

OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF A BODY RESPONSIBLE FOR THE IMPLEMENTATION OF THE INFORMATION AND PROMOTION PROGRAMME FOR AGRICULTURAL PRODUCTS IN THE INTERNAL MARKET "Organic farming in Europe: a way of BEING" (acronym "BEING ORGANIC in EU") - INVITATION TO SUBMIT PROPOSALS N. (2021 /C 31/07) OF 28.01.2021

TECHNICAL SPECIFICATIONS

1. PRELIMINARY INFORMATION

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

ANNOUNCE

A call for tenders for the selection, by means of an Open Competitive Procedure, of an implementing body responsible for carrying out the actions aimed at achieving the objectives set out in 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.

The companies/agencies in possession of the requirements indicated in the relevant EU Regulations listed below (non-exhaustively: Agencies or companies experienced in PR, Promotion, Information, Event Organization, Advertising and Press Campaigns, Point of Sale Activities) are invited to submit an offer (technical proposal) on the basis of the indications described in this document "TECHNICAL SPECIFICATIONS".

2. LEGISLATION

The open call for tenders is conducted in order to assure the most efficient implementation of action in the best value for money. 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 Policies.
- The" MODEL GRANT AGREEMENT FOR THE PROMOTION OF AGRICULTURAL PRODUCTS MULTI PROGRAMMES (AGRIP MULTI) (AGRIP MULTI MGA — MULTI & MONO)", Version 1.0 - 01 June 2021

3. MAIN INFORMATION

3.1 PRODUCTS SUBJECT TO PROMOTION

- Bovine meat (fresh, chilled and frozen)
- Pork meat (fresh, chilled and frozen)
- Poultry meat (fresh, chilled and frozen)
- Sheep and goat meat (fresh, chilled and frozen)
- Cheese
- Dairy products (excl. Cheese)
- Eggs
- Honey and beekeeping products
- Fruit (fresh or dried)
- Vegetables (fresh, chilled and dried) excluding sweetcorn
- Preparations of vegetables, fruit or nuts (incl. table olives)
- Olive oil
- Cereals
- Oilseeds, other than soyabeans
- Spirits, liqueurs and vermouth
- Wine, cidre and vinegar
- Beer
- Chocolate and derived products
- Bread, pastry, cakes, confectionery, biscuits and other baker's wares
- Pasta
- Salt
- Mustard paste
- Sugar
- Vegetable oils other than olive oils
- Coffee and tea
- Meat preparations
- Other eligible products
- Fishery and aquaculture products
- Sweetcorn
- Beverages made from plant extracts

3.2 CONTRACTING AUTHORITY

This call for tenders is issued by FederBio for its own activities in the framework of “BEING Organic in EU” project.

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 project 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 programme, for each year of its 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"

Specifically, economic return of the action 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 increases in domestic consumption and per capita consumption have allowed for an elaboration of the ROI set out below. The impact of project awareness was 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

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.

3.5 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 programme will have a high impact and coverage and pave the way for boosting EU organic production, including EU label recognition. Such a programme will not only benefit German and Italian producers but will more broadly have a positive impact on the whole EU organic market.

The programme 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 organic production.

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” claim.

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.

Beneficiaries’ 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 follow: RP1: January 2022 / SUSPENSION / April 2022 – March 2023; RP2: April 2023 – March 2024; RP3: April 2024 – March 2025.

3.8 PROJECT TOTAL BUDGET

The total budget of the project amounts to € 8.722.812,77.

3.9 BUDGET COSTS OF ACTIONS INCLUDING THE IMPLEMENTING BODY FEE FOR WHICH THE NOTICE OF TENDER IS ISSUED

€ 3.841.574,27, divided as follows:

€ 1.103.917,91 for the 1st period, **€ 1.379.683,98** for the 2nd period, **€ 1.357.972,38** for the 3rd period.

It should be noted that economic operators interested in participating to this Tender must submit an offer taking into consideration the cost budget of € 3.841.574,27 including the fee of the implementing body.

Total estimated value of the contract is € 3.841.574,27 (VAT excluded)

3.10 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. WP 2 – Public Relations
2. WP 6 – Events
3. WP 7 – POS Promotion

The above categories will be detailed in Chapter 4.5.

The implementing body must therefore ensure:

- the development and implementation of specific parts of the three-year Programme;
- the implementation of the information and promotional activities detailed in Chapter 4.5, taking into account the information contained in these specifications.

The development and implementation of specified parts of the Programme must take place in a manner consistent with the objectives and issues to be dealt with, taking into account the priorities and objectives of EU Reg. 1144/2104, ensuring clear recognition of the Programme and its promoters. The service must be characterized by qualified technical and operational support.

4.2 METHOD OF IMPLEMENTATION

The implementing body must establish and dispose of a Working Group for the whole duration of the contract, in compliance with the participation requirements, which is responsible for managing and implementing the Programme. All the activities of the Working Group must be agreed and shared with the Contracting Authority. It is envisaged that one or more members of the Working Group will be appointed as Implementing Body Project Manager(s) and will be available for bi-monthly monitoring meetings with the Project's Steering Committee, to provide operational support to the activities of the plan that need to be carried out in close coordination with the reference structure; the decisions and topics dealt with in these meetings must result from specific minutes drawn up by the Contracting Authority and made known via email to the Implementing Body.

The coordination of activities and the exchange of information with the implementing body can 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. In any case, any variation in the implementation plans with respect to what agreed must be previously authorized by the Contracting Authority by means of a written deed.

4.3 WORKING GROUP

The implementing body must ensure the performance of the services entrusted to internal staff and/or external collaborators having the appropriate professional and technical requirements to the entrusted activities. 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 implementing 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 activities envisaged in this call for tenders in the ways and times detailed in 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 Implementing 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 and the related auditing by REA or other delegated bodies delegated.

The implementing body shall give access to the relevant Authorities (REA, the Commission, the European Court of Auditors (ECA) and the European Anti-Fraud Office (OLAF) and other national and EU controlling institutions) to its business premises for the necessary controls and audits both during the execution of the Contract and for a period of five (5) years after the payment of the final balance.

4.5 TYPE OF ACTIVITIES AND INITIATIVES TO BE CARRIED OUT

Work Package 2	Public Relations					
Activity 2.2	Press events					
Description of activity	<p>Press events are an important moment of accreditation of the project towards the press of the target countries, institutions and opinion leaders, it allows the dissemination of the project messages and its results. Each year 1 press event will be realized in in Nuremberg during the fair Biofach (February).</p> <p>The activities will concern: Planning, coordination, recruitment, and implementation of press events for organic food and lifestyle journalist to be held during main promotional event every year. TARGET: Journalists, Bloggers & Opinion Leaders on health & lifestyle specialised magazines and other media, institutions.</p>					
Budget	YEAR 1	14.008,20	YEAR 2	14.008,20	YEAR 3	14.008,20

Work Package 6	Events					
Activity 6.1	Fair stands at MARCA and SANA (ITA)					
Description of activity	<p>Participation in the main European trade fairs in the sector constitutes one of the main actions during the implementation of the whole programme. Annual collective participation to fairs between FederBio and Naturland will be held:</p> <ul style="list-style-type: none"> - at SANA Exhibition – Bologna – Italy (every September). An entire pavilion will be customized with the "BEING ORGANIC in EU" project, also bringing together organic producers (stands) and creating a shared space for events (BtoB meetings, training and cooking shows, etc.). (Area: 64 sq.m in 1st year; 96 sq.m in 2nd and 3rd year) - at MARCA - Private Label Conference and Exhibition - Bologna – Italy (every January). Fair specialized in relations with modern distribution, where the presence of an area dedicated to organic products is also developing. (Area: 64 sq.m in 1st year; 96 sq.m in 2nd and 3rd year) 					
Budget	YEAR 1	49.739,21	YEAR 2	75.555,48	YEAR 3	77.153,88

Work Package 6	Events					
Activity 6.2	Seminars					
Description of activity	<p>The seminars represent a very effective way of spreading the theme of organic farming, deepening the different aspects with the support of experts of proven competence.</p> <p>A coherent and articulated activity plan will make it possible to create a virtuous effect of mutual reinforcement during the three years of the project.</p>					

	Seminars planned in the 3 years of the project, in ITALY: Each year n. 1 Seminar on the legislation of the organic sector aimed at technicians and operators in the sector and local institutions ("Rivoluzione Bio" and other locations)					
Budget	YEAR 1	128.982,00	YEAR 2	128.982,00	YEAR 3	128.982,00

Work Package 6	Events					
Activity 6.3	Workshops					
Description of activity	The organization of workshops (during SANA, MARCA) is foreseen for each fair. These activities are aimed at a targeted audience of representatives of associations, professional operators in the organic sector and institutions. Workshops planned to be carried out during each year are the following: ITALY: <ul style="list-style-type: none"> • n. 1 during SANA fair • n. 1 during MARCA fair. 					
Budget	YEAR 1	18.448,20	YEAR 2	18.426,00	YEAR 3	18.426,00

Work Package 6	Events					
Activity 6.4	Restaurant weeks					
Description of activity	In addition to the tasting events at the Fair, 8 tasting events dedicated to catering are expected to be held, which represents a channel of strong interest for the development of organic productions. There will be for each year 8 tasting days where a chef and a sommelier will guide the tasting of organic products by a selected audience of journalists, professionals and food lovers to make them appreciate the organoleptic and gustatory characteristics of organic products.					
Budget	YEAR 1	47.152,80	YEAR 2	47.152,80	YEAR 3	47.152,80

Work Package 6	Events					
Activity 6.5	Sponsorship of events					
Description of activity	The activity aims at reaching a large audience of consumers who love a healthy lifestyle as well as the rediscovery of the culinary traditions and organic product attending large popular "environmental", cultural, food/cooking and sporting events. For each year n. 25 stage events "SEMINARE IL FUTURO" in Italian organic farms. The topic consists in the specific features of organic production methods in the Union, particularly in terms of respect of the environment and sustainability. Main target: consumers / households					
Budget	YEAR 1	55.777,50	YEAR 2	55.777,50	YEAR 3	55.777,50

Work Package 6	Events					
Activity 6.6	Study trips to Europe					
Description of activity	1° year GERMANY: Visits to German retailers to study their organic assortments ITALY Visits to Italian retailers to study their organic assortments 2° year GERMANY: Visits to German retailers to study their organic assortments ITALY Visits to Italian retailers to study their organic assortments Incoming in Apulia for German buyers with the collaboration of ICE and the Italian-German Chamber of Commerce 3° year Incoming in Apulia for German buyers with the collaboration of ICE and the Italian-German Chamber of Commerce Target: buyers, journalists, influencers					
Budget	YEAR 1	31.968,00	YEAR 2	65.490,00	YEAR 3	42.180,00

Work Package 6	Events					
Activity 6.7	B2B meetings					
Description of activity	B2B meetings will be organized in a dedicated lounge area during trade fairs in Italy (SANA and MARCA): the dedicated lounge area will be the focal point to meet buyers and to create opportunity for operators. Besides, tasting and guided visits to Italian organic farms will be conducted during the trade fair events in Italy (SANA and MARCA) for a selected group of German professional operators, mainly buyers and influencers.					
Budget	YEAR 1	248.862,00	YEAR 2	248.862,00	YEAR 3	248.862,00

Work Package 7	Point-of-sale (POS) promotion					
Activity 7.1	Tasting days					
Description of activity	This activity includes the presence of trained promoters, for several days, and of information material inside point of sales of the main retail chains in Italy and Germany. In order to broaden the knowledge of organic products and the European quality schemes, it has been decided to focus the promotion strategy only in a minor part on the specialized distribution chains of organic products, but to focus on generalist chains in order to increase the consumption of organic products by non-regular users. These actions will be concentrated in the autumn and winter also to seize the opportunity to focus on the Christmas period. The activity includes the realization of tasting days, of n. 6 promotional corners of 7 days duration each. Target groups: Consumers, Professional operators (buyer, influencers, promoters, etc).					
Budget	YEAR 1	508.980,00	YEAR 2	669.930,00	YEAR 3	669.930,00

Work Package 7	Point-of-sale (POS) promotion					
Activity 7.2	Other: promotion in retailers' publications					
Description of activity	To ensure the widest visibility for the project in synergy with the other actions aimed at the target consumer, the project aims to involve magazines and websites of the distribution chains.					

	It is foreseen that for each advertising issue an average readership of 1,500,000 readers can be achieved which, for 10 ads per year, will reach the objective of 15,000,000 total readership over 2 years. The publications will run alongside the campaign in stores during the second and the third year.					
Budget	YEAR 1	0,00	YEAR 2	55.500,00	YEAR 3	55.500,00

OUTPUT AND RESULTS INDICATORS

Output and results indicators		
WP	Output indicators	Result indicators
WP 2.2	n. 3 Press event at Biofach (DE)	60 (DE) media operators involved + 240 (DE) articles published.
WP 6.1	n. 6 collective stands at International Fairs (MARCA, SANA)	SANA: n. 3 collective stands (Area: 64 mq 1 year; 96 mq for 2 and 3 year) - Bologna (IT) 96.000 trade visitors. MARCA - Private Label Conference and Exhibition n. 3 collective stands (Area: 64 mq 1 year; 96 mq for 2 and 3 year) - Bologna - (IT) - 36.000 trade visitors Total visitors who visited the booth 3.700 (ITA)
WP 6.2	n. 3 Seminars on the legislation of the organic sector in Italy	N. of operators 600 (ITA)
WP 6.3	n. 6 workshops and cooking shows in Italy (during SANA and MARCA)	480 professionals (ITA) who attended the events
WP 6.4	24 restaurants promotion events in Italy	3.600 consumers; operators; media who attended the events (ITA)
WP 6.5	75 sponsorship of stage events in Italy at "Seminare il Futuro"	50.000 appearance (consumers / households) (ITA)
WP 6.6	1 st year: n. 2 study trips in Italy; n. 4 study trips in Germany 2 nd year: n. 2 study trips in Italy + n. 5 study trips in Germany + n. 2 study trips for German buyers incoming to Italy 3 rd year: n. 2 study trips for German buyers incoming to Italy	1 st year: ITALY n. total 8 experts; GERMANY n. total 16 experts 2 nd year: ITALY n. total 8 experts + GERMANY n. total 10 experts + GERMANY Incoming to Italy for n. total 20 experts 3 rd year: GERMANY Incoming to Italy for n. total 20 experts
WP 6.7	n. 6 BtoB meetings + n. 6 business lounge meetings in Italy (during SANA and MARCA)	450 (ITA) + 150 (DE) buyers who attended the events

WP 7.1	<p>1st year: ITALY: 328 point of sale + 4 promotional corners. GERMANY: 100 point of sale + 2 promotional corners</p> <p>2nd year: ITALY: 418 point of sale + 4 promotional corners. GERMANY: 155 point of sale + 2 promotional corners.</p> <p>3rd year: ITALY: 418 point of sale + 4 promotional corners. GERMANY: 155 point of sale + 2 promotional corners.</p>	<p>1st year: ITALY: 656 promotional days + promotional corners 28 days. GERMANY: 200 promotional days; promotional corners 14 days.</p> <p>2nd year: ITALY: 836 promotional days + promotional corners 21 days. GERMANY: 310 promotional days + promotional corners 14 days.</p> <p>3rd year: ITALY: 836 promotional days + promotional corners 21 days. GERMANY: 310 promotional days + promotional corners 14 days.</p> <p>In total 3.015.000 (ITA) + 1.077.500 (DE) consumers interacting with promoters (direct contacts)</p>
WP 7.2	10 (ITA) + 10 (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

5. PROCEDURE FOR THE SELECTION OF THE PROGRAMME IMPLEMENTING 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 economic, financial, 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

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 which, 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.

5.1.3 Economic and financial capacity requirements

The economic operator which intends to participate in this selection tender must attach documentation certifying its economic and financial capacity, using at least one of the following two possibilities:

- in the last three years, having achieved a total global turnover of not less than 2.500.000,00 euros in letters: (two million five hundred thousand euros), VAT excluded, resulting from VAT returns or equivalent taxes in the EU;
- possession of a certificate released by a bank that highlights, for the economic operator, the ability and suitability to carry out the implementation of the actions provided for by the Programme.

In the case a single economic operator will form a partnership/consortium with other economic operator(s) engaged in services related to promotion, advertising and marketing services and/or consulting services and operating lawfully in Italy or 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 to present an offer to the present Tender, Annex A as well as the other required documentation must also be produced by the auxiliary company(ies).

5.1.4 Requirements of technical and professional capacity

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

- Having carried out in the last three years (2019-2020-2021) services similar to those covered by this tender specifications; it is compulsory to attach a declaration regarding the main services similar to those covered by this tender, carried out in the last three years (2019-2020-2021) with an indication of the respective services/projects economic amounts, duration, public or private recipients.

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 contract will be awarded with the criterion of the best value for money taking into account the technical offer and the economic offer.

In the presence of only one valid offer, the Contracting Authority has the right to proceed or not to award the contract. In the event of a tie in the score obtained, the contract will be awarded to the competitor who has reported the highest score in the technical offer. In the event of a tie in both the economic offer and the technical offer, the Contracting Authority will proceed by drawing lots.

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

- TECHNICAL OFFER: MAXIMUM 80 POINTS
- ECONOMIC OFFER: MAXIMUM 20 POINTS

For the assignment of the score, the following criteria are established with related sub-criteria:

Award criteria	Sub-criteria	Maximum score
i - Quality of Action		
1. OVERALL STRATEGY	a) Articulation of the strategy: consistency between the objectives envisaged in the project and the strategy adopted in the Target Countries	9
2. METHODOLOGICAL APPROACH AND STRUCTURE OF THE ACTIVITIES	a) methods of carrying out the actions: description of the operational methods used for the provision of services and relative consistency with the aims and objectives of the proposed communication campaign and with the Programme.	18
	b) methods of achieving the specific objectives indicated in the Programme.	14
3. Detailed action plan / Time plan	a) Clarity and compliance of the proposed action plan. Realism and efficiency of the proposed outputs, results and timeframe of actions	12
Maximum attributable score		53

	Sub-criteria	Maximum score
ii - Operational Capacity	a) Quality of the working group proposed for the individual activities in terms of expertise in carrying out activities similar to those indicated in the technical offer.	9

	b) Experience in the technical and administrative management of projects funded by public funds/Programmes	9
	c) Work experience for activities carried out in the target markets	9
Maximum attributable score		27

The Contracting Committee will evaluate each offer, assigning for each criterion/sub-criterion a qualitative coefficient with a variable value between zero and one, assigned at the discretion of the commissioners according to the following table:

- not found 0
- insignificant rating 0.1
- rating just sufficient 0.2
- sufficient rating 0.3
- evaluation between sufficient / fair 0.4
- fair evaluation 0.5
- evaluation between fair / good 0.6
- good rating 0.7
- rating between good / excellent 0.8
- excellent rating 0.9
- excellent rating 1

In order to attribute scores to the offers, the Contracting Committee will make use of the following formula:

$$V_{C(a)} = \sum_n \{ W_m * V_{(a) i} \}$$

Where:

- $V_{C(a)}$ = Overall offer evaluation
- \sum_n = Sum of sub-criteria (n)
- W_m = Maximum sub-criterion score
- $V_{(a) i}$ = Quality coefficient assigned to the offer (a) with respect to the requirement variable between 0 and 1.

The coefficients $V_{(a) i}$ are determined through the average of the qualitative coefficients attributed discretionally by each Contracting Committee member.

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

The Contracting Committee will subsequently proceed to examine the economic offer and assign scores based on what has been declared, up to a maximum of 20 points, according to the table below:

Award criteria	Sub-criteria	Maximum score
iii) FEE	a) evaluation of the economic offer for the fee of the participating operator according to the formula indicated below	10
	b) Evaluation of the appropriateness of the fee, expressed in man/days, required for the implementation of each action.	10
Maximum attributable score		20

For the sub-criterion referred to in letter a) the Contracting Committee will proceed to evaluate the economic offer by assigning the score using the following formula:

economic offer score for the operator's fee considered = [(minimum fee%)/(fee% X)] * 10

Where:

- Minimum fee%: it is the percentage of the fee related to the economic offer for the fee of the participating economic operator which is the lower among those presented;
- Fee% X: is the percentage of the fee related to the economic offer of the economic operator considered.

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

For the sub-criterion referred to in letter b) relating to the assessment of the appropriateness of the fee, it is specified that it will be determined on the basis of the average of the values assigned at the discretion of the individual commissioners.

In detail, each member of the Commission will attribute a value between 0 and 1 using the same evaluation scale and the same formula provided for the technical offer.

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

On the basis of the scores attributed to each received offer, the ranking will be drawn up.

The award will be made in favour of the competitor which has submitted an offer that has achieved the highest overall score (technical offer score + economic offer score).

The Contracting Authority is not required to pay any compensation to competing companies, for any reason or title, for the offers presented.

The Contracting Authority will proceed with the award even in the event that only a single valid offer is presented, as long as it is deemed appropriate by the Contracting Authority. In application of art. 95, paragraph 12, of Legislative Decree 50/2016 and subsequent amendments the Contracting Authority will not proceed with the award if no offer is convenient or suitable in relation to the subject of the contract.

In the event that the contractor does not show up for the stipulation of the contract or in which the falsity of the declarations made is ascertained, the Contracting Authority reserves the right to assign the task to the economic operator subsequently placed in the ranking, once the routine checks.

On the basis of the scores attributed to the offers, the final ranking will be drawn up and the successful bidder will be identified.

6. TERMS FOR SUBMITTING THE OFFER

The documentation may be drawn up in Italian or English, and must be submitted **no later than 02/03/2022 at 12.00** through one of the two following options:

1. by courier or registered postmail 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 IMPLEMENTING BODY – [NAME OF THE 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 IMPLEMENTING BODY – [NAME OF THE COMPANY]". Bidders can send their offer through more than one 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 preemptory 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 implementing body must, under penalty of exclusion, send all the necessary documentation in a package containing 3 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);
3. Letter from the bank (only if necessary to meet the requirements of economic and financial capacity).

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

1. PRESENTATION OF THE ECONOMIC OPERATOR participating in the Tender in terms of: contacts, experience gained in the sector of promotion/information on high quality food products, experience in the creation of events, fairs, PR and Press Office activities, processing of promotional/informative material, management of websites and social media.

2. OVERALL STRATEGY - The operator must indicate its offered services and related methods of implementation and achievement of results and it must articulate its proposal through types of activities that he deems most effective in pursuing the project objectives using the following indications:

a) Articulation of the strategy: consistency between the objectives envisaged in the project and the strategy adopted in the Target Countries

3. METHODOLOGICAL APPROACH AND STRUCTURE OF ACTIVITIES - For each type of activity listed in the specifications, the specific interventions that are intended to be implemented to achieve the project objectives must be described. The activities and related interventions must be consistent with the strategies proposed for the target country and with the related target groups identified and must be declined according to the points listed below:

- a) methods of carrying out the actions: description of the operational methods used for the provision of services and relative consistency with the aims and objectives of the proposed communication campaign and with the Programme
- b) methods of achieving the specific objectives indicated in the Programme.

4. DETAILED ACTION PLAN / TIME PLAN

Detailed description of services offered and tasks undertaken per WP and activities with a specific implementation schedule. The economic operator shall include an assessment of the completeness adequacy of times and resources that are provided by the timeline pointed out in Chapter 3.7. Timeline and implementation period and its coherence with the Programme which shall be organised into three years.

5. OPERATIONAL CAPACITY - The specific experiences and roles of the working group to be dedicated to the Programme and the specific experiences achieved in the target countries must be described as follows:

- a) quality of the working group proposed for the individual activities in terms of skills and quality of the professional profiles indicated in the technical offer;
- b) experience in the technical and administrative management of projects funded by public funds/Programmes;
- c) work experience for specific activities carried out in the target markets.

The above points must be organized and presented according to the aforementioned criteria and criteria and by activity.

C) ENVELOPE C - ECONOMIC OFFER, which must contain:

The economic operator which will participate in the Tender must provide:

1. **Detailed financial plan** for each proposed activity / initiative (including fees);
2. **Summary budget of the three-year period by country.**

Economic operators must include a detailed analysis (budget breakdown) for each WP/activity included in the proposed price. Economic offers are to be determined VAT excluded.

The costs must be organized and presented in a table (called the Detailed Financial Plan) that contains the denomination of each activity and its individual cost items, in order to define at a total sum (total cost of the actions), consisting of costs of each single activity, detailed per each cost item.

As for the costs related to the Implementing Body's fees, these must be presented in euros and in the form of man/days in relation to each single activity. Fees must be expressed referring to WPs and not to single activities.

These costs concern all the activities necessary for the organization and implementation of the parts of the Programme specified in this Tender (e.g. selection and contact with suppliers, cost of materials, experts, organization of events, etc.).

Template table "Detailed Financial Plan"

WP	ACTIVITY	ESTIMATED COSTS (budget breakdown)	FEES per WP (in euros and man/days)	TOTAL COST
(example) 2 – Public Relations	(example) 2.2 – Press events			

The table must clearly express the total cost of the WPs/activities (detailed with a budget breakdown – sum of all activities), the total cost of the fee (to be defined by the economic operator participating in the Tender - sum of the fees foreseen for each proposed service/initiative indicated in the table above) and the total cost of the actions (equal to € 3.841.574,27 - sum of all proposed services/initiatives).

It is therefore necessary to prepare a table that summarizes by year the total costs of the proposed services, the related fee amount and the percentage incidence of the fee on the total cost per year and in the three-year period as indicated in the table below:

	Year 1	Year 2	Year 3
(A) Sub total activity	€	€	€
(B) Total agency fee expressed in €	€	€	€
Agency fee in% = B / A * 100	%	%	%

The implementing body fee total amount must be between **a minimum of 9% and a maximum of 14%** of the total cost of the actions and must be calculated by separating it from the total cost of the action. Any further service related to the programme can be described in detail in this section.

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 and Naturland. It will meet on 03/03/2022 at 11.00 at the headquarters of FederBio Piazza dei Martiri 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 - <https://www.feder.bio> - <https://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 IMPLEMENTING 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 IMPLEMENTING 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-fulfilment of contractual or legal obligations, regarding salaries, liquidations or social security and insurance treatments in favour of the staff of the awarded company;
- for manifest non-fulfilment of the commitments undertaken with the contract;
- for non-compliance with the project guidelines presented and any additional indications regarding the quality of the service;
- 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 Italian Law no. 633/41 "Protection of copyright and other rights granted to its exercise" as amended and supplemented by Italian 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 Contracting Authority, with all the documentation and material necessary for the effective exploitation of the exclusive ownership rights, as well as to sign all the documents necessary for the possible transcription of said rights in favour of FederBio in any public registers or lists.

15. DATA PROCESSING

Pursuant to 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 who intends to participate in the procedure or win the contract must provide the contracting body with the documentation required by current legislation. The rights of the data subject are those provided for by Article 13 of the

aforementioned law. These rights can be exercised pursuant to and for the effects of 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 bidders participating in the tender;
- 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 representative.

The data controller is 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 the "Information on the processing of personal data to the customer" of FederBio and address the requests to Piazza dei Martiri 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 responsible for the procedure

Sole responsible of the procedure pursuant to art. 31 of Legislative Decree 50/2016 is the Legal Representative.