

OPEN COMPETITIVE TENDER FOR THE SELECTION OF AN IMPLEMENTING BODY OF THE PROGRAMME FOR INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THE THIRD COUNTRIES NAMED “SAN MARZANO DOP: EXCELLENCE FROM EUROPE” – ACRONYM “EU RED PDO” - INVITATION TO PRESENT PROPOSALS N. 2019/C 18/04 OF 15.01.2019

TECHNICAL SPECIFICATIONS

1 – Preliminary Information

The **CONSORZIO DI TUTELA DEL POMODORO S. MARZANO DELL’AGRO SARNESE – NOCERINO D.O.P.** – with its registered address in Via Lanzara N° 27 – 84087 Sarno (SA) – Italy – C.F. / VAT N. 03571370653 – R.E.A. Salerno N° 305404 – Tel. +39 081 7347020 – Fax +39 081 7347126 – email info@pomodoroconsorziosanmarzanodop.it – PEC (certified email) consorziopomodorosanmarzanodop@pec.it, as proposing organisation and Coordinator of the aggregation Consorzio di Tutela del Pomodoro S. Marzano dell’Agro Sarnese-Nocerino D.O.P. and ANICAV – the National Association of Canned Vegetable Industries, hereinafter the “Client”, announces a public Tender for the selection of an “Implementing Body” through an Open Competitive Procedure.

1.1 – Framework

In accordance with EU Regulations n. 1144/2014, n. 1829/2015 and n. 1831/2015, the Client must **select an Implementing Body for the three-year information and promotion programme** named “**San Marzano DOP: Excellence from Europe**” (Acronym “**EU RED PDO**”) – **ID 874797** – hereinafter named the “Programme” – **submitted on 16/04/2019 to the Call 2019/C 18/04 “Call for proposals for simple programmes 2019” – Topic 04-2019 – and approved with decision of the European Commission N C (2019) 7432 of 21/10/2019.**

The Client is not a body governed by public law pursuant to art.2, paragraph 1 point 4 of the Directive 2014/24/EU and consequently is not held to apply the national laws which transpose the application of the European Directive on public procurement (in Italy Legislative Decree 50/2016). However, the Client is held to carry out the selection of the Implementing Body through an open competitive procedure respecting the principles of cross-border interest, transparency, publicity, impartiality and equal treatment of applicants.

The Client, as proposing organisation and Coordinator of the aggregation Consorzio di Tutela del Pomodoro S. Marzano dell’Agro Sarnese-Nocerino D.O.P. and ANICAV – the National Association of Canned Vegetable Industries, thereby announces a public Tender through an Open Competitive Procedure for the selection of an Implementing Body engaged to implement the Programme “EU RED PDO”.

It should be noted that the implementation of the European programme object of this tender must be approved by the Assembly of the Consorzio. Should it not be approved, the awarding of this tender shall be considered null and void, with no responsibility borne on the part of the Consorzio, and no damages of any kind shall be due to the participants in this tender.

1.2 – – Legal Framework and Reference documents

The applicable legal framework for the implementation of the Programme consists of:

- a) 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 (OJ L 317, 4.11.2014, p. 56).;
- b) Commission Delegated Regulation (EU) 1829/2015 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 (OJ L 266, 13.10.2015, p. 3).
- c) Commission Implementing Regulation (EU) 1831/2015 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 (OJ L 266, 13.10.2015, p. 14).
- d) The 2019 Call for Proposals - Simple Programmes - Grants to information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries in accordance

with Regulation (EU) No 1144/2014 of the European Parliament and of the Council (2019/C 18/04):

- e) The guidance provided on the application of the competitive procedure for the selection of implementing bodies in the European Commission note DDG1.B5/MJ/db D (2016) 3210777 of 7 July 2016;
- f) The Commission Communication (2006/C 179/02);
- g) the MIPAAF Decree of 01 March 2019 – Prot. N. 0014513 – relating to the selection procedure of implementing bodies for simple programmes

1.3 – General Information on the Programme

Products promoted by the Programme:

S. Marzano dell'Agro Sarnese-Nocerino PDO canned tomatoes (CN code 2002).

Target country:

United States of America

General objective:

Increase the competitiveness, consumption and market share of S. Marzano dell'Agro Sarnese-Nocerino PDO canned tomatoes in the target market by optimising their image and increasing awareness of their quality.

Specific objectives:

1. Achieve (by the end of 2022) an overall increase in the exports of S. Marzano PDO in the target market of 78% (vs. 2018). This objective will be achieved principally by activities directed to the professional distribution sector and Ho.Re.Ca., and additionally activities directed to opinion leaders (journalists, writers, bloggers) who have a primary role in directing demand for the product from final consumers in the target market.
2. Increase the knowledge and awareness of the authenticity, versatility and high quality of S. Marzano PDO tomatoes among professionals in distribution and Ho.Re.Ca, opinion leaders and final consumers in the target market.

Target groups:

1. Professionals in distribution (trend setting retailers especially) and HoReCa
2. Opinion leaders (journalists, writers, bloggers, etc.)
3. Consumers of medium- high socio-economic status aged 26-64 on the East Coast/Great Lakes and West Coast of the USA (first of all Millennials and Boomers with particular reference to foodies and health conscious consumers).

Activities to be carried out:

Definition of the communication strategy, graphic design and visual identity

Creation and updates of the website in English and SEO

Social media management

Blogger Outreach Programme

Communication tools (photoshoot, below the line communication tools)

Public relations activities (permanent PR office / press office, organisation of press events)

Organisation of one-to-one presentations with distributors and prize competitions for consumers

Tasting weeks in restaurants

International sector fairs (participation and event sponsorship)

Discovery Tour in Italy

Duration of Programme and the contract:

36 months (subdivided into 3 years: 2020, 2021, 2022)

Overall value of the Programme:

€ 1.029.224,00

Overall value of the present tender:

€ 793,200.00 plus VAT divided as follow:

Year 1: € 329,000.00 plus VAT

Year 2: € 208,500.00 plus VAT

Year 3: € 255,700.00 plus VAT

The contract is a single lot.

2 – Object of the Contract

2.1 – General description of the service

The service consists of the implementation of the Programme.

The contractor must, therefore, following the signature of the contract, ensure the delivery of the three-year Programme and the implementation of the communication and promotional activities foreseen in the plan of the programme on the basis of the stated general and specific objectives, also through the ongoing monitoring of the

activities carried out and the preparation of technical reports (periodic and final).

The service must provide professional technical and operational support, ensure the high quality of its deliverables, and be distinctive through innovative messages and communication tools as well as in its approach to attracting the stated target groups. The development and delivery of the Programme must be coherent with the general and specific objectives of the Communication Strategy, in the context of the priorities and objectives of Reg. EU 1144/2014 and ensure a clear awareness of the Programme and the proposing organisations.

2.2 – Performance of the service

The contractor must establish and maintain a Working Group responsible for the management and implementation of the Programme throughout the duration of the contract, in line with the requirements for participation. All the Working Group's activities must be agreed and approved by the Client. It is expected that at least two of the members of the Working Group are available to attend monitoring meetings (quarterly and annual) that will take place at the Client's – Coordinator - headquarters or at the Partner's headquarters (ANICAV) to provide operational support to Programme activities that need to be carried out in strict coordination with the proposing organisations. Coordination of the activity and exchanges of information with the Client may also include: other meetings, phone contact, videoconferences, email, and exchange of material and documents online.

2.3 – Working Group

The contractor must guarantee the delivery of the service with its own staff and /or external associates with the required professional and technical qualifications for the assigned activities. The Working Group shall be characterised with a flexible organisational approach in order to respond to any needs that may arise during the course of delivery of the activities. In particular, the members of the Working Group should possess a range of professional experience with particular reference to the following fields: developing communication and marketing strategies, creation and development of websites, preparation of communication materials above and below the line, digital web e social management, organisation of events, press conferences, workshops, meetings, business and study trips, design/setting up of exhibition stands and activities within international trade fairs, public relations, press office management, online and offline advertising, and project management.

The contractor must ensure that:

- a) It uses for the service its staff and/or associates that are suitable, and with proven capacities, honesty, trustworthiness, and discretion;
- b) It guarantees the stability and continuity of the service in all circumstances, providing personnel and/or associates in sufficient numbers and of a sufficient quality as required and respecting the content of the technical offer;
- c) It respects all the terms of employment contracts relating to salaries, legal rights and social security and insurance contributions with regards to its staff and/or associates.

3 – Duration of the service

The duration of the service is thirty-six (36) months from the signature of the contract which will be stipulated between the Client and the Contractor within 30 days of the signature of the Grant Agreement between the Client and AGEA and will have as its object the activities indicated in the technical specifications in the stated conditions. The Client reserves the right to ask for an extension of the end date of the duration of the service for a maximum additional 6 (six) months to guarantee the completion of all the activities foreseen in the Programme, under the same financial conditions.

4 – Conditions for participation

Economic operators, also established in other Member States of the European Union, can participate in this tender either singly or may fulfil the requirements relating to possession of economic, financial, technical and professional capacity by relying on the capacities of another entity,

It is forbidden for a competitor participating in the tender by relying on the capacities of another entity to participate singly.

The tenderer must be in possession of the requirements stated in the following points.

4.1 – Requirements for participation

Registration in the Chamber of Commerce, Industry, Crafts and Agriculture for activities in line with the object of

this tender (as stated in the copy of the Chamber registration). A tenderer established in another member state should present a sworn statement or official document pursuant to the applicable law in the State where it is established.

4.2 – Absence of grounds for exclusion from participation in the Tender

Participation in this tender is reserved for economic operators who, on the date of the presentation of the offer, declare that no grounds for exclusion exist in accordance with Directive 2014/24/EU, or else grounds for exclusion that are associated with:

- Criminal convictions;
- Omitted payment of taxes or social security contributions;
- Insolvency, conflict of interest or professional misconduct.

The absence of these grounds for exclusion shall be attested to by means of the attached declaration (**Annex A**) signed by the legal representative.

4.3 – Requirements of economic and financial capacity

The economic operator that intends to participate in this tender must demonstrate either singly or by relying on the capacities of another entity, to have realised in **the three-year period of 2016/2018, an average annual turnover** not less than 1,200,000.00 Euro (one million two hundred thousand Euro) net of VAT from activities similar to those in this tender.

The possession of this requirement shall be attested to by means of the attached declaration (**Annex A**) signed by the legal representative and the presentation of **the balance sheets of the last three financial years. In the case where the economic operator relies on the capacities of another entity, Annex A and all the remaining documentation must also be provided by the auxiliary undertaking.**

4.4 - Requirements of technical and professional capacity

The economic operator that intends to participate in this tender must demonstrate either singly by relying on the capacities of another entity, to have **carried out in the period 2016/2018 activities similar to the ones covered by the tender**. For similar activities we intend (by way of example and not limited to): developing communication and marketing strategies, creation and development of websites, preparation of communication materials above and below the line, digital web e social management, organisation of events, press conferences, workshops, meetings, business and study trips, design/setting up of exhibition stands and activities within international trade fairs, public relations, press office management, online and offline advertising, and project management.

The possession of this requirement shall be attested to by means of the attached declaration (**Annex A**) signed by the legal representative, the general presentation of the Implementing Body, the description of the working group and the brief professional profiles of the identified members. **In the case where the economic operator relies on the capacities of another entity, Annex A and all other requested documents must also be provided by the auxiliary undertaking.**

In the case where the economic operator relies on the capacities of another entity, the following declarations must also be included:

- declaration signed by the legal representative of the competing economic operator declaring the joint possession of the necessary requirements to participate in the tender, with a specific indication of the requirements supplied and capacities made available by the auxiliary undertaking;
- declaration signed by the legal representative of the auxiliary undertaking declaring the absence of grounds for exclusion from participation in the tender as well as the possession of those requirements and capacities made available by the auxiliary undertaking as part of the offer (**Annex A**);
- unconditional and irrevocable declaration signed by the legal representative of the auxiliary undertaking guaranteeing towards the competing economic operator and the Client that the necessary resources which the competing economic operator does not dispose of will be made available for the whole duration of the contract;
- declaration signed by the legal representative of the auxiliary undertaking that it will not participate in the tender singly or associated or in consortium with other economic operators and will not provide capacities for other competitors;
- copy of the contract with which the auxiliary undertaking guarantees that it will provide the necessary requirements and capacities to the competing economic operator for the whole duration of the contract; in case the competing economic operation relies on an entity that belongs to the same group, in place of a

- contract a declaration attesting the legal and financial relationship in the group may be presented;
- copy of the certificate showing the registration of the auxiliary undertaking in the Chamber of Commerce for the activities relating to those that are the object of the above contract between the economic operator and the auxiliary undertaking (in the case of an economic operator that is not resident in Italy and without a stable organisation in Italy, documentation of equivalent legal value in force in the respective country of residence or sworn declaration).

4.5 – Subcontracting

The competitor may indicate in the offer the parts of the service that it intends to subcontract up to 30% of the total value of the contract. It is not grounds for exclusion but if the competitor indicates one or more subcontractors that at the same time compete singly in this tender, the competitor will not be allowed to subcontract to them.

4.6 – Bank guarantee

In case of the award of the tender, the economic operator shall present a bank guarantee issued by a banking institute or insurance company possessing the necessary authorisations equal to 10% of the amount entrusted for each year, namely, of a value equal to € 32,900.00 for the first year, € 20,850.00 for the second year and € 25,530.00 for the third year. The guarantee for the first year must be consigned in original at least 10 (ten) days before the signature of the contract. The guarantees related to successive years must be consigned in original by 31 December 2020 and 31 December 2021 respectively.

5 – Method of presentation of the offers and signature of the tender documents

With a **failure to comply resulting in exclusion from the competition**, the packet containing the offer must be sealed and send by registered post or courier or consigned by hand on weekdays Monday to Friday from **9.00 to 17.00 at the registered address of the partner ANICAV – Viale della Costituzione Centro Direzionale Isola F/3 – 5° Piano – 80143 Naples (NA) - Italy. The packet must be consigned at the stated address by and no later than 12.00 (Italian time) on 3 December 2019, with failure to comply resulting in exclusion from the competition.** In case of delivery by hand, the responsible employee shall provide a receipt with the date and time of delivery of the packet. The delivery of the packet shall remain at the exclusive risk of the sender in the event that for any reason whatsoever, it does not reach the destination within the aforementioned final deadline. The term “sealed” means hermetic closure that bears any sign or stamp placed on a plastic material such as adhesive tape or sealing wax, which closes the packet and the envelopes contained within it, attesting to the authenticity of the original closure from the sender as well as assuring the integrity of the packet and the envelopes and that they have not been tampered with.

On the outside the packet must indicate all information relating to the competing economic operator (name or trading name, VAT number, PEC - certified email address – or email address for tenderers established in other Member States - for communication) and must be labelled with the following: **Bando di selezione mediante procedura competitiva aperta per la selezione di un organismo incaricato dell’esecuzione del Programma denominato “SAN MARZANO DOP: ECCELLENZA EUROPEA – EU RED PDO”.**

The packet shall contain three closed and sealed envelopes, with the registered name of the sender, the object of the tender and the following information, respectively for each envelope:

“A – Administrative documentation”

“B – Technical Offer”

“C – Financial Offer”

The lack of seals on envelopes “A”, “B” and “C” inserted into the packet, or their lack of integrity, are **failures to comply resulting in exclusion** from the competition.

All the self-certifying declarations in accordance with arts. 46 and 47 of d.p.r. 445/2000, as well as Annex A, the request to participate, the technical offer and the financial offer must be signed by the legal representative of the competitor and if the competitor relies on the capacities of another entity, the legal representative of the auxiliary undertaking. In the case of competitors not established in Italy, all the documentation must be produced in equivalent legally valid forms in accordance with the legislation of the State where the economic operator is registered. The signatories shall attach a photocopy of a valid identification document.

All the documentation shall be provided in **Italian and/or English** and presented in paper format and electronic format - printable and copiable – on a USB stick (one for each envelope), by the competitor, **by and no later than 12.00 on 3 December 2019.**

Further information and/or clarifications on the above procedure can be obtained through written questions submitted

to the PEC email address: consorziopomodorosanmarzanodop@pec.it or, for tenderers established in other Member States, to the email address: info@consorziopomodorosanmarzanodop.it at least 3 days before the deadline for the presentation of offers. No clarifications will be provided by telephone.

5.1 – Contents of Envelope “A” – Administrative documentation and economic-financial and technical-professional requirements

Envelope A contains the request to participate, Annex A, the certificate of registration at the Chamber of Commerce, Industry, Crafts and Agriculture (in the case of an economic operator that is not resident in Italy and without a stable organisation in Italy, documentation of equivalent legal value in force in the respective country of residence or sworn declaration) and the balance sheets relating to the three years 2016/2018 of the competitor and in the case the competitor relies on another entity, of the auxiliary undertaking as well as all the other supporting documentation relating to the form of participation.

The **request to participate** contains the following information and declarations:

- whether the competitor participates in the tender singly or relies on another entity for its participation;
- in case the competitor relies on another entity, the competitor shall provide the identification information relating to each auxiliary undertaking (company name, VAT, registered address) and their role;
- declaration that the financial offer presented has in its formulation taken full account of: a) the contractual conditions and obligations including those relating to safety, insurance, working conditions, and all social security obligations that are in force in the place where the services/supplies are located; b) all the general, specific and local circumstances, excluding none, that may have influenced or could influence both the provision of the service, and the determination of the offer;
- that the competitor accepts without conditions and any reserve all the norms and provisions contained in the Technical Specifications;
- the following information: tax domicile; tax code / VAT number; PEC certified email address **or**, only in case of a competitor with a registered address in another member state, the email address for all communications;
- that the competitor authorises the Client to provide a copy of all the documentation presented for the participation in this tender if a participant in the tender exercises the right to access of the acts relating to the tender;
- states that the competitor is informed of the meaning and effects of article 13 of Legislative Decree no. 196 of 30 June 2003, that all personal data collected, also through electronic means, shall be treated exclusively for the purposes of the present tender, as well as the existence of the rights under article 7 of the same legislative decree.

Economic operators that are not resident in Italy and without a stable organisation in Italy shall in addition declare that in case of award they will align with the legislation set out in articles 17, comma 2, and 53, comma 3, of d.p.r. 633/1972 and communicate to the Client the name of their fiscal representative according to the law.

The competitor shall attach a photocopy of an identification document of the legal representative as well as all the documentation/declarations required in case the competitor relies on another entity (see the preceding point 4.4).

Annex A contains the following information:

- information on the economic operator;
- grounds for exclusion;
- selection criteria

In the case the economic operator relies on another entity, Annex A should also be provided by the auxiliary undertaking.

Envelope A also contains **the Presentation of the Implementing Body** indicated as follows **with failure to comply resulting in exclusion from the competition**:

- A **general presentation** in terms of activities carried out in the following fields: developing communication and marketing strategies, creation and development of websites, preparation of communication materials above and below the line, digital web e social management, organisation of events, press conferences, workshops, meetings, business and study trips, design/setting up of exhibition stands and activities within international trade fairs, public relations, press office management, online and offline advertising, and project management;
- Knowledge of the target market and operational contacts.

Description of the working group dedicated to the implementation of the Programme, and the brief professional profile of the identified members with particular evidence to activities and experience acquired in the agri-food sector or similar projects.

In case the economic operation relies on another entity, the above information must also be provided by the auxiliary undertaking.

5.2 - Contents of Envelope “B” – Technical Offer

Envelope “B – Technical Offer” contains, **with failure to comply resulting in exclusion from the competition**:

a) Definition of the overall communication strategy

In defining the proposed strategy, the following indications must be taken into consideration :

- Definition of the communication strategy: description of the coherence between the foreseen objectives of the Programme and the communication strategy proposed for the target country;
- Proposal for the communication concept and graphic design: originality, creativity, effectiveness and coherence between the communication concept and the communication strategy and Programme objectives;
- Description of the concept and strategic key visuals in the standard formats that will be utilised;
- Technical solutions and quality of the products.

The description of the proposed strategy should show concisely how it corresponds to the Client’s objectives, the reasons for its strategic choices in relation to the target market and the effectiveness of the proposed messages. The proposal should contain all the elements needed to define fully the concept, the communication strategy (creative Project) and its production (executive Project).

b) Definition and outputs of the Programme

The actions to be carried out each year to achieve the set objectives and the minimum result indicators as set out in the summary table in Point 6 must be detailed for each of the foreseen activities in the work packages as set out in Point 6 (OUTPUT, RESULT AND IMPAT INDICATORS). The activities and relative actions must be coherent with the proposed strategy and the identified target groups and set out according to the following points:

- Detailed description of the activities;
- Working group proposed for the realisation of the activities;
- products / services (outputs) that will be provided: description, quantification and, in the case of products, how they will be distributed.

During the implementation of the Programme a series of minimum outputs are requested for each activity. However, the tenderers may present in their technical offer a proposal with a greater number of outputs, on the condition that the financial offer is within the set limits for the tender.

5.3 – Contents of Envelope C – Financial Offer

Envelope “C – Financial Offer” shall contain, **with failure to comply resulting in exclusion from the competition**, the financial offer which must specify the following elements:

- **The overall price of the offer** expressed as a total and for each year in figures and letters, net of VAT and any other taxes and contributions as established by law.
- Furthermore, **for each activity described in Point 6**, the relative costs net of VAT and any other taxes and contributions as established by law must be detailed by year and by country within a specific table (see the example below) as well as the all-inclusive fee for the Implementing Body.

Work packet N° 4	COMMUNICATION TOOLS		
Activity N° 4	Communication tools: photographic news story, recipe-book, brochure, media kit, menu for press events and restaurant tasting weeks, promotional corner and roll-up, display desk)		
	YEAR 1	YEAR 2	YEAR 3
Detail of costs	Photographic images N° ...- € Design and print N° brochure format - € Design and print N°		

	recipe book format - € Design and print N° Menus for the press event and N° menus for the restaurant weeks - € etc. All-inclusive fee of the Implementing Body – €		
Total activity N° 4	€	€	€

The total annual cost of each activity and the total annual cost of the Implementing Body shall also be presented separately in a specific summary table (see the example below).

ACTIVITY	YEAR 1	YEAR 2	YEAR 3
TOTAL COST OF THE ACTIVITY			
IMPLEMENTING BODY FEE			

At the foot of the table the total cost of the actions shall be indicated (the sum of all the proposed activities) as well as the total fee of the Implementing Body.

In preparing the financial offer, each tenderer should bear in mind that in accordance with article 7, comma 1, letter b) of the decree of the President of the Republic n. 403 of 21 September 2001, the following percentages of the financial value of the service must in all cases be respected: a) the Implementing Body fee must not be more than 25%; b) realisation/ production not less than 75% of the total.

6 – Activities foreseen by the Programme

ACTIVITIES TO BE IMPLEMENTED

Work Package N° 2	COMMUNICATION STRATEGY, GRAPHIC DESIGN AND VISUAL IDENTITY		
Target groups	Opinion leaders (journalists, food bloggers and food writers, food experts, nutritionists), professionals in distribution and the Ho.Re.Ca. channel, final consumers		
Activity N° 2	Communication strategy, graphic design and visual identity		
Brief description of the activity and required outputs	This activity should include the following: <u>Plan of the communication campaign</u> : creation of the campaign concept and claim. <u>Development and creation of the graphic format and visual identity</u> of the campaign through the creative development of the communication concept for the B2B and B2C target groups. <u>Definition and adjustment of the contents and format</u>		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the requested products/ services (outputs)			

Work package N° 3	WEBSITE – SOCIAL MEDIA – FOOD BLOGGERS		
Target groups	Opinion leaders (journalists, food bloggers and food writers, food experts, nutritionists), professionals in distribution and the Ho.Re.Ca. channel, final		

	consumers		
Activity N° 3.1	Creation/updating of a Website in English & SEO		
Brief description of the activity and required outputs	Creation of a <u>website</u> in English dedicated to the promotion of the visual identity, messages and products that are the subject of the campaign. <u>CMS System</u> <u>SEO Plan</u> Annual Report on the activities carried out and th number of contacts made		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the requested products/ services (outputs)			

Work package N° 3	WEBSITE - SOCIAL MEDIA – FOOD BLOGGERS		
Target groups	Opinion leaders (journalists, food bloggers and food writers, food experts, nutritionists), professionals in distribution and the Ho.Re.Ca channel, final consumers		
Activity N° 3.2	Social Media Management		
Brief description of the activity and required outputs	This activity consists of the planning, production and publication of contents (including video recipes) according to quarterly editorial plans agreed for each year and shall assure the set-up and implementation of social accounts, account management and the generation of followers. Six-monthly reports analysing the results achieved and the trends of views and followers shall be produced. The following social networks have been identified: Instagram and Facebook. For each year of the Programme, at least 200 publications on Facebook and 150 publications on Instagram shall be foreseen.		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the requested products/ services (outputs)			

Work package N° 3	WEBSITE - SOCIAL MEDIA – FOOD BLOGGERS		
Target groups	Opinion leaders (journalists, food bloggers and food writers, food experts, nutritionists), professionals in distribution and the Ho.Re.Ca. channel, final consumers		
Activity N° 3.3	Blogger Outreach Programme		
Brief description of the activity and required outputs	The activity will consist of preparing a database for the selection of a targeted group of 20 food bloggers who are passionate about high quality food products and cooking to promote the campaign messages and raise awareness of the promoted product and, more in general, European PDO/FGI/TSG products. <u>Annual competitions with prizes</u> will be agreed with the selected food bloggers (best recipe proposed by their followers using the pomodoro S. Marzano DOP, best use of the pomodoro S. Marzano DOP for local and international recipes, etc). At least 200 contents should be generated, managed and published each year of the Programme.		

Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the requested products/ services (outputs)			

Work package N° 4	COMUNICATION TOOLS		
Target groups	Opinion leaders (journalists, food bloggers and food writers, food experts, nutritionists), professionals in distribution and Ho.Re.Ca. channel, final consumers		
Activity N° 4	Communication tools: photographic news story, recipe-book, brochure, media kit, menu for press events and restaurant tasting weeks, promotional corner and roll-up, display desk)		
Brief description of the activity and required outputs	<p>The activity foresees:</p> <ul style="list-style-type: none"> - A photographic news story of 100 professional images of reproducible quality to be used in other communication materials - The design and development of a recipe book in English in printed (15,000 copies) and digital versions - The design and printing of a 12-page brochure in English in printed (15,000 copies) and digital versions - The design and printing of a media kit (folder and notebook – 800 copies) - The design and printing of menus to be used for press events (300 copies) and restaurant tasting weeks (800 copies) - The design and printing of 3 promotional corners with rolls for the press events and 16 display desks to be placed inside the restaurants involved in the campaign 		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the requested products/ services (outputs)			

Work package N° 5	PUBLIC RELATIONS		
Target groups	Opinion leaders (journalists, food bloggers and food writers, food experts, nutritionists), professionals in distribution and Ho.Re.Ca. Channel		
Activity N° 5.1	Permanent public relations and press office activity		
Brief description of the activity and required outputs	<p>The activity consists of: a) the preparation and updating of a public relations plan (including contents, mailing list and timetable for mailings); b) the preparation of a press kit in digital and printed form; c) the drafting and online distribution of 4 press releases/year with links to the press kit, brochure and recipe book; d) the set-up of an online multimedia digital archive.</p> <p>The activity should guarantee the publication of at least 20 articles (online / offline) and 200 posts/ tweets/ photos /year that must be collected in a Media Clipping Report.</p>		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the requested products/ services (outputs)			

services (outputs)	
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Work package N° 5	PUBLIC RELATIONS		
Target groups	Opinion leaders (journalists, food bloggers and food writers, food experts, nutritionists) and Ho.Re.Ca. channel		
Activity N° 5.2	Press Events		
Brief description of the activity and required outputs	The activity consists of the organisation of press conferences followed by a buffet/welcome tasting in New York (year 1), Las Vegas (year 2) and San Francisco (year 3). The events should be organised during or immediately preceding the participation in the trade fairs Summer Fancy Food (June 2020), International Pizza Expo (March 2021) and Winter Fancy Food (January 2022). Each events will foresee the participate of 80/100 guests as well as the preparation of an invitation and menu based on the promoted products. The awarded contractor should guarantee the complete management of the events and all organisational aspects: selection of the location, inspections, checking availability and functioning of technical equipment, set up, transport and distribution of promotional materials, photo and video shoot, welcome service, assistance, monitoring and promotion. This activity should guarantee the publication of at least 10 articles (online/offline) and at least 100 posts / tweets/ photos / per year that must be collected in a Media Clipping Report.		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the requested products/ services (outputs)			

Work Package N° 6	EVENTS: MEETINGS WITH DISTRIBUTORS – RESTAURANT WEEKS – TRADE FAIRS – DISCOVERY TOUR		
Target group	Food Distributors (specialty stores, wholesale clubs, “gourmet” distributors, etc.)		
Activity N° 6.1	Organisation of one-to-one presentation meetings with distributors and competitions for consumers		
Brief description of the activity and required outputs	This activity foresees the organisation of 10 one-to-one meetings in years 1 and 2 of the programme, (with representatives of 5 different distributors previously identified in a specifically drawn up database and preferably located in the cities target of the field activities) to administer a questionnaire and inform them for a better understanding and promotion of both the promoted product. The meetings shall be coordinated by a journalist or PR manager expert in the product and EU quality schemes and should be organised at the main regional offices of the distribution chains identified. In addition, a prize competition – lasting at least one week - will be organised for consumers in two sales points / year (agreed with one or two of the distributors involved in the meetings)		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the requested products/ services (outputs)			

Work Package N° 6	EVENTS: MEETINGS WITH DISTRIBUTORS – RESTAURANT WEEKS – TRADE FAIRS – DISCOVERY TOUR		
Target groups	Final consumers, Ho.Re.Ca professionals, opinion leaders (journalists, food bloggers and food writers, food experts, nutritionists)		
Activity N° 6.2	Restaurant tasting weeks		
Brief description of the activity and required outputs	<p>The activity comprises of:</p> <ul style="list-style-type: none"> - The identification (from a database specifically developed and checked through contacts and a questionnaire) and involvement of at least 4 restaurants in each of the selected cities (New York and Chicago in year 1, San Francisco and Los Angeles in year 3). Each restaurant shall create a special menu using S. Marzano PDO canned tomatoes to propose to its clients over one week. Each restaurant will also dedicate a space to the promotion / visual display of the promoted products under the Programme. - Welcome to the clients and distribution of promotional material (and a sample of the product that will be provided without cost by the Client) and distribution of a questionnaire. 		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the requested products/ services (outputs)			

Work Package N° 6	EVENTS: MEETINGS WITH DISTRIBUTORS – RESTAURANT WEEKS – TRADE FAIRS – DISCOVERY TOUR		
Target groups	Professionals in distribution and the Ho.Re.Ca. channel, Opinion leaders		
Activity N° 6.3	International Trade Fairs and sponsorship of special events		
Brief description of the activity and required outputs	<p>The following trade fairs have been identified: Summer Fancy Food Show – New York – June 2020. International Pizza Expo – Las Vegas – March 2021. Winter Fancy Food Show – San Francisco – January 2022.</p> <p>The participation in these trade fairs foresees the personalised set up of a space of at least 45m2 including a welcome/information desk, an area for the display of the promoted products and B2B meetings and a cooking station for the organisation of a daily programme of cooking / pizza shows / tastings.</p> <p>Within each identified fair, the sponsorship of a special event must be organised.</p> <p>The activity should also include the registration of visitors and the distribution of a specific questionnaire to them.</p>		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the requested products/ services (outputs)			

Work Package N° 6	EVENTS: MEETINGS WITH DISTRIBUTORS – RESTAURANT WEEKS – TRADE FAIRS – DISCOVERY TOUR		
Target groups	Opinion leaders (journalists, food bloggers and food writers, food experts, nutritionists)		

Activity N° 6.4	Discovery tour in Italy		
Brief description of the activity and required outputs	The activity foresees in year 3 of the programme the organisation of a 5-day trip to the production area and the processing plants for 6 opinion leaders carefully selected also among those who will prove to have been most active publishing articles during the first 2 years of the Action. The discovery tour will include a press conference, meetings/interviews, visits to the production locations, cooking sessions, cooking competitions, and a final workshop and should result in the publication of at least 10 articles (online/offline) and at least 120 posts/tweets and photos.		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the requested products/ services (outputs)			

SUMMARY TABLE OUTPUT, RESULT AND IMPACT INDICATORS		
Output	Website	1
Result	Web-site views	300,000
Impact	Number of persons effectively reached	120,000
Output	Social media management	2 accounts
Result	Interactions	75,000
Result	Reach	1,500,000
Result	Views of posts	3,000,000
Impact	Number of people effectively reached/	300,000
Output	Blogger Outreach Programme – bloggers involved	60
Result	Impressions	1,500,000
Result	Reach	500,000
Result	Mentions on social networks	1,500
Impact	Number of bloggers effectively reached/Awareness	60
Impact	Number of people effectively reached/Awareness	100,000
Output	Permanent public relations activity and Press Office	1 PR Plan and 2 updates, 1 press kit and 2 updates
Result	Number of opinion leaders reached	1,300
Result	Number of consumers reached through the opinion leaders	60,000
Impact	Number of opinion leaders effectively reached/Awareness	520
Impact	Number of consumers effectively reached/Awareness	12,000
Output	Press events	3
Result	Opinion leaders reached by invitations	600
Result	Opinion leaders participating at events	300
Result	Articles/editorials published	30
Result	Posts, tweets, photos published	300
Result	Number of consumers reached by posts, tweets, photos	45,000
Impact	Number of opinion leaders effectively reached/Awareness	120

Impact	Number of consumers effectively reached/Awareness	9,000
Output	Meetings with distributors and organization of prize competitions	20 meetings/4 competitions
Result	Distribution chains involved	20
Result	Distribution chains involved in competitions for consumers	4
Result	Consumers involved in competitions in an average week	56,000
Impact	Number of consumers / week effectively reached/Awareness	11,200
Output	Restaurant weeks – Restaurants involved	16
Result	Consumers reached through the restaurants	5,600
Result	Consumers reached through media coverage	10,000
Result	Opinion leaders reached	200
Result	Chefs/restaurant owners reached	32
Impact	Number of chefs/restaurant owners effectively reached/Awareness (intention to purchase the product	8
Impact	Number of opinion leaders effectively reached/Awareness	80
Impact	Number of consumers effectively reached/Awareness	1,120
Output	Trade fairs – N. Stand/ N. sponsored events	3
Result	Professionals in distribution / Ho.Re.Ca. reached	4,500
Result	Opinion leaders reached	450
Impact	Number of professionals effectively reached/Awareness	1,125
Impact	Number of opinion leaders effectively reached/Awareness	180
Output	Discovery Tour	1
Result	Opinion leaders participating in the tour	6
Result	Articles/editorials published	10
Result	Posts, tweets, photos published on social media by opinion leaders	120
Result	Consumers reached through articles, posts etc	10,000
Impact	Number of opinion leaders effectively reached/Awareness	6
Impact	Number of consumers effectively reached/Awareness	2,000

7 – Award criteria

The tender will be awarded on the basis of the most economically advantageous offer and both **the quality of the service and the financial offer** shall be taken into account. The total 100 points shall be evaluated with the following proportions:

QUALITY OF THE TECHNICAL OFFER: MAXIMUM 80 POINTS

PRICE OF THE FINANCIAL OFFER: MAXIMUM 20 POINTS

TOTAL POINTS TO BE ASSIGNED: MAXIMUM 100 POINTS

The Evaluation Committee will evaluate the **qualitative elements of the Technical Offer** on the basis of the evaluation elements indicated in the table below:

EVALUATION ELEMENTS	CRITERIA	MAXIMUM POINTS
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OVERALL STRATEGY MAX 20 POINTS	Coherence of the communication strategy with each proposed activity Appropriateness and size of offered outputs compared to those requested	20 as follows: 20 = excellent 15 = good 10 = sufficient 5 = insufficient
PROPOSAL AND DEFINITION OF THE COMMUNICATION CONCEPT – TECHNICAL SOLUTIONS – QUALITY OF THE OUTPUTS MAX 20 POINTS	Originality, creativity of the graphic proposal and the communication concept for the campaign and appeal of its visual impact	5 as follows: 5 = excellent 4 = good 3 = sufficient 2= insufficient
	Coherence of the graphic proposal and the communication concept with the objectives set by the Programme	5 as follows: 5 = excellent 4 = good 3 = sufficient 2= insufficient
	Definition of the concept and strategic key visuals in the standard formats that will be used	5 as follows: 5 = excellent 4 = good 3 = sufficient 2= insufficient
	Technical solutions adopted and quality of the proposed graphic materials	5 as follows: 5 = excellent 4 = good 3 = sufficient 2= insufficient
METHODOLOGICAL APPROACH AND ARTICULATION OF THE ACTIVITIES MAX 40 POINTS	Completeness of the description of each activity and their coherence with the proposed strategy, the target groups and the result indicators	20 as follows: 20 = excellent 15 = good 10 = sufficient 5 = insufficient
	Quality of the Working Group proposed for each activity in terms of competence and the quality of the professional profiles indicated in the technical offer. Knowledge of the target country and existing operational contacts.	10 as follows: 10 = excellent 7 = good 5 = sufficient 2 = insufficient
	Quality and completeness of the outputs that will be provided (description, quantification and in the case of products, methods for their dissemination) and their coherence with the result indicators.	10 as follows: 10 = excellent 7 = good 5 = sufficient 2 = insufficient

The Evaluation Committee will continue with the evaluation of **the financial elements of the offer** on the basis of the evaluation criteria indicated in the table below:

EVALUATION ELEMENTS	CRITERIA	MAXIMUM POINTS
	Evaluation of the reasonableness and the detail of the cost proposed for each activity on the	15 as follows 15 = excellent 10 = good

FINANCIAL OFFER MAX 20 POINTS	basis of the products/services proposed	5 = sufficient 1 = insufficient
	Evaluation of the reasonableness of the fee for the Implementing Body	5 as follows: 5 = excellent 4 = good 3 = sufficient 1 = insufficient

8 – The Evaluation Committee and procedure for the award of the tender

An ad-hoc Evaluation Committee will be nominated after the deadline for the presentation of offers consisting of 5 members, of whom two internal to the two proposing organisations (the Consorzio di tutela and ANICAV) and three independent members with proven experience in: a) public tenders; b) marketing and communication strategies; c) the target market (U.S.A).

The Committee will meet at the registered address of the partner ANICAV – **Viale della Costituzione – Centro Direzionale Isola F/3 – 5° Piano – 80143 Naples - on 5 December 2019 at 10.00 am** for the selection procedure.

If there is only one valid offer, the Client has the right to decide whether to proceed with awarding the tender. In the event of a tie in the points attained, the contract shall be awarded to the competitor that has achieved the greatest number of points in the technical offer. In the event of a tie in points in both the financial offer and the technical offer, the award shall be made on the basis of a random draw.

On completion of the above procedure, the Committee will draw up the ranking list and proceed with the award.

The award will be immediately binding for the competitor that is awarded the contract, while the Client will be legally committed only when, in accordance with legislation, all the consequent and necessary acts for the conclusion of the tender take legal effect.

Timely communication shall be provided by PEC – or email for tenderers established in other Member States - to all participants of the results of the Tender for Selection.

The results shall also be published on the website of the Consorzio di tutela www.consorziopomodorosanmarzanodop.it by 10 December 2019.

9 – Obligations of the contractor

The contractor has the following obligations:

- to carry out the service object of the tender in agreement and collaboration with the Project Leader nominated by the Client;
- the full and unconditional acceptance of the content of these technical specifications;
- the respect of all the information contained in these technical specifications even if not expressly mentioned in this article and all laws and regulations in force at European, national and regional level as well as those eventually issued during the contractual period.

10 – Modifications to the contract – qualitative and quantitative variations in the services

Should unexpected and specific needs arise, the Client reserves the right to make quantitative variations to the contract of greater or lesser amounts within a fifth of the value of the contract and in respect of the contractual obligations. Furthermore, the Client also reserves the right to terminate the contract or part of it for reasons not imputable to the contractor, recognising the contractor an indemnity in accordance with law for the part of the contract not carried out. Should extraordinary actions not contemplated in these technical specifications be requested, the relative conditions shall be agreed between the Client and the contractor on a case-by-case basis

11 – Relations between the contractor and the Client

The contractor must nominate a technical contact person and an administrative contact person responsible for the service who will have the obligation to collaborate closely with the Project Leader nominated by the Client in order to manage the technical/administrative/financial monitoring of the Programme.

12 – Breaches

The Client has the right to dispute services provided that do not respond wholly or in part with the provisions set out

in these technical specifications or in the offer presented for the tender. In case of dispute, the client may ask the contractor to substitute staff or associates who are unsuitable for the realisation of the service. In case of delay or refusal, or in any other breach of the contractual obligations of the contractor, the Client shall contest the breaches in writing to the contractor.

13 – Termination of the contract

The termination of the contract for repudiatory breach shall be declared in the following cases:

- the lack of fulfilment of contractual or legal obligations concerning salaries and fees of its personnel and associates;
- manifest failure to comply with the obligations established in the contract;
- non-respect of the project lines presented and eventual integrative indications concerning the quality of the service.

14 – Unilateral termination of the contract

The Client has the right to check and verify the correct execution of the service with the assistance of mandated personnel of its choice. In case of termination of the contract under this clause, the contractor is anyway held to continue with the charged duties at the same conditions for a maximum of three months.

15 – Contract expenses

50% of the expenses for stamps, stipulation, registration and all other additional costs concerning the contract shall be borne by the contractor and the remaining 50% by the Client.

16 – Disputes

The competent court for any disputes that may arise during the provision of the service that are not definable by the contracting parties is Nocera Inferiore, Italy.

17 - Ownership and use rights

The ownership and/or use rights and financial exploitation of the products prepared or produced by the contractor or its employees or associates in the framework or execution of this service will remain the exclusive property of the Client that can, without any restriction, use them for publication, dissemination, use or duplication of the stated design, literary or material works. These rights, pursuant to L. n. 633/1941 “Protection of Copyright and Neighbouring Rights” as modified and integrated by L. n. 248/2000, must be considered ceded, purchased, bought and licenced in perpetuity, without limits, and irrevocably. The contractor undertakes to consign all the products in an open and modifiable format and expressly binds itself to supply the Client with all the documentation and materials necessary for the effective exploitation of exclusive titular rights as well as sign all necessary documents for the eventual registration of such rights to the Client in any registers or public lists. Furthermore, the contractor undertakes to respect the law in force concerning the collection and treatment of personal data and protection of databases.