

OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF A BODY RESPONSIBLE FOR THE EVALUATION OF THE INFORMATION AND PROMOTION PROGRAMME FOR AGRICULTURAL PRODUCTS IN THE INTERNAL MARKET CALLED "Organic farming in Europe: a way of BEING" (acronym: "BEING ORGANIC in EU").

TECHNICAL SPECIFICATIONS

1. PRELIMINARY INFORMATION

FEDERBIO - FEDERAZIONE ITALIANA AGRICOLTURA BIOLOGICA E BIODINAMICA (Coordinator) with headquarters in Piazza Martiri della Libertà n. 1 - 40121 Bologna (Italy) – F.C. and VAT number IT02252171208, tel tel:+390514210272, e.mail info@federbio.it, PEC federbio@pec.it , Beneficiary for the implementation of the MULTI programme n. **101046195 - BEING ORGANIC in EU** submitted under **AGRI-MULTI-2021** (Call for proposals for multi programmes 2021 – Promotion of agricultural products) and approved according to Ref. Ares(2021)5863945 - 27/09/2021 letter from the EUROPEAN RESEARCH EXECUTIVE AGENCY

ANNOUNCES

A call for tenders for the selection, by means of an Open Competitive Procedure, of an evaluation body which will have to evaluate the activities carried out under the three-year programme "Organic farming in Europe: a way of BEING (acronym "BEING ORGANIC in EU"). "BEING ORGANIC in EU" is a project aimed at increasing the consumers and trade operators' awareness about EU organic production methods/standards and EU organic logo in two internal markets: Germany and Italy. Project beneficiaries organizations are: **FEDERBIO - FEDERAZIONE ITALIANA AGRICOLTURA BIOLOGICA E BIODINAMICA** (Coordinator) with headquarters in Piazza Martiri della Libertà n. 1 - 40121 Bologna (Italy) – F.C. and VAT number IT02252171208, tel tel:+390514210272, e.mail info@federbio.it, certified e.mail federbio@pec.it and **NATURLAND - VERBAND FÜR ÖKOLOGISCHEN LANDBAU EV** (Co-beneficiary) with headquarters in Kleinhaderner Weg 1 – 82166 Gräfelfing (Germany) - C.F. and VAT number DE152124581, tel +49 (0) 89 898082, e.mail naturland@naturland.de.

Bidder company(ies) must meet the requirements for the evaluation of the programme mentioned above, on the basis of the indications described in this document.

2. LEGISLATION

Selection and award processes are based on the principles of transparency, impartiality and protection of public and union funds. The procurement is based on two conditions: the best value for money and avoiding of conflicts of interest. The competitive process is conducted in accordance with national and EU legislation and in particular:

- Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008.
- 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 concerning agricultural products implemented in the internal market and in third countries
- Commission Implementing Regulation (EU) 2015/1831 of 7 October 2015 laying down rules for application of Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in the third countries
- Note "GUIDANCE ON COMPETITIVE PROCEDURE" of the EUROPEAN COMMISSION (DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT | Directorate B. Multilateral relations, quality policy | B.5. Promotion) DDG1.B5/Mj/db D(2016)321077 agricultural products implemented in the internal market and in the third countries
- Executive Decision No 0639624 of 06/12/2021, on "Procedure for the selection of implementing bodies" of the Italian Ministry of Agricultural Food and Forestry Policy.
- The" MODEL GRANT AGREEMENT FOR THE PROMOTION OF AGRICULTURAL PRODUCTS MULTI PROGRAMMES (AGRI MULTI) (AGRI MULTI MGA — MULTI & MONO)", Version 1.0 - 01 June 2021

3. MAIN INFORMATION

3.1 PRODUCTS SUBJECT TO PROMOTION

Fresh and processed products from organic farming

3.2 CONTRACTING AUTHORITY

FEDERBIO - FEDERAZIONE ITALIANA AGRICOLTURA BIOLOGICA E BIODINAMICA (Coordinator) with headquarters in Piazza Martiri della Libertà n. 1 - 40121 Bologna (Italy) – F.C. and VAT number IT02252171208, tel:+390514210272, e.mail info@federbio.it, certified e.mail federbio@pec.it

3.3 TARGET COUNTRIES

- Germany
- Italy

3.4 STRATEGY AND OBJECTIVES

The project “BEING ORGANIC in EU” aims to contribute towards a sustainable food system supporting the European Green Deal and, in particular, the objective of the Farm to Fork strategy to transition to fair, healthy, climate-resilient and environmentally-friendly food systems from primary production to consumption, notably the target of at least 25% of the EU’s agricultural land under organic farming by 2030. BEING proposal intends to play a role in the transition to sustainable food production and consumption and has defined SMART objectives taking into account the also based on experience gained from prior analysis. In each objective, the project proposes specific indicators that will be used to monitor effects and impact of the program, for each year of program implementation. Baseline data referred to the actual scenario are indicated for each objective. These data represent the starting point for evaluations of impacts achieved by the project actions (target objectives).

Objective 1. To boost the awareness about the EU Organic agriculture and EU Organic logo towards consumers and organic operators

While the EU organic logo is the most recognised one among the European quality logos, there is still scope for further increasing its level of recognition. In order to enhance companies visibility and recognition on the markets in selected countries (Italy and Germany) and throughout European countries, the aim of the project is to improve indicators related to:

- 1.1) Level of awareness of the EU organic logo
- 1.2) Level of awareness of European organic farming methods and their benefits

Objective 2. To enhance the consumption of European products registered under the Organic Union Quality scheme

As highlighted in the ‘Action Plan for the development of organic production’, promoting organic food consumption will incentivise farmers to switch to organic production, which will in turn increase and diversify supply to meet this higher consumer demand and in addition to increase consumption it is key to strengthen the fight against fraudulent practices and to improve traceability.

The expected impact of the initiative is to increase the awareness of the Union quality scheme and to enhance the competitiveness and consumption of products registered under a Union quality scheme, to raise their profile and to increase their market share. The objective is to increase organic sales in the EU in general sales, per capita consumption, share of organic consumption of total Food Beverage consumption.

Objective 3. To highlight the specific features of organic production methods (standards) in the European Union.

Organic farming should be a model to follow because it is for now the only system which has been recognised by a robust certification method.

The project’s objective is to increase the awareness and the level of recognition of the European organic logo associated with the Union quality scheme and its standards. This specific objective aims to improve awareness among consumers about the benefits of organic farming (EU organic logo), particularly in terms of food safety, traceability, authenticity, labelling, respect for the environment and sustainability, and the characteristics of agricultural and food products, and moreover preservation of the countryside and development of rural areas.

Action strategies require clear and simple messages about European organic production standard, its value and logo.

In order to be able to work on the global dimension of the organic European logo, proposing organisations will set a concordant and harmonious message, complying with:

1. European regulation about Organic Production method and Logo;
2. “Enjoy, it’s from Europe” guidelines;

3. The provisions of regulations in force in the different target countries,

Specifically, messages, as indicated in EC regulation no. 501/2008, are identified as follows:

Message 1: "Follow the leaf!"

Message 2: "Organic farming: producing food using natural substances and processes"

Message 3: " More Organic, more sustainability: thinking to future generations"

Message 4: "Eat more organic"

3.5 EU DIMENSION

The project implemented by FederBio and Naturland aims to promote European organic production methods and, by doing so, increase market share and strengthen the awareness of general consumer and society as well as of operators of the food chain. Due to a consistent communication mix, and clearly defined and important target groups, the program will have a high impact and coverage and pave the way for boosting EU organic production, including EU label recognition. Such a program will not only benefit German and Italian producers but will more broadly have a positive impact on the whole EU organic market.

The program showcases a large EU dimension by raising awareness of EU quality standards FederBio and Naturland have always been, since their founding, at the forefront of organic agricultural methods, advertising an ever more respectful and qualitative manner of production abroad.

The main project objective is to increase the awareness and recognition of the Union quality schemes, specifically the organic production method. One of the expected results is to increase the level of awareness about the EU organic logo associated with the Union quality schemes by the European consumers.

In addition, communication messages will always include the "Enjoy, it's from Europe".

The expected ultimate impact is to increase awareness of the EU logo and Union quality scheme and to enhance the competitiveness and consumption of Union organic agri-food products (especially in Italy and Germany) registered under a Union quality scheme, to raise their profile and to increase their market share.

The campaign focuses on the European quality scheme organic products, specifically on disseminating information about European production standards, quality and safety standards applicable to European food products, European dietary practices and culture; traceability, authenticity, labelling, animal welfare, respect for the environment and sustainability, and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity and traditions.

The BEING project will support and promote European Commission actions and initiatives in the effort to uphold the EU organic logo reputation and combat fraud in the industry.

By raising awareness about products with European organic logo among the general public and in trade circuits, the project will promote the European organic logo as well as cultivation/production under the European guidelines on Organic production methods, one of the most important European quality scheme.

The project will promote and inform about products with European organic logo. The goal is to position European organic producers (in general) as optimal choice for consumers in the internal market. The focus on specific Italian and German producers is clearly a project characteristic but it comes at a second level.

Proposing organizations' organic products involved in the promotion and information will be disseminated with an integrative view regarding European organic policies. It is indeed hoped that activities flow together to create a single European vision of the "European organic product and logo".

Activities will promote organic production under the European quality scheme reaching a level of "standardization" in a European region organic approach. Nowadays, organic production can grow up in a strategic way and it can increase its market situation.

3.6 TARGET GROUPS

Action strategy relies on matching different typologies of actions with different target groups.

Activities will be addressed to both trade operators and consumers, although priority will be given to the first group (trade operators) in order to make the proposal more sustainable in financial and "multiplication effect" terms. Through tasting and information events, professionals will become more skilled and they will be able to manage and lead consumers in choosing and introducing organic products in their lifestyle.

3.7 DURATION OF THE PROGRAMME

The co-financed actions shall be implemented over a period of 36 months (2022-2025), as reported in the Project; the starting date of the project is January 1st, 2022. Due to the pandemic emergency, the programme was suspended and its timeline newly defined as follows: RP1: January 2022 / SUSPENSION / May 2022 – March 2023; RP2: April 2023 – March 2024; RP3: April 2024 – March 2025.

3.8 BUDGET COSTS FOR THE PROGRAMME EVALUATION ACTIVITIES

Federbio € 30.000,00 for the 1st period, € 30.000,00 for the 2nd period, € 30.000,00 for the 3rd period (VAT excluded)
Natuurland € 25.210,08 for the 1st period, € 25.210,08 for the 2nd period, € 25.210,08 for the 3rd period (VAT excluded)

Total estimated value of the contract is EUR 165.630,24 (VAT excluded)

3.9 DIVISION IN LOTS

The programme is not divided into lots.

4. OBJECT OF THE CONTRACT

4.1 GENERAL DESCRIPTION OF THE SERVICE

The service(s) consists of carrying out the parts of the programme covering the following Work Packages:

1. WP8 - Evaluation of results

Evaluation method will be described in the following sections.

The Contracting Authority will select the appropriated evaluation body to carry out a yearly monitoring of market and awareness increase's indicators, producing two different reports for each target country.

The evaluation body must therefore ensure:

- monitoring the effects generated by the campaign both in progress and at the end of each project period and to measure the achievement of the indicators. The independent evaluation bodies for their monitoring activities will refer to the **result and impact indicators** listed below.
- Measuring **impact and expected return**. In particular, the evaluation body will have to assess the economic return of the action and the impact of the project on consumers and operators.

4.2 METHOD OF PROGRAMME EVALUATION

It is envisaged that one or more contact persons from the evaluation body will be available for periodic monitoring meetings with the Project Steering Committee, at least every six months, in order to give indications to the Contracting Authority and to suggest possible corrective actions necessary for the proper development of the programme.

The coordination of activities and the exchange of information with the Contracting Authority may take place through different and articulated methods: telephone contacts, meetings, video calls, correspondence via e-mail, sharing and exchange of materials and documents through online sharing systems.

4.3 WORKING GROUP

The successful bidder must ensure the performance of the services entrusted to internal staff and/or external collaborators having the professional and technical requirements appropriate to the activities entrusted. The working group must be characterized by a flexible organizational approach to respond to the variations and/or unforeseen events that may arise during the course of the Programme.

The evaluation body undertakes:

- a) to set up and make available an adequate project team (the professional figures who will deal directly with the work to be carried out), in compliance with the participation requirements;
- b) to assign suitable personnel and/or collaborators, with proven ability, honesty, morality and proven confidentiality, to the service, who must maintain absolute confidentiality on what they have come to know in the performance of the service;
- c) to ensure the stability and continuity of the service in all circumstances, ensuring personnel quantitatively and qualitatively adequate to the needs and in compliance with the contents of the technical offer;

d) to respect, towards its own personnel, the employment contracts relating to salary, regulatory, social security and insurance treatment.

e) to carry out the evaluation activities in the ways and times provided in the following chapter 4.5

4.4 DURATION OF THE SERVICE

The service will start from the date of stipulation of the contract between the Contracting Authority and the Evaluation Body. The contract will have as its object the performance of the activities indicated in these specifications under the conditions reported therein and will end only after the end of the activities to be carried out in the time frame provided for in this call, with particular reference to Chapter 3.7.

4.5 TYPE OF ACTIVITIES AND INITIATIVES TO BE CARRIED OUT

Work Package 8: Evaluation of results			
Deliverables and estimated budget			
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	<i>n. 2 monitoring reports in Italy n. 1 consumer survey and 1 trader's survey in Italy n. 2 monitoring reports in Germany n. 1 consumer survey and 1 trader's survey in Germany</i>	<i>n. 2 monitoring reports in Italy n. 1 consumer survey and 1 trader's survey in Italy n. 2 monitoring reports in Germany n. 1 consumer survey and 1 trader's survey in Germany</i>	<i>n. 2 monitoring reports in Italy n. 1 consumer survey and 1 trader's survey in Italy n. 2 monitoring reports in Germany n. 1 consumer survey and 1 trader's survey in Germany</i>
Estimated budget	<i>FEDERBIO: n. 2 monitoring reports for a total cost of euro 20,000 VAT excluded (average cost of euro 10,000 each) + euro 10,000 for n.2 surveys NATURLAND n. 2 monitoring reports for a total cost of euro 20,000 VAT included (average cost of euro 10,000 each) + euro 10,000 for n.2 surveys</i>	<i>FEDERBIO: n. 2 monitoring reports for a total cost of euro 20,000 VAT excluded (average cost of euro 10,000 each) + euro 10,000 for n.2 surveys NATURLAND n. 2 monitoring reports for a total cost of euro 20,000 VAT included (average cost of euro 10,000 each) + euro 10,000 for n.2 surveys</i>	<i>FEDERBIO: n. 2 monitoring reports for a total cost of euro 20,000 VAT excluded (average cost of euro 10,000 each) + euro 10,000 for n.2 surveys NATURLAND n. 2 monitoring reports for a total cost of euro 20,000 VAT included (average cost of euro 10,000 each) + euro 10,000 for n.2 surveys</i>
Total for the Work Package	EUR 60,000	EUR 60,000	EUR 60,000

OUTPUT AND RESULTS INDICATORS

WP	Output indicators	Result indicators
WP 2.1	n. 45 press on-line releases (ITA), n. 15 press on-line releases (DE);	450 (ITA) – 150 (DE) articles published on the media – 2.250.000 (ITA) + 750.000 (DE) indirect contacts (estimated number of readers)
WP 2.1	DE: 10 involved influencers - 20 contents published by influencers	DE: 14,000,000 indirect contacts (estimated number of followers)
WP 2.2	12 (ITA) + 3 (DE) press events	240 (ITA) + 60 (DE) media operators involved, 960 (ITA) + 240 (DE) articles published, 5760000 (ITA) + 1440000 (DE) indirect contacts (estimated number of readers)

WP 3.1	1 web site	72,000 single organic users
WP 3.2	1 Facebook account, 1 Instagram account, 1 LinkedIn account	21,000 followers, 336000 interactions
WP 3.3	1 Web Image Database of organic photos	2000 pictures, 12000 download, 4500 releases
WP 4.1	36 months of sponsorship campaign on FB and Instagram; 9 native and 9 video native adv campaigns (ITA+DE); 15 adverts on specialized online magazine (DE), 18 banners on newsletters (DE)	554,000 clicks on sponsored social posts and native adv (ITA+DE); 90.000 specialized online magazine readership (DE); 36.000 newsletter readers
WP 4.2	300 billboards for 6 weeks	1,500,000 number estimated of views (DE)
WP 5.1	68,400 (ITA) 140,040 (DE) produced materials	68,400 (ITA) 140,040 (DE) distributed materials
WP 5.2	14 promotional videos, 4 augmented reality videos	2,000,000 views of the promotional videos (ITA + DE), 26500 virtual reality glasses utilizations (DE), Augmented reality videos used on road show and consumer fair 100.000 consumers reached, Augmented reality videos used on fairs and thematic dinner 2000 professionals reached (DE)
WP 6.1	n. 9 collective stands at International Fairs (BIOFACH, MARCA, SANA)	Biofach - Nürnberg (DE) - 141.000 trade visitors. Sana - Bologna (IT) 96.000 trade visitors. Marca - Private Label Conference and Exhibition - Bologna - (IT) - 36.000 trade visitors Visitors who visited the booth 3900 (DE) + 3.700 (ITA)
WP 6.2	n. 14 seminars (11 ITA; 3 DE)	N. of operators 1750 (ITA) + 350 (DE)
WP 6.3	35 workshop and cooking show (ITA)	2100 consumers + 720 professionals (ITA) who attended the events
WP 6.4	24 restaurants promotion events (ITA)	3600 consumers; operators; media who attended the events (ITA)
WP 6.5	84 sponsorship of events	168000 visitors who visited the booth (ITA)
WP 6.6	14 (ITA) + 24 (DE) operators hosted for study trips // 6 safari events with 9 (ITA) + 15 (DE) influencers - 54 (ITA) + 90 (DE) contents published by influencers	14 (ITA) + 24 (DE) operators hosted for study trips // 37,800,000 (ITA) + 63,000,000 (DE) indirect contacts (estimated number of influencer's followers who may have viewed the content)
WP 6.7	6 BtoB meetings + 6 business lounge meeting (ITA)	450 (ITA) + 150 (DE) buyers who attended the events
WP 6.8	4 (ITA) +6 (DE) thematic dinners and network events organized // 30 (ITA) + 60 (DE) influencers who attended the events, 90 (ITA) + 120 (DE) professional who attended the events // 30 (ITA) + 60 (DE) contents published by influencers	90 (ITA) + 120 (DE) professional who attended the events // 21,000,000 (ITA) + 42,000,000 (DE) (estimated number of influencer's followers who may have viewed the content)

WP 6.9	80 food track promotion days in 11 cities (DE)	240,000 consumers who saw the promotional message (indirect contacts) – 80,000 consumers who interacted with the promoter (direct contacts)
WP 7.1	1164 (ITA) + 410 (DE) points of sale where the promotional campaign took place – 2412 (ITA) + 862 (DE) promotional days with a promoter	3,015,000 (ITA) + 1,077,500 (DE) consumers who interacted with the promoter (direct contacts)
WP 7.2	5 (ITA) + 5 (DE) advertisement campaigns on house organ magazine of the chains	7,500,000 (ITA) + 7,500,000 (DE) house organ magazine readership of the chains

IMPACT AND EXPECTED RETURN

Impact indicators		
Impact indicator description	Baseline	End of programme
Impact indicator 1: economic impact. Forecasted growth at the end of the three project periods without the project (baseline) and with the project (end of project)	The baseline is equal to the domestic consumption of organic products which for Germany and Italy amounts to a total of € 16,974 (Billion euros)	The increase in domestic consumption of organic products is estimated on the differential of expected consumption in Italy and Germany without and with project and amounts to a total of € 50.64 Millions
Impact indicator 2: impact on the level of awareness. Increase in the level of awareness in 3 years.	It was not possible to find a baseline value with respect to consumer awareness in the target countries. An ad hoc survey will be conducted during the first project period to quantify the baseline.	Over the three project periods, an increase in the level of awareness of approximately 14.7 million people in Italy and 21 in Germany was estimated, thus equal to 36% of the total number of people who came into contact with the program message and 25% of the total number of target consumers.

In particular, economic return of the Programme has been deemed in consideration of:

- a) increase in domestic consumption,
- b) increase in per capita consumption and
- c) increase in retail shares of organic products in target countries.

The increase in internal consumption and per capita consumption should allow ROI to be worked out at project level.

The impact of project awareness will be assessed in the medium and long term through three main indicators:

- Awareness of the EU organic logo in recipient countries
- Awareness of EU organic products
- Awareness of the specific characteristics of organic production methods

The increase in awareness will be evaluated on an annual basis using a periodic survey (pre- and post-program) with a sample of 1.000 consumers year/country (for a total of 6.000 surveyed consumers at the end of the project) and 100 traders' year/country (for a total of 600 surveyed traders at the end of the project).

5. PROCEDURE FOR CHOOSING THE PROGRAMME EVALUATION BODY

5.1 REQUIREMENTS FOR PARTICIPATION IN THE TENDER

Economic operators, also established in other member states of the European Union, may participate in this tender individually or by using other parties to demonstrate possession of the technical and professional requirements.

In any case, a single economic operator is not allowed to participate in more than one tender, with a penalty of exclusion of all the tenders in which it participates.

Economic operators, **under penalty of exclusion**, must meet the requirements set out in the following Chapters.

5.1.1 Eligibility Requirements

Economic operators established in Italy: Registration in the register held by the Chamber of Commerce, Industry, Crafts and Agriculture for activities consistent with those covered by this tender procedure (to be certified by a copy of the Chamber of Commerce registration).

Economic operators not based in Italy but in another EU or European Economic Area (EEA) Member State or in third countries that have signed the Public Procurement Agreement of the World Trade Organization, must submit a sworn declaration or an affidavit (or equivalent document according to the procedures in force in the State in which the economic operator is established).

5.1.2 Inexistence of causes for exclusion from participation in the Tender

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

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

The non-existence of these grounds for exclusion must be certified through the attached declaration (Annex A), signed by the legal representative.

The evaluation body must be an external and independent third party with respect to the Project Beneficiaries, as well as with respect to the Implementing Body selected by FederBio for the implementation of specific project activities (please refer to www.feder.bio).

5.1.3 Requirements of technical and professional capacity

Economic operators which intend to participate in this selection tender must, as performer/service provider:

- Possess proven experience in project evaluation of at least 2 years;
- Possess experience in carrying out CATI, CAWI, CAMI, MAWI and mixed mode surveys of at least 2 years.

The possession of these requirements must be certified by means of the attached declaration (Annex A), signed by the legal representative. In the case of use of availment (according to Italian “Codice degli Appalti”, Dlgs 50/2016), Annex A as well as the remaining required documentation must also be produced by the auxiliary company.

5.2 AWARD CRITERIA

The independent evaluation body will be selected through the scoring and weighting based on the following criteria:

- Experience with surveys in the sector of agricultural products in the Programme target countries: experience in evaluating similar programmes in terms of results achieved, measured over the last three years (2019/2020/2021) in relation to: the number of consumers and operators interviewed; experience in the organic sector and experience in evaluating similar programmes. Score from 0 to 10 with a weight of 35%;
- Reputation in the sector: in accordance with the number of references and citations from reliable sources for publications/researches/reports produced by the economic operator in the last three years (2019/2020/2021). Score from 0 to 10 with a weight of 30%;
- Costs: Score from 0 to 10 with a weight of 35%.

Award criteria	Weighting	Assessment criterion
<i>Experience with surveys in the sector of agricultural products in the target countries</i> <i>And</i> <i>Experience in evaluating similar programmes in terms of results achieved</i>	35%	Rating from 0 to 10 Measured over the last three years (2019/2020/2021) of activity in relation to: the number of consumers and operators interviewed; experience in the organic sector and experience in evaluating similar programmes.
<i>Reputation in the sector</i>	30%	Rating from 0 to 10

		in accordance with the number of references and citations from reliable sources for publications/researches/reports produced by the economic operator in the last three years (2019/2020/2021)
Cost	35%	Rating from 0 to 10 Clarity of proposed budget breakdown analysis.

The Contracting Committee will evaluate each offer, assigning for each Assessment criterion a qualitative coefficient (rating) with a variable value between zero and ten, assigned at the discretion of the commissioners according to the following table:

• not found	0
• insignificant rating	1
• rating just sufficient	2
• sufficient rating	3
• evaluation between sufficient / fair	4
• fair evaluation	5
• evaluation between fair / good	6
• good rating	7
• rating between good / excellent	8
• excellent rating	9
• excellent rating	10

For the final ranking the following formula will be applied:

{ Experience (score awarded)* 35%} + { Reputation (score awarded)* 30%} + { Cost (score awarded)* 35%}

The final ranking of each tender is rounded to two (2) decimal places. The offer that will be selected is the one with the highest score. Upon completion of the evaluation stages, the Contracting Committee will prepare a tender results report which will be forwarded to the Contracting Authority and notified to the participants.

6. TERMS FOR SUBMITTING THE OFFER

The documentation may be drawn up in Italian or English, and must be submitted no later than **13/06/2022 at 12.00 (CET time)** in one of the two following options:

1. by courier or registered mail of the offer in paper and electronic format - on CD or USB stick - by the participant in the tender.
2. by standard e-mail (info@federbio.it) or certified e-mail (federbio@pec.it). Submission of documents from non-certified e-mail addresses will be accepted only for economic operators based out of Italy.

All documents must be duly signed and stamped.

In the case of submission of the offer in **paper format**, the package must include the following wording: "DO NOT OPEN: CONTAINS OFFER THROUGH OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF AN EVALUATION BODY - "BEING ORGANIC in EU"- NAME OF COMPANY]".

In the case of submission by **(certified) e-mail**, the subject must bear the following wording: "DO NOT OPEN: CONTAINS OFFER THROUGH OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF AN EVALUATION BODY - "BEING ORGANIC in EU"- NAME OF COMPANY]".

Bidders can send their offer through more than one (certified) e-mail message, if the attachments exceed the size of 100 mb. If it is necessary to send the application through more than one certified e-mail message, all messages must be received no later than the time and date of submission indicated above, and the subject of the communication, as well as bearing the wording above, must indicate the number of the message on the total number of messages provided (for example "PART 1 OF 3", "PART 2 OF 3" and "PART 3 OF 3").

The delivery of offers, if for any reason they do not reach the destination within the aforementioned peremptory term, is at the sole risk of the sender.

The material will be made available, at the appropriate time, to the Contracting Committee that FederBio will appoint to carry out the selection activities.

Postal address to which proposals must be sent within the aforementioned deadline:

Piazza Martiri della Libertà 1 – 40121 Bologna - Italy

To the attention of the Contracting Committee

Certified e-mail address: federbio@pec.it

Standard e-mail address: info@federbio.it (only for operators based out of Italy)

7. SUBMISSION OF OFFERS PROCEDURE

Economic operators interested in participating in the call for tenders for the selection of the evaluation body must, under penalty of exclusion, send all the necessary documentation in a package containing 2 envelopes:

A) ENVELOPE A - ADMINISTRATIVE DOCUMENTATION, which must contain:

1. Annex A completed and signed by the legal representative;
2. Copy of the certificate of incorporation (bidders not established in Italy but in another Member State submit an affidavit or equivalent document according to the procedures in force in the State in which they are established);

B) ENVELOPE B - TECHNICAL OFFER, which must contain:

1. PRESENTATION OF THE ECONOMIC OPERATOR participating in the Tender.

2. Experience with surveys in the sector of agricultural products in the target countries

Please fill in the following table, specifying activities by year (2019/2020/2021). The table may be accompanied by a further description of the activities (max 2 pages).

							Impact assessment		Evaluation of result indicators	
Country(ies)	Project title	Products concerned	Organic products (yes/no) (*)	Customer	Project duration (**)	Amount of activities for which impact and/or results assessment has been carried out (in €)	Methodology used (***)	Number of consumers/operators surveyed	Assessment of achievement of project result indicators (yes/no)	If yes, please briefly describe how the evaluation was carried out

(*) with reference to the "Products concerned" column

(**) indicate the start and end date of the project

(***) Specify the methodology. Example: telephone interviews, online, interviews, in person, etc..

3. Reputation in the sector

Please indicate in tabular form: the number of references and citations from reliable sources for publications/researches/reports produced by the economic operator in the last three years (2019/2020/2021).

The table may be accompanied by a further description (max 2 pages).

4. Costs

Economic operator(s) must analytically describe the expected costs per activity/year.

8. EVALUATION PROCEDURE AND CONTRACTING COMMITTEE

The Contracting Committee will be nominated ad hoc after the deadline for the submission of offers. The Contracting Committee will be nominated specifically for the evaluation and selection of the received offers and made up of representatives of FEDERBIO. It will meet on **14/06/2022 at 12:00 (CET time)** at the headquarters of FederBio in Piazza Martiri della Libertà n. 1 - 40121 Bologna (Italy), (or through online meetings to guarantee full compliance with possible restrictions connected to the prevention measures of COVID -19, in any case ensuring recognition of the members present and discussion among them) in order to carry out the evaluation procedure.

All participants will be promptly notified about the outcome of the evaluation procedure via e-mail. The results will also be published on the FederBio and Naturland websites - <http://www.feder.bio> and www.naturland.de .

Further information can be requested at the following e-mail addresses: info@federbio.it, federbio@pec.it

TENDER DOCUMENTS:

- NOTICE
- TECHNICAL SPECIFICATIONS
- ANNEX A

9. OBLIGATIONS OF THE EVALUATION BODY

The following are the responsibility of the successful bidder:

1. Performance of the Services covered by the contract, 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, of rules and regulations in force both at national and regional level, as well as those that may be issued during the contractual period (including the regulations and municipal ordinances), with particular regard to those relating to hygiene and safety and in any case relating to the object of the contract.

10. RELATIONS BETWEEN THE EVALUATION BODY AND THE CONTRACTING AUTHORITY

The successful bidder must identify a contact person responsible for the service who will have the obligation to collaborate closely with FederBio, Naturland and the project Steering Committee in the realization of the Service object of the contract, as well as the operational resolution of problems relating to particular needs of the activities.

11. FORFEITURE AND REVOCATION OF THE CONTRACT

The successful bidder may be declared forfeited from the contract in the following cases:

- for non-fulfillment of contractual or legal obligations, regarding salaries, liquidations or social security and insurance treatments in favor of the staff of the awarded company;
- for manifest non-fulfillment of the commitments undertaken with the contract;
- For failure to comply with these technical specifications.

12. UNILATERAL TERMINATION OF THE CONTRACT

FederBio has the right to check and verify the good implementation of the service with the support of agents chosen at its discretion. In the event of termination of the contract, the successful bidder is in any case committed to continue the assignment, under the same conditions, for a maximum of three months. FederBio will replace the bidder with the subsequent candidates in the tender's ranking.

13. LITIGATION

For the resolution of all disputes that may arise in the execution of the service, which cannot be defined briefly by the contracting parties, the competent court is that of Bologna (Italy).

14. PROPERTY AND USE RIGHTS

The rights of ownership and/or use and economic exploitation of the results, prepared or created by the successful bidder or by its employees and collaborators in the context or on the occasion of the execution of the service, will remain the exclusive property of the Contracting Authority FederBio which may, therefore, arrange without any restrictions the publication, dissemination, use, duplication of such intellectual or material works, except as provided for by the law of the European Union.

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, must be understood as transferred, acquired and licensed in a manner perpetual,

unlimited and irrevocable. The successful bidder undertakes to deliver all the products in an open and modifiable format and expressly undertakes to provide FederBio, as the Contractor, with all the documentation and material necessary for the effective exploitation of the exclusive ownership rights.

15. DATA PROCESSING

Pursuant to Italian Legislative Decree 196/2003, and Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 containing the European Data Protection Regulation (hereinafter also "GDPR"), we inform you that the data collected are intended for the choice of the contractor and their conferment is optional, it being understood that the bidder which intends to participate in the procedure or win the contract must provide the Contracting Authority with the documentation required by current legislation. The rights of the data subject are those provided for by Italian Legislative Decree 196/2003 and GDPR. These rights can be exercised pursuant to and for the effects of Italian Legislative Decree 196/2003 and GDPR.

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

- a) the purposes for which the collected data are held relate to the verification of the competitors' ability to participate in the tender in question;
- b) the data provided will be collected, recorded, organized and stored for the purposes of managing the tender and will be processed, both on paper and magnetic, even after the possible establishment of the contractual relationship, for the purposes of the relationship itself;
- c) the provision of the requested data is a burden under penalty of exclusion from the tender;
- d) the subjects or categories of subjects to whom the data may be communicated are: 1) the staff of the contracting body; 2) the competitors participating in the public competition session;
- e) the rights of the interested party are those referred to in art. 7, of the Legislative Decree. n. 196/2003 and subsequent amendments and articles from 15 to 22 of the GDPR, to which reference is made;
- f) the active subject of the collection is the Contracting Authority and the person in charge is the legal representatives.

The data controllers are:

- FederBio in the figure of the legal representative pursuant to art. 28 of the European Data Protection Regulation ("GDPR") and art. 29 of Legislative Decree no. 196/2003, as well as the Italian legislation for adaptation to the GDPR;

For any further aspect in this regard, it is possible to refer to:

- "Information on the processing of personal data to the customer" of FederBio and address the requests to Piazza Martiri della Libertà n. 1 - 40121 Bologna (Italy) by letter, or by e-mail to the e-mail address: info@federbio.it or by telephone request to the number +390514210272- fax +390514228880;

Sole responsables for the procedure

Sole responsables of the procedure are:

- FederBio's Legal Representative pursuant to art. 31 of Legislative Decree 50/2016;