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ANNOUNCEMENT OF SELECTION BY OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF AN IMPLEMENTING BODY IN CHARGE OF THE EXECUTION OF THE PROGRAM OF INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES DENOMINATED "EAT & THINK PINK - Say yes to the Best, Eat European Pig Meat!" - ACRONYM "ETP "- CALL FOR PROPOSALS N. (2019/C 18/04) OF 15.01.2018.....4

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Companies / agencies that meet the requirements indicated in the Reg. EU mentioned above (not limited to: Agencies or Companies with expertise in PR, Promotion, Information, Event Organization, Advertising and Press Campaigns, Activities at sales outlets) are invited to submit an offer (technical proposal) based on indications described in this document in the paragraph "TECHNICAL SPECIFICATIONS".4

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- Regulation (EU) n. 1144/2014 of the European Parliament and of the Council, of 22 October 2014, relating to information and promotion actions concerning agricultural products in the internal market and in third countries and repealing Regulation (EC) no. 3/2008 of the Council;5

- Commission Delegated Regulation (EU) 2015/1829, of 23 April 2015, which supplements Regulation (EU) no. 1144/2014 of the European Parliament and of the Council, concerning information and promotion actions concerning agricultural products in the internal market and in third countries;5

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TECHNICAL SPECIFICATIONS

1. PRELIMINARY INFORMATION

O.P.A.S. (Pork Breeders Product Organization) with registered office in Via Ghisiolo 57 46030 San Giorgio Bigarello (MN) C.F. and VAT N. 02083530200, ph 0039 059 638611 e.mail_receprtion@opas-coop.it, PEC opas@legalmail.it, as the proposing body of the three-year program "EAT&THINK PINK - Say yes to the Best, Eat European Pig Meat!" (acronym ETP), information and promotion program presented to the European Commission according to Regg. 1144/2014, 1829/2015 and 1831/2015, following the Call for Proposals 2019 Simple Programs published in the Official Journal of the European Union 15.1.2019 n. (2019 / C 18/04), and approved with Decision of the European Commission C(2019) 7432 del 21.10.2019;

according to the aforementioned regulations and the "Call for proposals - Simple programs - Information and promotion actions concerning agricultural products produced in the internal market and in third countries", in accordance with Article 13 of Reg. (EU) n .1144 / 2014 and of the art. 2 paragraphs 1 and 2 of Reg. (EU) n.1829 / 2015, as well as the indications provided with the Guidelines on competitive procedure referred to in the European Commission note DDG1.B5 / MJ / DB D (2016) 321077 of 7 July 2016 and in accordance with DG PQAI - PQAI 05 - Prot. Exit N.0014513 of 01/03/2019 concerning the procedure for selecting the execution bodies for simple programs,

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a call for tenders for the selection, by means of an Open Competitive Procedure, of an execution body responsible for carrying out the actions aimed at achieving the objectives set out in the three-year program "EAT & THINK PINK - Say yes to the Best, Eat European Pig Meat! "(Acronym ETP), which will take place in the following Third Countries: Japan and South Korea and which will cover the following products: fresh / chilled and frozen pork, cod. 0203 00 and related sub-codes; pork-based preparations, cod. from 1601 00 to 1603 00 and related subcodes.

Companies / agencies that meet the requirements indicated in the Reg. EU mentioned above (not limited to: Agencies or Companies with expertise in PR, Promotion, Information, Event Organization, Advertising and Press Campaigns, Activities at sales outlets) are invited to submit an offer (technical proposal) based on indications described in this document in the paragraph "TECHNICAL SPECIFICATIONS".

2. LEGISLATION AND REFERENCE DOCUMENTATION

The framework of the normative references essential for the purposes of the execution of the program includes:

- Regulation (EU) n. 1144/2014 of the European Parliament and of the Council, of 22 October 2014, relating to information and promotion actions concerning agricultural products in the internal market and in third countries and repealing Regulation (EC) no. 3/2008 of the Council;
- Commission Delegated Regulation (EU) 2015/1829, of 23 April 2015, which supplements Regulation (EU) no. 1144/2014 of the European Parliament and of the Council, concerning information and promotion actions concerning agricultural products in the internal market and in third countries;
- Commission Implementing Regulation (EU) 2015/1831, of 7 October 2015, laying down rules for the application of Regulation (EU) no. 1144/2014 of the European Parliament and of the Council concerning information and promotion actions concerning agricultural products in the internal market and in third countries.
- Guidelines on competitive procedure referred to in the European Commission note DDG1.B5 / MJ / DB D (2016) 321077 of 7 July 2016;
- DG PQAI - PQAI 05 - Release Protocol No. 0014513 of 01/03/2019 concerning the selection procedure of the implementing bodies for simple programs.

3. MAIN INFORMATIONS

3.1 PRODUCTS SUBJECT TO PROMOTION

Fresh / chilled and frozen pork, cod. 0203 00 and related sub-codes; pork-based preparations, cod. from 1601 00 to 1603 00 and related subcodes.

3.2 PROPOSING ORGANIZATION

O.P.A.S. (Pork Breeders Product Organization)

3.3 PAESI TARGET

Japan, South Korea

3.4 GENERAL OBJECTIVES OF THE PROGRAM

In line with the strategic objectives set by the Commission under the Regulation (EU) 1144/2014 and with the Work Program for 2019 as regards the topic 3 Information provision and promotion programs targeting one or more of the following countries: China (including Hong-Kong and Macao) Japan, South Korea, Taiwan, South East Asia and the Indian subcontinent, the "EAT & THINK PINK" action aims to improve the knowledge and reputation of European pork as a product characterized by high organoleptic and nutritional quality, traced and guaranteed in terms of food safety, animal welfare and environmental sustainability. In particular, we want to achieve this goal in specific groups of operators and consumers in Japan and South Korea.

3.5 SPECIFIC OBJECTIVES OF THE PROGRAM

At the end of the 36 month action it is estimated to have n. 2,187,466 people (1,246,449 for Japan and 941,017 for South Korea) who have increased their level of knowledge regarding the promoted EU products and to activate the marketing of the proponent's products in these two markets through 1 buyer per target market.

This number actually expresses the impact indicator in terms of information return of the action.

3.6 TOPICS TO BE TREATED

As a main message, the quality of pork and European pork products will be communicated, in terms of food safety, traceability (guaranteed by a controlled supply chain), labeling and nutritional and health aspects.

Alongside this main message, we will also communicate the specificity of pigmeat production methods, animal welfare, environmental sustainability and the intrinsic characteristics of pork products (especially in terms of quality, taste, diversity and tradition).

The messages will indicate the origin of the products in line with the provisions of the regulations and the convention, namely: keeping the EU message as the main message, indicating the national origin of the product without obscuring the main EU message but integrating it, reserving the indication of origin only to visual material and not audio.

3.7 TARGET GROUPS

1. OPERATORS, main and direct target group, divided as follows:

- A. trade operators: importers, distributors, retailers;
- b. media operators: trade press, food & beverage, cooking, wellness, food, social media / web influencer;
- c. HoReCa operators: chefs, catering operators.

2. CONSUMERS, indirect target group, with particular focus on adult food lovers (25-54 years), attentive to the issues of well-being, health and cuisine, of medium-high socio-economic class, residing in the major metropolitan areas of both markets.

3.8 ACTIVITIES FORESEEN

Public relations (press events), Website, Social Media, Communication tools (promotional materials and videos), Fairs, Seminars workshops BtoB meetings, Training courses for chefs, study trips in Europe, Research and market surveys.

3.9 DURATION OF THE PROGRAM

36 months (divided into 3 annual phases)

3.10 TOTAL BUDGET

€ 2.039.403,90

3.11 BUDGET COSTS INCLUSIVE OF THE FEE EXECUTIVE ORGANISM FOR WHICH THE COMPETITION NOTICE IS INDICATED

€ 1.569.377,50 so divided:

€ 568.262,50 for year 1, € 500.557,50 for year 2, € 500.557,50 for year 3.

It should be noted that those interested in participating in this call for tenders must submit an offer taking into consideration the cost budget of € 1,569,377.50 including the fee of the executing body.

3.12 BEGINNING OF ACTIVITIES

About **January 2019**.

3.13 BREAKDOWN IN LOTS

The program is **not divided into lots**.

4. OBJECT OF THE CONTRACT

4.1 GENERAL DESCRIPTION OF THE SERVICE

The service consists in the execution of the Program.

The implementing body must therefore ensure:

- the development of the three-year program, starting from the signing of the contract;

- carrying out the information and promotional activities indicated subsequently, taking into account the information contained in these specifications.

The development and execution of the Program must be carried out in a manner consistent with the objectives and issues to be treated, taking into consideration the Priorities and objectives of EU Reg. 1144/2104, ensuring a clear recognition of the Program and the related promoters. The service must be characterized by qualified technical and operational support.

4.2 EXECUTION PROCEDURES

The implementing body must establish and dispose of 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 the activities of the Working Group must be agreed and shared with the proposing body. It is envisaged that one or more members of the Working Group will be available for monthly monitoring meetings, to give operational support to the activities of the plan that need to be carried out in close coordination with the reference structure; the decisions and issues dealt with in these meetings must be the result of specific reports prepared by the proposing body and made known to the executing body by email.

The coordination of activities and the exchange of information with the proposing body can take place through different and articulated methods: telephone contacts, meetings, video calls, correspondence via e-mail, sharing and exchange of materials and documents through online sharing systems. In any case, any change in the execution plans with respect to what was previously agreed must be previously authorized by the proposing body by written deed.

4.3 WORK GROUP

The contractor must ensure the performance of the services in foster care with internal staff and / or external collaborators having the professional and technical requirements appropriate to the activities entrusted. The work group must be characterized by a flexible organizational approach to respond to changes and / or unforeseen events that may occur during the course of the Program.

The implementing body undertakes:

- A. to assign to the personal service and / or suitable collaborators, of proven ability, honesty, morality and of proven confidentiality, which will have to maintain the most absolute reserve on what has come to know in the performance of the service;
- b. to guarantee the stability and continuity of the service in all circumstances, ensuring personnel quantitatively and qualitatively adequate to the needs and in compliance with the contents of the technical offer;
- c. to respect, with respect to its own personnel, employment contracts related to wage, regulatory, social security and insurance.
- d. to implement the program in the ways and times also provided for by the Grant Agreement.

4.4 DURATION OF THE SERVICE

The service has a duration of thirty-six (36) months starting from the date of stipulation of the contract that will be stipulated between the Customer and the Successful Bidder enters 30 days from the award and will have as its object the carrying out of the activities indicated in the present terms and conditions reported therein. The Principal reserves the right to request a deferral of the service execution deadline for a maximum of further 6 (six) months, in order to ensure the completion of the activities envisaged by the Program, with equal economic conditions.

4.6 TYPES OF ACTIVITIES AND INITIATIVES TO BE CARRIED OUT

The planned activities and the related budget are shown below:

Work package	2. Public relations					
Target groups	Media, Influencers, Bloggers, Professionals					
Activity	PRESS EVENT					
Timeline	YEAR 1		YEAR 2		YEAR 3	
Deliverables	Output : 2 events, 2 press releases (1 press release per year per market) and 2 event report (1 event report per year per market). Result : 40 publications (20 publication per year per market) and 20.000 visualizations/readership (10.000 per year per market)		Output : 2 events, 2 press releases (1 press release per year per market) and 2 event report (1 event report per year per market). Result : 40 publications (20 publication per year per market) and 20.000 visualizations/readership (10.000 per year per market)		Output : 2 events, 2 press releases (1 press release per year per market) and 2 event report (1 event report per year per market). Result : 40 publications (20 publication per year per market) and 20.000 visualizations/readership (10.000 per year per market)	
Subtotal for activity Press events JP	JAPAN		JAPAN		JAPAN	
	€	16.570,00	€	16.570,00	€	16.570,00
Subtotal for activity Press events KR	SOUTH KOREA		SOUTH KOREA		SOUTH KOREA	
	€	13.765,00	€	13.765,00	€	13.765,00
Total for WP 2 JP	€	16.570,00	€	16.570,00	€	16.570,00
Total for WP 2 KR	€	13.765,00	€	13.765,00	€	13.765,00
Total for WP 2	€	30.335,00	€	30.335,00	€	30.335,00

Work package	3. Website, social media sites					
Target groups	Consumers and Operators					
Activity	WEBSITE					
Timeline	YEAR 1		YEAR 2		YEAR 3	
Deliverables	Output : 1 web site with 3 pages (EN, JP & KR). Result : JP 5.000 visitors KR 5.000 visitors		Output : 1 web site with 3 pages (EN, JP & KR). Result : JP 15.000 visitors KR 10.000 visitors		Output : 1 web site with 3 pages (EN, JP & KR). Result : JP 20.000 visitors KR 18.000 visitors	
Budget analysis	JAPAN		JAPAN		JAPAN	
Activity subtotal Web site JP		€ 25.800,00		€ 19.300,00		€ 19.300,00
Budget analysis	SOUTH KOREA		SOUTH KOREA		SOUTH KOREA	
	no. products /services	UNIT COST	TOTAL	no. products /services	UNIT COST	TOTAL
Activity subtotal Web site KR		€ 21.500,00		€ 15.500,00		€ 15.500,00
Subtotal for Activity Web site		€ 47.300,00		€ 34.800,00		€ 34.800,00
Activity	SOCIAL MEDIA					
Timeline	YEAR 1		YEAR 2		YEAR 3	
Deliverables	JAPAN Output : 2 accounts (Facebook page, Instagram profile). Result : 10.000 followers and 1.000.000 visualizations SOUTH KOREA Output : 1 account (NaverBlog account). Result : 8.000 followers and 500.000 visualizations.		JAPAN Output : 2 accounts (Facebook page, Instagram profile). Result : 15.000 followers and 1.500.000 visualizations SOUTH KOREA Output : 1 account (NaverBlog account). Result : 15.000 followers and 1.000.000 visualizations.		JAPAN Output : 2 accounts (Facebook page, Instagram profile). Result : 20.000 followers and 2.000.000 visualizations SOUTH KOREA Output : 1 account (NaverBlog account). Result : 20.000 followers and 1.500.000 visualizations.	
Activity subtotal Social Media JP	JAPAN		JAPAN		JAPAN	
		€ 21.500,00		€ 18.500,00		€ 18.500,00
Budget analysis	SOUTH KOREA		SOUTH KOREA		SOUTH KOREA	
Activity subtotal Social Media KR		€ 14.800,00		€ 13.800,00		€ 13.800,00
Subtotal for Activity Social Media		€ 36.300,00		€ 32.300,00		€ 32.300,00
Total for the WP JP		€ 47.300,00		€ 37.800,00		€ 37.800,00
Total for the WP KR		€ 36.300,00		€ 29.300,00		€ 29.300,00
Total for the WP 3		€ 83.600,00		€ 67.100,00		€ 67.100,00

Work package	5. Communication tools					
Target groups	Professionals					
Activity	PUBLICATIONS, MEDIA KITS, PROMOTIONAL MERCHANDISE					
Timeline	YEAR 1		YEAR 2		YEAR 3	
Deliverables	Output : 2.146 materials produced. Result and impact : 2.146 materials distributed.		Output : 2.146 materials produced. Result and impact : 2.146 materials distributed.		Output : 2.146 materials produced. Result and impact : 2.146 materials distributed.	
Activity subtotal Materials		€ 22.467,50		#####		€ 14.062,50
Activity	PROMOTIONAL VIDEOS					
Timeline	YEAR 1		YEAR 2		YEAR 3	
Deliverables	Output : 1 video(in JP and in KR). Result and impact: given that the video will be broadcast mainly through the digital channels					
Activity subtotal Prom. Video		€ 15.000,00		€ -		€ -
Total for WP 5		€ 37.467,50		€ 14.062,50		€ 14.062,50

Work package	6. Events					
Target groups	Professionals: buyers, importers,HORECA, distributors					
Activity	STANDS AT TRADE FAIRS					
Timeline	YEAR 1		YEAR 2		YEAR 3	
Deliverables	FAIRS - Output : participation in 4 fairs (2 fairs per market per year); result and impact : 200 professionals (50 per fairs per year per market) directly contacted		FAIRS - Output : participation in 4 fairs (2 fairs per market per year); result and impact : 200 professionals (50 per fairs per year per market) directly contacted		FAIRS - Output : participation in 4 fairs (2 fairs per market per year); result and impact : 200 professionals (50 per fairs per year per market) directly contacted	
Subtotal for activity Fairs JP	2	€ 57.880,00	2	€ 57.880,00	2	€ 57.880,00
Budget analysis	SOUTH KOREA					
Subtotal for activity Fairs KR	2	€ 48.560,00	2	€ 48.560,00	2	€ 48.560,00
Subtotal for activity FAIRS		€ 106.440,00		€ 106.440,00		€ 106.440,00

Activity	SEMINARS, WORKSHOPS, B2B MEETINGS, TRAININGS FOR TRADE/COOKS, ACTIVITIES IN SCHOOLS					
Timeline	YEAR 1		YEAR 2		YEAR 3	
Deliverables	<i>Workshop and B2B meetings Output : 4 events (2 x year x market). Result and impact : 80 professionals (20 x event x market) Trainings for cooks Output : 4 events (2 x year x market). Result and impact : 80 professionals (20 x event x market) Study trips to Europe Output : 3 events (2 x year x Japan, 1 x year x Korea). Result and impact : 45</i>		<i>Workshop and B2B meetings Output : 4 events (2 x year x market). Result and impact : 80 professionals (20 x event x market) Trainings for cooks Output : 4 events (2 x year x market). Result and impact : 80 professionals (20 x event x market) Study trips to Europe Output : 3 events (2 x year x Japan, 1 x year x Korea). Result and impact : 45 professionals (15 x event x market)</i>		<i>Workshop and B2B meetings Output : 4 events (2 x year x market). Result and impact : 80 professionals (20 x event x market) Trainings for cooks Output : 4 events (2 x year x market). Result and impact : 80 professionals (20 x event x market) Study trips to Europe Output : 3 events (2 x year x Japan, 1 x year x Korea). Result and impact : 45 professionals (15 x event x market)</i>	
	JAPAN					
Subtotal for the activity B2B meet./Workshops JP	2	€ 51.900,00	2	€ 51.900,00	2	€ 51.900,00
	SOUTH KOREA					
Subtotal for B2B meet./Workshops activity KR	2	€ 41.640,00	2	€ 41.640,00	2	€ 41.640,00
Subtotal for the activity WORKSHOP/B2B		€ 93.540,00		€ 93.540,00		€ 93.540,00
Budget analysis	JAPAN					
Subtotal for the Trainings cooks activity JP	2	€ 17.460,00	2	€ 17.460,00	2	€ 17.460,00
	SOUTH KOREA					
Subtotal for the Trainings cooks activity KR	2	€ 12.420,00	2	€ 12.420,00	2	€ 12.420,00
Subtotal for the activity TRAININGS FOR COOKS		€ 29.880,00		€ 29.880,00		€ 29.880,00
Activity	STUDY TRIPS TO EUROPE					
Timeline	ANNO 1		ANNO 2		ANNO 3	
Deliverables	<i>Output : 2 incoming eventsfor JP and 1 for KR. Result and impact : 15 professional per event = 45 professionals in total.</i>		<i>Output : 2 incoming eventsfor JP and 1 for KR. Result and impact : 15 professional per event = 45 professionals in total.</i>		<i>Output : 2 incoming eventsfor JP and 1 for KR. Result and impact : 15 professional per event = 45 professionals in total.</i>	
	JAPAN					
Subtotal for activity Study trips JP	2	€ 109.320,00	2	€ 109.320,00	2	€ 109.320,00
	SOUTH KOREA					
Subtotal for activity Study trips KR	1	€ 49.880,00	1	€ 49.880,00	1	€ 49.880,00
Subtotal for activity STUDY TRIPS TO EU		€ 159.200,00		€ 159.200,00		€ 159.200,00
SUBTOTAL FOR ACTIVITY EVENTS JP		€ 236.560,00		€ 236.560,00		€ 236.560,00
SUBTOTAL FOR ACTIVITY EVENTS KR		€ 152.500,00		€ 152.500,00		€ 152.500,00
Total for WP 6		€ 389.060,00		€ 389.060,00		€ 389.060,00

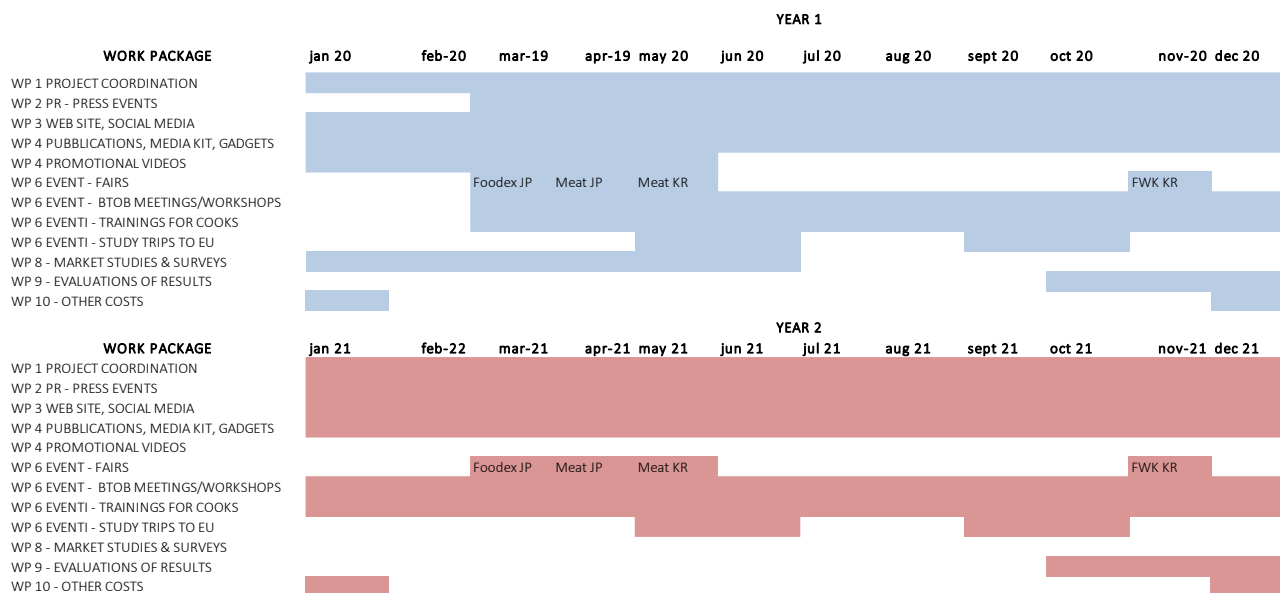
Work package	8. Other activities		
Target groups	Professionals		
Activity	MARKET RESEARCH & SURVEYS		
Timeline	YEAR 1		
Deliverables	Output : 2 focus groups, 2 store-checks. Result : 2 final reports		
Budget analysis	JAPAN		
	2		€ 16.800,00
Budget analysis	SOUTH KOREA		
	2		€ 11.000,00
Total for the WP	4		€ 27.800,00

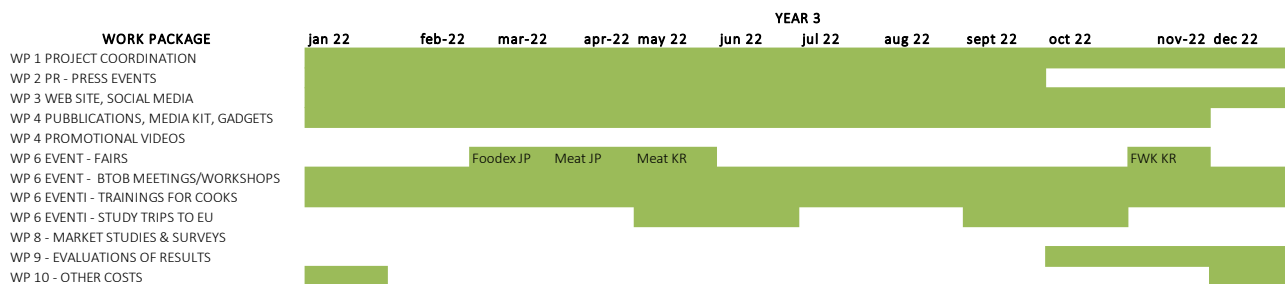
The summary of costs by year and by target country is also reported:

Summary of budget per target country				
	YEAR 1	YEAR 2	YEAR 3	TOTAL
Target country: JAPAN	€ 411.523,75	€ 373.521,25	€ 376.321,25	€ 1.161.366,25
Target country: SOUTH KOREA	€ 306.258,75	€ 276.556,25	€ 279.356,25	€ 862.171,25
	€ 717.782,50	€ 650.077,50	€ 655.677,50	€ 2.023.537,50

We also report the time schedule envisaged for the project.

It is assumed that the promotional campaign will start from January 1, 2020 for a three-year period (36 months), with completion of the activities by December 31, 2022. In the event of a positive evaluation, the start date of the activities will in any case follow the stipulation of the agreement with the Competent Authority and the timing must be adapted accordingly.





5. SELECTION PROCEDURE FOR THE IMPLEMENTING BODY

5.1 REQUIREMENTS FOR PARTICIPATION

The economic operators, also established in other member States of the European Union, can take part in the present tender in single form or using, for the demonstration of the possession of the economic, financial, technical and professional requirements, of other subjects.

It is however forbidden for the competitor taking part in the tender to participate in an individual form. Competitors, under penalty of exclusion, must meet the requirements set out in the following points.

5.1.1 Eligibility requirements

Registration in the register kept by the Chamber of Commerce, Industry, Craft and Agriculture for activities consistent with those covered by this tender procedure (to be certified by copy of the certificate of inspection). The competitor not established in Italy but in another Member State shall present a sworn declaration or in the manner in force in the State in which it is established.

5.1.2 Non-existence of grounds for exclusion from participation in the Competition

Participation in this tender procedure is reserved for economic operators who at the date of presentation of the offer declare that there are no grounds for exclusion pursuant to Directive 2014/24 / EU, or grounds for exclusion linked to:

- to criminal convictions;
- to pay taxes or social security contributions;
- insolvency, conflict of interest or professional misconduct.

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

5.1.3 Requirements of economic and financial capacity

The economic operator who intends to participate in this selection tender must attach documentation certifying the economic and financial capacity, to be chosen from the following two possibilities:

- in the last approved balance sheet must have achieved a total turnover of not less than Euro 2,500,000.00 in letters Euro two million five hundred thousand net of VAT, resulting from VAT or equivalent tax declarations within the EU;
- must be in possession of a bank certificate that highlights the existence of the financial resources necessary and appropriate for assuming the execution of the actions envisaged by the Program.

The possession of the aforementioned requirement must be certified by the attached declaration (Attachment A), signed by the legal representative or by the original declaration issued by the bank (bank statement).

In the event of recourse to the instrument of capitalization, Annex A and the remaining required documentation must also be produced by the auxiliary company.

5.1.4 Technical and professional capacity requirements

The economic operator who intends to participate in this selection tender, must have realized, as a performer / service provider:

- **at least one project** as implementing body or agent in reference to the regs EU no. 3/2008 and subsequent amendments and additions and / or reg. n.1144 / 2014 and related application regulations, in the reference period in the 2016/2018 three-year period;
- **At least one project of promo-communication** in a target country indicated in this specification including at least one activity foreseen in the present specification with a minimum spending budget of not less than € 300,000.00 (three hundred thousand / 00), in the reference period: five-year period 2014/2018 (requisite valid also with accumulation of multiple activities).

The possession of these requirements must be certified by the attached declaration (Annex A), signed by the legal representative. In the event of recourse to the instrument of recovery, Annex A and the remaining documentation required must also be produced by the auxiliary company.

5.2 AWARD CRITERIA

The contract will be entrusted with the criterion of the best value for money taking into account the technical offer and the economic offer.

In the presence of only one valid offer O.P.A.S. (Product Organization Pig Breeders) has the right to proceed or not to award the contract.

In the event of an equal score obtained, the contract will be awarded to the competitor who has obtained the highest score in the technical offer. In the event of a tie between the economic offer and the technical offer, a draw will be held.

The qualitative aspects of the service and the price are taken into account together, therefore, the total 100 points will be evaluated in the following proportions:

- TECHNICAL OFFER: MAXIMUM 80 POINTS
- ECONOMIC OFFER: MAXIMUM 20 POINTS

For each sub criterion, minimum scores are also set below which the request is excluded.

For the assignment of the score the following criteria are established with relative sub-criteria.

Criteria	Sub-criteria	Maximum score
1. OVERALL STRATEGY	a) Structure of the strategy: consistency between the objectives envisaged in the project and the strategy adopted in the Target Countries	10

	b) Consistency of the graphic proposal and the communication concept of the campaign with respect to the objectives and topics to be treated	10
	c) concept declination depending on the target group n. 1 recipient of promotional messages.	10
	d) concept declination depending on the target group n. 2 recipient of promotional messages.	10
Maximum points attributable		40
2. METHODOLOGICAL APPROACH AND ARTICULATION OF ACTIVITIES	a) method of execution of the actions: description of the operating methods used for the provision of the services and relative consistency with the aims and objectives of the proposed communication campaign and with the Program	10
	b) how to achieve the specific objectives indicated in the program.	12
	c) consistency with the general strategy and the executive procedures of the interventions proposed above.	10
	d) Quality of the proposed work group for the individual activities in terms of expertise in carrying out activities similar to those indicated in the technical offer.	8
Maximum points attributable		40

Criteria	Subcriteria	Maximum score
1. FEE	a) evaluation of the congruity of the fee, expressed in days / man	20
Maximum points attributable		20

The Commission will evaluate each offer, assigning a qualitative coefficient for each criterion / sub-criterion:

- not verifiable 0
- insignificant evaluation 0,1
- evaluation just enough 0,2
- sufficient evaluation 0,3
- evaluation between sufficient / fair 0,4
- evaluation fair 0,5
- evaluation between fair / good 0,6
- evaluation good 0,7
- evaluation between good / excellent 0,8

- evaluation excellent 0,9
- evaluation superlative 1

For the purposes of attribution and calculation of scores, any non-integer values will be approximated up to the second decimal place.

On the basis of the scores attributed to the offers, the final ranking will be drawn up and the successful tenderer identified.

6. TERMS OF PRESENTATION OF THE OFFER

The documentation may be written in Italian or English, it must be presented in paper format and in electronic format - printable and copyable on a CD or USB stick - by the tender participant no later than 12.00 on 11/11/2019 . The delivery of the package remains at the sole risk of the sender if, for any reason, it does not reach its destination by the aforementioned mandatory deadline.

All documents must be signed by the participant in the Selection Competition.

Simultaneously with the sending of the package, the proposals must be anticipated, always within and no later than 12.00 on 11/11/2019, via PEC.

Postal address to which proposals must be sent within the aforementioned deadline:

O.P.A.S. Organizzazione Prodotto Allevatori Suini

Via Ghisiolo 57

46030 San Giorgio Bigarello (MN)

To the kind attention of Dr. Antonio Rodà

PEC mail: opas@legalmail.it

In the subject of the PEC write the following: Notice of Competition "EAT & THINK PINK - Say yes to the Best, Eat European Pig Meat!" And the name of the body / agency / company participating in the Selection Competition.

In this case it is advisable to provide a link to which you can access to download the documentation. The material will be made available, at the appropriate time, by the Evaluation Committee that O.P.A.S. will create to carry out the selection activities.

7. METHOD OF PRESENTATION OF THE OFFER

Organizations interested in participating in the call for tenders for the selection of the implementing body must, under penalty of exclusion, send all the necessary documentation in a package containing 3 envelopes:

A) ENVELOPE A - ADMINISTRATIVE DOCUMENTATION, which must contain:

1. Attachment A completed and signed by the legal representative;
2. Letter from the bank (only if necessary to meet the economic and financial capacity requirements);
3. Copy of Chamber of Commerce inspection (The competitor not established in Italy but in another Member State submits sworn declaration or in the manner in force in the State in which it is established).

B) ENVELOPE B - TECHNICAL OFFER, which must contain:

1. **1. PRESENTATION OF THE ECONOMIC OPERATOR** participant in the Selection Competition:

- a. **General presentation** in terms of: contacts, experiences gained in the field of promotion / information on high quality agricultural products, experience in the realization of events, fairs, PR and Press Office activities, promotional / informative material processing, management of websites and social media.
 - b. **Description of the work group** dedicated to the realization of the Program, for whose components the related synthetic profile must be provided.
2. **2. OVERALL STRATEGY** - The operator must indicate his initiatives and the related methods of execution and achievement of the results for each point listed below and must articulate his proposal through types of activities that he considers most effective in pursuing the project objectives using the indications below:
- a. articulation of the strategy: description of the coherence between the objectives set in the project and the strategy adopted in the target country;
 - b. consistency of the graphic proposal and the communication concept of the campaign with respect to the objectives and topics to be treated;
 - c. concept declination depending on the target group n. 1 recipient: OPERATORS (main group) of promotional messages;
 - d. concept declination depending on the target group n. 2 recipient: CONSUMERS (functional group) of promotional messages.
3. **3. METHODOLOGICAL APPROACH AND ARTICULATION OF ACTIVITIES** - For each type of activity reported in the specifications and by specific country, the specific interventions that are intended to be implemented to achieve the project objectives must be described. The activities and related interventions must be consistent with the strategies proposed for the target country and with the relative target groups identified and must be declined according to the points below reported:
- a. mode of execution of the actions: description of the operating methods used for the provision of services and relative consistency with the aims and objectives of the proposed communication campaign and with the Program;
 - b. how to achieve the specific objectives indicated in the program;
 - c. consistency with the general strategy and the executive procedures of the interventions proposed above;
 - d. quality of the proposed work group for individual activities in terms of skills and quality of professional profiles indicated in the technical offer.

The previous points must be organized and presented according to the aforementioned criteria and sub-criteria and by activity.

C) ENVELOPE C - ECONOMIC OFFER, which must contain:

- 1. **Fee** of the implementing body as described below.

As for the costs related to the fee of the executing body, these must be detailed for each individual activity and presented in the form of man / days in relation to each individual initiative.

These costs concern all the activities necessary for the organization and realization of the activities (eg: selection and contact with suppliers, price research, choice of locations, reservations, event organization, etc.).

For each proposed activity, the expected costs must be detailed as much as possible indicated net of VAT.

It therefore requires the preparation, for each country, of a table that summarizes by year the total costs of the proposed activities and the relative cost of the agency's fees. An example table is shown:

SPECIFIC ACTIVITY	ACTIVITY COSTS	FEE QUANTIFICATION	DETAIL OF SERVICES BODY PERFORMANCE

Any additional service related to the program can be described in a descriptive manner in this section.

At the end of this table the total cost of the actions must be summarized (equal to € 1,569,377.50 - sum of all the activities / initiatives proposed) and the total cost of the fee (to be defined by the economic operator participating in the Race - sum of the fees provided for each proposed activity / initiative indicated in the table above).

The remuneration of the executing body must be between a minimum of 8% and a maximum of 12% of the total cost of the actions and must be calculated by separating it from the total cost of the action.

8. CONDUCT OF COMPETITION OPERATIONS AND JUDGING COMMITTEE

The Selection Committee, a body that will be created ad hoc after the deadline for the presentation of the offers specifically for the evaluation and selection of the proposals received and made up of representatives of the PO, will meet on 12/11/2019 at the headquarters of Carpi, Via Guastalla 21 / A in order to carry out the selection procedures.

All participants will be promptly notified of the results of the Selection Competition via PEC. The results will also be published on the O.P.A.S. website - <http://www.opas-coop.it/> by 11/13/2019.

Further information can be requested at the following address:

dr. Rodà email: antonio.roda@opas-coop.it

dr. Jotty Singh email jotty.singh@opas-coop.it

TENDER DOCUMENTS:

- NOTICE

-TECHNICAL SPECIFICATIONS

- ANNEX A