



**OPEN COMPETITIVE TENDER FOR THE SELECTION OF THE IMPLEMENTING BODY FOR THE PROGRAMME FOR INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES NAMED "RED GOLD FROM EUROPE. EXCELLENCE IN EU PRESERVED TOMATOES" – ACRONYM "EU RED GOLD USA" – ID 101251019 - INVITATION TO PRESENT PROPOSALS AGRIP-SIMPLE-2025**

**TECHNICAL SPECIFICATIONS AND SELECTION PROCEDURE**

**1 – Preliminary Information**

**ANICAV – Associazione Nazionale Industriali Consserve 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](mailto:info@anicav.it) - PEC [anicav@pec.it](mailto: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. Excellence in EU Preserved Tomatoes**" (Acronym "**EU RED GOLD USA**") – **ID 101251019** – hereinafter named the "**Programme**" submitted to the Call **AGRIP-SIMPLE-2025 "Call for proposals for simple programmes 2025"** - **TC-OTHERS** – and approved with decision of the European Commission No C (2025) 7080 final of **24.10.2025**.

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 an 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 USA".

**1.2 – Legal Framework and Reference documents**

The applicable legal framework for the implementation of the Programme and this procedure consists of:



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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/DBD (2016) 3210777 of 7 July 2016;

e) The communication from the European Commission (2006/C) 179/02;

f) The REA call to present proposals for Simple Programmes - Grants to information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries (AGRIP-SIMPLE-2025) published on 22 January 2025;

g) The MASAF Decree dated 21 November 2025 – Prot. N. 0629571 – concerning the selection procedure for the implementing bodies for simple programmes Reg (EU) 2014/1144 – Call year 2025.

### **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).

#### *Target country:*

United States of America (USA)

#### *General objective:*

Increase the competitiveness, consumption and market share of European preserved tomatoes in the target market by optimizing their image and increasing awareness of their origin, quality, health benefits and versatility.

#### *Specific objectives:*

1. Achieve (by the end of 2028) an overall increase in exports of Italian preserved tomatoes in the target market of 30.4% compared to 2024. This objective must be achieved both through activities aimed at food sector professionals (distribution and HoReCa channel) and those aimed at consumers and their main influencers (journalists, food bloggers, nutritionists, chefs, etc.).
2. Increase the level of awareness and recognition of the quality, taste, safety



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(traceability and raw material used), versatility/ease of use in the kitchen and nutritional benefits of Italian and European preserved tomatoes among distribution and HoReCa channel professionals, opinion leaders and the final consumers of the target market.

*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 between 20-70.

*Activities to be carried out:*

Public relations/press office activities (permanent PR/press office, organisation of press events, collaboration with micro-influencers)

Renewal of the main website domain .com and additional extension .us, updating, content creation, maintenance and SEO strategy.

Social media management, content production and community management

Digital and printed advertising

TV advertising

Online/social media advertising (Google Display Ads / Landing pages and social media advertising)

Communication tools and materials (YouTube videos and below the line communication material)

Participation in international trade fairs

Organisation of Educational Tours

POS promotions

Updating/adaptation of secondary communication messages and declination of communication materials

*Duration of Programme and the contract:*

36 months (subdivided into 3 12-month phases with indicative start between 1<sup>st</sup> March 2026 and 1<sup>st</sup> April 2026)

*Overall value of the Programme:*

**€ 2,179,542 including VAT**

*Overall value of this Contract including the fee:*

**€ 1,710,470 including VAT (€ 1,402,024.59 net of VAT) as follows:**

**Year 1: € 632,490.00**

**Year 2: € 539,090.00**

**Year 3: € 538,890.00**

*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



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and promotional activities foreseen in the plan of the programme based on 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, masterclasses, workshops, meetings, press/educational study tours, organisation of the participation in international trade fairs and related animation activities, press office management, printed/digital/social media advertising, organisation of InStore promotions, project management and 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



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and social security and insurance contributions with regards to its staff and / or associates foreseen by the legislation in force.

### **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 service contract will make reference to all the relevant provisions for the implementation of the programme contained in the Grant Agreement signed by the Client and the competent national authority of the Member State (AGEA). 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**

#### **4.1 Admissibility requirements**

Economic operators may participate in this tender either individually or by availing themselves of the capacities of other entities to demonstrate their possession of the economic, financial, technical, and professional requirements.

An economic operator participating in this tender as an auxiliary undertaking is, however, prohibited from participating individually.

To be admissible for this tender procedure, the economic operator must comply with the tender submission requirements, have legal personality, and be established in a Member State of the European Union. In the case of participation with auxiliary undertakings, all participants must meet the aforementioned requirements at the time of submitting their bid.

#### **4.2 - Eligibility Requirements**

**Registration** in the Companies Register held by 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 certificate of the tenderer and, as applicable, the auxiliary undertaking). A tenderer established in another Member State than Italy should present proof of registration in a professional or trade register of another Member State or a sworn statement.



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#### **4.3 - 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:

- bankruptcy, liquidation, receivership, composition with creditors, cessation of business, or any other similar situation resulting from a similar procedure provided for by national laws and regulations;
- criminal convictions, resulting from a final judgment by a competent authority of a Member State, for any offense concerning their professional conduct, even if such convictions were handed down to persons having powers of representation, decision-making, or control over the tenderers;
- serious professional misconduct, proven by any documentable element, including decisions of the European Investment Bank and international organizations or by the Client;
- obligations relating to the payment of social security contributions or obligations relating to the payment of taxes and duties in accordance with the laws of the country in which they are established, the country of the Contracting Authority, or the country in which the contract is to be performed;
- final judgments for fraud, corruption, participation in a criminal organization, money laundering, or any other illegal activity detrimental to the financial interests of the Union, even if such convictions were handed down against persons with powers of representation, decision-making, or control over the bidders;
- conflict of interest with the proposing organization, whether of the bidder or of any auxiliary undertakings.

The absence of these grounds for exclusion shall be attested to by means of the attached declarations (**Annexes A and C**) signed by the legal representative. **In the case the bidder relies on the capacities of another entity, Annexes A and C shall also be provided by the auxiliary undertaking.**

On the basis of the above, bidders are excluded who, during this procedure:

- are in a situation of conflict of interest, either directly or in the case of any auxiliary undertakings;
- are guilty of false declarations in providing the information requested by the Client for the purposes of participating in the procurement procedure, or have failed to provide such information;
- are in one of the exclusion situations provided for in this procedure.

#### **4.4 – 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 **best three-year period of the last five years preceding the year of publication of this procedure, a global turnover** not less than **2,500,000.00 Euro (two million five hundred thousand Euro)** net of VAT.



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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 and VAT declarations of the three financial years 2022-2024 as well of those of the preceding years if used to demonstrate the global turnover requested by this procedure. 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.**

#### **4.5 - 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 last ten years as of the publication of this procedure, 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 and / or coordination of international promotion projects / programmes; organisation of events, press conferences, masterclasses, workshops, meetings, in-depth press / educational tours, InStore promotions; organisation of the participation in international trade fairs and related animation activities; press office management and public relations aimed at opinion leaders; development of communication and marketing strategies; social media management; creation and development of websites; creation of communication material above and below the line; (printed, online, digital and social) advertising management; agri-food sector promotional 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 will be made available for the whole



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duration of the contract as a requirement of participation or to improve the offer of the bidder;

- 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 bidders;
- copy of the contract indicating whether the inclusion of the auxiliary undertaking is to acquire eligibility requirements or to improve the offer of the bidder as well as attesting to the instrumental and human resources the auxiliary undertaking will provide to the bidder 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).

Recourse to auxiliary undertakings to satisfy general requirements and the registration in the Chamber of Commerce is not permitted.

#### **4.6 – Subcontracting**

The bidder shall indicate in the offer the parts of the service it intends to subcontract, simultaneously undertaking to use Annex 1 to MASAF Decree no. 0629571 of 21 November 2025 for any subcontractors. In the event that the subcontract constitutes a significant portion of the contract, the bidder shall provide information certifying the suitability and financial, economic, technical and professional capacity of the future subcontractor through a specific declaration (**Annex A**) signed by the legal representative of the future contractor and including as an attachment the general presentation of the subcontractor and the financial statements of the last three financial years. It is not grounds for exclusion but if the bidder indicates one or more subcontractors that at the same time compete individually in this tender, the bidder will not be allowed to subcontract to them.

#### **4.7 – 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.



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## 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 and public holidays, from 8.30 to 12.30 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 12.30 p.m. (Italian time) on 29 December 2025**, 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. Excellence in EU Preserved Tomatoes" (Acronimo "EU RED GOLD USA") – ID 101251019.**

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, Annex C, the technical offer and the financial offer must be signed by the legal representative of the bidder. If the bidder relies also on the capacities of another entity, Annex A, Annex C, the technical offer and the financial offer must also be signed by the legal representative of the auxiliary undertaking. In the case of bidders not established in Italy, all the documentation must be produced in equivalent legally valid forms in accordance with the legislation of the Member 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 digital format - printable and copiable – **on a USB stick, one for each envelope containing the printed contents of the envelope** - by the bidder, **by and no later than 12.00 p.m. on 29 December 2025**.



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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](mailto:v.dedilectis@anicav.it) at least 3 days before the deadline for the presentation of offers. 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 application for participation (**Annex B**), **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 Member State of residence or sworn declaration), the balance sheets and VAT declarations relating to the **three years 2022/2024 and those relating the previous years if used to demonstrate the global turnover** of the bidder and the self-certification pursuant to Presidential Decree 445/2000 (**Annex C**) certifying the absence of conflict of interest with the Client. In the case the bidder relies also on another entity, the above supporting documentation except for the application for participation shall be produced also by the auxiliary undertaking.

The **application for participation** must be drawn up in accordance **with Annex B** and contains the following information and declarations:

- whether the bidder participates in the tender singly or relies also on another entity for its participation;
- in case the bidder relies also on another entity, the bidder 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 bidder 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 bidder with a registered address in another member state, the email address for all communications;
- that the bidder 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 bidder 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



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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 bidder shall attach a photocopy of an identification document of the legal representative as well as all the documentation/declarations required in case the bidder relies on another entity (see the preceding point 4.5).

Envelope A also contains the **Presentation of the implementing body** as indicated below, **with failure to comply resulting in exclusion from the competition**:

**General presentation:**

- services/ actions in the following fields: management and / or coordination of international promotion projects / programmes; organisation of events, press conferences, workshops, masterclasses, meetings, in-depth press / educational tours, InStore promotions; organisation of the participation in international trade fairs and related animation activities; press office management and public relations aimed at opinion leaders; development of communication and marketing strategies; social media management; creation and development of websites; preparation of communication material above and below the line; (printed, online, digital and social) advertising management; agri-food sector promotional activities.

- Existing operational contacts in the target market.

**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 as well as the bidder.**

**All the above documentation** must also be presented in digital form – printable and copiable – **on a USB stick**.

## **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;
- description of the integration / adaptation proposed for the secondary communication messages already developed for ongoing campaigns in Asia ([www.redgoldfromeurope.com](http://www.redgoldfromeurope.com)), the United Kingdom



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([www.redgoldfromeurope.co.uk](http://www.redgoldfromeurope.co.uk)) and in the Middle East  
([www.redgoldfromeurope.bh](http://www.redgoldfromeurope.bh)) – [www.redgoldfromeurope.qa](http://www.redgoldfromeurope.qa) –

[www.redgoldfromeurope-sa.com](http://www.redgoldfromeurope-sa.com)) as well as for the previous campaign in the USA  
([www.greatesttomatoesfromeurope.com](http://www.greatesttomatoesfromeurope.com));

- proposal 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 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 realisation of the activities;
- products / services (outputs) that will be provided: description and quantification.

### **c) Summary timetable of the activities sub-divided by year.**

**All the above documentation** must also be presented in digital form – printable and copyable – **on a USB stick**.

## **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 for each target market within a specific table (see the example below).



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**EXAMPLE**

<b>Work Package N° 5 / Activity N° 5.1</b>	<b>COMMUNICATION TOOLS AND MATERIALS</b>		
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Detailed costs foreseen for the implementation of the activity</b>	Production of N° 24 video for YouTube - ... € Production of N° ..... brochures format .... - ..€ Production of N° .... recipe books format f .... - ...€ Production of N° ... media kits - ....€ Production of N° ... shoppers - ....€ Etc.		
<b>Fee for the Implementing Body</b>	€		
<b>Total Activity N° 5.1</b>	€		

**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).**

<b>ACTIVITY</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>TOTAL FOR 3 YEARS</b>
<b>A - COST FORESEEN FOR THE IMPLEMENTATION OF THE ACTIVITIES</b>				
<b>B - IMPLEMENTING BODY FEE</b>				
<b>C - TOTAL COST (A+B)</b>				
<b>D - % IMPLEMENTING BODY FEE (B) IN RELATION TO THE COST FORESEEN FOR THE IMPLEMENTATION OF THE ACTIVITIES (A)</b>				

**All the above documentation** must also be presented in digital form – printable and copyable – **on a USB stick**.

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



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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

<b>Work Package N° 2</b>		<b>PUBLIC RELATIONS</b>	
<b>Activity N° 2.1</b>		<b>Continuous public relations and press office activities</b>	
<b>Target groups</b>		<b>Opinion makers (journalists, food bloggers &amp; food writers, chefs, influencers, foodies, nutritionists, etc), food sector professionals and consumers</b>	
<b>Brief description of the activity and required outputs</b>		<p>The activity includes:</p> <ul style="list-style-type: none"> <li>- Continuous updating of a mailing list already prepared for the previous campaign in the USA;</li> <li>- The preparation, in English, and online distribution via PRNewswire of 5 press releases / year;</li> <li>- Publication of 5 in-depth newsletters/year;</li> <li>- Set up of 5 collaborations/year with 5 micro influencers to promote the products in the campaign;</li> <li>- The preparation of an annual review of published content which also contains data on the users reached in the target market.</li> </ul>	
<b>Indicative 3-year budget</b>		€ 217,500	
<b>Detailed description of the activity</b>			
<b>Working group proposed</b>			
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Detailed description of the products/ services (outputs) that will be provided</b>			



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<b>Work Package N° 2</b>	<b>PUBLIC RELATIONS</b>		
<b>Activity N° 2.2</b>	<b>Organisation of press events</b>		
<b>Target groups</b>	<b>Opinion makers (journalists, food bloggers &amp; food writers, chefs, influencers, foodies, nutritionists etc), food sector professionals</b>		
<b>Brief description of the activity and required outputs</b>	<p>The activity comprises the organisation of three press events (in New York in 2026, Chicago in 2027 and Los Angeles in 2028) each aimed at hosting about 60 opinion leaders/influencers/food professionals, including a welcome tasting featuring a menu based on the promoted products. The events must also be broadcast "live" through Facebook or Instagram or YouTube.</p> <p>The successful tenderer will have to ensure the complete management of each event and all the related organisational 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 shoots, welcome reception, assistance, monitoring and promotion activities, press review of articles and posts published and users reached.</p>		
<b>Indicative 3-year budget</b>	€ 93,000		
<b>Detailed description of the activity</b>			
<b>Working group proposed</b>			
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Detailed description of the products/ services (outputs) that will be provided</b>			



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<b>Work Package N° 3</b>		<b>WEBSITE AND SOCIAL MEDIA</b>		
<b>Activity N° 3.1</b>		<b>Renewal of the website domain, integration of website, updating, maintenance and SEO strategy</b>		
<b>Target groups</b>		<b>Opinion makers (journalists, food bloggers &amp; food writers, chefs, influencers, foodies, nutritionists, etc), food sector professionals and consumers</b>		
<b>Brief description of the activity and required outputs</b>		<p>This following will be implemented:</p> <ul style="list-style-type: none"> <li>- Renewal of the main website domain <a href="http://www.greatesttomatoesfromeurope.com">www.greatesttomatoesfromeurope.com</a> and of its extension .us.</li> <li>- Preparation of the SEO Strategy.</li> <li>- Integration of the website with contents produced for the other ongoing campaigns.</li> <li>- Preparation and uploading of new contents.</li> <li>- Integration of the website with 24 original new recipes (created by chefs / bloggers / foodies etc) and 6 new video recipes.</li> <li>- Enhancement of information tools aimed at enabling the activation of a constant dialogue between users of the target market and the website.</li> <li>- Annual reports on the activities carried out and the results achieved (total views of the published contents and users reached).</li> </ul>		
<b>Indicative 3-year budget</b>		€ 143,200		
<b>Detailed description of the activity</b>				
<b>Working group proposed</b>				
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	
<b>Detailed description of the products/ services (outputs) that will be provided</b>				



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<b>Work Package N° 3</b>		<b>WEBSITE AND SOCIAL MEDIA</b>		
<b>Activity N° 3.2</b>		<b>Management of the official accounts on social media in the target market, production of contents and community management</b>		
<b>Target groups</b>		<b>Opinion makers (journalists, food bloggers &amp; food writers, chefs, influencers, foodies, nutritionists etc), food sector professionals and consumers</b>		
<b>Brief description of the activity and required outputs</b>		<p>The activity includes:</p> <ul style="list-style-type: none"> <li>-Management of official social media accounts - Instagram, Facebook and YouTube.</li> <li>- Planning, production and publication of contents according to an editorial plan defined on a monthly basis for each year. For Facebook and Instagram, 72 organic posts / year / social media account are foreseen.</li> <li>- Community management activities (monitoring comments, sending replies, etc.).</li> </ul> <p>Preparation, on a yearly basis, of a report on the activities carried out and the results achieved (total views and users reached).</p>		
<b>Indicative 3-year budget</b>		€ 153,300		
<b>Detailed description of the activity</b>				
<b>Working group proposed</b>				
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	
<b>Detailed description of the products/ services (outputs) that will be provided</b>				



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<b>Work Package N° 4</b>	<b>ADVERTISING</b>		
<b>Activity N° 4.1</b>	<b>Printed/digital advertising</b>		
<b>Target groups</b>	<b>Opinion makers (journalists, food bloggers &amp; food writers, chefs, influencers, foodies, nutritionists etc), food sector professionals and consumers</b>		
<b>Brief description of the activity and required outputs</b>	<p>The activity consists of:</p> <ul style="list-style-type: none"> <li>- the publication of 4 pages/ads/year and the same number of ROS (Run on Site) in the B2B Food &amp; Beverage Magazine;</li> <li>- preparation and sending by email of 2 eBlast / newsletters / year to the subscribers of Food &amp; Beverage Magazine.</li> <li>- Preparation of an annual report containing the results achieved.</li> </ul>		
<b>Indicative 3-year budget</b>	€ 129,000		
<b>Detailed description of the activity</b>			
<b>Working group proposed</b>			
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Detailed description of the products/ services (outputs) that will be provided</b>			

<b>Work Package N° 4</b>	<b>ADVERTISING</b>		
<b>Activity N° 4.2</b>	<b>TV advertising</b>		
<b>Target groups</b>	<b>Opinion makers (journalists, food bloggers &amp; food writers, chefs, influencers, foodies, nutritionists etc), food sector professionals and consumers</b>		
<b>Brief description of the activity and required outputs</b>	<p>The activity consists of, solely for the first year of the programme, the production of 3 cooking shows using preserved tomatoes and their broadcasting on TV channels such as Roku, Hulu, Plex TV,</p>		



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	CBC Gem as well as YouTube and Vimeo video platforms.		
<b>Indicative 3-year budget</b>	€ 44,000		
<b>Detailed description of the activity</b>			
<b>Working group proposed</b>			
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Detailed description of the products/ services (outputs) that will be provided</b>			

<b>Work Package N° 4</b>	<b>ADVERTISING</b>
<b>Activity N° 4.3</b>	<b>Online / social media advertising</b>
<b>Target groups</b>	<b>Opinion makers (journalists, food bloggers &amp; food writers, chefs, influencers, foodies, nutritionists etc), food sector professionals and consumers</b>
<b>Brief description of the activity and required outputs</b>	<p>The activity consists of:</p> <ul style="list-style-type: none"> <li>- the implementation of 4 Google Display Ads campaigns / year and their publication – with links to as many dedicated landing pages – on food and lifestyle digital outlets;</li> <li>- sponsorship of 24 Ads / year on Facebook and Instagram;</li> <li>- the publication, each year, of 8 in-stream non-skippable short ads on YouTube;</li> <li>- the publication of 8 PPC Google Ads / year;</li> <li>- the preparation of an annual report containing the results achieved in terms of number of Ads / announcements published, number of impressions, views and number of users reached.</li> </ul>
<b>Indicative 3-year budget</b>	€ 152,000
<b>Detailed description of the activity</b>	



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**Working group proposed**

	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Detailed description of the products/ services (outputs) that will be provided</b>			

<b>Work Package N° 5</b>	<b>COMMUNICATION TOOLS AND MATERIALS</b>
<b>Activity N° 5.1</b>	<b>Communication tools and materials</b>
<b>Target groups</b>	<b>Opinion makers (journalists, food bloggers &amp; food writers, chefs, influencers, foodies, nutritionists, etc), food sector professionals and consumers</b>
<b>Brief description of the activity and required outputs</b>	<p>The activity includes the production of the following tools / materials:</p> <ul style="list-style-type: none"> <li>-24 YouTube videos (cultivation, harvest and transformation of the products) to use for activity 4.3, with English captions;</li> <li>-12-page brochure in English in printed format (3,000 copies in total) and in digital and downloadable format via QR code;</li> <li>- recipe booklet (36 photos and recipes) in English in printed format (3,000 printed copies) and in digital and downloadable format via QR code;</li> <li>- 3,000 shoppers with campaign visual and logos;</li> <li>- 500 media kits (folder with notebook and greeting cards);</li> <li>- 3,000 gadgets to be diversified according to target groups;</li> <li>- programmes (in English) 200 copies / programme - for cooking sessions envisaged for the trade fairs;</li> <li>- menus (in English) – 60 copies / event</li> <li>- and backdrop or backlit roll-up for the press events;</li> </ul>



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	<ul style="list-style-type: none"> <li>- 10 uniforms and 10 aprons for the chefs working in the cooking sessions;</li> <li>- kits for InStore competitions, including 1,500 entry cards/ participation questionnaires for the prize competition, 1,500 leaflets with recipe using the promoted products, backlit panel and ballot box;</li> <li>- 900 questionnaires for food professionals and opinion leaders.</li> </ul>		
<b>Indicative 3-year budget</b>	€ 137,250		
<b>Detailed description of the activity</b>			
<b>Working group proposed</b>			
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Detailed description of the products/ services (outputs) that will be provided</b>			

<b>Work Package N° 6</b>	<b>EVENTS</b>
<b>Activity N° 6.1</b>	<b>Participation in international trade fairs</b>
<b>Target groups</b>	<b>Food sector professionals (importers, distributors, retailers, Ho.Re.Ca.), opinion leaders</b>
<b>Brief description of the activity and required outputs</b>	<p>This activity consists of the customised set-up of stand at least 54 m<sup>2</sup> in the following trade fairs:</p> <p><b>Summer Fancy Food Show (SFFS)</b> - New York - 2026 and 2028 editions</p> <p><b>National Restaurant Show (NRA)</b> - Chicago - 2027 edition</p> <p>A daily programme of cooking sessions dedicated to the promoted products will be organised for each trade fair.</p> <p>Each trade fair must also foresee:</p> <ul style="list-style-type: none"> <li>- design and administer participation questionnaires (aimed at distributors / HoReCa and opinion leaders);</li> </ul>



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	<ul style="list-style-type: none"> <li>- production of a photo/video shoot for each trade fair.</li> </ul>		
<b>Indicative 3-year budget</b>	€ 288,900		
<b>Detailed description of the activity</b>			
<b>Working group proposed</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Detailed description of the products/ services (outputs) that will be provided</b>			

<b>Work Package N° 6</b>	<b>EVENTS</b>		
<b>Activity N° 6.2</b>	<b>Educational Tours</b>		
<b>Target groups</b>	<b>Opinion leaders (journalists, food bloggers and writers, chefs, nutritionists etc.) Food sector professionals/Ho.Re.Ca.</b>		
<b>Brief description of the activity and required outputs</b>	The activity foresees the organisation, for each year of the programme, of a 6-day educational tour, to the locations where the promoted products are grown and transformed. Each tour will host 8 importers / distributors / retailers / HoReCa representatives / influencers / media / foodies of the target market. The invitation, application form and itinerary shall be prepared for each tour.		
<b>Indicative 3-year Budget</b>	220.800 €		
<b>Detailed description of the activity</b>			
<b>Working Group proposed</b>			
<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	
<b>Detailed description of the products/ services (outputs) that will be provided</b>			



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<b>Work Package N° 7</b>	<b>POINT-OF-SALE (POS) PROMOTION</b>		
<b>Activity N° 7.1</b>	<b>POS Promotions</b>		
<b>Target groups</b>	<b>End consumers and food sector professionals (distributors)</b>		
<b>Brief description of the activity and required outputs</b>	<p>Organisation of 3 week-long POS/InStore promotions at Eataly US stores (Downtown New York in 2026, Chicago in 2027 and Los Angeles in 2028) and the same number of prize competitions/giveaways. The POS promotions will include a promotional/tasting stand including desk, backlit panel and competition entry ballot box for the entry cards/questionnaires (see kit in Activity 5.1).</p> <p>Each promotion should be supported by the publication of specific posts in the social media channels of the programme and the distribution of at least 1 newsletter and 3 posts through the website and social media channels of the identified chain (Eataly).</p>		
<b>Indicative 3-year budget</b>	€ 119,520		
<b>Detailed description of the activity</b>			
<b>Working group proposed</b>			
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Detailed description of the products/ services (outputs) that will be provided</b>			

<b>Work Package N° 8</b>	<b>OTHER ACTIVITIES</b>
<b>Activity N° 8.1</b>	<b>Communication strategy, graphic design and visual identity</b>
<b>Target groups</b>	<b>Opinion makers (journalists, food bloggers &amp; food writers, chefs, influencers, foodies, nutritionists,</b>



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	<b>etc), food sector professionals and consumers</b>		
<b>Brief description of the activity and required outputs</b>	This activity consists of the integration and declination of secondary messages and communication materials for the new campaign and the target market. The key-visual shall correspond to that already adopted for the ongoing campaigns while the principal claim shall remain the same already used for the previous campaign in the USA (Greatest Tomatoes from Europe).		
<b>Indicative 3-year budget</b>	€ 12,000		
<b>Detailed description of the activity</b>			
<b>Working group proposed</b>			
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Detailed description of the products/ services (outputs) that will be provided</b>			

<b>SUMMARY TABLE</b> <b>FORESEEN OUTPUT AND RESULT INDICATORS FOR THE TARGET MARKET</b>		
<b>WP</b>	<b>Output indicators</b>	<b>Result indicators</b>
Work package 2	1 mailing list and constant updates 15 press releases 15 in-depth newsletters 15 collaborations with micro influencers 3 press events 3 live broadcasts	31,520 opinion leaders intercepted (30,00 through the press releases and 1,520 by the newsletters) 270 opinion leaders and food professionals reached by the invitation to the press events 180 opinion leaders and food professionals participating in press events 15 micro influencers involved in disseminating the campaign messages 1,440 contents generated by the press releases, micro influencers and participants in the press events



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		3,200,000 users/consumers intercepted through generated content
Work package 3	<p>Renewal of the main domain .com and additional extension .us, integration, updating and maintenance of the website</p> <p>1 SEO strategy</p> <p>24 original recipes</p> <p>6 video recipes</p> <p>3 social media accounts activated and managed</p> <p>432 (144/ year) contents produced and published on FB &amp; IG</p>	<p>120,000 website views /impressions</p> <p>1,200,000 views / impressions / interactions of the social media contents</p>
Work package 4	<p>12 pages / ads published in the B2B Food &amp; Beverage Magazine and the same number of ROS (Run on Site)</p> <p>6 eBlast / newsletters sent by email to subscribers of Food &amp; Beverage Magazine</p> <p>3 TV cooking shows</p> <p>12 Google Display Ads linked to the same number of dedicated Landing Pages</p> <p>72 Ads published on FB / IG (24 / year)</p> <p>24 short Ads YouTube (8/year)</p> <p>24 PPC Google Ads (8/year)</p>	<p>3,000,000 distribution professionals / HoReCa reached by the published pages / ads and ROS</p> <p>218,000 p distribution professionals / HoReCa reached by eBlast / newsletters sent</p> <p>45,000,000 users / consumers reached by the TV cooking shows</p> <p>800,000 impressions of Google Display Ads/landing pages and Google PPC</p> <p>800,000 impressions of Social Media Ads (IG and FB)</p> <p>80,000 YouTube views</p>
Work package 5	<p>24 YouTube videos (cultivation, harvest and transformation)</p> <p>3,000 brochures, also downloadable via QR code</p> <p>3,000 recipe booklets, also downloadable via QR code</p> <p>3,000 shoppers</p> <p>500 media kits (folder, notebook and greetings card)</p> <p>3,000 gadgets</p> <p>3 cooking session programmes (200 copies / programme) for trade fairs</p>	Transversal activities relevant for the whole Action for which no result indicators are foreseen.



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	<p>3 menus (60 copies/edition) for press events and 3 backlit roll-ups / backdrops</p> <p>3 kits per POS promotion (backlit panel, entry card/ participation questionnaire, leaflet and competition ballot box)</p> <p>10 uniforms and 10 aprons for the chefs working in the cooking sessions</p> <p>900 participation questionnaires for distribution/HoReCa professionals and opinion leaders</p>	
Work package 6	<p>3 personalised 54 m<sup>2</sup> stands</p> <p>3 Educational Tours</p>	<p>88,000 food distribution / HoReCa channel/industry professionals intercepted through the stands, cooking sessions and promotional material</p> <p>600 active contacts recorded</p> <p>50 distribution sector/HoReCa professionals and opinion makers reached by the invitation to the educational tours</p> <p>24 distribution sector/ HoReCa professionals and opinion leaders participating in the tours</p> <p>40 content pieces published by opinion leaders participating in the tours</p> <p>600,000 consumers reached by content published by opinion leaders participating in the tours</p>
Work package 7	<p>3 POS promotions / InStore campaigns</p>	<p>122,000 consumers intercepted by the InStore/POS marketing campaigns and contents published on the selected social media channels of the identified chain</p> <p>1,500 consumers reached by entry/card/ questionnaires and recipe leaflets</p>
Work package 8	<p>1 integration / adaptation of secondary communication messages</p>	<p>Transversal activities relevant for the whole Action for which no result indicators are foreseen.</p>



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	1 integration / declination of communication materials	
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## 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

ADEGUACY 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 MAX 8 POINTS	<p>Coherence of the communication strategy with the foreseen objectives of the Programme, the themes to be treated and the timetable and resources available for the implementation of the Programme.</p> <p>Coherence between the overall strategy, the individual activities and the results to be achieved.</p>	<p>8 as follows: 8 = excellent 6 = good 4 = sufficient 2 = insufficient</p>
PROPOSAL AND DECLINATION OF THE COMMUNICATION CONCEPT – TECHNICAL SOLUTIONS – QUALITY OF THE OUTPUTS MAX 24 POINTS	<p>Effectiveness of the adaptation of the proposed campaign for the target market.</p> <p>Originality, creativity and effectiveness of the proposed secondary communication messages to guarantee the achievement of the</p>	<p>4 as follows: 4 = excellent 3 = good 2 = sufficient 1 = insufficient</p> <p>8 as follows: 8 = excellent 6 = good 4 = sufficient 2 = insufficient</p>



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	objectives set in the Programme in the target market.	
	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 indicated in the technical offer. Experience in the management and / or coordination of similar information, communication and promotion services and activities to those in this procedure. Existing operational contacts in the target market.	16 as follows: 16 = excellent 12 = good 8 = sufficient 4 = insufficient
	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



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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 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 8 = 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 3 members, including two internal ANICAV members and one 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 – Naples - on 30 December, 2025 at 10.00 a.m.** 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 30 December 2025 at 10.00 a.m. 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](mailto:v.dedilectis@anicav.it) indicating in the subject line "Request link for public selection session OE EU RED GOLD USA". Requests must be sent after the deadline set for the delivery of the envelopes (i.e. after 12.00 p.m. but no later than 17.00 on 29 December 2025).** 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



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be awarded to the bidder 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. In this case, the legal representatives of the bidders or their delegates will be given the possibility to attend the draw in person or online.

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 economic operators of other Member States, 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](http://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 – and on a nationally distributed information media 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, all information in the Grant Contract that will be signed by the Client and the Paying Agency AGEA, all laws and regulations in force at European and national level and in the target country, 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.



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## **11 – Relations between the contractor and the Client**

The contractor must nominate a technical/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.



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## **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 21 November 2025 n. 0629571 – Department of food sovereignty and horse-racing – DG AGEBIL, 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-2025 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).



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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 bidders' 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 MASAF; 4. Bidders 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](mailto:info@anicav.it)

## 20 – Conflict of interest

Pursuant to and for the purposes of the Departmental Degree of MASAF - Department of competitive policies for agri-food quality, fisheries and horse-racing - DG promotion of agri-food quality and horse-racing - N° 0029170 of 30 June 2020; of the Directorial Decree of 21 November 2025 n. 0629571 - Department of food sovereignty and horse-racing - DG AGEBIL, 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-2025 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.



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