

## TECHNICAL SPECIFICATIONS

### SELECTION PROCEDURE FOR THE ORGANIZATION RESPONSIBLE FOR THE IMPLEMENTATION OF THE PROGRAM NAMED: QUALITY HERITAGE OF EUROPE (“QHE”)

#### 1. PRELIMINARY INFORMATION

The BENEFICIARY, CONSORZIO TUTELA VINI VALPOLICELLA (hereinafter referred to as the “proposing body”), legally and operationally based at Via Valpolicella, no. 57 - 37029 San Pietro in Cariano (VR) - ITALY, VAT no. 02202330235, Tel. +39 045 7703194, Email: [amministratore@consorziovalpolicella.it](mailto:amministratore@consorziovalpolicella.it), PEC: [info@pec.consorziovalpolicella.it](mailto:info@pec.consorziovalpolicella.it), as the lead organization.

*hereby announces*

In accordance with the reference articles of Regulation (EU) No. 1144/2014, Delegated Regulation (EU) No. 2015/1829, and Implementing Regulation (EU) No. 2015/1831, hereby issues a Call for Tenders for the selection, through an open competitive procedure, of an implementing body (hereinafter referred to as the “implementing body”). This entity will be responsible for executing the actions aimed at achieving the objectives outlined in the three-year program called Quality Heritage of Europe (“QHE”), targeting the markets of Italy, France, Germany and promoting the products WINE and CHEESE.

The aforementioned program was submitted to the European Commission as part of the “Call for Proposals AGRIP-SIMPLE-2024 – Promotion of Agricultural Products (AGRIP-SIMPLE-2024-IM-EU QS)”, under the 2024 CALL.

Economic operators meeting the requirements set forth in the EU Regulations mentioned above, as further detailed in the following paragraphs, are invited to submit an offer (technical and economic proposal) in strict compliance with the guidelines provided within this **TECHNICAL SPECIFICATIONS DOCUMENT**.

#### 2. REFERENCE LEGISLATION AND DOCUMENTATION

The essential regulatory framework for the implementation of the Program includes:

- **Regulation (EU) No. 1144/2014** of the European Parliament and Council of October 22, 2014, on information and promotion actions concerning agricultural products carried out in the internal market and in third countries, repealing Council Regulation (EC) No. 3/2008.
- **Commission Delegated Regulation (EU) 2015/1829 of April 23, 2015**, supplementing Regulation (EU) No. 1144/2014 of the European Parliament and Council on information and promotion actions concerning agricultural products carried out in the internal market and in third countries.
- **Commission Implementing Regulation (EU) 2015/1831 of October 7, 2015**, laying down detailed rules for the application of Regulation (EU) No. 1144/2014 of the European Parliament

and Council on information and promotion actions concerning agricultural products carried out in the internal market and in third countries.

- **Guidelines on the tender procedure as per the European Commission note ddg1.B5/MJ/db D(2016)3210777.**
- **Decree of the General Director of the Department of Food Sovereignty and Horse Racing - Directorate-General for General Affairs of the Budget of the Ministry of Agriculture, Food Sovereignty and Forestry (MASAF – Internal Protocol No. 0532478 dated 10/10/2024).**

### **3. MAIN INFORMATION**

#### **3.1 Products to be Promoted**

**Amarone della Valpolicella DOCG – wine – NC 22042168**

**Valpolicella DOC – wine – NC 22042168**

**Valpolicella Ripasso DOC – wine – NC 22042168**

**Recioto della Valpolicella DOCG – wine – NC 22042168**

**Parmigiano Reggiano PDO – cheese – NC 0406 90 61**

#### **3.2 Target Markets**

Italy, France, Germany

#### **3.3 PROGRAM'S OBJECTIVES**

This project aims to increase European consumers' awareness of the quality and benefits of high-quality agri-food products, particularly those certified as PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication). This objective aligns with the specific objectives a) and c) of Article 2 of Regulation 1144/2014, as well as Theme 1 of the 2024 Call (AGRIP – SIMPLE-2024-IM-EU QS), which seeks to enhance recognition and value of these quality schemes at the European level.

- **General Objective 1:** Increase European consumers' awareness of the organoleptic qualities, food safety features, and environmental considerations of high-quality agri-food products.
- **General Objective 2:** Improve the level of recognition of product designation symbols, with particular focus on the PDO mark, so that consumers can easily identify designated European products on store shelves.

#### **3.4 Program Duration**

If the project is approved, the service will have a duration of 36 months starting from the program's launch date, except for potential suspension periods.

### **3.5 Budget for Actions Including the Implementing Body's Fee**

The total budget for the program is **EUR 4,883,411.70**.

Interested parties submitting a bid must account for this overall budget, which includes the fee for the Implementing Body. The fee must be between 9% and 11% of the total cost of the actions and must be calculated excluding it from the total action cost

### **3.6 Division into Lots**

The Program is not divided into lots.

## **4. SCOPE OF THE CONTRACT**

### **4.1 Service Description**

The service involves the execution of the Program. The Implementing Body must ensure:

- The development and implementation of the three-year program starting from the contract signing date.
- The execution of informational and promotional activities outlined in the Program, aligning with the objectives described in the strategy of action and communication, and continuously monitoring the results and impact.
- The administrative and financial management of the Program, including periodic technical reports and a final technical report.

The program's development and implementation must align with the general and specific objectives set out in the communication strategy and the priorities of Regulation (EU) 1144/2014, ensuring clear visibility of the Program and its promoting entities. The service must include qualified technical and operational support.

### **4.2 Execution Modalities**

The execution body must establish and maintain a work group for the duration of the contract, in compliance with the participation requirements, which is responsible for managing and implementing the Program. All activities of the work group must be agreed upon and shared with the proposing body. It is required that one or more members of the work group be available for monitoring meetings to

provide operational support for activities in the plan that need to be carried out in close coordination with the reference structure; decisions and topics discussed in these meetings must be recorded in appropriate minutes prepared by the proposing body and communicated via email to the execution body.

The coordination of activities and the exchange of information with the proposing body can occur through various and detailed methods: phone contacts, meetings, video calls, email correspondence, sharing and exchanging materials and documents through online sharing systems. In any case, any changes to the execution plans compared to what was previously agreed must be authorized in advance by the proposing body through written approval. The parties agree that all written exchanges and/or any mutual communication must be conducted in writing and sent via email or Certified Email or other methods previously agreed upon between the contracting body and the execution body.

The Implementing Body must establish and maintain, for the contract's duration, a working group responsible for managing and implementing the Program, in line with the participation requirements. All group activities must be agreed upon and shared with the proposing entity.

### **4.3 Working Group**

The execution body must ensure that services are provided by personnel with legitimate and regular employment relationships and possessing the professional and technical qualifications required for the implementation and realization of the project. The work team must be characterized by a flexible organizational approach to respond to any changes and/or unforeseen circumstances that may arise during the course of the Program.

The execution body assumes full and exclusive responsibility for the various employment relationships, which cannot in any way be attributed to the proposing body. The execution body will ensure full compliance with all contribution and tax obligations, as well as general contractual obligations, and will also commit to adhering to all regulations aimed at protecting the physical safety of workers, relieving the proposing body from any burden or responsibility in this regard.

#### **The Implementing Body commits to:**

- a. Assign personnel with proven competence and confidentiality, ensuring absolute discretion regarding any information acquired during service execution.
- b. Guarantee service continuity under all circumstances, providing personnel quantitatively and qualitatively appropriate to the Program's needs as outlined in the technical offer.
- c. Comply with employment contracts concerning wages, legal standards, insurance, and social security.
- d. Set up effective communication tools to simplify coordination, monitoring, and control of the Program.
- e. Execute the Program as drafted and countersigned by the parties, respecting all specified methods, timelines, and provisions outlined in the Grant Agreement.

## 4.4 Service Duration

The service will last **thirty-six months** starting from the date of the contract's signing. It is divided into three phases of twelve months each.

The contract will cover the execution of activities specified in this tender under the given conditions and will be signed after the Grant Agreement is concluded between the Contracting Authority, the Member State, and the Paying Agency (AGEA).

## 5. CONCEPT AND ACTION STRATEGY

### Premise

The program strategies are designed to achieve the objectives with maximum effectiveness, based on:

- Needs of target groups
- SWOT analysis of the market
- Intrinsic characteristics of high-quality European products

The main goal is to communicate key messages to direct and indirect targets using differentiated tools.

### Project Strategy: “Quality Heritage of Europe”

#### Objectives:

- Increase European consumers' awareness of the quality of European agri-food products, using Valpolicella and Parmigiano Reggiano as examples.
- Promote European quality labels DOP and IGP.

#### Strategy:

- Name: Quality Heritage of Europe – highlights European identity and qualitative unity.
- Approach: educational and promotional to showcase the cultural heritage and rigorous production processes behind these products, stimulating interest in other European DOP and IGP products.
- Focus: Valpolicella and Parmigiano Reggiano serve as prime examples to attract attention toward the broader range of high-quality European products.

#### Adaptation by Country

- Italy: Reinforce national value by emphasizing the tradition and quality of Valpolicella and Parmigiano Reggiano.
- Germany: Focus on sustainability and quality assurance, aligning with German ethical and environmental standards.
- France: Position the products in the luxury and gourmet market, leveraging dedicated fairs and events.

### **Promotional Mix by Country**

- **Italy:** Events dedicated to wine and cheese, Digital activities and PR focused on EU quality labels
- **Germany:** ProWein, Workshops and activities centered on sustainability
- **France:** Vinexpo, Social media and press events to position the products in the gourmet market

### **Target Audience**

- **HoReCa Operators and Importers:** Detailed training on Valpolicella, Parmigiano Reggiano, and European quality labels.
- **Gourmet Consumers:** Enhance interest in the products by emphasizing European quality standards.
- **Press and Media:** Engage bloggers, journalists, and influencers in the food & beverage sector.

### **Communication**

- **Online** (social media, visual materials) and offline (events) channels to convey the key message: choose high-quality European products such as Valpolicella and Parmigiano Reggiano.
- **Final Goal:** Increase awareness of EU quality labels in target countries.

### **Commercial Brands**

- **The campaign will not focus on commercial brands;** however, brands can be showcased during demonstrations and tastings while respecting the principle of non-discrimination.
- **At least five brands** will always be presented simultaneously and visibly.

- The promotion will always include **references to dietary guidelines** for each country and product.

## 6. SPECIFIC ACTIVITIES AND TARGET GROUPS

The action strategy will be based on the combination of different types of actions aimed at specific target groups. Activities will take into account the peculiarities of each group and find the optimal way to reach them.

The selected target groups will be capable of incorporating, reproducing, and spreading the message related to the production and consumption of high-quality European products. They will serve as a concrete means of disseminating the proposal's message and will incorporate a multiplier effect for the project.

It will be important to create a network of direct contacts with the targets who will be able to maximize the effectiveness of the actions. The key priority will be to identify those influential partners who can provide the right resonance to the proposal's key message.

The activities will be aimed at both the media, trade, and consumers, leveraging the first group (commercial operators) to make the proposal more sustainable in economic terms and in terms of its "multiplier effect." Through tastings and informational events, operators will become more knowledgeable and will be able to guide consumers in choosing and introducing quality-certified products into their lifestyle.

### Public relations

#### Ongoing PR Activities

- Creation and distribution of press releases
- Media monitoring
- Media relations

#### Press Events

- Organization of exclusive events
- Selection of prestigious venues
- Creation of unique experiences

#### Specific PR Objectives

- **Increase awareness:** Introduce the unique characteristics of Valpolicella Wine and Parmigiano Reggiano to a broader audience.
- **Strengthen brand image:** Position these products as symbols of Italian agri-food excellence.

- **Generate interest:** Attract the attention of consumers and industry operators, stimulating demand.
- **Build relationships:** Establish long-term connections with journalists, bloggers, and influencers to ensure consistent media coverage.

## Target

- **Specialized media:** Journalists, bloggers, and food & wine influencers.
- **Specialized Media:** Journalists, bloggers, and influencers in the food and wine sector targeting:
  - **Industry operators:** Restaurateurs, sommeliers, importers, and distributors.
  - **Food & wine enthusiasts:** Consumers passionate about discovering new high-quality products.

## Website and Social Media

### Website

- **Creation and maintenance:** Develop an informative and engaging website.
- **Content:** Publish articles, guides, videos, and infographics about the products, their characteristics, and certifications.
- **News and events:** Provide regular updates on project developments and events.
- **FAQ and contact section:** Address frequently asked questions and facilitate communication.

### Social Media

- **Channel management:** Use platforms like Instagram and Facebook to engage the audience.
- **Content publication:** Share informative posts, captivating visuals, and engaging videos.
- **Audience interaction:** Respond to comments, organize polls, and contests.
- **Influencer collaborations:** Partner with food & wine influencers to increase visibility.

### Specific Objectives

- Increase the online visibility of the products.
- Educate consumers about EU quality labels.
- Build a community of enthusiasts.
- Generate traffic to the website and social channels.



## Target

- Final consumers, especially young food & wine enthusiasts
- Industry operators
- Media

## Communication Tools

- **Communication strategy:** Develop an integrated communication strategy utilizing multiple channels (social media, press, events).
- **Visual identity:** Design a logo, payoff, and cohesive graphic style for the campaign.
- **Promotional materials:** Produce brochures, posters, flyers, and other informational tools.
- **Branded merchandise:** Create branded gadgets (e.g., bags, bottle holders) to enhance project visibility.

## Specific Objectives

- **Increase recognition:** Create a memorable and coherent image for EU quality products.
- **Effective communication:** Convey key project messages clearly and engagingly.
- **Generate interest:** Capture audience attention and stimulate curiosity.
- **Strengthen emotional connection:** Connect consumers to the products and their stories.

## Target

- Final consumers
- Industry operators
- Media and influencers

## Events

### Participation in International Trade Fairs

- **Fair selection:** Attend prestigious industry fairs such as Vinexpo in Paris and ProWein in Düsseldorf.
- **Stand setup:** Design an attractive and functional stand reflecting the identity of EU quality schemes and the proposing consortia.
- **Guided tastings:** Offer guided tastings paired with traditional dishes.
- **Buyer relations:** Engage with international buyers to promote products and create new commercial opportunities.

## Workshops and Seminars

- **Topics:** Focus on the history, tradition, production, and gastronomic pairings of the products.
- **Speakers:** Invite renowned industry experts, producers, and international sommeliers.
- **Participants:** Professionals, journalists, and food & wine enthusiasts.

## Special Events

- **Amarone Opera Prima:** An annual event dedicated to Amarone wine featuring tastings, presentations, and convivial moments.
- **Themed events:** Organize gala dinners, vertical tastings, and pairings with local products.

## Specific Objectives

- Increase international visibility of the products.
- Create new commercial opportunities.
- Educate the public about the products' quality and features.
- Strengthen the emotional connection between consumers and the products.

## Target

- Consumers, food & wine enthusiasts
- Journalists, influencers
- Industry operators

## 7.Key Messages

The identification of key messages has been strengthened by aligning the general objectives of promoting awareness and competitiveness of EU agri-food excellence and quality with the opportunities and challenges identified in target markets for Valpolicella Wines and Parmigiano Reggiano Cheese.

## Italian Excellence, a European Treasure

- **Highlight the Italian Origin:** Emphasize how Valpolicella wines and Parmigiano Reggiano are ambassadors of Italian excellence worldwide, representing the pinnacle of European and Mediterranean quality.
- **Focus on Tradition:** Highlight the millennia-old history and artisanal traditions that make these products unique and inimitable.

- **Connection to the EU:** Reaffirm how DOP and DOCG certifications guarantee European quality, synonymous with authenticity and rigorous controls.

### **A Journey of Taste, a Hymn to Nature**

- **Enhance the Terroir:** Emphasize the influence of the territory, climate, and traditional farming practices on product quality.
- **Promote Sustainability:** Highlight producers' commitment to environmental sustainability and land preservation.
- **Connect with the Experience:** Invite consumers to a sensory journey to discover the authentic flavors of Italy.

### **Wellness at the Table, Pure Pleasure**

- **Promote a Healthy Lifestyle:** Position these products as part of a balanced and conscious diet.
- **Highlight Pairings:** Suggest creative gastronomic pairings to enhance the products' qualities.

### **Italian Cuisine, a Work of Art**

- **Showcase Versatility:** Demonstrate how these products pair perfectly with a wide range of dishes, from traditional cuisine to creative recipes.
- **Celebrate Italian Culture:** Link the products to Italian culture and its culinary traditions.
- **Encourage Experimentation:** Inspire consumers to create their own recipes and share their experiences.

### **An Experience to Share**

- **Emphasize the Social Aspect:** Encourage consumers to share these products with friends and family in a mindful and conscious way.
- **Create an Emotional Connection:** Associate the products with moments of conviviality and celebration.
- **Position as Gifts:** Suggest Valpolicella wines and Parmigiano Reggiano as gift ideas for special occasions.

### **Brand Considerations**

- **Brand Rotation:** Plan a rotation of brands during tastings and events to ensure fairness and visibility for all producers.
- **Product Focus:** Highlight the characteristics of the products and their quality certifications rather than individual brands.
- **Umbrella Brand Creation:** Consider creating an umbrella brand that groups all participating producers, enhancing product origin and quality.

## Adaptation to Target Markets

- **Simple and Direct Language:** Use clear and straightforward language, avoiding overly technical terms.
- **Local Cultural References:** Create connections between the products and the culinary preferences of Italian, German, and French consumers.
- **Promote Correct Consumption Practices:** Highlight the nutritional properties and wellness benefits associated with a correct and mindful consumption style.

## 8 TYPES OF ACTIVITIES AND INITIATIVES FORESEEN BY THE PROGRAM

### Work Package 2

Work Package 2: Public relations		
Duration	M1 – M36	
Task n.	Task Name	Description
2.1	Continuous PR Activities	<p><b>Output:</b> 18 press releases (6 per year) 3 press release reports (one per year)</p> <p><b>Format:</b></p> <ul style="list-style-type: none"> <li>• Generate interest in the press by sending personalized press releases to target markets.</li> <li>• Gain visibility in the media through contact with journalists and bloggers.</li> <li>• Distribute news: Use online and offline channels to disseminate the news.</li> <li>• Ongoing monitoring and reporting to adjust the strategy in real-time.</li> </ul>
2.2	Press events	<p><b>Output:</b> 6 Press Events (2 per year) 3 Press Event Reports (one per year)</p> <p><b>Format:</b></p> <ul style="list-style-type: none"> <li>• Recruitment of journalists, influencers, and industry experts</li> </ul>

		<ul style="list-style-type: none"> <li>• Tasting of the products produced</li> <li>• Decorating the venue with project graphics and necessary tools</li> <li>• Presence of the proposer's staff for proper communication with the invitees</li> <li>• Ongoing monitoring and reporting to adjust the strategy in real-time.</li> </ul>
Total budget for WP2		<b>EUR 160.506</b>

### Work Package 3

<b>Work Package 3: Website, social media</b>		
<b>Duration</b>	M1 – M36	
<b>Task n.</b>	<b>Task Name</b>	<b>Description</b>
3.1	Website (informative portal)	<p><b>Output:</b></p> <p>1 Website and its maintenance and updates for 3 project years</p> <p>3 Website Reports (one per year)</p> <p><b>Format:</b></p> <ul style="list-style-type: none"> <li>• Information on product features, production techniques, and European quality schemes</li> <li>• Focus on project objectives and strategies</li> <li>• News and Press Release section</li> <li>• Campaign Event Calendar and photo gallery</li> <li>• Contact section</li> <li>• Ongoing monitoring and reporting to adjust the strategy in real-time.</li> </ul>
3.2	Social media	<p><b>Output:</b></p> <p>2 Dedicated Social Media Accounts and their maintenance and updates for 3 project years</p>

		<p>72 posts (24 per year)</p> <p>3 Social Media Reports (one per year)</p> <p><b>Format:</b></p> <ul style="list-style-type: none"> <li>• Creation, Translation, and Publication of Posts</li> <li>• Community Moderation and Engagement</li> <li>• Ongoing monitoring and reporting to adjust the strategy in real-time.</li> </ul>
Total budget for WP3		<b>EUR 77.422,50</b>

## Work Package 5

<b>Work Package 5: Communication tools</b>		
<b>Duration</b>	M1 – M36	
<b>Task n.</b>	<b>Task Name</b>	<b>Description</b>
5.1	Visual concept and communication tools	<p><b>Output:</b></p> <p>1 Project Logo</p> <p>1 Communication Campaign</p> <p>1 Brand Book</p> <p>12,000 Promotional Materials</p> <p>3 Reports on Communication Strategy and Communication Tools (one per year)</p> <p><b>Format:</b></p> <ul style="list-style-type: none"> <li>• Creation of informational and promotional materials necessary to support the project activities</li> <li>• Organization of distribution logistics to support the event program outlined in the project</li> <li>• Ongoing monitoring and reporting to adjust the strategy in real-time.</li> </ul>
Total budget for WP5		<b>EUR 99.900</b>

Work package 6

<b>Work Package 6: Events</b>		
<b>Duration</b>	M1 – M36	
<b>Task n.</b>	<b>Task Name</b>	<b>Description</b>
6.1	Stands at the trade fair	<p><b>Output:</b></p> <p>Participation in 6 Trade Fairs (2 per year) (Prowein Düsseldorf; Vinexpo Paris)</p> <p>3 Reports on Trade Fair Participation (one per year)</p> <p><b>Format:</b></p> <ul style="list-style-type: none"> <li>• Designing an engaging and functional project stand</li> <li>• Organizing tastings at the stand, combining the products of the proponents</li> <li>• Organizing areas and recruitment for effective interaction with buyers at the fair, allowing producers to promote their products and create new commercial opportunities</li> <li>• Ongoing monitoring and reporting to adjust the strategy in real-time.</li> </ul>
6.2	Seminars, workshops and walk around tasting	<p><b>Output:</b></p> <p>Organization of 24 Amarone &amp; Parmigiano Heritage Workshops, Seminars (8 per year) in target markets</p> <p>Organization of 9 Amarone &amp; Parmigiano Heritage Walk-Around Tastings (3 per year)</p> <p>3 Reports on Workshops, Seminars, and Tastings (one per year)</p> <p><b>Format:</b></p>

		<ul style="list-style-type: none"> <li>• Selection of suitable venues to host the events</li> <li>• Designing engaging and functional setups for seminars, workshops, and tastings</li> <li>• Organizing logistics for informational materials and products from the proponents</li> <li>• Managing guest and speaker recruitment, as well as any interpretation needs</li> <li>• Ongoing monitoring and reporting to adjust the strategy in real-time.</li> </ul>
6.3	Other events	<p><b>Output:</b></p> <p>Organization of 6 “Autoprodotti” events in Italy (2 per year) following the Amarone Opera Prima format in Verona and Amarone in Capitale in Rome.</p> <p>3 Reports on “Autoprodotti” Events (one per year)</p> <p><b>Format:</b></p> <ul style="list-style-type: none"> <li>• Selection of suitable venues to host the events</li> <li>• Designing engaging and functional setups for seminars, workshops, tastings, and exhibition activities at the stand by the producers</li> <li>• Organizing logistics for informational materials and products from the proponents</li> <li>• Managing guest and speaker recruitment, as well as any interpretation needs</li> <li>• Ongoing monitoring and reporting to adjust the strategy in real-time.</li> </ul>
Total budget for WP6		<b>EUR 4.545.583,20</b>



## **9 REQUIREMENTS FOR PARTICIPATION IN THE TENDER**

### **9.1 Eligibility Requirements**

Registration in the Register held by the Chamber of Commerce, Industry, Craft and Agriculture for activities consistent with those covered by this tender procedure (to be certified by a copy of the company registration). For economic operators not established in Italy, documentation compliant with the relevant laws of their respective country or a sworn declaration is required.

### **9.2 Absence of Grounds for Exclusion from Participation in the Tender**

Participation in this tender procedure is reserved, **under penalty of exclusion**, for economic operators who, by the deadline for submitting offers, declare that there are no grounds for exclusion pursuant to Directive 2014/24/EU, or grounds related to:

- Criminal convictions;
- Payment of taxes or social security contributions;
- Insolvency, conflicts of interest, or professional misconduct.

The absence of these grounds must be certified through the attached declaration (**Annex A**) signed by the Legal Representative.

In the case of participation in the Tender as an unincorporated Temporary Association of Enterprises (RTI), the offer (technical and financial) must be signed by all economic operators who will form the temporary association and must include a declaration specifying that, in the event of the award of the tender (and potential approval of the program), these operators will grant collective special mandate with representation to one of them, to be indicated in the offer and qualified as the contractor, who will sign the contract on behalf of themselves and the other members of the group.

### **9.3 Economic and Financial Capacity Requirements**

The economic operator intending to participate in this tender must have achieved a total turnover of at least €2,000,000.00 (two million euros) excluding VAT over the three-year period 2021/2022/2023.

These requirements must be met by the individual economic operator or by the temporary grouping of enterprises as a whole.

The fulfillment of these requirements must be certified by the attached declaration (**Annex A**), signed by the legal representative, which – in the case of participation in RTI – must be filled out by each party involved in the RTI.

It is therefore requested to attach the annual financial statements for the three years necessary to prove the achievement of the above total turnover.

### **9.4 Technical and Professional Capacity Requirements**

The economic operator intending to participate in this tender must have carried out, during the three-year period 2021/2022/2023, projects and activities similar to those for the promotion of the internal market/third countries, for a total amount not less than €1,000,000.00 (one million euros) excluding VAT. A declaration must be attached, indicating the respective project amounts, dates, markets, and public or private recipients.

These requirements must be met by the economic operator or by the temporary grouping of enterprises as a whole, provided that in the latter case, the lead contractor must possess the required qualifications and perform the majority of the tasks.

The fulfillment of this requirement must be certified by the attached declaration (Annex A) signed by the Legal Representative and by the aforementioned self-declaration.

## 10 AWARD CRITERIA

The contract will be awarded based on the criterion of the most economically advantageous offer according to the score allocation described below, while also taking into account quality criteria.

Both the qualitative aspects of the service and the economic offer will be jointly considered. Therefore, the total of 100 points will be evaluated as follows:

**QUALITY OF THE TECHNICAL OFFER: max 85 points**

**ECONOMIC OFFER: max 15 points**

**TOTAL AWARDABLE SCORE: max 100 points**

The Evaluation Commission will proceed to evaluate the qualitative elements based on the criteria indicated in the table below:

Criteria	Sub criteria	Max score
1. Overall strategy	Adequacy of the Proposed Methodology and Quality of the Communication Strategy Articulation: In particular, demonstrating the ability to produce the results outlined in the project.	Max 3 points
	Consistency between the overall project strategy and the individual activities, and consistency between the overall	Max 3 points

	project strategy and the objectives outlined in the project.	
<b>Maximum scores assignable</b>		<b>6</b>
2. Project's output	Creativity and innovation in the execution methods and the content of the proposed realization of the required project outputs (e.g., press office management, creation of informational material and online communication, organization of events and incoming activities, etc.).	Max 15 points
	Effectiveness and ability of the expected outputs to communicate the project's message.	Max 5 points
	Quality of the graphic proposal, concept, and content of the promotional messages, appropriate for achieving the expected results of the project.	Max 15 points
	Quality of the team dedicated to communication activities, graphic design, event management, etc. of the project (evaluation of the CVs of the dedicated team members).	Max 10 points
<b>Maximum scores assignable</b>		<b>45</b>
3. Methodological approach	Adequacy of the methods for implementing and executing the actions.	Max 8 points
	Adequacy of the planning in terms of consistency with the communication strategy objectives and alignment with the timeline of the program: in particular, the consistency between the proposed schedule of activities and the effectiveness of the execution of individual actions, also	Max 3 points

	considering the professional resources involved.	
	Adequacy of the control mechanisms to monitor the correct financial execution of the project and adherence to the timeline: quality and effectiveness of the methods used to execute the planned actions.	Max 3 points
	Quality of the team dedicated to project management activities (evaluation of the CVs of the dedicated team members).	Max 6 points
	Suitability and effectiveness of the tools planned for evaluating the project results.	Max 3 points
	Quality of the team dedicated to the evaluation of project results (evaluation of the CVs of the dedicated team).	Max 6 points
<b>Maximum scores assignable</b>		<b>29</b>
	Other services proposed	Max 3 points
	Assistance provided to the Consortium.	Max 2 points
<b>Maximum scores assignable</b>		<b>5</b>

The Evaluation Commission will proceed to evaluate the **economic elements** based on the evaluation criteria indicated in the following table:

<b>Evaluation element</b>	<b>Motivational criterion</b>	<b>Max score</b>
<b>Economic analysis and implementing body fee</b>	Analysis of cost-effectiveness for the proposed initiatives, according to market prices	3
	Consistency of the fee, expressed in person-days, requested for the execution of each action, based on the cost	12
<b>Max 15 points</b>		

	of each action and the expected benefits	
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The Evaluation Commission will evaluate each offer, assigning a qualitative coefficient for each criterion/sub-criterion:

<b>QUALITATIVE JUDGMENT COEFFICIENT</b>	
Non-relevant	0
Insignificant evaluation	0,1
Barely sufficient evaluation	0,2
Sufficient evaluation	0,3
valuation between sufficient and decent	0,4
Decent evaluation	0,5
Evaluation between decent and good	0,6
Good evaluation	0,7
Evaluation between good and excellent	0,8
Excellent evaluation	0,9
Outstanding evaluation	1

For the purposes of score allocation and calculation, any non-integer values will be rounded to two decimal places.

**In the case of only one valid offer**, the proposing entity has the option to proceed or not with the award of the contract. **In the event of a tie in the score obtained**, the contract will be awarded to the competitor with the higher score in the technical offer. If there is a tie in both the economic and technical offers, a draw will be held.

The evaluation committee will be appointed ad hoc after the submission deadline and will carry out the selection procedures.

## **11. SUBMISSION PROCEDURE**

Organizations interested in participating in the Tender must, under penalty of exclusion, submit their proposal by **21/12/2024 at 10:00 AM**, in a single package containing the 3 following Annexes (if sent by paper) or in one or more files (if sent electronically):

**Annex A) Administrative Documentation:**

- Completed and signed Annex A by the Legal Representative
- Financial statements for the last 3 years
- Updated registration certificate
- Self-declaration and documentation related to the requirements described in point 4.3:
  - Company CV
  - CVs of the team members
- List of promotional projects and activities carried out, as required to demonstrate technical and professional capacity, with respective project amounts, dates, markets, public or private recipients.
- Identity document (Legal Representative)

**Annex B) Technical Proposal:**

The economic operator participating in the selection process must submit, in Annex B) the Technical Proposal, a service that addresses the different types of activities.

For the implementation period of the program, a series of minimum outputs are required for each activity sector. Competitors have the option to present a technical offer that includes a greater number of outputs, provided the corresponding economic offer remains within the limits set by the base bid.

- Presentation of the participating economic operator:
  - General presentation in terms of experience gained:
    - In the promotion/information of quality food products
    - In organizing events, fairs, PR activities, and press offices
    - In preparing promotional/informational materials
- Overall strategy: The operator must describe in detail the overall strategy of the Program, highlighting how the program's objectives will be achieved, ensuring overall coherence, and detailing the specific activities proposed.
- Methodological approach and articulation of activities:
- The economic operator must structure their proposal by providing an activity plan that includes:
  - A detailed description of each intervention, with a justification for the choice in relation to the effectiveness in achieving the program's objectives, the themes to be

disseminated, and the types of countries and target groups, demonstrating a thoughtful selection for maximum impact.

- Expected KPIs for each activity.
- Indication of the expected number and types of contacts (both direct and indirect).

The plan must also include:

- Presentation of the team responsible for implementing the communication and promotional activities and evidence of the team’s ability to effectively carry out the actions.
- Presentation of any additional services offered and the assistance provided to the Contracting Authority.

**Annex C) Economic offer**

The economic operator participating in the Selection Tender must provide:

- A detailed financial plan for each proposed activity/initiative (including fees);
- A summarized budget for each country for the three-year period.

For each proposed activity, the expected costs must be as detailed as possible, excluding VAT. The costs should be organized and presented in a table (called Detailed Financial Plan) that includes the name of the initiative and the individual cost items that make it up, leading to a total sum (total cost of actions), composed of the costs of individual initiatives, which in turn are composed of individual cost items.

Regarding the costs related to the fees of the Executing Entity, these must be presented in the form of person-days for each initiative, detailing the methods and necessary data to quantify them.

Target country	ITALY		
<b>2.1 Continuous PR activity</b>	YEAR 1	YEAR 2	YEAR 3
Organizational Secretariat			
Hospitality for operators			
<i>Insert a row for each cost item</i>			
<b>Yearly total for the activity</b>			
Implementing body fee (unit cost per day,	XXXX €	XXXX €	XXXX €

specify if for a senior consultant, junior consultant, or other figure)			
Number of days forecasted	XXXX €	XXXX €	XXXX €
<b>Total Implementing Body fee</b>	<b>XXXX €</b>	<b>XXXX €</b>	<b>XXXX €</b>
<b>Yearly total with Implementing Body fee</b>	<b>XXXX €</b>	<b>XXXX €</b>	<b>XXXX €</b>
<b>2.1 Continuous PR activity</b>	YEAR 1	YEAR 2	YEAR 3
<i>Insert a row for each cost item</i>			
<b>Yearly total for the activity</b>			
Implementing body fee (unit cost per day, specify if for a senior consultant, junior consultant, or other figure)	XXXX €	XXXX €	XXXX €
Number of days forecasted	XXXX €	XXXX €	XXXX €
<b>Total Implementing Body fee</b>	<b>XXXX €</b>	<b>XXXX €</b>	<b>XXXX €</b>
<b>Yearly total with Implementing Body fee</b>	<b>XXXX €</b>	<b>XXXX €</b>	<b>XXXX €</b>

The documentation must be submitted in a non-editable PDF format by December 21, 2024, at 10:00 AM via PEC to [info@pec.consorziovalpolicella.it](mailto:info@pec.consorziovalpolicella.it). For economic operators not established in Italy, the documentation may be sent to [amministrazione@consorziovalpolicella.it](mailto:amministrazione@consorziovalpolicella.it). Alternatively, the documentation can also be submitted in paper form in a sealed envelope containing the three attachments, stamped and signed by the legal representative, to the postal address:

**CONSORZIO TUTELA VINI VALPOLICELLA**



Viale del Marmo, n. 10 - 37015 Sant'Ambrogio di Valpolicella - VERONA

Attn: **MATTEO TEDESCHI**

In the subject line of the PEC, email, and on the paper envelope, write:

**DO NOT OPEN: CONTAINS SELECTION NOTICE THROUGH OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF AN ENTITY IN CHARGE OF EXECUTING THE PROGRAM “Quality Heritage of Europe” (acronym “QHE”) / [name of operator/agency/entity participating in the tender].**

The communication subject should also indicate the message number in the total number of messages (e.g., part 1 of 3, part 2 of 3, etc.).

## **12. METHOD OF OPENING THE BIDS**

Date: **December 23, 2024**

Time (local):

- 10:00 AM for the public session
- 11:00 AM for the reserved session

Location:

**Villa Brenzoni-Bassani – Operational headquarters of the Consortium for the Protection of Valpolicella Wines – Viale del Marmo, n. 10 – 37015 Sant'Ambrogio di Valpolicella (VR).**

The public session will be held online, and the link will be sent via PEC to participants who request it by December 16, 2024 (5 days before the evaluation) by 9:00 AM to the PEC address.

Only legal representatives or their delegates with written authorization will be admitted to the opening session.

The Evaluation Commission, an ad hoc body created specifically for the evaluation and selection of the proposals received **after** the deadline for submitting bids, will meet on **23/12/2024** (EVALUATION DATE) at 11:00 local time, in order to carry out the selection and award procedures according to the criteria outlined in point 6 of this technical specification. Timely communication will be sent to all participants regarding the outcome of the Selection Tender via PEC. The results will also be published on the website [www.consorziovalpolicella.it](http://www.consorziovalpolicella.it) by **23/12/2024** (PUBLICATION DATE).

Any questions and/or requests for clarifications regarding the execution of the offer must be submitted **EXCLUSIVELY** in writing and sent via PEC to the following address [info@pec.consorziovalpolicella.it](mailto:info@pec.consorziovalpolicella.it), to the attention of **MATTEO TEDESCHI**, to which a written response will follow. The questions and answers will be published on the website [www.consorziovalpolicella.it](http://www.consorziovalpolicella.it) in the dedicated FAQ section for this Tender. Any verbal requests or those submitted in a manner other than the one indicated will not be considered

### **13. RESPONSABILITIES OF THE IMPLEMENTING BODY**

The following are the responsibility of the executing body:

1. Execution of the services subject to the contract, in agreement and collaboration with the lead organization and in the full and unconditional acceptance of the contents of this Terms of Reference
2. Compliance with all instructions contained in this Terms of Reference, even if not specifically mentioned in this article, with national and EU regulations in force, as well as those that may be issued during the contract period (including regulatory norms and municipal ordinances), with particular regard to those related to hygiene and safety, and in any case related to the subject of the contract or its execution.
3. L'organismo di esecuzione si assume l'intera responsabilità tecnica e finanziaria delle azioni di cui all'articolo 6, compresa quella relativa alla loro compatibilità con le vigenti normative dei paesi target e con le regole di concorrenza applicabili in materia. Il contraente assume se necessario personale per il controllo e la sorveglianza dell'esecuzione delle azioni previste dal programma.
4. The executing body shall oversee the administrative/financial monitoring activities of the project, including the maintenance of registers and supporting documents, the submission of deliverables, and the preparation of actions and payment requests

### **14 CONTRACT MODIFICATION**

The proposing body, in case of sudden and particular needs, reserves the right to make quantitative changes to the contract, either increasing or decreasing, within the limit of one-fifth of the contract amount, in compliance with contractual obligations. The proposing body also reserves the right to terminate the contract, in whole or in part, for reasons not attributable to the awardee, recognizing a compensation as per the law for the portion of the contract not executed. If extraordinary interventions not contemplated in this document are requested, the conditions related to them will be agreed upon from time to time between the parties. All the aforementioned changes must be communicated in writing via PEC, with specific indication of the new execution conditions and starting times.

### **15 NON-COMPLIANCE**

The proposing body has the right to contest services that do not fully or partially comply with the specifications of the contract or the offer made in the tender. In case of a dispute, it may request the supplier to replace personnel who are unsuitable for the execution of the services. In case of delay or refusal, as well as in any other instance of non-compliance with the contractual obligations assumed by the economic operator, the proposing body will formally contest the non-compliance to the executing body in writing.

### **16 FORFEITURE AND CANCELLATION OF THE CONTRACT**

The executing body may be declared forfeited from the contract in the following cases:

1. For failure to fulfill contractual or legal obligations regarding salaries, severance pay, or social security and insurance benefits for the staff of the awarded company
2. For clear failure to comply with the commitments made in the contract, even if specified in executive plans or specific agreements signed by the parties, or for changes made later to the executive plan in accordance with the previous Article 12
3. For failure to comply with the presented project guidelines and any supplementary instructions regarding the quality of the service
4. For serious and repeated failure to comply with the execution timelines of the service or any single deadline or phase of the contract

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

The proposing organization has the right to monitor and verify the proper execution of the service with the help of appointed personnel selected at its discretion.

## **18 CONTRACTUAL EXPENSES**

The stamp duty, stipulation, registration, and any other ancillary costs related to the contract are to be borne 50% by the executing body and the remaining 50% by the proposing body.

## **19 DISPUTES**

For the resolution of any disputes arising during the execution of the service, which cannot be promptly resolved by the contracting parties, the competent court will be the one in Verona.

## **20 OWNERSHIP AND UTILIZATION RIGHTS**

The ownership and/or economic utilization and exploitation rights of the works, developed or created by the contractor, its employees, and collaborators within the scope or in connection with the execution of this service, will remain the exclusive property of the contracting organization, which may, therefore, dispose of, publish, disseminate, use, and duplicate such intellectual works or materials without any restriction. These rights, under Law No. 633/41 "Protection of copyright and other rights granted for its exercise," as amended and supplemented by Law 248/00, shall be understood as being ceded, acquired, and licensed in a perpetual, unlimited, and irrevocable manner.

The executing organization agrees to deliver all products in open and editable formats and expressly undertakes to provide the client with all necessary documentation and materials for the effective exploitation of the exclusive ownership rights. It also agrees to sign all documents necessary for the potential registration of these rights in favor of the client in any public registries or lists. The executing organization commits to complying with current regulations regarding the collection and processing of personal data and the protection of databases.