

**TECHNICAL SPECIFICATIONS
EUROPEAN OPEN TENDERING FOR THE CONTRACTING OF THE BODY
IMPLEMENTING THE
AGRICULTURAL PRODUCT INFORMATION AND PROMOTION PROGRAM
IN THIRD COUNTRIES
AGRIP-SIMPLE-2025-TC-OTHERS 2025
EU Regulation No. 1144/2014**

1. Introduction and preliminary information

The Consortium for the Protection and Promotion of Clementine del Golfo di Taranto PGI (hereinafter referred to as the “Consortium”), with administrative headquarters in Palagiano (TA), Via Chiatona, 131 – ITALY, tax code and VAT number IT02167380738, info@igpclementinataranto.it, PEC cat@pec.catjonico.it, as the proposing body of the two-year programme called “CLEMENTINE - Protected Geographical Indication from Europe” (CLEMENTINE PGI), co-financed by the European Commission pursuant to EU Regulation no. 1144/2014 – relating to information and promotion actions concerning agricultural products carried out in the Internal Market and in Third Countries,

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- pursuant to the relevant articles of Regulation (EU) No. 1144/2014, Delegated Regulation (EU) No. 2015/1829, Implementing Regulation (EU) No. 2015/1831, and the Decree of the Director General of the Ministry of Agriculture, Food Sovereignty and Forestry (MASAF) No. 0629571 of 21 November 2025, a call for tenders for the selection, through an open competitive procedure, with application of the criterion of the most economically advantageous offer identified on the basis of the best quality-price ratio, of an implementing body responsible for carrying out the actions (activities/initiatives) aimed at achieving the objectives set out in the CLEMENTINE - Protected Geographical Indication from Europe” (CLEMENTINE PGI) project which will take place in the target countries: United Kingdom, and will concern GI agricultural products produced in Europe, using the Clementines of the Gulf of Taranto PGI as testimonial products.

1.1 REGULATIONS AND REFERENCE DOCUMENTATION

The framework of essential regulatory frameworks for the implementation 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 provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No. 3/2008; Commission Delegated Regulation (EU) 2015/1829 of 23 April 2015 supplementing Regulation (EU) No. 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries;

Commission Implementing Regulation (EU) 2015/1831 of 7 October 2015 laying down detailed rules for the application of Regulation (EU) No. 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries.

Guidelines on the tendering procedure referred to in European Commission Memorandum DDG1.B5/MJ/DB D(2016)321077 of 7 July 2016;

Guidelines for the publication of calls for tenders for the selection of implementing bodies for agri-food product promotion and information activities, pursuant to EU Regulation 1144/2014, as per Decree of the Director General of the Ministry of Agriculture, Food Sovereignty and Forestry (MASAF) No. 0629571 of 21 November 2025.

1.2 CONTRACTING AUTHORITY

The Consortium for the Protection of Clementine del Golfo di Taranto PGI is not a public law body pursuant to Article 2, paragraph 1, point 4, of Directive 2014/24/EU and, therefore, as indicated in the aforementioned legislation, is not required to apply the national regulations implementing the European Directives on public procurement (in Italy, Legislative Decree No. 36 of 31 March 2023). However, the Consortium must select the implementing bodies through an open tender procedure that complies with the principles of cross-border interest, transparency, publicity, impartiality, and equal treatment of candidates.

The competitive tender 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 with the purposes and value of the services requested, the best value for money, and the absence of conflicts of interest. This procedure does not involve division into lots, as it is more efficient and effective for the performance of the service to identify a single contractor who can carry out all the activities envisaged by the Program in question.

1.3 CLARIFICATIONS

Clarifications regarding this procedure may be obtained by submitting written questions at least 8 days before the deadline for submitting bids via certified email (PEC)

to: cat@pec.catjonico.it.

Requests for clarification and related responses are submitted in Italian and/or English.

Replies to timely requests for clarification are provided electronically at least

4 days before the deadline for submitting bids, by publishing

the anonymous requests and related responses on the institutional website - <https://igpclementinetaranto.it/>. Tenderers are encouraged to regularly check the institutional website.

2. Main project information

Project title and description: "CLEMENTINE - Protected Geographical Indication from Europe (acronym: CLEMENTINE PGI)", under the REA call for proposals AGRIP-SIMPLE- 2025-TC-OTHERS 2025, Call 2025 Simple Programmes "Grants for information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries pursuant to Regulation (EU) No 1144/2014 of the European Parliament and of the Council" (Implementing Decision of 24 October 2025 C(2025) 7080,

Contracting body: The Consortium for the Protection of Clementine del Golfo di Taranto PGI Target countries: United Kingdom

General objectives of the Programme:

The objectives of these programmes are consistent with the general and specific objectives set out in Articles 2 and 3 of

Regulation (EU) No. 1144/2014. In particular:

- a) improve awareness of the merits of Union agricultural products and the high standards applicable to production methods in the Union;
- b) increase the competitiveness and consumption of Union agricultural products and certain food products and enhance their image both within and outside the Union;
- c) strengthen awareness and recognition of Union quality schemes;
- d) increase the market share of Union agricultural products and certain food products, paying particular attention to third-country markets with the greatest growth potential; The information and promotion measures are intended to:

- increase awareness and recognition of the EU quality scheme: Protected Designation of Origin (PDO), Protected Geographical Indication (PGI), Traditional Specialty Guaranteed (TSG), and optional quality indications;
- increase information on the EU quality scheme relating to the GI production method, as a

method for obtaining guarantees regarding the sustainability, quality, and characteristics of the product or production process used, as well as the environmental benefits they generate;

- increase the competitiveness and consumption of GI agricultural products, starting with the Gulf of Taranto Clementines, by optimizing their image.

The expected final impact is to increase recognition levels among European consumers of the EU quality scheme logos and increase awareness of the information the quality schemes aim to provide, thus increasing awareness of the product's properties and optimizing their image. In economic terms, this will translate into improved market competitiveness and an increase in sales of GI agricultural products in the target countries. The expected final effect is to improve the competitiveness and consumption of EU agri-food products, optimize their image, and increase their market share in the target countries.

Specific objectives:

- Give institutional visibility to the project and its product portfolio; Provide a basic and updated tool for dissemination and dialogue among the target groups involved; Support public relations and media relations activities; Support all scheduled program activities through the production of specific content indexed by action; Enable updated digital access to the information and dissemination materials produced to support the actions; Generate online traffic; Encourage registration of users interested in the topics covered; Communicate with as many people as possible, reaching the UK population extensively;
- Increase the visibility and awareness of the products through participation in events dedicated to industry professionals; - Adequately inform industry professionals; - Increase interest in the product and consequently its use; - Establish the use of Clementines as a food trend/model; Encourage tasting the product; - Create experiences that connect industry professionals to the product.

Work packages and activities to be implemented:

- WP 3.1, 3.2: Website, newsletter, social media: creation, updating, and maintenance of the website; account creation, periodical publication;
- WP 5: Communication tools: publications, information materials for the media (media kit), promotional articles;
- WP 6.1, 6.2: Events: seminars; restaurant weeks, participation in trade fairs, incoming tourism to Italy;
- WP 7: Point-of-sale promotion: promotional days.

Program Duration: 24 months (2 annual phases)

- Total project budget: €594,220.64

Budget for the costs of the actions for the Implementing Body: € 473,166.00 (excluding VAT), divided as follows:

Work Package No.	Sequential numbering for each WP	Subcontracted tasks	Description	costs: (EUR)
3	S 3.1 S 3.2	Website Social Media	Website update and management Creation and management of social media accounts (Instagram, Facebook, Twitter,	€ 156.440,00

			YouTube, LinkedIn))	
5	S 5.1	Communication Tools	Creation and adaptation of communication tools	€ 61.000,00
6	S 6.1 S 6.2	Trade Fairs Seminar Events	Trade fair participation Seminar organization	€ 147.726,00
7	S 7.1	Point-of-Sale Promotion	Promotion at large-scale retail outlets	€ 108.000,00

• **Start of activity: approximately March 1, 2026.**

It is specified that interested parties interested in participating in this tender must submit a bid taking into account the cost budget of € 473.166,00 (excluding VAT), including the fee of the implementing body.

3. Object of the Contract

3.1 General Description of the Service

The contract consists of a single lot due to the specialized nature of the project, consisting of a set of interrelated operations, and the need to organically implement the services and supplies. The various activities that comprise the services covered by the contract are, in fact, completely interdependent, and the development of the various technical and scientific aspects must be conducted in close and constant collaboration between the various professionals involved and coordinated by a single entity.

The service consists of the execution of a portion of the Program. The implementing body must therefore ensure:

- the project development of the agreed-upon parts of the three-year Program, starting from the signing of the contract;
- the operational implementation of the promotional actions and activities planned for the period established by the

Program, based on the objectives set out in the communication strategy;

• financial and administrative management of the agreed-upon parts of the Program, including periodic technical reports. The service must be characterized by qualified technical and operational support, resulting in high-quality products and services. It must also be distinguished by effective messaging, powerful tools for conveying those messages, and efficient methods of engaging the target audience. The development and implementation of the agreed-upon Program activities must be consistent with the general and specific objectives set out in the Communication Strategy, taking into account the Priorities and Objectives of EU Regulation 1144/2014, ensuring clear recognition of the Program and its promoters.

3.2 Implementation Methods

The implementing body must establish and maintain, for the duration of the contract, a Working Group, in compliance with the participation requirements, which is responsible for managing and implementing the Program. All Working Group activities must be agreed upon and shared with the contracting body. One or more members of the Working Group are expected to be available for periodic meetings at the contracting body's headquarters, to provide operational support for plan activities that need to be carried out in close coordination with the relevant structure. Coordination and information exchange with the contracting body may also involve various and varied methods: meetings, telephone calls, video calls, email correspondence, and the exchange of materials and documents through online sharing systems.

The Contracting Body's Coordination Unit is responsible for ensuring the consistency of the project strategy throughout its entire duration. Coordination integrates the various lines of intervention, directs available resources to the various actions, and constantly coordinates and, therefore, always ensures maximum alignment between the identified resources and the operational objectives to be achieved.

3.3 Dedicated Personnel and Working Group

The Implementing Body must ensure the performance of the services entrusted to it with personnel with legitimate employment relationships and possessing the appropriate professional and technical qualifications for the role. The Working Group must have a flexible organizational approach to respond to the needs that may arise during the performance of the activities.

Specifically, the dedicated working group staff must possess a range of skills in the following areas: project management, team working, communication, graphics, events, knowledge and experience of promotional activities carried out in relation to the corresponding international markets.

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

- establish and make available an appropriate project team, in compliance with the participation requirements;
- agree and share all group activities with the contracting entity;
- assign suitable personnel to the service, with proven ability, honesty, moral character, and confidentiality, who must maintain absolute confidentiality regarding any information learned during the performance of the service;
- guarantee the stability and continuity of the service under all circumstances, ensuring personnel quantitatively and qualitatively adequate to the needs and in compliance with the contents of the technical bid;
- respect, with respect to its personnel, the employment contracts relating to salary, regulatory, social security, and insurance;
- provide a Project Contact to attend monitoring meetings at the contractor's headquarters (these will have a frequency defined by the contracting entity), to provide operational support to the Program's activities;
- prepare all possible means.

4. Duration of the Service

The service has a duration of 24 months, starting from the date of signing the contract, which will be signed between the client and the successful tenderer within 60 days of the award and will involve the performance of the activities indicated in this tender notice under the conditions set forth therein.

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

5. Type of Activities and Initiatives Envisaged by the Project

The eligible activities and initiatives, within the scope of the Program presented by the Consortium, in compliance with the relevant legislation, are similar to those traditionally used for information and promotion of high-quality agricultural and food and wine products, taking into account the topics to be covered and the objectives listed above, and are as follows for the three target countries, complete with description, required outputs, and timelines:

Activities description

Task No. (sequentially numbered relative to the WP)	Task name	Description (including recipient country/city)	Name	Role (CO, BEN, AE, AP, ALT, RO)	In-kind contributions or subcontracting (Yes/No and which)
T3.1	Website design and management	Update of the institutional website, dedicated to project content and promoting the promoted products. Website: an essential tool for online support of the promotional program, it will allow for the development of ongoing and consistent relationships with all identified target groups and will support all information activities. It is useful for disseminating information and content in the target country and worldwide. Main contents: overall presentation of the project; description of the products; presentation of content	Consorzio Clementine IGP	BEN	No
		related to traceability, product quality, production areas, organoleptic and nutritional characteristics, European Union quality regimes, the landscapes that distinguish these products; promotion of gastronomic combinations and the versatility of the products in the kitchen; awareness of the adoption of a balanced and varied diet; and a call to action linked to social media. The website will have a ".eu" domain, be dynamic and user-friendly. It will be released complete with text and images, provided with a series of tags to facilitate indexing by search engines. The texts will be reviewed by expert editors, who will format and ensure readability and usability. This process will also be useful for managing keyword usage. The website will be developed in English and Italian. The sub-tasks include: - Website planning; - Mock-up creation; - Content editing of texts and multimedia files; - Web launch; - Technical maintenance; - Content updating; - Monitoring and reporting analysis.			
T3.2	Social media creation/animation (IG, FB, TikTok, YouTube,	New consumers are increasingly active online and seeking answers to their needs by browsing websites, but above all by following companies and interacting with them on social networks, which are used more frequently on mobile devices (smartphones and tablets). Social media activities will be planned and managed across all the	Consorzio Clementine IGP	BEN	No

	Linkedin)	actions to be undertaken and will include: - creation and management of Instagram, Facebook, TikTok, YouTube, and LinkedIn accounts; - definition of an editorial plan and translation of texts into English; - content production based on editorial guidelines; - account setup; content publication; - interaction monitoring through CEM systems integrated into the setup; - social media optimization (SMO, Social Media Optimization); - activation of "Call to Action" channels to stimulate and generate conversations on project topics; - benchmarking; - organization of reports analyzing results and trends in views and followers.			
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Calendar	YEAR 1	YEAR 2
Result	<ul style="list-style-type: none"> - Design and update of 1 website; - 1 traffic report. 	<ul style="list-style-type: none"> - Design and update of 1 website; - 1 traffic report.
Estimated budget	<ul style="list-style-type: none"> - Coordination activities Cost per month 12 * €800.00 = Total €9,600.00 - Senior Web Master (g/u) 12 * €250.00 = Total €3,000.00 - SEO Specialist 12 * €250.00 = Total €3,000.00 - Domain and hosting €250.00 - Content design and content management No. of months 12 * €250.00 = Total €3,000.00 - Translation of texts into English No. of pages 6 * €250.00 = Total €1,500.00 	<ul style="list-style-type: none"> - Coordination activities Cost per month 12 * €800.00 = Total €9,600.00 - Senior Web Master (g/u) 6 * €250.00 = Total €1,500.00 - SEO Specialist 6 * €250.00 = Total €1,500.00 - Domain and hosting €250.00 - Content design and content management No. of months 6 * €250.00 = Total €1,500.00 - Translation of texts into English No. of folders 6 * €250.00 = Total €1,500.00

	<ul style="list-style-type: none"> - Online traffic indexing and monitoring No. of months 12 * €250.00 = Total €3,000.00 - Creation of landing pages for events and trade shows No. 3 * €1,000.00 = Total €3,000.00 - SEO and search engine positioning Cost per month 12 * €250.00 = Total €3,000.00 	<ul style="list-style-type: none"> - Online traffic indexing and monitoring No. of months 12 * €250.00 = Total €3,000.00 - Creation of landing pages for events and trade shows No. 3 * €1,000.00 = Total €3,000.00 - SEO and search engine positioning Cost per month 12 * €250.00 = Total €3,000.00
Subtotal for the activity 3.1	EUR 29.350,00	EUR 24.850,00
Result	<ul style="list-style-type: none"> - 5 social media accounts created and managed (Instagram, Facebook, YouTube, TikTok, LinkedIn); - 400 social media posts published (2 posts + 4 weeks/month*10 months*5 social media accounts) - 1 traffic report detailing each account. 	<ul style="list-style-type: none"> - 5 managed social media accounts (Instagram, Facebook, YouTube, TikTok, LinkedIn); - 400 social media posts (2 posts + 4 weeks/month*10 months*5 social media) - 1 traffic report detailing each account.

Estimated budget	<ul style="list-style-type: none"> - Coordination activities Cost for month 12 * €800.00 = Total €9,600.00 - Senior social media manager Cost for month 6 * €250.00 = Total €1,500.00 - Account setup and editorial plan definition 10 days/year * €250.00 Total €2,500.00 - Content design - content management - Channel enhancement (advertising) 40 days/year * €250.00 = Total €10,000.00 - Translation of texts into English n. 12 folders * €250.00 = Total €3,000.00 - Photo purchase and photo shoots Flat rate €1,500.00 - Strategic plan development for international promotion Cost per month 6 * €500.00 Total €3,000.00 - Monitoring and measurement of results Days/U 12 * €250.00 = Total €3,000.00 	<ul style="list-style-type: none"> - Coordination activities Cost for month 12 * €800.00 = Total €9,600.00 - Senior social media manager Cost for month 6 * €250.00 = Total €1,500.00 - Account setup and editorial plan definition 10 days * €250.00 Total €2,500.00 - Content design - content management - Channel enhancement (advertising) 40 days * €250.00 = Total €10,000.00 - Translation of texts into English n. 12 folders * €250.00 = Total €3,000.00 - Photo purchase and photo shoots Flat rate €1,500.00 - Strategic plan development for international promotion Cost per month 6 * €500.00 Total €3,000.00 - Monitoring and measurement of results Days/U 12 * €250.00 = Total €3,000.00
Subtotal for the activity 3.2	EUR 34.100,00	EUR 34.100,00
	and/or	and/or
Total for the work package	EUR 63.450,00	EUR 58.950,00

			Partecipanti		
Task No. (sequential numbering relative to the WP)	Task Name	Description (including recipient country/city)	Name	Role (coo, ben, ae, ap, altro)	In-kind contri- butio- ns or subc- ontra- cting (Yes/ No and which)
		Concept and development of communications campaign content, and production of materials. Adaptation of representative basic formats for each subject, format, and specific communication area covered by the program. Production and translation of all textual content (identifying elements, claims, headlines, body copy, and other textual content) into English and Italian. Creation of the necessary executive documents and supports for finalizing the materials and the various basic communication modules. All formats			

		will feature the key communication elements and the project and European Union logos, while also highlighting the slogan "Enjoy it's from Europe."			
T5	Communication tools	<p>In addition to promotional materials, we will also produce videos that convey the project's content through a distinctive language. Content: 1) the inimitable qualities of excellent European products, with particular reference to the distinctive value system attributed by EU certifications (PDO, PGI, Organic) and the rigorous supply chain controls that guarantee consumers certified products of high quality; 2) the "reason why": the rationale and "service" elements for the user that underlie the knowledge and choice of a superior quality product; 3) Europe's biodiversity heritage: the different origins linked to the unique Mediterranean territorial, environmental, and cultural contexts; 4) the pleasure of taste: the differences between raw materials and finished products, with an indication of their respective potential in terms of functions and intended uses, in accordance with Mediterranean cuisine and the most innovative gastronomic and culinary trends; 5) Nutritional properties: the methods for proper use within a balanced diet.</p> <p>The breakdown of the activities into sub-activities includes: graphic planning and content strategy definition; item-specific content development; content translation and proof reading; graphic implementation for planned items; production of planned items; analysis, monitoring, and reporting; video production; post-production; editing according to different uses.</p>	Consortio Clemente IGP	BEN	No

Calendar	YEAR 1	YEAR 2
Result	<ul style="list-style-type: none"> - Visual identity layout design/creation; - 100 brochures (in English) - 2,600 pens - 2,000 flyers - 100 shopping bags - 3 roll-ups - 3 sales promotion desks - 1 3-minute video - 3 video reels, commercials; - 20 packaging prints; - 3 shipments; 	<ul style="list-style-type: none"> - Visual identity layout design/creation; - 400 brochures (in English) - 3,200 pens - 4,000 flyers - 200 shopping bags - 4 roll-ups - 3 sales promotion desks - 3 video reels, commercials; - 20 packaging prints; - 3 shipments;

Estimated budget	<ul style="list-style-type: none"> - Coordination activities Cost for month 12 * €800.00 = Total €9,600.00 - Visual identity layout design and implementation and adaptation to different media - Senior profile G/U 30 * €300.00 = Total €9,000.00 - English brochures no. 100 * €2.00 = Total €200.00 - Pens no. 2600 * €0.40 = Total €1,040.00 - Flyers no. 2000 * €0.10 = Total €200.00 - Shopping bags no. 100 * €8.00 = Total €800.00 - Roll-ups no. 3 * €200.00 = Total €600.00 - DESK no. 3 * €180.00 = Total €540.00 - 3-minute video €2,500.00 - Video reel production, commercials no. 3 * €1,500.00 = Total €4,500.00 - Packaging printing no. 20 * €50.00 = Total €1,000.00 - Shipping of advertising material no. 3 * €330.00 = Total €990.00 - Customs fees €10.00 	<ul style="list-style-type: none"> - Coordination activities Cost for month 12 * €800.00 = Total €9,600.00 - Visual identity layout design and implementation and adaptation to different media - Senior profile Days/U 20 * €300.00 = Total €6,000.00 - English brochures no. 400 * €2.00 = Total €800.00 - Pens no. 3,200 * €0.40 = Total €1,280.00 - Flyers no. 4,000 * €0.10 = Total €400.00 - Shopping bags no. 200 * €8.00 = Total €1,600.00 - Roll-ups no. 4 * €200.00 = Total €800.00 - POS promotion desk no. 3 * €180.00 = Total €540.00 - Video reel production, commercials no. 3 * €1,500.00 = Total €4,500.00 - Packaging printing no. 20 * €50.00 = Total €1,000.00 - Shipping of advertising material no. 3 * €330.00 = Total €990.00 - Customs fees €10.00 - Travel for trade fairs €2,500.00
Subtotal for the activity		
5	EUR 30.980,00	EUR 30.020,00
	and/or	and/or
Total for the work package	EUR 30.980,00	EUR 30.020,00

Task No. (sequentia l numbering relative to the WP)	Task Name	Description (including recipient country/city)	Partecipanti		In-kind contributions or subcontracting (Yes/No)
			Name	Role (COO, BEN, AE, AP, ALT RO)	

					and which)
		Participation in the UK's international food trade fair, IFE. IFE - International Food & Drink Event It is one of the most important international trade fairs in the agri-food sector, a point of reference for producers, distributors, buyers, and food industry professionals. Held biennially in London, in the heart of the United Kingdom, it	Consortio Clementine IGP	BEN	No

T6.1	<p>Participation in trade fair events represents an exceptional showcase for food and wine excellence from around the world. With over 1,500 exhibitors from over 100 countries and thousands of qualified visitors each year, IFE stands out as a strategic event for accessing the British and international markets, offering a broad overview of the latest food and beverage trends, product innovation, and emerging consumer trends.</p> <p>The event is divided into several thematic spaces, each dedicated to specific segments such as gourmet products, regional specialties, organic and health foods, artisanal beverages, and technological solutions for the food supply chain. Furthermore, IFE offers a packed program of seminars, panels, and presentations featuring industry experts, chefs, market analysts, and institutional representatives.</p> <p>Participating in IFE means connecting with high-potential business operators, increasing your brand visibility, and strengthening your product positioning in a highly competitive and dynamic international context.</p> <p>The activities are broken down into sub-activities:</p> <ul style="list-style-type: none"> - Coordination and management of organizational activities; - Purchase of exhibition space; - Mailing to key stakeholders and advertising in local media (press articles, editorials, etc.); - Travel arrangements for representatives attending the fair; - Booking of interpreting and hostess services; - Stand setup; - Product shipping; - Participation in the trade fair and B2B meetings; - Event follow-up, monitoring, and reporting. 		
T6.2	<p>LOCAL TOUCH POINTS: UK: London, Manchester, and Birmingham</p> <p>3 seminars * per year * 20 participants per seminar</p> <p>Organization of seminars aimed at Ho.Re.Ca. (Hospitality) channel operators, professional associations, importers, and distribution operators.</p> <p>Each seminar will last a minimum of 4 hours. The meeting will be of a technical nature, presenting the product, production regions, and production processes. The aim will be to foster active engagement among participants, ensuring that, after the meeting, they can serve as ideal "testimonials." The entire promotional program will also be presented. The audience will be made aware of the importance of quality and food safety by explaining the differences between different types</p>	Consortio Clementine IGP	BEN No

	<p>of preserves based on their regional origin, production technologies, and climate. Based on these differences, the importance of treating different types of products based on their objectively recognized quality based on specific measurable parameters will be explained, positioning them according to different consumer needs.</p> <p>The seminars will include an experiential tasting session led by Consortium representatives and a nutritionist. The tasting will help consolidate the knowledge acquired among the target audience and create a deep connection with the product, enhancing the potential for concrete enhancement of the training process. Suitable locations will be selected for the seminars, and the timing will be determined based on specific concurrent events or other events of interest (e.g., events related to Italian culture or cuisine). The locations will be equipped with all the professional support and equipment necessary for a highly impactful format. Project communication materials will be distributed during the meetings.</p> <p>The activities will be broken down into sub-activities: - analysis of potential audience, identification of panels and locations; - development of training seminar content; - staff training, definition of tasting kits and logistics; - communication and invitations; - implementation of activities; - analysis, monitoring, reporting.</p>		
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Calendar	YEAR 1	YEAR 2
Result	///	- n. 1 trade fair event
Estimated budget	///	<ul style="list-style-type: none"> - General coordination activities Cost per month 12 * €800.00 = Total €9,600.00 - Logistics/operational organization g/u 20 * €366.00 = Total €7,320.00 - Exhibition space rental 18 sq m * €900.00 = Total €16,200.00 - Flat-rate registration fee €732.00 - Stand design, setup, graphics and furnishings 18 sq m * €830.00 = Total €14,940.00 - Hostess service g/u 3 * €488.00 = Total €1,464.00 - Interpretation service g/u 3 * €610.00 Total €1,830.00 - Schedule meetings with professional operators at the trade fair stand (10 days a week * €305.00 = Total €3,050.00) - Participation * 1 person * 5 nights * 6 days a week (executive body) Flat rate €2,270.00

		- Sampling + shipping + customs clearance Flat rate €2,440.00
Subtotal for the activity 6.1	EUR	EUR 59.846,00
Result	- n. 3 seminars (3 * 20 pax)	- n. 3 seminars (3 * 20 pax)
Estimated budget	<ul style="list-style-type: none"> - Coordination activities Cost for the 12th month * €800.00 = Total €9,600.00 - Operator selection, contact, follow-up day/day 25 * €180.00 = Total €4,500.00 - Rental of location no. 1 * no. 3 touch points * €2,500.00 = Total €7,500.00 - Setting up location no. 1 * no. 3 touch points * €1,200.00 = Total €3,600.00 - Nutrition expert no. 1 * no. 3 seminars * no. 1 day day/day * €500.00 = Total €1,500.00 - Catering/tasting * no. 20 people * no. 3 seminars no. 60 * €70.00 = Total €4,200.00 - Sampling + shipping + customs clearance Flat rate no. 3 * €2,500.00 = Total €7,500.00 - Hostess no. 1 * 3 seminars * 1 day (day/week) * €350.00 = Total €1,050.00 - Interpreter no. 1 * 3 seminars * 1 day (day/week) * €400.00 = Total €1,200.00 - Participation * 1 person * 8 nights * 9 days (execution body) Flat rate €3,290.00 	<ul style="list-style-type: none"> - Coordination Activities Cost for Month 12 * €800.00 = Total €9,600.00 - Operator selection, contact, follow-up day/day 25 * €180.00 = Total €4,500.00 - Rental of location no. 1 * no. 3 touch points * €2,500.00 = Total €7,500.00 - Setting up location no. 1 * no. 3 touch points * €1,200.00 = Total €3,600.00 - Nutritionist no. 1 * no. 3 seminars * no. 1 day day/day * €500.00 = Total €1,500.00 - Catering/tasting * no. 20 people * no. 3 seminars no. 60 * €70.00 = Total €4,200.00 - Sampling + shipping + customs clearance Flat rate no. 3 * €2,500.00 = Total €7,500.00 - Hostess no. 1 * 3 seminars * 1 day (day/week) * €350.00 = Total €1,050.00 - Interpreter no. 1 * 3 seminars * 1 day (day/week) * €400.00 = Total €1,200.00 - Participation * 1 person * 8 nights * 9 days (execution body) Flat rate €3,290.00
Subtotal for the activity 6.2	EUR 43.940,00	EUR 43.940,00
	and/or	and/or
Total for the work package	EUR 43.940,00	EUR 103.786,00

Task No. (sequential numbering relative to the WP)	Task Name	Description (including recipient country/city)	Partecipanti		In-kind contributions or subcontracting (Yes/No)
			Name	Role (CO, BEN, AE, AP, ALT RO)	

		LOCAL TOUCH POINTS: UK: London, Manchester, and Birmingham Campaign at one large-scale retail outlet per indicated touch point per year; each promotion will last two days. A dedicated corner for the presentation and tasting of clementines will be set up within the stores, staffed by appropriately trained staff. Each space will be enhanced with customized merchandising materials. Promotional stands will be set up at the stores, staffed by promoters, offering "tasting tips" focusing on the sensory characteristics of clementines, how to recognize their quality, and their versatility. Informational materials will also be distributed to the public. The activities will be broken down into sub-activities: Planning of in-store events: analysis of the potential audience, screening of outlets, and initiation of contacts; Planning of promotional days; Training of involved staff; Communication and promotion of events; Execution of promotional activities; Analysis, monitoring, and final reporting.	Consortio Clementine IGP	BEN	No
T7.1	Tasting days at points of sale (POS)				

Calendario	ANNO 1	ANNO 2
Result	<ul style="list-style-type: none"> - Promotion at 3 stores * 2 days * year - (Total total of 3 stores – total total promotional days equal to 6 days) 	<ul style="list-style-type: none"> - Promotion at 3 stores * 2 days * year - (Total total of 3 stores – total total promotional days equal to 6 days)
Estimated budget	<ul style="list-style-type: none"> - Coordination activities Cost for month 12 * €800.00 = Total €9,600.00 - POS research and selection 30 days a week * €500.00 = Total €15,000.00 - Space rental 1 POS * 3 touch points * €4,000.00 = Total €12,000.00 - Corner setup 1 POS * 3 touch points * €1,500.00 = Total €4,500.00 - Sampling + shipping + customs clearance Flat rate 3 * €3,500.00 = Total €10,500.00 - Promoter * 2 days of promotion * no. 3 sales points per day 6 * €400.00 = Total €2,400.00 	<ul style="list-style-type: none"> - Coordination activities Cost for month 12 * €800.00 = Total €9,600.00 - Research and selection of POS g/u 30 * €500.00 = Total €15,000.00 - Space rental for 1 POS * 3 touch points * €4,000.00 = Total €12,000.00 - Corner setup for 1 POS * 3 touch points * €1,500.00 = Total €4,500.00 - Sampling + shipping + customs clearance Flat rate 3 * €3,500.00 = Total €10,500.00 - Promoter * 2 days of promotion * no. 3 sales points per day 6 * €400.00 = Total €2,400.00
Subtotal for the activity 7.1	EUR 54.000,00	EUR 54.000,00
	and/or	and/or
Total for the work package	EUR 54.000,00	EUR 54.000,00

SELECTION PROCEDURE FOR THE PROGRAM IMPLEMENTATION BODY

6. Requirements for participation in the tender

Economic operators, including those established in other Member States, may participate in this tender in association or individually, or by availing themselves of other entities to demonstrate their possession of the economic, financial, technical, and professional requirements. However, a competitor participating in the tender in association or with availing themselves of other entities is prohibited from participating individually. All competitors, regardless of their participation, must meet the requirements set out in the following points.

The submission of bids by entities referred to in Article 65, paragraph 2, letters a) and f) of the Italian Procurement Code is permitted, even if they have not yet been established. In this case, the bid must be signed by all the economic operators that will form the temporary groupings or ordinary consortia of competitors and must contain the commitment that, in the event of the tender being awarded, these operators will grant a special collective mandate with representation to one of them, to be designated in the bid and designated as the agent, who will enter into the contract in their own name and on behalf of themselves and the principals. Without prejudice to the provisions of paragraph 4, the bid must specify the categories of work or parts of the service or supply to be performed by the individual economic operators grouped together or consortium, with the latter's commitment to perform them. Temporary groupings cannot be required to have a specific legal form for the purposes of submitting a bid or request to participate.

6.1 Eligibility Requirements

Registration in the register maintained by the Chamber of Commerce, Industry, Crafts, and Agriculture for activities consistent with those covered by this tender procedure (to be certified by a copy of the Chamber of Commerce certificate). Tenderers not established in Italy but in another Member State must submit a sworn declaration or a declaration in accordance with the procedures in force in the country in which they are established.

6.2 Non-existence of grounds for exclusion from participation in the tender

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

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

The absence of these exclusion grounds must be certified by means of the attached declaration (Annex A-B-C), signed by the legal representative. Competitors who are in a situation of control over another participant, as per Article 2359 of the Italian Civil Code, or in any relationship, even de facto, where the control or relationship implies that the submitted bids are attributable to the same decision-making body, are ineligible to participate.

6.3 Economic and Financial Capacity Requirements

The economic operator (individual or temporary consortium of companies) wishing to participate in this selection process:

- must have achieved a **global turnover of double the estimated value of the contract in the best three years of the last five preceding years (2020-2021-2022-2023-2024), equal to €1,188,441.20** (in words: one million one hundred and eighty-eight four hundred and forty-one.20 euros), net of VAT, as shown in the VAT returns or equivalent tax within the EU;
- must attach a declaration from the bank certifying that the economic operator possesses the necessary financial resources to ensure the execution of the actions envisaged by the Program (suitable bank references).

Possession of these requirements must be certified through the attached declaration (Annex B), signed by the legal representative. These requirements must be met by the economic operator as a whole, or as a member of a temporary group of companies.

6.4 Technical and Professional Capacity Requirements

Tenderers must meet, under penalty of exclusion, the general requirements set forth in the Procurement Code, as well as the additional requirements set forth in this article and in the tender specifications.

The economic operator (individual or temporary consortium of companies) wishing to participate in this tender must:

- have provided, in the three-year period 2022-2023-2024, services similar to those covered by the tender for a value no less than the estimated value of the tender, net of VAT;
- attach a list of the main services performed (company CV);
- attach the CVs of the personnel employed in the eventual implementation of the Program, demonstrating proven experience in services similar to those covered by the tender.

Similar services include (but are not limited to):

- Management of complex international promotion projects/programs in the agri-food sector;
- Management of business groups and coordination of working groups;
- Design and management of publicly funded programs;
- Event and incoming organization;
- Press office management;
- Communications, PR, etc., including online;
- Production of informational materials;
- Production of promotional videos.

Possession of these requirements must be certified by the attached declaration (Annex A) signed by the Legal Representative of the proposing entity and by submitting the CVs of the professionals expected to perform the assignment. These requirements must be met by the economic operator or the temporary grouping of companies as a whole, except that in the latter case, the agent must in any case meet the requirements and perform the services in a majority.

Self-Cleaning

An economic operator that finds itself in one of the situations referred to in Articles 94 and 95 of the Procurement Code, with the exception of definitively and incompletely ascertained tax and social security irregularities, may provide proof of having adopted measures (so-called self-cleaning) sufficient to demonstrate its reliability.

If the cause for exclusion occurred before the submission of the bid, the economic operator shall indicate the impediment to the DG and, alternatively:

- describe the measures adopted pursuant to Article 96, paragraph 6 of the Code;
- justify the impossibility of adopting such measures and undertake to take action subsequently. The adoption of these measures shall be communicated to the contracting authority.

If the cause for exclusion occurred after the submission of the bid, the economic operator shall adopt the measures referred to in paragraph 6 of Article 96 of the Code and notify the contracting authority thereof. Sufficient measures are considered to include compensation or a commitment to compensate for any damage caused by the crime or unlawful act, proof of having comprehensively clarified the facts and circumstances by actively collaborating with the investigative authorities, and proof of having adopted concrete measures, whether technical, organizational, or personnel-related, that are suitable for preventing further crimes or unlawful acts.

If the measures adopted are deemed sufficient and timely, the economic operator is not excluded. If such measures are deemed insufficient and untimely, the contracting authority shall communicate the reasons to the economic operator.

An economic operator excluded by a final judgment from participation in procurement or concession procedures during the period of exclusion resulting from that judgment may not avail of self-cleaning.

In the event that a grouping/consortium has excluded or replaced a participant/performer affected by an exclusion clause pursuant to Articles 94 and 95 of the Code, the measures adopted pursuant to Article 97 of the Code shall be evaluated in order to decide on the exclusion.

6.5 Subcontracting

The bidder shall indicate in the bid the portions of the service it intends to subcontract, up to a maximum of 30% of the total contract amount. The indication of one or more subcontractors who simultaneously participate in this tender on their own behalf does not constitute grounds for exclusion, but does prohibit the bidder from subcontracting.

6.6 Surety Bond

If awarded the contract, the successful bidder must submit a surety bond issued by a bank or insurance company with the necessary authorizations, equal to 10% of the contract amount for each year. The original surety bond for the first year must be received at least 5 (five) days before the contract is signed. The original

surety bond for subsequent years must be received within 30 days of the release of the bond for the previous year.

7 Selection Committee and Award Criteria

The Selection Committee is appointed after the deadline for submitting bids and is composed of three members, one of whom must be an expert in the specific sector to which the contract relates. The contract is awarded based on the most economically advantageous tender, identified on the basis of the best quality-price ratio, according to the distribution of scores described below, taking into account the technical and financial offers.

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

- TECHNICAL OFFER: MAXIMUM 85 POINTS;
- ECONOMIC OFFER: MAXIMUM 15 POINTS.

The following criteria and related sub-criteria are established for assigning scores.

Tecnhnical Offer: MAX 85 points		
Criteria	Sub criteria	Maximum Score
OVERALL STRATEGY (max 21 points)	Adequacy of the planning in terms of consistency with the objectives of the communication strategy and consistency with the timelines of the programming.	8
	Adequacy of the proposed methodology, articulation of the communication strategy, its ability to produce significant results, the breadth of the target audience contacted.	6
	Consistency between the overall project strategy and the individual activities.	7
CREATIVE FORMAT AND GRAPHIC PROPOSALS (max 36 points)	Quality of the creative and graphic formats proposed: creativity and effectiveness of the visual identity of the campaign and of the coordinated image, such as to make communication in all its forms recognizable and effective.	12
	Consistency with the objectives of the program: efficiency of the communication formats to ensure the achievement of the general and specific objectives set out in the program.	8
	Flexibility by channel, instrument and target group: evaluation of the possibility of articulating the message with a view to its use during the three-year program and through a mix of techniques and coordinated solutions, aimed at providing a clear and complete response to the need to involve the different targets.	8

	Effectiveness of the proposed structure: evaluation of the functionality and potential of the creative strategy for the planned application to the different areas and levels of communication, with particular reference to the formats to be activated in the corresponding project actions and taking into account that the completeness of the project requires the full correlation between the individual communication tools and actions and	8
	the strategic axis oriented to the objectives of promotion of the program	
METHODOLOGICAL APPROACH (max 28 points)	Completeness of the characteristics of the required outputs.	8
	In-depth knowledge of the target markets and their market logic.	4
	Quality of the professional characteristics of the proposed working group in terms of absolute competences based on the quality of the CVs presented.	4
	Adequacy of control mechanisms to monitor the correct economic and financial execution of the project and compliance with the schedule.	4
	Experience in managing articulated communication and promotion projects in the specific segment.	8
TOTAL		85

The Commission will evaluate each technical offer, assigning a qualitative coefficient to each sub-criterion:

not detectable	0
rating; insignificant	0,1
rating; barely sufficient	0,2
rating; sufficient	0,3
rating; between sufficient and discreet	0,4
rating; discreet	0,5
rating; between discreet and good	0,6
rating; good	0,7
rating; between good and very good	0,8
rating; very good	0,9
rating; excellent	1,0

ECONOMIC OFFER: MAX 15 POINTS		
Criteria	Sub-criteria	Maximum score
COST-EFFECTIVENESS OF THE OFFER	Economic offer for the activities (SUBTOTAL ACTIVITIES) according to the following formula	10

	Financial offer for the fee of the participating economic operator according to the following formula	5
TOTAL		15

With regard to the economic offer for the activities (maximum of 10 points out of 100) the score will be awarded on the basis of the following formula:

“Economic offer for activities” score considered = Offer X/Maximum offer * 10 where:

Maximum offer: it is the highest economic offer for the activities (SUBTOTAL ACTIVITIES) among those presented:

Offer X: it is the economic offer for the activities (SUBTOTAL ACTIVITIES) of the economic operator concerned.

With regard to the economic offer for the fee of the participating economic operator (maximum of 5 points out of 100) the score will be awarded on the basis of the following formula:

Economic offer score for the relevant economic operator's fee = (Operator's fee minimum % / Operator's fee % X) * 5

where:

Operator's fee % minimum: it is the fee relating to the economic offer (of the participating operator) lower among those submitted.

Operator's fee % X: it is the fee relating to the economic offer of the economic operator concerned.

For the purposes of allocating and calculating scores, any non-whole values will be approximated to two decimal places.

Increasing bids are not permitted.

A ranking will be drawn up on the basis of the scores awarded to the bids.

The award will be made in favor of the tenderer who has submitted a tender which, meeting all the minimum mandatory requirements, has obtained the highest overall score (technical offer score + economic offer score).

In the event of a tie, the contract will be awarded to the tenderer with the highest score in the technical offer. In the event of a tie in the score for both the economic offer and the technical offer, the contract will be awarded by drawing lots.

The contracting authority shall not be obliged to pay any compensation to the tendering undertakings for any reason whatsoever in respect of the tenders submitted.

Once the required controls have been carried out to ensure that the mandatory requirements have been met, the contract will be awarded.

The award shall immediately bind the tenderer awarded the tender, while the contracting body shall be definitively engaged only when, in accordance with the law, all the acts consequent to and necessary for the execution of the tender will have attained full legal effect.

If the contractor does not show up for the stipulation of the contract or in the event that the declarations made are found to be false, the contracting body reserves the right to assign the task to the subject subsequently placed on the ranking list, once the usual controls will have been carried out.

The Consortium will proceed with the award even if a single valid offer is submitted, provided that it is appropriate.

In application of art. 108, paragraph 10, of Legislative Decree no. 36 of 31 March 2023 and subsequent amendments, the contracting authority will not proceed with the award where no offer is convenient or suitable in relation to the object of the contract.

In the presence of an abnormally low tender, the contracting authority will adopt the procedures provided for by art. 110 of Legislative Decree no. 36 of 31 March 2023 and subsequent amendments.

The evaluation of the technical offers will be carried out by an Evaluation Commission appointed after the date of submission of the tenders.

The results will be communicated via PEC to the participants and will be published on the website of the Consortium Clementine del Golfo di Taranto IGP, <https://igpclementinetaranto.it/>

8 PROCEDURES FOR THE SUBMISSION AND EVALUATION OF PROPOSALS

Organizations interested in participating in the Call for Tenders must, under penalty of exclusion, submit all required documentation, which can also be downloaded from the website <https://igpclementinetaranto.it/>, by **2:00 PM on January 30, 2026** (Rome local time), in a single package containing the following documents

or in one or more files (if sent electronically):

Envelope A) Administrative documentation:

- Annex A-B-C completed and signed by the legal representative
- Letter from the Bank or balance sheet for the last 2 financial years
- CV of the employed staff

Envelope B) Technical proposal:

- Presentation of the economic operator participating in the selection procedure
- Detailed description of the activities/initiatives requested/creative proposals.

Envelope C) Economic offer:

- Detailed table of costs and fees of the operator

The documentation must be submitted in paper format and in electronic format – printable and copyable — on CD or USB stick, by the participant in the tender no later than by **14.00 on 30th January 2026 (local time in Rome)**.

All documentation can be submitted in two different ways:

- paper format in a closed envelope (countersigned on the flaps) containing the 3 envelopes;
- electronic format, on CD or USB stick, containing documents in printable PDF not editable. Alternatively, the documentation can be sent via PEC to the address: **cat@pec.catjonico.it**. Address the subject of the envelope or the certified email with the following wording:

DO NOT OPEN- OPEN CALL FOR PROPOSALS FOR THE SELECTION OF A BODY RESPONSIBLE FOR IMPLEMENTING PART OF THE THREE-YEAR PROGRAM OF PROMOTION AND INFORMATION ACTIVITIES ENTITLED" *CLEMENTINE - Protected Geographical Indication from Europe (acronym: CLEMENTINE PGI)*

The delivery of the package and / or electronic communication within the terms provided remains at the sole risk of the sender if, for any reason, it does not arrive at its destination within the aforementioned peremptory period. The delivery after this peremptory deadline, and the relative exclusion, cannot be disputed.

Address to which proposals must be submitted within the above deadline:

Consorzio di Tutela Clementine del Golfo di Taranto IGP

Via Chiatona, 131 74019 Palagiano (TA) – ITALIA , all'attenzione del Presidente Daniela Barreca

Procedures for opening and selecting tenders

A Selection Committee will be appointed ad hoc, after the deadline for the arrival of tenders, to carry out the opening and evaluation of the proposals regularly received, as well as the consequent selection according to the criteria set out in this call for tenders.

The Commission will meet at the Consortium headquarters Clementine del Golfo di Taranto IGP – Via Chiatona, 131 74019 Palagiano (TA) – ITALIA, on February 9th, 2026 in order to carry out the selection procedures.

The Commission's work will be properly recorded, indicating, *inter alia*, the reasons for the evaluations carried out. The Consortium will give adequate publicity of the award of the contract. In particular, timely formal communication will be given to all participants of the outcome of the Tender through formal communication via email, informing the non-winning competitors of the reasons for their exclusion. The results will also be published on the Consortium website – <https://igpclementinetaranto.it/>, as soon as the evaluations by the Commission have been completed.

Further information can be requested at the following address:

Consorzio Consorzio di Tutela Clementine del Golfo di Taranto IGP – tel. +39 099 2229562, email: info@igpclementinetaranto.it

TENDER DOCUMENTS:

- CALL FOR TENDER
- TECHNICAL SPECIFICATIONS
- ANNEX A B C

9 HOW TO PREPARE THE OFFER

9.2 HOW TO PREPARE THE TECHNICAL OFFER - ENVELOPE B

Presentation of the economic operator:

General presentation in terms of: contacts, experience gained in the field of promotion/information on high quality agricultural products, experience in the realization of events, PR and Press Office activities, organization of tastings at points of sale and press campaigns, elaboration of promotional/information material, management of websites and social media. Information on its staff, with express reference to similar activities already carried out at European and international level, and particularly to the sectors and countries of intervention of the program.

Contents of the Technical Report

The operator must indicate for each point listed below its own initiatives and their methods of execution and achievement of results.

OVERALL STRATEGY

The participant must articulate its proposal by proposing the implementation strategies it considers most effective in pursuing the project objectives using the following indications:

- a) demonstration of the ability of the working group to produce the results expected by the project;
- b) articulation of the overall strategy: coherence between the overall project strategy and the individual activities;
- (c) ways of achieving the specific objectives and results set out in the project.

PROJECT OUTPUT

The participant will have to articulate its own proposal by proposing the implementation methods that it considers most effective for the production of project outputs. The proposal must be structured in particular by developing the following points:

- a) implementation characteristics and contents of the interventions, with reasons for the strategic, organizational and executive modalities chosen, analysis of coherence with the general and specific objectives of the program and description of the project outputs;
- b) presentation of the working group responsible for carrying out the activities, with a description of the working group's capacity to produce these outputs, also with reference to the specific professional skills and experience acquired.

METHODOLOGICAL APPROACH AND ARTICULATION OF 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 the relative interventions must be consistent with the overall strategy of the program and with the respective strategic sub-axes proposed for the individual target countries, with respect to the relative target groups identified.

The interventions must be defined according to the following points:

- a) methods of implementation of the actions: description of the operating methods used to provide the services and their consistency with the aims and objectives of the proposed communication campaign and with the program.
- (b) program timeframe: adequacy of the timeframe and resources provided for in the program timeframe and its consistency with the program, which must be spread over a three-year period.
- (c) consistency with the general strategy and implementing rules for the measures proposed above.
- (d) description of the monitoring mechanisms and proper implementation of the activities.

(e) description of the working group and the specific responsibilities in relation to the different activities.

9.2. HOW TO PREPARE THE ECONOMIC OFFER - ENVELOPE C

The costs must be detailed for each activity and type of activity necessary for the organization and implementation of the service (SUBTOTAL ACTIVITIES) with an indication of the value of the fee of the economic operator considered according to the following scheme.

These costs contribute to the definition of the SUBTOTAL ACTIVITIES and are subject to reporting in accordance with the provisions of the Convention attached to the model of the 2023 call for proposals approved pursuant to EU Regulation no. 1144/2014 on information and promotion actions concerning agricultural products carried out on the internal market and in third countries.

The fee of the economic operator

Work package/target country/ common activities	Type of activity	Cost of activities for each of the three years (euro)	Overall total (euro)
Public relations			
Website, Social media			
Advertising			
Communication tools			
Events			
In-store promotion			
SUBTOTAL ACTIVITIES			
Fee of the economic operator (max 13%)	%		
TOTAL ECONOMIC OFFER *			

*NB: THE TOTAL OF THE ECONOMIC OFFER must be equal to the total amount of the present selection procedure **€ 473.166,00 (VAT excluded)**.

The remuneration of the implementing body (economic operator's fee) must not exceed 13% of both the total cost (SUBTOTAL ACTIVITIES) and referred to each individual action.

This table will form the economic offer and will be inserted in Envelope C - Economic offer

10. COSTS TO BE BORNE BY THE SUCCESSFUL TENDERER

The following shall be borne by the successful tenderer:

1. Performance of the services to be procured, in full and unconditional acceptance of the content of these specifications.
2. Compliance with all indications contained in these specifications, even if not specifically referred to in this article, with rules and regulations in force at both national and regional level, as well as those that may be issued during the contract period (including regulatory standards and municipal orders), with particular regard to those relating to hygiene and safety and in any case relevant to the subject of the contract.

11. AMENDMENTS TO THE CONTRACT - QUANTITATIVE AND QUALITATIVE CHANGES IN SERVICES

Should unexpected and specific needs arise, the Consortium reserves the right to increase or decrease the contract quantity within the limit of one-fifth of the contract amount, in compliance with contractual obligations. The Consortium also reserves the right to terminate the contract in whole or in part for reasons not attributable to the successful tenderer, awarding the successful tenderer compensation in accordance with the law for the unperformed portion of the contract. Should extraordinary work not contemplated in these specifications be requested, the relevant conditions will be agreed upon from time to time between the Consortium and the successful tenderer.

12. RELATIONS BETWEEN THE SUCCESSFUL TENDERER AND THE CONTRACTING AUTHORITY

The successful tenderer must identify a contact person responsible for the service, who will have the obligation to cooperate closely with the offices of The Consortium in the implementation of the Service subject of the contract, as well as the operational resolution of problems related to particular needs of the activities.

13. NON-COMPLIANCE

The Consortium has the right to contest 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 case of dispute, The Consortium may request the supplier to replace personnel inadequate for the implementation of the services. In case of delay or refusal, as well as in any other case of non-compliance with the contractual obligations assumed by the economic operator, The Consortium will contest the non-compliance in writing to the company awarded the contract.

14. FORFEITURE AND REVOCATION OF THE CONTRACT

The company awarded the contract may be declared to have lost the contract in the following cases:

- for failure to comply with contractual or legal obligations in respect of salaries, liquidations or social security and insurance treatment for the staff of the company awarded the contract;
- for manifest non-fulfillment of the commitments undertaken in the contract;
- for non-compliance with the project guidelines presented and any additional information regarding the quality of service.

15. UNILATERAL TERMINATION OF THE CONTRACT

The Consortium has the faculty to control and verify the good execution of the service with the help of people in charge chosen at its discretion. In the event of termination of the contract, the company awarded the contract is still committed to continue the task, under the same conditions, for a maximum period of three months.

16. CONTRACTUAL EXPENSES

Stamp duty, stipulation, registration and any other ancillary costs relating to the contract shall be borne in the measure of 50% by the economic operator to whom the contract is awarded and the remaining 50% by The Consortium.

17. LITIGATION

For the resolution of all disputes that may arise in the performance of the service, which cannot be promptly resolved by the contracting parties, the competent court is that of TARANTO.

18. RIGHTS OF OWNERSHIP AND USE

The rights of ownership and/or use and economic exploitation of the works, prepared or produced by the successful tenderer or its employees and collaborators in the context of or on the occasion of the execution of this service, will remain the exclusive property of the Contractor the Consortium which may, therefore, arrange without any restriction the publication, dissemination, use, duplication of such works of talent or material. These rights, pursuant to Law no. 633/41 "Protection of copyright and other rights granted to itseexercise" as amended and supplemented by Law 248/00, are to be understood as transferred, acquired and licensed in a perpetual, unlimited and irrevocable manner. The successful tenderer undertakes to deliver all the products in an open and modifiable format and expressly undertakes to provide the Consortium as the Contractor, with all the documentation and material necessary for the effective exploitation of the exclusive ownership rights, as well as to sign all the documents necessary for any transcription of said rights in favor of the Consortium in any public registers or lists. The successful tenderer undertakes to comply with current legislation on the collection and processing of personal data and the protection of databases.

19. PROCESSING OF THIRD-PARTY PERSONAL DATA AND CONFIDENTIALITY

During the performance of the contract, the Successful Bidder undertakes to comply with all provisions of national and European legislation, including the provisions of Legislative Decree 196/2003 and those set forth in Regulation (EU) 679/2016 of the European Parliament and of the Council of 27 April 2016 (the so-called GDPR), and to ensure that any personal, financial, statistical, demographic, and/or other information it becomes aware of as a result of the services entrusted will be processed appropriately and in accordance with a transparent procedure. During and after the performance of the contract, the Successful Bidder undertakes not to directly or indirectly use the information it becomes aware of as a result of the services entrusted to obtain advantages or other benefits for itself or for third parties. In particular, the Successful

Bidder must undertake to maintain the utmost confidentiality regarding all information, data and circumstances concerning the Client, even after the conclusion of the service.

20. INFORMATION ON THE PROCESSING OF PERSONAL DATA

In compliance with the provisions of Legislative Decree 196/2003 and those set forth in Regulation (EU) 679/2016 of the European Parliament

and of the Council of 27 April 2016 (so-called GDPR), the Client will use the data collected in the offers for the sole purpose of selecting the Execution Body. The data collected may be used to fulfill legal obligations, including the controls required by Regulation (EU) 1144/2014 and by Ministerial Decree No. 629571 of 21 November 2025 containing "Guidelines for the selection procedure of Execution Bodies for Simple Programmes" in relation to the AGRIP-SIMPLE-2025 call for simple programmes. The rights of the interested party are set forth in Article 13 of Legislative Decree 196/2003 and may be exercised pursuant to and for the purposes of the GDPR (see Articles 15 and 22). The Client declares that, with regard to the procedure established for the selection process:

- The purposes of data processing are to verify the ability of competitors to participate in and win the tender in question.
- The data provided will be collected, recorded, organized, and stored for the time strictly necessary and for the purposes of managing the tender; they will be processed both on paper and through IT, even after the contractual relationship has been established for the purposes of that relationship.
- Failure to provide the mandatory data requested will result in exclusion from this tender.
- The data may be communicated to: 1. Client's staff; 2. Members of the Judging Panel; 3. Verification Panel identified by MASAF; 4. Competitors participating in the public tender session; 5. All other parties identified as eligible or interested pursuant to Italian law, in particular Administrative Procedure Law No. 241/90.
- The active data collector is the Client, and the data controller is the Legal Representative.
- The interested party may exercise the rights provided for by Legislative Decree 196/2003 and Articles 15 and 22 of the GDPR.

Data Controller: Ms. Daniela BARRECA

Exercise of rights: For any further information regarding the processing of personal data, please write to cat@pec.catjonico.it

21. PROCEDURE MANAGER

The data controller for the procedure is Dr. DANIELA BARRECA.