

TECHNICAL SPECIFICATIONS AND PROCEDURE FOR THE SELECTION OF THE IMPLEMENTING BODY OF THE PROGRAMME FOR INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS ON THE INTERNAL MARKET

ASSOMELA – the Italian Association of Apples Producers – a Cooperative Company (hereinafter referred to as ASSOMELA), with registered address at Via Brennero 322, 38121 Trento (TN), ITALY, VAT no. IT02050820220, phone number +39 0461 829323, fax number +39 0461 829395, e-mail address: info@assomela.it, certified e-mail address: assomela@pec.cooperazionetrentina.it, in its quality of Proposing Organisation, shall present a Programme for Information and Promotion activities within the framework of the soon-to-be-published Tender which will be issued by the European Commission, in compliance with the (EU) Regulation no. 1144/2014 – Promotion of agricultural products on the internal market (Tender 2018), and, for this reason,

hereby announces,

in accordance with the articles of reference of the (EU) Regulation no. 1144/2014, of the Delegated (EU) Regulation no. 2015/1829 and of the Implementing (EU) Regulation n. 2015/1831, a **Public Notice of Tenders for the selection, by means of an Open Competitive Procedure, of no. 1 “Implementing Body” engaged for the realisation of the Actions (activities/initiatives) aimed at the attainment of the objectives that are provided by the Programme, which will be presented and which is to be carried out in the following countries of the Internal Market: Italy and Spain, using the Apple as the testimonial product** (as produced by the members of ASSOMELA).

Companies/agencies in possession of the requirements that are indicated in the aforementioned EU Regulations (including, but not limited to: agencies or companies that are experts in activities of public relations, promotion, information, event organisation and other initiatives, such as, for example, seminars, conferences, incoming trips, advertising and press campaigns, as well as activities at points of sale) are invited to present an offer (a technical proposal) on the basis of the indications that are described in this document under the paragraph entitled **"TECHNICAL SPECIFICATIONS"**.

It is hereby specified that, since this invitation to tender is aimed at the execution of a soon-to-be-presented European project, should ASSOMELA not be approved as the beneficiary of said project by the EU entities, the winning of this tender shall be considered void and ineffective, and that, in such a case, ASSOMELA shall have no responsibilities whatsoever and shall not be subject to any claims and/or damages requests.

PRIMARY INFORMATION

PROPOSING ORGANISATION:	ASSOMELA Cooperative Company
TARGET MARKETS:	Italy, Spain
TESTIMONIAL PRODUCTS:	(to be used within the framework of the proposed activities and initiatives) Apple
PROGRAMME DURATION:	36 months (3 years), starting approximately from the months of March/April 2019
TARGET GROUPS OF THE ACTIVITIES:	(within the target markets of the Programme) Sector professionals (in particular those in charge of the fruit and vegetable departments of the major supermarket chains) Consumers (users of the Web portal) Specialized journalists
FINANCIAL RESOURCES:	<u>€ 408,000.00 plus VAT. These resources are intended for the realisation of the activities and initiatives, and must also include the fee for the Implementing Body; however, they do not include other administrative expenses which have to be borne exclusively by the Proposing Organisation.</u> Percentage division of the overall costs divided by target country: Italy – 65% Spain – 35%

TECHNICAL SPECIFICATIONS

MAIN OBJECTIVES OF THE PROGRAMME

The main objectives of the Programme presented by ASSOMELA – the Proposing Organisation – are related to the reinforcement of the competitiveness of the agricultural sector of the European Union, as well as the increase of awareness of the specificity of the agricultural production methods of the European Union, in particular with regards to safety, traceability, environmental protection and sustainability, as well as in relation to the typical and intrinsic characteristics of the agricultural products in terms of quality, taste, diversity and traditions.

More specifically, in the target countries the aim is to:

- 1. Increase awareness of the merits of the agricultural products of the European Union and of the high standards applicable to the production methods in the European Union;**
- 2. Increase the competitiveness and consumption of European Union agricultural products and certain food products and raise their profile within the European Union;**
- 3. Increase the market share of European Union agricultural products and of certain food products;**
- 4. Increase the awareness of the peculiarities of the fruit and vegetable products of the European Union;**
- 5. Increase the awareness and recognition on the promoted products among the target population.**

The entities which will take part in this Call for Tender for the selection of the Implementing Body shall have to draw up a body of activities and initiatives (including informational and promotional materials) which will have to be consistent with a well-identified and targeted strategy, in consideration of the goals to be achieved, the typology of the target countries, the target groups of the initiatives, the duration of the Programme, and the financial resources available.

MAIN SUBJECTS TO BE HANDLED

In order to achieve the project objectives and to fulfil the requirements of the reference regulations (the afore-mentioned EU regulations), the main thematic areas to be considered are the following:

- The meaning of the concept of “quality” in terms of safety, wellbeing, taste, typicality and diversity. These concepts will then have to be connected to traceability, labelling, authenticity, nutritional facts, sustainability and protection of the environment;
- For the purpose of increasing the competitiveness of **European agriculture** in the target markets, it is necessary to go into detail on the **distinctive characteristics of the latter**, and thus to generically and technically deeply analyse (depending upon the typology of the target groups that are the recipients of the specific initiatives) **the meaning that “quality” holds for the European Union**;
- Within the framework of the European agricultural sector, the Programme’s testimonial product will have to be used and presented as an example of the value which **the European agricultural system confers upon the products from the various territories in the European Union**. That value is explained not only in the rigorous standards relating to the production methods and inspections of the production chain, but also in the promotion and protection of the values of the European cultural heritage, the diversity of the agricultural production and the preservation of the rural spaces. Within that framework, it will furthermore be possible to go into depth on concepts such as the traditional values of the production methods and of the raw materials, as well as the originality of the productions themselves.

TYPES OF ELIGIBLE ACTIVITIES AND INITIATIVES

The activities and initiatives that are eligible within the framework of the Programme that will be presented by ASSOMELA, in respect of the applicable regulations, are similar to those classic activities and initiatives of information on and promotion of high-quality agricultural, wine, and food products, taking into account the thematic areas to be handled and the objectives as indicated above (above all else in terms of the contents of the communication).

In particular, the project aims at increasing the technical knowledge of the specific target groups which were previously indicated, by means of the execution of *ad hoc* activities, which is:

- **STRATEGY:** definition of the communication strategy, of the distinctive key visual materials of the programme, and of other necessary elements.
- **PUBLIC RELATIONS:** ongoing activities of public relations (Public Relations Office), organisation of press events.
- **WEBSITE, SOCIAL MEDIA:** creation, updating, and maintenance of a technical/information Web portal.
- **COMMUNICATION TOOLS:** drafting of informational materials, such as, for example, media kits, brochures, recipe books, materials, promotional videos and specific teaching materials.
- **EVENTS:** organisation of technical – training seminars, realisation of (*incoming*) study trips to the production territories of the testimonial products; other events.
- **PROMOTIONS AT POINTS OF SALE:** tasting and informational days; and similar activities.
- **OTHER ACTIVITIES.**

SELECTION PROCEDURE FOR THE IMPLEMENTING BODY OF THE PROGRAMME

REQUIREMENTS FOR PARTICIPATING IN THE TENDER

Absence of causes for exclusion from participation in the Tender

Participation in this competitive Tender procedure is reserved to economic operators who, on the date of the presentation of the offer, declare that no reasons for exclusion exist, in accordance with the Directive no. 2014/24/EU, or else that there are no reasons for exclusion associated with:

- Criminal convictions;
- Payment of taxes or social security contributions;
- Insolvency, conflicts of interests or criminal business acts.

The absence of these reasons for exclusion will have to be certified by means of the attached declaration (Annex A), signed by the legal representative.

Requirements of economic and financial capacity

The economic operator that intends to participate in this Tender for selection must have realised total global revenues of no less than 1,500,000.00 Euros (in words: one million five hundred thousand Euros) net of VAT in the three year period of 2014-2015-2016, resulting from VAT declarations or the tax equivalent within the EU.

The possession of these requirements shall be certified by means of the attached declaration (Annex A) signed by the legal representative.

Requirements of technical and professional capacity

The economic operator that intends to participate in this Tender for selection must have realised services which are analogous to those that are the subject of this tender for a total amount of no less than 300,000.00 Euros (in words: three hundred thousand Euros) net of VAT in the three year period of 2014-2015-2016, including the realisation of at least one structured project in communications, promotion, and the related advertising campaign.

The possession of these requirements shall be certified by means of the attached declaration (Annex A) signed by the legal representative.

ADJUDICATION CRITERIA AND METHOD

The contract will be awarded with the criterion of **the best value for money**, via application of the **aggregative compensating method**, also taking quality criteria into account.

In the presence of only one valid offer, ASSOMELA shall have the option of proceeding or not with the awarding of 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 the points in both the financial offer and the technical offer, a random drawing shall be held.

Aspects of both the quality of service and price shall be jointly taken into account, and therefore the total 100 points shall be evaluated with the following proportions:

QUALITY (TECHNICAL OFFER)	MAXIMUM POINTS : 80
PRICE (FINANCIAL OFFER)	MAXIMUM POINTS : 20
TOTAL POINTS TO BE ASSIGNED	MAXIMUM POINTS : 100

The points shall be assigned according to the following criteria:

QUALITY: TECHNICAL OFFER (80 POINTS)

The Selection Committee shall examine the technical offer and shall assign the points on the basis of what will be declared, up to a maximum of 80 points, according to the subdivision indicated below:

QUALITY OF THE TECHNICAL OFFER		
CRITERIA	SUBCRITERIA	MAXIMUM POINTS
1. OVERALL STRATEGY 20 points	a) Adequate planning in terms of coherence with the objectives of the Communication Strategy and the goals related to the timing of planning.	10
	b) Coherence between the overall project strategy and the single activities.	10
2. CONCEPTION AND DEVELOPMENT GRAPHIC COMMUNICATION FORMAT 35 points	a) Creativity in planning 1 proposal for visual materials for the Programme and appeal of the proposal's visual impact.	10
	b) Efficacy of the graphic proposals for the proposed visual materials and of the communication concepts in order to guarantee that the aims defined for the Programme can be reached.	5
	c) Ability to use advanced technologies applied to communication.	5
	d) Flexibility and reproducibility of the coordinated image: Assessment of the degree of flexibility (scalability) and reproducibility of the graphic format in the various applications; assessment of the effectiveness and communicative immediacy of the proposal.	5
	e) Graphic promotional materials proposal (brochure, recipe books, gadgets or others).	5
	f) Technical and informational Web portal: effectiveness and functionality of the architecture, the navigation system, and the basic communicative/visual materials.	5

3. METHODOLOGICAL APPROACH 25 points	a) Creation and description of the work group and of operational modalities: quality of the organisational structure and of the professional characteristics of the work group, proposed in terms of the competences that they possess; efficiency level of the proposed operational and organisational methods.	15
	b) Timeline: assessment of the completeness, of the adequacy of times and resources that are envisioned in the timeline, and its coherence with the Programme (3 years)	5
	c) Proposed methods for supervision and examination of the realisation of the initiatives and of goals meeting: description of the analysis of the proposed activities, measurement and evaluation the effectiveness of the communication actions in relation to the aims of the Programme and the type of target groups.	5
TOTAL		80

The Selection Committee shall evaluate the proposal, and shall assign a qualitative coefficient for each criterion/sub-criterion with a variable value of between zero and one, attributed according to the judgment of individual commissioners on the basis of the following table:

QUALITATIVE JUDGEMENT	COEFFICIENTS
Evaluated unverifiable	0
Evaluated insignificant	0,1
Evaluated just enough	0,2
Evaluated enough	0,3
Evaluation between enough/passable	0,4
Evaluated passable	0,5
Evaluation between passable/good	0,6
Evaluated good	0,7
Evaluation between good/very good	0,8
Evaluated very good	0,9
Evaluated excellent	1

For the purposes of score attribution and calculation, any incomplete values will be rounded off to the second decimal number.

The method thus foresees the following steps:

- a) Attribution of a coefficient for every proposal, or a value of between 0 and 1 for each criterion by each commissioner;
- b) Calculation of an assigned coefficients average for every proposal by all commissioners for each criterion – provisional average;
- c) Transformation of these provisional averages into definitive averages (identifying the maximum score among those assigned for each criterion in all the proposals, setting this value as equal to 1 and then making the initially-calculated provisional averages proportional to this maximum average).

These coefficients will then be multiplied by the importance (score) attributed to each individual criterion indicated in the above table (pages 6 - 7), according to the following formula:

$$C(a) = \sum_n [W_i * V(a)_i]$$

Where:

C(a) = evaluation index of proposal "a"

n = total requirements/criteria number

W_i = requirements/criteria score attributed (i)

V(a)_i = coefficient of the proposal of the offer "a" in comparison to the requirement (i)

PRICE: FINANCIAL OFFER (20 POINTS)

PRICE: FINANCIAL OFFER		
CRITERIA	SUBCRITERIA	MAXIMUM SCORE
1. FINANCIAL ANALYSIS 14 points	a) Analysis of the costs-effectiveness of the proposed initiatives, according to market prices.	7
	b) Analysis of the unitary cost of every action expressed through the ratio between total costs of the action (including the fee) and the number of direct contacts expected.	7
2. FEE 6 points	a) Assessment of the congruity of the fee, expressed in days/person, required for the realisation of every action, on the basis of the cost of every action and of the expected benefits.	6
TOTAL		20

The "Financial Analysis" criterion score, which is that of its two sub-criteria a) and b), will be assigned on the basis of the same procedure followed for the evaluation of the technical proposal.

The "Fee" criterion score will instead be assigned as follows:

- calculation of the percentage depreciation of each proposal, taking as base value the proposal with the highest sum;
- calculation of the coefficient to be attributed to each percentage depreciation according to the following formula:

$$V(a) = R_a / R_{max}$$

Where:

V(a) = coefficient of the "a" proposal attributed to the "fee" criterion

R_a = percentage depreciation of the "a" proposal

R_{\max} = depreciation of the lowest proposal

c) calculation of the score to be attributed to this criterion through the following formula:

$$P(a) = Wp * V(a)$$

Where:

P(a) = score attributed for the “fee” criterion to proposal “a”

Wp = maximum score attributed to the “fee” criterion (= 6 points)

V(a) = proposal “a” coefficient attributed to the “fee” criterion

The total score attributed to each contribution will be obtained by adding the derived technical proposal evaluation score with the score derived from evaluation of the financial proposal.

Final selection and identification of the winning contestant will be drafted on the basis of scores attributed to the proposals.

METHOD OF PRESENTATION OF THE PROPOSALS

With a failure to comply resulting in exclusion from the competition, the bodies that are interested in participating in the Call for Tender for the selection of the Implementing Body shall deliver all of the necessary documentation in a packet containing three envelopes:

- **ENVELOPE A – Administrative documentation, which shall contain:**
 - o Annex A filled out and signed by the legal representative,
- **ENVELOPE B – Technical offer, which shall contain:**
 - o Detailed description of the activities/initiatives
 - o Indicative timeline of the proposed Programme
 - o Presentation of the economic operator taking part in the Tender for Selection
 - o Presentation of the work group and detailed description of the professional operators involved and of their competences
- **ENVELOPE C – Financial offer, which shall contain:**
 - o Detailed financial plan for each proposed activity/initiative (including the fee)
 - o Summarized budget for the three-year period per target country.

In the subsequent sections (Instructions for the presentation of the technical offer and Instructions for the presentation of the financial offer), indications shall be provided on how the technical offer and the financial offer shall have to be drawn up.

The documentation may be drawn up in either Italian or English, and it **shall have to be presented** by the participant in the competition both in paper format and in electronic format – printable and copyable - on a CD or USB stick, **within and no later than January 31st, 2018 at 16:00.** 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 with the aforementioned final deadline.

Alongside the shipment of the packet, proposals shall have to be sent in advance, once again **within and no later than January 31st, 2018 at 16:00,** by certified e-mail or by regular e-mail.

Mailing address to which proposals have to be delivered by the afore-mentioned deadline

ASSOMELA Società cooperativa

Attn. Dott.ssa Giulia Montanaro

Torre A Lato Nord

Via Brennero, 322

I-38121 Trento (TN)

ITALY

Certified e-mail address: assomela@pec.cooperazionetrentina.it

E-mail address: giulia.montanaro@assomela.it

Proposals sent by e-mail or by certified e-mail should preferably include a link from which the documentation can be downloaded. At the right time, the material shall be made available to the Evaluation Committee which shall be appointed for the execution of the selection activities.

The packet for the paper document submission, and the subject line of the certified e-mail and the e-mail should include the following wording: **“Call for Tender for the selection of an Implementing Body – DO NOT OPEN” - and the name of the body/agency/company participating in the Tender for Selection.**

The Selection Committee, an *ad hoc* body created especially for the evaluation and selection of the proposals received, and composed of representatives of ASSOMELA, shall meet at the headquarters of ASSOMELA, Via Brennero, 322 – I-38121 Trento, on February 1st, 2018 at 10:00 am for the purpose of carrying out the selection procedure.

Timely communication of the results of the Tender for Selection shall be provided by e-mail to all participants. The results shall also be published on the Website www.assomela.it **no later than February 5th, 2018.**

Additional information may be requested exclusively from the following e-mail address:

Ms. Giulia Montanaro, e-mail address: giulia.montanaro@assomela.it

COMPETITION DOCUMENTS

- PUBLIC NOTICE
- TECHNICAL SPECIFICATIONS
- ANNEX A

INSTRUCTIONS FOR THE PRESENTATION OF THE TECHNICAL OFFER – ENVELOPE B

As was previously indicated at the previous paragraph “Instructions for the presentation of proposals”, Envelope B – Technical Offer will have to include the following documents:

Detailed description of the activities/initiatives:

The financial operator taking part in the Tender for Selection shall define the promotional and informational plan, proposing the activities/initiatives that it considers to be most effective and structuring them according to what was indicated in the previous paragraph.

The choice of the activities/initiatives that are proposed shall be motivated, in relation to the effectiveness in achieving the Programme objectives, by the thematic areas to be disseminated and treated and by the typology of the target countries and groups, demonstrating a well-considered reflection in view of the maximum impact that can be attained.

It is advisable to propose initiatives of critical mass (with a broad capacity) capable of achieving the envisioned goals at the highest levels.

A description of the Programme of proposed activities will have to be supplied, with the indication of the activities / initiatives plan which shall be carried out in each target country during each of the three years.

The description needs to be supplied for each individual proposed activity/initiative and it shall indicate at least:

- The title of the activity/initiative
- A description of the activity
- The number and the type of expected (direct and indirect) contacts

Please notice that the information supplied for each activity/initiative will then be compared to the relative costs indicated in the Financial Offer – Envelope C, in order to evaluate their economic viability and consistency.

Approximate timeline for the proposed Programme

The economic operator who will take part in the Tender for Selection will have to supply an approximate timeline of the proposed activities/initiatives, divided by target country and by year/month.

Presentation of the economic operator taking part in the Tender for Selection:

The economic operator who will take part in the Tender for Selection will have to provide a **general presentation** in terms of its: contacts, experiences completed within the sector of the promotion of/information on high quality agricultural products, experience in the realisation of events in general, PR and Press Office activities, organisation of tastings at points of sale and press campaigns, development of promotional/informational materials, management of websites and social media.

Information on the economic operator’s belonging to networks of similar bodies operating within the same field, at a European and international level and, in particular, **in the countries involved in the Programme** may be provided here.

Presentation of the Work Group:

The economic operator who will take part in the Tender for Selection will have to provide a **presentation of the work group**, including a **detailed description of the professional operators** used and of their competences.

The description of the activities/initiatives, the timeline, the presentation of the economic operator and of the work group shall together form the technical offer, on the basis of which the quality of the proposal will be evaluated.

INSTRUCTIONS FOR THE PRESENTATION OF THE FINANCIAL OFFER – ENVELOPE C

As was indicated at the previous paragraph “Instructions for the presentation of proposals”, Envelope C – Financial Offer, will have to include the following documents:

Detailed financial plan for each proposed activity/initiative

The economic operator who will take part in the Tender for Selection will have to provide a detailed financial plan for each proposed activity/initiative, divided by country and by Year.

Each proposed activity will have to include the expected costs in as much detail as possible, and said costs will have **to be indicated net of VAT.**

Costs must be organized and presented in a table (called Detailed Financial Plan) including the name of the initiative and the single items which make up the initiative, in order to reach a total amount (total cost of the Actions), made up of the costs of the single initiatives, which in turn must be made up of the single cost items.

For each action, it is possible to include costs for supervision activities in the target countries by the Implementing body, such as, for example, flights, accommodation and meals.

With regards to the **costs relating to the fee for the Implementing Body**, they may be presented in the **form of days/person in relation to each individual initiative**, detailing the methods and the data necessary to quantify them. These costs regard all of the activities that are necessary for the organisation and realisation of the initiatives (such as the selection of and contacts with suppliers, price research, the selection of the location, reservations, organisation of events, etc.)

For this reason, a table is expected to be filled in for each country and divided by year, with the outline of the total costs of the proposed activities and the relative costs of the agency’s fees, including an indication of the number of days envisioned and of the cost per day. An example table is provided below:

DETAILED FINANCIAL PLAN			
COUNTRY 1			
Public Relations - Press Event	YEAR 1	YEAR 2	YEAR 3
Room renting	XXX €	XXX €	XXX €
Audio/video setup	XXX €	XXX €	XXX €
Catering (light dinner for __ people)	XXX €	XXX €	XXX €
Supporting staff (__ event hosts)	XXX €	XXX €	XXX €
Other (to be detailed)	XXX €	XXX €	XXX €
Yearly total amount per activity	XXXXX €	XXXXX €	XXXXX €
Agency fees (unitary cost per day for a senior consultant or for a junior consultant)	XXX €	XXX €	XXX €
Number of days expected	XX	XX	XX
Total agency fee (unitary cost x number of days)	XXXX €	XXXX €	XXXX €
Yearly total per action, including the fees	XXXXX €	XXXXX €	XXXXX €
EVENTS – Seminars			
	YEAR 1	YEAR 2	YEAR 3
Room renting	XXX €	XXX €	XXX €
Audio/video setup	XXX €	XXX €	XXX €
Speaker	XXX €	XXX €	XXX €
Other (to be detailed)	XXX €	XXX €	XXX €
Yearly total amount per activity	XXXXX €	XXXXX €	XXXXX €
Agency fees (unitary cost per day for a senior consultant or for a junior consultant)	XXX €	XXX €	XXX €
Number of days expected	XX	XX	XX
Total agency fee (unitary cost x number of days)	XXXX €	XXXX €	XXXX €
Yearly total per action, including the fees	XXXXX €	XXXXX €	XXXXX €

The total amount of 408,000.00€ available to carry out the actions, including the cost of the fee for the Implementing Body, must be divided as follows between the two target countries:

- ITALY: 65%
- SPAIN: 35%

Summary budget per country and per Year

The economic operator who will take part in the Tender for the Selection will have to supply a summary table per country, for the three-year period, which will have to include details for each proposed activity/initiative of the total cost of the same, and the cost of the fee. Here is an example table:

SUMMARY BUDGET	
COUNTRY 1	
Public Relations – Press Event	Three-year period
Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action for the three-year period	
EVENTS - Seminars	
Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action for the three-year period	
COUNTRY 2	
Public Relations – Press Event	Three-year period
Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action for the three-year period	
EVENTS - Seminars	
Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action for the three-year period	
Total cost – actions only – in the three-year period (country 1 + country 2)	
Total cost – fee only – in the three-year period (country 1 + country 2)	
Overall costs in the three-year period (country 1 + country 2)	408,000.00 €

The two tables, **Detailed Financial Plan** and **Summary Budget**, will make up the economic offer on the basis of which the price of the presented proposal will be evaluated.