

OPEN COMPETITIVE TENDER FOR THE SELECTION OF THE IMPLEMENTING BODY OF THE PROGRAMME FOR INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THE INTERNAL MARKET NAMED “RED GOLD FROM EUROPE: YOUR ORGANIC AND SUSTAINABLE CHOICE!” – ACRONYM “EU RED GOLD ORG” - INVITATION TO PRESENT PROPOSALS AGRIP-SIMPLE-2022

TECHNICAL SPECIFICATIONS

1 – Preliminary Information

ANICAV – Associazione Nazionale Industriali Conserve Alimentari Vegetali – with its registered address in Viale della Costituzione Centro Direzionale Isola F/3 – 80143 Naples – Italy – C.F. 80018140634 – Tel. +39 081 7347020 – Fax +39 081 7347126 – email info@anicav.it - PEC anicav@pec.it 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, ANICAV must **select an Implementing Body for the three-year information and promotion programme** named **“Red Gold from Europe: Your Organic and Sustainable Choice!” (Acronym “EU RED GOLD ORG”)** – ID 101095168 - hereinafter named the “Programme” – **submitted to the Call AGRIP-SIMPLE-2022 “Call for proposals for simple programmes 2022” – IM - ORGANIC - – and approved with decision of the European Commission No C (2022) 7918 of 09/11/2021.**

ANICAV 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 Association is held to carry out the selection of the Implementing Body through a open competitive procedure respecting the principles of cross-border interest, transparency, publicity, impartiality and equal treatment of applicants.

ANICAV, as proposing organisation of the above Programme, thereby announces a public Tender through an Open Competitive Procedure for the selection of an Implementing Body engaged to implement the three-year Programme “EU RED GOLD ORG”.

1.2 – Legal Framework and Reference documents

The applicable legal framework for the implementation of the Programme and this procedure 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 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;
- e) The Call for Proposals - AGRIP-SIMPLE-2022 - 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
- f) the MIPAAF Decree dated 17/10/2022 – Prot. N. 0526288 – concerning the selection procedure for the implementing bodies for simple programmes.

1.3 – Main information on the Programme

Products promoted by the Programme:

Preserved tomatoes corresponding to the following HS codes used for international trade:

- 200210 – Tomatoes, whole or in pieces
- 200290 – Tomatoes, prepared or preserved (excl. whole or in pieces).

More in particular, the programme aims at the promotion of organic versions of the above products.

Target countries / markets:

Denmark – the Netherlands – Germany – Sweden

General objective:

Increase the knowledge and recognition of EU schemes for the production of organic food products and the logo associated with them, promoting at the same time a greater consumption of the promoted products as well as an increase in market share in the four target Countries.

Specific objectives:

1. Increase awareness and recognition of the EU organic scheme / logo by focusing on increasing awareness / recognition of the promoted products among consumers in the four target markets. This objective shall be achieved through the dissemination of specific content via the website, social media and press/PR office activities. The increase in the level of knowledge and recognition of the promoted products among consumers will go hand in hand with that relating to food sector professionals and opinion leaders.

2. Achieve (by the end of 2025) an overall increase in the export of Italian organic preserved tomatoes in the four target markets equal to 76.3% (+93.7% in Denmark, +60.9% in Germany, +135.2% in the Netherlands and +108, 8% in Sweden) compared to 2021. This objective shall be achieved both through activities aimed at food sector professionals (distribution and the HoReCa channel) and through those aimed at consumers and their main influencers (journalists, food bloggers, nutritionists, chefs, etc.).

Target groups:

1. Food sector professionals (distributors - including online, importers, retailers and the HoReCa channel)
2. Opinion makers (journalists, writers, influencers, food, food and wine, nutrition and lifestyle bloggers, chefs, foodies, nutritionists, etc.)
3. Consumers aged 18-64 in Denmark and 18-69 in Germany, the Netherlands and Sweden.

Activities to be carried out:

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

Activation of the website and extensions, content creation, maintenance and SEO strategy.

Social media management

Social media Advertising

Communication tools and materials (photos, below the line communication tools)

Participation in international trade fairs

Educational Tour

Communication strategy, graphic design e visual identity

Duration of Programme and the contract:

36 months (subdivided into 3 12-month phases with indicative start on 1 March 2023)

Overall value of the Programme:

€ 1,914,660.00 including VAT

Overall value of this Contract:

€ 1,468,700.00 inclusive of VAT (€ 1,203,852.46 net of VAT) subdivided as follows:

Year 1: € 403,100.00

Year 2: € 636,600.00

Year 3: € 429,000.00

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 organisation.

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, agreeing and sharing with the Client the activities to be carried out. It is expected that at least two of the members of the Working Group are available to attend quarterly and annual monitoring meetings that will take place at the Client's headquarters to provide operational support to Programme activities that need to be carried out in strict coordination with the Client. 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, development of websites, preparation of communication materials above and below the line, social media management, organisation of events, press conferences, workshops, meetings, press/educational study tours, design/setting up of exhibition stands and organisation of promotional activities within international trade fairs, press office management, public relations and organisation of activities for opinion makers, social media advertising, project management and ongoing monitoring of the results.

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 Paying Agency of the Member State (AGEA) and will have as its subject the activities indicated in the technical specifications under 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 also on the capacities of another entity,

It is forbidden for a competitor participating in the tender together with 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 than Italy 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 relying also on the capacities of another entity, to have registered in **the three-year period of 2019/2021, an average annual turnover** not less than 2,000,000.00 Euro (two million Euro) net of VAT.

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 also 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 or relying also _____ on the capacities of another entity, to have **carried out in the period 2019/2021 services similar to the ones covered by the tender**. For similar services are intended international promotion and information programmes / activities such as (by way of example and not limited to): management of international promotion projects / programmes, organisation of events, press conferences, workshops, meetings, press/educational study tours, design/setting up of exhibition stands and organisation of promotional activities within international trade fairs, public relations and organisation of activities for opinion makers, development of communication and marketing strategies, social media management, creation and development of websites, preparation of communication materials above and below the line, social media advertising and agri-food sector promotion activities.

The possession of this requirement shall be attested to by means of the attached declaration (**Annex A**) signed by the legal representative bearing in the annex the presentation of the economic operator inclusive of a brief description of the main similar services performed as well as the description of the working group and the brief professional profiles of its identified members. **In the case where the economic operator relies also on the capacities of another entity, Annex A must also be provided by the auxiliary undertaking.**

In the case where the economic operator also 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. The guarantee for the first year must be consigned in original at least 5 (five) days before the signature of the contract. The guarantees related to successive years must be consigned in original within 30 days of the end of the guarantee issued for the previous year.

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

With a **failure to comply resulting in exclusion**, the packet containing the proposal must be sealed and sent by registered post or courier or consigned by hand on weekdays, excluding Saturday and Sunday, from 9.00 to 17.00 at the registered address of ANICAV – Viale della Costituzione Centro Direzionale Isola F/3 – 5° Piano – 80143 Naples (NA) - Italy. Offers sent via certified e-mail or by other electronic means will not be considered valid. The packet must be consigned at the stated address **by and no later than 12.00 (Italian time) on 16 December 2022**, with failure to comply resulting in exclusion. 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 of the packet, information relating to the competing economic operator (name or trading name, VAT number, PEC - certified email address - for communication) must be stated and the packet labelled with the following statement: **NON APRIRE - Bando di selezione mediante procedura competitiva aperta per la selezione di un organismo incaricato dell'esecuzione del Programma denominato "Red Gold from Europe: Your Organic and Sustainable Choice!" (Acronimo "EU RED GOLD ORG") – ID 101095168.**

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 also 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, by the competitor, **by and no later than 12.00 on 16 December 2022.**

Further information and/or clarifications on the above procedure can be obtained EXCLUSIVELY through written questions submitted to the email address: v.dedilectis@anicav.it at least 3 days before the deadline for the presentation of offers. No clarifications will be provided by telephone. Oral requests or those sent in any other way shall not be taken into consideration.

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 2019/2021 of the competitor and in the case the competitor relies also 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 also on another entity for its participation;
- in case the competitor relies also 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 also on another entity, Annex A should also be provided by the auxiliary undertaking.

Envelope A also contains the **Presentation of the economic operator** inclusive of the following information, **with failure to comply resulting in exclusion from the competition**:

General presentation.

- services/ action sin the following fields: management of international promotion projects / programmes, organisation of events, press conferences, workshops, meetings, press/educational study tours, design/setting up of exhibition stands and organisation of promotional activities within international trade fairs, press office management, public relations and organisation of activities for opinion makers,

development of communication and marketing strategies, social media management, creation and development of websites, preparation of communication materials above and below the line, social media advertising and agri-food sector promotion activities.

- Existing operational contacts in the four target markets.

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

In case the economic operation relies also 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 and description of the coherence of the proposed strategy with the foreseen objectives of the Programme and the individual activities;
- proposal for the communication concept and key-visual: originality, creativity, effectiveness and coherence of the communication concept with the communication strategy and with the objectives of the programme
- declination 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 four target markets and the effectiveness of the proposed messages.

The report must contain all the elements capable of fully defining the conception, the communication strategy (Creative Project) and the production (Executive Project).

b) Definition of activities and outputs of the Programme

For each of the foreseen activities in the work packages as set out in Point 6, the actions to be carried out must be detailed for each year for the target market to achieve the set objectives and the related minimum output, result and impact indicators as set out in the summary table of indicators in Point 6. 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 and quantification.



c) Summary timetable of the activities sub-divided by target market and year.

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

EXAMPLE

Work package N° 5 / Activity N° 5.1	COMMUNICATION TOOLS AND MATERIALS		
	YEAR 1	YEAR 2	YEAR 3
Detailed costs foreseen for the implementation of the activity	Revision and adaptation of texts and images already available - € N.36 photographic images and texts of recipes € Production of N. Brochure in ... format ... € Production of N. ... desk calendars Production of N. ... Media kits€ N.... shoppers/rucksacks€ Etc.		
Fee for the Implementing Body	€		
Total Work Package N° 5 / Activity N° 5.1	€	€	€

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 3 YEARS
A – COST FORESEEN FOR THE IMPLEMENTATION OF THE ACTIVITY				
B - IMPLEMENTING BODY FEE				
C – TOTAL COST (A+B)				
D - % IMPLEMENTING BODY FEE (B) IN RELATION TO THE COST FORESEEN FOR THE IMPLEMENTATION OF THE ACTIVITY (A)				

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 to be implemented

Work Package N° 2	PUBLIC RELATIONS
Activity N° 2.1	Continuous public relations and press office activities
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists), food sector professionals and consumers
Brief description of the activity and required outputs	This activity includes the following: <ul style="list-style-type: none"> - creation and annual updating of a mailing list for each target market) - preparation of a digital press kit / year, for each target market



	<ul style="list-style-type: none"> - preparation and distribution of at least 4 digital press releases / year / target market - active involvement of 5 micro-influencers/year/target market for the insertion of the promoted products in their online/offline activity and the organization of 5 giveaways/year. - The preparation of an annual press review on the published contents including data on the users reached for each target market. 		
Indicative 3-year budget	€ 266,000		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 2	PUBLIC RELATIONS		
Activity N° 2.2	Organisation of press events		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists etc), food sector professionals		
Brief description of the activity and required outputs	<p>The activity comprises of the organisation of four press events (Year 1 in Amsterdam, Year 2 in Nuremberg, Stockholm and Copenhagen), each aimed at hosting at least 80 opinion-leaders and influencers, followed by a welcome tasting characterized by a menu using the promoted products. The events must also be broadcast live via Facebook / Instagram / YouTube.</p> <p>The successful tenderer will have to ensure the complete management of each event and all the related organizational aspects: selection of locations, site inspections, verification of the availability and functioning of the technical equipment, preparation, transport and distribution of promotional materials, photo and video service, welcome reception, assistance during the event, monitoring and promotion</p>		



	activities, review of articles and posts published and users reached.		
Indicative 3-year budget	€ 120,000		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 3	WEBSITE AND SOCIAL MEDIA		
Activity N° 3.1	Renewal of the domain and extensions, integration of the website, updating, maintenance and SEO strategy.		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists, etc), food sector professionals and consumers		
Brief description of the activity and required outputs	<p>This activity includes:</p> <ul style="list-style-type: none"> - Renewal and activation, as main domain, of the url www.redgoldfromeurope.eu and additional extensions .de, .nl and .se. - SEO strategy and related updates. - Adaptation of existing contents and material and integration with new contents focused on organic products. - Upload of 36 recipes (images and texts – see activity 5.1) - Creation of 6 video recipes with the "tabletop" technique and subtitles in English and in the languages of the four target markets and a section dedicated to the recipes created, over the course of the three years, by chefs / bloggers / foodies. - Creation of 6 interactive games dedicated to the promoted products and linguistically adapted to each target market. - Enhancement of information tools aimed at enabling the activation of a constant dialogue between users of the four target markets and the website. - Annual reports on the activities carried out and the results achieved (total views and users reached). 		



Indicative 3-year budget	€ 140,000		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 3	WEBSITE AND SOCIAL MEDIA		
Activity N° 3.2	Management of the official accounts on social media in the four target markets, production of contents and community management		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists etc), food sector professionals and consumers		
Brief description of the activity and required outputs	<p>The activity includes:</p> <ul style="list-style-type: none"> - activation and management of the official accounts on the identified social media - Instagram, Facebook and YouTube - for each target market. - planning, production and publication of contents according to an editorial plan defined on a monthly basis for each year and for each target market. <p>For Facebook and Instagram, on average, the publication of 6 organic posts / month / social media account / country is expected, for a total of 144 publications / year / social media account.</p> <ul style="list-style-type: none"> - Organisation, in both the second and third years and for each target market, of a cooking session (Master Cooking Session) on YouTube (proposal, by a chef, of one or more recipes based on the promoted products). - Community management activities (monitoring comments, sending replies, etc.). <p>Finally, for each target market and on a six-monthly basis, a report produced on the activities carried out and the results achieved (total views and users reached).</p>		
Indicative 3-year budget	€ 195,600		



Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 4	ADVERTISING		
Activity N° 4.1	Social Media Advertising		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists etc), food sector professionals and consumers		
Brief description of the activity and required outputs	<p>The activity consists of:</p> <ul style="list-style-type: none"> - 24 sponsored ads / year & country on Facebook and Instagram; - The publication of 6 in-stream short non-skippable ads / year / country on YouTube; - The publication of 4 PPC Google Ads / year / country. - An annual report on the results achieved in terms of the number of ads published, number of impressions, views, number of users reached. 		
Indicative 3-year budget	€ 184,000		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			



Work Package N° 5	COMMUNICATION TOOLS AND MATERIALS		
Activity N° 5.1	Communication tools and materials		
Target groups	Opinion makers (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists, etc), food sector professionals and consumers		
Brief description of the activity and required outputs	<p>This activity includes the production of the following tools and materials:</p> <ul style="list-style-type: none"> - 36 photos and texts for new recipes - 6,000 12-page brochures (printed and updatable digital formats) in dual language versions Danish/English, German/English, Swedish/English, Dutch/English). - 2,000 printed desk calendars / year in English - containing 36 recipes - 12 for each edition of the calendar - 2023, 2024 and 2025 - 6,000 shoppers or backpacks with campaign visuals and logos - 1,500 media kits (folder with notebooks and greeting cards) with campaign visuals and logos - 6,000 gadgets to be diversified according to target groups - programmes (in two language versions - English and target market) - 200 copies / session - for the cooking sessions planned as part of the trade fairs - menu (in two language versions - English and target market) - 100 copies / event and backdrop or roll-up for press events - 40 gift boxes for the winners of the prize competitions organised by the micro-influencers. 		
Indicative 3-year budget	€ 118,500		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			



Work Package N° 6	EVENTS		
Activity N° 6.1	Participation in international trade fairs		
Target groups	Food sector professionals (importers, distributors, retailers, HoReCa)		
Brief description of the activity and required outputs	<p>This activity comprises of the participation, with a customized stand of at least 45 m2, in the following trade fairs:</p> <p>ANUGA – Cologne – Year 1 and 3 BIOFACH – Nuremberg – Year 2 and 3 Nordic Organic Food Fair - Malmo – Year 2</p> <p>In addition, daily cooking session programmes dedicated to the promoted products must be organised as part of each event. A photo / video shoot must be created for each trade fair.</p>		
Indicative 3-year budget	€ 325,000		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 6	EVENTS		
Activity N° 6.2	Educational tour		
Target groups	Opinion leaders (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists, etc.), food sector professionals		
Brief description of the activity and required outputs	<p>The activity consists of the organisation of four study trips lasting 6 days each in locations where the promoted products are transformed during the second year of the programme. Each tour - one for each target market - will host 5 importers / distributors / retailers / HoReCa representatives / influencers / opinion leaders / media. In addition to the proposed itinerary and the application form, a specific match-making questionnaire</p>		

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Conservas Alimentari Vegetali

	must be prepared and administered, aimed at identifying the specific interests of potential guests.		
Indicative 3-year budget	€ 107,600		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3
Detailed description of the products/ services (outputs) that will be provided			

Work Package N° 7	OTHER ACTIVITIES		
Activity N° 7.1	Communication strategy, graphic design and visual identity		
Target groups	Opinion leaders (journalists, food bloggers & food writers, chefs, influencers, foodies, nutritionists, etc.), food sector professionals, consumers		
Brief description of the activity and required outputs	This activity, without prejudice to the claim (Red Gold Tomatoes from Europe) used in the previous promotional campaigns which is already in itself representative of the entire European preserved tomato industry and all the products proposed by it, including organic versions, includes the development of a new key-visual suitable for the secondary message adopted for this specific campaign ("your organic and sustainable choice!"). In support of this activity, a suitable communication strategy document must be produced together with the declination of the communication campaign and visual identity book.		
Indicative 3-year budget	€ 12,000		
Detailed description of the activity			
Working group proposed			
	YEAR 1	YEAR 2	YEAR 3



Detailed description of the products/ services (outputs) that will be provided			
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SUMMARY TABLE		
FORESEEN OUTPUT AND RESULT INDICATORS FOR THE TARGET MARKETS		
WP	Output indicators	Result indicators
Work Package 2	4 mailing lists and updates 12 press kits 48 press releases 60 competitions/partnerships activated with micro-influencers 4 press events 4 live broadcasts on Facebook, Instagram and YouTube	1,200 commentators intercepted via press releases, of which 600 reached by invitations to events 1,680 articles / posts published 60 micro-influencers reached 1,800 generated contents 320 commentators participating in press events 1,800,000 consumers intercepted through published articles and posts, generated content and live broadcasts
Work Package 3	Activation, maintenance and management of the main domain .eu and 4 additional extensions .de, .nl, .se and .dk 6 recipe videos 6 interactive games 4 SEO strategies r updates 12 social media accounts activated and managed (3/country) 1,728 (144/year/country) contents produced and published on FB and IG 8 YouTube cooking sessions	200,000 site views (intercepted views / users) 1,600,000 views (views / impressions / interactions) of content published on social media
Work Package 4	288 Ads published on FB / IG (72/Country) 72 Short YouTube Ads (9/Country) 48 PPC Google Ads (6/country)	2,400,000 impressions / users reached 120,000 YouTube views
Work Package 5	36 photographic images and recipe texts 6,000 brochures	Activity transversal to the whole Action and for which no result indicators are envisaged.



	6,000 desk calendars 6,000 shoppers / rucksacks 1,500 media kits (folder, notebook and greeting card) 6,000 gadgets 5 cooking sessions programmes (200 copies / session) 4 menus for press events and 4 backdrops or roll-ups 120 gift boxes	
Work Package 6	5 personalised 45 m2 stands 4 Educational Tours	Over 22,500 food sector distribution / HoReCa professionals intercepted through stands and promotional material (25% of total visitors - 90,000) 80 food sector professionals and opinion leaders reached by the invitation for the educational tours 20 food sector professionals and opinion leaders participating in the tours
Work Package 8	1 Communication Strategy 1 Communication campaign 1 Visual identity book	Activity transversal to the whole Action and for which no result indicators are envisaged.

7 – Award criteria

The qualitative aspects of the service and the financial offer will be considered jointly. The tender will be awarded, in fact, in compliance with the principle of the best quality – price ratio, considering **jointly the qualitative aspects of the service and the price**. The total 100 points shall therefore be evaluated according to the following ratio:

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
OVERALL STRATEGY	Coherence of the communication strategy with the foreseen	8 as follows: 8 = excellent 6 = good

**ANICAV**Associazione Nazionale Industriali
Conservas Alimentari Vegetali

MAX 8 POINTS	objectives of the Programme, the themes to be treated and the timetable and resources available for the implementation of the Programme. Coherence between the overall strategy, the individual activities and the results to be achieved.	4 = sufficient 2 = insufficient
PROPOSAL AND DECLINATION OF THE COMMUNICATION CONCEPT – TECHNICAL SOLUTIONS – QUALITY OF THE OUTPUTS MAX 24 POINTS	Originality and creativity of the communication concept and key-visual of the proposed campaign, appeal of its visual impact and its consistency with the claim already adopted for previous campaigns.	4 as follows: 4 = excellent 3 = good 2 = sufficient 1 = insufficient
	Effectiveness of the graphic adaptation of the proposed key visual and of the communication concept to guarantee the objectives set in the Programme	8 as follows: 8 = excellent 6 = good 4 = sufficient 2 = insufficient
	Declination of the concept and strategic key visual in the standard formats that will be used	8 as follows: 8 = excellent 6 = good 4 = sufficient 2 = insufficient
	Technical solutions adopted and quality of the proposed materials.	4 as follows: 4 = excellent 3 = good 2 = sufficient 1 = insufficient
METHODOLOGICAL APPROACH AND ARTICULATION OF THE ACTIVITIES MAX 48 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 quality of the professional profiles	16 as follows: 16 = excellent 12 = good 8 = sufficient 4 = insufficient



	indicated in the technical offer. Experience in the management and organisation of similar information, communication and promotion services and activities to those in this procedure. Existing operational contacts in the two target markets.	
	Quality and completeness of the outputs that will be provided (description, quantification) and their coherence with the result indicators.	12 as follows: 12 = excellent 8 = good 6 = 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
FINANCIAL OFFER AND FEE MAX 20 POINTS	Evaluation of the congruity of the cost proposed for each activity on the basis of the products/services proposed.	15 as follows 15 = excellent 10 = good 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, including three internal ANICAV subjects, a member of the Organic Foods Section of ANICAV as well as an independent external member with proven experience in public tenders.

The Committee will meet at the ANICAV headquarters - Viale della Costituzione - Centro Direzionale Isola F/3 - 5th Floor - on 21 December 2022 at 12.00 in order to complete the selection procedure.

The opening of the envelopes (Envelope A) containing the administrative documentation of the participants in the Tender will take place at the office indicated above **on 21 December 2022 at 12.00 in a public session. This session may be attended**, in person or **remotely**, by the legal representative (or person delegated by the same in writing) of each of the participating economic operators, presenting a suitable valid identification document. The **link** through which to connect remotely will be sent to the operators who request it. **The request must be sent to the e-mail address: v.dedilectis@anicav.it, indicating in the subject line "Request link for public selection session OE EU RED GOLD ORG/ Richiesta link per sessione pubblica selezione OE EU RED GOLD ORG". Requests must be sent after the deadline set for the delivery of the envelopes (i.e. after 12.00 on 16 December 2022, but no later than 15.00 on 19 December 2022).** In order to participate remotely in the public session, a scanned copy of the identity document of the economic operator's legal representative must be made available or, in the case of a delegated person, a copy of the proxy signed by the legal representative and accompanied by a copy of the identity document of the same.

After the opening of the Envelopes A and the eligibility of the participants in the Tender has been defined, the Commission will proceed, **in private session**, with the evaluation of the technical offers (Envelope B) and the financial offers (Envelope C). 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 bidder 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.

All participants will be promptly notified of the outcome of the Selection Tender by PEC or, in the case of non-Italian operators, by e-mail. More specifically, the name and address of the successful economic operator will be communicated, with an indication of the overall vote received, and the evaluation form of the recipient of the communication will be sent.

The results will also be published on the ANICAV website - www.anicav.it as well as on the TED portal - the online version of the supplement to the Official Journal of the European Union dedicated to public procurement - within 7 working days from the date of conclusion of the procedure selection.

9 – Obligations of the contractor

The contractor has the following obligations:

- to carry out the service that is the subject 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, in the Contract for the implementation of the programme which will be signed by the proposing organisation and the member State, in all laws and regulations in force at European and national level as well as those eventually issued during the contractual period.

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

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.

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 the event that the Client should find serious discrepancies in the execution of the activities entrusted, he will have the right to unilateral termination of the contract.

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 any services rendered that do not fully or partially comply with the requirements of the specifications or the offer proposed in the tender. In the event of a dispute, the Client may request the Contractor to replace personnel/collaborators not considered adequate for the performance of the services. In the event of delay or refusal, as well as in any other case of non-compliance with the contractual obligations assumed by the Assignee, the Client will contest the non-fulfilments 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 activities 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 good execution of the service with the help of appointees chosen at its discretion. In the event of termination of the contract, the Contractor is in any case committed to continuing the assignment, under 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 Naples, 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 treatment of databases.

18 – Treatment of personal data of third parties and confidentiality

The Contractor, during the execution of the contract, undertakes to comply with all the provisions contained in the national and European legislation, including the provisions of Legislative Decree 196/2003 and those provided for by Reg. (EU) 679/2016 of the European Parliament and of the Council of 27 April 2016 (so-called GDPR) and to guarantee that the personal information, assets, statistics, personal

data and / or any other kind of information of which it will become aware due to the services entrusted, will be treated with adequate methods and according to transparent procedures. The Contractor, during and after the execution of the contract, undertakes not to make direct or indirect use of the information he has become aware due to the services entrusted to obtain advantages or other benefits for himself or for third parties. In particular, the Contractor must undertake to maintain the utmost confidentiality of all information, data and circumstances concerning the Client, even after the conclusion of the service.

19 – Information on the processing of personal data

In compliance with the provisions of Legislative Decree 196/2003 and those provided for by Reg. (EU) 679/2016 of the European Parliament and of the Council of 27 April 2016 (so-called GDPR), the Client will use the data collected contained in the offers for the sole purpose to proceed with the selection of the implementing body. The data collected may be used for the fulfilment of legal obligations, including the inspections foreseen by Reg. (EU) 1144/2014 and by the Directorial Decree of 17 October 2022 n. 0526288 – Department of competitive policies for agri-food quality, fisheries and horse-racing – DG promotion of agri-food quality and horse-racing, which defines the criteria that non-contracting authorities must respect in the selection of implementing bodies for simple programmes in relation to the AGRIP-SIMPLE-2022 call.

The rights of the interested party are set out in Article 13 of the Legislative Decree 196/2003 and can be exercised pursuant to and for the purpose of the GDPR (see Articles 15 and 22).

The Client declares that with regard to the procedure established for the selection procedure:

- The purposes of the data processing concern the verification of the competitors' ability to participate and win the tender in question.
- The data provided will be collected, recorded, organised and stored for the time strictly necessary and for the purposes of managing the tender; will be processed both on paper and by computer technology, even after the possible establishment of the contractual relationship for the purposes of the relationship itself.
- Failure to provide mandatory data required will result in exclusion from this tender.
- The data may be disclosed to: 1. Client's personnel; 2. Members of the evaluation committee; 3. Verification commission identified by MIPAAF; 4. Competitors participating in the tender; 5. All other subjects identified as deserving or interested in accordance with Italian legislation and in particular with the Law on administrative procedure N° 241/90.
- The active subject of data collection is the Client, and the data controller is its legal representative.
- The interested party can exercise the rights provided for by Legislative Decree 196/2003 and by the GDPR articles 15 and 22.

Data controller: Raffaella Capuano.

Exercise of rights: for any further information regarding the processing of personal data, you can write to info@anicav.it

20 – Conflict of interest

Pursuant to and for the purposes of the Departmental Degree of MIPAAF - Department of competitive policies for agri-food quality, fisheries and horse-racing – DG promotion of agri-food quality and horse-racing – N° 0029174 of 30 June 2020; of the by the Directorial Decree of 17 October 2022 n. 0526288 – Department of competitive policies for agri-food quality, fisheries and horse-racing – DG promotion of agri-food quality and horse-racing, which defines the criteria that non-contracting authorities must respect in the selection of implementing bodies for simple programmes in relation to the AGRIP-SIMPLE-2022 call; of Reg. (EU) 1144/2014, of Reg. (EU) 1829/2015 – delegate; of the EU Reg. 1831 / 20115 – of execution; of the note European Commission DDG1 B5 / MJ / DBD (2016) 321077 dated 7 July 2016 - Guidelines on tender procedures; of the Communication of the European Commission (2006 / C/179/02) paragraph 2.1.2; the Client, in carrying out this selection procedure, adopts all suitable measures to effectively prevent, identify and remedy conflicts of interest that are capable of distorting competition and guaranteeing equal treatment of economic operators.

21 – Single person in charge of the procedure

The sole person in charge of the procedure is Giovanni De Angelis.