

**TENDER FOR EVALUATION BODY
OF THE**

**GRANTS TO INFORMATION PROVISION AND PROMOTION MEASURES
CONCERNING AGRICULTURAL PRODUCTS IMPLEMENTED IN THE INTERNAL
MARKET**

MEDWAYS_EU - 101046067

IN THE FOLLOWING MARKETS:

**Italy
Hungary
Germany
Denmark
Sweden**

**SPECIFICATION
GENERAL CLAUSES**

1. Introduction

Consorzio Tutela Vini del Sannio, Consorzio di Tutela Vini Vesuvio, Consorzio di Tutela Vini di Irpinia, Consorzio di Tutela Vini Viti Caserta (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 jointly submitted a proposal upon the 2021 Call for proposal – Multi programmes of the (EU) Regulation No. 1144/2014, called MEDWAYS_EU, which has been selected for funding.

The informational and promotional campaign aim to enhancing the competitiveness of EU agricultural products with a focus in selected European markets, via an informative and educational program aimed at raising the awareness level towards these products and increasing knowledge of EU regulations and policy with an high focus on the knowledge of European agricultural products between foreign professionals.

The framework for the present call for proposals is set by the Grant Agreement No. 101046067 and all the provisions and obligations here provided comply with it. The acceptance of the EU contribution is set as preliminary condition.

2. General information

a. Title of the action

MEDWAYS_EU - Sustainability from Mediterranean to the East: new Ways to advance food in Europe

b. Proposing organizations

The project consortium sees the collaboration between two EU Countries, Italy and Hungary, represented by seven organizations.

Country	Name	Role
IT	Consorzio Tutela Vini del Sannio	Leading beneficiary
IT	Consorzio di Tutela Vini Vesuvio	Beneficiary
IT	Consorzio di Tutela Vini di Irpinia	Beneficiary
IT	Consorzio di Tutela Vini Viti Caserta (Vitica)	Beneficiary
IT	Consorzio Vita Salernum Vites	Beneficiary
IT	Consorzio di Tutela del Pomodorino del Piennolo del Vesuvio DOP	Beneficiary
HU	Magyar Juh-és Kecsketejgazdasági Közhasznú Egyesület - Hungarian Sheep and Goat Dairying Public Utility Association- HSGDPUA	Beneficiary

c. Products to be promoted

The promotional program is aimed at promoting Italian and Hungarian quality agrifood products, more in details Italian PDO and PGI wines produced in the Campania region, Pomodorino del Piennolo del Vesuvio DOP and Hungarian sheep and goat cheese.

d. Target countries and budget

The promotional program is targeted to the following countries: Italy, Hungary, Germany, Denmark and Sweden.

The total amount for the evaluation activities in all the targeted countries is set at €25.000 for year 1, €25.000 for year 2 and €25.000 for year 3, for a maximum level of investment fixed at 75.000 €

e. Timeline

This promotional program will run from March 1st 2022 to February 28th 2025.

The evaluation period will run from March 1st 2022 to April 30th 2025.

3. Objectives of the actions, messages to be conveyed and impact indicators

Based on the market analysis developed for this programme in Denmark, Italy, Germany, Hungary and Sweden, the current context that the European dairy sector is facing is characterized by:

- The interest of consumers in terms of sustainable agri-food consumption is skyrocketing, searching for the most natural, traceable, quality and sustainable sources of energy as a way to improve their health and wellbeing.
- The European consumption of dairy products, and specifically of EU dairy products, is estimated to increase significantly over the next decade. In particular, per capita consumption is expected to grow by 2030 to 20,2kg, which is 1kg more than in 2020. On the other involved sectors, consumption is expected to be steady.
- There is an overall concern regarding the entrance of third countries that may contribute to a greater price volatility and the reduction of the EU current market share.
- There is an enormous room for increasing the awareness of the EU origin of agricultural products in target countries.

Thanks to this through market analysis, the objectives of the action have been described following the SMART protocol in terms of concrete and quantified targets. **The 3 main specific objectives of the campaign are:**

- **Objective 1: To highlight the EU agricultural products sustainability**
- **Objective 2: To increase awareness of the quality and taste of EU wine, tomatoes and cheese**
- **Objective 3: To increase the competitiveness and consumption of European wine, tomatoes and cheese**

Our objectives are as follows:

- **Specific:** objectives are precise and clear in order to be accomplished.
- **Measurable:** it should be possible to measure the progress towards the achievement of the objectives based on a pre-defined set of quantifiable indicators.
- **Achievable:** objectives must be attainable with the resources allocated, and within the duration of the planned action.
- **Results-focused:** objectives should focus on outcomes, not on activities
- **Time-bound:** objectives must have a clear time-frame, a deadline by which they are to be achieved.

SMART topic	Objective 1: To highlight the EU sustainability
Specific	The first objective is specific to the sustainability strand, which is the focus of this proposal. It aims to highlight the sustainable strategies that the European agrifood industry has been implementing for many years. In this way, the consumer will be more aware of these factors when making their purchase and contributing to the environment.

Measurable	This objective and the results obtained will be measurable in terms of the recognition that consumers in the target countries have for the sustainable production processes and their preference in comparison with the same products from third countries.
Achievable	Given the large number of activities to be carried out in the different target markets, the objectives of this programme, and more specifically this objective of promoting and raising consumer awareness of the sustainability of the sector, are achievable.
Result-focused	This objective is committed to achieving direct results in terms of recognition of the European agri-food sector and, indirectly, a change in eating habits towards more environmentally conscious and sustainable consumption.
Time-bound	This objective has a completion date of the total duration of the programme, due to the complexity of the programme. However, each activity to be implemented is time-bound and designed to optimise the budget throughout the duration of the programme.

SMART topic	Objective 2: To increase awareness of the quality and taste of EU products
Specific	The second objective is specific in its definition, as it focuses entirely on extolling the quality and taste offered by European cheeses, tomatoes and wines.
Measurable	This objective and the results obtained will be measurable in terms of the recognition that consumers in the target countries have for the European cheese, tomatoes and wine related to their taste and quality and thus achieve their preference compared to the same products from third countries.
Achievable	Given that there will be activities that encourage consumption or even tastings of the product itself at points of sale, it is hoped to create a real impact on consumer habits and therefore achieve this second objective.
Result-focused	As with the previous objective, the main result is that consumers in the target countries know that consuming European cheese, tomatoes and wine not only complies with environmental sustainability strategies but also they deliver a unique flavour thanks to their origin and their more natural treatment.
Time-bound	This objective has a completion date of the total duration of the programme, due to the complexity of the programme. However, each activity to be implemented is time-bound and designed to optimise the budget throughout the duration of the programme.

SMART topic	Objective 3: To increase the competitiveness and consumption
Specific	The latter is specifically aimed at increasing the competitiveness and consumption of European cheese, tomatoes and wine, thereby increasing the European market share in Italy, Denmark, Sweden Germany and Hungary.
Measurable	This objective and the results obtained will be measurable in terms of preference and consumption of EU's dairy, tomatoes and wine for their naturalness and sustainability compared to the same products from third countries.
Achievable	Given the large number of activities to be carried out in the different target markets, the objectives of this programme, and more specifically this objective of increasing the competitiveness and consumption of sustainable and natural cheese, tomatoes and wine, are certainly achievable.
Result-focused	The result of this objective is oriented towards increasing the consumption of EU products, due to its high commitment to environmental issues as a generator of real change to curb the effects of our environmental, energy and social footprint.
Time-bound	This objective has a completion date of the total duration of the programme, due to the complexity of the programme. However, each activity to be implemented is time-bound and designed to optimise the budget throughout the duration of the programme.

Thanks to the measurement and subsequent evaluation of the data collected during the promotional activities, it will be possible to have a continuous monitoring of the activities' progress and act promptly, if necessary, to better adapt the activities in order to best achieve the objectives set. The measurement of the results will be awarded to an independent external body in order to obtain a precise and objective measure of the indicators, useful for assessing the expected impacts.

The evaluation methods will include three types of activities:

- data analysis
- document analysis
- direct surveys using traditional tools and IT support

Evaluation activities will be related to the objectives defined above and will rely on a comprehensive set of quantitative and qualitative indicators defined as output indicators, result indicators and impact indicators. KPIs monitoring will measure outputs and results, mainly collecting supporting documents and information on the implementation of the activity plan from the proposing entities and the selected implementing body. Media activities will be monitored through the collection, through press release, of the publications and activities carried out in order to assess the media impact generated by the campaigns. The social networks channels will be monitored according to the progress of the posts and the activities carried out and to the users' involvement, the new contacts acquired, as well as through the website visits' data, the number of accesses to the website divided up by target country and number of views for online videos.

Direct surveys will be the main tool to measure awareness impact indicators, while data to calculate economic impact indicators will be collected through the document analysis and specific interviews. Particular attention will be put to acquire, when possible, data related to the average price's trend, total value and volumes exported for each individual target Country. These data will be collected directly from the organisations involved, or through interview with selected companies involved in the promotional activities at the beginning of the project (T0) and subsequently for each year (T1, T2, T3).

Particular attention will be put to assessing the awareness of EU quality products both by the professionals involved and by the end consumers (comparing baseline and final values). The questionnaire interviews during the events can be estimated as follows:

- at least 500 in Italy and Germany, 70% consumers – 30% professionals
- at least 300 in Hungary, Denmark and Sweden, 70% consumers – 30% professionals

A short questionnaire with a maximum duration of 5 minutes, mainly with multiple choice questions, will be given during the activities carried out in the 3 years of the project in order to monitor the knowledge of the product before and after the promotional event. In this way, together with the measurement of the trend of awareness, it will be possible to evaluate the consistency between the estimations of the baseline set out in the proposal and the trend up to the end of the promotional activities, addressed to the consumers and the sector professionals, also if not directly involved in the promotional activities previously carried out.

Given the specific focus of the campaign, the evaluation activities will have a specific focus on sustainability as well. More in details, a dedicated set of questions will inquire the general awareness towards sustainability and a more specific section on the recognition of the activities put in place by producers in order to increase their sustainability.

This is particularly relevant since there are not generally recognized metrics to define the sensitivity towards sustainability among different stakeholders, starting from consumers. This is direct consequence of the difficulties in defining "sustainability" in a clear and unique manner, since it is strongly dependent to the product sector.

The “sustainability set” will be the core part of the annual consumers surveys, which will also investigate more general topics, such as the recognition of the quality merits of EU agriculture and the recognition of the campaign logos.

For each monitoring activity, an annual assessment will be carried out accompanied together with the drafting of two six-monthly basis reports, in order to check the status of the effective achievement of the objectives and assess any adjustments necessary to improve the results.

Output and results indicators		
WP	Output indicators	Result indicators
Work package 1	4 REA meetings 3 partnership meetings 15 coordination trips 36 online meetings 3 annual reports	100% meetings executed
Work package 2	1 graphic layout 3 annual publishing plans 6 press kits 45 press releases 12 PR reports 3 annual press reviews 11 press events	165 physical participants to press releases 220 connected in streaming 12.450 media contacts 540 press & online unpaid releases 37 millions global reach
Work package 3	1 website 3 social media profiles 3 editorial plans 270 post updates 3 annual reports	22.500 website visits 36.450 followers 4.400.000 reach
Work package 4	6 advertorials in trade magazines 3 print ADVs 3 radio appearances 3 annual campaigns (FB and IG) 12 Google Ads campaigns 9 web banners 36 monthly reports	250.000 views of ads 1.650.000 population impacted by outdoor adv 3.000.000 impressions of social media adv 22.500 clicks on banners
Work package 5	1 campaign visual 3.000 printed folders (+digital) 12 roll ups 6 banners 4.500 wine bags 3.000 pendrives 3.000 giftboxes 1.500 food merch 15 short videos	15.000 units of material distributed 2.250.000 views of videos

Work package 6	18 participations to trade shows 6 seminars & workshops events 6 restaurant campaigns 6 sponsorships of events 6 study trips (3 press + 3 trade) 3 walkaround tastings	16.800 direct contacts at fairs 587.500 indirect contacts at fairs 165 physical attendees to seminars&workshops 600 connected in streaming 1.200 consumers attending to tastings 24 restaurant weeks of promo 8.000 consumers reached during restaurant weeks 48 professionals guests of study trips 120 professionals attending walkarounds
Work package 7	15 POS campaigns	63 tasting days 2.800 consumers reached with tasting days
Work package 8	1 positioning study 2 academies	60 students in the academy
Work package 9	3 annual reports on KPI & results 1 interim report 2 awareness surveys 1 final impact evaluation report	100% reports delivered 100% surveys conducted
Impact indicators		
Impact indicator description	Baseline	End of programme
<u>OBJ1: Highlight EU sustainability</u> Indicator: % of consumers aware of the sustainability of EU agricultural products	N/A (to be calculated at the beginning of the campaign – T0 - with a consumer survey)	+7% (calculated on the baseline obtained by the T0 consumer survey)
<u>OBJ2: Increase awareness of the quality and taste of EU products</u> Indicator: % of consumers aware of the superior quality of EU agricultural products	20% (Eurobarometer No. 504 – “Europeans, Agriculture and the Cap, 2020” - Higher value between awareness of PDO/PGI/STG quality scheme – EU27 average)	23%
<u>OBJ3: Increase in competitiveness and consumption of the basket of products</u> Indicator: Total revenues / ROI	Total revenues in 2019: around 156 M€ (not considered 2020 due to some instability of the data)	Total revenue in 2024: 170 m€ (estimated annual growth rate from 2 % to 2,5%) ROI: 3,70

Though the previous orientative set of indicators has been submitted by the beneficiaries in the, the competing agency may present their own list of indicators they consider useful to evaluate the execution and the effectiveness of the actions.

4. Activities

In order to assess the effectiveness of the promotional activities executed, the evaluation body will have to carry out the following activities:

Work Package 9: Other activities					
Activity 1. Evaluation results.					
<p>Supporting WP 1 activity (supervision and coordination of the project) this action aims to monitor the implementation and effectiveness of the activities. The activity of measurement of indicators will be entrusted to an independent external body responsible for monitoring the effects generated by the implementation of the promotional program through the measurement of indicators and their impact on the objectives identified. Reports on the progress of the project will be drawn up every six months. In the event of unsatisfactory results by the implementing bodies, reports will be produced for the proposers to request timely intervention. Within the report, there will also be a self-assessment section, conducted by the person in charge of this activity on his work.</p> <p>In order to ensure the achievement of the set informative objectives, direct surveys will be conducted on the target markets, in order to measure the level of awareness towards the sustainability of European agriculture and European quality products, necessary to correctly evaluate the achievement of the target values set for the impact indicators. Upon completion of the action, the independent body will measure the final impact in terms of awareness and recognition of EU sustainability policies and EU quality products by target markets.</p> <p>The methodology that will be followed has already been presented in previous sections and will include a specific “sustainability set” of question within the surveys.</p>					
Duration:	M1 – M36	Lead Beneficiary:	SANNIO CONSORZIO TUTELA VINI		
Objectives					
<ul style="list-style-type: none"> This work package is linked to Objectives 1 and 2. 					
Activities					
Task No 1	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
9.1.1	Annual KPI monitoring	This ongoing activity will constantly monitor the execution of the campaign and its effectiveness in terms of outputs and results. Data collection and analysis and report analysis, carried out in continuous communication with the project consortium and the implementing body(ies), will generate the actual KPIs values, that will be evaluated having the expected outcomes as benchmark. The goal is to extract data-driven conclusions that will allow the	SANNIO VESUVIO VITICA SALERNO	COO BEN BEN BEN	Subcontracted to external evaluator

		program to shape the activities in the target markets according to best-practices and to be results-oriented during the 3 years that the program will be executed.	IRPINIA PIENNOLO MJKKHE	BEN BEN BEN	
9.1.2	Awareness analysis	Due to the lack of data supporting the specific level of awareness on the sustainability of EU agriculture, a survey will be carried out at the beginning of the program in order to assess the stage of awareness in the target markets. The same survey will be carried out at the end of the 36-months program in order to evaluate the impact of the program in the level of awareness among target audiences.			
9.1.3	Final impact evaluation	At the end of the program, an Impact Evaluation Report will be conducted in order to have a structured and clear overview of the overall success and impact of the 36-months program in the selected target markets. This report will use as inputs all the deliverables produced by other evaluation activities carried out during the whole campaign			
Deliverables and estimated budget					
Timeline		YEAR 1	YEAR 2	YEAR 3	
Deliverables		1 annual results evaluation report through output measurement and KPI Survey on awareness to define baseline	1 annual results evaluation report through output measurement and KPI 1 interim report on the progress of the campaign and on awareness levels	1 annual results evaluation report through output measurement and KPI Survey on awareness 1 final report to assess the impact of the campaign	
Estimated budget		Senior evaluator: 30 days * 500 €/day = € 15.000 Junior evaluator: 40 days * 250 €/day = € 10.000	Senior evaluator: 30 days * 500 €/day = € 15.000 Junior evaluator: 40 days * 250 €/day = € 10.000	Senior evaluator: 30 days * 500 €/day = € 15.000 Junior evaluator: 40 days * 250 €/day = € 10.000	
Subtotal for activity 9.1		EUR 25.000,00	EUR 25.000,00	EUR 25.000,00	
Total for the Work Package 9		EUR 25.000,00	EUR 25.000,00	EUR 25.000,00	

The evaluation activity will monitor all the other project activities, which are synthesized as follows:

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"> - 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); - actual development of PR actions (e.g. media solicitation activities on selected press lists, periodic preparation of press reviews, etc.); - monitoring actions and continuous contact with all those involved in the management and implementation of the project. <p>Public relations activities will be aimed at: Final consumers through the involvement of traditional media and especially bloggers and influencers who deal with the wine&food sector, bloggers and influencers dealing with wine, gastronomy, travel and lifestyle journalists, Ho.re.ca professionals, in particular sommeliers and chefs of the most important international restaurant chains.</p>					
Duration:	M1 – M36	Lead Beneficiary:	SANNIO CONSORZIO TUTELA VINI		
Objectives					
<ul style="list-style-type: none"> ▪ This work package is linked to Objectives 1 and 2. 					
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 MJKKHE	COO BEN BEN BEN BEN BEN BEN	Subcontracted to IB
Deliverables and estimated budget					
Timeline	YEAR 1		YEAR 2		YEAR 3
Deliverables	Data-base with contacts Graphic project layout Annual publishing plan 2 press kits 25 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 25 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 25 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 25 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 25 press releases Continuous PR with testimonials 2 reports (6th-12th month) Annual press review Periodical sending of gift boxes

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</p>					

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.					
Duration:	M3 – M36	Lead Beneficiary:	SANNIO CONSORZIO TUTELA VINI		
Objectives					
▪ This work package is linked to Objectives 1 and 2.					
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.	SANNIO VESUVIO	COO	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	BEN	
2.2.3	Clipping	Follow up to media, press clippings per actions.	IRPINIA PIENNOL	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.	O MJKKHE	BEN	
Deliverables and estimated budget					
Timeline	YEAR 1		YEAR 2		YEAR 3
Deliverables	1 opening 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		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

Work Package 3: Website & Social Media					
Activity 1: Website					
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.					
Duration:	M3 – M36	Lead Beneficiary:	SANNIO CONSORZIO TUTELA VINI		
Objectives					
▪ This work package is linked to Objectives 1 and 2.					
Activities					
Task	Task Name	Description	Participant	In-kind	

No 1			Name	Role	Contributions and Subcontracting
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.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOL O MJKKHE	COO 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.			

Deliverables and estimated budget			
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	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

Work Package 3: Website & Social Media					
Activity 2: Social Media					
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.					
Duration:	M3 – M36	Lead Beneficiary:	SANNIO CONSORZIO TUTELA VINI		
Objectives					
<ul style="list-style-type: none"> This work package is linked to Objectives 1, 2 and 3. 					
Activities					
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			

	n	diary work.			
Deliverables and estimated budget					
Timeline	YEAR 1		YEAR 2		YEAR 3
Deliverables	3 active social profiles 1 editorial plan 90 posts Annual report on social media activities		3 active social profiles 1 editorial plan 90 posts Annual report on social media activities		3 active social profiles 1 editorial plan 90 posts Annual report on social media activities

Work Package 4: Advertising					
Activity 1: Print.					
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. In addition, a specific print ADV for Hungary will be produced.					
Duration:	M3 – M36	Lead Beneficiary:	SANNIO CONSORZIO TUTELA VINI		
Objectives					
<ul style="list-style-type: none"> This work package is linked to Objectives 1, 2 and 3. 					
Activities					
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	COO BEN BEN	Subcontracted to IB
4.1.2	Print media buying	Direct purchase of print advertisement. Report on media and reach.	SALERNO IRPINIA PIENNOLO MJKKE	BEN BEN BEN BEN	
Deliverables and estimated budget					
Timeline	YEAR 1		YEAR 2		YEAR 3
Deliverables	2 advertorials in trade magazines 1 ADV for Hungary Report including print media investment, print advertorial, reach and impacts		2 advertorials in trade magazines 1 ADV for Hungary Report including print media investment, print advertorial, reach and impacts		2 advertorials in trade magazines 1 ADV for Hungary Report including print media investment, print advertorial, reach and impacts
Work Package 4: Advertising					
Activity 2: Radio.					
On the Hungarian market, a specific radio appearance will be provided each year.					
Duration:	M3 – M36	Lead Beneficiary:	MJKKHE		
Objectives					
<ul style="list-style-type: none"> This work package is linked to Objectives 1, 2 and 3. 					

Activities					
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.	MJJKHE	BEN	Subcontracted to IB
Deliverables and estimated budget					
Timeline	YEAR 1		YEAR 2		YEAR 3
Deliverables	1 Radio appearance Report on reach		1 Radio appearance Report on reach		1 Radio appearance Report on pand reach

Work Package 4: Advertising					
Activity 3: Online advertisement.					
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.					
Duration:	M3 – M36	Lead Beneficiary:	SANNIO CONSORZIO TUTELA VINI		
Objectives					
<ul style="list-style-type: none"> This work package is linked to Objectives 1, 2 and 3. 					
Activities					
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 MJJKHE	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.			
Deliverables and estimated budget					

Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	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.

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.					
Duration:	M1 – M36	Lead Beneficiary:	SANNIO CONSORZIO TUTELA VINI		
Objectives					
<ul style="list-style-type: none"> This work package is linked to Objectives 1, 2 and 3. 					
Activities					
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		
Deliverables	2 outdoor campaigns during event	2 outdoor campaigns during event	2 outdoor campaigns during event		

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.					

Duration:	M3 – M36	Lead Beneficiary:	SANNIO CONSORZIO TUTELA VINI		
Objectives					
▪ This work package is linked to Objectives 1 and 2.					
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.	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.			
Deliverables and estimated budget					
Timeline	YEAR 1		YEAR 2	YEAR 3	
Deliverables	Brand and communication Book. 1.000 printed folders + digital format 4 Project Roll-up 2 Banners and posters 1.500 Wine bags 1.000 Pendrives 1.000 Giftboxes 500 Food Merch		1.000 printed folders + digital format 4 Project Roll-up 2 Banners and posters 1.500 Wine bags 1.000 Pendrives 1.000 Giftboxes Merchandise food 500 Food Merch	1.000 printed folders + digital format 4 Project Roll-up 2 Banners and posters 1.500 Wine bags 1.000 Pendrives 1.000 Giftboxes Merchandise food 500 Food Merch	

Work Package 5: Communication Tools					
Activity 2: Video.					
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.					
Duration:	M1 – M36	Lead Beneficiary:	SANNIO CONSORZIO TUTELA VINI		
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	CO O BEN	Subcontracted to IB

			SALERNO IRPINIA PIENNOLO MJKKHE	BEN BEN BEN BEN BEN	
Deliverables and estimated budget					
Timeline	YEAR 1		YEAR 2		YEAR 3
Deliverables	6 short videos		6 short videos		3 short videos

Work Package 6: Events

Activity 1. Fairs.

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.

Duration:	M1 – M36	Lead Beneficiary:	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 BEN	Subcontracted to IB

Deliverables and estimated budget

Timeline	YEAR 1		YEAR 2		YEAR 3
Deliverables	6 trade shows full participations, including: -Design, assembly and dismantling a Stand -Including decorating, audio-visual material. - Appeal to useful buyers,		6 trade shows full participations, including: -Design, assembly and dismantling a Stand -Including decorating, audio-visual material. - Appeal to useful buyers,		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	distributors and prescribers. -A hostess and a translator	distributors and prescribers. -A hostess and a translator
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Work Package 6: Events

Activity 2: Showrooms, B2B Meetings, Seminars.

Each year, two international workshops will be organised in Campania, Italy:

- . Campania MEDWAYS Forum & 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.
- . 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.

Both events will consist in lectures, seminars, roundtables and tasting sessions.

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.

Duration:	M1 – M36	Lead Beneficiary:	SANNIO CONSORZIO TUTELA VINI
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Objectives

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

Activities

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.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOL O	COO BEN BEN BEN BEN	Subcontracted to IB

Deliverables and estimated budget

Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	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.

Work Package 6: Events

Activity 3: Restaurant weeks.

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.

Duration:	M1 – M36	Lead Beneficiary:	SANNIO CONSORZIO TUTELA VINI
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Objectives

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

Activities

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 are more eager to discover new quality products.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOLO	CO O BEN BEN BEN BEN	Subcontracted to IB
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.			

Deliverables and estimated budget

Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	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

Work Package 6: Events

Activity 5. Study trips.

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).

Duration:	M1 – M36	Lead Beneficiary:	SANNIO CONSORZIO TUTELA VINI
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Objectives

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

Activities

Task No 5	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
6.5.1	Study trips calendar and	Each year, list of guests for the study trips and a detailed calendar will be drafted. Press representatives and trade	SANNIO VESUVIO	CO O	Subcontracted to IB

	guests selection	professionals will be hosted in production areas with two separated trips, in order to	VITICA SALERNO IRPINIA PIENNOLO	BEN BEN BEN BEN	
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.			
Deliverables and estimated budget					
Timeline	YEAR 1		YEAR 2		YEAR 3
Deliverables	1 press tour 1 tour for trade professionals		1 press tour 1 tour for trade professionals		1 press tour 1 tour for trade professionals

Work Package 6: Events					
Activity 6. Other events					
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.					
Duration:	M1 – M36	Lead Beneficiary:	SANNIO CONSORZIO TUTELA VINI		
Objectives					
<ul style="list-style-type: none"> This work package is linked to Objectives 1, 2 and 3. 					
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.	SANNIO VESUVIO VITICA SALERNO IRPINIA PIENNOL O	COO BEN BEN BEN BEN	Subcontracted to IB

		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.			
Deliverables and estimated budget					
Timeline	YEAR 1		YEAR 2		YEAR 3
Deliverables	1 walkaround MEDWAYS tasting	1 walkaround MEDWAYS tasting 1 MEDWAYS academy program	1 walkaround MEDWAYS tasting 1 MEDWAYS academy program		1 walkaround MEDWAYS tasting 1 MEDWAYS academy program

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.					
Duration:	M1 – M36	Lead Beneficiary:	SANNIO CONSORZIO TUTELA VINI		
Objectives					
<ul style="list-style-type: none"> This work package is linked to Objectives 1, 2 and 3. 					
Activities					
Task No 1	Task Name	Description	Participant		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
Deliverables	1 strategic plan for POS promotion 5 tasting days campaign 9 POS promo partnerships 21 days of promotion on the target countries	1 strategic plan for POS promotion 5 tasting days campaign 9 POS promo partnerships 21 days of promotion on the target countries	1 strategic plan for POS promotion 5 tasting days campaign 9 POS promo partnerships 21 days of promotion on the target countries		1 strategic plan for POS promotion 5 tasting days campaign 9 POS promo partnerships 21 days of promotion on the target countries

5. Obligations of the evaluation body

a. Reporting & Invoicing

Upon completion of each of the planned activities, the evaluation body is responsible for presenting an annual report providing at least all the information requested by REA and, in addition to that, all the others mentioned in the technical offer.

Requests for payment must be presented to the beneficiaries accompanied by the invoice. The payments will be made by the beneficiaries by bank transfer to the account of the evaluation body.

b. Controls

An agreement will be signed between the beneficiaries and the evaluation body, transposing to this contract the main rules, obligations and procedures provided for in the grant agreement to be signed by the beneficiaries and the REA, establishing penalties in case of non-compliance due to the evaluation body and predefined conditions for resolution of the contract.

Beneficiaries will take on permanent follow-up of execution with the implementing bodies and the evaluation body, exchanging information and intervening on a daily basis

6. Participation to the tender

a. Documents to be submitted

To participate in this tender, the applicant to the “evaluation body” role must submit a proposal for implementation of the “Grants to information provision and promotion measures concerning agricultural products implemented in the Internal Market MEDWAYS_EU - 101046067”, which must include the following elements:

- A request to participate to the tender, signed by the legal representative of the competing agency
- A technical offer prepared as per section 6.b
- A detailed budget proposal prepared as per section 6.c
- An official document released by the State where the agency is located proving the registration in the respective official registry (following the local regulation)
- CVs of the team members involved in the execution of the action

All the documents except for the registration document and the financial statement must be provided in English. Registration document and financial statement may be provided in the language of the competing agency and the evaluation committee may require to provide a free translation in English.

c. Technical offer

The technical offer must include the following elements:

- a) Company – Address, E-mail, Phone, Fax
- b) Contact Person – Function, E-mail, Phone, Fax
- c) Presentation and background of the company
- d) Information on the technical competencies and professional capabilities of the company and its team
- e) Information on the company capability to perform the evaluation required, the methodology that will be followed and examples of evaluation performed on former programs having similar characteristics to this one as well as similar products on the targeted markets

- f) Dates, schedules and details of the execution of the evaluations per market/country
- g) Additional comments or suggestions (optional)

The application will be considered invalid if any of the elements from a) to f) is missing.

d. Detailed budget proposal

The candidate to evaluation body has to submit a budget:

- For each activity
- Showing separately the costs per type of expense (Personnel costs, Costs for subcontracting, Other direct costs – Included travel costs)

A summary of the investment proposed must be provided, using the template below:

Headings	Years	A. Direct personal costs	B. Direct cost of Subcontracting	C. Other direct costs	TOTAL
Evaluation of results					
	Year 1				
	Year 2				
	Year 3				
TOTAL		0,00	0,00	0,00	0,00

Please note that the overall budget proposal (costs + personnel) must not exceed the fixed maximum amount listed in section 2.d.

c. Deadline

The closing date for this tender is **June 15th h. 23.59**.

The documentation must be presented via e-mail, by the closing date and time provided above. Bidders are fully responsible of ensuring that the proposals are delivered to the address provided by the peremptory term fixed by the deadline. Proposals received after the deadline will not be considered for evaluation.

The proposals must be sent to the following email address:

direttore@sanniodop.com

The message must present as subject:

TENDER FOR EVALUATION BODY OF THE GRANTS TO INFORMATION PROVISION AND PROMOTION MEASURES CONCERNING AGRICULTURAL PRODUCTS IMPLEMENTED IN THE INTERNAL MARKET (MEDWAYS_EU – 101046067)

Proposals received in different ways form the one described above will be discarded and not considered for evaluation.

For any request of clarification proposing agencies may send an email to direttore@sanniodop.com

All the requests for information must be sent before June 13th, h 16.30

d. Evaluation criteria

The proposals will be analyzed and evaluated by the beneficiaries in order to identify the most competitive proposal in terms of value for money. Therefore, the following criteria will be evaluated jointly:

- Quality of the technical offer (85 points maximum)
- Competitive budget proposal (15 points maximum)

The following criteria and sub criteria are defined for the evaluation:

TECHNICAL OFFER: 85 POINTS MAXIMUM		
Criterion	Sub criteria	Maximum score
1. QUALITY AND FEASIBILITY OF THE PROPOSED METHODOLOGY	Quality of the work group dedicated to the project management activity (CV evaluation of the dedicated work group)	Up to 15 points
	Adequacy of planning in terms of consistency with the objectives and the planned promotional activities: in particular, quality of the proposed methodology in terms of data collection tools, sample definition and sample significance, quality of the survey collection methodology	Up to 15 points
Maximum score		30
2. PREVIOUS EXPERIENCES	Previous experiences in evaluation of similar projects: in particular, experiences in terms of same products and/or same target markets and/or same funding source	Up to 25 points
	Previous experiences in collecting direct surveys: in particular, experiences in terms of same products and/or same target markets	Up to 20 points
Maximum score		45
3. PROPOSED SET OF INDICATORS	Adequacy of the proposed set of indicators in terms of consistency with the objectives and the planned promotional activities	Up to 10 points
Maximum score		10

The commission will evaluate every technical offer assigning a qualitative score to each sub criterion based on the following table:

not detectable	0
irrelevant	0,1
nearly sufficient	0,2
sufficient	0,3
sufficient/discreet	0,4
discreet	0,5

discreet/good	0,6
good	0,7
good/very good	0,8
very good	0,9
excellent	1,0

COMPETITIVE BUDGET PROPOSAL: 15 POINTS MAXIMUM		
Criterion	Sub criteria	Maximum
COMPETITIVE BUDGET PROPOSAL	Competitive budget proposal for Direct personnel costs (as per following rule)	Up to 10 points
	Competitive budget proposal for rebate (as per following rule)	Up to 5 points
Maximum score		15

Sub criterion: "Competitive budget proposal for direct personnel costs"

Score = (Offer X / Maximum offer) * 10

Where:

Offer X is the budget proposal for direct personnel costs that is evaluated
Maximum offer is the highest budget proposal received

Sub criterion: "Competitive budget proposal for rebate"

Score = (minimum % rebate / current % rebate) * 5

Where:

minimum % rebate is the lowest implementing body fee received
current % rebate is the implementing body fee received for the proposal that is evaluated

In the score calculation, values will be considered up to 2 digits.

Proposals with a budget above the global tender value will be rejected.

The proposals with the highest total final score are selected for execution. In the event of a tie, the lowest price offers are selected.

Only the proposals from entities without any link to the proposing organizations will be accepted.

Possible conflict of interests will be assessed, and their implementing proposals refused if identified economic interest, political or national affinity, family or emotional ties or any other shared interest between beneficiaries and implementing bodies, removing any influence on the selection process, the award value or the execution of the program.