



TECHNICAL SPECIFICATIONS AND SELECTION PROCESS OF THE IMPLEMENTING BODY OF THE PROGRAMME FOR INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES – Call 2022

The Consorzio del Formaggio Parmigiano Reggiano (also “the Consortium” or “Proposing organisation”), having its legal headquarters in Reggio Emilia (RE), Via Kennedy, 18 – CAP 42124 – ITALY, VAT Number 00621790351, PEC: consorzio@pec.parmigianoreggiano.it, e-mail: staff@parmigianoreggiano.it, in its quality of Proposing Organisation, shall present a Programme for Information and Promotion activities within the framework of the **2022** Call for proposals – Simple programmes “Grants to information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries in accordance with Regulation (EU) No 1144/2014 of the European Parliament and of the Council”, and, for this reason,

hereby announces

in accordance with the Regulation (EU) no. 1144/2014, the Delegated Regulation (EU) no. 2015/1829 and the Implementing Regulation (UE) n. 2015/1831, (and taking into account the Work Programme for 2022, defined in the framework of Reg. (EU) 1144/2014, by the Commission Implementing Decision of 15/12/2021) a **Public Notice of Tender for the selection, by means of an Open Competitive Procedure, of an “Implementing Body” engaged for the realisation of the Actions (activities/initiatives/costs) directed at the attainment of the objectives that are provided by the Programme that will be presented and which shall be carried out, if approved, in the third country UNITED KINGDOM, using as testimonial product:**

1) (cheese) Parmigiano Reggiano PDO.

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

The Consorzio del Formaggio Parmigiano Reggiano intends to carry out the selection of the Implementing body through an Open Competitive Procedure in compliance with the principles of cross-border interest, non-discrimination, equal treatment, transparency, publicity, proportionality, clarity and consistency of the established selection and award criteria on the purpose of the requested services and with the value of the same, best value for money and absence of conflicts of interest, in accordance with the conditions indicated by the relevant European Regulations and European Commission guidelines, by the document “*Guidance on competitive procedure Ref. Ares (2016) – June 7, 2016*” and the last version available of the Decree of the General Director of the Ministry of Agriculture, Food, Forestry n. 0208929 dated May 6, 2021.

It is hereby specified that, since this invitation to tender is aimed at the execution of a soon-to-be-presented European project, should the Proposing Consortium not be approved as the beneficiary of said project by the EU entities, the winning of this tender shall be considered void and ineffective, and that,



in such a case, the Proposing Consortium shall have no responsibilities whatsoever and shall not be subject to any claims and/or damages requests.

Should the Programme be approved, the successful bidder of this Call for tender (Executing Agency) will be responsible for the execution of the activities foreseen and the relationship between the Executing Agency and the Consortium will be governed by a specific contract. In general, the Executing Agency shall not only carry out the agreed activities, but also prepare both financial and operational reports, making available to the Consortium the proofs of payment related to the expenses incurred, as well as all the documentation and information related to the activities carried out (e.g. photos, contacts and results reached, list of attendees, video recordings, description of the activities carried out).

The proposals presented within the Tender for the Selection are considered as valid for 12 months.

PRIMARY INFORMATION

PROPOSING ORGANISATION	Consorzio del Formaggio Parmigiano Reggiano
TARGET MARKETS:	United Kingdom
TESTIMONIAL PRODUCTS:	(to be used within the framework of the proposed activities and initiatives) 1) Parmigiano Reggiano POD
PROGRAMME DURATION:	36 months (3 years), starting <u>approximately</u> from month of February/March 2023
TARGET GROUPS OF THE ACTIVITIES:	(in the target markets of the Programme) Consumers Food & agricultural sector operators, large retail chains buyer and HO.RE.CA. sector Journalists, bloggers, commentators
FINANCIAL RESOURCES:	<u>€ 3.649.000,00 – net of VAT.</u> <u>These resources are intended for the realisation of the activities and initiatives (in the 3 years), and must also include the fee for the Implementing Body;</u> however, they do not include other administrative expenses which have to be borne by the Proposing Organisation



TECHNICAL SPECIFICATIONS

MAIN OBJECTIVES OF THE PROGRAMME

The Programme contributes to the achievement of the general objective of EU Reg. no. 1144/2014 *to strengthen the competitiveness of the agricultural sector of the European Union* and to the achievement of the specific objectives, in particular in relation to increasing and improving consumers knowledge about the **characteristics of the Union's production system** in terms of quality, production methods, labelling, traceability, attention to animal welfare and environmental protection and about the **characteristics of European agricultural products**, in terms of originality, authenticity, food safety. The example of excellence represented by the testimonial products with PDO certification, as defined in art.5, paragraph 4, letter a) of EU Reg. 1144/2014, contributes to the implementation of all the concepts underlying the European quality system and improves understanding, consumer loyalty and the image of all EU agricultural production.

The Programme also aims to contribute to the achievement of the priorities of the European Commission, expressed, in particular, in the *European Green Deal* and in the *Farm to Fork Strategy*.

The *European Green Deal* outlines ways to make the European Union climate neutral by 2050, setting out a new strategy for sustainable and inclusive growth to stimulate the economy, improve people's health and quality of life, take care of nature and leave no one behind.

The *Farm to Fork Strategy*, within the framework of the Green Deal, comprehensively addresses the challenges of achieving sustainable food systems by recognizing the inseparable links between healthy people, healthy societies and a healthy planet.

In particular, the objectives of the Programme in UK are:

- 1. to improve the knowledge of the merits of the agricultural products of the European Union through the increase of knowledge about meaning and functioning of the European quality schemes (including the increase of recognition of European PDO quality logo, that Parmigiano Reggiano cheese bears) through the concrete example set by the testimonial product of the Programme;**
- 2. to increase competitiveness, market share and consumption of the testimonial product of the Programme, as concrete examples of the EU quality system and therefore to improve competitiveness and consumption of the Union's agricultural products, increasing their market share and consumption in the British market;**
- 3. contribute to the implementation of the priorities of the European Commission for the promotion of production systems and consumption that are more sustainable and healthier.**

The bodies (companies, agencies, etc.) that participate in this Call for tender for the selection of the Implementing body shall draw up a body of activities and initiatives (including informational and promotional materials) that are consistent with a well-identified and targeted strategy, in consideration of the objectives to be achieved, topics to be covered the characteristics of the testimonial product and the target country, the target groups of the initiatives, the duration of the programme, and the financial resources that are available.

MAIN SUBJECTS TO BE HANDLED

In order to achieve the Programme's objectives and fulfil the requirements of the reference EU Regulations (cited above), the **main thematic areas** to be considered are the following:

- for the purpose of increasing the competitiveness of **European agriculture** in the target market, it is necessary to go into detail on the **distinctive characteristics of the latter**, and thus to generically and technically go into depth (depending upon the typology of the target groups that are the recipients of the specific initiatives) on **the meaning that “quality” holds for the European Union**;
- within the framework of the concept of “quality”, utilising and presenting the Programme's testimonial product, which is provided with PDO certification, as an example of the **value which the European system of quality confers upon the products from the various territories in the European Union**. That value is explained not only in the rigorous standards relating to production methods and inspections of the chain, but also in the increase in value of the European cultural heritage and in the promotion of the diversity of agricultural production and the maintenance of rural spaces. Within that framework, it will furthermore be possible to go into depth on concepts such as the traditional character of the production methods and of the raw materials, as well as the originality of the productions themselves;
- the thematic areas that are indicated above provide the opportunity to introduce in-depth analyses also in connection with **concepts that have always been part of the European production system**, but that it is increasingly urgent and important to highlight, namely the **attention and protection of the environment, the sustainability of production and consumption, the care for one's diet and well-being**;
- in addition, the dissemination of the above-mentioned issues allows **to counter some of the effects of Brexit, concerning the ever-growing presence in the British market of non-EU agricultural products, maintaining and increasing the loyalty of British consumers** towards products of European origin.

TYPES OF REQUESTED ACTIVITIES AND INITIATIVES

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

- **PUBLIC RELATIONS:** continuous PR activities, organisation of press events; cooperations with bloggers, influencers and opinion leaders.
- **WEBSITE, SOCIAL MEDIA:** setup, updating, maintenance of a webpage dedicated to the Programme and to the subjects to be handled, to be included in the Consortium's website; development of a social media strategy (content strategy and timing of periodic posting in already existing social profiles).
- **ADVERTISING:** TV (including the development and realisation of one or more TV spots and broadcasting timing), print and online press, other.

- **COMMUNICATION TOOLS:** definition of the distinctive key visual of the Programme, preparation of publications, definition of information materials, promotional merchandise; promotional and informative videos, others.
- **EVENTS:** organisation of seminars/workshops, B2B meetings, restaurant weeks, study trips (*Incoming*) in the production areas of testimonial product; other events.
- **OTHER ACTIVITIES:** e.g. storage, shipping and logistics; market researches (for which the purpose, method of implementation and interpretation of the data must be described); involvement of testimonial and/or Brand Ambassador; ...



SELECTION PROCEDURE FOR THE IMPLEMENTING BODY OF THE PROGRAMME

REQUIREMENTS FOR PARTICIPATING IN THE TENDER

Please note that Consorzio del Formaggio Parmigiano Reggiano is not a Body governed by public law, pursuant to Art. 2, paragraph 1, point 4, of Directive 2014/24/EU, therefore it is not obliged to apply the national rules transposing the European Directives on public procurement (in Italy, Legislative Decree no. 50/2016). However, since this Tender procedure is called in compliance with the principles of cross-border interest, transparency, publicity, impartiality, equal treatment of candidates, as well as with the conditions indicated in the above-mentioned Guidelines of the European Commission and in the Decree of the Director General of the Ministry of Agricultural, Food and Forestry Policies no. 0208929, Directive 2014/24/EU and Legislative Decree no. 50/2016 are considered and/or referred to and applied when appropriate, within the scope of execution of the Tender itself.

Absence of causes for exclusion from participation

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

- criminal convictions;
- payment of taxes or social security contributions;
- insolvency, conflict of interest or criminal business acts.

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

Requirements of economic and financial capacity

The economic operator that intends to participate in this tender for selection must have realised in the three-year period of 2018-2019-2020 (there will be considered only the last three approved budgets) total global revenues of no less than 3.000.000,00 Euros (in words: threemillionsEuros) net of VAT, resulting from VAT declarations or the tax equivalent within the EU.

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

Requirements of technical and professional capacity

The economic operator that intends to participate in this tender for selection must have realised in the three year period of 2018-2019-2020 (there will be considered only the last three approved budgets) services which are analogous to those that are the subject of this tender, for a total amount of no less than 1.000.000,00 Euros (in words: onemillionEuros) net of VAT, including the realisation of at least one structured project in communications, promotion, and the related advertising campaign.

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



ADJUDICATION CRITERIA AND METHOD

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

In the presence of only one valid offer, the Consortium shall have the option of proceeding or not with the awarding of the tender.

In the event of a single submitted offer, the evaluation of the offer cannot be done with the below described methods, as they are based on a comparison between the different (at least 2) submitted proposals (considering the functioning of the aggregative-compensator method). In the event that the Consortium still decides to entrust the contract, even in case of a single submitted proposal, this proposal will be anyway evaluated with regard to its convenience, suitability and adequacy, according to established criteria.

In the event of a tie in the points attained between two or more proposals, the contract shall be awarded to the competitor that has achieved the highest number of points in the technical offer. In the event of a tie in the points in both the financial offer and the technical offer, a random drawing shall be held.

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

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

The points shall be assigned according to the following criteria:

QUALITY: TECHNICAL OFFER (80 POINTS)

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

QUALITY OF THE TECHNICAL OFFER		
CRITERIA	SUBCRITERIA	MAXIMUM POINTS
<u>1. OVERALL STRATEGY</u> <u>20 points</u>	a) Adequacy of the overall strategy in terms of consistency with the goals, topics to be handled, time available to implement the Programme.	10
	b) Coherence between the overall project strategy, the single activities proposed and the achievable results.	10
<u>2. CONCEPTION AND DEVELOPMENT GRAPHIC COMMUNICATION FORMAT</u>	a) Creativity in planning the proposal for key visual materials for the Programme and appeal of the proposal's visual impact.	10
	b) Efficacy of the graphic proposals for the proposed key visual materials and of the communication concepts in order to guarantee that the aims defined for the Programme can be reached.	5

QUALITY OF THE TECHNICAL OFFER		
CRITERIA	SUBCRITERIA	MAXIMUM POINTS
35 points	c) Ability to use advanced technologies applied to communication.	5
	d) Flexibility and reproducibility of the coordinated image: Assessment of the degree of flexibility (scalability) and reproducibility of the graphic format in the various applications; assessment of the effectiveness, originality and communicative immediacy of the proposal.	5
	e) Graphic promotional materials proposal (e.g. Web site, brochure, recipe books, gadgets or others).	10
3. METHODOLOGICAL APPROACH 25 points	a) Description of the work group and of operational modalities: quality of the organisational structure and of the professional characteristics of the work group, proposed in terms of the competences that they possess; efficiency level of the proposed operational and organisational methods.	15
	b) Timeline: evaluation of the proposed planning in relation to the carrying out of the activities, adequacy of the proposed timing and consistency with the duration of the Programme (3 years).	5
	c) Proposed methods for supervision and examination of the realisation of the initiatives and of goals meeting: Description of the analysis of the proposed activities, measurement and evaluation of the effectiveness of the communication actions, in relation to the aims of the Programme and the type of target groups.	5
TOTAL		80

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

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

Evaluated very good	0,9
Evaluated excellent	1

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

The method thus foresees the following steps:

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

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

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

Where:

C(a) = evaluation index of proposal “a”

n = total requirements/criteria number

W_i = requirements/criteria score attributed (i)

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

PRICE: FINANCIAL OFFER (20 POINTS)

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

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

The “Fee” criterion score will instead be assigned as follows:

a) calculation of the percentage depreciation of each proposal, taking as base value the proposal with the highest sum;

b) calculation of the coefficient to be attributed to each percentage depreciation according to the following formula:

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

Where:

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

R_a = percentage depreciation of the “a” proposal

R_{max} = depreciation of the lowest proposal

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

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

Where:

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

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

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

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

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

METHOD OF PRESENTATION OF THE PROPOSALS

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

ENVELOPE A – Administrative documentation, which shall contain:

- Annex A filled out and signed by the legal representative;
- Subscriber's current and valid identity document;
- Current and valid Company Registration Report or the registration in a commercial register held by the Member State in which the economic operator is established.

ENVELOPE B – Technical offer, which shall contain:

- Detailed description of the activities/initiatives proposed
- Indicative timeline of the proposed Programme activities
- Presentation (as much detailed as possible) of the economic operator taking part in the Tender for Selection
- Presentation of the work group and detailed description of the professional operators involved and of their competences

ENVELOPE C – Financial offer, which shall contain:

- Detailed financial plan for each proposed activity/initiative and related fee – to be provided in Excel format
- Summarized budget for the three-year period to be provided in Excel format

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

The documentation may be drawn up in either Italian or English, and it **shall have to be presented** by the participant in the competition both in paper format **and** in electronic format – printable and copyable – on a USB stick, **within and no later than February 11th, 2022 at 12.00 noon**. The delivery of the packet (containing the documentation) shall remain at the exclusive risk of the sender in the event that, for any reason whatsoever, it does not reach the destination within the aforementioned final deadline.

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

CONSORZIO DEL FORMAGGIO PARMIGIANO REGGIANO

Via J.F. Kennedy, 18

42124 – Reggio Emilia (RE) - ITALIA

c.a. (to the attention of) dott.ssa Ilaria Greco

On the envelope containing the paper documentation please write the following: **“Call for Tender for the selection of an Implementing Body – DO NOT OPEN” – and the name of the body/agency/company participating in the Tender for Selection.**

The Selection Committee, an *ad hoc* body that will be created specifically after the deadline for submission of tenders, will be charged for the evaluation and selection of the proposals received, will be composed of representatives of the Proposing Organisations, **and shall meet at the seat of Consorzio del Formaggio Parmigiano Reggiano**, Via J.F. Kennedy, 18 – 42124 Reggio Emilia

**Consorzio del Formaggio
Parmigiano Reggiano**

SEDE: VIA J.F. KENNEDY, 18
42124 - REGGIO EMILIA - ITALIA
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(RE), **on February 15th, 2022 at 10.00 am.** for the purpose of carrying out the selection procedure.

The opening of the envelopes (Envelopes A) containing the administrative documentation of the participants in the Selection Tender – in order to admit them to the Tender itself – will take place at the above mentioned seat of the **Consorzio del Formaggio Parmigiano Reggiano** on **February 15th, 2022 at 10.30** in public session.

The public session – which will be streamed in order to comply with the containment measures of the COVID-19 pandemic – may be attended by the legal representative (or person delegated by him in writing) of each of the participating agencies/economic operators, presenting an identification document.

The streaming link will be sent to the agencies that request it. The request must be sent to the e-mail address: ilaria.greco@parmigianoreggiano.it, with the subject line "Link request for IB public session". Requests must be submitted after the deadline for packets delivery (12.00 noon on February 11th, 2022), but no later than 4.00 pm on the same day (February 11th, 2022).

In order to participate to the public session, a copy of the identity document of the legal representative of the economic operator must be made available or - in the case of a delegated person - a copy of the proxy, signed and accompanied by a copy of the identity documents of the subscribers.

Once the opening of Envelopes A has been completed and the eligibility of the proposers has been established, the Technical Proposals (Envelope B) and the Economic Proposals (Envelope C) will be evaluated in a private session.

NOTICE ON THE OUTCOME OF THE TENDER

Timely notice on the results of the Tender for Selection shall be provided by e-mail to all participants. The results shall also be published on the Website of the Consortium **within 7 business days of the conclusion of the selection process.**

Notice to eventual ineligible participants in the tender

Any **eventual participants** in the selection procedure **who have been excluded as unsatisfactory one or more requirements for participation in the tender** and indicated in the Technical Specifications, will be notified via email, within the aforesaid term:

- the reason for exclusion from the tender procedure;
- the name and address of the awarded operator.

Communication to the participants admitted to the tender (winner and non-contractors)

Within the aforesaid term, it will be communicated by e-mail, both to the winning participant and to those not awarded:

- the name and address of the winning participant, with an indication of the overall vote received;
- the respective evaluation form of the recipient of the communication

Publication on the results of the tender procedure:

Within the aforesaid term, on the Consortium's (Consorzio del Formaggio Parmigiano Reggiano) website shall be published the outcome of the Tender for Selection. Furthermore, the results will be timely



published on the TED portal (<https://ted.europa.eu/TED/main/HomePage.do>), online version of the supplement to the Official Journal of the European Union dedicated to European public procurement.

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

Dott. ssa Ilaria Greco: ilaria.greco@parmigianoreggiano.it (highlighting in the subject line, “EU Call 2022“)

COMPETITION DOCUMENTS:

- PUBLIC NOTICE
- TECHNICAL SPECIFICATIONS
- ANNEX A



INSTRUCTIONS FOR THE PRESENTATION OF THE TECHNICAL OFFER – ENVELOPE B

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

Detailed description of the activities/initiatives:

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

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

It is advisable to propose initiatives capable of achieving the envisioned goals at the highest levels.

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

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

- the title of the activity/initiative;
- target group/groups of the proposed activity;
- a description of the activity;
- main results and number and type of expected contacts (direct and indirect), broken down by type of target group involved (the importance of this last point should not be underestimated).

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

Approximate timeline for the proposed Programme

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

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

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

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

Presentation of the Work Group

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

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



INSTRUCTIONS FOR THE PRESENTATION OF THE FINANCIAL OFFER – ENVELOPE C

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

Detailed financial plan for each proposed activity/initiative

The economic operator who will take part in the Tender for Selection will have to provide a detailed financial plan for each proposed activity/initiative, divided by country and by year, structured by the following table (Table “**DETAILED FINANCIAL PLAN**”). The Detailed Financial Plan shall be provided even electronically in EXCEL-format.

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

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

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

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

Not included in the fee is any activity carried out directly by the executing body – including using its own staff – for example: translations, creation of the website, creation of social media and subsequent posting activities, creation of press releases, staff briefing activities or sub-suppliers, etc. This kind of cost, since it corresponds to real activities, falls within the budget plan as a budget line.

A table is expected to be filled in and divided by year, with the outline of the total costs of the proposed activities and the relative costs of the agency’s fees, including an indication of the number of days envisioned and of the cost per day. It is shown below an example of budget table:

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

The total amount of € 3.649.000,00 available to carry out the actions (in the three-year-period), including the cost of the fee for the Implementing Body, **must be used in the target country United Kingdom.**

Summary budget per Year

The economic operator who will take part in the Tender for the Selection will have to supply a **summary table for the three-year period**, which will have to include details, for each proposed activity/initiative, the total cost of the activity, and the related cost of the fee. The global budget must be structured on the basis of the following table and must also be attached to the proposal in EXCEL-format:



SUMMARY BUDGET (EXAMPLE)	
COUNTRY X	
Public Relations – Press Event	Three-year period
Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action + fee for the three-year period	
EVENTS – Seminars	
Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action + fee for the three-year period	
Other Activities....	
Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action + fee for the three-year period	
Total cost – actions only – in the three-year period = A	
Total cost – fee only – in the three-year period = B	
Fee cost as a percentage of total cost - actions only	= B/A*100
Overall costs in the 3-year period	3.649.000,00 €

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