

**TECHNICAL SPECIFICATIONS AND SELECTION PROCEDURE  
OF THE IMPLEMENTING BODY OF THE INFORMATION AND PROMOTION PROGRAM OF  
AGRICULTURAL PRODUCTS IN INTERNAL MARKETS ACCORDING WITH EU REG. EU N 1144/2014**

**1 Introduction and preliminary information**

The CONSORZIO TUTELA VINI DEL SANNIO (hereinafter the contracting body), based in Via Mario Vetrone, 82100 Benevento BN), P. IVA 01197070624 and C.F. 01197070624, as the lead body of a proposing group composed by:

1. Consorzio di Tutela Vini Vesuvio
2. Consorzio di Tutela Vini di Irpinia
3. Consorzio di Tutela Vini Viti Caserta Vitica
4. Consorzio Vita Salernum Vites
5. Consorzio di Tutela del Pomodorino del Piennolo del Vesuvio DOP
6. The Magyar Juh-és Kecsketejgazdasági Közhasznú Egyesület -Hungarian Sheep and Goat Dairying Public Utility Association- HSGDPUA,

of a **three-year information and promotion program (2022-2023-2024)**, on the internal market, financed on EU Regulation no. 1144/2014 of the European Parliament and of the Council

**ANNOUNCES**

pursuant to the reference articles of Reg. (EU) no. 1144/2014, of the Delegated Reg. (EU) n. 2015/1829, of the Implementing Reg. (EU) n. 2015/1831, **a call for tenders for the selection, through an Open Competitive Procedure, of an implementing body** in charge of carrying out the actions (activities / initiatives) aimed at achieving the objectives envisaged within the Program in the following target countries: ITALY, GERMANY, DENMARK, SWEDEN (Batch 1) – HUNGARY (Batch 2) and will concern the following products with a EU recognition name:

Country of origin	Sector	Products
Italy	Wine	SANNIO DOC, AGLIANICO DEL TABURNO DOCG, FALANGHINA DEL SANNIO DOC, BENEVENTANO IGT, IRPINIA DOC, FIANO DI AVELLINO DOCG, GRECO DI TUFO DOCG, TAURASI DOCG, VESUVIO DOC, POMPEIANO IGT, AVERSA DOC, FALERNO DEL MASSICO DOC, GALLUCCIO DOC, ROCCAMONFINA IGT, TERRE DEL VOLTURNO IGT, CILENTO DOC, CASTEL SAN LORENZO DOC, COSTA D'AMALFI DOC, COLLI DI SALERNO IGT, PAESTUM IGT
Italy	Vegetables	Pomodorino del Piennolo DOP
Hungary	Cheese	Goat's and sheep's milk cheeses

Economic operators, who meet the requirements indicated in the aforesaid EU Regulations, as specified in the following paragraphs, are invited to submit an offer on the basis of the indications described in this document in paragraph: "Technical specifications".

## 1.1 Reference regulatory framework

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

- Regulation (EU) no. 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information and promotion actions concerning agricultural products carried out in the internal market and in third countries and which repeals 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, relating to information and promotion actions concerning agricultural products made in the internal market and in third countries;
- Commission Implementing Regulation (EU) 2015/1831 of 7 October 2015 laying down detailed rules for applying Regulation (EU) no. 1144/2014 of the European Parliament and of the Council relating to information and promotion measures concerning agricultural products carried out in the internal market and in third countries.
- Guidelines on the tender procedure referred to in the note of the European Commission DDG1.B5 / MJ / DB D (2016) 321077 of 7 July 2016;

The **Consorzio Tutela Vini del Sannio** is not a body governed by public law within the meaning of Article 2, paragraph 1, point 4, of Directive 2014/24 / EU and, therefore, as indicated in the aforementioned legislation, it is not required to apply the national rules that implement the European Directives on public procurement (in Italy the Legislative Decree 50/2016). However, the contracting body must select the implementing bodies through an open tender procedure in compliance with the principles of cross-border interest, transparency, publicity, impartiality, equal treatment of candidates, as well as the conditions previously indicated in the Guidelines of the European Commission and article 2 of the Decree of the Ministry of Agricultural, Food and Forestry Policies.

**The 2014/24 / EU Directive and the Legislative Decree 50/2016 will therefore be applied only if and to the extent that they are expressly referred to in the tender documents (notice and technical specifications and related annexes).**

The competitive procedure will in any case ensure compliance with the principles of non-discrimination, equal treatment, transparency, publicity, proportionality, clarity and consistency of the selection and award criteria provided for the purposes of the services requested and with the value of the same, best value for money and absence of conflicts of interest.

This procedure does not provide for a division into batches.

Indeed, the work packages and related activities are strictly connected to each other and to be carried out according to a logical and functional sequence that can be optimized only by having a single contractor, who must ensure the coordination and integration of the work group and of the different professional skills necessary and involved in the realization of the service.

## 2. Main project information

### Promotion products

Country of origin	Sector	Products
Italy	Wine	SANNIO DOC, AGLIANICO DEL TABURNO DOCG, FALANGHINA DEL SANNIO DOC, BENEVENTANO IGT, IRPINIA DOC, FIANO DI AVELLINO DOCG, GRECO DI TUFO DOCG, TAURASI DOCG, VESUVIO DOC, POMPEIANO IGT, AVERSA DOC, FALERNO DEL MASSICO DOC, GALLUCCIO DOC, ROCCAMONFINA IGT, TERRE DEL VOLTURNO IGT, CILENTO DOC, CASTEL SAN LORENZO DOC, COSTA D'AMALFI DOC, COLLI DI SALERNO IGT, PAESTUM IGT
Italy	Vegetables	Pomodorino del Piennolo DOP
Hungary	Cheese	Goat's and sheep's milk cheeses

**Contracting body:** Consorzio di Tutela Vini del Sannio (as the lead organization of the project partnership composed by: Consorzio di Tutela Vini Vesuvio, Consorzio di Tutela Vini di Irpinia, Consorzio Vitica, Consorzio Vita Salernum Vites, Consorzio di Tutela del Pomodorino del Piennolo del Vesuvio DOP and The Magyar Juh- és Kecsketejgazdasági Közhasznú Egyesület -Hungarian Sheep and Goat Dairying Public Utility Association- HSGDPUA-)

**Target countries:** ITALY, HUNGARY, SWEDEN, DENMARK, GERMANY

**Topic:** AGRIP-MULTI-2021-IM-SUSTAINABLE

**General objective:** The general objectives of the programme are in line with Regulation (EU) No 1144/2014 and are, on the one hand, to strengthen the competitiveness of the EU agricultural sector and, on the other hand, to highlight the specificities of EU agricultural production methods, in particular in terms of environmental friendliness and sustainability. The main objective is in line with article 3 of the Regulation as it aims to “highlight the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, **respect for the environment and sustainability**, and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions”.

#### Specific objectives:

- Highlight the EU agricultural products sustainability
- Increase awareness of the quality and taste of EU wine, tomatoes and cheese
- Increase the competitiveness and consumption of European wine, tomatoes and cheese

**Work packages (Work Package -WP) and activities** that must be present within the proposals, according to the procedures described in detail within the technical specifications:

- WP 2 - Public relations
- WP 3 - Website, Social media
- WP 4 - Advertising
- WP 5 - Communication tools
- WP 6 - Events
- WP 7 - Point of sales promotions (pos)

**Duration of the Program:** 36 months (3 annual phases), with indicative start on 1<sup>st</sup> of March 2022

**Budget of the actions of the Implementing Body:** up to a maximum of € 2.075.291,00 plus VAT according to the law.

It is specified that the subjects interested in participating in this call for tenders must submit an offer taking into consideration the total budget of € 2.075.291,00 excluding VAT, including the costs and remuneration of the Implementing Body (fee of the economic operator). This amount must also include the economic operator's fee, while it must not include other charges that will be incurred directly by the proposing organizations.

The indicative breakdown of the budget on the target countries is as follows:

**Batch 1:**

<b>Target country</b>	<b>Amount (€)</b>
ITALY	€ 1.172.331,89
DENMARK	€ 195.492,41
SWEDEN	€ 156.269,41
GERMANY	€ 390.777,30
<b>TOTAL</b>	<b>€ 1.914.871,01</b>

**Batch 2:**

<b>Target country</b>	<b>Amount (€)</b>
HUNGARY	€ 160.419,99

**Participants may submit their proposals on one or both batches. The assignment procedures will be performed separately for the two batches.**

Please refer to paragraph 5 below for more detail.

## TECHNICAL SPECIFICATIONS

### 3 Object of the contract

#### 3.1 General description of the service

The service consists in the execution of a part of the Program.

The Implementing Body will therefore have to ensure:

- the project development implementation of the agreed parts of the three-year program, starting from the signing of the contract and in coordination with the beneficiaries;
- the operational activation of the promotional actions and activities foreseen for the period established by the Program, on the basis of the objectives set by the communication strategy, and aimed at achieving the expected results and impact, including through constant monitoring of the activities carried out and their effects, always in constant coordination with beneficiaries;
- the financial-administrative management of the agreed parts of the Program, including periodic technical reports and the final technical report and all the documents necessary for reporting

The service will have to be characterized by qualified technical and operational support, a high quality of the outputs produced, and distinguished by the innovativeness of the messages, the tools with which to convey them and the methods of involvement of the target audience. The development and execution of the agreed activities of the Program must take place in a manner consistent with the general and specific objectives and the communication strategy, taking into consideration the priorities and objectives of the EU Reg. 1144/2104, ensuring a clear recognition of the Program and related promoters ensuring constant coordination with beneficiaries.

#### 3.2 Methods of execution

For the duration of the contract, the Implementing Body must establish and organize a working group, in compliance with the participation requirements, which is responsible for managing and implementing the Program. **All the activities of the working group, including the choice of companies to subcontract and the related cost estimates, must be agreed, shared and previously approved by the Contracting Body, according to professionally acceptable timelines.**

The successful bidder must ensure that one or more members of the working group are available for periodic monitoring meetings at the headquarters of the Contracting Body, to provide operational support to the activities of the plan that need to be carried out in close coordination with the reference structure and with all partner subjects. The decisions and issues dealt with in these meetings must result from specific minutes drawn up promptly by the Implementing Body and made known by email and approved by the Contracting Body.

The coordination of activities and the exchange of information with the Contracting Body can take place through different and articulated methods: telephone contacts, meetings, video calls, email correspondence, 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 Contracting Body by means of a written document. It is forbidden for the Implementing Body to transfer, in whole or in part, the Program execution service, under penalty of nullity of the transfer itself.

The Contracting Body must approve any suppliers of any related activity or part of those provided for by the Program in writing. The Implementing Body must submit, in advance, at least two proposals with related estimates to the Contracting Body of suppliers that are able to guarantee the same requirements of professional and economic capacity and the commitments set out in point 6.2 below.

#### 3.3 Staff and working group

The Implementing Body must ensure the services concerning to the services entrusted with integrated personnel with legitimate employment relationships and having the professional and technical requirements appropriate for the use. The working group will have to be characterized by a flexible organizational approach to respond to the needs that may arise in the course of carrying out the activities.

Particularly, the staff of the dedicated working group must have a range of skills in particular in these sectors: communication, organization of events and fairs, knowledge and experience of activities carried out in relation to the markets of the target countries, press office, project management, digital web and social management, graphics, etc. In particular, it must be able to preliminarily define quantitative objectives and propose projects consistent with these. It must also provide for adequate monitoring of results.

The Implementing Body assumes full and exclusive responsibility for the various employment relationships which in no way can be attributed to the Contracting Body; the Implementing Body will guarantee full compliance with all contributory and fiscal obligations, as well as contractual obligations in general, also undertaking to observe all the rules on safety in the workplace and any other obligation deriving from the aforesaid relationships deriving from the current regulatory provisions, relieving the Contracting Body from any burden or responsibility in this regard.

For the duration of the contract, the Implementing Body undertakes to:

- a) set up and make available an adequate project team (the people who will directly take care of the work to be done), in compliance with the participation requirements and defined with beneficiaries;
- b) agree and share all the team's activities with the contracting entity;
- c) assign suitable personal service, of proven ability, honesty, morality and proven confidentiality, which must maintain the most absolute confidentiality as to what it came to know in carrying out the service;
- d) guarantee the stability and continuity of the service in all circumstances, ensuring staff quantitatively and qualitatively adequate to the needs and respecting the contents of the technical offer;
- e) comply with employment contracts for wages, regulations, social security and insurance;
- f) provide a project contact person who will attend the monitoring meetings at the client's headquarters (these will have a periodicity defined by the client), to give operational support to the Program activities;
- g) provide all possible means of communication that can simplify the coordination, monitoring and control of the Program.
- h) to execute the Program which will be drawn up and countersigned by the parties, in all its parts and in the manner and times established therein, and also provided for by the Grant Agreement;
- i) to provide all the documentation required by the Contracting Body with particular reference to estimates (which must always be anticipated and shared in advance), contracts and expense documents of any suppliers of any related activity or part of those provided for by the Program;
- j) always propose the quantitative objectives to be achieved with each specific action;
- k) monitoring the ex post results by providing support reports.

#### **4 Duration of the service**

The contract relating to the service will have as its object the performance of the activities indicated in this notice, under the conditions set out therein and will be signed after the signing, by the proposer, of the Grant Agreement with Paying Agency (REA).

The Implementing Body undertakes to perform the services for the duration times and within the deadlines set by the Agreement, by this Technical Specifications, by the time schedule and, unless otherwise provided, according to the times indicated by the proposing party / Contracting Body. The service will last for the duration of the project and for a total of thirty-six months starting from the date of signing the contract.

The Contracting Body reserves the right to cancel the service with at least three months' notice by registered letter with return receipt or certified e-mail in the event of non-compliance with the provisions of this deed.

The client reserves the right to request a postponement of the service execution deadline for a maximum further 6 months, in order to ensure the completion of the activities envisaged by the Program, under the same economic conditions.

#### **5 Type of activities and initiatives foreseen by the Program**

The activities and initiatives that will make up the promotional program are similar to the classic information and promotion of high quality agricultural and food and wine products, taking into account the issues to be discussed and the objectives listed above and fall into the following categories:

- WP2- Public relations
- WP3 - Website, Social media
- WP4 - Advertising
- WP5 - Communication tools
- WP6 - Events
- WP7- POS.

The aim is to expand the presence of the products promoted by Consorzio di Tutela Vini del Sannio, Consorzio di Tutela Vini Vesuvio, Consorzio di Tutela Vini di Irpinia, Consorzio Vitica, Consorzio Vita Salernum Vites, Consorzio di Tutela del Pomodorino del Piennolo del Vesuvio DOP and The Magyar Juh- és Kecsketejgazdasági Közhasznú Egyesület -Hungarian Sheep and Goat Dairying Public Utility Association- HSGDPUA-) on target markets.

The targets of the activities will be the following:

- Consumers
- Ho.Re.Ca operators, particularly restaurants
- Journalists, influencers and bloggers

Below are the general indications relating to the information and promotional activities that will have to compose the proposals presented as part of this selection procedure

It should be noted that the bidder, within and in compliance with the elements characterizing the WPs listed below, has general indications that must be respected, but is free to formulate, deepen and improve the proposed actions, as well as to modify the related budget, in any case always in a manner that allows to achieve the objectives set by the project.

**BATCH 1: ITALY, GERMANY, DENMARK, SWEDEN**

<b>Work Package 2: Public Relations</b>					
<b>Activity 1: Permanent Public Relations service.</b>					
<p>The main objective is to strengthen the awareness towards the sustainability of EU agriculture and the recognition of the products in question in the target areas by focusing the message on sustainability, quality and EU brands. The communication activity will take place through a dedicated press office, moreover on each target market there will be a P.R. that will support the annual work of the selected communication agency. These figures will also have a key role in the organization of one-to-one meetings with industry influencers and journalists, during which the objectives of the campaign will be conveyed. In order to ensure an effective communication of the activities planned in the project and guarantee a wide dissemination of promotional messages, this action will have to be particularly present in conjunction with the events planned for each year. The planned costs include:</p> <ul style="list-style-type: none"> <li>- a series of preparatory actions (e.g. development of the image and key messages, development of an overall strategy to ensure the achievement of all the objectives set);</li> <li>- actual development of PR actions (e.g. media solicitation activities on selected press lists, periodic preparation of press reviews, etc.);</li> <li>- monitoring actions and continuous contact with all those involved in the management and implementation of the project.</li> </ul> <p>Public relations activities will be aimed at: <b>Final consumers</b> through the involvement of traditional media and especially bloggers and influencers who deal with the wine&amp;food sector, <b>bloggers and influencers</b> dealing with wine, gastronomy, travel and lifestyle <b>journalists, Ho.re.ca professionals</b>, in particular sommeliers and chefs of the most important international restaurant chains.</p>					
<b>Duration:</b>	M1 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					
<ul style="list-style-type: none"> <li>▪ This work package is linked to Objectives 1 and 2.</li> </ul>					
<b>Activities</b>					
Task No 1	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
2.1.1	Technical support	Press releases control and supervision, localization of press releases to local languages, dissemination of press dossiers to key media players, press clippings per action and annual press clipping. These press releases will be launched in each country in order to spread the main message of the campaign so as to maximize their efficiency and the potential press fallout.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOL O MJKKHE	COO BEN BEN BEN BEN BEN	Subcontracted to IB
<b>Deliverables and estimated budget</b>					
Timeline	YEAR 1		YEAR 2		YEAR 3
<b>Deliverables</b>	Data-base with contacts Graphic project layout Annual publishing plan 2 press kits 20 press releases Continuous PR with testimonials 2 reports (6th-12th month) Annual press review Periodical sending of gift boxes		Data-base with contacts Graphic project layout Annual publishing plan 2 press kits 20 press releases Continuous PR with testimonials 2 reports (6th-12th month) Annual press review Periodical sending of gift boxes		Data-base with contacts Graphic project layout Annual publishing plan 2 press kits 20 press releases Continuous PR with testimonials 2 reports (6th-12th month) Annual press review Periodical sending of gift boxes
<b>Subtotal for activity 2.1</b>	<b>EUR 32.498,80</b>		<b>EUR 32.498,80</b>		<b>EUR 32.498,80</b>

<b>Work Package 2: Public Relations</b>					
<b>Activity 2: Press Events.</b>					
<p>The goal of press events is to bring together key representatives of the local and international-local press. They are all invited to a meeting where they are given first-hand information on the programme. They will also be able to further discuss through a round of personal interviews with the representatives of the program for the subsequent publication of the info on local news and post report. They will also be given visual and photographic material for that purpose. Three (3) press events per year will be running in order to advise all relevant press about the launch and the progress of the program and its importance and in order to inform about the results at the end of every year. Additional launching and closing events will be organised in Hungary. It is expected that 30 press professionals will attend to each event. In addition to physical attendance, press events will be streamed to engage other professionals.</p>					



<b>Duration:</b>	M3 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					
▪ This work package is linked to Objectives 1 and 2.					
<b>Activities</b>					
Task No	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
2.2.1	Call for press	Follow up of call, confirmation of participants.	<b>SANNIO</b> VESUVIO VITICA SALERNO IRPINIA PIENNOL O MJKKHE	<b>COO</b> BEN BEN BEN BEN BEN	Subcontracted to IB
2.2.2	Press releases	Control and supervision, localization of press releases to local language, control and supervision, localization of press releases to local language.			
2.2.3	Clipping	Follow up to media, press clippings per actions.			
2.2.4	Technical support	Planning and set up the event. Select a Room rental, set up, translators, and coordination of materials for the event.			
<b>Deliverables and estimated budget</b>					
<b>Timeline</b>		<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	
<b>Deliverables</b>		1 press event in Italy 1 press event in Germany 1 press event in Denmark/Sweden Material and product logistics Press kit Annual performance and result report	1 press event in Italy 1 press event in Germany 1 press event in Denmark/Sweden Material and product logistics Press kit Annual performance and result report	1 closing press event in Hungary 1 press event in Italy 1 press event in Germany 1 press event in Denmark/Sweden Material and product logistics Press kit Annual performance and result report	
<b>Subtotal for activity 2.2</b>		<b>EUR 21.978,00</b>	<b>EUR 26.950,00</b>	<b>EUR 29.210,00</b>	

<b>Work Package 3: Website &amp; Social Media</b>					
<b>Activity 1: Website</b>					
A relevant web of EU basket of products, including useful information about the sectors, the EU production methods, their variety, their taste and, most important, the efforts that the EU and the beneficiaries have put in place to provide a sustainable agriculture, will be set up. This website, available in the beneficiaries' different languages and in the languages of the target countries will spread the main message of the campaign to the target audience. Moreover, some of the paid campaigns will send people from different platforms to this website, so it is an essential part of the programme towards the achievement of the informative objectives.					
<b>Duration:</b>	M3 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					
▪ This work package is linked to Objectives 1 and 2.					
<b>Activities</b>					
Task No	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
3.1.1	Website setup, updating and maintenance.	Domain, hosting, development, design, and programming of website in WordPress, PHP and MySQL in order to have a platform that allows to share content in the official languages of the target markets. It will be a responsive website on mobile and desktop. This web will be dedicated exclusively to this campaign and will always be in agreement with the identity of the program. The Web will also contain a blog that will be updated in real time with the actions carried out in every target country.	<b>SANNIO</b> VESUVIO VITICA SALERNO IRPINIA PIENNOL O MJKKHE	<b>COO</b> BEN BEN BEN BEN BEN	Subcontracted to IB

3.1.2	Update and Maintenance	Management, coordination, supervision and upload and update content to the platform.			
3.1.3	Blogpost	Creation of a blogpost including drafting and image search.			
3.1.3	Technical support	Includes a bank of images about the actions that are developed. We will work on SEO positioning and all the content of the blog will be uploaded in English and translated into the local language of the beneficiaries.			
<b>Deliverables and estimated budget</b>					
<b>Timeline</b>	<b>YEAR 1</b>		<b>YEAR 2</b>		<b>YEAR 3</b>
<b>Deliverables</b>	1 website and software Management software Continuous contents update		1 website maintenance and software Management software Continuous contents update		1 website maintenance and software Management software Continuous contents update
<b>Subtotal for activity 3.1</b>	<b>EUR 12.769,00</b>		<b>EUR 5.198,00</b>		<b>EUR 5.198,00</b>

<b>Work Package 3: Website &amp; Social Media</b>					
<b>Activity 2: Social Media</b>					
The main goal of the Social Media accounts is to serve as interactive platforms to communicate with targets. Additionally, they are used as a showroom of all activities carried out under the umbrella of the program. In order to incentivize the participation of the target groups in the proposed activities, promotion actions such as contests and surveys will also be continuously developed through the social media networks selected.					
<b>Duration:</b>	M3 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					
<ul style="list-style-type: none"> <li>This work package is linked to Objectives 1, 2 and 3.</li> </ul>					
<b>Activities</b>					
Task No 2	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
3.2.1	Social Media. Account Set up	Setup of general Instagram, Facebook, and YouTube for the specific program in English in order to be able to reach all target groups with their own language in a general strategy, and in local language for a specific strategy.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOL O MJKKHE	COO BEN BEN BEN BEN BEN	Subcontracted to IB
3.2.2	Banner Design&Copy's	Design of 3 banners per week adapting the image and the message to every social media network including copy's regarding the message of the Editorial Calendar following the main strategy.			
3.2.4	Coordination	Coordination of the right strategy, methodology, objectives, and diary work.			
<b>Deliverables and estimated budget</b>					
<b>Timeline</b>	<b>YEAR 1</b>		<b>YEAR 2</b>		<b>YEAR 3</b>
<b>Deliverables</b>	3 active social profiles 1 editorial plan 72 posts Annual report on social media activities		3 active social profiles 1 editorial plan 72 posts Annual report on social media activities		3 active social profiles 1 editorial plan 72 posts Annual report on social media activities
<b>Subtotal for activity 3.2</b>	<b>EUR 12.565,60</b>		<b>EUR 12.565,60</b>		<b>EUR 12.565,60</b>

<b>Work Package 4: Advertising</b>					
<b>Activity 1: Print.</b>					
Physically printed media are an outstanding opportunity to reach the audience on a broad scale and to expand the sustainability message from the EU. Annual advertorials on the MEDWAYS campaign will be developed, spreading the message on sustainability that is explained before. As print is pretty expensive, the budget will be concentrated in very specific print publications to be defined during the campaign in accordance with the PR office, in order to multiply the impact of the whole communication strategy. The publications selected for advertorials will be aimed at trade professionals, which are considered the most effective					

to reach the professional audience and spread the Union message to increase recognition and awareness towards sustainability.					
<b>Duration:</b>	M3 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					
▪ This work package is linked to Objectives 1, 2 and 3.					
<b>Activities</b>					
Task No	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
4.1.1	Print media adaptations	Adapting the visual branding and message to the format expected from the key hard copy publications selected. Development of the specific advertorial contents.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOLO MJKKE	COO BEN BEN BEN BEN BEN	Subcontracted to IB
4.1.2	Print media buying	Direct purchase of print advertisement. Report on media and reach.			
<b>Deliverables and estimated budget</b>					
<b>Timeline</b>		<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	
<b>Deliverables</b>		2 advertorials in trade magazines Report including print media investment, print advertorial, reach and impacts	2 advertorials in trade magazines Report including print media investment, print advertorial, reach and impacts	2 advertorials in trade magazines Report including print media investment, print advertorial, reach and impacts	
<b>Subtotal for activity 4.1</b>		<b>EUR 15.225,00</b>	<b>EUR 15.225,00</b>	<b>EUR 15.225,00</b>	

<b>Work Package 4: Advertising</b>					
<b>Activity 3: Online advertisement.</b>					
A digital media plan specifically for each target country will be developed. This plan will cover the most effective way to run an online display campaign in order to reach the highest number of target final consumers possible to inform them about sustainability of EU agriculture. Using a display campaign, the message and content of the present proposal would be reinforced in markets where the use of digital devices is high. The overall annual budget for display advertising would be then distributed to the different campaigns based on the media plan developed. Also, influencer advertising will be launched in order to arrive to the greatest number of target consumers.					
<b>Duration:</b>	M3 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					
▪ This work package is linked to Objectives 1, 2 and 3.					
<b>Activities</b>					
Task No 3	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
4.3.1	Digital media plan and Editorial Calendar per country.	The campaigns will be launched based on the calendar of other activities so that they strengthen the impact and improve the results of each other. For this purpose, alignment between offline and online promotion and informative campaigns is crucial.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOL O MJKKHE	COO BEN BEN BEN BEN BEN	Subcontracted to IB
4.3.2	Banner& Copy Design	Design of 3 banners per campaign adapting the image and the message to every social media network including copy's regarding the message of the Editorial Calendar following the main strategy.			
4.3.3	Banner Campaign launch	Launch of banner campaign per country where traffic from our target groups is sent to the website to enhance awareness of the product. Set up of campaign, follow up the traffic strategy			
4.3.4	Management	Coordination and supervision of strategy, and works.			

Deliverables and estimated budget			
Timeline	YEAR 1	YEAR 2	YEAR 3
<b>Deliverables</b>	Continuous ADV campaigns (FB and IG) 4 Google Ads campaign Activities with influencers 3 web banners on relevant websites Monthly reporting including results, improvements and planning for next month campaigns.	Continuous ADV campaigns (FB and IG) 4 Google Ads campaign Activities with influencers 3 web banners on relevant websites Monthly reporting including results, improvements and planning for next month campaigns.	Continuous ADV campaigns (FB and IG) 4 Google Ads campaign Activities with influencers 3 web banners on relevant websites Monthly reporting including results, improvements and planning for next month campaigns.
<b>Subtotal for activity 4.3</b>	<b>EUR 46.330,00</b>	<b>EUR 46.330,00</b>	<b>EUR 46.330,00</b>

Work Package 4: Advertising					
Activity 4: Outdoors.					
Outdoor ADVs are a great opportunity to expand the sustainability message from the EU. Linked to selected main events organised within the campaign, such as the international workshops described in EP6 – Activity 2, outdoor ADVs will be displayed in order to expand the message to the objective target, but also to the general population.					
<b>Duration:</b>	M1 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					
▪ This work package is linked to Objectives 1, 2 and 3.					
<b>Activities</b>					
Task No 4	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
4.4.1	Outdoor campaign strategic plan	At the beginning of each year, together with the detailed planning of seminars&workshosps WP6-Activity 2) to which they are linked, a strategic plan on outdoor campaigns will be produced. The plan will define in details places of display, start and ending date for displays, together with the specific annual customisation of the campaign message.	SANNIO PIENNOLO	COO BEN	Subcontracted to IB
4.4.2	ADV production and display	According to the strategic plan, materials to be displayed will be produced and the ADV spaces will be purchased.			
Deliverables and estimated budget					
Timeline	YEAR 1	YEAR 2	YEAR 3		
<b>Deliverables</b>	2 outdoor campaigns during event	2 outdoor campaigns during event	2 outdoor campaigns during event		
<b>Subtotal for activity 4.4</b>	<b>EUR 34.500,00</b>	<b>EUR 34.500,00</b>	<b>EUR 34.500,00</b>		

Work Package 5: Communication Tools					
Activity 2: Communication tools.					
At the beginning of the campaign, the global MEDWAYS visual will be developed and all the materials will be designed (once for the whole campaign, so to reduce costs). This preliminary activity is necessary to develop a full storytelling around the campaign and the message to spread so as to build up a coherent communication strategy. In this sense, as it has been shown in this proposal, the logo and the other visual elements will be presented in the promotional activities, together with all the compulsory elements aimed at ensuring adequate visibility to the EU support.					
Communication tools are an important element of the above-mentioned informative program. These materials are intended to be used as a reminder of the program goals: increase awareness in the target countries as well as increase preference for EU products. They are also aimed to be used as a visual aid for other promotional events and activities to make it easier for consumers and professionals to recognize the message to be conveyed and the identity of the whole program.					
<b>Duration:</b>	M3 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					

<ul style="list-style-type: none"> <li>This work package is linked to Objectives 1 and 2.</li> </ul>					
Activities					
Task No 1	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
5.1.1	Campaign Brand Design. Brand and communication Book	Brand book development, use of the brand and communications rules.	<b>SANNIO</b> VESUVIO VITICA SALERNO IRPINIA PIENNOL O MJKKHE	<b>CO</b> <b>O</b> BEN BEN BEN BEN BEN	Subcontracted to IB
5.1.2	Design of material	Design of material for Beneficiary validation of materials.			
5.1.3	Production of Material	Production of materials aligned with the campaign message, the project objectives and the target markets.			
5.1.4	Transport of Material	Transport from the factory to the main storage of the beneficiary.			
Deliverables and estimated budget					
Timeline	YEAR 1		YEAR 2	YEAR 3	
<b>Deliverables</b>	Brand and communication Book. 800 printed folders + digital format 4 Project Roll-up 1 Banners and posters 1.500 Wine bags 1.000 Pendrives 1.000 Giftboxes 200 Food Merch	800 printed folders + digital format 4 Project Roll-up 1 Banners and posters 1.500 Wine bags 1.000 Pendrives 1.000 Giftboxes Merchandise food 200 Food Merch	800 printed folders + digital format 4 Project Roll-up 1 Banners and posters 1.500 Wine bags 1.000 Pendrives 1.000 Giftboxes Merchandise food 200 Food Merch		
<b>Subtotal for activity 5.1</b>	<b>EUR 18.747,31</b>	<b>EUR 12.543,00</b>	<b>EUR 12.543,00</b>		

Work Package 5: Communication Tools					
Activity 2: Video.					
<p>Another essential visual resource to be implemented during the programme implementation are videos. These videos would help us to better illustrate what we want to transmit and gain engagement with the target audience. In this sense, the message of the sustainable features of the basket of product to be promoted will be the core of the video communication though the campaign, together with the product features. By developing new videos every year, the target audience will be also informed on the progressive implementation of sustainability practices.</p>					
<b>Duration:</b>	M1 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
Objectives					
<ul style="list-style-type: none"> <li>This work package is linked to Objectives 1 and 2.</li> </ul>					
Activities					
Task No 3	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
3.1	Video Production	Collection of existing materials, filming, editing, preparation of text, translations and subtitles. Graphics will be coordinated with the general campaign visual.	<b>SANNIO</b> VESUVIO VITICA SALERNO IRPINIA PIENNOLO MJKKHE	<b>CO</b> <b>O</b> BEN BEN BEN BEN BEN	Subcontracted to IB
Deliverables and estimated budget					
Timeline	YEAR 1		YEAR 2	YEAR 3	
<b>Deliverables</b>	5 short videos		5 short videos	2 short videos	
<b>Subtotal for activity 5.2</b>	<b>EUR 16.046,00</b>	<b>EUR 16.046,00</b>	<b>EUR 16.046,00</b>	<b>EUR 5.198,00</b>	

<b>Work Package 6: Events</b>					
<b>Activity 1. Fairs.</b>					
<p>A selected list of Trade Fairs for the purpose of this program has been created: Vinitaly Verona, ProWein Dusseldorf, Merano Wine Festival, Milano Wine Week, Cibus Parma, Tutto Food Milano, while other could be defined (in addition to the ones mentioned, in case of savings, or as alternative options). In fact, the trade show sector has been deeply impacted by COVID-19 pandemic and there are no certainties yet that it will restart with the same features. Anyway, considering trade fairs and international shows as visibility platforms, they are still considered a powerful tool to meet high numbers of professionals and consumers and are therefore intended to serve as way to communicate the message of the program to a wide audience. The participation of the program in the trade fairs will serve as the ideal showcase of European sustainable products. The message of the program will be conveyed through the stand in various formats: video, decoration of stand, tastings, merchandising and explanations of the program's personnel. It is a great way to increase visibility, relevance and preference for the involved products as well as have a direct conversation with the audience to get a better picture of the level of awareness among target groups. These events will significantly impact the success of other activities that are planned and therefore the main goal of the program: increase awareness, market share and preference for EU sustainable products. As a final remark, it should be noted that, despite each trade show takes place in a precise location, nevertheless its impact is much wider, given the international profiles of the selected shows. Therefore, each trade shows will not only target and involve professionals from each target market, but will also have a real global impact.</p>					
<b>Duration:</b>	M1 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					
<ul style="list-style-type: none"> <li>This work package is linked to Objectives 1, 2 and 3.</li> </ul>					
<b>Activities</b>					
Task No 1	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
1.1	Technical support for stands at trade fairs	Stand, services and other specific requirements for beneficiaries will be set up. Moreover, floor renting, decoration, insurances, special requirements, tastings, transport of samples and other fair issues as Wi-Fi will be provided. Finally, a final report including all fair works and services (including reach and impact) will be issued.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOL O MJKKHE	COO BEN BEN BEN BEN BEN	Subcontracted to IB
<b>Deliverables and estimated budget</b>					
Timeline	YEAR 1	YEAR 2	YEAR 3		
<b>Deliverables</b>	6 trade shows full participations, including: -Design, assembly and dismantling a Stand -Including decorating, audio-visual material. - Appeal to useful buyers, distributors and prescribers. -A hostess and a translator	6 trade shows full participations, including: -Design, assembly and dismantling a Stand -Including decorating, audio-visual material. - Appeal to useful buyers, distributors and prescribers. -A hostess and a translator	6 trade shows full participations, including: -Design, assembly and dismantling a Stand -Including decorating, audio-visual material. - Appeal to useful buyers, distributors and prescribers. -A hostess and a translator		
<b>Subtotal for activity 1</b>	<b>EUR 176.573,00</b>	<b>EUR 176.573,00</b>	<b>EUR 176.573,00</b>		
<b>Work Package 6: Events</b>					
<b>Activity 2: Showrooms, B2B Meetings, Seminars.</b>					
<p>Each year, two international workshops will be organised in Campania, Italy:</p> <ul style="list-style-type: none"> <li>Campania MEDWAYS Forum &amp; Wine day: the Italian basket of PDO/PGI products (and the Hungarian quality cheeses as guests) will be presented to the public in a one-day event focused on the main messages of the campaign.</li> <li>Volcanic terroir: from the previous experience of the international Volcanic Wines conference, this event will involve also volcanic food products, such as Pomodorino del Piennolo PDO. The idea is to gather professionals thanks to the great interest towards volcanic products which in the last years has been on the rise. Volcanic products have distinctive features that appeal to the taste of the public and their link with the production area is even more marked than for other PDOs. Moreover, as mentioned in section 1.1, volcanic soil is one of the elements that needs to be accurately managed under the aspect of the general sustainability of the production, especially due to the climate change.</li> </ul> <p>Both events will consist in lectures, seminars, roundtables and tasting sessions.</p>					

An attendance of 55 professional guests per event is expected. Guests will be from each target group and from all the target markets. In addition to the professional attendance, tasting sessions open to the general public will be added to the program, thus improving the impact also among end consumers. Moreover, seminars and workshops will be streamed in order to reach a wider audience among professional target groups. Linked to this activity, outdoor ADVs will be provided.					
<b>Duration:</b>	M1 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					
▪ This work package is linked to Objectives 1, 2 and 3.					
<b>Activities</b>					
Task No 2	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
6.2.1	Technical support	Services and other specific requirements for beneficiaries will be set up. Moreover, room renting, decoration, insurances, special requirements, tastings, transport of samples and other fair issues as Wi-Fi will be provided. Finally, a final report including all works and services (including reach and impact) will be issued.	<b>SANNIO</b> VESUVIO VITICA SALERNO IRPINIA PIENNOL O	<b>COO</b> BEN BEN BEN BEN	Subcontracted to IB
<b>Deliverables and estimated budget</b>					
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>		
<b>Deliverables</b>	2 Seminars & Workshop events Report including all information about set up, call for guest, reach and impact.	2 Seminars & Workshop events Report including all information about set up, call for guest, reach and impact.	2 Seminars & Workshop events Report including all information about set up, call for guest, reach and impact.		
<b>Subtotal for activity 6.2</b>	<b>EUR 83.055,00</b>	<b>EUR 83.055,00</b>	<b>EUR 83.055,00</b>		

<b>Work Package 6: Events</b>					
<b>Activity 3: Restaurant weeks.</b>					
Consumers will have the opportunity to try and taste the quality products of the project partners in the main restaurants involved in the activities in the main cities of the destination countries. Special recipes paired with high-quality wines, created in each restaurant, will be used to raise consumer awareness of EU agri-food production methods, their sustainability and quality standards. Once the partnerships are defined, the annual restaurant week campaign will develop in several successive stages: - Specific press releases (aimed at B2B and B2C media), dedicated for the restaurant week will inform the media about the activity (included in the Ongoing PR activity). - Development of the restaurant week: depending on the restaurants involved, the restaurant week can vary in its implementation, however respecting these conditions: each restaurant must include at least 3 items among those promoted by the proposing organizations, each restaurant must guarantee the promotion for at least one week, the restaurant must endure to provide adequate visibility to the products and to the main sustainability message.					
<b>Duration:</b>	M1 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					
▪ This work package is linked to Objectives 1, 2 and 3.					
<b>Activities</b>					
Task No 3	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
6.3.1	Partnership definition	Restaurants in the target markets will be selected according to their locations (main cities or touristic locations will be preferred) and to their positioning. Specific target are those restaurants/bars with medium-high positioning, where clients	<b>SANNIO</b> VESUVIO VITICA SALERNO	<b>COO</b> BEN BEN	Subcontracted to IB

		are more eager to discover new quality products.	IRPINIA PIENNOLO	BEN BEN BEN	
6.3.2	Technical support	Includes: management and organization of the partnership with logistics costs for products and promotional materials. Also, a final report including all works and services, included reach and impact.			
<b>Deliverables and estimated budget</b>					
<b>Timeline</b>		<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	
<b>Deliverables</b>		2 restaurant campaigns 4 weeks of promotion 8 restaurants involved	2 restaurant campaigns 4 weeks of promotion 8 restaurants involved	2 restaurant campaigns 4 weeks of promotion 8 restaurants involved	
<b>Subtotal for activity 6.3</b>		<b>EUR 24.860,00</b>	<b>EUR 24.860,00</b>	<b>EUR 24.860,00</b>	

<b>Work Package 6: Events</b>					
<b>Activity 5. Study trips.</b>					
This study trip activity, will allow to welcome 5/10 trade and press operators in the production areas of the DO products object of the promotion. The program will include technical and educational presentations, tastings and presentations. Guests will experience the uniqueness and singularity of the products and understand them as the result of local terroir, soil, climate, varieties and know-how. They will witness the quality control performed during PDO certification, as well as all the specifications and standards required to obtain the PDO quality mark. All those elements, as already explained, are strongly linked with the sustainability theme and the study visits will enable guests to really discover the sustainability effort and impact provided by beneficiaries (also thanks to the specific projects mentioned as premise).					
<b>Duration:</b>	M1 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					
<ul style="list-style-type: none"> <li>This work package is linked to Objectives 1, 2 and 3.</li> </ul>					
<b>Activities</b>					
Task No 5	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
6.5.1	Study trips calendar and guests selection	Each year, list of guests for the study trips and a detailed calendar will be drafted. Press representatives and trade professionals will be hosted in production areas with two separated trips, in order to	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOLO	CO O BEN BEN BEN BEN	Subcontracted to IB
6.5.2	Technical support	Services and other specific requirements for beneficiaries will be set up. Moreover, travel and subsistence costs, transport, room renting, decoration, insurances, special requirements, tastings, catering, equipment, transport of samples and other technical requirement will be provided. Finally, a final report including all works and services (including reach and impact) will be issued.			
<b>Deliverables and estimated budget</b>					
<b>Timeline</b>		<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	
<b>Deliverables</b>		1 press tour 1 tour for trade professionals	1 press tour 1 tour for trade professionals	1 press tour 1 tour for trade professionals	
<b>Subtotal for activity 5</b>		<b>EUR 72.320,00</b>	<b>EUR 72.320,00</b>	<b>EUR 72.320,00</b>	

<b>Work Package 6: Events</b>					
<b>Activity 6. Other events</b>					
In order to expand the influence of the campaign, 1 annual walk around tasting will be organized to introduce the products of the campaign and make them better known to the target audience (journalists, professionals, sommeliers, bloggers and influencers related to the food and wine sector). The idea is to organise this event each year in a different country, between the non-origin countries (Germany, Denmark, Sweden). Guests will be selected among target groups in accordance with the global PR office, in order to invite the most relevant professionals for the campaign and maximise the overall impact.					
<b>Duration:</b>	M1 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					



<ul style="list-style-type: none"> <li>This work package is linked to Objectives 1, 2 and 3.</li> </ul>					
Activities					
Task No 6	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
6.6.1	Annual walk around tasting - Technical support	Services and other specific requirements for beneficiaries will be set up. Moreover, room renting, decoration, insurances, special requirements, tastings, catering, equipment for projections, transport of samples and other technical requirements as Wi-Fi will be provided. Finally, a final report including all works and services (including reach and impact) will be issued.	SANNIO PIENNOL O	COO BEN	Subcontracted to IB
6.6.2	MEDWAYS academy	Based on the findings of the positioning study carried out in activity 8.1, the educational program of the MEDWAYS academy (to be held in Italy starting for Year 2) will be defined, the more aligned possible to the new consumption habits. During the first year of activity the main target will be the Italian market, but professionals from other target markets will be progressively involved in the academy. Educational program will take place in Campania, the production area of the Italian partners involved in the activity, therefore the link between production and territories will be further reinforced. The academy will consist in a week long of seminars, workshops, tastings and visits to the producers, to discover the multifaceted MEDWAYS basket of products and its approach to sustainability. Hungarian producers will be hosted by the local producers to reinforce the cross-country approach. The cost of this activity will include: cost of the partnership with the school or association, speaker for the events, event organization and logistics, shipping cost.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOL O	COO BEN BEN BEN BEN BEN	Subcontracted to IB

Deliverables and estimated budget			
Timeline	YEAR 1	YEAR 2	YEAR 3
<b>Deliverables</b>	1 walkaround MEDWAYS tasting	1 walkaround MEDWAYS tasting 1 MEDWAYS academy program	1 walkaround MEDWAYS tasting 1 MEDWAYS academy program
<b>Subtotal for activity 6.6</b>	<b>EUR 14.520,00 (MEDWAYS tasting)</b>	<b>EUR 14.520,00 (MEDWAYS tasting)</b> <b>EUR 45.991,00 (MEDWAYS academy)</b>	<b>EUR 14.520,00 (MEDWAYS tasting)</b> <b>EUR 45.991,00 (MEDWAYS academy)</b>

Work Package 7: POS					
Activity 1. Tasting Days.					
Each year, information and promotion events of European sustainable products and EU quality schemes will be organized through the presentation and tasting of partners' products. These activities will be carried out within selected sales channels on trade (Ho.Re.Ca.) and off trade of high attendance of millennials and foodies, in particularly fashionable areas of the main cities of the target countries.					
<b>Duration:</b>	M1 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
Objectives					
<ul style="list-style-type: none"> <li>This work package is linked to Objectives 1, 2 and 3.</li> </ul>					
Activities					
Task No 1	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	

7.1.1	Strategic plan	Each year, a strategic plan for POS promotion will be drafted. This annual activity is required in order to grant the best alignment of the POS promo to the market needs and to the other promotional activities of the MEDWAYS campaign. Therefore, partnerships and calendar of tasting days will be defined in such a way to multiply the visibility of the whole campaign.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOLO MJKKHE	CO O BEN BEN BEN BEN BEN BEN	Subcontracted to IB
7.1.2	Technical support	Services and other specific requirements for beneficiaries will be set up. It covers management of the partnerships with the Point of Sales, selection of venues, technical organisation, management of products/materials/consumable logistics, global management and follow-up. Finally, a final report including all works and services (including reach and impact) will be issued.			

Deliverables and estimated budget			
Timeline	YEAR 1	YEAR 2	YEAR 3
<b>Deliverables</b>	1 strategic plan for POS promotion 4 tasting days campaign 9 POS promo partnerships 21 days of promotion on the target countries	1 strategic plan for POS promotion 4 tasting days campaign 9 POS promo partnerships 21 days of promotion on the target countries	1 strategic plan for POS promotion 4 tasting days campaign 9 POS promo partnerships 21 days of promotion on the target countries
<b>Subtotal for activity 7.1</b>	<b>EUR 34.374,00</b>	<b>EUR 34.374,00</b>	<b>EUR 34.374,00</b>

### BATCH 2: HUNGARY

Work Package 2: Public Relations					
Activity 1: Permanent Public Relations service.					
<p>The main objective is to strengthen the awareness towards the sustainability of EU agriculture and the recognition of the products in question in the target areas by focusing the message on sustainability, quality and EU brands. The communication activity will take place through a dedicated press office, moreover on each target market there will be a P.R. that will support the annual work of the selected communication agency. These figures will also have a key role in the organization of one-to-one meetings with industry influencers and journalists, during which the objectives of the campaign will be conveyed. In order to ensure an effective communication of the activities planned in the project and guarantee a wide dissemination of promotional messages, this action will have to be particularly present in conjunction with the events planned for each year. The planned costs include:</p> <ul style="list-style-type: none"> <li>- a series of preparatory actions (e.g. development of the image and key messages, development of an overall strategy to ensure the achievement of all the objectives set);</li> <li>- actual development of PR actions (e.g. media solicitation activities on selected press lists, periodic preparation of press reviews, etc.);</li> <li>- monitoring actions and continuous contact with all those involved in the management and implementation of the project.</li> </ul> <p>Public relations activities will be aimed at: <b>Final consumers</b> through the involvement of traditional media and especially bloggers and influencers who deal with the wine&amp;food sector, <b>bloggers and influencers</b> dealing with wine, gastronomy, travel and lifestyle <b>journalists, Ho.re.ca professionals</b>, in particular sommeliers and chefs of the most important international restaurant chains.</p>					
<b>Duration:</b>	M1 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
Objectives					
<ul style="list-style-type: none"> <li>▪ This work package is linked to Objectives 1 and 2.</li> </ul>					
Activities					
Task No 1	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
2.1.1	Technical support	Press releases control and supervision, localization of press releases to local languages, dissemination of press dossiers to key media players, press clippings per action and annual press clipping. These press releases will be launched in each country in order to spread the main message of the campaign so as to maximize their efficiency and the potential press fallout.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOL O	COO BEN BEN BEN BEN BEN BEN	Subcontracted to IB

			MJKKHE	
Deliverables and estimated budget				
Timeline	YEAR 1	YEAR 2	YEAR 3	
<b>Deliverables</b>	Data-base with contacts Graphic project layout Annual publishing plan 2 press kits 5 press releases Continuous PR with testimonials 2 reports (6th-12th month) Annual press review Periodical sending of gift boxes	Data-base with contacts Graphic project layout Annual publishing plan 2 press kits 5 press releases Continuous PR with testimonials 2 reports (6th-12th month) Annual press review Periodical sending of gift boxes	Data-base with contacts Graphic project layout Annual publishing plan 2 press kits 5 press releases Continuous PR with testimonials 2 reports (6th-12th month) Annual press review Periodical sending of gift boxes	
<b>Subtotal for activity 2.1</b>	<b>EUR 8.124,70</b>	<b>EUR 8.124,70</b>	<b>EUR 8.124,70</b>	

Work Package 2: Public Relations					
Activity 2: Press Events.					
<p>The goal of press events is to bring together key representatives of the local and international-local press. They are all invited to a meeting where they are given first-hand information on the programme. They will also be able to further discuss through a round of personal interviews with the representatives of the program for the subsequent publication of the info on local news and post report. They will also be given visual and photographic material for that purpose. Three (3) press events per year will be running in order to advise all relevant press about the launch and the progress of the program and its importance and in order to inform about the results at the end of every year. Additional launching and closing events will be organised in Hungary. It is expected that 30 press professionals will attend to each event. In addition to physical attendance, press events will be streamed to engage other professionals.</p>					
<b>Duration:</b>	M3 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
Objectives					
<ul style="list-style-type: none"> <li>This work package is linked to Objectives 1 and 2.</li> </ul>					
Activities					
Task No	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
2.2.1	Call for press	Follow up of call, confirmation of participants.	<b>SANNIO VESUVIO</b>	<b>COO</b>	Subcontracted to IB
2.2.2	Press releases	Control and supervision, localization of press releases to local language, control and supervision, localization of press releases to local language.	VITICA SALERNO IRPINIA PIENNOL O	BEN BEN BEN BEN	
2.2.3	Clipping	Follow up to media, press clippings per actions.	MJKKHE	BEN	
2.2.4	Technical support	Planning and set up the event. Select a Room rental, set up, translators, and coordination of materials for the event.			

Deliverables and estimated budget				
Timeline	YEAR 1	YEAR 2	YEAR 3	
<b>Deliverables</b>	1 opening press event in Hungary Material and product logistics Press kit Annual performance and result report			
<b>Subtotal for activity 2.2</b>	<b>EUR 7.232,00</b>			

Work Package 3: Website & Social Media				
Activity 2: Social Media				
<p>The main goal of the Social Media accounts is to serve as interactive platforms to communicate with targets. Additionally, they are used as a showroom of all activities carried out under the umbrella of the program. In order to incentivize the participation of the target groups in the proposed activities, promotion actions such as contests and surveys will also be continuously developed</p>				

through the social media networks selected.					
<b>Duration:</b>	M3 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					
▪ This work package is linked to Objectives 1, 2 and 3.					
<b>Activities</b>					
Task No 2	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
3.2.1	Social Media. Account Set up	Setup of general Instagram, Facebook, and YouTube for the specific program in English in order to be able to reach all target groups with their own language in a general strategy, and in local language for a specific strategy.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOL O MJKKHE	COO BEN BEN BEN BEN BEN	Subcontracted to IB
3.2.2	Banner Design&Copy's	Design of 3 banners per week adapting the image and the message to every social media network including copy's regarding the message of the Editorial Calendar following the main strategy.			
3.2.4	Coordination	Coordination of the right strategy, methodology, objectives, and diary work.			
<b>Deliverables and estimated budget</b>					
<b>Timeline</b>		<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	
<b>Deliverables</b>		3 active social profiles 1 editorial plan 18 posts Annual report on social media activities	3 active social profiles 1 editorial plan 18 posts Annual report on social media activities	3 active social profiles 1 editorial plan 18 posts Annual report on social media activities	
<b>Subtotal for activity 3.2</b>		<b>EUR 3.141,40</b>	<b>EUR 3.141,40</b>	<b>EUR 3.141,40</b>	

<b>Work Package 4: Advertising</b>					
<b>Activity 1: Print.</b>					
Physically printed media are an outstanding opportunity to reach the audience on a broad scale and to expand the sustainability message from the EU. Annual advertorials on the MEDWAYS campaign will be developed, spreading the message on sustainability that is explained before. As print is pretty expensive, the budget will be concentrated in very specific print publications to be defined during the campaign in accordance with the PR office, in order to multiply the impact of the whole communication strategy. The publications selected for advertorials will be aimed at trade professionals, which are considered the most effective to reach the professional audience and spread the Union message to increase recognition and awareness towards sustainability.					
<b>Duration:</b>	M3 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					
▪ This work package is linked to Objectives 1, 2 and 3.					
<b>Activities</b>					
Task No 1	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
4.1 .1	Print media adaptations	Adapting the visual branding and message to the format expected from the key hard copy publications selected. Development of the specific advertorial contents.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOLO MJKKE	COO BEN BEN BEN BEN	Subcontracted to IB
4.1 .2	Print media buying	Direct purchase of print advertisement. Report on media and reach.			
<b>Deliverables and estimated budget</b>					
<b>Timeline</b>		<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	
<b>Deliverables</b>		1 ADV for Hungary Report including print media	1 ADV for Hungary Report including print media	1 ADV for Hungary Report including print media	

	investment, print advertorial, reach and impacts	investment, print advertorial, reach and impacts	investment, print advertorial, reach and impacts
<b>Subtotal for activity 4.1</b>	<b>EUR 630,00</b>	<b>EUR 630,00</b>	<b>EUR 630,00</b>

<b>Work Package 4: Advertising</b>					
<b>Activity 2: Radio.</b>					
On the Hungarian market, a specific radio appearance will be provided each year.					
<b>Duration:</b>	M3 – M36	<b>Lead Beneficiary:</b>	MJKKHE		
<b>Objectives</b>					
▪ This work package is linked to Objectives 1, 2 and 3.					
<b>Activities</b>					
Task No 2	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
4.2.1	Organizing radio appearance	One radio interview will be organized every year in Hungary to disseminate the most important results of the campaign and give information to consumers to increase awareness. The media will be selected according to the coverage (to be nation-wide) and the costs of the media. Also the length of the programme (interview) will be a selective factor. The media will be selected according to these factors to reach the highest number of listeners within the target group as well.	MJKKHE	BEN	Subcontracted to IB
<b>Deliverables and estimated budget</b>					
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>		
<b>Deliverables</b>	1 Radio appearance Report on reach	1 Radio appearance Report on reach	1 Radio appearance Report on pand reach		
<b>Subtotal for activity 1</b>	<b>EUR 4.200,00</b>	<b>EUR 4.200,00</b>	<b>EUR 4.200,00</b>		

<b>Work Package 4: Advertising</b>					
<b>Activity 3: Online advertisement.</b>					
A digital media plan specifically for each target country will be developed. This plan will cover the most effective way to run an online display campaign in order to reach the highest number of target final consumers possible to inform them about sustainability of EU agriculture. Using a display campaign, the message and content of the present proposal would be reinforced in markets where the use of digital devices is high. The overall annual budget for display advertising would be then distributed to the different campaigns based on the media plan developed. Also, influencer advertising will be launched in order to arrive to the greatest number of target consumers.					
<b>Duration:</b>	M3 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					
▪ This work package is linked to Objectives 1, 2 and 3.					
<b>Activities</b>					
Task No 3	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
4.3.1	Digital media plan and Editorial Calendar per country.	The campaigns will be launched based on the calendar of other activities so that they strengthen the impact and improve the results of each other. For this purpose, alignment between offline and online promotion and informative campaigns is crucial.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOL O MJKKHE	CO O BEN BEN BEN BEN BEN BEN	Subcontracted to IB
4.3.2	Banner& Copy Design	Design of 3 banners per campaign adapting the image and the message to every social media network including copy's regarding the message of the Editorial Calendar			

		following the main strategy.		
4.3.3	Banner Campaign launch	Launch of banner campaign per country where traffic from our target groups is sent to the website to enhance awareness of the product. Set up of campaign, follow up the traffic strategy		
4.3.4	Management	Coordination and supervision of strategy, and works.		
<b>Deliverables and estimated budget</b>				
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	
<b>Deliverables</b>	Continuous ADV campaigns (FB and IG) Monthly reporting including results, improvements and planning for next month campaigns.	Continuous ADV campaigns (FB and IG) Monthly reporting including results, improvements and planning for next month campaigns.	Continuous ADV campaigns (FB and IG) Monthly reporting including results, improvements and planning for next month campaigns.	
<b>Subtotal for activity 4.3</b>	<b>EUR 5.876,00</b>	<b>EUR 5.876,00</b>	<b>EUR 5.876,00</b>	

<b>Work Package 5: Communication Tools</b>					
<b>Activity 2: Communication tools.</b>					
At the beginning of the campaign, the global MEDWAYS visual will be developed and all the materials will be designed (once for the whole campaign, so to reduce costs). This preliminary activity is necessary to develop a full storytelling around the campaign and the message to spread so as to build up a coherent communication strategy. In this sense, as it has been shown in this proposal, the logo and the other visual elements will be presented in the promotional activities, together with all the compulsory elements aimed at ensuring adequate visibility to the EU support.					
Communication tools are an important element of the above-mentioned informative program. These materials are intended to be used as a reminder of the program goals: increase awareness in the target countries as well as increase preference for EU products. They are also aimed to be used as a visual aid for other promotional events and activities to make it easier for consumers and professionals to recognize the message to be conveyed and the identity of the whole program.					
<b>Duration:</b>	M3 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					
<ul style="list-style-type: none"> <li>This work package is linked to Objectives 1 and 2.</li> </ul>					
<b>Activities</b>					
Task No 1	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
5.1.1	Campaign Brand Design. Brand and communication Book	Brand book development, use of the brand and communications rules.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOL O MJKKHE	CO O BEN BEN BEN BEN BEN	Subcontracted to IB
5.1.2	Design of material	Design of material for Beneficiary validation of materials.			
5.1.3	Production of Material	Production of materials aligned with the campaign message, the project objectives and the target markets.			
5.1.4	Transport of Material	Transport from the factory to the main storage of the beneficiary.			
<b>Deliverables and estimated budget</b>					
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>		
<b>Deliverables</b>	Design 200 printed folders + digital format 1 Banners and posters 300 Food Merch	200 printed folders + digital format 1 Banners and posters 300 Food Merch	200 printed folders + digital format 1 Banners and posters 300 Food Merch		
<b>Subtotal for activity 5.1</b>	<b>EUR 9.615,69</b>	<b>EUR 4.520,00</b>	<b>EUR 4.520,00</b>		

<b>Work Package 5: Communication Tools</b>					
<b>Activity 2: Video.</b>					
Another essential visual resource to be implemented during the programme implementation are videos. These videos would help					

us to better illustrate what we want to transmit and gain engagement with the target audience. In this sense, the message of the sustainable features of the basket of product to be promoted will be the core of the video communication through the campaign, together with the product features. By developing new videos every year, the target audience will be also informed on the progressive implementation of sustainability practices.

<b>Duration:</b>	M1 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI
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**Objectives**

- This work package is linked to Objectives 1 and 2.

**Activities**

Task No 3	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
3.1	Video Production	Collection of existing materials, filming, editing, preparation of text, translations and subtitles. Graphics will be coordinated with the general campaign visual.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOLO MJKKHE	COO BEN BEN BEN BEN BEN	Subcontracted to IB

**Deliverables and estimated budget**

Timeline	YEAR 1	YEAR 2	YEAR 3
<b>Deliverables</b>	1 short video	1 short video	1 short video
<b>Subtotal for activity 5.2</b>	<b>EUR 5.650,00</b>	<b>EUR 5.650,00</b>	<b>EUR 5.650,00</b>

**Work Package 6: Events**

**Activity 1. Fairs.**

A festival / trade show on the Hungarian market should be considered, although not yet identified. In fact, the trade show sector has been deeply impacted by COVID-19 pandemic and there are no certainties yet that it will restart with the same features. Anyway, considering trade fairs and international shows as visibility platforms, they are still considered a powerful tool to meet high numbers of professionals and consumers and are therefore intended to serve as way to communicate the message of the program to a wide audience. The participation of the program in the trade fairs will serve as the ideal showcase of European sustainable products. The message of the program will be conveyed through the stand in various formats: video, decoration of stand, tastings, merchandising and explanations of the program's personnel. It is a great way to increase visibility, relevance and preference for the involved products as well as have a direct conversation with the audience to get a better picture of the level of awareness among target groups. These events will significantly impact the success of other activities that are planned and therefore the main goal of the program: increase awareness, market share and preference for EU sustainable products. As a final remark, it should be noted that, despite each trade show takes place in a precise location, nevertheless its impact is much wider, given the international profiles of the selected shows. Therefore, each trade shows will not only target and involve professionals from each target market, but will also have a real global impact.

<b>Duration:</b>	M1 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI
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**Objectives**

- This work package is linked to Objectives 1, 2 and 3.

**Activities**

Task No 1	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
1.1	Technical support for stands at trade fairs	Stand, services and other specific requirements for beneficiaries will be set up. Moreover, floor renting, decoration, insurances, special requirements, tastings, transport of samples and other fair issues as Wi-Fi will be provided. Finally, a final report including all fair works and services (including reach and impact) will be issued.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOL O MJKKHE	COO BEN BEN BEN BEN BEN	Subcontracted to IB

Deliverables and estimated budget			
Timeline	YEAR 1	YEAR 2	YEAR 3
<b>Deliverables</b>	1 trade shows full participations, including: -Design, assembly and dismantling a Stand -Including decorating, audio-visual material. - Appeal to useful buyers, distributors and prescribers. -A hostess and a translator	1 trade shows full participations, including: -Design, assembly and dismantling a Stand -Including decorating, audio-visual material. - Appeal to useful buyers, distributors and prescribers. -A hostess and a translator	1 trade shows full participations, including: -Design, assembly and dismantling a Stand -Including decorating, audio-visual material. - Appeal to useful buyers, distributors and prescribers. -A hostess and a translator
<b>Subtotal for activity 1</b>	<b>EUR 11.572,00</b>	<b>EUR 11.572,00</b>	<b>EUR 11.572,00</b>

Work Package 7: POS					
Activity 1. Tasting Days.					
Each year, information and promotion events of European sustainable products and EU quality schemes will be organized through the presentation and tasting of partners' products. These activities will be carried out within selected sales channels on trade (Ho.Re.Ca.) and off trade of high attendance of millennials and foodies, in particularly fashionable areas of the main cities of the target countries.					
<b>Duration:</b>	M1 – M36	<b>Lead Beneficiary:</b>	SANNIO CONSORZIO TUTELA VINI		
<b>Objectives</b>					
<ul style="list-style-type: none"> <li>This work package is linked to Objectives 1, 2 and 3.</li> </ul>					
<b>Activities</b>					
Task No 1	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
7.1.1	Strategic plan	Each year, a strategic plan for POS promotion will be drafted. This annual activity is required in order to grant the best alignment of the POS promo to the market needs and to the other promotional activities of the MEDWAYS campaign. Therefore, partnerships and calendar of tasting days will be defined in such a way to multiply the visibility of the whole campaign.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOLO MJKKHE	CO O BEN BEN BEN BEN BEN	Subcontracted to IB
7.1.2	Technical support	Services and other specific requirements for beneficiaries will be set up. It covers management of the partnerships with the Point of Sales, selection of venues, technical organisation, management of products/materials/consumable logistics, global management and follow-up. Finally, a final report including all works and services (including reach and impact) will be issued.			

Deliverables and estimated budget			
Timeline	YEAR 1	YEAR 2	YEAR 3
<b>Deliverables</b>	1 strategic plan for POS promotion 1 tasting days campaign	1 strategic plan for POS promotion 1 tasting days campaign	1 strategic plan for POS promotion 1 tasting days campaign
<b>Subtotal for activity 7.1</b>	<b>EUR 5.650,00</b>	<b>EUR 5.650,00</b>	<b>EUR 5.650,00</b>



## **SELECTION PROCEDURE FOR THE PROGRAM IMPLEMENTING BODY**

### **6. Requirements for participation in the tender**

The participating entities may submit their proposal on one or both batches.

#### **6.1 Inexistence of causes of exclusion from participation in the tender**

Participation in this tender procedure is reserved to 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 related grounds for exclusion:

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

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

In the event of a temporary grouping not yet established, each operator must produce this declaration.

#### **6.2 Economic and financial capacity requirements**

The economic operator who intends to participate in this selection tender:

- must have achieved, in the five-years period 2016-2017-2018-2019-2020, a total turnover of not less than 1.500.000,00 in letters: (Euro one million five hundred thousand / 00) net of VAT, resulting from VAT returns or equivalent tax in the EU ;
- must attach the declaration of its Bank on the financial means necessary to guarantee the execution of the actions foreseen by the Program (suitable bank references);
- must attach a copy of the latest approved financial statement and / or VAT return
- must attach the certificate or registration in the Chamber of Commerce or another Trade register kept in the Member State where the economic operator is based.

The possession of these requirements must be certified by means of the attached declaration (Annex B), signed by the legal representative. These requirements must be possessed by the economic operator as a whole, or as a subject in a temporary grouping of companies.

#### **6.3 Technical and professional capacity requirements**

The economic operator (single or in a temporary grouping of companies) who intends to participate in this selection tender must:

- having carried out, in the five-years period 2016-2017-2018-2019-2020, services similar to those object of the tender for an amount not less than Euro 1.500.000.00 overall (in words: Euro one million 5 hundred / 00) net of VAT;
- attach the list of main services performed (company CV);
- attach the CVs of the staff employed, in the eventual execution of the Program, which demonstrate a proven experience in services similar to those covered by the tender.

Similar services include (by way of example and not limited to):

- management of complex international promotion projects / programs;
- management of groupings of companies and coordination of work groups;
- planning and management of public contribution programs;
- event and incoming organization activities;
- press office management;
- communication activities, PR, etc. also online;
- information material creation;
- promotional videos creation;
- promotional activities in the agri-food sector.

These requirements must be certified by means of the attached declaration (Annex B) signed by the Legal Representative of the proposing party and the sending of the CVs of the professional figures envisaged in the execution of the assignment. These requirements must be possessed by the economic operator or by the

temporary grouping of companies as a whole, except that in the latter case the agent must in any case possess the requirements and perform the services in a majority measure.

## 7 Award criteria

The contract is awarded on the basis of the criterion of the most economically advantageous tender, according to the breakdown of scores described below, but also taking into account the quality criteria.

The qualitative aspects of the service and the economic offer will be taken into account jointly, therefore the total 100 points will be evaluated in the following order:

1) TECHNICAL OFFER: MAXIMUM 85 POINTS	<b>MAXIMUM POINTS ACHIEVABLE: max SCORE 100</b>
2) ECONOMIC OFFER: MAXIMUM 15 POINTS.	

The Evaluation Committee will proceed with the evaluation of the qualitative elements on the basis of the evaluation elements indicated in the table below.

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

<b>TECHNICAL OFFER: MAXIMUM 85 POINTS</b>		
<b>Criteria</b>	<b>Subcriteria</b>	<b>Max score</b>
<b>1. QUALITY OF THE TECHNICAL OFFER - OVERALL STRATEGY</b>	Quality of the articulation of the overall strategy and of the activities and their coherence with the specifications provided by the contract and by the reference Program	Up to 6 points
	Ability to produce the expected results and achieve the objectives set by the project	Up to 4 points
<b>Maximum points achievable</b>		<b>10</b>
<b>2. QUALITY OF THE TECHNICAL OFFER - PROJECT OUTPUT</b>	Creativity and innovation of the communication tools proposed (eg press office management, realization of promotional video, realization of information material and online communication, realization of events and incoming, etc.)	Up to 8 points
	Effectiveness and capacity of the expected outputs to communicate the project message	Up to 4 points
	Quality of graphic design and concept	Up to 5 points
	Quality of the proposal for carrying out the positioning analysis	Up to 3 points
	Quality of the working group dedicated to communication, graphics, event management, etc. of the project (CV evaluation of the dedicated work group)	Up to 10 points
<b>Maximum points achievable</b>		<b>30</b>
<b>3. QUALITY OF THE TECHNICAL OFFER - METHODOLOGICAL APPROACH</b>	Adequacy in the implementation and execution of the actions	Up to 20 points
	Adequacy of planning in terms of consistency with the objectives of the communication strategy and consistency with the timing of the programming: in particular, consistency between the schedule of the proposed activities and effectiveness of the implementation of the individual actions, also in relation to the professional resources involved	Up to 8 points
	Adequacy of the control mechanisms to monitor the correct economic-financial execution of the project and compliance with the time schedule: quality and effectiveness of the procedures for carrying out the actions envisaged	Up to 2 points
	Quality of the work group dedicated to the project management activity (CV evaluation of the dedicated work group)	Up to 10 points
	Additional services / activities proposed to improve the service	Up to 3 points
	Assistance activities provided to the Consortium	Up to 2 points
	<b>Maximum points achievable</b>	
<b>Maximum points Technical offers:</b>		<b>85</b>

The evaluation of the technical offers will be carried out by an Evaluation Commission appointed after the date of submission of the offers. The Commission will evaluate each technical offer, assigning a qualitative coefficient for each sub-criterion:

not verifiable	0
insignificant evaluation	0,1
barely sufficient evaluation	0,2
sufficient evaluation	0,3
evaluation between sufficient / discrete	0,4
fair evaluation	0,5
evaluation between fair / good	0,6
good rating	0,7
evaluation between good / excellent	0,8
excellent evaluation	0,9
excellent rating	1,0

ECONOMIC OFFER: MAX SCORE 15		
EVALUATION ELEMENT	CRITERIA	MAX SCORE
ECONOMIC OFFER 15 POINTS	<b>Economic analysis:</b> Economic analysis of the proposed initiatives, according to market prices	Up to 7 points
	<b>Fee:</b> Evaluation of the appropriateness of the fee, based on the cost of each action and the expected benefits	Up to 8 points
<b>Maximum achievable score</b>		<b>15</b>

As for the economic offer for the activities (maximum of 7 points out of 100) the score will be assigned on the basis of the following formula:

$$\text{Economic offer for activities score considered} = \frac{\text{Offer X}}{\text{Max Offer}} \quad \boxed{*7}$$

where

**Maximum bid:** is the highest economic offer for the activities (SUBTOTAL ACTIVITY) among those presented;  
**Offer X:** is the economic offer for the activities (SUBTOTAL ACTIVITIES) of the economic operator considered.  
 Concerning the economic offer for the fees of the participating economic operator (maximum of 8 points out of 100) the score will be awarded based on the following formula:

$$\text{Economic offer score for the economic operators fee considered} = \frac{\text{Minimum fee \%}}{\text{Fee \% x}} \quad \boxed{*8}$$

where:

**Minimum fee%:** is the percentage on the economic offer for the lowest participating economic operator fees among those presented;

**Fee% X :** is the percentage on the economic offer for the economic operators fee considered.

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

Increased offers are not permitted.

The opening of the certified mail C relating to the economic offer will take place in public session at the conclusion of the evaluation work carried out by the after said Commission.

Based on the scores assigned to the offers, the ranking will be drawn up.

The award will be given to the competitor who has submitted an offer which, having all the minimum mandatory requirements, will result in having a higher overall score (technical offer score + economic offer score).

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

The Contracting Body is not required to pay any compensation to competing companies, for any reason or reason, for the bids submitted.

Once the required checks on the possession of the prescribed requirements have been completed, the contract will be awarded.

The award immediately binds the entrant entrusted with the tender, while the Contracting Body will be definitively committed only when, pursuant to the law, all the consequent deeds necessary for the performance of the tender will have achieved full legal effect.

In the event that the assignee does not present himself for the stipulation of the contract or in which the falsity of the declarations given is ascertained, the Contracting Body reserves the right to confer the task on the subject subsequently placed in the ranking, having carried out the routine checks

The CONSORZIO TUTELA VINI SANNIO will proceed with the award even if only one valid offer is presented, provided it is fair.

The contracting body reserves the right not to proceed with the award if no offer is convenient or suitable in relation to the subject of the contract.

The results will be communicated via Legal email to the participants and will be published on the website of the CONSORZIO TUTELA VINI SANNIO

## **8 Presentation**

### **8.1 How to present the proposal**

The bodies 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 through 3 different certified e-mails (PEC) so identifiable by the description given in the "Subject" field:

- **CERTIFIED EMAIL A - administrative documentation, which must contain:**
  - a) request to participate in the procedure according to the model in Annex A, completed and signed by the legal representative;
  - b) the declarations required according to the model in Annex B, completed and signed by the legal representative;
  - c) identity document of the subscriber (s);
  - d) declaration of the Bank of the possession of the necessary financial means to guarantee the execution of the actions foreseen by the Program (suitable bank references);
  - e) inspection of the Chamber of Commerce or entry in a commercial register kept in the Member State where the economic operator is established;
  - f) CV of the operator (s) bursar (s) interested in participating in the selection procedure and submitting the offer (company CV);
  - g) copy of the latest approved budget and / or VAT return
  
- **CERTIFIED EMAIL B - technical offer, which must contain:**
  - a) technical report containing the detailed description of the activities using the references indicated in the following chapter: PROCEDURE FOR THE PREPARATION OF THE TECHNICAL OFFER – CERTIFIED MAIL B;
  - b) CV of the personnel employed;
  
- **CERTIFIED EMAIL C - economic offer**, which must contain the indication of the economic offer for the activities (SUB-TOTAL ACTIVITY) and the fee of the economic operator considered according to the model described in the following chapter: PROCEDURE FOR THE PREPARATION OF THE ECONOMIC OFFER –CERTIFIED MAIL C

In the following sections (Methods of preparation of the technical offer and Procedures for preparing the economic offer) indications are provided on how the technical and economic offer should be drawn up.

The documentation must be written in Italian, must be submitted in electronic format - non-editable, printable and copyable PDF and file.xls - by certified email, by the participant in the tender no later than 11/02/2022 h. 13.00

All documents must be signed by the legal representative of the economic operator participating in the selection procedure; in the case of a temporary grouping already established, it must be signed by the legal representative of the competitor designated as the Group Leader; in the case of a temporary grouping that has not yet been established, the offer must be signed by all the parties that will make up the aforementioned grouping.

CERTIFIED EMAIL (PEC) address to which proposals must be sent within the aforementioned deadline: **valorizzazione@pec.sanniodop.it**

It is required to send three separate transmissions via certified email (PEC [ possibly 3 certified email messages (PEC)]).

The following wording must be indicated in the subject of each certified email (PEC):

**CALL FOR SELECTION BY OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF A BODY IN CHARGE OF THE IMPLEMENTATION OF THE INFORMATION AND PROMOTION PROGRAM FOR AGRICULTURAL PRODUCTS - INTERNAL MARKET - DO NOT OPEN.**

**In the object, each certified e-mail must also provide the information on the batch(es) it is referred to.**

In the object, the individual certified e-mails must then also report the additional identification:

- CERTIFIED EMAIL A (PEC A) - administrative documentation;
- CERTIFIED EMAIL B (PEC B) - technical offer;
- CERTIFIED EMAIL C (PEC C) - economic offer.

Only for operators based abroad will be accepted the submission of the offer also by sending a paper envelope, always and in any case in compliance with the deadline indicated above. Delivery after this peremptory deadline cannot be contested. Below is the postal address to which the paper proposals should be sent:

**CONSORZIO TUTELA VINI DEL SANNIO**  
**Via Mario Vetrone (Coldiretti palace)**  
**82100 Benevento**

## **8.2 Procedures for opening tenders**

**Following the entry into force of the Urgent Measures for the containment and management of the epidemiological emergency from COVID-19, in compliance with the provisions in order to avoid contacts and travel, the sessions of the Evaluation Commission will take place remotely via a platform of videoconference and the relative modalities will be communicated to the bidders. Where compatible with the epidemiological situation of the moment, the sessions of the Evaluation Commission may also be carried out in person, but in any case in compliance with the health requirements in force at that time.**

Date: 14/02/2022

Local time: 10,00

Session reserved for the members of the Commission only, carried out in the manner indicated above, for the verification of administrative documentation.

The Evaluation Commission will meet in private session on 15/02/2022, in order to carry out the procedures aimed at evaluating the technical offers. The work of the Commission will be recorded with an indication of the reasons supporting the assessments carried out.

The evaluation of the technical offers will take place in one or more reserved sessions remotely via an electronic videoconference platform by the Evaluation Commission indicated in art. 7.

Furthermore, as already indicated in art. 7, the economic offer will be evaluated in a private session remotely via an electronic videoconference platform, at the conclusion of the evaluation work on the technical offers carried out by the aforementioned Commission.

For any questions and / or clarifications for the execution of the offer, you can EXCLUSIVELY contact by e-mail: [direttore@sanniodop.it](mailto:direttore@sanniodop.it), which will be answered exclusively in writing.

Any verbal requests or requests sent in a manner other than the one indicated will not be taken into consideration.

The communications by the Contracting Body will be made by PEC (certified e-mail) to the certified e-mail address indicated by the bidder.

## **9 Tender documents**

### **9.1 Indications regarding irregularities in administrative documentation, - CERTIFIED EMAIL A (PEC A)**

The shortcomings of any formal element of the application can be amended through requests for additions and / or documentation from the Consortium, where it's appropriate. Particularly, in the event of lack, incompleteness or any other essential irregularity of the documentation presented, with the exclusion of those relating to the economic offer and the technical offer, the Contracting body assigns the bidder a term, not exceeding ten days, so that the necessary declarations are made, integrated or regularized, indicating their content and the persons who must make them. In case of useless expiry of the regularization period, the competitor is excluded from the race. Deficiencies in the documentation that do not allow the identification of the content or the person responsible for the same constitute essential irregularities that cannot be remedied

### **9.2 Method of preparation of the technical offer - CERTIFIED EMAIL B (PEC B)**

#### **Technical report**

The operator must indicate his initiatives for each point listed below and the related methods of execution and achievement of the results.

#### **1. OVERALL STRATEGY**

The Implementing Body will have to articulate its proposal by proposing the implementation strategies that it considers most effective in pursuing the project objectives using the following indications:

- a) demonstration of the work group's ability to produce the results envisaged by the project;
- b) articulation of the overall strategy: consistency between the overall project strategy and the individual activities;
- c) methods of achieving the specific objectives and results indicated in the project.

#### **2. PROJECT ACTIVITIES**

The Implementing Body will have to articulate its proposal by proposing types of activities and the implementation methods that it deems most effective for the production of the project outputs using the following indications:

- a) description of the activity plan: proposal relating to the implementation methods and contents of the requested project outputs, positioning analysis, graphic proposal and concept and content of promotional messages and their consistency with the Program and capacity of the working group of produce these outputs;
- b) presentation of the working group responsible for carrying out the communication and market analysis activities.

#### **3. METHODOLOGICAL APPROACH AND ARTICULATION OF THE ACTIVITIES**

For each type of activity reported in the specifications, the specific interventions that are intended to be implemented to achieve the project objectives must be described. The activities and related interventions must be consistent with the strategies proposed for the individual target countries and with the relative target groups identified and must be declined according to the points below:

- a) procedures for carrying out the actions: description of the operating methods used for the provision of the services and relative consistency with the aims and objectives of the proposed communication campaign and with the Program;
- b) time schedule: adequacy of time and resources, foreseen in the time schedule and its coherence with the Program which will have to be articulated over a period of three years;
- c) consistency with the general strategy and the executive procedures of the interventions proposed above;
- d) description of the monitoring mechanisms and the correct execution of the activities;
- e) presentation of any additional activities / services proposed and of the assistance provided to the Consortium;
- f) description of the work group and specific responsibilities in relation to the various activities.

The previous points must be organized and presented according to the criteria and sub-criteria described in art. 7 and by activity.

The technical report with the strategic, implementation and methodological proposals must be included in the PEC B (certified email B) - Technical offer

### 9.3 How to prepare the economic offer – CERTIFIED EMAIL C (PEC C)

#### ECONOMIC OFFER

The costs must be detailed for each action and type of activity necessary for the organization and implementation of the service (**SUB-TOTAL ACTIVITY**) with an indication of the **VALUE OF THE ECONOMIC OPERATOR'S FEE** considered according to the following scheme that must be completed for each single year of the project (year 1, year 2 and year 3).

The economic operator's fee must be highlighted.

Below is an example table for year 1. This table must also be completed for each individual year of the project (year 1, year 2 and year 3) and each target country

TARGET COUNTRY	ITALY			
YEAR	YEAR 1			
Activity Description	Unit cost in €	Measure unit	Value unit	total
WP 2 – PUBLIC RELATION			€	€
.....			€	€
.....			€	€
.....			€	€
SUB-TOTAL ACTIVITY WP 2 PER YEAR 1			€	€
ECONOMIC OPERATOR FEE WP 2			€	€
WP 3 – Web site, social media			€	€
.....			€	€
.....			€	€
.....			€	€
SUB-TOTAL ACTIVITY WP 3 PER YEAR 1			€	€
ECONOMIC OPERATOR FEE WP 3			€	€
WP 4 - Advertising			€	€
.....			€	€
.....			€	€
.....			€	€
SUB-TOTAL ACTIVITY WP 4 PER YEAR 1			€	€
ECONOMIC OPERATOR FEE WP 4			€	€
WP 5 – Communication tools			€	€
.....			€	€
.....			€	€
.....			€	€
SUB-TOTAL ACTIVITY WP 5 PER YEAR 1			€	€
ECONOMIC OPERATOR FEE WP 5			€	€

OPERATOR FEE WP 5				
WP 6 – Events			€	€
.....			€	€
.....			€	€
.....			€	€
SUB-TOTAL ACTIVITY WP 6 PER YEAR 1			€	€
ECONOMIC OPERATOR FEE WP 6			€	€
WP 7 – POS			€	€
.....			€	€
.....			€	€
.....			€	€
SUB-TOTAL ACTIVITY WP 7 PER YEAR 1			€	€
ECONOMIC OPERATOR FEE WP 7			€	€
A) GENERAL SUB- TOTAL ACTIVITY PER YEAR 1 (WP2 + WP3 + WP4 + WP5 + WP6 + WP7)			€	€
B) GENERAL SUB- TOTAL ECONOMIC OPERATOR FEE PER YEAR 1 (WP2 + WP3 + WP4 + WP5 + WP6 + WP7)			€	€
*A + B) ECONOMIC OFFER TOTAL COUNTRY TARGET ITALY PER YEAR 1			€	€

NB: THE TOTAL OF THE ECONOMIC OFFER must be at most equal to the total amount of this selection procedure (€ 2.075.291,00 VAT EXCLUDED).

The Implementing Body's fee (fee of the economic operator) must be at most equal to 13% of the total cost referred to the actions (SUBTOTAL ACTIVITY).

The economic operator must also fill in the following summary table given as an example

TARGET COUNTRY	TARGET COUNTRY 1			TARGET COUNTRY X			TOTAL	% FEE
	YEAR 1	YEA R2	YEAR3	YEA R 1	YEAR 2	YEAR 3		
A) GENERAL SUB-TOTAL ACTIVITIES FOR EVERY SINGLE YEAR (SUB TOTAL ACTIVITY WP2 + SUB TOTAL ACTIVITY WP3 + SUB TOTAL ACTIVITY WP4 + SUB TOTAL ACTIVITY WP5+ +SUB TOTAL	€	€	€	€	€	€	SUMMA TORY YEAR1 + YEAR 2+ YEAR3	



ACTIVITY WP6+ SUB TOTAL ACTIVITY WP7)								
B) GENERAL SUB- TOTAL FEE ECONOMIC OPERATOR FOR EACH SINGLE YEAR (ECONOMIC OPERATOR FEE WP2 + WP3 + ECONOMIC OPERATOR FEE WP4 + ECONOMIC OPERATOR FEE WP5 + ECONOMIC OPERATOR FEE WP6 + SUBTOTAL ACTIVITY WP7)	€	€	€	€	€	€	SUMMA TORY YEAR1 + YEAR 2+ YEAR3	Enter value B) / A) in% (with value approximate d to max 3 digits after the comma)
A + B) TOTAL ECONOMIC OFFER TARGET COUNTRY XXXXXXX FOR EVERY SINGLE YEAR	€	€	€	€	€	€	SUMMA TORY YEAR1 + YEAR 2+ YEAR3	

The set of tables above as an example (3 tables relating to the 3 years of the project for each target country + 1 summary table), will form the economic offer and will be included in the PEC C - Economic offer.

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

### 10 Work group

The assignee assumes all legal insurance and social security charges, undertakes to comply with the regulations in force on the subject of occupational safety and remuneration of employees and, in general, undertakes to comply with all the obligations deriving from laws, regulations, collective agreements and supplementary company agreements on labor relations, in relation to all the persons who carry out activities in favor of the same, both in direct dependence, as well as occasionally, with contracts of any kind.

The assignee assumes all responsibility for damages or injuries that may arise to said persons or be caused by such persons in the performance of any activity, directly or indirectly, inherent in the services covered by this procedure.

### 11 Obligations of the Implementing Body

The Contractor / Implementing Body must comply to the following obligations:

- the performance of the services covered by the contract, in agreement and collaboration with the Contracting Body and the full and unconditional acceptance of the contents of this specification;

- the observance of every indication contained in this specification, even if not specifically mentioned in this article, of rules and standards in force both at national and community level, as well as those that may be issued during the contractual period (including the rules regulations and municipal ordinances), with particular regard to those relating to hygiene and safety and in any case relating to the subject of the contract;
- the Implementing Body assumes technical and financial responsibility for the actions referred to in Articles 3 and 5, including that relating to their compatibility with the current European Union legislation and with the rules of the relevant policy
- the Implementing Body will have to supervise the administrative / financial monitoring of the project, including the keeping of records and supporting documents, the transmission of deliverables and the preparation of actions and payment requests

The contractor / Implementing Body must:

- for a period of three years after the payment of the balance, keep records and keep supporting documents, in order to demonstrate the correct implementation of the action and the costs declared eligible;
- if inspections, audits, investigations, disputes or legal actions are underway under the agreement, keep records and supporting documents until the end of these procedures;
- make the above documentation available on request or in the context of controls, audits or investigations;
- make available to the Contracting Body all the documentation produced during the performance of the service, as well as all the data processed, used or collected during the execution of the activities, including the data necessary for a correct assessment of the effectiveness of the program, in accordance with the regulatory framework and all the information necessary for the preparation of periodic and final reports;
- keep the original documents.

## **12 Confidentiality and non-disclosure**

The successful tenderer may not use, directly or indirectly, either for his own benefit or for that of third parties, the mandate given and the information he will become aware of in relation to it and this even after the expiry of the contract. To this end, the successful tenderer may not disclose, communicate or disseminate the information and data of which it will become aware during the performance of the activities.

The assignee undertakes to respect, in the performance of the activities covered by this procedure, all the principles contained in the current regulatory provisions, relating to the processing of personal data and in particular those contained in Legislative Decree no. 196/2003 and s.m.i. and in the 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") and to ensure that personal, asset, statistical, registry data and / or of any other kind, of which it will become aware as a result of the services rendered, in any way acquired, are considered confidential and as such treated, while at the same time ensuring the transparency of the activities performed.

The service provider must formally commit himself to give instructions to his staff so that all data and information are treated in compliance with the relevant legislation.

The contractor of the service undertakes to use the aforementioned data and information exclusively for the purposes and within the scope of the activities foreseen by the present specification

## **13. Conflicts of interest**

The contracting authority will take appropriate measures to prevent, identify and effectively remedy conflicts of interest in the conduct of this selection procedure so as to avoid any distortion of competition and ensure equal treatment of all economic operators, in compliance of the provisions of article 24 of Directive 2014/24 / EU and of art. 42 of Legislative Decree 50/2016.

## **14. Defaults and resolutions**

The Contracting Body has the right to check and verify the proper execution of the service with the help of appointees chosen at its discretion. In addition, the Contracting Body has the right to challenge the services rendered that do not comply in whole or in part with the requirements of the specifications or the offer proposed in the tender. In the event of a dispute, the supplier may request the replacement of personnel inadequate to

carry out the services. Much more, to the provisions of Article 1453 of the Italian Civil Code for cases of non-fulfillment of contractual obligations, the contract is terminated, pursuant to and for the purposes of art. 1456 of the Civil Code, subject to compensation for damages in the following cases:

- in the case of transfer of all or part of the contract;
- in the event of a violation of the data protection and confidentiality obligations, of such seriousness as not to allow the further continuation of the contractual obligations;
- in the case of serious infringements, duly ascertained, of the safety regulations and any other obligation deriving from employment relationships pursuant to the current regulations (in particular with reference to the regularity of the DURC, etc.), as well as for failure to comply with contractual or legal obligations, regarding salaries, liquidations or social security and insurance treatments in favor of the staff and collaborators employed in the service;
- in the case of unjustified suspension of the service;
- in the case of serious non-fulfillment of the contracted services provided for by the program and other obligations arising from these specifications and / or the contract and / or the time schedule as well as for non-compliance with the project lines presented and any additional indications regarding the quality of the service, contested in writing by the Contracting Body and not resolved within the granted term;
- in the event that the Implementing Body was subjected to bankruptcy or similar procedures limiting the economic and business capacity by the competent bodies;
- in any case in cases of violation of current regulatory provisions.

Any missed disputes and / or previous breaches for which the Contracting Body has not deemed it necessary to make use of the clause itself and / or acts of mere tolerance in the face of previous breaches cannot be understood as a waiver of making use of the clause referred to in this article contractor of any kind.

In the event of termination, the Contracting Body reserves all rights to compensation for damage suffered and in particular reserves the right to demand from the Implementing Body the reimbursement of any expenses in excess of those it would have incurred in the presence of a regular fulfillment of the contract.

In any case, the Implementing Body, in the event of termination, will only be entitled to reimbursement of expenses and the activity actually carried out up to that moment.

The Contracting Body will also have the right to defer the payment of any balance due on the basis of the final settlement account, until the damage that the executing body is required to compensate is quantified.

## **15 Relations between the contractor and the Administration of the commissioning body**

The winning economic operator must identify a contact person in charge of the service, who will have the obligation to work closely with the Executing Director of the Contracting Administration and the Sole Manager in the realization of the Service object of the contract, as well as the operational resolution of issues related to particular business needs.

## **16 Transfer and subcontracting**

The successful tenderer is required to perform the services included in the contract on his own and the same cannot be transferred under penalty of nullity, except in the cases provided for by law.

Subcontracting is allowed within the limits and according to the methods indicated in art. 105 of Legislative Decree 50/2016 and amendments

## **17 Methods of payment**

The award amount will be paid as follows:

- deferred installments based on the progress of the service presented at the deadlines set by the Program and by the relevant legislation, up to a maximum of 50% of the contractual amount, following the presentation of a regular invoice, to which appropriate reports must be attached on the activities performed and the products released and the related reporting of the expenses incurred according to the relevant regulatory provisions;

- balance of the contract amount, at the end of all the activities envisaged following the presentation of a regular invoice, to which a final report must be attached on the activities carried out and the products released and the related reporting of the expenses incurred according to the relevant regulatory provisions.

The invoice, together with the foreseen documentation, must be submitted to the Contracting Body and to the Sole Manager in order to acquire the visa concerning the correct execution of the contract.

## **18 Controls**

The Contracting Body has the right to check and verify the proper execution of the service with the help of appointees chosen at its discretion. Since the contract is financed with European Union resources, controls can be arranged by the competent services of the European Union and / or national authorities.

## **19 Contractual expenses**

Tax disc, stipulation, registration and any other ancillary expense related to the contract, are charged to 50% of the Implementing Body and to the remaining 50% to the Contracting Body.

## **20 Variation of services and contract amendments**

The contracting body, if sudden and particular needs arise, reserves the right to make more or less quantitative changes to the contract within the limit of one fifth of the contract amount in compliance with contractual obligations. The proposing body also reserves the right to terminate, for reasons not attributable to the successful bidder, the contract in whole or in part by granting him an indemnity in accordance with the law on the part of the contract not performed. Should extraordinary interventions not contemplated in these specifications be requested, the relative conditions will be agreed from time to time between the parties. All the changes mentioned above must be communicated in writing and / or via certified e-mail, with specific indication of the new execution conditions and start times.

## **21 Property and use rights**

The property and / or utilization and economic exploitation rights of the documents prepared or created by the Implementing Body by its employees and collaborators in the context or during the execution of this service will remain the exclusive property of the Contracting Body which therefore, it may, without restriction, arrange for the publication, dissemination, use, duplication of such intellectual or material works. Said rights, pursuant to Law n. 633/41 "Protection of copyright and other rights granted in its exercise" as amended and supplemented by Law 248/00, shall be understood as being sold, acquired and licensed in a perpetual, unlimited and irrevocable manner. The Implementing Body undertakes to deliver all the products in an open and modifiable format and expressly undertakes to provide the Contracting Body with all the documentation and material necessary for the effective exploitation of the exclusive ownership rights, as well as to sign all documents necessary for the possible transcription of said rights in favor of the Contracting Body in any public registers or lists. The Implementing Body undertakes to comply with the current legislation on the collection and processing of personal data and the protection of databases.

## **22 Data processing**

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, provided that the competitor who intends to participate in the procedure or to 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 the aforementioned legislation. These rights can be exercised pursuant to and for the purposes of Legislative Decree 196/2003 and GDPR. The data collected can be communicated to the personnel of the Contracting Body that is in charge of the procedure and to any other person who is interested in it pursuant to Law 241/1990 s.m.i. In particular, with regard to the procedure established by this procedure:

- a. the purposes to which the data collected are held pertain 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 purpose of managing the tender and will be processed, both by paper and magnetic support, also after the possible establishment of the contractual relationship, for the purposes of the relationship;

- c. the provision of the requested data is a charge under penalty of exclusion from the tender:
- d. the subjects or categories of subjects to whom the data may be communicated are: 1) the personnel of the Contracting Body; 2) the competitors participating in the public tender; 3) any other person who has an interest under the law n. 241/1990 and s.m.i. ;
- e. the rights of the interested party are those set forth in art. 7 of Legislative Decree n. 196/2003 and s.m.i. and articles from 15 to 22 GDPR, to which reference is made;
- f. the active party of the collection is the contracting body and the person in charge is Libero Rillo president of the Consorzio Tutela Vini Sannio

The data controller is the Consorzio Tutela Vini del Sannio 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 the CONSORZIO TUTELA VINI SANNIO and address the requests to the CONSORZIO TUTELA VINI SANNIO , Via Via Mario Vetrone, 82100 Benevento (BN), via mail to [consorzio@vinisannio.it](mailto:consorzio@vinisannio.it)

### **23 Sole Manager for the procedure**

Sole manager of the procedure pursuant to art. 31 of Legislative Decree 50/2016 is Dr. Nicola Matarazzo as coordinator of Beneficiaries

### **24 Litigation**

For the resolution of all disputes that may arise in relation to this procedure, the competent court is that of Benevento, in the forms and in the ways provided for by law.