.MA. offices in the implementation of the contracted service, as well as the operational resolution of problems relating to particular requirements of the activities.

INADEQUACIES

OL.MA. has the right to contest the services rendered that do not meet in whole or in part the requirements of the specifications or the tender proposal. In case of dispute, OL.MA. may require the supplier to replace personnel unsuitable for the performance of services. In case of delay or refusal, as well as in any other hypothesis of non-compliance with the contractual obligations undertaken by the economic operator, OL.MA. will contest in writing to the company awarded the contract for non-compliance.

FORFEITURE AND REVOCATION OF THE CONTRACT

The successful tenderer may be declared disqualified from the contract in the following cases:

- for failure to fulfil contractual or statutory obligations in respect of salaries, payments or social security and insurance payments to the personnel of the company awarded the contract;
- for manifest non-fulfilment of commitments under the contract;
- for non-compliance with the submitted project guidelines and any supplementary service quality guidelines.

UNILATERAL TERMINATION OF THE CONTRACT

OL.MA. has the right to control and verify the good execution of the service with the help of appointees chosen at its discretion. In the event of termination of the contract, the company awarded the contract is in any case committed to continuing the assignment, under the same conditions, for a maximum of three months.

CONTRACTUAL EXPENSES

The costs of stamp duty, stipulation, registration and any other ancillary expenses relating to the tender contract shall be borne 50% by the successful economic operator and the remaining 50% by OL.MA.

CONTENTIOUS

For the settlement of all disputes that may arise in the performance of the service and that cannot be settled by the parties in the short term, the place of jurisdiction is Rome.

OWNERSHIP AND UTILISATION RIGHTS

The rights of ownership and/or use and economic exploitation of the works, prepared or produced by the contractor or its employees and collaborators in the context of or during the execution of this service, shall remain the exclusive property of OL.MA., which may, therefore, without any restriction, publish, disseminate, use, duplicate such intellectual works or material. Said rights, pursuant to L. No. 633/41 "Protection of copyright and other rights granted to the exercise thereof" as amended and supplemented by L. 248/00, are to be understood as assigned, 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 OL.MA., as the Contracting Body, with all the documentation and material necessary for the effective exploitation of the rights of exclusive ownership, as well as to sign all the documents necessary for the possible transcription of said rights in favour of OL.MA. in any public registers or lists. The successful bidder agrees to comply with current legislation on the collection and processing of personal data and the protection of databases.