

TECHNICAL SPECIFICATIONS AND SELECTION PROCEDURE FOR THE BODY CHARGED WITH IMPLEMENTING THE PROGRAM NAMED: **Different, European, Unique, DOP ("D.E.U.D.")**

1 PRELIMINARY INFORMATION

The Consorzio Tutela Provolone Valpadana ("**Proposing Organization**"), located at Piazza Marconi 3, 26100 Cremona (Italy), VAT no. 00870400199, tel. 0372 30598, email: segreteria@provolonevalpadana.it, PEC: consorziotutelaprovolonevalpadana@legalmail.it as the proposing organization of the program named **Different, European, Unique, DOP ("D.E.U.D.")** (the "**Program**"), within the framework of the EU call for proposals for information and promotion actions concerning European agricultural products conducted in the internal market AGRIP-SIMPLE - 2025 – IM – EU - QS, intends to submit a three-year information and promotion program (2026-2027-2028), and therefore

ANNOUNCES,

pursuant to the reference articles of Reg. (EU) No. 1144/2014, Delegated Reg. (EU) No. 1829/2015, Implementing Reg. (EU) No. 1831/2015, a call for tenders for the selection, by means of an open competitive procedure, of an implementing body ("**Implementing Body**") charged with carrying out the actions/activities/initiatives aimed at achieving the objectives set within the Program (the "**Call**"), submitted under EU Regulation No. 1144/2014 of the European Parliament and the Council - Call for proposals 2025 and if approved, will take place in the following target countries: Italy and Spain - and will involve the following products with a community designation:

- **Provolone Valpadana DOP - Cheese - NC8 04069073**

Economic operators possessing the requirements stated in the aforementioned EU Regulations, as specified in the following paragraphs, are invited to submit a bid (technical and economic) adhering strictly to the instructions contained within this Call for Tenders, in the section titled "**Technical Specifications.**"

It should be noted from the outset that, as this call for proposals is aimed at the execution of a promotional program that is still subject to an application for funding from the aforementioned funds, should the Proposer not be among the organizations selected within the aforementioned Call for proposals 2025, the award of the services under this Call will be considered void and ineffective. In such a case, therefore, no obligations shall remain on the part of the Proposing Organization, which therefore will not be subject to any claims for reimbursement or damages from participants.

Should the Program be approved, the winning Execution Body will be responsible for carrying out the activities planned in the Program; the relationship between the Execution Body and the Proposing Organization will be governed by a specific service contract (the "**Service Contract**").

In general, the Execution Body must not only carry out the agreed activities but also prepare financial and

operational reporting, also providing the Proposing Organization with proof of payment for the expenses incurred, as well as all documentation and information related to the activities carried out (e.g., geolocated photos, data on contacts and results achieved, participant lists, video recordings, description of activities performed, and other details that will be better specified in the service contract).

2 REGULATIONS AND REFERENCE DOCUMENTATION

The framework of essential regulatory references for the execution of the Program includes:

- **Regulation (EU) No. 1144/2014** of the European Parliament and the Council, dated October 22, 2014, on information and promotion actions concerning agricultural products implemented 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 the Council on information and promotion actions concerning agricultural products implemented in the internal market and in third countries;
- **Commission Implementing Regulation (EU) 2015/1831** of October 7, 2015, laying down the rules for the application of Regulation (EU) No. 1144/2014 of the European Parliament and the Council on information and promotion actions concerning agricultural products implemented in the internal market and in third countries;
- **Note from the European Commission DDG1.B5/MJ/DB D(2016)321077** of July 7, 2016 – Guidelines on the tender procedure;
- **Decree of the General Director of the Ministry of Agriculture, Food Sovereignty, and Forests – Department of Food Sovereignty and Equestrian Affairs – DG of General Affairs and Budget – No. 0532478 of October 10, 2024** – "Criteria that non-public organizations must comply with in selecting Execution Bodies";
- **Communication from the European Commission (2006/C) 179/02**, paragraph 2.1.2;
- **Call for proposals for simple programmes 2025 – Promotion of agricultural products (AGRIP-SIMPLE-2025)** Type of Action AGRIP-SIMPLE-2025-IM-EU-QS of January 22, 2025.

It is highlighted that the Proposing Organization is not a public body under Article 2, paragraph 1, point 4, of Directive 2014/24/EU and, therefore, as indicated in the aforementioned regulations, is not required to apply the national rules transposing European directives on public procurement (in Italy, Legislative Decree 36/2023). Directive 2014/24/EU and Legislative Decree 36/2023 will therefore only apply if and to the extent that they are expressly referred to in the Call and its annexes.

In accordance with the provisions of the aforementioned regulations, the tender procedure initiated by the Proposing Organization with this Call will in any case ensure respect for the principles of cross-border interest, transparency, non-discrimination, proportionality, equal treatment, fair competition, and absence of conflicts of interest. The selection and award criteria will be consistent with the objectives of the Program and relevant to the nature of the activities requested, favoring the best quality-price ratio.

This tender procedure does not envisage a division into lots, as it is more efficient and effective for the execution of the service to identify a single contractor who can perform all the activities envisaged by the Program in question.

Indeed, the work packages and their activities are closely connected to each other and must be carried out according to a logical and functional sequence that can only be optimized by having a single contractor, who must ensure the coordination and integration of the workgroup and the various professions necessary and involved in the realization of the contracted service.

3 MAIN INFORMATION ON THE PROGRAM

3.1 Products subject to promotion

- **Provolone Valpadana DOP - Cheese - NC8 04069073**

3.2 Target Markets

Italy and Spain

3.3 Target groups

Italy: General Cheese Consumers; Family Purchase Managers; Food Sector and HORECA Operators; Culinary Experts and Influencers; Media Professionals

Spain: Food Sector and HORECA Operators; Culinary Experts and Influencers; Media Professionals.

3.4 Program Duration

36 months from the start date of the Program, subject to potential suspension periods.

3.5 Budget for activities under the Implementing Body

€ 2.198.560,00

Economic operators intending to participate in this selection tender (the “**Candidates**”) must submit a bid taking into account the total budget highlighted above, including the compensation of the Execution Body, which must be between a **minimum of 10% and a maximum of 12%** of the total cost of the activities and calculated by excluding it from the total cost of the activities.

| MARKET | INVESTMENT |
|--------|----------------|
| ITALY | 1.825.835,74 € |
| SPAIN | 372.724,26 € |

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| TOTAL | 2.198.560,00 € |
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Please note that, as this is not a "lowest bid" tender, the full allocation of the above-mentioned budget is required.

3.6 Program Objectives

The general objective, as outlined in the "2025 Work Programme," is to enhance the competitiveness of the EU agri-food sector and increase consumer awareness of its high standards of quality, safety, and sustainability in the domestic market.

The specific objectives are:

General Objective 1: INCREASE AWARENESS AND RECOGNITION OF THE UNION'S QUALITY SYSTEMS through the recognition of the PDO mark.

General Objective 2: ENHANCE THE COMPETITIVENESS OF UNION PRODUCTS REGISTERED UNDER QUALITY SCHEMES BY INCREASING THE CONSUMPTION (VOLUME AND VALUE OF SALES) OF THE TESTIMONIAL PRODUCT IN THE TARGET COUNTRY

Candidates must present a corpus of activities and initiatives (informational and promotional) that revolves around a clear and precise market- and target group-oriented strategy, aimed at achieving the above-stated objectives and consistent with the union message presented during the application phase of the Program, with the expected duration and the financial resources made available.

To achieve the Program's objectives and meet the prescriptions of the referenced legislation mentioned above, the main themes to consider are the following:

- **Promotion of PDO Certification:** Emphasize the importance of Protected Designation of Origin (PDO) certifications in ensuring the quality and origin of products, in order to educate and raise awareness among consumers and industry professionals about the added value these certifications bring to food products.
- **Education on the Quality and Tradition of Provolone Valpadana:** Spread in-depth knowledge about the traditional production techniques of Provolone Valpadana, its historical and cultural context, and its nutritional benefits, to strengthen the perception of the cheese's quality and value.
- **Innovation and Culinary Versatility:** Showcase the versatility of Provolone Valpadana through innovative and traditional recipes, culinary demonstrations, and pairings with other PDO, PGI, and TSG certified products, to stimulate interest and use of the cheese in various gastronomic contexts.

- **Collaborations with Local Stakeholders:** Establish partnerships with local producers, PDO consortia, and Ho.Re.Ca sector operators to create a support network that facilitates the distribution and promotion of Provolone Valpadana within target markets.
- **Educational Events and Workshops:** Organize events, tastings, and workshops involving industry experts, renowned chefs, and influencers to increase product visibility and enhance understanding of its distinctive qualities.
- **Multichannel Communication Strategies:** Implement an integrated communication strategy that includes television and radio advertising, social media campaigns, PR, and digital marketing initiatives to reach a broad and diverse audience.
- **Sustainability and Environmental Impact:** Promote sustainable production practices associated with Provolone Valpadana and communicate efforts made to reduce environmental impact, aligning with growing consumer concerns for sustainability.

The following work packages (WP) and activities must be included in the proposals, as described in detail within the Technical Specifications:

- **WP 2 – Public Relations**
 - Ongoing press office
 - Press conferences
- **WP 3 – Website, Social Media**
 - Website
 - Social media
- **WP 4 – Advertising**
 - TV
 - Radio
- **WP 5 – Communication Tools**
 - Strategy and visual identity
 - Promotional material
- **WP 6 – Events**
 - Seminars, workshops, Walk Around tasting
 - Restaurant weeks

TECHNICAL SPECIFICATIONS

4 Subject of the Service Contract

4.1 General Description of the Contracted Service

he service subject to the Service Contract consists of the execution of a part of the Program, as indicated in these Technical Specifications. The Execution Body must therefore ensure:

- the development of the work packages that make up the Program, starting from the signing of the Service Contract;
- the operational activation of the promotional actions and activities planned for the period established by the Program, based on the objectives set by the communication strategy, also through constant monitoring of the activities carried out and their effects;
- the preparation of documentation capable of evidencing the activities performed.

The service must be characterized by qualified technical and operational support, high quality of the products created, and distinguish itself through the innovativeness of the messages, the tools used to convey them, and the methods of engaging the target audiences. The development and execution of the agreed activities must take place in a manner consistent with the general and specific objectives and the communication strategy, taking into account the priorities and objectives of EU Regulation 1144/2014, ensuring clear recognition of the Program and its promoting entities.

4.2 Execution Methods

In carrying out the Service Contract, the Execution Body must:

- Plan and implement the work packages entrusted during the entire three-year execution period of the Program, from the signing of the Service Contract to the conclusion of the activities, according to the deadlines defined in the Program, in this Call for Tenders, in the Service Contract, or as otherwise communicated by the Proposing Organization;
- Adhere to the communication strategy identified in the Program, work towards achieving the objectives set by the Program while paying attention to the constant monitoring of the activities carried out and their effects and impacts;
- Oversee the administrative/financial monitoring of the Program, including the maintenance of registers and supporting documents, the transmission of deliverables, the preparation of actions and payment requests, and ensure transparent accounting of expenses and sound administrative and financial management of the entrusted work packages, which includes periodic reporting activities and the final technical report, according to the deadlines provided by the reference regulations;
- Observe every indication contained in this Call for Tenders and in the Service Contract, as well as comply with the reference legislation, including any that may be issued during the contractual period, ensuring an execution of the packages consistent with the general and specific objectives set by the Program and Reg. (EU) 1144/2014, as well as clear traceability to the Program and the Proposing Organization;
- Assign to the project qualified individuals capable of carrying out the activities, forming a work group charged with managing and implementing the work packages, which meets the requirements of this Call for Tenders, as detailed below;
- Provide qualified technical and operational support to the Proposing Organization for the entire duration of the

Service Contract, fully collaborating with the Organization and ensuring timely and adequate information on the realization of program activities and the achievement of the related deliverables and outputs;

- Assume full technical and financial responsibility for the actions to be carried out under the Service Contract, including compliance with European Union legislation and applicable competition rules;
- Preserve all original documents relating to the execution of the Service Contract, including justifications as required by law and in any case for a period not less than three years after the payment of the balance, to be extended in case of controls, audits or investigations for their entire duration;
- Make available to the Proposing Organization, upon its request and/or in the context of controls, audits, or investigations, all documentation produced during the performance of the Service Contract, as well as all data processed, used, or collected during the execution of the activities, including those necessary for a correct evaluation of the effectiveness of the Program.

4.3 Employed Personnel and Work Team

The Execution Body must establish and maintain, for the entire duration of the Service Contract, a work team, in compliance with the participation requirements, which will be charged with managing and implementing the Program. All activities of the work team must be agreed upon and shared with the Proposing Organization.

It is anticipated that one or more members of the work team will be available for periodic monitoring meetings at the Proposing Organization's headquarters to provide operational support for activities of the plan that need to be carried out in close coordination with the reference structure. Coordination and information exchange with the Proposing Organization may also involve different and articulated methods: meetings, telephone contacts, video calls, email correspondence, and the exchange of materials and documents through online sharing systems.

The Execution Body must ensure service performance by personnel with legitimate and regular employment or collaboration relationships and having the professional and technical qualifications appropriate for employment and project realization. The work team must be characterized by a flexible organizational approach to respond to changes and/or unforeseen events that may arise during the Program's implementation and must speak Italian.

In particular, the staff of the dedicated work team must possess a range of skills in the following areas, listed by way of example and not exhaustive: communication, event and fair organization, knowledge and experience of activities related to the target market of the project, press office, project management, digital web and social management, graphics, etc. In particular, they must be able to define quantitative objectives in advance and propose projects consistent with this. Furthermore, the Execution Body must ensure adequate monitoring of the results.

For the duration of the Service Contract, the Execution Body commits to:

- Establish and make available an adequate project team (the people who will be directly involved in the work), respecting the participation requirements; this team will be defined in agreement with the Proposing Organization;
- Agree and share all the team's activities with the Proposing Organization;

- Employ suitable personnel of proven ability, honesty, morality, and proven confidentiality who must maintain the utmost secrecy about what they have come to know in performing the service;
- Ensure the stability and continuity of the service under all circumstances, ensuring personnel quantitatively and qualitatively adequate to the needs and in respect of the contents of the technical offer;
- Respect, with regard to its personnel, the employment contracts related to wage, regulatory, pension, and insurance treatment;
- Provide a project contact who attends the monitoring meetings at the headquarters of the Proposing Organization (these will have a frequency defined by the Proposing Organization), to provide operational support to the activities of the Program;
- Prepare all possible means of communication that can simplify the coordination, monitoring, and control of the Program.

5 Duration of the Service Contract

The Service Contract will be signed subsequent to the signing of the Grant Agreement with the Member State and the Paying Agency (AGEA) by the Proposing Organization, and will have a duration of 36 months.

The Proposing Organization reserves the right to terminate the Service Contract, with at least three months' notice via registered mail with return receipt or certified email (PEC), in case of non-compliance with the stipulations set forth in this Call for Tenders.

The Proposing Organization reserves the right to extend the duration of the Service Contract for a maximum of an additional 6 months, in order to ensure the completion of the activities planned in the Program, under the same economic conditions.

6 Type of Activities Envisioned by the Program

The eligible activities and initiatives, according to the reference legislation, requested within the scope of this Call for Tenders for the realization of the Program are similar to those typical of information and promotion concerning high-quality agricultural and gastronomic products, considering the themes to be addressed and the objectives listed above, and fall into the following categories:

- **WP 2 – Public Relations**
 - Ongoing press office
 - Press conferences
- **WP 3 – Website, Social Media**
 - Website
 - Social media
- **WP 4 – Advertising**

- TV
- Radio
- **WP 5 – Communication Tools**
 - Strategy and visual identity
 - Promotional material
- **WP 6 – Events**
 - Seminars, workshops, Walk Around tasting
 - Restaurant weeks

The objective is to expand the presence of the promoted designations in the Italian and Spanish markets, involving the following target groups:

- **Italy:** General Cheese Consumers; Family Purchase Managers; Food Sector and HORECA Operators; Culinary Experts and Influencers; Media Professionals
- **Spain:** Food Sector and HORECA Operators; Culinary Experts and Influencers; Media Professionals.

The following are the general guidelines for the informational and promotional activities that each Candidate must include in their proposal as part of this selection process. While respecting the provisions set forth in the Call for Tenders, particularly the fundamental characteristics of the Work Packages (WP), as well as applicable reference legislation, each Candidate has the freedom to formulate and elaborate on the proposed actions, proposing innovative activities while still ensuring the achievement of the objectives set by the Program.

The offer must include a presentation of the general strategy of the promotional program, based on the main information mentioned above, and must highlight:

- the ability to meet the information needs of the target audience;
- the communicative effectiveness of the message and content;
- the ability to engage the target groups.

The strategy must describe the characteristics that make the Candidate's proposal suitable to effectively convey the message and contents of the Program, identifying the geographic areas of the target market(s) and justifying these choices, in accordance with what is indicated in these Technical Specifications.

For each WP developed, an indication of the expected results and a specification of the methods of implementation are required. It is specified that budget transfers between WPs or between activities are not allowed.

The offeror is asked to formulate their best proposal to facilitate the achievement of the expected objectives and to detail the working methodology, the individual activities providing in the economic offer the detail of unit costs for each individual activity proposed on each target country.

WP 2 – Public Relations

Ongoing Public Relations Activities

The PR strategy will include the issuance of press releases, aiming to engage food journalists, culinary key opinion leaders (KOLs), and cheese enthusiasts. The content will highlight the unique attributes of Provolone Valpadana DOP, including its production methods, culinary versatility, and cultural significance. Moreover, the releases will underscore its exemplary role within the European Quality production framework. Distribution will be targeted toward major culinary media outlets in Italy and Spain, synchronized with other project activities and periods of peak cheese consumption. The main goal is to enhance the visibility of the cheese, educate the market about its distinctive qualities, and inform consumers about the European Quality schemes through the media. This approach is designed to amplify the quality of European products and the market presence of the promoted products, increasing awareness of the EU quality schemes.

The activity will include:

- Media Relations Strategy – Development of a structured plan for engaging specialized media in Italy and Spain.
- Press Release Management – Writing and periodic dissemination of press releases, tailored to different media targets.
- Media Database Maintenance – Continuous updating of the list of journalists, bloggers, and key opinion leaders.
- Support for Content Production – Managing press inquiries and assisting media in producing articles, interviews, and reports.
- Monitoring and Reporting – Tracking press appearances and producing periodic reports on visibility and communication effectiveness.

The press office will operate in synergy with the other promotional activities envisaged by the project, ensuring a coherent and coordinated narrative across all communication channels.

Press Events

A press event will be organized to kick off the three-year promotional campaign and will unfold with a planned series of activities, all aimed at capturing the attention of an audience of 30 food journalists, culinary influencers, and industry experts. Upon their arrival, guests will be welcomed into a charming venue, chosen for its prime location and accessibility, which underscores the event's appeal to both local

and national media. This setting provides an ideal backdrop for the planned activities, starting with guest invitations which will be carefully curated to ensure the attendance of influential figures in the food industry.

The activity will include:

- Definition of Format and Scheduling – Planning to ensure effective coverage and high-level participation.
- Venue Selection – Identifying appropriate and representative spaces that enhance the product and offer a suitable context for press meetings.
- Media Engagement – Selection and invitation of specialized journalists, bloggers, and industry publications to ensure a qualified audience.
- Press Materials – Creation of digital and printed press kits with informational content, images, and insights on the products.
- Post-event Follow-up – Managing media relations post-event, sending summary materials, and monitoring the media coverage obtained.

ALLOCATED INVESTMENT FOR WP 2 – PUBLIC RELATIONS

67.200,00 €

WP 3 – Website, social media

Website

For the project website, the content needs to be engaging, informative, and visually appealing to attract and educate visitors about the promoted products and the European Quality schemes. Following the initial structure description for the website:

Homepage

- Image: visual campaign of the programme.
- Introduction: Brief overview of the project, the promoted products, its DOP status, and the European quality scheme framework.
- Latest News Ticker: Rolling updates on upcoming events, recent press releases, and major achievements in the project.

About Provolone Valpadana

- History: Details on the origins and traditional aspects of Provolone Valpadana production.
- Production Process: Step-by-step guide on how the cheese is made, emphasizing traditional methods combined with modern standards.
- DOP Certification: Explanation of the DOP label and what it signifies for quality and authenticity.

Recipes & Usage

- Recipe Gallery: Curated recipes featuring Provolone Valpadana, from classic dishes to modern culinary innovations.
- Serving Suggestions: Tips on pairing the cheese with other foods and beverages.

Media Center

- Press Releases: Access to all press releases distributed as part of the PR campaign.
- Image Gallery: High-quality photos of the events, and production process.

News & Events

- Calendar of Events: Schedule of upcoming promotional events, tastings, and other activities.
- Latest News: Articles and updates on the project's progress and milestones.
- Downloads: Brochures, fact sheets, and educational materials available for download.

Contact & Social Media

- Contact Information: Ways to get in touch with the project team, including a contact form.
- Social Media Links: Quick links to follow the project on various social media platforms for real-time updates and engagement.

The website will be designed with user experience in mind, featuring easy navigation, responsive design, and multilingual options to cater to both Italian and Spanish audiences.

The activity will include:

- Essential and Intuitive Structure – Creation of a functional and easy-to-navigate site, with dedicated sections for products, project values, and planned activities.
- Optimization for the Target Audience – Content developed to meet the needs of the target audience, with clear and professional language.
- Integration with Other Communication Activities – The site will host updates on events, press conferences, and promotional initiatives.
- Management and Periodic Updates – Implementation of a structure that allows agile and sustainable updates, with a focus on news, articles, events, and press reviews.

The website will be a practical and functional tool, complementary to other promotional activities, without requiring

significant investments in development and maintenance. The goal is to create a clear and authoritative reference point, capable of strengthening the campaign message with a simple but effective approach.

Social Media

The target audience includes cheese enthusiasts, culinary professionals, and foodie communities in Italy and Spain. These audiences are engaged due to their interest in high-quality, traditional foods and regional culinary practices. Each year, the campaign will execute 168 posts across the established social media platforms. This content will feature engaging visuals, detailed information about Provolone Valpadana DOP's heritage, production process, and culinary versatility, as well as recipes and usage tips. The posts aim to educate and inspire the audience, increasing the awareness of the promoting product characteristics and the European Quality schemes.

The main objective is to increase the awareness of the European Quality Schemes, leveraging the visibility of Provolone Valpadana DOP as a testimonial.

The activity will include:

- Selection of Platforms – Identification of one or two main channels chosen based on their relevance to the target audience and the type of content expected.
- Editorial Plan – Periodic publication of posts to promote events, share content related to the products, and enhance the project through visual and descriptive storytelling.
- Minimal but Effective Interaction – Basic management of interactions with followers and industry professionals, with targeted responses to any relevant questions or comments.
- Synergy with Other Activities – The published content will amplify already planned communication actions, such as event coverage, press conferences, and advertising in specialized publications.

The social activity will therefore have a pragmatic and sustainable approach, ensuring a consistent and functional digital presence aligned with the overall strategy of the project.

ALLOCATED INVESTMENT FOR WP 3 – WEBSITE, SOCIAL MEDIA

269.068,80 €

WP 4 – Advertising

TV ADV

The TV advertising activity to promote the program and the promoted products will be designed to engage specific demographic segments through targeted content and strategic timing, leveraging the nuances of media consumption

trends. The advertising will target 'Golden Shoppers' and 'Silver Shoppers,' who are more likely to value the quality and origin of their food. These groups are characterized by their above-average incomes and a discerning approach to food purchases. The campaign will also aim to reach mainstream families across Italy, who are frequent consumers of indulgent and high-quality food products. The campaign will consist of high-impact TV spots designed to capture the essence of Provolone Valpadana DOP. The content will emphasize the cheese's quality, heritage, and versatility in culinary applications. The ads will feature engaging narratives that highlight the cheese's role in enhancing everyday meals and its superiority over non-DOP cheeses. The strategic goal of the TV advertising is twofold: to increase the general consumption of Provolone Valpadana DOP by enhancing brand awareness and to encourage the replacement of non-branded cheeses with DOP-certified products among consumers. This approach not only aims to boost sales but also to educate the public about the benefits of choosing products with guaranteed quality and origin. This activity is envisioned solely for the Italian market.

The activity will include:

- Selection of networks with a strong impact on the target audience.
- Content Evaluation – Verification of content adherence to project guidelines, ensuring consistency with communication objectives.
- Coverage Monitoring – Measurement of media impact and generated visibility.

Radio ADV

The radio advertisements will focus on the exceptional qualities of Provolone Valpadana DOP, emphasizing its heritage, the meticulous DOP certification process, and its versatility in various culinary settings. The spots will include compelling narratives that encourage listeners to choose Provolone Valpadana DOP over non-branded cheeses, highlighting the advantages of selecting products that guarantee quality and origin. The main goal of the radio advertising campaign is to bolster Provolone Valpadana DOP's market presence by educating consumers about the benefits of choosing DOP-certified cheeses. This educational push aims to increase overall consumption and encourage a shift from generic cheeses to Provolone Valpadana DOP, highlighting its superior quality and authenticity. This activity is envisioned solely for the Italian market. **The activity will include:**

- Selection of networks with a strong impact on the target audience.
- Content Evaluation – Verification of content adherence to project guidelines, ensuring consistency with communication objectives.
- Coverage Monitoring – Measurement of media impact and generated visibility.

ALLOCATED INVESTMENT FOR WP 4 – ADVERTISING:

1.523.200,00 €

WP 5 – Strumenti di comunicazione

Communication Tools Visual Identity and Communication Strategy

The visual identity, concept, and communication strategy are tailored to resonate across diverse audiences and platforms. The campaign is aimed at a broad audience, focusing on consumers interested in innovative and sustainable initiatives, as well as stakeholders involved in environmental or developmental projects. The aim is to establish a strong, recognizable brand that effectively communicates the project's goals and values, enhancing visibility and engagement among targeted demographics. This strategy is designed to attract support, foster partnerships, and encourage active participation in the project's initiatives. **The activity will include:**

- Definition of Visual Identity – Development of a unified graphic concept that enhances the promoted products and their connection to the territory, in compliance with EU guidelines.
- Coordination with Promotional Activities – Ensuring that the visual identity is applied to all communication materials, including advertising, social media, website, events, and promotional materials.
- Production of Visual Materials – Creation of images, infographics, and graphic contents to support the campaign and strengthen the perception of certified European quality.
- Application of EU Graphic Regulations – Correct integration of the “Enjoy, it's from Europe” logo, respecting proportions, colors, and positioning defined by EU directives.
- Development of Implementation Guidelines – Creation of a visual manual, defining the use of logos, institutional colors, and the management of graphic elements in different communication tools.

Promotional Material

The development of promotional materials will support the communication of the project, ensuring a coordinated and recognizable presence in the target markets. The materials must comply with the European Union guidelines, ensuring the correct use of institutional logos and consistency with the campaign's visual identity.

The activity will include:

- Types of Materials – Development of physical promotional tools and promotional gadgets, to support the promotion of Provolone Valpadana DOP.
- Consistency with Visual Identity – Application of the project's graphic concept, ensuring a unified and recognizable image.
- Respect for EU Regulations – Correct integration of the “Enjoy, it's from Europe” logo, respecting proportions, colors, and positioning defined by community directives.
- Materials for Events – Creation of promotional tools intended for press events, tastings, B2B meetings, and media campaigns, ensuring maximum communicative effectiveness. The goal of the activity will be to ensure effective and high-quality communication tools that strengthen the perception of Provolone

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| Valpadana DOP as a certified product of excellence and maximize the impact of promotional activities. | |
| ALLOCATED INVESTMENT FOR WP 5 – COMMUNICATION TOOLS: | 40.320,00 € |

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| WP 6 – Events |
| Seminars, Workshops, and Walk Around Tasting |
| <p>A series of workshops and seminars are designed to deepen professional understanding and appreciation of the cheese, tailored to specific industry profiles. These activities serve as hands-on educational platforms to showcase the qualities and potential applications of Provolone Valpadana, as a testimonial of European Quality. The sessions are aimed at diverse professional groups, including importers, distributors, retail and Ho.Re.Ca operators, and media professionals, providing tailored content to address the specific needs and interests of each group. Structured as comprehensive workshops and seminars, these events combine theoretical learning with practical experiences. Topics covered include the history of Provolone Valpadana, its production process, types, aging, and nutritional aspects. Practical sessions include tastings, sensory analysis, cutting techniques, pairing suggestions, and serving tips. These activities are uniquely planned for the Spanish market throughout the duration of the campaign to maintain momentum and engagement with the professional community. Each session is designed to optimize attendance and impact, with timings set to align with the availability and interest of the targeted professionals. The main goal of these workshops and seminars is to enhance the knowledge and skills of professionals who influence purchasing decisions and consumer preferences.</p> |
| Restaurant weeks |
| <p>The campaign foresees a series of meticulously curated gastronomic events aimed at elevating the culinary status of Provolone Valpadana DOP through promotional and educational activities across various regions of Spain. This initiative not only showcases the versatility of Provolone Valpadana but also fosters a deeper appreciation and understanding of European quality certifications among the public. The target audience for these events includes consumers, media, communication professionals, local producers, and consortia of Spanish PDOs. The engagement of these groups ensures broad dissemination and impact of the campaign’s objectives. The campaign involves organizing twelve gastronomic events, four annually, across selected Spanish cities. Each event lasts for a week or two, where selected restaurants offer a unique gastronomic experience featuring Provolone Valpadana DOP. The restaurants will create original menus that highlight Provolone Valpadana DOP, paired with local PDO, PGI, and TSG certified wines and products.</p> |

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| ALLOCATED INVESTMENT FOR WP 6 – EVENTS: | 298.771,20 € |
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7 Requirements for Participation in the Tender

7.1 Eligibility Requirements

Candidates may participate in this tender either individually or as a consortium, provided they meet the prescribed requirements below. A candidate that participates as part of a consortium is prohibited from also participating individually; in such cases, both offers will be considered non-admissible.

For eligibility in this tender process, the candidate must comply with the offer submission instructions, must have legal personality, and must be established in a Member State of the European Union.

In the case of joint participation (e.g., temporary business associations or business networks), the eligibility requirements just mentioned (legal personality and being established in an EU Member State) must be met by all participants at the time of offer submission. Under penalty of exclusion, the candidate must present a certificate from the Chamber of Commerce, Industry, Craftsmanship and Agriculture attesting to the exercise of activities consistent with those subject to this Call for Tenders. If the candidate is not based in Italy, they must present a certificate of registration in a commercial register kept in the Member State where the operator is based.

In the case of participation as a yet-to-be-established temporary business association, the offer (technical and economic) must be signed by all the economic operators that will constitute the temporary grouping and must include a declaration committing, in the event of an award, to confer a special collective mandate with representation to one of them, to be indicated in the offer and qualified as the agent, who will sign the Service Contract on their own behalf and on behalf of the mandators.

Candidates that are in a control situation as defined in art. 2359 of the civil code, or in any relationship, even de facto, where control or the relationship implies the accountability to the same decision-making center of the offers submitted, cannot participate.

Candidates are also prohibited from participating in the Call for Tenders in more than one temporary association of enterprises. If this situation occurs, the participants will be excluded both individually and as a group.

7.2 Non-existence of Exclusion Causes for Participation in the Tender

Participation in this tender procedure is reserved, under penalty of exclusion, for Candidates who at the date of submission of the offer declare that there are no grounds for exclusion under Directive 2014/24/EU, or reasons for exclusion related to:

- criminal convictions;

- payment of taxes or social security contributions;
- insolvency, conflicts of interest, or professional misconduct. The absence of these reasons must be certified through the attached declaration (Annex A) signed by the legal representative.

In the case of participation in the Call for Tenders by a temporary grouping, all the economic operators that are part of it must present and sign their own declaration.

7.3 Economic and Financial Capacity Requirements

The candidate must have achieved, in the three years prior to the publication of the Call for Tenders, a total turnover of not less than € 2,000,000.00 excluding VAT. For these reasons, candidates must attach to their offer, under penalty of exclusion:

- A. the last three approved financial statements. In the case of temporary business associations or business networks, each participating entity must present these documents.
- B. a declaration from the economic operator's reference bank attesting to the solidity and sufficiency of the financial means necessary to ensure the optimal execution of the actions planned by the Program for its entire duration and until the final settlement of accounts. In the case of temporary business associations or business networks, each participating entity must present such a declaration. Along with the submission of the indicated documentation, Annex A must be transmitted, certifying the existence of the financial capacity requirements through a declaration made and signed digitally or in autograph form by the legal representative. In the case of not yet established temporary business associations or business networks, the legal representatives of each participating company in the association or network must sign Annex A.

7.4 Technical and Professional Capacity Requirements

The Candidate (either single or as part of a temporary business association) wishing to participate in this selection tender must:

- have carried out, during the three years prior to the publication of the Call for Tenders, services similar to those subject to this tender for a total amount of no less than €1,000,000.00 excluding VAT;
- attach a list of the main services provided (company CV);
- attach the CVs of the personnel who will be employed in the execution of the Service Contract, which must demonstrate proven experience in services similar to those subject to the tender.

For similar services, these include (by way of example and not exhaustive):

- management of complex international promotion projects/programs;
- management of business groups and coordination of workgroups;
- design and management of publicly funded programs;
- organization of events and incoming activities;
- press office management;
- communication activities, PR, etc., including online;

- production of informational material;
- production of promotional videos;
- promotional activities in the agri-food sector;
- experience in communication on the topic of "sustainability".

Along with the submission of the indicated documentation, Annex A must be transmitted, certifying the existence of operational capacity requirements through a declaration made and signed by the legal representative. In the case of not yet established temporary business associations or business networks, each legal representative must sign Annex A. These requirements must be possessed by the economic operator or the temporary business association as a whole, provided that in such cases the lead company must possess the requirements and perform the majority of the services.

8 Award criteria

The Evaluation Committee, responsible for assessing the technical and economic offers of the Candidates, will be appointed after the deadline for the submission of offers and will consist of an odd number of up to 5 members, who are experts in the specific sector to which the Contract refers. The Contract will be awarded based on the principle of the best quality-price ratio. For each evaluation category, points will be assigned as follows:

a) quality of the technical offer: maximum 85 points;

b) economic offer: maximum 15 points.

Each Candidate will be assigned a score according to the criteria indicated above and the sub-criteria defined in the tables below. The maximum score is one hundred points (100). The work of the Committee must be adequately recorded, including, among other things, the reasons supporting the evaluations made.

8.1 Evaluation and quality of the technical offer

The technical offer must ensure the minimum requirements described in this Technical Specification. It must be formulated to provide all necessary elements for a complete and in-depth evaluation regarding the content and quality of the proposed service. Its preparation must be characterized by conciseness, concreteness, and feasibility.

The maximum technical score of 85 points will be assigned based on the clarity, logic, and methodological rigor of the presentation; conciseness; completeness; and consistency with what is required in the tender documents, applying the following criteria and sub-criteria as indicated in the table below.

| Criteria | Sub-Criteria | Maximum Score |
|---------------------|--------------|---------------|
| 1. OVERALL STRATEGY | | |

| | | |
|-----------------------------------|---|-----------------|
| | Adequacy of the proposed methodology and quality of the communication strategy structure: in particular, demonstration of the ability to achieve the expected project results | Up to 3 points |
| | Consistency between the overall project strategy and the individual activities, as well as coherence between the overall project strategy and the project's expected objectives | Up to 3 points |
| Maximum attributable score | | 6 |
| 2. PROJECT OUTPUTS | Creativity and innovation in the implementation methods and content of the proposed project outputs (e.g., press office management, production of informational materials and online communication, organization of events and incoming activities, etc.) | Up to 15 points |
| | Effectiveness and ability of the expected outputs to convey the project's message | Up to 5 points |
| | Quality of the graphic proposal, concept, and promotional message content, ensuring alignment with the project's expected results | Up to 15 points |
| | Quality of the team dedicated to communication, graphic design, event management, etc., for the project (assessment based on team members' CVs) | Up to 10 points |
| Maximum attributable score | | 45 |
| 3. METHODOLOGICAL APPROACH | Adequacy of the implementation and execution methods | Up to 8 points |
| | Adequacy of planning in terms of alignment with communication strategy objectives and consistency with the scheduling timeline: specifically, coherence between the proposed activity schedule and the effectiveness of action execution, including the involvement of professional resources | Up to 3 points |
| | Adequacy of control mechanisms to monitor the proper economic-financial execution of the project and compliance with the schedule: quality and effectiveness of the execution methods of the planned actions | Up to 3 points |
| | Quality of the team dedicated to project management activities (assessment based on team members' CVs) | Up to 6 points |

| | | |
|-----------------------------------|--|------------------|
| | Adequacy and effectiveness of the tools provided for evaluating project results | Up to 3 points |
| | Quality of the team dedicated to project result evaluation (assessment based on team members' CVs) | Up to 6 points |
| Maximum attributable score | | 29 |
| | Additional proposed services | Up to 3 points i |
| | Support activities provided to the Proposing Organisation | Up to 2 points |
| Maximum attributable score | | 5 |

For determining the scores obtained for the technical offer in relation to the criteria and sub-criteria indicated above, the discretionary attribution method will be used by the Evaluation Committee, applying a coefficient (to be multiplied by the maximum score attributable for that criterion), varying between 0 and 1. Therefore, the Evaluation Committee will assign a justified score to each offer according to the following grid:

| QUALITATIVE JUDGMENT | COEFFICIENTS |
|------------------------------------|---------------------|
| Not identifiable | 0 |
| Insignificant evaluation | 0.1 |
| Barely sufficient evaluation | 0.2 |
| Sufficient evaluation | 0.3 |
| Evaluation between sufficient/fair | 0.4 |
| Fair evaluation | 0.5 |
| Evaluation between fair/good | 0.6 |
| Good evaluation | 0.7 |
| Evaluation between good/excellent | 0.8 |
| Excellent evaluation | 0.9 |
| Outstanding evaluation | 1 |

The evaluation method includes the following steps:

a) the Evaluation Committee assigns a coefficient between 0 and 1 to each offer for every criterion, defining a score for each criterion obtained by multiplying the maximum assignable score for the criterion by the coefficient chosen by the committee.

b) calculation of the total score for each offer by summing the products derived from the multiplication of the maximum assignable scores and the assigned coefficients:

$$Total\ Score_{\{offer\}} = \sum_{\{i=1\}}^{\{n\}} (C_i \times P_i)$$

- C_i = coefficient assigned for the criterion
- P_i = maximum score assigned to the criterion
- n = total number of criteria

c) approximation of any non-integer values to the second decimal place;

d) comparison of the total scores obtained by the offers and creation of a final ranking, identifying the successful bidder as the economic operator whose offer has achieved the highest score.

If there is only one valid offer, the Proposing Organisation has the discretion to proceed with or cancel the Contract award. In the event of a tie, the contract will be awarded to the bidder with the highest technical offer score. If there is still a tie in both the economic and technical offers, the award will be decided by a draw.

The Evaluation Committee will be appointed ad hoc after the deadline for submission of offers and will carry out the selection procedures.

8.2 Evaluation of the economic offer

The economic offer must be structured in such a way as to allow the evaluation of the various elements indicated in the following table:

| ECONOMIC OFFER: MAXIMUM 15 POINTS | | |
|--|---|----------------------|
| Evaluation Element | Motivational Criteria | Maximum Score |
| ECONOMIC OFFER (Max 15 points) | <u>Economic Analysis:</u> Assessment of the cost-effectiveness of the proposed initiatives based on market prices | Up to 10 points |
| | <u>Fee:</u> Evaluation of the appropriateness of the fee (expressed in man-days) requested by the bidding economic operator for the | Up to 5 points |

| | | |
|-----------------------------------|--|-----------|
| | implementation of each action, considering the cost of each action and the expected benefits | |
| Maximum Attributable Score | | 15 |

For the economic offer for the activities (maximum of 5 points out of 15), the score will be assigned based on the following formula: *score of the "economic offer for the activities" considered = (Offer X / Maximum Offer) * 10*, where:

- maximum offer: the highest economic offer for activities (SUBTOTAL ACTIVITIES) among those submitted;
- offer X: the economic offer for activities (SUBTOTAL ACTIVITIES) of the considered Candidate.

For the economic offer for the Candidate's fee (maximum of 10 points out of 15), the score will be assigned based on the following formula: *score of the economic offer for the fee of the considered economic operator = (minimum fee % / fee % X) * 5*, where:

- minimum fee %: the lowest percentage of the fee related to the economic offer for the fee of the Candidate among those submitted;
- fee % X: the percentage of the fee related to the economic offer for the fee of the considered Candidate.

For scoring purposes, any non-integer values will be rounded to the second decimal place. No price increases are allowed.

Opening of the Envelope/PEC related to the economic offer will take place after the evaluation of the technical offers by the Evaluation Committee. Based on the scores assigned to the offers, a ranking will be created.

The award will be made to the Candidate who, meeting all the minimum mandatory requirements, has achieved the highest total score (technical offer score + economic offer score). In case of a tie, the contract will be awarded to the Candidate who has obtained the highest technical offer score. In case of a tie in both the economic and technical offers, a draw will be held between the tied Candidates.

The Proposing Organisation is not required to pay any compensation to Candidates for the offers submitted. After conducting the necessary checks regarding the required qualifications, the award procedure will proceed.

The award immediately binds the winning Candidate, while the Proposing Organisation will be definitively committed only when, according to the law, all subsequent necessary acts for the completion of the tender have acquired full legal effect.

If the awarded Candidate fails to sign the Contract or if false statements are found, the Proposing Organisation reserves the right to award the contract to the next highest-ranking Candidate, after carrying out the necessary checks.

The Contract will be awarded even if only one valid offer is submitted, provided it is considered appropriate. The Proposing Organisation reserves the right not to proceed with the award if no offer is found suitable or advantageous in relation to the contract's object.

The results will be communicated via PEC (certified email) to the Candidates and published on the Proposing Organisation's website.

9 Submission procedures

9.1 Submission of proposals

Candidates must, under penalty of exclusion, submit their proposal by 31/03/2025 at 10.00, using one of the following options:

- a) via PEC: submit to the address: consorziotutelaprovonevalpadana@legalmail.it
- b) In case of foreign economic operator: by courier: submit both a paper and electronic version of the offer on CD or USB stick to the address: Piazza Marconi 3, 26100 Cremona - ITALIA or e-mail: segreteria@provonevalpadana.it,

All documents must be duly signed and stamped.

In the case of submitting the offer in paper format, the envelope must bear the following statement:

“DO NOT OPEN: CONTAINS OFFER FOR OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF AN EXECUTION BODY – [CANDIDATE NAME]”.

If sent via PEC, the subject must read: “OFFER FOR OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF AN EXECUTION BODY – [CANDIDATE NAME]”.

Participants may send the offer through multiple emails if the attachments exceed 100 MB. If multiple emails are needed, all emails must be received by the specified time and date, and the subject line must, in addition to the statement above, indicate the message number out of the total number of messages (e.g., “PART 1 OF 3”, “PART 2 OF 3”, and “PART 3 OF 3”).

The delivery of offers, if for any reason they fail to arrive at the designated address by the specified deadline, is at the sole risk of the sender.

Candidates must, under penalty of exclusion, submit all necessary documentation in one package containing 3 envelopes or 3 PEC messages, specifically:

I. PEC A / Envelope A - Administrative Documentation, which must include:

- annex A, completed and signed by the legal representative of the Candidate. In case of participation as a temporary grouping of companies, each economic operator in the grouping must submit its own fully completed Annex A, signed by its respective legal representative;
- a valid identity document of the signer(s);

- a valid CCIAA certificate or registration in a commercial register maintained by the member state where the economic operator is based. In case of participation as a temporary grouping, each economic operator must provide its own CCIAA certificate or equivalent document;
- the last three approved financial statements. In case of temporary business associations or business networks, each participant must submit these financial statements;
- a declaration from the Candidate's referring bank attesting to the financial solidity and sufficiency of the financial resources necessary to ensure the optimal execution of the actions foreseen by the Programme for its entire duration and until the closure of the final financial report. In case of temporary business associations or business networks, each participant must submit this declaration;
- in case of participation as a temporary grouping, a document signed by all legal representatives of the economic operators in the grouping, which must explicitly state that, in the event of winning the tender, these operators will grant a special collective mandate with representation to one of them (to be indicated in this document and qualified as the representative), who will sign the Contract on behalf of themselves and the other participants.

II. PEC B / Envelope B - Technical Offer, which must include:

- a detailed description of the proposed activities/initiatives;
- an indicative timeline of the proposed activities;
- a presentation of the Candidate (as detailed as possible). In case of participation as a temporary grouping of companies or network, the presentation should cover each participant;
- a presentation of the team and a detailed description of the professional profiles involved and their competencies.

III. PEC C / Envelope C - Economic Offer, which must include:

- a detailed financial plan for each proposed activity/initiative and the related fee – to be provided in Excel format (the tender documents provide a budget template in Excel format to be used, with merely indicative examples - see Excel File – Budget Model);
- a summary budget for the three-year period by country – to be provided in Excel format.

9.2 Preparation of the technical offer

In Envelope B – Technical Offer, the following documents must be included:

I. Detailed Description of Proposed Activities/Initiatives

The Candidate should define the promotion and information plan, proposing the activities/initiatives they deem most effective while considering the requirements listed in this Tender.

The choice of proposed activities/initiatives must be justified based on their effectiveness in achieving the

Programme's objectives, the topics to be disseminated and addressed, and the identified countries and target groups, demonstrating careful reflection to achieve the maximum possible impact.

It is recommended to propose initiatives that can achieve the highest-level objectives.

A description of the proposed programme of activities should be provided, indicating the activity plan for each country of intervention and for each of the 3 years.

The description must be provided for each individual activity/initiative and should include at least:

- title of the activity/initiative;
- target group(s) for the activity;
- description of the activity (with product indicators);
- main results and the number and type of expected contacts (both direct and indirect – result indicators), broken down by target group type involved (it is recommended not to underestimate the importance of this point).

It should be noted that the information provided for each activity/initiative will be compared with the respective costs in the Economic Offer – Envelope C, to assess its cost-effectiveness and relevance.

II. Indicative timeline of the proposed Programme

The Candidate must provide an indicative timeline of the proposed activities/initiatives, divided by year/month.

III. Presentation of the Candidate

The Candidate must provide a general presentation in terms of: contacts, experience gained in the field of promotion/information on high-quality agricultural products (or other sectors), experience in organizing events, PR and Press Office activities, organization of tastings and press campaigns, preparation of promotional/informative material, website management, participation in fairs, and organization of event sponsorships. In this context, information can be provided on any membership in networks of similar organizations operating in the same field, at the European and international level, and specifically in the country of intervention of the Programme.

IV. Presentation of the Work Team

The Candidate must provide a presentation of the work team, detailing the professional figures involved, their competencies, and their experiences.

The description of the activities/initiatives, the timeline, the presentation of the Candidate and the working group will together form the technical offer, based on which the quality of the submitted proposal will be evaluated.

9.3 Presentation of the economic offer

In Envelope C – Economic Offer, the following documents must be included:

I. Detailed financial plan for each proposed activity/initiative

The Candidate must provide a detailed financial plan for each proposed activity/initiative, broken down by year, structured according to the table in Excel provided in the tender documentation (FILE EXCEL – BUDGET MODEL). The detailed financial plan (FILE EXCEL – BUDGET MODEL) must also be submitted in Excel format on a digital medium. For each proposed activity, the expected costs must be detailed as much as possible and indicated excluding VAT. The costs must be organized and presented in a table (FILE EXCEL – BUDGET MODEL) that includes the name of the initiative and the individual cost items that make up the total sum (total cost of the actions), which in turn is composed of the individual initiative costs, broken down by the individual cost items. Within the actions, costs related to the participation/supervision activities of the Implementing Body Organisation (e.g., travel, meals, accommodation) can be included.

II. Clarifications on the Implementing Body's fees

The costs related to the Implementing Body's fee must be presented/calculated in terms of person-days for each individual initiative they pertain to. The methodology and data necessary to quantify these costs must be provided. These costs relate to all activities required for the execution of the activities themselves (e.g., selection and contact with suppliers, price research, location selection, bookings, definition of operational strategies, etc.). However, activities carried out directly by the Implementing Body using its own personnel (so-called "in-house services") are not included in the fee. For example: translations, website development, creation and management of social media, creation of press releases, staff or subcontractor briefings, etc. These types of costs correspond to actual activities that must be included in the programme's cost/budget plan. Great attention should be paid to the definition of fee costs, as they are subject to evaluation.

III. Presentation of the detailed financial plan

A table must be provided summarizing, by year, the total costs of the proposed activities and the corresponding fee costs of the agency, indicating the number of days and daily cost. To complete the detailed cost table, the FILE EXCEL – BUDGET MODEL, provided in the tender documents, should be used as an example. The use of this model by all Candidates, although not mandatory, will facilitate the evaluation of the proposals by the Evaluation Committee. The total amount of € 2.198.560,00 available for the implementation of actions in the three-year period of the Programme, including the cost of the Implementing Body's fee, should appear as the total for the Programme.

IV. Presentation of the summary budget by country and year

The Candidate must also provide a summary table for the three-year period, where for each proposed activity/initiative, the total cost of the activity and the corresponding fee cost are indicated. The summary budget should be structured based on the following table, in accordance with the information in the FILE EXCEL – BUDGET MODEL, and should be attached to the proposal in Excel format as well:

Detailed Financial Plan

| TARGET COUNTRY | [COUNTRY] | | | | | |
|--|--------------------------|--------------------|----------------|-----------------|-----------------------|---------------------------|
| ANNUITY | [AAAA] | | | | | |
| Activity description | DESCRIPTION OF COST ITEM | NUMBER OR QUANTITY | UNIT VALUE (€) | TOTAL VALUE (€) | EXPECTED DELIVERABLES | EXPECTED CONTACTS REACHED |
| WP2 – Public relations | | | | | | |
| WP 2.1 Press releases | | | | - | | |
| WP 2.2 Press Events | | | | - | | |
| SUB-TOTAL ACTIVITIES WP2 PER YEAR | | | | - | | - |
| ECONOMIC OPERATOR FEE WP2 | | | | | | |
| WP3 – Web Site; Social Media | | | | | | |
| WP 3.1 Website | | | | - | | |
| WP 3.2 Social Media | | | | - | | |
| SUB-TOTAL ACTIVITIES WP3 PER YEAR | | | | - | | - |
| ECONOMIC OPERATOR FEE WP3 | | | | | | |
| WP4 – Advertising | | | | | | |
| WP 4.1 ADV Press | | | | - | | |
| WP 4.2 ADV On Line | | | | - | | |

Summary Budget

| TARGET COUNTRY | [COUNTRY] | | | | |
|--|-----------|--------|--------|-------|-------|
| | YEAR 1 | YEAR 2 | YEAR 3 | TOTAL | % FEE |
| (A) GENERAL SUBTOTAL FOR EACH ACTIVITY SUBTOTAL FOR WP2, WP3, WP4, WP5, WP6 | | | | - | |
| B) GENERAL SUBTOTAL BY FEE SUBTOTAL FOR WP2, WP3, WP4, WP5, WP6 | | | | - | |
| A+B) TOTAL ECONOMIC OFFER TARGET COUNTRY FOR EACH INDIVIDUAL YEAR | - | - | - | - | |

* NB THE TOTAL OF THE ECONOMIC OFFER must be at most equal to the total amount of this selection procedure

The set of tables shown above by way of example will form the economic offer and must be inserted in envelope C- Economic offer

In addition, the economic operator will have to provide electronic support, the electronic offer both in .pdf format and in .xls format

The Detailed Financial Plan (FILE EXCEL – BUDGET MODEL) and Summary Budget will form the economic offer, which will be evaluated based on the price of the proposal submitted.

9.4 Procedure for opening the Technical Offer envelopes

The opening of Envelope A containing the administrative documentation of the Candidates, for the purpose of their admission to the tender, will take place at the premises of the Proposing Organisation on 01/04/2025, at 10.00, in a public session. The legal representative (or a person duly delegated in writing) of each Candidate may attend this session, presenting a valid identification document.

Once the opening of Envelope A is completed and the eligibility of the Candidates has been determined, the evaluation committee will proceed, in a private session, to evaluate the technical offers (Envelope B) and the economic offers (Envelope C).

Any formal deficiencies, if remediable (at the exclusive discretion of the evaluation committee), may be rectified through requests for additional documentation or information from the committee, where deemed appropriate. In particular, in cases of missing, incomplete, or any other essential irregularity of the submitted documentation, excluding those related to the economic offer and technical offer, the Proposing Organisation will grant the Candidate a deadline (at the discretion of the evaluation committee) to provide, complete, or regularize the necessary declarations, specifying the content and the parties responsible for them. In case of the deadline's expiration without correction, the Candidate will be excluded from the tender. Non-remediable essential irregularities include missing documentation that does not allow identifying its content or responsible party. If the Candidate provides declarations or documents that are not perfectly consistent with the request, further clarifications may be requested, limited to the documentation submitted for integration, with a deadline for submission under penalty of exclusion.

For any questions or clarifications related to the execution of the offer, inquiries can only be made via email to consorzio tutelaprovonevalpadana@legalmail.it, with responses provided exclusively in writing. No verbal requests or those submitted through other means will be considered. Communication from the Proposing Organisation will take place via email to the email address indicated by the Candidate.

9.5 Communication of the selection outcome

All Candidates will be notified of the outcome of the selection process via PEC, along with the corresponding reasoning. The results will also be published on the Proposing Organisation's website within 10 business days from the conclusion of the selection procedure.

10 Assignment and subcontracting

The Implementing Body is required to perform the services specified in the Contract by itself, and the Contract cannot be assigned under penalty of nullity, except in cases provided by law.

Subcontracting is only allowed with prior written authorization from the Proposing Organisation. If the Implementing Body intends to use subcontracting, it must submit a request specifying the services it intends to subcontract and the identity of the subcontractor. Subcontracted activities may only include non-essential and ancillary tasks.

11 Non-performance and termination

The Proposing Organisation has the right to monitor and verify the proper performance of the Contract with the assistance of personnel chosen at its discretion. Since the Contract is financed with European Union resources, checks may also be carried out by the relevant European Union services and/or national authorities.

Additionally, the Proposing Organisation has the right to contest any services provided that do not fully comply with the requirements of this Tender or the offer submitted by the Candidate. The Contract will contain clauses concerning non-performance, disputes, suspensions, and terminations.

12 Conflicts of interest

In accordance with the Ministerial Decree of October 10, 2024, no. 05324781 MASAF – Department of Food Sovereignty and Equine Affairs – General Affairs and Budget Directorate, entitled “Criteria that non-public organizations must follow in selecting implementing bodies”; Regulation (EU) 1144/2014; Delegated Regulation (EU) 1829/2015; Implementing Regulation (EU) 1831/2015; the European Commission's Note DDG1 B5/MJ/DBD (2016) 321077 dated July 7, 2016 – Guidelines on the tender procedure; the European Commission Communication (2006/C 179/02), paragraph 2.1.2; the Commission's Notice – Guidelines on preventing and managing conflicts of interest under the Financial Regulation – Published in the Official Journal – 2021/C 121/01 (in all official EU languages) specifically relating to the implementation of Article 61 of the European Union Financial Regulation; the Proposing Organisation, in carrying out this selection procedure, adopts all suitable measures to prevent, identify, and effectively address conflicts of interest that could distort competition and ensure equal treatment of all economic operators.

13 Rights of ownership and use

The rights of ownership and/or the economic exploitation and use of the works prepared or created by the Implementing Body, its employees, and collaborators in the scope or occasion of executing the Contract, will remain exclusively the property of the Proposing Organization. Therefore, the Proposing Organization will have unrestricted rights to publish, disseminate, use, and duplicate these works or materials. These rights, according to Law No. 633/41 "Protection of Copyright and Other Rights Granted for its Exercise," as amended by Law 248/00, must be understood as assigned, acquired, and licensed perpetually, without limitation, and irrevocably. The Implementing Body commits to delivering all products in an open and editable format and expressly agrees to provide the Proposing Organization with all the necessary documentation and materials for the effective exploitation of the exclusive rights of ownership. It also commits to signing all necessary documents for the eventual registration of these rights in favour of the Proposing Organization in any public registers or lists.

14 Confidentiality and non-disclosure

The Implementing Body commits to maintaining the utmost confidentiality regarding the entrusted mandate and all information acquired in relation to it, both during the term of the Contract and after its expiration. The Implementing Body is prohibited from using such information for personal purposes or for the benefit of third parties, as well as from disclosing, communicating, or disseminating it in any form, unless with prior written consent from the Proposing Organization or if required by law.

15 Data Processing

In accordance with Regulation (EU) 2016/679 ("GDPR") and Legislative Decree 196/2003, as amended by Legislative Decree 101/2018, it is informed that the personal data collected through this tender procedure will be processed in compliance with the applicable legislation on data protection.

Specifically:

- 1) purpose of the processing: the collected data will be used exclusively for verifying the eligibility of competitors to participate in the tender, for managing the tender procedure, and, in the case of an award, for establishing and managing the contractual relationship;
- 2) method of processing: the data will be processed using both paper-based and electronic tools, in compliance with the principles of lawfulness, fairness, transparency, data minimization, and protection of confidentiality;
- 3) mandatory nature of providing data: providing the requested data is mandatory for participation in the tender. Failure to provide the data may result in exclusion from the procedure;
- 4) communication of data: the data may be communicated to the following subjects or categories of subjects:
 - a) personnel of the Proposing Organization;
 - b) other candidates.
- 5) rights of the data subject: the data subject has the right to access their personal data and to exercise the rights outlined in Articles 15-22 of the GDPR, including the right to rectification, erasure ("right to be forgotten"), restriction of processing, data portability, and opposition to processing. These rights can be exercised by sending a request to the data controller at the contact details provided below;
- 6) data retention period: the data will be retained for the time necessary to manage the tender procedure and, in case of an award, for the entire duration of the contractual relationship and for the period required by applicable regulations regarding the retention of administrative records;
- 7) data controller: the data controller is Consorzio del Vino Nobile di Montepulciano, represented by its legal representative pro tempore;
- 8) Data Protection Officer (DPO) The contact details for the Data Protection Officer (DPO) are as follows:
 - a) e-mail: segreteria@provolutionealpadana.it,
 - b) PEC: consorziotutelaprovolonealpadana@legalmail.it
- 9) complaint to the supervisory authority: The data subject has the right to lodge a complaint with the Data Protection Authority if they believe that the processing of their data violates the provisions of the GDPR.

16 Contractual expenses

The stamp duty, drafting, registration, and any other ancillary expenses related to the Contract will be borne 50% by the Implementing Body awarded the contract and 50% by the Proposing Organisation.

17 Jurisdiction

For the resolution of all disputes that may arise in the execution of the Contract, which cannot be settled amicably by the contracting parties, the competent court shall be that of Cremona.