



**PROCEDURE FOR THE SELECTION OF THE BODY IMPLEMENTING THE PROGRAMME FOR THE
INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN INTERNAL MARKET
(MEDWAYS_EU)**

DETERMINATION OF THE SOLE RESPONSIBLE OF THE PROCEDURE

01/03/2022

AWARDING

Given that:

- Consorzio Tutela Vini Sannio has opened a procedure for selection, through an Open Procedure, of the implementing body for the programme of information and promotion of agricultural products on the internal market called **MEDWAYS_EU**;
- on 18/01/2022, the technical specifications were published on the institutional websites of project partners;
- On 21/01/2022, the tender was published on the supplement to the European Union Officer (GU/S) and available on the TED database (Tenders Electronic Daily) with the following data and the code 2022/S 015-033964
- By the deadline of 11/02/2022 (expiration date and time indicated in the tender and technical specifications for the submission of offers and applications), in the manner and time provided in the tender, No 3 (three) offers were received as shown below:

N°	Company name	Address	Batch
1	ATLAS MARKETING STUDIO	Alcazar de San Juan - Mari Monreal no 9, Ciudad Real, Spain	Batch 1 Batch 2
2	EUROCONSULT	Enna - Via Roma 93, Italy	Batch 1
3	INNOFOODMARKETING	Debrecen - Kigyo Str. 21, Hungary	Batch 2

- The board of the Consortium has identified the members of the Evaluation Committee;
- On 14/02/2022, the first session of the evaluation procedure took place, with verification of the documentation submitted by the bidders;
- the participating economic operators ATLAS MARKETING STUDIO, EUROCONSULT and INNOFOODMARKETING were admitted to the technical evaluation phase;
- On 21/02/2022 and 28/02/2022, the Evaluation Committee continued the technical and economic evaluation of the proposals.

Given the minutes of the Evaluation Committee:

- Meeting No 1 - 14/02/2022
- Meeting No 2 - 21/02/2022
- Meeting No 3 - 28/02/2022



and acknowledged the content, from which the following findings are:

Batch 1

Evaluation criteria	ATLAS MARKETING STUDIO	EUROCONSULT
1. OVERAL STRATEGY (max. 10 pts)	9,00	5,80
2. PROJECT OUTPUT (max. 30 pts)	31,50	22,50
3. METHODOLOGY (max. 45 pts)	33,00	25,00
Total 1) + 2) + 3)	73,50	53,30
4. Competitive offer for the activity costs (max. 7 pts)	6,84	7,00
5. Competitive offer for the implementing body fee (max. 8 pts)	6,87	8,00
Total 4) + 5)	13,72	15,00
Final score	87,22	68,30

Batch 2

Evaluation criteria	ATLAS MARKETING STUDIO	INNOFOOD MARKETING
1. OVERAL STRATEGY (max. 10 pts)	9,00	9,00
2. PROJECT OUTPUT (max. 30 pts)	31,50	31,00
3. METHODOLOGY (max. 45 pts)	33,00	33,50
Total 1) + 2) + 3)	73,50	73,50
4. Competitive offer for the activity costs (max. 7 pts)	6,94	7,00
5. Competitive offer for the implementing body fee (max. 8 pts)	8,00	6,61
Total 4) + 5)	14,94	13,61
Final score	88,44	87,11

noted the content of the abovementioned minutes, namely that, at the conclusion of the selection procedures, the Evaluation Committee proposes the award of both batches to the following economic operator: **ATLAS MARKETING STUDIO** based in Alcazar de San Juan – Mari Monreal no 9, Ciudad Real, Spain;

Finally, it is considered necessary to establish that the following steps will be followed:

1. The contract of services will be signed only subject to REA's approval of documentation relating to the tender procedure for the selection of the enforcement body;
2. A communication of the award will be sent to all participants;



All of this said,

THE SOLE RESPONSIBLE OF THE PROCEDURE

Determines

With reference to the tender procedure for the selection, through Open Competitive Procedure, of an implementing body responsible for the implementation of actions (activities/initiatives) aimed at achieving the objectives envisaged under the three-year programme (2022 - 2025) called **MEDWAYS_EU**, referred to the technical specifications and the tender published on 21/01/2022 on the TED database (Tenders Electronic Daily) with the following data and the code 2022/S 015-033964:

1. to acknowledge the award proposal contained in Evaluation Committee minutes

Batch 1

Position	Bidder	Final Score
1°	ATLAS MARKETING STUDIO	87,22
2°	EUROCONSULT	68,30

Batch 2

Position	Bidder	Final Score
1°	ATLAS MARKETING STUDIO	88,44
2°	INNOFOODMARKETING	87,11

1. to award the service to the first-place bidder: ATLAS MARKETING STUDIO based in Alcazar de San Juan – Mari Monreal no 9, Ciudad Real, Spain;
2. to award the contract to the aforementioned economic operator for the following amounts

	Batch 1	Batch 2
Sub-total for activities	€ 1.724.278,00	€ 122.300,00
Implementing body fee	€ 172.428,00	€ 12.230,00
Grand total	€ 1.896.706,00	€ 134.530,00

3. to acknowledge that this awarding declaration is not the same as accepting the offer and becomes effective after the verification of the possession of the prescribed requirements;
4. to acknowledge that the essential clauses of the contract have already been included in the technical specifications and that therefore the contract scheme to be submitted to the contractor will be defined on the basis of such content;



5. to establish that the contract will be concluded by private writing only subject to REA's approval of the documentation relating to the tender procedure for the selection of the implementing body;
6. where in the event of REA's non-approval of this documentation, nothing is due to the bidder;
7. to acknowledge the activation of the resulting controls with reference to the first economic operator in the ranking on the declaration made in the tender documentation;
8. to acknowledge that the award becomes effective after the possession of the prescribed requirements has been verified;
9. This award order is sent to all participants in the procedure
10. To publish a notice on the European TED about the assignment of the tender by 30 days after the closing of all the related procedures.

Read, approved and signed in Benevento, on 01/03/2022

The sole responsible of the procedure
Nicola Matarazzo