



**TECHNICAL SPECIFICATIONS AND SELECTION PROCESS OF THE IMPLEMENTING BODY
OF THE PROGRAMME FOR INFORMATION AND PROMOTION OF AGRICULTURAL
PRODUCTS IN THIRD COUNTRIES –
CALL 2025 AGRIP-SIMPLE – EU Reg. n. 1144/2014**

The Consorzio del Formaggio Parmigiano Reggiano (also “the Consortium” or “Proposing organisation”), having its administrative headquarters in Reggio Emilia (RE), CAP 42124, Via J.F.Kennedy, n. 18,— ITALY, VAT Number 00621790351, in its quality of Proposing Organisation, shall present to the European Commission a Programme for Information and Promotion activities within the framework of the REA **Call for proposals AGRIP-SIMPLE 2025 T.C. Others – 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 2025, defined in the framework of Reg. (EU) 1144/2014) 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 following Third country: AUSTRALIA, using as testimonial product the Parmigiano Reggiano PDO cheese.**

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, events 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 Consortium 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, above-mentioned, by the EU Commission document “*Guidance on competitive procedure Ref. Ares (2016) – 07/06/2016*” - Note DDG1. B5/MJ/DB D(2016)3210777 - 07/07/2016 and by the last available Decree of the General Director, Directorate-General for General Affairs and Budget, of the Ministry of Agriculture, Food Sovereignty and Forestry (MASAF) n. 532478 - 10/10/2024

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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 (Implementing Body, also said 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 of service.

In general, the Executing Agency shall not only carry out the agreed activities, but also prepare both financial and operational reports, making available to 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 geolocalised, contacts and results reached, list of attendees, video recordings, description of the activities carried out, other better specified in the contract of service).

The contract of service will also specify the terms of payment by the Consortium to the Implementing Body and other timeframes, procedures and operating methods to be followed and necessary to comply with the reference regulations governing the use of European co-funding.

The proposals presented within the Tender for the Selection are considered as valid for 18 months.



PRIMARY INFORMATION

| | |
|----------------------------------|--|
| PROPOSING ORGANISATION: | Consorzio del Formaggio Parmigiano Reggiano |
| TARGET MARKET: | AUSTRALIA |
| TESTIMONIAL PRODUCT: | (to be used within the framework of the proposed activities and initiatives, as testimonial product) Parmigiano Reggiano PDO |
| PROGRAMME DURATION: | 36 months (3 years), starting <u>approximately</u> from month of February/March 2026 |
| TARGET GROUPS OF THE ACTIVITIES: | Consumers (adults, responsible for purchasing, attentive to the topics covered by the Programme - see below, section of the text "Topics to be handled") (in the target market of the Programme) Food & agricultural sector operators (buyers, importers, other...), large scale distribution and preferably: <u>HO.RE.CA. operators</u> . Journalists, Opinion leaders and decision makers |
| FINANCIAL RESOURCES: | € 2,793,000.00 – net of VAT. <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 exclusively by the Proposing Organisation. |

PLEASE NOTE that this is not a “*dutch auction*”, so the **full allocation** of the investment indicated above, is requested.



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, professional operators and Media representatives 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 product 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.

These concepts, which represent an important **added value** for consumers, characterise the European agricultural production in a specific and innovative way and must therefore be properly communicated as part of an effective and engaging promotional strategy.

In particular, the **objectives of the Programme in the target market AUSTRALIA** 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 the testimonial product bear) **through the concrete example set by the Parmigiano Reggiano PDO cheese;**
- 2. to increase competitiveness, market share and consumption of the testimonial product of the Programme,** as concrete example 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 target market;**
- 3. to help create more business opportunities both for its own consortium producers, and - given the themes of the Programme - for European agricultural producers in general, in a promising and priority market such as the Australian one.**

The organisations (companies, agencies, etc.) that participate in this Call for Tender for the selection of the Implementing Body shall draw up a corpus of activities and initiatives (including informational, educational and promotional materials) that are consistent with a well-identified and targeted strategy, in consideration of **the objectives** to be achieved, **the topics** to be handled, the characteristics of the testimonial product and



the target countries, the target groups of the initiatives, the duration of the programme, and the financial resources that are available.

TOPICS 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 markets, 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 **examples** 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 that are more specific on the meaning and functioning of the European quality schemes** of which the testimonial product of the Programme is a concrete example of excellence. It should also be deepened **concepts that have always been part of the EU 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**. These concepts are able to **further attract consumers and differentiate EU agricultural production from the rest of the world**;
- the EU logos that express **the certifications of European quality are symbols (in their graphic expression) that are common to all EU Member States** and thus may be searched for on the labels of all of the agricultural products and agricultural foods of quality that originate in the European Union;
- one part of the project's thematic areas will also have to do with becoming aware of the phenomena of **agricultural/food piracy and Italian sounding**.

TYPES OF REQUESTED AND ELIGIBLE ACTIVITIES AND INITIATIVES

The activities and initiatives that are eligible (according the relevant European Regulations, above-mentioned) **and requested within the framework of this Tender**, for 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, **considering the thematic areas to be handled, the objectives as indicated above** (above all else in terms of the contents of the communication) and the fact that Australia represents a **"new" market for the consortium's producers in which to increase, strengthen and consolidate the presence of Parmigiano Reggiano PDO in a long-term perspective**:

- **sponsorship of major Events with important visibility** at a national level - in Australia - and also at an international level, including sporting events. The sponsorship must envisage a structured, dynamic and

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enhancing presence, through the realisation of collateral activities such as tastings events and/or educational and informative activities and/or other interventions deemed opportune and effective to give visibility to the Programme, the themes dealt with and the testimonial product. This also requires the development of an adequate communication strategy in order to obtain the maximum benefits (and maximum visibility) from the sponsorship itself, with a view to the appropriate investment of the financial resources envisaged in relation to the results that can be achieved;

- **product placement** in popular TV programmes (in wine and food sector), which have a large audience and are able to guarantee significant visibility to the Programme, to the topics covered and to the product testimonial;
- **media partnership**, in terms of ongoing collaboration, with specialized media outlets (print and online publications), which have a reputation as a source of reference for certain target groups such as consumers sensitive to the topics covered by the Programme and to high-quality products, professionals of the trade-sector, media representatives (including bloggers, influencers and decision makers);
- **in-formative activities** (workshops-masterclasses, also with educational-educational purpose) aimed above all at operators in the Ho.Re.Ca. sector (including cooking schools) as this specific target group is considered very important in its role as a professional intermediary towards consumers;
- **participation in trade fairs**, mainly aimed at professional operators (priority is given to Ho.Re.Ca. professionals), including the realisation of dynamization and involvement activities at the stand;
- **creation of a website** through which to communicate with all the Programme's target groups, i.e. consumers, professionals and media representatives, through the provision of contents suitable for each type of target group (e.g. recipes, technical information and media material);
- **elaboration of the communication tools**: creative elaboration of the distinctive key visual of the Programme, to give the campaign a strong personality, which succeeds in encapsulating in a single graphic concept the main messages to be conveyed. Elaboration of contents, definition of information materials to be used by professionals, media representatives and consumers such as technical brochures, recipe books, gadgets, educational and media materials. The content of the information materials must refer to the "topics to be covered" and consider the type of target groups they are aimed at. The type and quantity of information materials that are proposed must be consistent with the type of initiatives planned and the number and type of target groups involved, so please specify the quantities to be produced and within which activities they are to be distributed;
- **other activities**: e.g. storage, shipping and logistics, but also surveys to be carried out during the first and third year of the Programme's implementation. In the context of the surveys, aimed at measuring the possible evolution of knowledge in relation to the Programme's themes and the testimonial product, a description of the methods of implementation and analysis of the results is requested.

Based on a number of reasons and strategic considerations - including the intention to complement the Programme activities with activities carried out directly by the Consortium with its own funds - it is highlighted that **no** activities are required for the creation and management of social media profiles dedicated to the Programme, the production of TV spots, the organisation of Study Trips in Italy and of tasting days in GDO's PoS.

In general, it is expected that the operational proposals will also consider the evolution induced by the Programme both in the relationships with the target groups and in the dissemination of information and knowledge. Therefore, such evolution should also be represented by a possible difference between the activities of the first, second and third year of the Programme's implementation.

Finally, it is pointed out that the (not limited to) list of activities eligible under EU Reg. 1144/2014 and required under this Call for Tender is not mandatory, this, therefore, does not prevent from proposing further activities, even innovative ones, as long as they are *in line* with the "classic" promotion activities that the EU Regulation indicates and with what is listed above and **requested** by the proposing Consortium.

SELECTION PROCEDURE FOR THE IMPLEMENTING BODY OF THE PROGRAMME

NB: The Proposing Consortium is not a Body governed by public law, within the meaning of Article 2(1)(4) of Directive 2014/24/EU, therefore it is not required to apply the national rules transposing the European Directives on public procurement (in Italy, Legislative Decree no. 36/2023). Notwithstanding the above, since this Tender procedure is called in compliance with the principles of cross-border interest, transparency, publicity, impartiality, equal treatment of candidates, best value for money and non-conflict of interest as well as the conditions indicated in the above-mentioned European Commission Guidelines and the Decree of the MASAF's Director General n. 532478 - 10/10/2024, Directive 2014/24/EU and Legislative Decree 36/2023 are considered and/or referred to and applied when appropriate, within the scope of execution of the Tender itself.

REQUIREMENTS FOR PARTICIPATING IN THE TENDER

Economic operators can take part in the Tender as independent entities or in a Temporary Association of Companies, including a not-yet established one.

When participating to the Tender as a not-yet established Temporary Association of Companies, the (technical and economic) offer needs to be subscribed by all of the economic operators who will be part of the Temporary Association of Companies. Furthermore, it must include a statement with the commitment that, should it win the Tender (and should the Programme be approved), the economic operators shall confer a special collective proxy to one of them, to be indicated in the offer and to be qualified as the agent. The agent will sign the contract of service with the Consortium in its own name and in the name and on behalf of the other members of the Temporary Association of Companies.

Those economic operators who are in a situation of control, as per the provisions of article 2359 of the Civil Code, or in any other type of relation, including a de facto one, with another economic operator taking part in the Tender, shall not be allowed to take part in the Tender. This also applies to the cases in which the control or the relation implies that the offers presented are attributable to the same decision-making powers. Participants are not allowed to take part in the Tender in more than one Temporary Association of Companies. Should this happen, all of the Temporary Associations of Companies involved shall be disqualified from the Tender.

Furthermore, participants to the Tender are not allowed to participate individually, should they also participate to the Tender within a Temporary Association of Companies. Should such a situation arise, participants shall be excluded from the Tender, both individually, as well as in the form of a Temporary Association of Companies.

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. Should a Temporary Association of Companies take part in the Tender, all of the economic operators who are members of this association shall have to present and sign their own statement (Annex A). Please pay attention to the compilation of Annex A.

Requirements of economic and financial capacity

The economic operator that intends to participate in this Tender for selection must have realised in the last three-year period (there will be considered only **the last three closed and approved budgets**) total global turnover of no less than 3.000.000,00 Euros (in words: threemillionEuros) net of VAT, resulting from VAT declarations or the tax equivalent within the EU. Said requirements need to be held by the individual economic operators or by the Temporary Association of Companies overall.

Such requirements need to be certified by means of the attached statement (Annex A), signed by the legal representative, and, in case of participation to the Tender as a Temporary Association of Companies, it needs to be filled in and signed by each subject part of the Temporary Association of Companies.

Please notice that when filling in **Annex A - Section B: Economic and Financial Standing**, it is mandatory to indicate all of the amounts related to **global turnovers for the past 3 financial years and whose financial statements have been approved**, including in the case in which the requirement has already been met during the past financial year or during the past 2 financial years. Should the yearly turnover not be available for one or more ended financial years mentioned above (such as, for example, in the case of a newly-established economic operator), please add an explicatory note in this section to explain the lack of required data.

Requirements of technical and professional capacity

The economic operator that intends to participate in this Tender for selection must have realised in the last three-year period (there will be considered only **the last three** closed and **approved budgets**) services which are analogous to those that are the subject of this tender, for a total amount of no less than 2.000.000,00 Euros (in words: twomillionEuros) net of VAT.

Similar services include (but are not limited to):

- management of international promotion projects;
- if in one's experience, activities of carrying out, managing and reporting on publicly funded programmes;
- events organisation activities;
- organising participation in trade and non-trade fairs;
- press office management activities;
- communication and PR activities;
- production of information material;
- production of promotional videos;
- promotional activities in the agri-food sector.

Said requirements need to be held by the economic operator or by the Temporary Association of Companies overall. However, in the case of the Temporary Association of Companies, the agent shall need to fulfil the requirements and shall have to be the major actor in the performance of the actions.



Such requirements need to be certified by means of the attached statement (Annex A), signed by the legal representative, and, in case of participation to the Tender as a Temporary Association of Companies, it needs to be filled in and signed by each subject part of the Temporary Association of Companies.

Please notice that when filling in **Annex A - Section C: Technical and Professional Ability**, it is mandatory to indicate all of the amounts related to similar services carried out in the **past 3 financial years and whose financial statements have been approved, including in the case in which the requirement has already been met during the past financial year or during the past 2 financial years.**

Should the required data not be available for one or more ended financial years (such as, for example, in the case of a newly-established economic operator), please add an explicatory note in this section to explain the lack of required data.

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 considered, 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 (which will be created ad hoc - see below in the text) shall examine the technical offer and shall assign the points on the basis of what will be declared, up to a maximum of 80 points, according to the subdivision indicated below:

| QUALITY OF THE TECHNICAL OFFER | | |
|---|--|----------------|
| CRITERIA | SUBCRITERIA | MAXIMUM POINTS |
| 1. OVERALL STRATEGY 20 points | a) Adequacy of the overall strategy in terms of consistency with the goals, the subject to be handled and the timeline and the resources available for the implementation of the Programme. | 10 |
| | b) Coherence between the overall project strategy, the single activities proposed and the achievable results. | 10 |
| 2. CONCEPTION AND DEVELOPMENT GRAPHIC COMMUNICATION FORMAT 35 points | a) Creativity in planning the proposal for key visual of 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 |
| | c) Ability to use advanced technologies applied to communication. | 5 |
| | d) Flexibility and reproducibility of the coordinated image: | 5 |

| QUALITY OF THE TECHNICAL OFFER | | |
|---|--|----------------|
| CRITERIA | SUBCRITERIA | MAXIMUM POINTS |
| | 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. | |
| | e) Graphic promotional materials proposal (such as, 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 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:

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

Where:

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

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

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

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

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



METHOD OF PRESENTATION OF THE PROPOSALS

With a failure to comply resulting in exclusion from the competition, the bodies that are interested in participating in the Tender for the selection of the Implementing Body shall deliver all of the necessary documentation **in 1 unique packet containing 3 envelopes (Envelope A, Envelope B and Envelope C):**

ENVELOPE A – Administrative documentation, which shall contain:

- Annex A filled out and signed by the legal representative. In case of participation as a Temporary Association of Companies, each economic operator who is part of the association shall have to present its own Annex A fully filled-in and signed by their respective legal representative.
- Valid ID of the subscribing person(s).
- 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. In case of participation as a Temporary Association of Companies, each economic operator who is part of the association shall have to present its own Chamber of Commerce Company Registration, or equivalent document.
- In case of participation as a Temporary Association of Companies, a document signed by the legal representatives of all of the economic operators who are part of the association will have to be provided. This document will have to clarify that, should they win the Tender, the economic operators shall confer a special collective proxy as a representative to one of them, to be indicated in said document and to be qualified as the AGENT. Said agent shall sign the contact in its own name and in the name and on behalf of the other members of the association.

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. In case of participation as a Temporary Association of Companies, the presentation must concern all economic operators participating in the association.
- 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 (the budget template, in Excel, is made available among the Tender Documents, containing some indicative examples, please see **Excel Template - Budget**).
- Summarized budget for the three-year period to be provided also 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 January 8, 2025 – no later than 5pm.**

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, n. 18

42124, REGGIO EMILIA (RE) – ITALIA

To the kind attention of: Dr. CHIARA LA POSTA

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 nominated by the Consorzio, **and shall meet at the headquarter of Consorzio del Formaggio Parmigiano Reggiano, via J.F. Kennedy n. 18 – 42124 Reggio Emilia (RE), on January 9th, 2025 at 10.00 a.m. 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 on **January 9th, 2025 at 10.00 a.m. in public session.**

The public session 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.

Should there be any remediable formal shortcomings (at the discretion of the Selection Committee), they can be remedied by means of requests of integrations and/or documentation by the Selection Committee, where applicable. In particular, should the documents be incomplete, lacking, or in case of any other types of essential irregularities in the documents presented, with the exception of the documents related to the economic offer and the technical offer, the entity proposing the Tender shall provide the participant with a deadline (at the discretion of the Selection Committee) for the provision, integration, or completion of the required statements, indicating the required contents and the subjects who must provide them.

Should the deadline provided not be adhered to, the participant shall be excluded from the Tender. Essential irremediable irregularities include missing / lacking documentation not allowing the definition of the contents or of the person in charge of the same.

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 by the Selection Committee, 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 participants excluded from 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 Lead Consortium's website shall be published the outcome of the Tender for Selection. Furthermore, the results will be timely published on the TED portal online version of the supplement to the Official Journal of the European Union dedicated to European public procurement. The results of the Tender will also be disseminated through publications (printed and/or online) with a wide circulation.

Additional information may be requested to Dr. Chiara La Posta, exclusively by email to the following e-mail chiara.laposta@parmigianoreggiano.it (highlighting in the subject line "EU Call 2025").

Please note that the Consortium will be closed for the Christmas Holidays, from December 23rd 2024 (included) to January 6th 2025 (included), so any requests for information and clarifications must be sent (to the email address above mentioned) **no later than 20 December 2024 (included) by 12.00 a.m..**

COMPETITION DOCUMENTS

- NOTICE PUBLISHED IN THE OFFICIAL JOURNAL OF THE EUROPEAN UNION - OJEU
- TECHNICAL SPECIFICATIONS AND SELECTION PROCEDURE
- EXCEL TEMPLATE - BUDGET
- 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 proposed

The financial operator taking part in the Tender for Selection shall define the promotional and informational plan - taking into account the requests of the proposing Consortium, listed so far in the text - 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 (Australia) and the target-groups identified, 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 (with output indicators);
- main results and number and type of expected contacts (direct and indirect – results indicators), 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, 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 (or in other sectors), experience in the realisation of events in general, PR and Press Office activities, organisation of tastings and press campaigns,



development of promotional/informational materials, management of websites, participation to fairs and organization of event sponsorships.

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 country target of the Programme must 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 and work-experiences.

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 YEAR, structured as the Excel Template made available among the Tender documents (**EXCEL TEMPLATE – BUDGET**). The Detailed Financial Plan (**EXCEL TEMPLATE – BUDGET**) 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 (EXCEL TEMPLATE - BUDGET) 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. It is possible to include costs for supervision/participation to activities in the target country by the Implementing body, such as, for example, flights, accommodation and meals.

Clarification of the Implementing Body's FEE costs:

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 realisation of the initiatives (such as the selection of and contacts with suppliers, price research, the selection of the location, reservations, defining of operative strategies, etc.)

Not included in the fee is any activity carried out directly by the Implementing body – including using its own staff (so-called “in-house services”) – 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 budget lines.

Please pay attention to the definition of the fee as this is subject to evaluation.

Presentation of the detailed financial plan:

Resuming: 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. For the compilation of the detailed cost table, take as example the **Excel Template - Budget**, made available among the Tender documents.

The use of this template - by all the operators participating in the Tender for Selection - although not mandatory, will facilitate the analysis of the proposals by the Selection Committee.

The total amount of € 2.793.000,00 available to carry out the actions (in the three-year-period), including the cost of the fee for the Implementing Body, **should appear as the total cost of the Programme.**

**Consorzio del Formaggio
Parmigiano Reggiano**

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42124 - REGGIO EMILIA - ITALIA
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Presentation of the Budget SUMMARY by Country and Year

The economic operator who will take part in the Tender for the Selection will have also 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 summary budget must be structured on the basis of the following table, following the order corresponding to the information entered in the Excel File - Budget Template** and must also be attached to the proposal in EXCEL-format:

| SUMMARY BUDGET (EXAMPLE) | |
|---|-----------------------|
| COUNTRY AUSTRALIA | |
| Public Relations – Press Event | 3-year period |
| Cost for the execution of the activity | |
| Cost of the fee | |
| Total per activity + fee over the three-year period | |
| Web-site – Social Media | |
| Cost for the execution of the activity | |
| Cost of the fee | |
| Total per activity + fee over the three-year period | |
| Advertisement (print & online) | |
| Cost for the execution of the activity | |
| Cost of the fee | |
| Total per activity + fee over the three-year period | |
| Communication tools – promotional merchandise | |
| Cost for the execution of the activity | |
| Cost of the fee | |
| Total per activity + fee over the three-year period | |
| Other Activities.... | |
| Cost for the execution of the activity | |
| Cost of the fee | |
| Total per activity + fee over the three-year period | |
| <i>(add further lines as needed)</i> | |
| | |
| | |
| Total cost – actions only – in the 3-year period = A | |
| Total cost – fee only – in the 3-year period = B | |
| Fee cost as a % of total cost - actions only = B/A*100 | |
| Overall costs in the 3-year period | € 2.793.000,00 |

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

Data processing

Pursuant to the Italian Legislative Decree no. 196/2003 and the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 containing the European General Data Protection Regulation (hereinafter also "GDPR"), the data collected are intended for the choice of the contractor and their conferment is optional, provided that the competitor who intends to participate in the procedure or be awarded the contract must provide the Contracting Authority with the documentation required by current legislation. The rights of the interested party are those provided for by the aforementioned legislation. These rights can be exercised pursuant to and for the purposes of the Italian Legislative Decree no. 196/2003 and the GDPR.

The data collected can be communicated to the personnel of the Contracting Authority who are in charge of the procedure and to any other person who is interested in it pursuant to the Italian Law 241/1990, as amended. In particular, with regard to the procedure established by this procedure:

- a) the purposes to which the data collected are held pertain to the verification of the competitors' ability to participate in the Tender in question;
- b) the data provided will be collected, recorded, organized and stored for the purpose of managing the Tender and will be processed, both on paper and magnetic support, also after the possible establishment of the contractual relationship, for the purposes of the relationship;
- c) the provision of the requested data is a responsibility under penalty of exclusion from the tender;
- d) the subjects or categories of subjects to whom the data may be communicated are:
 - 1) the personnel of the Contracting authority;
 - 2) the competitors participating in the public tender;
 - 3) any other person who has an interest under the Italian Law no. 241/1990, as amended;
- e) the rights of the interested party are those set forth in article 7 of the Italian Legislative Decree no. 196/2003, as amended and articles from 15 to 22 GDPR, to which reference is made;
- f) the active party of the collection is the Contracting Authority and the person in charge is its Legal Representative, Mr. Nicola Bertinelli. The data controller is Consorzio del Formaggio Parmigiano Reggiano, pursuant to Article 37 of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 containing the European Data Protection Regulation ("GDPR").

Sole Manager of the procedure

Sole Manager of the procedure pursuant to article 15 of the Italian Legislative Decree no. 36/2023 is Dr. Chiara La Posta.