

**TECHNICAL SPECIFICATIONS  
AND  
PROCEDURE FOR SELECTING THE IMPLEMENTING BODY FOR THE INFORMATION AND  
PROMOTION PROGRAM FOR AGRICULTURAL PRODUCTS ON THE UE INTERNAL MARKET**

**1 Foreword and preliminary information**

Producers' Organisation (PO) AMICO BIO Soc. Coop. Agr. a r.l., (hereinafter referred to as the contracting body), with registered office in Via Mazzocchi 59 – Santa Maria Capua Vetere (CE) – ITALIA, P. IVA 03648570616, email info@amicobio.net, PEC amicobio@pec.it, as the lead proposing body for **the three-year program (1/3/2023 – 28/2/2026) entitled "BIO DINAMICO" (acronym "BIODI")**, for information and promotion, co-financed by the European Commission in accordance with Regulation (EU) No 1144/2014 - Promotion of agricultural products in the internal market and in third countries,

**ANNOUNCE**

in accordance with the reference articles of Regulation (EU) No 1144/2014, Delegated Reg. (EU) No 2015/1829, Implementing Reg. (EU) No 2015/1831, **a call for tenders for the selection, by means of an open competition, of an implementing body** responsible for carrying out the actions (activities/initiatives) aimed at achieving the objectives set out in **the three-year program (1/3/2023 – 28/2/2026) entitled "BIO DINAMICO" (acronym "BIODI")**, which will take place in the European countries of Italy and Germany, and will cover the organic fruit and vegetable. **The three-year program (1/3/2023 – 28/2/2026) called "BIO DINAMICO" (acronym "BIODI")**, has been approved by the European Commission in accordance with Regulation (EU) No 1144/2014 on information and promotion actions concerning agricultural products carried out on the internal market and in third countries.

**REGULATIONS AND REFERENCE DOCUMENTS**

The legal reference framework essential for the implementation of the program and of this procedure shall include:

**Regulation (EU) No 1144/2014 of the European Parliament and Council of 22 October 2014** on information and promotion actions concerning agricultural products carried out on the internal market and in third countries, and repealing Council Regulation (EC) No 3/2008;

**Commission Delegated Regulation (EU) No 2015/1829 of 23 April 2015** supplementing Regulation (EU) No 1144/2014 of the European Parliament and Council on information and promotion actions concerning agricultural products carried out on the internal market and in third countries;

**Commission Implementing Regulation (EU) No 2015/1831 of 7 October 2015** laying down detailed rules for applying Regulation (EU) No 1144/2014 of the European Parliament and Council on information and promotion actions concerning agricultural products carried out on the internal market and in third countries.

**Guidelines on the tendering procedure** referred to in European Commission Note DDG1.B5/MJ/DB D(2016)321077 of 7 July 2016.

**Directorial Decree no. 526288 of 17 October 2022** of the Department of competitive policies, agri-food quality, horse racing and fisheries of PQAI V of Ministry of Agricultural, Food and Forestry Policies bearing "Invitation to submit proposals pursuant to of Regulation (EU) no. 1144/2014 and Regulations (EU) n. 1829/2016 Delegated Act and (EU) n. 1831/2015 executive act, laying down criteria for the procedures for Department of competitive policies, agri-food, horse racing and fisheries quality, General Directorate for the promotion of agri-food and horse racing quality PQAI V of the Ministry of Agricultural, Food and Forestry Policies laying down criteria for the procedures for the "*Selection of implementing bodies for simple programmes*".

Producers' Organisation (PO) AMICO BIO Soc. Coop. Agr. a r.l. **is not a body governed by public law** within the meaning of Article 2(1)(4) of Directive 2014/24/EU and, therefore, as indicated in the above-mentioned legislation, it is not required to apply the national rules transposing the European Directives on public

procurement (in Italy Legislative Decree 50/2016). However, the Consortium must carry out the selection of the implementing bodies through an open tender procedure in compliance with the principles of cross-border interest, transparency, publicity, impartiality, and equal treatment of candidates.

The competitive procedure will in any case ensure compliance with the principles of non-discrimination, equal treatment, transparency, publicity, proportionality, clarity and consistency of the selection and award criteria provided with the purposes of the services requested and with the value of the same, best value for money and absence of conflicts of interest.

This procedure does not provide for a division into lots, as it is more efficient and effective for the execution of the service the identification of a single contractor, which can perform all the activities provided for in the program in question.

## 2. Main project information

**Project title and description:** The project “BIO DINAMICO” (acronym “**BIODI**”), under thematic priority 2 of the 2022 call for proposals for simple programs in the internal market, also specified in the Commission's Work Program for 2022 and the financial decision for the implementation of information and promotion actions concerning agricultural products carried out in the internal market and in third countries (Implementing Decision c(2021)-9236 of 15.12 .2021)

- “Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production method as defined in Article 5(4)(b) of Regulation (EU) No 1144/2014”

**Contracting body:** Producers' Organisation (PO) AMICO BIO Soc. Coop. Agr. a r.l.

**Target countries:** Italy and Germany

**General objectives of the program:**

The objectives of these programs comply with the general and specific objectives referred to in articles 2 and 3 of Regulation (EU) no. 1144/2014. In particular:

- a) increase awareness of the merits of Union agricultural products and of the high standards applicable to the production methods in the Union;
- b) increase the competitiveness and consumption of Union agricultural products and certain food products and to raise their profile both inside and outside the Union;
- c) increase the awareness and recognition of Union quality schemes;
- d) increase the market share of Union agricultural products and certain food products, specifically focusing on those markets in third countries that have the highest growth potential;
- e) restore normal market conditions in the event of serious market disturbance, loss of consumer confidence or other specific problems.

The information provision and promotion measures shall aim to:

- to increase the awareness and recognition of the Union quality scheme on organic production. Information and promotion programmes on the Union quality scheme on organic production method should be a key priority in the internal market since this scheme provides consumers with assurances on the sustainability, quality and characteristics of the product and the production process used and the environmental benefits they generate, achieve added value for the products concerned and enhance their market opportunities.
- to further increase the levels of recognition of the EU organic logo by the European consumers and increased knowledge of the information the organic logo aims to provide. According to special Eurobarometer (No 504), the awareness of the organic farming logo has increased by 29 percentage points since 2017 with 56% of European consumers who recognize the EU logo of organic farming.

- to increase awareness of the Union quality scheme on organic production and to enhance the competitiveness and consumption of organic products, raise their profile and increase their market share.

The expected final effect is to improve the competitiveness and consumption of agri-food products in the Union, optimize its image and increase its market share in the countries target.

#### **Specific objectives:**

- enhance awareness and recognition of the Union quality scheme for organic production;

(How to achieve the goal: Communicating through an accurate language in the information, conveyed via the web but also with the activity of public relations and media relations)

- increase domestic consumption of organic fruit and vegetables in the two target countries;

(How to achieve the goal: Promoting the product through initiatives that bring the product closer to the consumer, such as the organization and participation in dedicated events). Personalized consumer information campaign with emotional messages on the quality certification of organic fruit and vegetables made in Europe and to the elements that define a superior quality product;

#### **Work packages and activities to be carried out:**

##### **TARGET COUNTRY ITALY**

- WP 2: public relations
  - 2.1 Radio and TV PR activities
  - 2.2 Press events
- WP 3: website, social media:
  - 3.2: social media (account creation, periodic publication);
- WP 4: advertising;
- WP 5: communication tools:
  - 5.1 publications, information materials for the media (media kits), promotional items;
  - 5.2 promotional videos
- WP 6: events:
  - 6.1 exhibition stands
  - 6.2 events: seminars, workshops, business meetings, commercial or cooking training courses; promotional activities in schools
  - 6.3 Restaurant weeks
  - 6.4 sponsorship of events;
  - 6.6 Other events
    - Educational tour for journalists
    - Open doors in the farm company

##### **TARGET COUNTRY GERMANY**

- WP 5: communication tools:
  - 5.1 publications, information materials for the media (media kits), promotional items;
- WP 6: events:
  - 6.1 exhibition stands
  - 6.6 other events
    - Incoming of German journalists in Italy

- **Program duration:** 36 months (3 annual phases)
- **Total project budget:** € 3,316,640.00
- **Budget for the costs of actions by the implementing body:** € 3,007,540.00
- **Start of activity:** Indicatively 1st March 2023.

It should be noted that those interested in participating in this call for tenders must submit a bid considering the cost budget of € 3,007,540.00, including the fee of the implementing body.

### **3. Subject of the tender**

#### **3.1 General service description**

The service consists of the execution of part of the program.

The implementing body will therefore have to ensure:

- the project development of the agreed parts of the three-year program, starting from the signing of the contract;
- the operational activation of the promotional actions and activities envisaged for the period established by the program, on the basis of the objectives envisaged by the communication strategy;
- the financial-administrative management of the agreed parts of the program, including periodic technical reports.

The service must be characterized by qualified technical and operational support, rendered into a high quality of the products and services produced; it must also be distinguished by the effectiveness of the messages, the potential of the tools with which to convey them and the efficiency of the way in which the reference targets are involved. The development and implementation of the agreed activities of the program must be carried out in a manner consistent with the general and specific objectives set out in the Communication Strategy, taking into account the priorities and objectives of EU Reg. 1144/2104, ensuring a clear recognition of the program and its promoters.

#### **3.2 Methods of execution**

The implementing body must set up and arrange, for the duration of the contract, a Working Group, in compliance with the participation requirements, in charge of managing and implementing the program. All the activities of the Working Group must be agreed and shared with the contracting body.

One or more members of the Working Group are expected to be available for periodic meetings at the headquarters of the contracting body, to give operational support to the activities of the plan that need to be carried out in close coordination with the reference structure. The coordination and exchange of information with the contracting body may also involve different and articulated methods: meetings, telephone contacts, video calls, correspondence via email, exchange of materials and documents through online sharing systems.

The coordination of the contracting body has the task of ensuring the consistency of the project strategy throughout its entire duration. The coordination integrates the various lines of action, orients the available resources with respect to the various actions, constantly connects and, therefore, always ensures maximum correspondence between the resources identified and the operational objectives to be achieved.

### **3.3 Personnel and working group**

The implementing body must ensure the performance of services in outsourcing with staff integrated with legitimate working relationships and having the professional and technical requirements appropriate to the job. The Working Group must be characterized by a flexible organizational approach, in order to respond to the needs that may arise during the course of the activities.

In particular, the staff of the dedicated work group must have a range of skills in these areas: project management, team working, communication, graphics, events, knowledge, and experience of promotional activities carried out in relation to the corresponding markets in the international context.

The implementing body undertakes, for the duration of the contract, to:

- set up and make available an appropriate project team, in compliance with the requirements for participation.
- Agree and share all team activities with the contracting organization.
- To assign to the service suitable personnel of proven ability, honesty, morality, and proven discretion, who must maintain the strictest confidentiality on what they have learned in the performance of the service.
- Guarantee the stability and continuity of the service in all circumstances, ensuring staff of a quantity and quality appropriate to the needs and in compliance with the contents of the technical offer.
- Respect, with regard to its personnel, the employment contracts relating to salary, regulations, social security and insurance treatment.
- Provide for a project contact person to attend the monitoring meetings at the contractor's premises (these will have a frequency defined by the contracting body), to provide operational support for the activities of the program.
- Prepare all possible means of communication that can simplify the coordination, monitoring and control of the program.

### **4. Duration of service**

The service has a duration of 36 months, starting from the date of stipulation of the contract, which will be stipulated between the contracting body and the successful bidder within 60 days from the award and will have as its object the performance of the activities indicated in this tender under the conditions set out therein.

The contracting body reserves the right to request a postponement of the deadline for the execution of the service for a maximum of a further 6 months, in order to ensure the completion of the activities envisaged by the program, on equal economic terms.

### **5. Type of activities and initiatives envisaged by the Project**

The activities and initiatives eligible under the program presented by P.O. AMICO BIO Soc. Coop. Agr. a r.l., in accordance with the reference standards, are similar to the classic ones of information and promotion of high quality agricultural and food and wine products, taking into account the issues to be addressed and the objectives listed above. They are the following, divided by target country and complete with description, required outputs and timelines:

#### **Description of activities and budget voices**

#### **TARGET COUNTRY ITALY**

WP	<b>2 PUBLIC RELATIONS</b>
Description of activities	<b>Public relations activities</b>
2.1 Radio and TV PR activities	<p>The presence on TV of spoke-persons representing the sector has a strategic importance for the consumer, especially considering the delicate moment that the whole organic sector has been experiencing for years, subject, among other things, in the last year, to repeated and frequent media attacks on the new national organic regulation. It has therefore become indispensable to flank the press office activity with a punctual information/reassurance service for the population, especially with respect to the project target for which the television medium is still considered the most effective.</p> <p>The interventions foreseen in close time and diversified on the main national media, drawing on the extraordinary ability to maximize contacts of the major media (radio and TV), are the ideal tool to promote, on a large scale, the rewarding aspects related to the merits of the production of European organic fruit and vegetables, and deepen the knowledge of extensive and qualified components of the target audience (generalist and specialist).</p> <p>The configured mode of intervention shows peculiar competitive advantages compared to the classic dynamics of intervention, both for the purely quantitative aspect (which shows itself high potential, through the number of contacts developed thanks to the coverage of the main media, able to reach the general public but also specific targets) and qualitative, creating a very important "trust factor".</p> <p>In fact, the messages are not conveyed in the canonical spaces dedicated to commercial, promotional, or advertorial communication, but rather the search for presences within normal television programs is pursued. This type of intervention has the additional advantage of being able to be modulated from time to time on the themes to be promoted, developing the different themes with personalized cuts. It will therefore be possible to give maximum visibility to any events organized during the project.</p> <p>The activity will be aimed at determining an incremental knowledge of the fundamental aspects of the fruit and vegetable supply chain and of organic production: particular emphasis will be given to the description of technical, scientific and nutritional connotations, of the peculiarities of the places of production, of food safety, of working processes with particular attention to their sustainability. To focus the investment, actions will be concentrated in a defined period and in radio and television broadcasts of national importance followed by the project target. For an optimal impact of the message, particular attention will be paid to coordinate the interventions, involving the main institutional and scientific realities of the sector or other referents of recognized authority.</p> <p>In particular, it is necessary to carry out the following activities:</p> <ul style="list-style-type: none"> <li>- <b>preliminary analysis</b>, aimed at defining the objectives of individual actions, in line with the overall communication strategy of the project;</li> <li>- <b>contact with the editorial offices</b> of the broadcasts identified including, where necessary, the organization and management of meetings with editorial office representatives, in order to better define the elements characterizing each intervention;</li> <li>- <b>pre-production meetings</b> to define the following aspects for each intervention: <ul style="list-style-type: none"> <li>-systematization, processing and transcoding of the data collected in the form of synthesis suitable for the target and the type of intervention;</li> <li>-definition, compatibly with the availability of the editorial offices concerned, of the date of release, the time slot of programming, the duration, the characterizing elements;</li> <li>-Defining an indicative lineup;</li> <li>-Identification of any supporting production materials;</li> </ul> </li> <li>- <b>supervision and control during the finalisation phase of the interventions</b>, which essentially takes the form of pre/post-airing assistance, including, where appropriate, presence at the site of filming or the implementation of the interventions;</li> </ul>

- **a suitable relational service with information officers specialized in the sector and not**, with opinion leaders and other interlocutors that may be identified as useful to ensure a correct and wide diffusion of the message;
- **the constant availability of an adequate organizational secretarial service**, with logistical assistance and coordination functions, to manage the operations connected with the execution of all the above actions;
- **logistical requirements (e.g. travel, accommodation)**, entertainment expenses and all other charges and incidental costs directly necessary for the successful outcome of the activity;
- **post-programming assistance** which will take the form of the collection, selection and presentation to the Client of the documentary material relating to the interventions (video and audio dvds, audience data, etc.)

**GUARANTEED MINIMUM RESULTS**

- No. 20 radio and television interventions of a minimum total duration of 80 minutes in each year
- In the 3 years of activity 60 radio and television services will be produced (20 services per year) reaching an audience of 18,000,000 (6,000,000 per year)

To achieve these results, authoritative experts and testimonials from the "professional" sectors (scientific, nutritional, institutional, productive, etc.) will be made available to the editorial staff, and the columns/titles targeted will be appropriately selected on the basis of their editorial compatibility with the issues to be promoted and their parallel potential in terms of absolute and relative visibility on the various components of the audience considered for the action.

An annual report will be prepared to assess the impact of activities in terms of outputs, audience and campaign positioning within the service.

The total amount for the realization of what is described above is € 80,000.00 per year, excluding VAT.

*Since it is not possible to foresee the radio and TV schedule for the coming months and years, as an example we provide a list of broadcasts/types among which the most suitable containers will be identified to host the services on the products to be promoted; this list will obviously be updated according to the changes in the radio and TV schedules.*

*RAI 1: TG1; UNO MATTINA; LA VITA IN DIRETTA; BUONGIORNO BENESSERE; LINEA VERDE; LINEA BIANCA; PAESE CHE VAI; PORTA A PORTA*

*RAI 2: TG2; SI VIAGGI; IL PROVINCIALE; MEDICINA 33; I FATTI VOSTRI; DETTO FATTO*

*RAI 3: TG3; TGR REGIONE EUROPA; BUONGIORNO REGIONE; GEO&GEO; ELISIR*

*RAI SPORT; RAI ITALIA;*

*RETE 4: TG4; SEMPRE VERDE;*

*CANALE 5: TG5; MATTINO CINQUE; MELAVERDE*

*ITALIA 1: STUDIO APERTO; LA7: LIKE; L'INGREDIENTE PERFETTO;*

*MEDIASET TGCOM24; SKY: TG24; SKY SPORT; SAPORI E PROFUMI; AGRISAPORI; AGRILINEA; CON I FRUTTI DELLA TERRA*

*TV 2000; ALMA TV: GUIDA ALLA SPESA; CASA ALICE INSIEME*

*INFORMATION AND FOOD AND WINE PROGRAMS ON RADIO 1, RADIO 2 AND RADIO 3; RADIO 24; RADIO MONTE CARLO; RADIO CAPITAL; RADIO VATICANA; RADIO RADIO*

**2.2 Press Events**

During the three years of the programme, press events dedicated to the presentation of the programme will be held at an institutional location or a representative structure with a strong promotional appeal, involving the media and opinion leaders. In particular, the event will include the following tasks:

- Organisation of the press conference for the presentation of the programme;
- presentation of products by expert consultants;
- buffet lunch

**General objectives** of the activity are:

- Help build consensus around planned initiatives.
- Generate support visibility and coverage off and online to initiatives and events.
- Contact, raise awareness and engage the attention of identified opinion leaders.

	<p><b>Target audience:</b> journalists, bloggers, influencers, trade operators</p> <p>A specialized agency will take care of the:</p> <ul style="list-style-type: none"> <li>• organization and operational management of the event</li> <li>• selection of participants</li> <li>• sending invitations, mailing, recall</li> <li>• material preparation and printing</li> <li>• organisation of the programme</li> </ul> <p>Consultants will be chosen on the basis of the following selection criteria:</p> <ul style="list-style-type: none"> <li>• Proven knowledge of products, the organic market and operators in the retail and food service channels;</li> <li>• Ability to organize and implement meetings professionally;</li> <li>• type of activity carried out in the provision of services in related sectors;</li> <li>• studies and training background;</li> </ul> <p>at least 5 years of working experience in the food industry.</p>		
<b>Timeframe</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Products/ provided services</b>	<p><b>REALIZATION:</b> <i>(radio and TV PR activities)</i> n. 20 radio and television interventions.</p> <p><i>(Press events)</i> 1 press conference; 1 mailing list with at least 30 contacts to which the editorial launches should be sent</p> <p><b>RESULT:</b> <i>(radio and TV PR activities)</i> n. 6,000,000 contacts;</p> <p><i>(Press events)</i> Number of publications obtained: 6</p>	<p><b>REALIZATION:</b> <i>(radio and TV PR activities)</i> n. 20 radio and television interventions.</p> <p><i>(Press events)</i> 1 press conference; 1 mailing list with at least 30 contacts to which the editorial launches should be sent</p> <p><b>RESULT:</b> <i>(radio and TV PR activities)</i> n. 6,000,000 contacts;</p> <p><i>(Press events)</i> Number of publications obtained: 6</p>	<p><b>REALIZATION:</b> <i>(radio and TV PR activities)</i> n. 20 radio and television interventions.</p> <p><i>(Press events)</i> 1 press conference; 1 mailing list with at least 30 contacts to which the editorial launches should be sent</p> <p><b>RESULT:</b> <i>(radio and TV PR activities)</i> n. 6,000,000 contacts;</p> <p><i>(Press events)</i> Number of publications obtained: 6</p>
<b>WP</b>	<b>3. WEBSITE, SOCIAL MEDIA</b>		
<b>Description of activities</b>	<b>Social media</b>		
<b>3.2 Social media (account creation, periodic publication)</b>	<p>Activities to be carried out on Social Networks will be planned over the three years of the programme and managed for all actions to be taken.</p> <p>Social Media Marketing strategies will include:</p> <ul style="list-style-type: none"> <li>• Creation and management of company pages and public profiles on Facebook</li> <li>• Instagram account creation and management</li> </ul> <p>In particular, Social Media <i>activities</i> encompass a series of practices ranging from relationship management in online conversations to PR 2.0, to the optimization of web pages made for social media (SMO, Social Media Optimization).</p> <p>The activity will therefore include the mapping of sites or virtual spaces where knowledge and reputation about organic agricultural products is created.</p> <p>An annual report will be produced with an analysis of the results and trends of views and followers.</p>		



	<p>This report will contain the following information:</p> <ul style="list-style-type: none"> <li>• the number of consumers contacted</li> <li>• the number of contacts generated on the site</li> <li>• the number of contents produced</li> <li>• the number of responses processed</li> <li>• the number of sites mapped as being of interest for promotion</li> </ul> <p>The activity of the agency includes the following phases: Copy and Graphic designer, Web Listening.</p> <p><b>Objectives of the activity:</b> to reach as relevant a public as possible in order to inform them and orient them towards the consumption of organic products.</p> <p><b>Recipients of the activity:</b> End consumers, Opinion leaders (gastronomes, chefs, food bloggers, restaurateurs, journalists, nutritionists), specialized press.</p> <p>The main activity will be to stimulate and generate conversations with <i>users/consumers</i> and other target groups on project-specific topics related to the products to which the project refers, on the main social platforms where it will develop and animate project pages.</p>		
<b>Timeframe</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Products/ provided services</b>	<p><b>3.2 Social Media</b></p> <p><b>REALIZATION:</b></p> <p>30 pieces of content generated, managed and published; Set up 2 social media; 1 annual report</p> <p><b>RESULT:</b></p> <p>2,000 followers (estimated in dynamics of engagement with platforms, such as likes, comments, shares, clicks, feedback, followers, downloads, other actions or interactions tracked, etc.)</p>	<p><b>3.2 Social Media</b></p> <p><b>REALIZATION:</b></p> <p>30 pieces of content generated, managed and published; Set up 2 social media; 1 annual report</p> <p><b>RESULT:</b></p> <p>3,000 followers (estimated in dynamics of engagement with platforms, such as likes, comments, shares, clicks, feedback, followers, downloads, other actions or interactions tracked, etc.)</p>	<p><b>3.2 Social Media</b></p> <p><b>REALIZATION:</b></p> <p>30 pieces of content generated, managed and published; Set up 2 social media; 1 annual report</p> <p><b>RESULT:</b></p> <p>4,000 followers (estimated in dynamics of engagement with platforms, such as likes, comments, shares, clicks, feedback, followers, downloads, other actions or interactions tracked, etc.)</p>

<b>WP</b>	<b>4. ADVERTISING</b>
<b>Description of activity</b>	<b>Press advertising</b>
<b>4.1 Press adv</b>	<p>The press campaign is very important in order to present the project to a large number of contacts both trade - commercial operators - and consumers and purchasing managers. The most suitable magazines for the presentation of this type of product have been selected on the basis of the selected target. Below is the media plan (circulation in brackets):</p> <p><b>Specialized Magazines fruit and vegetable sector</b></p> <ol style="list-style-type: none"> <li>1. CORRIERE ORTOFRUTTICOLO € 1.000/half page (40.000 copies)</li> <li>2. TERRA e VITA - half page + editorial (100,000 copies by subscription) € 2,500.00/issue</li> </ol> <p><b>Consumer-facing newspapers</b></p> <ol style="list-style-type: none"> <li>1. Corriere della sera, half page € 2.000,00 (1.000.0000 copies)</li> </ol>

	<p>2. Repubblica, half page € 2.000,00 (1.000.0000 copies)</p> <p>The activity includes the following phases: creation of promotional pages and installations; management of contacts with the managers of the magazines involved for the organization and procedures for the acquisition of advertising space and the planned releases.</p> <p><b>Target population</b> Final consumers, operators in the sector, farms</p>		
	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Products/final services</b>	<p><b>REALIZATION:</b></p> <p>No. 15 promotional issues in magazines and newspapers</p> <p><b>RESULT:</b></p> <p>2,140,000 contacts reached</p>	<p><b>REALIZATION:</b></p> <p>No. 15 promotional issues in magazines and newspapers</p> <p><b>RESULT:</b></p> <p>2,140,000 contacts reached</p>	<p><b>REALIZATION:</b></p> <p>No. 15 promotional issues in magazines and newspapers</p> <p><b>RESULT:</b></p> <p>2,140,000 contacts reached</p>

<b>WP</b>	<b>1. COMMUNICATION TOOLS</b>
<b>Description of activities</b>	<b>Communication tools</b> Publications, information materials, promotional items
<b>5.1 Publications, information materials for the media (media kits), promotional items</b>	<p>The communication tools envisaged for the Italian market contain the educational and informative features necessary to increase awareness of the consumption patterns of quality products linked to the European organic fruit and vegetable sector. They are diversified and designed for the type of target of the promotion programme, as illustrated below.</p> <p>The activity in question involves the implementation of:</p> <ol style="list-style-type: none"> <li>1) Information leaflet, which will support the activities of direct interaction with the users; it will be distributed during the operational activities towards the public, foreseen in the programme: press events, participation in fairs, workshops and seminars, activities in schools and restaurants.</li> </ol> <p>It is a classic three-page leaflet with the dimensions of a normal A4 sheet (21 cm x 29.7 cm) which, when folded into 3 parts, becomes a six-page leaflet. It will be produced in four-colour process on 170g matt-coated paper. The leaflet will aim to:</p> <ul style="list-style-type: none"> <li>• describe the information and promotion project with particular reference to the unique features of European organic production (traceability, labelling, quality, etc.);</li> <li>• enhance the nutritional content of the products, which make them unique and excellent foods;</li> <li>• provide consumption suggestions.</li> </ul> <ol style="list-style-type: none"> <li>2) Recipe book of 12 pages, format 21x21 to be distributed during the operational activities towards the public, foreseen by the program, in order to provide suggestions for consumption through a series of recipes designed to create good and genuine dishes, with the simplicity of domestic use.</li> <li>3) distribution of gadgets to the public present at the events foreseen by the programme, these will be identified as small objects of daily use able to engrave in the memory of the users with whom the project has interacted (small bags, t-shirts, hats, etc.). The gadgets will be distributed to the public during the course of the events planned by the programme.</li> </ol> <p>The design of all formats will be refined and modulated during the three-year period, adapting them according to the feedback received and analysed during the course of work and implementing all the developments and adaptations useful for maximising the impact of the communication at the level of the target market.</p> <p>In terms of content, in order to create an overall culture of the product such as to induce an increasingly informed and aware consumer choice (from "simple consumer" to "prosumer"), the following elements will be touched upon:</p> <p>-the inimitable qualities of the European productions of excellence, with particular reference to the distinctive value system attributed by the EU recognition of organic farming and to the strict controls of</p>

	<p>the supply chain that guarantee consumers certified products of high quality standards;</p> <p>-the "<i>reason why</i>": the rational and "service" elements for the user that underlie the knowledge and choice of a superior quality product;</p> <p>-Europe's biodiversity heritage: the different matrices of origin linked to the unique territorial, environmental and cultural contexts, with the resulting richness in terms of products;</p> <p>-the pleasure of taste: the organoleptic differences of the various products of the European organic fruit and vegetable sector, with their respective potential in terms of functions and uses, not only in the classic schemes of Mediterranean cuisine, but also in accordance with the most innovative or creative gastronomic and culinary trends;</p> <p>-beneficial nutritional properties: how to use them correctly as part of a balanced diet.</p> <p>All the formats will bear the fundamental elements of communication and the logos of the project complete with the "<b>Enjoy it's from Europe</b>" label, in order to guarantee recognition of the initiative, organicity and visibility of the promotional-informative message. The set of integrated items developed in this way will represent a particularly coherent whole, maximising the impact of communication at the level of all the project actions envisaged.</p> <p>The communication will focus primarily on the EU organic quality scheme.</p> <p>Target group of the <b>activity</b>: involves all the targets foreseen by the programme</p>		
<p><b>5.2 Promotional videos</b></p>	<p>The creation of the video will require the involvement of experts to produce a highly educational and accessible document for potential users. The planning of the publication will be done through the definition of three types of documentation:</p> <ul style="list-style-type: none"> <li>• Concept document: defines the project: describes the general idea of the multimedia artifact, traces the guidelines before starting its realization</li> <li>• Design document: specifies the implementation: characterization of characters and environments, content, interactions, graphics and video, sound and music, storyboard, animatics, look</li> <li>• Technical document: documents the actual implementation of the project: prototyping, testing, publication.</li> </ul> <p><u>The video will be distributed, in a viral manner and at no cost on dedicated web channels and social networks, as well as available on the beneficiary's website and social networks.</u></p> <p>The video will contain the information needed to inform the intended audience, in a clear and direct manner on the following topics:</p> <ul style="list-style-type: none"> <li>○ what are products and the european organic label</li> <li>○ the landscapes that distinguish the locations of European organic fruit and vegetables</li> <li>○ what makes them different in production</li> <li>○ what makes them different in realization</li> <li>○ what organoleptic characteristics they have</li> </ul> <p>The <b>video must</b> be at least 5 minutes long. The production may integrate interviews, existing content on which usage rights have been negotiated and ad hoc produced content. In order for this to happen we are focusing on an institutional video that functions as a digital house organ, capable of becoming a synthetic information product.</p> <p>Target group of the <b>activity</b>: involves all the targets foreseen by the programme</p>		
<p><b>Timeframe</b></p>	<p>Deliverables and estimated budget</p>	<p><b>YEAR 2</b></p>	<p><b>YEAR 3</b></p>
<p><b>Products/</b></p>	<p><b>REALIZATION:</b> 11,000 information leaflets</p>	<p><b>REALIZATION:</b> 11,000 information leaflets</p>	<p><b>REALIZATION:</b> 11,000 information leaflets</p>

<b>provided services</b>	11,000 recipe books 5,000 gadgets 1 promotional video  <b>RESULT:</b> no. 11,000 recipients contacted; promotional video goes viral online	11,000 recipe books 5,000 gadgets 1 promotional video  <b>RESULT:</b> no. 11,000 recipients contacted; promotional video goes viral online	11,000 recipe books 5,000 gadgets 1 promotional video  <b>RESULT:</b> no. 11,000 recipients contacted; promotional video goes viral online
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<b>WP</b>	<b>6. EVENTS</b>
<b>Description of activities</b>	<p><b>6.1 stands at fairs</b></p> <p><b>6.2 events: seminars, workshops, business meetings, commercial or cooking training courses, promotional activities in schools</b></p> <p><b>6.3 Restaurant weeks</b></p> <p><b>6.4 sponsorship of events;</b></p> <p><b>6.6 Other events</b></p> <ul style="list-style-type: none"> <li>- Educational tour for journalists</li> <li>- Open doors in the farm company</li> </ul>
<b>6.1 Exhibition stands</b>	<p>Participation in fairs is a way to directly promote organic products and their diversity, explain the differences and show the different aspects and characteristics of the EU quality label. It is an important opportunity to meet the interested public (trade and Ho.Re.Ca operators, final consumers, opinion leaders) and establish a concrete contact.</p> <p>Through the participation in the project, the European organic quality fruit and vegetable sector will be able to be among the protagonists of the fair. In this context, a stand will be set up with appropriate fittings and the coordinated image of the programme. It will be an authoritative spokesperson for the promotional message: traceability, authenticity and taste will become the fundamental elements of the quality of European products of excellence, with the flagship of the recognition of the Union in terms of organic farming always placed in the foreground. All the necessary technical, logistical and professional equipment will be provided for the entire duration of the fair, including hostesses/interpreters and qualified senior consultants for presentations and tastings. The possibility of offering visitors guided tastings, in particular, will be functional to achieve a demonstrative action through which to support, explaining the reasons, the plus points that underlie the extraordinary properties of the products. It will be possible, therefore, to bring out, with selected groups of interlocutors, the specificity of production methods, aspects related to food safety, authenticity and traceability of the supply chain, those referring to the value of the landscape and environmental sustainability, nutritional factors with their respective health benefits and, of course, all the appeal related to the functions of use and the preferred gastronomic combinations of the products.</p> <p>The senior staff at the stand will have a suitable profile and skills for managing meetings and tastings:</p> <ul style="list-style-type: none"> <li>- Proven product and market knowledge;</li> <li>- Ability to manage meetings and information dynamics with professionalism;</li> <li>- Consolidated experience in the provision of services in related sectors;</li> <li>- Appropriate background studies and training. With at least 5 years of relevant experience;</li> <li>- Capability in export promotion consulting.</li> </ul> <p>The fairs in which it is intended to participate are:</p> <p><b>SANA</b> - Salone internazionale del biologico e del naturale (International Exhibition of Organic</p>

	<p>and Natural Products) Bologna, duration 4 days, month of September It represents the reference stage of the <b>organic market</b> in Italy, a meeting point for producers, distributors, institutions and certification bodies. The main showcase of Made in Italy organic production. SANA is the reference point par excellence for organic and natural products and is an unparalleled opportunity to be at the centre of the organic and natural products industry: the only Italian event where you can discover the largest selection of new products and meet the most influential and forward-looking operators. <b>B/OPEN</b> Verona, duration 2 days, November B/Open is the Veronafiore B2B event dedicated to certified organic food, personal well-being and the environment in which people live, dedicated to Italian and European operators of certified organic food and natural self-care with an interactive format, full of networking and training opportunities. <b>Target population:</b> demand side operators, final consumers</p>
<p><b>6.2 Seminars, workshops, meetings between companies, commercial or cookery training courses, activities in schools</b></p>	<p><b>6.2.1 Dissemination seminars</b> This action foresees the realization of 5 informative seminars, to be held in the main cities: Milan, Rome, Florence, Naples and Bologna, which will have the aim of making known to the public, to the Institutions, to the Authorities in charge, the aims and the initiatives foreseen by the promotion project to spread the culture of organic, of healthy eating and of a correct diet. Experts in the field of organic agriculture from the scientific world, companies and institutions will be invited to participate in the seminars as speakers, so that everyone can make their own contribution to better understand the potential of an organic product. A mail-list service will be activated in order to reach a considerable number of people interested in participating in the event. The seminars will have prestigious "locations" such as to be able to create resonance not only among insiders but also and above all among consumers present or contacted for the events. Each seminar is expected to be attended by 50 users. The consultants chosen for the activity must offer guarantees regarding the successful implementation of the proposal in relation to the objectives of the action and demonstrate their degree of professionalism with specific reference to their CVs and experience in the activities in question. The choice of the 'consultant' will therefore be made on the basis of the following selection criteria:</p> <ul style="list-style-type: none"> <li>• proven knowledge of organic products and market;</li> <li>• Ability to organize and implement meetings professionally;</li> <li>• type of activity carried out in the provision of services in related sectors;</li> <li>• background studies and training;</li> <li>• at least 5 years of working experience in the food industry.</li> </ul> <p><b>Target population:</b> final consumers</p> <p><b>6.2.2 Workshops</b> For a project that aims to raise awareness of organic products in all their aspects (brand, supply chain, high organoleptic quality, nutritional value, etc.) it is important to use specific activities such as workshops, able to educate, through the contribution of expert consultants, directly journalists, trade operators and opinion leaders participating to support the dissemination of news to the world of communication, Trade and final consumers in order to maximize the spread of the message. During the event a cooking show will be organized by a qualified chef, in order to involve the participants with a direct tasting experience.</p>

5 **workshops** will be organized in prestigious locations in Milan, Rome, Florence, Naples and Bologna. Each workshop will be attended by 50 users.

Companies producing organic fruit and vegetables will also be invited to participate in the workshop (very important aspect for the success of the event), and they will be able to take the opportunity to expand their contacts and spread their knowledge of sustainable production processes.

The following steps will be taken with regard to the execution of the workshop:

- Locating and renting a suitable location and catering;
- Sensitization of the operators towards the event;
- Preparation and sending of invitations;
- Organizing a hostess service;
- Preparation of information material

**Target audience:** trade operators, journalists, bloggers, opinion leaders

### ***6.2.3 Business-to-business meetings***

This is one of the strategic activities of the project. Its objective is to increase the degree of professional knowledge on issues concerning organic production and market opportunities of participating farms, through the organization and coordinated management of a series of meetings, by expert consultants.

It is foreseen the realization of 5 meetings to be held in equipped locations. Each meeting will see the participation of 15 organic companies, which will compare their experiences and acquire information and data necessary to enhance their production on the markets, through the comparison mediated by the support of the consultant.

The consultants chosen for the activity must offer guarantees that the proposal will be properly implemented in relation to the objectives of the action and must demonstrate their degree of professionalism with specific reference to their CVs and experience in the activities in question.

**Beneficiaries of the activity:** farms

### ***6.2.4 training courses for cooks***

With this activity, the aim is to make known the organic production in all its characteristic aspects, from the field to the plate, through a series of courses in order to train adequately the operators of the sector, with the aim of creating visibility for the product and greater interest in buying and using it in the kitchen.

Therefore, it is intended to organize 3 seminars, lasting 2 days per event, aimed at operators of the Ho.Re.Ca. channel and professional associations (chefs' associations, catering associations).

To this end, will be involved all those professional realities that can represent, in the specific context, privileged interlocutors for the need to translate a concrete competitive advantage in the trend of affirmation of the products on the market.

Each event will take place over two days, aimed at an audience of 20 participating operators, during which there will be a training course, run by expert consultants, and a product presentation with tasting, show cooking, run by a specialised chef and a tasting lunch.

In terms of content, the activity will be aimed at illustrating the potential of the product, its production cycle and will aim to determine an active engagement, so that the interlocutors can act as ideal "testimonials" of high quality organic fruit and vegetable production through their personal ability to interpret and propose to the public the market potential and the unmistakable quality of the European branded product.

The purpose of the proposed information should be read in the high added value service

	<p>offered to operators who can integrate, deepen and improve the direct use of the product, offering, in turn, a potential advice to the customer/consumer on quality conscious purchase/consumption. This will contribute to create a flywheel effect both towards the consumers as regards the knowledge of the products and towards the operators as regards the contacts necessary for the promotion of the products themselves.</p> <p>In order to establish a direct and distinctive relationship with the referents, all meetings will include a moment of direct experience with the organic product, in the form of guided tasting, carried out by the specialists in charge of the conduction. They will always be experts with all the necessary professional skills to understand the production, product and market aspects of the sector, but also to effectively support the phase of direct knowledge translated into tasting sessions carried out for the benefit of those present. Tasting, in fact, is the selective process that allows the target to stabilize the knowledge acquired (starting naturally with the organoleptic aspects) and to create a deep bond with the product, exponentially amplifying the potential of a concrete enhancement of the training process activated.</p> <p>Suitable locations in the city of Rome will be identified for the training events, in periods chosen ad hoc.</p> <p>Participants will be given communication materials of the project (gadgets, leaflets, cookbooks).</p> <p>The consultants chosen for the activity must offer guarantees that the proposal will be properly implemented in relation to the objectives of the action and must demonstrate their degree of professionalism with specific reference to their CVs and experience in the activities in question.</p> <p><b>Target audience:</b> cooks, chefs, Ho.Re.Ca. operators.</p> <p><b>6.2.5 Activities in schools</b></p> <p>This action aims to involve a young audience and probably more sensitive to the issues of eating healthy, respect for the environment and organic products in general; to this end it is expected to involve No. 40 classes, belonging to primary and secondary schools. In this regard it is expected:</p> <ol style="list-style-type: none"> <li>1) the realization of n. 20 training meetings; each meeting will involve 50 students (n. 2 classes per meeting for a total of 40 classes) to whom, consultants (agricultural experts and/or agronomists), will explain the main stages of production and processing to obtain an organic product; the same will be illustrated as provided by the Reg Ce 834/07 which regulates the organic production method at European level and finally will be given ample information on how to recognize an organic product, on the identification of the European brand and the traceability of productions.</li> <li>2) The realization of 20 days defined as "open doors in the company" where the institutes involved in the previous action, will take students (1,000) to visit organic farms that are members of the OP and registered in the register of educational farms. The students will be protagonists, for a day, at these farms and will be able to "touch with their hands" the production methods and the cultivation and production techniques that are the basis of an organic product. Guided tours will therefore last one morning, during which the class will also be able to carry out, where possible, an active educational workshop, so as to fully involve the students. Each visit will be for a maximum of 50 students who will be guided and trained on the farm by technical experts in organic farming and healthy eating.</li> </ol> <p><b>Activity target group:</b> primary and secondary school students</p>
<p><b>6.3 Restaurant weeks</b></p>	<p>The restaurant circuit, a true cosmopolitan basin for the affirmation of food trends and models, represents the most suitable context in which to calibrate an action of qualification of the virtues of testimonial products. The potential of such interventions in the ho.re.ca. sphere can, through the direct involvement of selected operators in targets at the level of</p>

	<p>basins of great potential, attribute a positive exponential acceleration to the performance indicators of the programme.</p> <p>In addition, the coverage of the channel allows for a multiplicity of "cross-platform" applications and cross-references, especially with respect to generational media and social channels, with the experiential opinion flows that constitutionally accompany the conduct of field initiatives at restaurants (through judgment and exchange of information on platforms between users).</p> <p>The action will therefore be developed in a circuit of at least 5 restaurants per year, primarily in the cities of Rome, Naples and Milan.</p> <p>Upstream of the process of involving the restaurants, all screening activities will be positioned, concretized in a preliminary analysis of the potential of the prospective partners, in the field verification of the actual possibility of involving the restaurants obtaining a wide collaboration on the themes of the program.</p> <p>The field action will result in the organization of a series of events dedicated to each of the 5 restaurants, for a total of 35 days, equal to 5 weeks of promotion.</p> <p>During the days of promotion, an exhibition point will be installed with a modular workstation, easily mountable on the most diverse type of exercises (fast-stand type) and of course equipped with custom graphics of the program.</p> <p>The exhibition corner, accompanied by informative material of the project, will be expressly dedicated to the products and functional to direct the users both to deepen the theme of organic, and to personally enjoy the menus and tastings specially prepared (at the same corner and at the tables, through the action of presentation made by the operators present): the induction of tasting will be a priority objective of the action, with an estimated n. 3,500 tasting / year to be pursued.</p> <p>For this action, it is planned to provide appropriate training for operators so as to transfer to them a set of knowledge and skills that will be essential for optimising their ability to present and offer products to the public.</p> <p>A further support will be represented by the interface with the social media of the exercises involved: both pointing to the parallel project platforms, and capitalizing on the autonomous circuits of the restaurants, it will be done so that they will announce the initiatives with great emphasis, thus catalyzing the users towards initiatives that are fully integrated and scheduled in the proposal of the operators.</p> <p><b>Target population:</b> final consumers</p>
<p><b>6.4 Event sponsorship</b></p>	<p>The action refers to participation in events with a large number of visitors, with the aim of contacting a large number of consumers and buyers. At the selected locations, a banquet will be set up with the coordinated image of the programme where the hostesses in charge, assisted by staff experienced in promotion and tasting, will be responsible for informing the public, distributing information material and managing tastings of quality organic fruit and vegetables with the EU label.</p> <p>This will guarantee, as explained below, excellent visibility and qualification of the project themes.</p> <p><u>The events intended to be attended, through sponsorship, are:</u></p> <ul style="list-style-type: none"> <li>• A weekend (2 days) at the Coldiretti "Campagna Amica" farmers' markets, held in the main Italian cities throughout the year;</li> <li>• One week at "Arena Spartacus Festival", summer festival dedicated to Music, Cinema, Theater and Dance held in Santa Maria Capua Vetere (CE) from July 9 to September 15.</li> </ul> <p>These are events of exceptional importance that affect a wide catchment area and, moreover, are characterized by a particularly qualified thematic profile and consistent with the objectives of the program. The format of intervention will include the rental of spaces, the preparation of posts with hostesses, the distribution of materials / gadgets and targeted tastings, to effectively introduce the themes of European quality organic agricultural production to the public. To complete the motivational action at the target, it is expected the provision of adequate support material (printed</p>



	<p>matter and gadgets), functional to stabilize the message of the campaign during the contacts. In particular, informative leaflets, recipe books and gadgets branded with the logos of the project will be considered. For the coordinated image, the communication formats to be presented during the events will be chosen among those most relevant to the informative and motivational path to be implemented, giving priority to themes related to quality assurance, traceability and food safety of organic products, to the nutritional benefit for psychophysical wellbeing, to the organoleptic value and of course to the recipes and functions of use of fruit and vegetables.</p> <p><u>Expected activities and outputs:</u></p> <ul style="list-style-type: none"> <li>- No. 2 locations per year involved, with selection of suitable spaces to carry out the promotion;</li> <li>- Setting up of customized spaces with the project themes;</li> <li>- N. 9 promotional days per year carried out, with the availability for each day of a hostess previously trained to manage the informative promotional activity and suitable demonstration/tasting kits (napkins, cutlery and plates, food, etc.);</li> <li>- 3,000 users reached. Estimate provided on the basis of objective parameters such as: types of location selected; period of activity; average attendance;</li> <li>- guided tastings for the public by senior experts</li> </ul> <p><b>Target population:</b> final consumers</p>		
<p><b>6.6 Other events - Educational tour for journalists</b></p>	<p>This action foresees the selection of two groups of 10 journalists, for a total of 20 units, belonging to the main newspapers and editorial offices, both regional and national, which, through the realization of a tour in the organic production areas of the members of the OP Amico Bio, will be able to know the characteristics and peculiarities of the organic productions.</p> <p>To this end, there will be two 3-day tours in which journalists will be able to see "de visu" the organic farming techniques, their specificities, such as the strong attention to factors like water, soil, climate. Moreover, by visiting several organic farms, they will also have the opportunity to appreciate the quality and diversity of the productions, both from a nutritional and organoleptic point of view. They will be accompanied by 2 experts in the field and 2 company tutors so that they can be informed about every aspect of organic production.</p> <p>This action becomes strategic from the point of view of informing media operators who can then be the spokespersons of a new way of doing agriculture and consuming organic products, towards the wider public of consumers.</p> <p><b>Target audience:</b> journalists, final consumers</p>		
<p><b>6.6 Other events - Company open days</b></p>	<p>This event is aimed exclusively at end consumers, who will have the opportunity to visit organic farms for a whole day.</p> <p>The event in question will take place over the course of one day, at the organic farms, members of the OP Amico Bio.</p> <p>No. 20 company visits will be organized, with a number of 50 participants per event.</p> <p>There will be no. 2 experts who will accompany people during the visit to the company, providing them with all useful information in order to know the issues and characteristics of organic production.</p> <p>Participants will have the opportunity to learn about the techniques of cultivation and processing of an organic product, as well as all the constraints imposed by Reg CE 834/07 in order to label a product as "organic".</p> <p>It will also be given the opportunity, to taste the company's products in order to savor the value of organic products grown.</p> <p><b>Target population:</b> final consumers</p>		
	<p><b>YEAR 1</b></p>	<p><b>YEAR 2</b></p>	<p><b>YEAR 3</b></p>

<b>Products/final services</b>	<p><b>REALIZATION:</b></p> <p><b>6.1:</b> Participation in 2 trade fairs</p> <p><b>6.2.1:</b> No. 5 dissemination seminars</p> <p><b>6.2.2:</b> No. 5 workshops</p> <p><b>6.2.3:</b> n. 5 meetings between companies</p> <p><b>6.2.4:</b> No 3 cooking or commercial training courses</p> <p><b>6.2.5:</b> No. 20 informative meetings in schools; n. 20 visits to organic farms</p> <p><b>6.3:</b> 35 promotion days in restaurants (5 weeks)</p> <p><b>6.4:</b> No. 2 sponsored events 9 promotion days</p> <p><b>6.6:</b> 2 educational tours of journalists to organic farms</p> <p><b>6.6:</b> n. 20 events dedicated to consumers</p> <p><b>RESULT;</b></p> <p><b>6.1:</b> 600 contacts</p> <p><b>6.2.1:</b> 250 participants</p> <p><b>6.2.2:</b> 250 participants</p> <p><b>6.2.3:</b> 75 participants</p> <p><b>6.2.4:</b> 60 participants</p> <p><b>6.2.5:</b> 1,000 students involved - 20 days in the organic farms</p> <p><b>6.3:</b> 3,500 contacts with tasting activities</p> <p><b>6.4:</b> 3,000 users contacted</p> <p><b>6.6:</b> 20 participating journalists</p> <p><b>6.6:</b> 1,000 participants</p>	<p><b>REALIZATION:</b></p> <p><b>6.1:</b> Participation in 2 trade fairs</p> <p><b>6.2.1:</b> No. 5 dissemination seminars</p> <p><b>6.2.2:</b> No. 5 workshops</p> <p><b>6.2.3:</b> n. 5 meetings between companies</p> <p><b>6.2.4:</b> No 3 cooking or commercial training courses</p> <p><b>6.2.5:</b> No. 20 informative meetings in schools; n. 20 visits to organic farms</p> <p><b>6.3:</b> 35 promotion days in restaurants (5 weeks)</p> <p><b>6.4:</b> No. 2 sponsored events 9 promotion days</p> <p><b>6.6:</b> 2 educational tours of journalists to organic farms</p> <p><b>6.6:</b> n. 20 events dedicated to consumers</p> <p><b>RESULT;</b></p> <p><b>6.1:</b> 600 contacts</p> <p><b>6.2.1:</b> 250 participants</p> <p><b>6.2.2:</b> 250 participants</p> <p><b>6.2.3:</b> 75 participants</p> <p><b>6.2.4:</b> 60 participants</p> <p><b>6.2.5:</b> 1,000 students involved - 20 days in the organic farms</p> <p><b>6.3:</b> 3,500 contacts with tasting activities</p> <p><b>6.4:</b> 3,000 users contacted</p> <p><b>6.6:</b> 20 participating journalists</p> <p><b>6.6:</b> 1,000 participants</p>	<p><b>REALIZATION:</b></p> <p><b>6.1:</b> Participation in 2 trade fairs</p> <p><b>6.2.1:</b> No. 5 dissemination seminars</p> <p><b>6.2.2:</b> No. 5 workshops</p> <p><b>6.2.3:</b> n. 5 meetings between companies</p> <p><b>6.2.4:</b> No 3 cooking or commercial training courses</p> <p><b>6.2.5:</b> No. 20 informative meetings in schools; n. 20 visits to organic farms</p> <p><b>6.3:</b> 35 promotion days in restaurants (5 weeks)</p> <p><b>6.4:</b> No. 2 sponsored events 9 promotion days</p> <p><b>6.6:</b> 2 educational tours of journalists to organic farms</p> <p><b>6.6:</b> n. 20 events dedicated to consumers</p> <p><b>RESULT;</b></p> <p><b>6.1:</b> 600 contacts</p> <p><b>6.2.1:</b> 250 participants</p> <p><b>6.2.2:</b> 250 participants</p> <p><b>6.2.3:</b> 75 participants</p> <p><b>6.2.4:</b> 60 participants</p> <p><b>6.2.5:</b> 1,000 students involved - 20 days in the organic farms</p> <p><b>6.3:</b> 3,500 contacts with tasting activities</p> <p><b>6.4:</b> 3,000 users contacted</p> <p><b>6.6:</b> 20 participating journalists</p> <p><b>6.6:</b> 1,000 participants</p>

**TARGET COUNTRY GERMANY**

<b>WP</b>	<b>5 COMMUNICATION TOOLS</b>
<b>Description of activities</b>	Communication tools

<p><b>5.1 Publications, information materials for the media (media kits), promotional items</b></p>	<p>The activity in question involves the implementation of:</p> <ol style="list-style-type: none"> <li>1) Informative leaflet, which will offer support to the activities of direct interaction with the users; it will be distributed during the operational activities towards the public, foreseen by the programme. It is a classic three-page leaflet with the dimensions of a normal A4 sheet (21 cm x 29.7 cm) which, when folded into 3 parts, becomes a six-page leaflet. The leaflet will be produced in four-colour process on 170g matt-coated paper. The leaflet will aim to: <ul style="list-style-type: none"> <li>• describe the information and promotion project with particular reference to the unique features of European organic production (traceability, labelling, quality, etc.);</li> <li>• enhance the nutritional content of the products, which make them unique and excellent foods;</li> <li>• provide suggestions for consumption through a series of recipes designed to create good and genuine dishes, with the simplicity of home use.</li> </ul> </li> <li>2) Recipe book of 12 pages, format 21x21 to be distributed during the operational activities towards the public, foreseen by the program, in order to provide suggestions for consumption through a series of recipes designed to create good and genuine dishes, with the simplicity of domestic use.</li> <li>3) distribution of gadgets to the public present at the events foreseen by the programme, these will be identified as small objects of daily use able to engrave in the memory of the users with whom the project has interacted (small bags, t-shirts, hats, etc.). The gadgets will be distributed to the public during the course of the events planned by the programme.</li> </ol> <p>All formats will bear the fundamental elements of communication and the logos of the project, complete with the "<b>Enjoy it's from Europe</b>" label, in order to ensure that the initiative is recognizable, organic and visible to the promotional message.</p> <p><b>Beneficiaries of the activity:</b> all the targets of the programme</p>		
<p><b>Timeframe</b></p>	<p><b>Deliverables and estimated budget</b></p>	<p><b>YEAR 2</b></p>	<p><b>YEAR 3</b></p>
<p><b>Products/ provided services</b></p>	<p><b>REALIZATION:</b> 4,500 leaflets 4,500 recipe books 1,800 gadgets</p> <p><b>RESULT:</b> no. 4,500 recipients</p>	<p><b>REALIZATION:</b> 4,500 leaflets 4,500 recipe books 1,800 gadgets</p> <p><b>RESULT:</b> no. 4,500 recipients</p>	<p><b>REALIZATION:</b> 4,500 leaflets 4,500 recipe books 1,800 gadgets</p> <p><b>RESULT:</b> no. 4,500 recipients</p>
<p><b>WP</b></p>	<p><b>6. EVENTS</b></p>		
<p><b>Description of activity</b></p>	<p><b>Events</b></p>		
<p><b>6.1 Exhibition stands</b></p>	<p>Participation in trade fairs will be organised and managed in a similar way to trade fairs in Italy. The fairs in which it is intended to participate are:</p> <ol style="list-style-type: none"> <li>1. FRUIT LOGISTICA - Berlin - 3 days, February FRUIT LOGISTICA covers every single fresh produce business sector and provides a comprehensive overview of all the latest innovations, products and services at every level of the global supply chain. It therefore creates excellent networking opportunities between top decision makers at every level of the industry. Every year <b>3,300 Exhibitors</b> and more than <b>72,000 Visitors</b> come to FRUIT LOGISTICA to fully realise their business potential in the international fresh fruit and vegetable trade and to write their own personal success story.</li> <li>2. BIOFACH - World's leading trade fair for organic food - Nuremberg - 4 days, November</li> </ol>		

	<p>BIOFACH is more than a trade fair, it is a true networking platform for the entire organic sector. It is the event that presents innovations, sets trends and moves the organic world. BIOFACH stands for organic tradition and innovation, networks the entire industry - from pioneers to newcomers - and is an incomparable mirror of the global organic market in all its variety and inspiring power.</p> <p>The event, which takes place every year in February in Nuremberg, in conjunction with VIVANESS, the International Exhibition of Natural Cosmetics, brings together almost 3,000 exhibitors and over 50,000 trade visitors from over 130 countries.</p> <p>3. BIONORD- Hannover - 1 day - <a href="http://www.bionord.de">www.bionord.de</a></p> <p>4. BIO SOUTH - Augsburg - 1 day - <a href="http://www.biosued.de">www.biosued.de</a></p> <p>In autumn, the organic sector will be at the centre of the BioNord and BioSüd trade fairs in Hanover and Augsburg. The production and commercial realities of this sector will have a unique opportunity by taking part in these two events: they will present their products within a very wide offer. The two trade fairs will host organic food, natural cosmetics and supplements, with the purpose of showing the sector's offers and future developments, creating an independent sector platform. BioNord and BioSüd present a complete range of high-quality specialised trade and guarantee a constant communication channel for all organic players who want to achieve an environmentally sustainable future.</p> <p>5. BIOWEST - Dusseldorf - 1 day - <a href="http://www.biowest.info">www.biowest.info</a></p> <p>6. BIO OST - Leipzig - 1 day - <a href="http://www.bioost.info">www.bioost.info</a></p> <p><b>Target population:</b> demand side operators, final consumers</p>		
<p><b>6.6 Other events - Incoming of German journalists to Italy</b></p>	<p>As part of this initiative, 12 journalists from major German newspapers will be hosted in the territories which are famous for the production of Italian organic fruit and vegetables, through the realization of two incoming events.</p> <p>With the trip to Italy the "informants" will have the opportunity to see and verify personally the specific methods of production, the guarantees offered by the protected products, as well as understand the "culture" and tradition of European organic. The trip will be organized, alongside the selected journalists, by an expert consultant who will accompany the journalists and an interpreter. The consultant will take care of the logistic aspects and will provide information and curiosities about the production and the characteristics of the promoted products.</p> <p>Given the relative concentration of production sites, journalists and accompanying personnel will make a tour using a small bus with driver. This initiative has a great value of knowledge transfer to journalists and opinion leaders thanks to the in-depth information work in the field.</p> <p><b>Target audience:</b> journalists, opinion leaders</p>		
<p><b>Timeframe</b></p>	<p><b>YEAR 1</b></p>	<p><b>YEAR 2</b></p>	<p><b>YEAR 3</b></p>
<p><b>Products/ provided services</b></p>	<p><b>REALIZATION:</b></p> <p><b>6.1:</b> Participation in 6 fairs</p> <p><b>6.6:</b> organization of n. 2 incoming events in Italy</p> <p><b>RESULT:</b></p> <p><b>6.1:</b> 1,800 contacts</p> <p><b>6.6:</b> 12 journalists involved</p>	<p><b>REALIZATION:</b></p> <p><b>6.1:</b> Participation in 6 fairs</p> <p><b>6.6:</b> organization of n. 2 incoming events in Italy</p> <p><b>RESULT:</b></p> <p><b>6.1:</b> 1,800 contacts</p> <p><b>6.6:</b> 12 journalists involved</p>	<p><b>REALIZATION:</b></p> <p><b>6.1:</b> Participation in 6 fairs</p> <p><b>6.6:</b> organization of n. 2 incoming events in Italy</p> <p><b>RESULT:</b></p> <p><b>6.1:</b> 1,800 contacts</p> <p><b>6.6:</b> 12 journalists involved</p>

**PROCEDURE FOR SELECTING THE IMPLEMENTING BODY FOR THE PROGRAM**

**2. Requirements for participation in the invitation to tender**

### **6.1 Non-existence of grounds for exclusion from participation to the tender**

Participation in this tendering procedure is reserved for economic operators who, at the date of submission of their offer, declare that there are no grounds for exclusion in accordance with Directive 2014/24/EU, or grounds for exclusion related to them:

- criminal convictions.
- payment of taxes or social security contributions.
- insolvency, conflict of interest or professional offences.

The non-existence of these reasons for exclusion must be attested by the attached declaration (**Annex A**), signed by the legal representative.

Competitors who are in a situation of control as per art. 2359 of the Italian Civil Code or in any relationship, even de facto, with respect to another participant, may not participate if the control or relationship involves the imputability, to the same decision-making center of the offers presented.

It is forbidden for competitors to take part in the tender in more than one temporary grouping of companies or consortia. If this is the case, all the groups or consortia concerned will be excluded from the tendering procedure.

It is also prohibited for competitors to take part in the tender on an individual basis if they take part in the tender on an association or consortium basis; in the event of such joint participation, participants will be excluded both on an individual basis and in the form of a group and/or consortium.

### **6.2 Economic and financial standing requirements**

The economic operator (individual or temporary grouping of companies) that intends to participate in this selection procedure:

- must have achieved, in the three-year period 2019-2020-2021, a total turnover of not less than Euro 3,000,000.00 (in letters: Euro three million) net of VAT, resulting from VAT returns or equivalent tax within the EU;
- must attach the Bank's declaration that the Economic Operator has the necessary financial means to guarantee the execution of the actions provided for in the program (suitable bank references).

Compliance with these requirements must be certified by the attached declaration (**Annex A**), signed by the legal representative. These requirements must be met by the economic operator as a whole or as a temporary grouping of companies.

### **6.3 Technical and professional capacity requirements**

The economic operator (individual or temporary grouping of companies) that intends to participate in the present selection procedure must:

- have carried out, in the three-year period 2019-2020-2021, services similar to those covered by the tender for a total amount of no less than Euro 1,000,000.00 (in letters: Euro 1 million) net of VAT;
- attach a list of the main services provided (company CV);
- attach the CVs of the personnel employed in the execution of the program, if any, which show proven experience in services similar to those covered by the tender.

Similar services are intended (by way of example and not limited to) as:

- management of complex projects/programs for international promotion in the agri-food sector.

- management of groupings of companies and coordination of working groups.
- planning and management of public contribution programs.
- organization of events and incoming activities.
- activities of management of press office.
- communication activities, PR, etc., also on-line.
- creation of informative material.
- creation of promotional videos.

Compliance with these requirements must be certified by means of the attached declaration (Annex A) signed by the legal representative of the applicant and the sending of the CVs of the professional figures envisaged in the performance of the assignment. These requirements must be met by the economic operator or the temporary grouping of companies as a whole, except that in the latter case the agent must in any case meet the requirements and perform the services to a majority degree.

### 3. Awarding criteria

The contract will be awarded on the basis of the criterion of the most economically advantageous tender, identified on the basis of the best value for money, according to the distribution of scores described below, taking into account the technical tender and the economic tender.

The qualitative aspects of the service and the price will be taken into account together; therefore, the 100 overall points will be assessed in the following proportions:

- TECHNICAL OFFER: MAXIMUM 85 POINTS
- ECONOMIC OFFER: MAXIMUM 15 POINTS.

The following criteria, with their subcriteria, will be established for the awarding of points:

<b>TECHNICAL OFFER: MAX 85 POINTS</b>		
<b>Criteria</b>	<b>Subcriteria</b>	<b>Maximum score</b>
<b><u>COMPLESSIVE STRATEGY</u></b> <b>(max 21 points)</b>	Adequacy of the planning in terms of consistency with the objectives of the communication strategy and consistency with the timelines of the programming.	8
	Adequacy of the proposed methodology, articulation of the communication strategy, its ability to produce significant results, the breadth of the target audience contacted.	6
	Consistency between the overall project strategy and the individual activities.	7
<b><u>CREATIVE FORMAT AND GRAPHIC PROPOSALS</u></b> <b>(max 36 points)</b>	Quality of the creative and graphic formats proposed: creativity and effectiveness of the visual identity of the campaign and of the coordinated image, such as to make communication in all its forms recognizable and effective.	12
	Consistency with the objectives of the program: efficiency of the communication formats to ensure the achievement of the general and specific objectives set out in the program.	8

	Flexibility by channel, instrument and target group: evaluation of the possibility of articulating the message with a view to its use during the three-year program and through a mix of techniques and coordinated solutions, aimed at providing a clear and complete response to the need to involve the different targets.	8
	Effectiveness of the proposed structure: evaluation of the functionality and potential of the creative strategy for the planned application to the different areas and levels of communication, with particular reference to the formats to be activated in the corresponding project actions and taking into account that the completeness of the project requires the full correlation between the individual communication tools and actions and the strategic axis oriented to the objectives of promotion of the program.	8
<b>METHODOLOGICAL APPROACH (max 28 points)</b>	Completeness of the characteristics of the required outputs.	8
	Deep knowledge of the target markets and their market logic.	4
	Quality of the professional characteristics of the proposed working group in terms of absolute competences based on the quality of the CVs presented.	4
	Adequacy of control mechanisms to monitor the correct economic and financial execution of the project and compliance with the schedule.	4
	Experience in managing articulated communication and promotion projects in the specific segment.	8
<b>TOTAL</b>		<b>85</b>

The Commission will evaluate each technical offer, assigning a qualitative coefficient to each sub-criterion:

not detectable	0
rating; insignificant	0,1
rating; barely sufficient	0,2
rating; sufficient	0,3
rating; between sufficient and discreet	0,4
rating; discreet	0,5
rating; between discreet and good	0,6
rating; good	0,7
rating; between good and very good	0,8
rating; very good	0,9
rating; excellent	1,0

<b>ECONOMIC OFFER: MAX 15 POINTS</b>		
<b>Criteria</b>	<b>Subcriteria</b>	<b>Maximum score</b>
<b><u>COST-EFFECTIVENESS OF THE OFFER</u></b>	Economic offer for the activities (SUBTOTAL ACTIVITIES) according to the following formula	10
	Financial offer for the fee of the participating economic operator according to the following formula	5
<b>TOTAL</b>		<b>15</b>

With regard to the economic offer for the activities (maximum of 10 points out of 100) the score will be awarded on the basis of the following formula:

“Economic offer for activities” score considered = Offer X/Maximum offer \* 10

where:

Maximum offer: it is the highest economic offer for the activities (SUBTOTAL ACTIVITIES) among those presented:

Offer X: it is the economic offer for the activities (SUBTOTAL ACTIVITIES) of the economic operator concerned.

With regard to the economic offer for the fee of the participating economic operator (maximum of 5 points out of 100) the score will be awarded on the basis of the following formula:

Economic offer score for the relevant economic operator's fee = (Operator's fee minimum % / Operator's fee % X) \* 5

where:

Operator's fee % minimum: it's the fee relating to the economic offer (of the participating operator) lower among those submitted.

Operator's fee % X: it is the fee relating to the economic offer of the economic operator concerned.

For the purposes of allocating and calculating scores, any non-whole values will be approximated to two decimal places.

Increasing bids are not permitted.

A ranking will be drawn up on the basis of the scores awarded to the bids.

The award will be made in favor of the tenderer who has submitted a tender which, meeting all the minimum mandatory requirements, has obtained the highest overall score (technical offer score + economic offer score).

In the event of a tie, the contract will be awarded to the tenderer with the highest score in the technical offer. In the event of a tie in the score for both the economic offer and the technical offer, the contract will be awarded by drawing lots.

The contracting authority shall not be obliged to pay any compensation to the tendering undertakings for any reason whatsoever in respect of the tenders submitted.

Once the required controls have been carried out to ensure that the mandatory requirements have been met, the contract will be awarded.

The award shall immediately bind the tenderer awarded the tender, while the contracting body shall be definitively engaged only when, in accordance with the law, all the acts consequent to and necessary for the execution of the tender have attained full legal effect.

In the event that the contractor does not show up for the stipulation of the contract or in the event that the declarations made are found to be false, the contracting body reserves the right to assign the task to the subject subsequently placed on the ranking list, once the usual controls have been carried out.

Producers' Organisation (PO) AMICO BIO Soc. Coop. Agr. a r.l. will proceed with the awarding of the contract even if only one valid tender is submitted, provided that it is appropriate.

Pursuant to art. 95, paragraph 12, of Legislative Decree no. 50/2016 and subsequent amendments and integrations, the contracting authority will not proceed with the awarding of the contract if no tender is convenient or suitable in relation to the subject of the contract.



The evaluation of the technical offers will be carried out by an evaluation committee appointed after the date of submission of the offers.

The results will be communicated via certified email to the participants and will be published on the website of the P.O. AMICO BIO Soc. Coop. Agr. a r.l. [www.amicobio.net](http://www.amicobio.net).

#### **4. PROCEDURES FOR THE SUBMISSION AND EVALUATION OF PROPOSALS**

Participants interested in taking part in the Call for Tender must, under penalty of exclusion, send all the necessary documentation, which can also be downloaded from the website [www.amicobio.net](http://www.amicobio.net), **by 29 December 2022, non-later than 12.00 (Caserta local time)**, in a single package containing the following documents or in one or more files (if sent electronically):

##### **Envelope A) Administrative documentation:**

- Annex A completed and signed by the legal representative
- Letter from the Bank or balance sheet for the last 2 financial years
- CV of the employed staff

##### **Envelope B) Technical proposal:**

- Presentation of the economic operator participating in the selection procedure
- Detailed description of the activities/initiatives requested/creative proposals.

##### **Envelope C) Economic offer:**

- Detailed table of costs and fees of the operator

The documentation must be presented in paper format and in electronic format - printable and copyable - on CD or USB key, by the participant in the tender by 29 December 2022, non later than 12.00 (Caserta local time).

All documentation shall be submitted in two different ways:

- paper format in a closed envelope (countersigned on the flaps) containing the 3 envelopes;
- electronic format, on CD or USB key, containing the documents in printable PDF not editable.

In alternative, the documentation can be sent via certified email to [amicobio@pec.it](mailto:amicobio@pec.it).

Appoint the subject of the envelope or the certified email with the following wording:

***OPEN CALL FOR PROPOSALS FOR THE SELECTION OF A BODY RESPONSIBLE FOR IMPLEMENTING PART OF THE THREE-YEAR PROGRAM OF PROMOTION AND INFORMATION ACTIVITIES ENTITLED "BIO DINAMICO".***

The delivery of the package and/or the electronic communication within the established terms remains at the exclusive risk of the sender if, for any reason, it does not reach its destination within the aforementioned peremptory term.

The delivery after this peremptory term, and the related exclusion, will not be subject to dispute.

##### **Address to which proposals must be sent by the above deadline:**

O.P. AMICO BIO Soc. Coop. Agr. a r.l. - Via Grotte S. Lazzaro 9 - Capua (CE) – ITALIA, for the attention of Dr. Enrico Amico.

##### **Procedures for opening and selecting tenders**

**An internal Commission will be appointed ad hoc, after the deadline set for the arrival of offers, to carry out the opening and evaluation of the regularly received proposals, as well as the consequent selection**

**according to the criteria set out in this call for proposals.**

The Commission will meet at the operational headquarters of the P.O. AMICO BIO Soc. Coop. Agr. a r.l. in Capua (CE) on 30 December 2022 at 10:00 to carry out the selection procedures. The Commission's work will be properly recorded, with an indication, among other things, of the reasons supporting the evaluations carried out.

P.O. AMICO BIO Soc. Coop. Agr. a r.l. will ensure that adequate publicity is given to the awarding of the contract. In particular, all participants will be formally informed in a timely manner of the outcome of the tender through formal communication via email, informing unsuccessful tenderers of the reasons for the exclusion. The results will also be published on the P.O. AMICO BIO website - [www.amicobio.net](http://www.amicobio.net), as soon as the Commission has completed its evaluations.

Further information can be obtained from the following address:

P.O. AMICO BIO Soc. Coop. Agr. a r.l. – tel. +39 328 4710258, email: [info@amicobio.net](mailto:info@amicobio.net)

#### **TENDER DOCUMENTS:**

- **CALL FOR TENDER**
- **TECHNICAL SPECIFICATIONS**
- **ANNEX A**

#### **5. HOW TO PREPARE THE OFFERS**

##### **9.1 HOW TO PREPARE THE TECHNICAL OFFER - ENVELOPE B**

###### **Presentation of the economic operator:**

General presentation in terms of: contacts, experience gained in the field of promotion/information on high quality agricultural products, experience in the realization of events, PR and Press Office activities, organization of tastings at points of sale and press campaigns, elaboration of promotional/information material, management of websites and social media. Information on its staff, with express reference to similar activities already carried out at European and international level, and particularly to the sectors and countries of intervention of the program.

###### **Contents of the Technical Report**

The operator must indicate for each point listed below his own initiatives and their methods of execution and achievement of results.

###### **OVERALL STRATEGY**

**The participant must articulate his proposal by proposing the implementation strategies he considers most effective in pursuing the project objectives using the following indications:**

- a) demonstration of the ability of the working group to produce the results expected by the project;
- b) articulation of the overall strategy: coherence between the overall project strategy and the individual activities;
- (c) ways of achieving the specific objectives and results set out in the project.

## PROJECT OUTPUT

The participant will have to articulate his own proposal by proposing the implementation methods that he considers most effective for the production of project outputs. The proposal must be structured in particular by developing the following points:

- a) implementation characteristics and contents of the interventions, with reasons for the strategic, organizational and executive modalities chosen, analysis of coherence with the general and specific objectives of the program and description of the project outputs;
- b) presentation of the working group responsible for carrying out the activities, with a description of the working group's capacity to produce these outputs, also with reference to the specific professional skills and experience acquired.

## METHODOLOGICAL APPROACH AND ARTICULATION OF ACTIVITIES

For each type of activity reported in the specifications, the specific interventions that are intended to be implemented to achieve the project objectives must be described. The activities and the relative interventions must be consistent with the overall strategy of the program and with the respective strategic sub-axes proposed for the individual target countries, with respect to the relative target groups identified. The interventions must be defined according to the following points:

- a) methods of implementation of the actions: description of the operating methods used to provide the services and their consistency with the aims and objectives of the proposed communication campaign and with the program.
- (b) program timeframe: adequacy of the timeframe and resources provided for in the program timeframe and its consistency with the program, which must be spread over a three-year period.
- (c) consistency with the general strategy and implementing rules for the measures proposed above.
- (d) description of the monitoring mechanisms and proper implementation of the activities.
- (e) description of the working group and the specific responsibilities in relation to the different activities.

## 9.2. HOW TO PREPARE THE ECONOMIC OFFER - ENVELOPE C

The costs must be detailed for each activity and type of activity necessary for the organization and implementation of the service (SUBTOTAL ACTIVITIES) with an indication of the value of the fee of the economic operator considered according to the following scheme.

These costs contribute to the definition of the SUBTOTAL ACTIVITIES and are subject to reporting in accordance with the provisions of the Convention attached to the model of the 2022 call for proposals approved pursuant to EU Regulation no. 1144/2014 on information and promotion actions concerning agricultural products carried out on the internal market and in third countries.

The fee of the economic operator (flat-rate amount) must also be highlighted.

An example table is given below

Work package/target country/ common activities	Type of activity	Cost of activity (euro)	Overall total (euro)
Public relations			
Social media			
Advertising			
Events			
<b>SUBTOTAL ACTIVITIES</b>			
Fee of the economic operator (max 13%)		%	
<b>TOTAL ECONOMIC OFFER *</b>			

\*NB: THE TOTAL OF THE ECONOMIC OFFER must be equal to the total amount of the present selection procedure (€ 3,007,540.00).

The remuneration of the implementing body (fee of the economic operator) must not exceed 13% of the total cost of the actions (SUBTOTAL ACTIVITIES).

This table will form the economic offer and will be inserted in Envelope C - Economic offer.

#### **COSTS TO BE BORNE BY THE SUCCESSFUL TENDERER**

They shall be borne by the successful tenderer:

1. Performance of the services to be procured, in full and unconditional acceptance of the content of these specifications.
2. Compliance with all indications contained in these specifications, even if not specifically referred to in this article, with rules and regulations in force at both national and regional level, as well as those that may be issued during the contract period (including regulatory standards and municipal orders), with particular regard to those relating to hygiene and safety and in any case relevant to the subject of the contract.

#### **AMENDMENTS TO THE CONTRACT - QUANTITATIVE AND QUALITATIVE CHANGES IN SERVICES**

P.O. AMICO BIO Soc. Coop. Agr. a r.l., in case of sudden and particular needs, reserves the right to make in addition to or less quantitative changes to the contract within the limit of one fifth of the amount of the contract in compliance with the contractual obligations.

#### **RELATIONS BETWEEN THE SUCCESSFUL TENDERER AND THE CONTRACTING AUTHORITY**

The successful tenderer must identify a contact person responsible for the service, who will have the obligation to cooperate closely with the offices of P.O. AMICO BIO Soc. Coop. Agr. a r.l. in the implementation of the Service subject of the contract, as well as the operational resolution of problems related to particular needs of the activities.

#### **NON-COMPLIANCE**

P.O. AMICO BIO Soc. Coop. Agr. a r.l. has the right to contest the services rendered that do not comply in whole or in part with the requirements of the specifications or the offer proposed in the tender. In case of dispute, P.O. AMICO BIO Soc. Coop. Agr. a r.l. may request the supplier to replace personnel inadequate for the implementation of the services. In case of delay or refusal, as well as in any other case of non-compliance with the contractual obligations assumed by the economic operator, P.O. AMICO BIO Soc. Coop. Agr. a r.l. will contest the non-compliance in writing to the company awarded the contract.

#### **FORFEITURE AND REVOCATION OF THE CONTRACT**

The company awarded the contract may be declared to have lost the contract in the following cases:

- for failure to comply with contractual or legal obligations in respect of salaries, liquidations or social security and insurance treatment for the staff of the company awarded the contract;
- for manifest non-fulfillment of the commitments undertaken in the contract;
- for non-compliance with the project guidelines presented and any additional information regarding the quality of service.

#### **UNILATERAL TERMINATION OF THE CONTRACT**

P.O. AMICO BIO Soc. Coop. Agr. a r.l. has the faculty to control and verify the good execution of the service with the help of people in charge chosen at its discretion. In the event of termination of the contract, the company awarded the contract is still committed to continue the task, under the same conditions, for a maximum period of three months.

### **CONTRACTUAL EXPENSES**

Stamp duty, stipulation, registration and any other ancillary costs relating to the contract shall be borne in the measure of 50% by the economic operator to whom the contract is awarded and the remaining 50% by P.O. AMICO BIO Soc. Coop. Agr. a r.l..

### **LITIGATION**

For the resolution of all disputes that may arise in the performance of the service, which cannot be promptly resolved by the contracting parties, the competent court is that of Santa Maria Capua Vetere (CE).

### **PROPERTY RIGHTS AND RIGHTS OF USE**

The rights of ownership and/or use and economic exploitation of the works, prepared or produced by the successful bidder or its employees and collaborators in the context of or on the occasion of the execution of this service, will remain the exclusive property of the Contractor P.O. AMICO BIO Soc. Coop. Agr. a r.l., which may, therefore, arrange without any restriction the publication, dissemination, use, duplication of such works of talent or material. These rights, pursuant to Law no. 633/41 "Protection of copyright and other rights granted to its exercise" as amended and supplemented by Law 248/00, are to be understood as transferred, acquired and licensed in a perpetual, unlimited and irrevocable manner. The successful bidder undertakes to deliver all the products in an open and modifiable format and expressly undertakes to provide P.O. AMICO BIO Soc. Coop. Agr. a r.l., as the Contractor, with all the documentation and material necessary for the effective exploitation of the exclusive ownership rights, as well as to sign all the documents necessary for any transcription of said rights in favor of P.O. AMICO BIO Soc. Coop. Agr. a r.l. in any public registers or lists. The successful bidder undertakes to comply with current legislation on the collection and processing of personal data and the protection of databases.