

Technical specifications

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BANDO DI SELEZIONE MEDIANTE PROCEDURA COMPETITIVA APERTA PER LA SELEZIONE DI UN ORGANISMO INCARICATO DELL'ESECUZIONE DEL PROGRAMMA DI INFORMAZIONE E PROMOZIONE DEI PRODOTTI AGRICOLI NEI PAESI TERZI DENOMINATO "EAT&THINK PINK CHINA - Say yes to the Best, Eat European Pig Meat!" – ACRONIMO "ETPC" - INVITO A PRESENTARE PROPOSTE N. (2020/C 12/07) DEL 15.01.2020

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CALL FOR SELECTION BY OPEN COMPETITIVE PROCEDURE OF A BODY IN CHARGE OF THE IMPLEMENTATION OF THE INFORMATION AND PROMOTION PROGRAM FOR AGRICULTURAL PRODUCTS IN THIRD COUNTRIES DENOMINATED "EAT & THINK PINK CHINA - Say yes to the Best, Eat European Pig Meat!" - "ETPC" ACRONYM - CALL FOR PROPOSALS N. (2020 / C 12/07) OF 15.01.2020

1. PRELIMINARY INFORMATION

O.P.A.S. (Organizzazione Prodotto Allevatori Suini) with registered office in Via Ghisiolo 57 46030 San Giorgio Bigarello (MN) C.F. and VAT number 02083530200, tel 0039 059 638611 e.mail_reception@opas-coop.it, PEC opas@legalmail.it, as the proposing body of the three-year program "EAT & THINK PINK CHINA - Say yes to the Best, Eat European Pig Meat! " (acronym ETPC), information and promotion program presented to the European Commission pursuant to Reg. 1144/2014, 1829/2015 and 1831/2015, following the Call for Proposals for 2020 Simple Programs published in the Official Journal of the European Union 15.1.2020 no. (2020 / C 12/07), and approved with European Commission Decision C (2020) 8663 of 14.12.2020;

according to the aforementioned regulations and the "Call for proposals - Simple programs - Information and promotion actions regarding agricultural products carried out in the internal market and in third countries", in accordance with Article 13 of Reg. (EU) no. 1144/2014 and art. 2 paragraphs 1 and 2 of Reg. (EU) no.1829 / 2015, as well as the indications provided with the Guidelines on the tender procedure for which see the note of the European Commission DDG1.B5 / MJ / DB D (2016) 321077 of 7 July 2016 and in compliance with DG PQAI - PQAI 05 - Prot. Output N.0014513 of 01/03/2019 concerning the procedure for selecting the implementing bodies for simple programs,

ANNOUNCES

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 CHINA- Say yes to the Best, Eat European Pig Meat!"(Acronym ETPC), which

will take place in China 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 in possession of the requirements indicated in Reg. EU mentioned above (for example: Agencies or companies experienced in PR, Promotion, Information, Event Organization, Advertising and Press Campaigns, Point of Sale Activities) are invited to submit an offer (technical proposal) based on the indications described in this document.

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;
- Decree of the Director General of the Department of Competitive Policies, Agri-food Quality, Horse Racing and Fisheries, Directorate General for the Promotion of Agri-food and Horse Racing Quality PQAI V of the Ministry of Agricultural, Food and Forestry Policies: DG PQAI - PQAI 05 - Prot. Output N.0014513 of 01/03/2019 relating to 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. (Organizzazione Prodotto Allevatori Suini)

3.3 TARGET COUNTRIES

China (including Hong Kong)

3.4 GENERAL OBJECTIVES OF THE PROGRAM

In line with the strategic objectives set by the Commission under Regulation (EU) 1144/2014 and with the Work Program for 2020 with regard to topic 3 Information and promotion actions aimed at one or more of the following countries: China (including Hong Kong and Macao), Japan, South Korea, Taiwan,

the region of Southeast Asia or South Asia, the "EAT & THINK PINK CHINA" action aims to improve the knowledge and reputation of European pork as a product distinguished 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 with specific groups of operators and consumers in China, including the Hong Kong area.

3.5 SPECIFIC OBJECTIVES OF THE PROGRAM

At the end of the 36-month action it is estimated to have n. 1,383,317 people who have increased the level of knowledge regarding the EU products promoted and to activate the marketing of the products of the Proposing Organization in this market.

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

The bodies (companies, agencies, etc.) that intend to participate in this Call for Tenders must develop activities and initiatives (including information and promotional materials) that are consistent with a well-identified and targeted strategy, in consideration of the objectives to be achieved, the characteristics of the target country, the target groups of the initiatives, the duration of the Program and the financial resources available.

3.6 TOPICS TO BE TREATED

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

Alongside this main message, the specificity of pork production methods, animal welfare, environmental sustainability and the intrinsic characteristics of pork products will also be communicated (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, that is: 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 for visual and non-audio material.

The action is conceived in close synergy with the action currently underway "EAT & THIK PINK" (acronym ETP, aimed at the markets of Japan and South Korea for three years starting from 1/2/2020) and intends re-propose the main message also in China, with the necessary adaptations and specifications.

With regard to the communication formula, considering that the action proposed here is conceived as a complement and extension of the ETP action underway in Japan and South Korea, we intend to use the same naming and pay-off: EAT & THINK PINK - Say yes to the Best, Eat European Pig Meat!

3.7 TARGET GROUPS

1. OPERATORS, divided as follows:

- a. trade operators: importers, distributors, retailers;
- b. media operators and KOLs: sector press, food & beverage, cooking, wellness, nutrition, Key Opinion Leader, social media / web influencer;
- c. HoReCa operators: chefs and restaurant operators;
- d. sports operators: sports doctors, nutritionists, technical staff, professional sportsmen;

2. CONSUMERS, with particular focus on adult food lovers (25-54 years), attentive to 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, Advertising, Communication tools (promotional materials and videos), Fairs, Seminars, Training courses for cooks, study trips in Europe, Promotion at points of sale, Research and surveys of market.

3.9 DURATION OF THE PROGRAM

36 months (splitted up into 3 annual phases)

3.10 TOTAL BUDGET

3.672.238,10 €

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

€ 2.839.155,00 splitted up in:

€ 996.925,00 1° year, € 921.115,00 2° year, € 921.115,00 3° year.

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 € 2,839,155.00 including the fee of the implementing body.

3.12 START OF THE ACTIVITIES

About **march 2021**

3.13 BREAKDOWN IN LOTS

The program is not splitted into lots as it is more efficient and effective for the execution of the service, the identification of a single contractor, who can carry out all the activities.

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 and implementation of the three-year program, starting from the signing of the contract between O.P.A.S. and the Implementing Body;
- the implementation of the information and promotional activities indicated below, taking into account the information contained in these specifications;
- the financial-administrative management of the work packages that make up the Program, including periodic technical reports, the final technical report and all the documentation necessary for reporting.

The development and execution of the Program must take place in a manner consistent with the objectives and issues to be dealt with, taking into account the Priorities and objectives of EU Reg. 1144/2104, ensuring clear recognition of the Program and its 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 Work Group must be agreed and shared with the proposing body. It is envisaged

that one or more members of the Work Group will be available for monthly monitoring meetings, to provide 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 result from specific minutes drawn up by the proposing body and communicated via email to the executing body.

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 variation in the execution plans with respect to what was previously agreed must be previously authorized by the proposing body by means of a written deed.

4.3 WORK GROUP

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

The implementing body undertakes:

- to set up an adequate project team (the people who will deal directly with the work to be carried out), in compliance with the participation requirements;
- to assign suitable personnel and / or collaborators, with proven ability, honesty, morality and proven confidentiality, to the service, who must maintain the utmost confidentiality on what has come to know in the performance of the service;
- to ensure the stability and continuity of the service in all circumstances, ensuring personnel quantitatively and qualitatively adequate in compliance with the contents of the technical offer;
- to respect, towards its staff, employment contracts relating to wage, regulatory, social security and insurance treatment.
- to carry out the program in the manner and timing 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 Client and the Successful bidder enters 30 days from the award and will have as its object the performance of the activities indicated in these specifications under the conditions reported therein.

The Client reserves the right to request a postponement of the service execution deadline for a maximum further 6 (six) months, in order to ensure the completion of the activities envisaged by the Program, at the same 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	<i>Direct: media operators (online and offline printing, influencers, bloggers). Indirect: trade and HoReCa operators, consumers</i>		
Activity	PRESS EVENTS		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	<i>Output: 6 events and 6 press releases. Result: 120 operators in total (20 operators per year per event), 120 publications, 500,000 readership / views</i>	<i>Output: 6 events and 6 press releases. Result: 120 operators in total (20 operators per year per event), 120 publications, 500,000 readership / views</i>	<i>Output: 6 events and 6 press releases. Result: 120 operators in total (20 operators per year per event), 120 publications, 500,000 readership / views</i>
Subtotal for the PRESS EVENTS activity	€ 119.440,00	€ 119.440,00	€ 119.440,00
TOTAL WP2	€ 119.440,00	€ 119.440,00	€ 119.440,00
Implementation	<i>Implementing body to be selected</i>		

Work package	3. Web site, social media		
Target groups	Consumers and Operators		
Activity	WEB SITE		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Output: 1 web site with 2 pages (ENG, CH). Result: 30.000 views	Output: 1 web site with 2 pages (ENG, CH). Result: 30.000 views	Output: 1 web site with 2 pages (ENG, CH). Result: 30.000 views
Subtotal website activity	€ 24.200,00	€ 15.000,00	€ 15.000,00
Implementation	Implementing body to be selected		
Activity	SOCIAL MEDIA		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Output : 3 accounts (WeChat and Weibo in China, Facebook in Hong Kong). Risultato : 575.000 views, 28.750 likers/followers total	Output: 3 accounts (WeChat and Weibo in China, Facebook in Hong Kong). Risultato: 575.000 views, 28.750 likers/followers total	Output: 3 accounts (WeChat and Weibo in China, Facebook in Hong Kong). Risultato: 575.000 views, 28.750 likers/followers total
Social Media activity subtotal	€ 57.200,00	€ 44.500,00	€ 44.500,00
Implementation	Implementing body to be selected		
Total for WP 3	€ 81.400,00	€ 59.500,00	€ 59.500,00

Work package	4. Advertising		
Target groups	Consumers		
Activity	SOCIAL MEDIA ADVERTISING		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverable	Output: 10 sponsored posts on WeChat and Facebook. Result: 500,000 total views and 25,000 total likers / followers (included in the total WP3 SOCIAL MEDIA result)	Output: 10 sponsored posts on WeChat and Facebook. Result: 500,000 total views and 25,000 total likers / followers (included in the total WP3 SOCIAL MEDIA result)	Output: 10 sponsored posts on WeChat and Facebook. Result: 500,000 total views and 25,000 total likers / followers (included in the total WP3 SOCIAL MEDIA result)
SOCIAL MEDIA ADV. Activity	€ 20.000,00	€ 20.000,00	€ 20.000,00
Implementation	Implementing body to be selected		
Activity	ONLINE ADVERTISING ON BAIDU		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverable	Output: 1 annual pay per click campaign on Baidu Result: 10.000 clicks, 3 sponsored posts	Output: 1 annual pay per click campaign on Baidu Result: 10.000 clicks, 3 sponsored posts	Output: 1 annual pay per click campaign on Baidu Result: 10.000 clicks, 3 sponsored posts
Subtotal ONLINE ADV activity on BAIDU	€ 10.250,00	€ 10.250,00	€ 10.250,00
Implementation	Implementing body to be selected		
Total for WP4	€ 30.250,00	€ 30.250,00	€ 30.250,00

Work package	5. Communication Tools		
Target groups	Operators and Consumers		
Activity	PUBLICATIONS, MEDIA KIT, PROMOTIONAL MERCHANDISE		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Output: 60.651 materials and gadget produced. Result: 60.651 materials and gadget used/distributed	Output: 60.652 materials e gadget produced. Output: 60.652 materials e gadget used/distributed.	Output: 60.652 materials e gadget produced. Output: 60.652 materials e gadget used/distributed.
Subtotal PUBLICATIONS, MEDIA KIT, PROMOTIONAL	€ 134.915,00	€ 125.005,00	€ 125.005,00
Implementation	Implementing body to be selected		

Activity	PROMOTIONAL VIDEOS		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Output : 11 informative and promotional 1/2 minute videos (in CH and ENG). Result : 302.500 views	Output : 10 informative and promotional 1/2 minute videos (in CH and ENG). Result : 302.500 views.	Output : 10 informative and promotional 1/2 minute videos (in CH and ENG). Result : 302.500 views.
Subtotal for VIDEOS	33.000,00 €	€ 27.500,00	€ 27.500,00
Implementation	Implementing body to be selected		
Total for WP 5	€ 167.915,00	152.505,00 €	152.505,00 €

Work Package	6. Events		
Target groups	Operators: buyers, importers, HORECA, distributors, cooks, sports operators, press		
Activity	STANDS AT TRADE FAIRS		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Output : participation in 8 fairs. Result : 400 operators (50 per fairper year) directly contacted.	Output : participation in 8 fairs. Result : 400 operators (50 per fairper year) directly contacted.	Output : participation in 8 fairs. Result : 400 operators (50 per fairper year) directly contacted.
Subtotal for FAIRS	185.260,00 €	185.260,00 €	185.260,00 €
Implementation	Implementing body to be selected		

Activity	SEMINARS, WORKSHOPS,BTOB MEETINGS, TRAININGS FOR TRADE/COOKS , ACTIVITIES IN SCHOOL		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	TRAININGS FOR COOKS Output : 3 events Result : 60 operators (20 per event) SEMINARS Output : 1 event. Result : 40 operators of which 35 sport professionals (sports trainers, nutritionists, etc) e 5 media operators, 10 publications and 250.000 readership/views	TRAININGS FOR COOKS Output : 3 events Result : 60 operators (20 per event) SEMINARS Output : 1 event. Result : 40 operators of which 35 sport professionals (sports trainers, nutritionists, etc) e 5 media operators, 10 publications and 250.000 readership/views	TRAININGS FOR COOKS Output : 3 events Result : 60 operators (20 per event) SEMINARS Output : 1 event. Result : 40 operators of which 35 sport professionals (sports trainers, nutritionists, etc) e 5 media operators, 10 publications and 250.000 readership/views
Subtotal for TRAININGS FOR COOKS	€ 37.985,00	€ 37.985,00	€ 37.985,00
Subtotal for SEMINARS	€ 32.795,00	€ 32.795,00	€ 32.795,00
Subtotal for SEMINARS and TRAININGS FOR COOKS	€ 70.780,00	€ 70.780,00	€ 70.780,00
Implementation	Implementing body to be selected		

Activity	STUDY TRIPS TO EUROPE		
Description of activity	The opportunity for a study trip to the production areas will be offered to involve operators, both from the trade and the press, in an even more exciting way: the selected operators will be guided through farms, slaughterhouses, processing plants, tastings and themed lunches / dinners. The costs for this activity will include travel expenses (flights and any train / car tickets), food and accommodation, transfer and reception on site. Each activity will last 6 days and will take place in agreed periods for each year. The locations may include the Carpi slaughterhouse but also other specific pig farms in the OPAS production regions.		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Output : 2 incoming. Result : 30 operators	Output : 2 incoming. Result : 30 operators	Output : 2 incoming. Result : 30 operators
Subtotal for STUDY TRIP TO EU	€ 141.200,00	€ 141.200,00	€ 141.200,00
Implementation	Implementing body to be selected		
TOTAL WP 6	€ 397.240,00	€ 397.240,00	€ 397.240,00

Activity	TASTING DAYS		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Output : 4 supermarket chains, 36 points of sale and 144 days of information / promotional activities Result : 14.400 consumers contacted directly.	Output : 4 supermarket chains, 36 points of sale and 144 days of information / promotional activities Result : 14.400 consumers contacted directly.	Output : 4 supermarket chains, 36 points of sale and 144 days of information / promotional activities Result : 14.400 consumers contacted directly.
Subtotal for TASTING DAYS	€ 162.180,00	€ 162.180,00	€ 162.180,00
TOTAL WP7	€ 162.180,00	162.180,00 €	162.180,00 €
Implementation	Implementing body to be selected		

Work Package	8. Other activities	
Target groups	<i>Operators</i>	
Activity	MARKET RESEARCH	
Timeline	YEAR 1	
Deliverable	Output : 2 focus groups, 2 store-checks. Result: 2 final report	
Total for WP 8	€	38.500,00
	<i>Implementing body to be selected</i>	

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

WP	ACTIVITIES	YEAR 1	YEAR 2	YEAR 3	TOTAL
WP2	PRESS EVENT	119.440,00 €	119.440,00 €	119.440,00 €	358.320,00 €
WP3	WEB SITE	24.200,00 €	15.000,00 €	15.000,00 €	54.200,00 €
	SOCIAL MEDIA	57.200,00 €	44.500,00 €	44.500,00 €	146.200,00 €
WP4	ON LINE	30.250,00 €	30.250,00 €	30.250,00 €	90.750,00 €
WP5	COMMUNICATION TOOLS	134.915,00 €	125.005,00 €	125.005,00 €	384.925,00 €
	VIDEO	33.000,00 €	27.500,00 €	27.500,00 €	88.000,00 €
WP6	STAND AND TRADE FAIR	185.260,00 €	185.260,00 €	185.260,00 €	555.780,00 €
	SEMINARS	32.795,00 €	32.795,00 €	32.795,00 €	98.385,00 €
	TRAINING FOR COOKS	37.985,00 €	37.985,00 €	37.985,00 €	113.955,00 €
	STUDY TRIP TO EU	141.200,00 €	141.200,00 €	141.200,00 €	423.600,00 €
WP7	TASTING DAYS	162.180,00 €	162.180,00 €	162.180,00 €	486.540,00 €
WP8	MARKET RESEARCH	38.500,00 €	- €	- €	38.500,00 €

The time schedule assumed for the project is also reported.

It is expected to activate the promotional campaign starting from March 2021 for a three-year duration (36 months, divided into periods of 12 months each), with the conclusion of the activities by February 29, 2024.

In the event of a positive assessment, the start date of the activities will in any case be subsequent to the signing of the agreement with the Competent Authority and the timing must consequently be adequate.

YEAR 1												
WP	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22
WP 2 PUBLIC RELATIONS - PRESS EVENTS												
WP 3 WEB SITE, SOCIAL MEDIA												
WP 4 ADVERTISING - ON-LINE												
WP 5 PUBLICATIONS, MEDIA KIT, PROMOTIONAL MERCHANDISE												
WP 5 PROMOTIONAL VIDEOS												
WP 6 EVENTS- STANDS AT TRADE FAIRS				SIAL SHANGHAI		AIFE PECHINO	HKTRADE DC Food Expo	FOOD2CHINA		China International Import Export Shanghai - FHC Shanghai	HOTELEX GUANGZHOU Hong Kong Food Festival	
WP 6 EVENTS - SEMINARS												
WP 6 EVENTS - TRAININGS FOR COOKS												
WP 6 EVENTS - STUDY TRIPS TO EU												
WP 7 POS PROMOTION - TASTING DAYS												
WP 8 - MARKET RESEARCH												

YEAR 2												
WP	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23
WP 2 PUBLIC RELATIONS - PRESS EVENTS												
WP 3 WEB SITE, SOCIAL MEDIA												
WP 4 ADVERTISING - ON-LINE												
WP 5 PUBLICATIONS, MEDIA KIT, PROMOTIONAL MERCHANDISE												
WP 5 PROMOTIONAL VIDEOS												
WP 6 EVENTS- STANDS AT TRADE FAIRS				SIAL SHANGHAI		AIFE PECHINO	HKTRADE DC Food Expo	FOOD2CHINA		China International Import Export Shanghai - FHC Shanghai	Hong Kong Food Festival	ANUFOOD SHENZHEN 2022
WP 6 EVENTS - SEMINARS												
WP 6 EVENTS - TRAININGS FOR COOKS												
WP 6 EVENTS - STUDY TRIPS TO EU												
WP 7 POS PROMOTION - TASTING DAYS												
WP 8 - MARKET RESEARCH												

YEAR 3												
WP	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24
WP 2 PUBLIC RELATIONS - PRESS EVENTS												
WP 3 WEB SITE, SOCIAL MEDIA												
WP 4 ADVERTISING - ON-LINE												
WP 5 PUBLICATIONS, MEDIA KIT, PROMOTIONAL MERCHANDISE												
WP 5 PROMOTIONAL VIDEOS												
WP 6 EVENTS- STANDS AT TRADE FAIRS				SIAL SHANGHAI		AIFE PECHINO	HKTRADE DC Food Expo	FOOD2CHINA		China International Import Export Shanghai - FHC Shanghai	HOTELEX GUANGZHOU Hong Kong Food Festival	
WP 6 EVENTS - SEMINARS												
WP 6 EVENTS - TRAININGS FOR COOKS												
WP 6 EVENTS - STUDY TRIPS TO EU												
WP 7 POS PROMOTION - TASTING DAYS												
WP 8 - MARKET RESEARCH												

5. SELECTION PROCEDURE FOR THE IMPLEMENTING BODY

5.1 REQUIREMENTS FOR PARTICIPATION

Economic operators, also established in other member states of the European Union, may participate in this tender individually or by using other parties to demonstrate that they possess the economic, financial, technical and professional requirements.

In any case, the competitor who participates in the tender for use is forbidden to participate even individually.

Competitors, **under penalty of exclusion**, must meet the requirements set out in the following points.

5.1.1 Eligibility requirements

Registration in the register held by the Chamber of Commerce, Industry, Crafts and Agriculture for activities consistent with those covered by this tender procedure (to be certified by a copy of the Chamber of Commerce registration). The competitor not established in Italy but in another Member State submits an affidavit or according to the procedures in force in the State in which he 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, on the date of submission of the offer, declare that there are no grounds for exclusion pursuant to Directive 2014/24 / EU, or reasons for exclusion related to:

- to criminal convictions;
- the payment of taxes or social security contributions;
- insolvency, conflict of interest or professional offenses.

The non-existence of these grounds for exclusion must be certified through the attached declaration (Annex 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 between the following two possibilities:

- in the last approved budget must have achieved a global turnover of not less than Euro 2,500,000.00 in letters Euro two million five hundred thousand net of VAT, resulting from the VAT returns or equivalent tax in the EU;
- must be in possession of a bank certificate showing the existence of the same, the ability and suitability to carry out the execution of the actions provided for by the Program.

The possession of the above requirement must be certified by means of the attached declaration (Annex A), signed by the legal representative or by the original declaration issued by the bank (bank certificate). In the case of use of the pooling tool, Annex A as well as 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 carried out, as executor / service provider:

- **at least one project** as implementing body or agent with reference to reg. EU n. 3/2008 and subsequent amendments and additions and / or reg. 1144/2014 and related application regulations, in the reference period: 2017/2019 three-year period;

- **at least one promo-communication project** in the target country indicated and including at least one activity envisaged in these specifications with a minimum spending budget of not less than € 300,000.00 (three hundred thousand / 00), in the reference period: three-year period 2017/2019.

The possession of these requirements must be certified by means of the attached declaration (Annex A), signed by the legal representative. In case of availment, Annex A as well as the remaining required documentation must also be produced by the auxiliary company.

5.2 AWARD CRITERIA

The contract will be awarded 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. has the right to proceed or not to award the contract.

In the event of a tie in the score obtained, the contract will be awarded to the competitor who has reported the highest score in the technical offer. In the event of a tie in both the economic offer and the technical offer, we will proceed by drawing lots.

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

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

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

TECHNICAL OFFER		
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	7
	b) Consistency of the graphic proposal and the communication concept of the campaign with respect to the objectives and topics to be treated	9
	c) declination of the concept according to the target group n. 1 recipient of promotional messages.	8
	d) declination of the concept according to the target group n. 2 recipient of promotional messages.	8
Maximum score		32
2. METHODOLOGICAL APPROACH AND ARTICULATION OF ACTIVITIES	a) actions execution: description of the operating methods used to provide the services and their consistency with the purposes and objectives of the proposed communication campaign and with the Program	8
	b) how to achieve the specific objectives indicated in the program.	8
	c) consistency with the general strategy and the executive procedures of the interventions proposed above	8
Maximum score		24
3. OPERATIONAL CAPACITY	a) quality of the work group proposed for the individual activities in terms of expertise in carrying out activities similar to those indicated in the technical offer.	7
	b) experience in the technical and administrative management of projects funded by the European Union	5
	c) work experience for activities carried out in the target market	6
	d) operating offices in the target market China	6
Maximum score		24
		80

The Commission will evaluate each offer, assigning for each criterion / sub-criterion a qualitative coefficient with a variable value between zero and one, assigned at the discretion of the commissioners according to the following table:

QUALITATIVE JUDGMENT	COEFFICIENTS
not verifiable	0
insignificant evaluation	0,1
evaluation just enough	0,2
sufficient evaluation	0,3
between sufficient and fair evaluation	0,4
fair evaluation	0,5
between fair and good evaluation	0,6
good evaluation	0,7

between good and excellent evaluation	0,8
excellent evaluation	0,9
superlative evaluation	1

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

The Selection Committee will subsequently proceed **to examine the economic offer** and assign scores based on what has been declared, up to a maximum of 20 points, according to the table below.

ECONOMIC OFFER		
Criteria	Subcriteria	maximum score
1. FEE	a) assessment of the appropriacy of the fee expressed in days / man	20
Maximum attributable score		20

The Selection Committee will proceed to evaluate the economic offer by assigning the score with the following formula:

economic offer score for the operator's fee = fee % minimum

$$\frac{\text{fee \% X}}{\text{fee \% minimum}} \times 20$$

where:

fee % minimum: is the lowest percentage of the fee related to the economic offer for the participating economic operator's fee among those presented;

fee % X: is the percentage of the fee related to the economic offer for the fee of the economic operator considered.

The ranking will be drawn up on the basis of the scores attributed to the offers.

The award will go to the competitor who has achieved the highest overall score (technical offer score + economic offer score).

In the event that the contractor does not appear for the stipulation of the contract or in which the falsity of the declarations made is ascertained, the contracting body reserves the right to assign the task to the subject subsequently placed in the ranking, once the checks of rite.

In application of art. 95, paragraph 12, of Legislative Decree 50/2016 and subsequent amendments the Contracting Body will not proceed with the award if no offer is convenient or suitable in relation to the subject of the contract.

6. TERMS OF PRESENTATION OF THE OFFER

The documentation may be written in Italian or English, it must be submitted no later than 12.00 on 15/02/2021 in one of the two following methods chosen by the bidder:

1. by courier or registered mail in paper and electronic format (on CD or USB key);
2. by certified email PEC (opas@legalmail.it). Only for operators based abroad will be accepted the shipment even from non-certified e-mail addresses.

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

In the case of submission of the offer in paper format, the following wording must be included in the package: **"DO NOT OPEN: CONTAINS OFFER THROUGH OPEN COMPETITIVE PROCEDURE FOR SELECTION OF AN EXECUTION BODY" EAT & THINK PINK CHINA** "and the name of the organization / agency / company participating in the Selection Tender.

In the case of submission via PEC, the following wording must be indicated in the subject of the email: **"DO NOT OPEN: CONTAINS OFFER THROUGH OPEN COMPETITIVE PROCEDURE FOR SELECTING AN EXECUTION BODY" EAT & THINK PINK CHINA** "and the name of the organization / agency / company participating in the Selection Competition.

Bidders can send the offer via more than one certified e-mail message, if the attachments exceed the size of 100 mb. If it is necessary to send it through more than one certified e-mail message, all messages must be received no later than 12.00 on 15/02/2021 and the subject of the communication, as well as bearing the above wording, must indicate the message number out of the total number of messages provided (for example "PART 1 OF 3", "PART 2 OF 3" and "PART 3 OF 3").

The delivery of the offer both on paper and by certified e-mail, if for any reason it does not reach its destination within the peremptory term, is at the sole risk of the sender.

The material will be made available, at the appropriate time, to the Evaluation Committee that O.P.A.S. will create to carry out the selection activities.

Postal address to which proposals should be sent within the 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

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

- a. **General presentation** in terms of: contacts, experience gained in the sector of promotion / information on high quality agricultural products, experience in the realization of events, fairs, PR and Press Office activities, processing of promotional / informative material, management of websites and social media, ADV, promotion at PDV, market research.

2. OVERALL STRATEGY - The operator will have to indicate for each point listed below their initiatives and related methods of execution and achievement of results and will have to articulate their proposal through types of activities that they deem most effective in pursuing the project objectives using the

following indications:

- a) strategy articulation: description of the consistency between the objectives envisaged 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 issues to be dealt with;
- c) declination of the concept according to the target group n. 1 recipient: OPERATORS of promotional messages;
- d) declination of the concept according to the target group n. 2 recipient: CONSUMERS of promotional messages.

3. METHODOLOGICAL APPROACH AND ARTICULATION OF ACTIVITIES- For each type of activity and for each country, the interventions intended to be carried out 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 target groups identified and must be designed according to the points listed below:

- a) methods of carrying out the actions: description of the operating methods used to provide the services, consistency with the objectives of the proposed communication campaign and with the program;
- b) methods of achieving the specific objectives indicated in the program;
- c) coherence with the general strategy and the executive methods of the interventions proposed above.

4. OPERATIONAL CAPACITY – The experiences and roles of the working group to be dedicated to the program must be described, in particular the experiences achieved in the target country

- a) quality of the working group proposed for individual activities in terms of skills and quality of the professional profiles indicated in the technical offer.
- b) experience in the technical and administrative management of projects funded by the European Union
- c) work experience for specific activities carried out in the target market
- d) operating offices in the target market China

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. Executor's fee.** As for the costs related to the executing body's fees, these must be detailed for each individual activity and presented in the form of man / days in relation to each individual initiative.
- 2. Financial plan.** The financial plan must contain all the activities necessary for the organization and implementation of the program itself (eg: selection and contact with suppliers, research of prices, choice of locations, reservations, organization of events, etc.).

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

Therefore, the preparation for each country of a table is required that summarizes the total costs of the proposed activities and the relative cost of the agency fee by year. An example table is shown:

Specific activity	Cost for activity	Implementing body fee	Detail of the implementig body services
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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 (equal to € 2,839,155.00 - sum of all proposed activities / initiatives) and the total cost of the fee (sum of the fees provided by the economic operator participating in the Tender for each activity proposed in the table above). The compensation of the implementing body must be between a minimum of 8% and a maximum of 14% 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 SELECTION COMMITTEE

The Selection Committee, a body that will be created ad hoc after the deadline for the submission of offers specifically for the evaluation and selection of the proposals received and made up of representatives of the OP, will meet on 16/02/2021, at 09.00 at the headquarters in Via Guastalla 21 / A, Carpi (MO), (or with telematic methods such as to guarantee full compliance with any limitations connected to the prevention measures of COVID -19 and such as to ensure the certain recognition of the presence and dialogue of the members of the commission) in order to complete the selection procedures.

All participants will be promptly notified of the outcome of the Selection Competition via certified email. The results will also be published on the web site <http://www.opas-coop.it/> **by 17/02/2021**.

Further information can be requested at the following address:

Dr. Antonio Rodà email: antonio.roda@opas-coop.it

TENDER DOCUMENTS:

- NOTICE
- TECHNICAL SPECIFICATIONS
- ANNEX A

9- Processing of personal data

Pursuant to Legislative Decree 196/2003 and Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 containing the European Data Protection Regulation (hereinafter also "GDPR"), we inform you that The data collected are intended for the choice of the contractor and their conferment is optional, it being understood that the bidder who intends to participate in the procedure or win the contract must provide the contracting body with the documentation required by current legislation. The rights of the interested party are those provided for by Article 13 of the aforementioned law. These rights can be exercised pursuant to and for the effects of Legislative Decree 196/2003 and GDPR. The data collected may be disclosed to the staff of the contracting body that takes care of the procedure and to any other person who has an interest in it pursuant to Law 241/1990 s.m.i.

In particular, with regard to the procedure established by this procedure:

- a) the purposes for which the collected data are held relate 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 purposes of managing the tender and will be processed, both on paper and magnetic, even after the possible establishment of the contractual relationship, for the purposes of the relationship itself;
- c) the provision of the requested data is a burden under penalty of exclusion from the tender;
- d) the subjects or categories of subjects to whom the data may be communicated are: 1) the staff of the contracting body; 2) the competitors taking part in the public competition session; 3) any other person who has an interest pursuant to law no. 241/1990 and subsequent amendments;
- e) the rights of the interested party are those referred to in art. 7, of the Legislative Decree. n. 196/2003 and subsequent amendments and articles from 15 to 22 of the GDPR, to which reference is made;

f) the active subject of the collection is the contracting body and the person in charge is the legal representative.

The owner of the data is O.P.A.S. (Organizzazione Prodotto Allevatori Suini) in the figure of the legal representative pursuant to art. 28 of the European Data Protection Regulation ("GDPR") and art. 29 of Legislative Decree no. 196/2003, as well as the Italian legislation for adaptation to the GDPR.

For any further aspect in this regard, it is possible to refer to the "Information on the processing of personal data to the customer" of **O.P.A.S. (Organizzazione Prodotto Allevatori Suini)** and send requests to **Via Guastalla 21 / A - Carpi (MO) - ITALY by registered letter, or by mail to the e-mail address: info@opas-coop.it** or at the phone number +39 059 638611 fax +39 059 638639.

Sole responsible for the procedure

Sole manager of the procedure pursuant to art. 31 of Legislative Decree 50/2016 is the Legal Representative.