

TECHNICAL SPECIFICATIONS

AND

PROCEDURE FOR SELECTING

THE BODY IMPLEMENTING THE PROGRAMME ON PROVIDING INFORMATION AND PROMOTING AGRICULTURAL PRODUCTS IN THIRD-PARTY COUNTRIES

Distretto Agroalimentare di Qualità della Valtellina “Valtellina che gusto!”, with headquarters in Via Piazzini, 23 – 23100 Sondrio – ITALY, VAT and TAXPAYER’S n. 00886670140, as the constituent body of the **three-year programme, “TASTE THE ALPS PDO/PGI Valtellina products from European mountains”** (“TTA”), an information programme co-financed by the European Commission pursuant to Regulations 1144/2014, 1829/2015 and 1831/2015, submitted on 14/04/2017 to CHAFEA and currently being evaluated,

pursuant to the above-mentioned regulations and “Invitation to submit proposals - Simple programmes - Information and Promotional measures concerning agricultural products implemented in the internal market and in third-party countries in compliance with EU regulation n. 1144/2014 (2017/C 9/06)”, in accordance with the provisions set out in the “Guidance on competitive procedure” of the European Commission - DG Agri (Ref. Ares(2016)2631202 dated 7/6/2016), the FAQ 1.4 (Ref. Ares (2016) 1196729 dated 9/3/2016) and Decree of the Italian Ministry of Agricultural, Food and Forestry Policies dated 23/12/2016 relative to the selection procedure for bodies implementing simple programmes.

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A **call for tender for the selection, through an open competitive procedure, of an implementing body** appointed to implement measures aimed at achieving the goals set out in the **three-year Programme “TASTE THE ALPS PDO/PGI Valtellina products from European mountains”** (“TTA”), which will take place in the following third-party countries: Italy, Germany and France, and will involve the following products designated with EU designations of origin and geographical indications: Bresaola della Valtellina PGI (cured meat, code 021020 90 of the EU implementing regulation n. 1101/2014 dated 16 October 2014); Mela della Valtellina (Apples) PGI (fresh fruit, code 0808 10 of the EU implementing regulation n. 1101/2014); Bitto PDO, Valtellina Casera PDO (cheese, code 0406 of the EU implementing regulation n. 1101/2014); Pizzoccheri della Valtellina PGI (pasta, code 1902 of the EU implementing regulation n. 1101/2014); Rosso di Valtellina PDO (DOC); Valtellina Superiore PDO (DOCG), Sforzato di Valtellina PDO (DOCG), Terrazze Retiche PGI (wine, code 2204 of the EU implementing regulation n. 1101/2014).

Companies/agencies meeting the requirements indicated in the above-mentioned EU Regulations (included but not limited to: Agencies or Companies specialising in PR, Promotion, Information, Event Organisation, Advertising and Media Campaigns) are invited to submit an offer (technical proposal) based on the indications provided in this document (paragraph “TECHNICAL SPECIFICATIONS”).

It is specified that, as this invitation to submit proposals is aimed at implementing a European project that is being evaluated, in the event of non approval of the same by the EU bodies in favour of **Distretto Agroalimentare di Qualità della Valtellina “Valtellina che gusto!”** as the constituent body, the awarding of the actions contained in this document shall be considered de facto null and cancelled.

MAIN INFORMATION

BRIEF DESCRIPTION: The "TASTE THE ALPS PDO/PGI Valtellina products from European mountains" meets topic 1 (Information and Promotional Programmes for increasing the awareness of EU quality schemes, as defined in article 5, paragraph 4, points a), b) and c) of the EU regulation n. 1144/2014) of the invitation to tender.

PRODUCTS TO BE PROMOTED: Bresaola della Valtellina PGI (cured meat, code 021020 90 of the EU implementing regulation n. 1101/2014 dated 16 October 2014); Mela della Valtellina (Apples) PGI (fresh fruit, code 0808 10 of the EU implementing regulation n. 1101/2014); Bitto PDO, Valtellina Casera PDO (cheese, code 0406 of the EU implementing regulation n. 1101/2014); Pizzoccheri della Valtellina PGI (pasta, code 1902 of the EU implementing regulation n. 1101/2014); Rosso di Valtellina PDO (DOC); Valtellina Superiore PDO (DOCG), Sforzato di Valtellina PDO (DOCG), Terrazze Retiche PGI (wine, code 2204 of the EU implementing regulation n. 1101/2014).

CONSTITUENT BODY: **Distretto Agroalimentare di Qualità della Valtellina "Valtellina che gusto!"**

TARGET COUNTRIES: Italy, Germany and France

OBJECTIVES:

- To improve the knowledge and reputation of European agricultural products and the high standards applied in the EU production methods;
- To increase the competitiveness as well as the consumption of EU agricultural products and certain food products and also to enhance their image.
- To increase the awareness and recognition of EU quality schemes;
- To increase the market share of EU agricultural products and certain food products.

TARGET GROUPS:

- Trade operators (large-scale retail channel, normal trade, Horeca)
- Media (food & beverage trade press, bloggers, opinion leaders)
- "Gourmet-foodie" consumers

ACTIVITIES THAT WILL BE IMPLEMENTED: Permanent public relations activities (public relations office); website, social media (creation, maintenance and updating of website; creation of account, periodic posts); online advertising; communication tools (publications, information material for information media; media kits; promotional articles; promotional videos); events (stands at trade fairs; cooking shows; study trips in Europe; other food & beverage events).

DURATION OF THE PROGRAMME: 36 months (divided into 3 annual stages).

TOTAL BUDGET: € 1,245,338.02

BUDGET INCLUDING THE IMPLEMENTING BODY'S FEE: € 1,088,538.02 divided as follows:

€ 322,736.02 for the 1st year,

€ 365,584.00 for the 2nd year,

€ 400,218.00 for the 3rd year,

START OF ACTIVITIES: Around the end of February 2018 (only if the result of the evaluation is positive)

The programme is not divided into lots.

Parties who wish to participate in this call for tender must submit an offer, considering a cost budget of € 1,088,538.02, which includes the implementing body's remuneration.

Please note that the stakeholders that are interested in participating in this invitation to tender can take advantage of the existing rules governing the institution of a pooling contract.

TECHNICAL SPECIFICATIONS

MAIN GOALS OF THE PROGRAMME

In line with the European Commission's strategic goals set forth in Regulation (EU) 1144/2014 and in particular for topic 1, the measure "TASTE THE ALPS PDO/PGI Valtellina products from European mountains", the current promotion and information measure aims to achieve the following specific objectives foreseen by Regulation (EU) 1144/2014 Chapter I, Article 2:

- to improve the knowledge and reputation of EU agricultural products and the high standards that are applied in EU production methods;
- to increase the competitiveness as well as the consumption of EU agricultural products and certain food products and also to enhance their image;
- to increase the awareness and recognition of EU quality schemes;
- to increase the market share of EU agricultural products and certain food products.

Moreover, the measure aims to increase the awareness of the authenticity of the EU protected designations of origin, by highlighting the safety, specific production methods, links to the territory and traditions.

In line with what is foreseen in the 2017 Invitation to submit proposals, and the priorities set out in the annual work programme (Thematic priority 1), the expected final result is to improve the competitiveness and consumption of EU agricultural products registered in EU quality schemes, by increasing awareness of them and enhancing the image of consumers and increasing their market share.

The bodies (companies, agencies...) that are participating in this call for tender for the selection of an implementing body must elaborate a series of activities and initiatives (including a hypothetical graphic design and an information and promotional materials concept), which are in line with a well-defined and targeted strategy, and which take into consideration the goals to be achieved, the type of target countries, the target groups of the initiatives, the duration of the programme, and the financial resources available.

TOPICS TO BE COVERED

The "TASTE THE ALPS PDO/PGI Valtellina products from European mountains" programme is aimed at fostering and promoting Valtellina PDO and PGI products, in conjunction with and consolidating the current mission of the constituent body Distretto Agroalimentare di Qualità della Valtellina "Valtellina che gusto!", the Consortiums and the Protection Committees that it represents.

The main message that will be conveyed will focus on the EU Geographical Indications, which thanks to EU certification:

- offer higher guarantees to consumers, with a higher level of traceability and food security compared to other products;
- foster the territory's production system and economy, protecting the environment and social cohesion of the entire community, as the inextricable link with the territory of origin requires the preservation of ecosystems and biodiversity.

The main message of the campaign will refer to the EU origin of the products to be promoted, thus exploiting the strength of the EU quality mark and, at the same time, their mountain origin, in order to also capitalise on the "emotional" aspects resulting from this specific context.

TYPE OF ACTIVITIES AND INITIATIVES ALLOWED

Below is a list of activities to be implemented and their relative budget:

Work package	PUBLIC RELATIONS		
Activity	<i>PERMANENT PUBLIC RELATIONS ACTIVITIES (PUBLIC RELATIONS OFFICE)</i>		
	YEAR 1	YEAR 2	YEAR 3
Products/services	<i>6 press releases distributed by country (for a total of 18); 1</i>	<i>6 press releases distributed by country (for a total of 18); 1</i>	<i>6 press releases distributed by country (for a total of 18); 1</i>

	<i>editorial plan for the 3 target countries; 1 media mailing list for the 3 target countries; 1 courtesy action in favour of at least 2 newsrooms of the 3 target countries; 1 press review with result analysis</i>	<i>editorial plan for the 3 target countries; 1 media mailing list for the 3 target countries; 1 courtesy action in favour of at least 2 newsrooms of the 3 target countries; 1 press review with result analysis</i>	<i>editorial plan for the 3 target countries; 1 media mailing list for the 3 target countries; 1 courtesy action in favour of at least 2 newsrooms of the 3 target countries; 1 press review with result analysis</i>
Result indicators	<i>Publication of the above-mentioned press releases by the online and offline media: 54 press releases x 5 articles = a total of 270 articles in the three-year period. To this result we must add articles that are published following the involvement of media operators in the foreseen Study Trips in Europe and Cooking Shows (work package n. 6), constituting a further 300 articles in the 3 years, thus giving a total readership in the three-year period of 40,500,000.</i>		
Activity sub-total	€ 25,350.00	€ 27,450.00	€ 25,350.00
Work package	WEBSITE, SOCIAL MEDIA		
Activity	<i>WEBSITE CREATION, MAINTENANCE AND UPDATES</i>		
	YEAR 1	YEAR 2	YEAR 3
Products/services	<i>Multilingual website</i>	<i>Multilingual website</i>	<i>Multilingual website</i>
Result indicators	<i>Total visitors to the site 40,000/year = 120,000 in 3 years</i>		
Activity 1 sub-total	€ 13,200.00	€ 3,300.00	€ 3,300.00

Work package	WEBSITE, SOCIAL MEDIA		
Activity	<i>SOCIAL MEDIA (ACCOUNT CREATION OF ACCOUNT, PERIODIC POSTS)</i>		
	YEAR 1	YEAR 2	YEAR 3
Products/services	<i>1 Facebook profile in IT/FR/DE + 1 Instagram profile in EN</i>	<i>1 Facebook profile in IT/FR/DE + 1 Instagram profile in EN</i>	<i>1 Facebook profile in IT/FR/DE + 1 Instagram profile in EN</i>
Result indicators	<i>Facebook profile: 5,000 likes/year = 15,000 in 3 years. Instagram profile: 2,000 followers/year = 6,000 in 3 years. Total in the three-year period: 21,000 likes/followers.</i>		
Activity sub-total	€ 8,800.00	€ 8,800.00	€ 8,800.00

Work package	ADVERTISING		
Activity	<i>Online</i>		
	YEAR 1	YEAR 2	YEAR 3
	ITALY		
Products/services	<i>60 sponsored posts/1 week; 1 sponsored piece of news/1 week; 1 sponsored video/1 week; 1 campaign banner/1 week</i>	<i>60 sponsored posts/1 week; 1 sponsored piece of news/1 week; 1 sponsored video/1 week; 1 campaign banner/1 week</i>	<i>60 sponsored posts/1 week; 1 sponsored piece of news/1 week; 1 sponsored video/1 week; 1 campaign banner/1 week</i>
Result indicators	<i>Number of exposures (i.e. number of times the public is exposed to the advertising message): 2,475,00 viewings per year = 7,425,000 in 3 years</i>		
ITALY sub-total	€ 19,800.00	€ 19,800.00	€ 19,800.00

	GERMANY		
Products/services	<i>40 sponsored posts/1 week; 1 sponsored piece of news/1 week; 1 sponsored video/1 week; 1 campaign banner/1 week</i>	<i>50 sponsored posts/1 week; 1 sponsored piece of news/1 week; 1 sponsored video/1 week; 1 campaign banner/1 week</i>	<i>60 sponsored posts/1 week; 1 sponsored piece of news/1 week; 1 sponsored video/1 week; 1 campaign banner/1 week</i>
Result indicators	<i>Number of exposures (i.e. number of times the public is exposed to the advertising message): 862,500 viewings 1st year 2,061,250 + 2nd year 2,461,250 + 3rd year = 5,385,000 in 3 years</i>		
GERMANY sub-total	€ 19,800.00	€ 19,800.00	€ 19,800.00
	FRANCE		
Products/services	<i>20 sponsored posts/1 week; 1 sponsored piece of news/1 week</i>	<i>30 sponsored posts/1 week; 1 sponsored piece of news/1 week</i>	<i>39 sponsored posts/1 week; 1 sponsored piece of news/1 week</i>
Result indicators	<i>Number of exposures (i.e. number of times the public is exposed to the advertising message): 819,750 viewings 1st year 1,217,250 + 2nd year 1,575,000 + 3rd year = 3,612,000 in 3 years</i>		
FRANCE sub-total	€ 9,900.00	€ 9,900.00	€ 9,900.00
Sub-total for the activity in the 3 countries	€ 49,500.00	€ 49,500.00	€ 49,500.00

Work package	Communication tools		
Activity	<i>Publications, information materials to be used by information media (media kit), promotional items</i>		
	YEAR 1	YEAR 2	YEAR 3
Products/services	<i>Creation of visual identity of the action (logo, claim, visual), layout and declinations for different kinds of material. 15 backpacks; 234 bags; 234 brochures; 34 caps; 5 roll ups; 50 media kits with gadget (oven mitt); 350 corkscrews; 150 aprons; 1,534 flasks; 16 posters; 9,250 leaflets; 1,500 plastic bags.</i>	<i>25 backpacks; 434 bags; 434 brochures; 34 caps; 7 roll ups; 50 media kits with gadget (oven mitt); 580 corkscrews; 180 aprons; 1,534 flasks; 18 posters; 9300 leaflets; 1,500 plastic bags.</i>	<i>30 backpacks; 534 bags; 534 brochures; 34 caps; 8 roll ups; 50 media kits with gadget (oven mitt); 650 corkscrews; 150 aprons; 1,534 flasks; 16 posters; 9250 leaflets; 1,500 plastic bags.</i>
Result indicators	<i>Number materials distributed: 1st year 13,372, 2nd year 14,096, 3rd year 14,290 = for three years 41,758</i>		
Activity sub-total	€ 26,546.02	€ 20,564.00	€ 21,248.00

Work package	COMMUNICATION TOOLS		
Activity	<i>PROMOTIONAL VIDEO</i>		
	YEAR 1	YEAR 2	YEAR 3

Products/services	<i>Number of videos produced: 4</i>	<i>Number of videos produced: 4</i>	<i>Number of videos produced: 4</i>
Result indicators	<i>Number of viewings: 141,000 (30% likers/followers + website visitors)</i>		
Activity 1 sub-total	€ 6,000.00	€ 4,000.00	€ 4,000.00

Work package	EVENTS		
Activity	<i>TRADE FAIR STANDS</i>		
	YEAR 1	YEAR 2	YEAR 3
	ITALY		
Products/services	<i>1 trade fair (Terra Madre - Salone del Gusto)</i>	<i>1 trade fair (Tutto Food)</i>	<i>2 trade fairs (Terra Madre - Salone del Gusto)</i>
Result indicators	<i>100 operators contacted at each trade fair event for a total of 400 operators in 3 years</i>		
ITALY sub-total	€ 42,520.00	€ 30,820.00	€ 73,520.00
	GERMANY		
Products/services	<i>No presence at trade fairs</i>	<i>3 trade fairs: Anuga, Fruitlogistica, Prowein</i>	<i>2 trade fairs: Fruitlogistica, Prowein</i>
Result indicators	<i>100 operators contacted at each trade fair event for a total of 500 operators in 3 years</i>		
GERMANY sub-total	0,00	€ 125,530.00	€ 63,680.00
	FRANCE		
Products/services	<i>1 trade fair: Sial</i>	<i>No presence at trade fairs</i>	<i>1 trade fair: Sial</i>
Result indicators	<i>100 operators contacted at each trade fair event for a total of 200 operators in 3 years</i>		
FRANCE sub-total	€ 60,500.00	0,00	€ 60,500.00
Sub-total for the activity in the 3 COUNTRIES	€ 103,020.00	€ 156,350.00	€ 197,700.00

Work package	EVENTS		
Activity	<i>COOKING SHOWS</i>		
	YEAR 1	YEAR 2	YEAR 3
	ITALY		
Products/services	<i>Number of cooking shows: 3</i>	<i>Number of cooking shows: 3</i>	<i>Number of cooking shows: 3</i>
Result indicators	<i>Participating operators: 90</i>	<i>Participating operators: 90</i>	<i>Participating operators: 90</i>
ITALY sub-total	€ 12,000	€ 12,000	€ 12,000
	GERMANY		
Products/services	<i>Number of cooking shows: 1</i>	<i>Number of cooking shows: 1</i>	<i>Number of cooking shows: 1</i>
Result indicators	<i>Participating operators: 30</i>	<i>Participating operators: 30</i>	<i>Participating operators: 30</i>
GERMANY sub-total	€ 6,500	€ 6,500	€ 6,500

	FRANCE		
Products/services	<i>Number of cooking shows: 1</i>	<i>Number of cooking shows: 2</i>	<i>Number of cooking shows: 1</i>
Result indicators	<i>Participating operators: 30</i>	<i>Participating operators: 60</i>	<i>Participating operators: 30</i>
FRANCE sub-total	€ 6,500	€ 11,800.00	€ 6,500
Sub-total for the activity in the 3 COUNTRIES	€ 25,000	€ 30,300	€ 25,000

Work package	EVENTS		
Activity	<i>STUDY TRIPS IN EUROPE</i>		
	YEAR 1	YEAR 2	YEAR 3
	ITALY		
Products/services	<i>Number of events: 1</i>	<i>Number of events: 1</i>	<i>Number of events: 1</i>
Result indicators	<i>Participating operators: 12</i>	<i>Participating operators: 12</i>	<i>Participating operators: 12</i>
ITALY sub-total	€ 8,780.00	€ 8,780.00	€ 8,780.00
	GERMANY		
Products/services	<i>Number of events: 1</i>	<i>Number of events: 1</i>	<i>Number of events: 1</i>
Result indicators	<i>Participating operators: 13</i>	<i>Participating operators: 13</i>	<i>Participating operators: 13</i>
GERMANY sub-total	€ 13,190.00	€ 13,190.00	€ 13,190.00
	FRANCE		
Products/services	<i>Number of events: 1</i>	<i>Number of events: 1</i>	<i>Number of events: 1</i>
Result indicators	<i>Participating operators: 9</i>	<i>Participating operators: 9</i>	<i>Participating operators: 9</i>
FRANCE sub-total	€ 9,950.00	€ 9,950.00	€ 9,950.00
Sub-total for the activity in the 3 COUNTRIES	€ 31,920.00	€ 31,920.00	€ 31,920.00

Work package	EVENTS		
Activity	<i>OTHER EVENTS - Food & Beverage events organised by third parties (Identità Golose, Gambero Rosso, Slow Food)</i>		
	YEAR 1	YEAR 2	YEAR 3
	ITALY		
Products/services	<i>Number of events: 1</i>	<i>Number of events: 1</i>	<i>Number of events: 1</i>
Result indicators	<i>3,000 operators contacted at each event for a total of 9,000 operators in 3 years</i>		
ITALY sub-total	€ 14,400.00	€ 14,400.00	€ 14,400.00
	GERMANY		
Products/services	<i>Number of events: 1</i>	<i>Number of events: 1</i>	<i>Number of events: 1</i>
Result indicators	<i>3,000 operators contacted at each event for a total of 9,000 operators in 3 years</i>		
GERMANY sub-total	€ 9,500.00	€ 9,500.00	€ 9,500.00

	FRANCE		
Products/services	<i>Number of events: 1</i>	<i>Number of events: 1</i>	<i>Number of events: 1</i>
Result indicators	<i>3,000 operators contacted at each event for a total of 9,000 operators in 3 years</i>		
FRANCE sub-total	€ 9,500.00	€ 9,500.00	€ 9,500.00
Sub-total for the activity in the 3 COUNTRIES	€ 33,400.00	€ 33,400.00	€ 33,400.00

Below is a summary of costs per year for each target country:

Summary of financial resources for each target country						
	Year 1		Year 2		Year 3	
ITALY	€	124,132.01	€	107,171.33	€	149,399.33
GERMANY	€	75,622.01	€	195,891.33	€	133,569.33
FRANCE	€	122,982.01	€	62,521.33	€	117,249.33
TOTAL	€	322,736.03	€	365,583.99	€	400,217.99

PROCEDURE FOR SELECTING THE PROGRAMME IMPLEMENTING BODY

REQUIREMENTS FOR PARTICIPATING IN THE CALL FOR TENDER

No reasons for exclusion from the tender

This tendering procedure refers to economic operators, who, upon submitting their offer, declare the non-existence of reasons for being excluded pursuant to Directive 2014/24/EU, or exclusion grounds related to the following:

- criminal convictions;
- payment of taxes or social security obligations;
- insolvency, conflict of interests, or professional misconduct.

The non-existence of these exclusion grounds must be certified through the annexed declaration (Annex A), signed by the legal representative.

Economic and financial requirements

The economic operator who intends to participate in this call for tender in the triennium 2014-2015-2016:

- must have an average turnover of at least € 2,200,000.00 (two million two hundred thousand euros) VAT excluded, proven by VAT declarations or equivalent EU tax.
- must have an average turnover for specific activities as indicated in the previous article: **TYPE OF ACTIVITY AND INITIATIVES ALLOWED**, in the agri-food sector, not below € 1,500,000.00 (one million five hundred thousand euros) VAT excluded.

Compliance with these requirements must be certified through the attached declaration (Annex A), signed by the legal representative.

Technical and professional requirements

The economic operator who intends to participate in this call for tender must have implemented the following as a service provider in the triennium 2014-2015-2016:

- **at least two projects** focused on communication, promotion and relevant advertising campaign;
- **at least one project** as an implementing body or appointed agent in compliance with EU reg. n. 3/2008 and subsequent amendments and additions and relative implementing regulations in each of the target countries foreseen in the project;

Compliance with these requirements must be certified through the attached declaration (Annex A), signed by the legal representative.

AWARD CRITERIA

The contract will be awarded based on the value for money criterion, considering the technical and economic offer.

In the presence of just one valid offer, Distretto Agroalimentare di Qualità della Valtellina "Valtellina che gusto!" has the right to award the contract or not.

In the event of a tie, the contract will be awarded to the competitor who has achieved the highest technical offer score. In the event that both the economic and technical offers receive an equal score, the winner will be chosen from a draw.

Both the quality of the service and the price will be considered. Therefore, the overall 100 points will be evaluated in the following proportions:

- TECHNICAL OFFER: MAXIMUM 80 POINTS
- ECONOMIC OFFER: MAXIMUM 20 POINTS

The following criteria with relative sub-criteria are used to assign the score.

Criteria	Sub-criteria	Maximum score
1. OVERALL STRATEGY	a) strategy development: consistency between the project goals and the strategy implemented for the target countries.	15
	b) proposal of a communication concept and graphic design on the Programme topics: consistency between the communication concept and the Programme.	15
	c) development of the concept according to the different target groups in the various target countries of the promotional messages.	10
Maximum scores		40
2. METHODOLOGICAL APPROACH AND ACTIVITY DEVELOPMENT	a) measure implementation methods: description of the operating methods used to provide services and relative consistency with the goals and objectives of the communication campaign and the Programme.	12
	b) ways to achieve the specific Programme goals.	14
	c) consistency with the general strategy and implementation methods of the above interventions.	9
	d) timeline: suitability of the times and resources indicated in the timeline and its consistency with the Programme, which must be developed over three years.	5
Maximum scores		40

Criteria	Sub-criteria	Maximum score
1. FEE:	a) assessment of the adequacy of the fee, indicated in days/person	20
Maximum scores		20

The Commission will evaluate each offer, assigning to each criterion/subcriterion a qualitative coefficient:

not verifiable	0
insignificant evaluation	0.1
barely adequate evaluation	0.2
adequate evaluation	0.3
adequate/reasonable	0.4
reasonable evaluation	0.5
reasonable/good evaluation	0.6
good evaluation	0.7
good/very good evaluation	0.8
very good evaluation	0.9
excellent evaluation	1.0

To establish and calculate the scores, any non-integer values will be rounded to two decimal places. Based on the scores assigned to the offers, the final list will be drawn up and the winner of the tender will be identified.

HOW TO SUBMIT PROPOSALS

The bodies involved in the call for tender for the selection of an implementing body must, under penalty of exclusion, must provide the required documentation in a large envelope containing three envelopes:

ENVELOPE A - administration documentation containing:

- Annex A filled out and signed by the legal representative;

ENVELOPE B - technical offer containing:

- Presentation of the economic operator participating in the tender;
- Detailed description of the activities using the references indicated in the following chapter: TECHNICAL OFFER PREPARATION METHODS - ENVELOPE B

- ENVELOPE C - economic offer containing:

- Fee of the service provider as described in the following chapter: TECHNICAL OFFER PREPARATION METHODS - ENVELOPE C

The following sections (Technical offer preparation methods and Economic offer preparation methods) provide information on how to prepare the technical and economic offers.

The participant must submit a printed and an electronic copy of the documentation in Italian or English – which can be printed and copied onto a CD or USB stick, no later than 12.00 hrs, 20 November 2017. The delivery of the envelope remains at the sole risk of the sender, if, for whatever reason, it fails to be delivered within the said due date.

All the documents must be signed by the tender participant.

The email address for submission of the proposal within the above-mentioned deadline: Distretto Agroalimentare di Qualità della Valtellina "Valtellina che gusto!", Via Piazzzi, 23 – 23100 Sondrio – ITALY

For the kind attention of Marco Chiapparini

At the same time that the envelope is mailed, the proposals must be sent, always within 12.00 hrs, 20 November, 2017, via certified email.

Certified email address: info@pec.valtellinachegusto.eu

The subject of the certified email must be the following: "TTA" call for tender, and the name of the body/agency/company participating in the tender.

In this case, we recommend providing a link from where we can download the documentation. When necessary, the material will be made available to the evaluation committee that Distretto Agroalimentare di Qualità della Valtellina "Valtellina che gusto!" will appoint to implement the selection activities.

The selection committee, a body that will be created specifically, after the offer submission date, specifically to evaluate and select the offers submitted, and formed by Distretto Agroalimentare di Qualità della Valtellina "Valtellina che gusto!" representatives, will meet, in the association's headquarters, on 30 November, 2017, for the selection procedure.

The result of the tender will be given promptly to all participants via certified email.

The results will also be published on the Distretto Agroalimentare di Qualità della Valtellina "Valtellina che gusto!" website - www.valtellinachegusto.eu by 11 December 2017.

For further information, you can write to the following address:

Mr. Marco Chiapparini email: gusto@valtellina.it

TECHNICAL OFFER PREPARATION METHODS - ENVELOPE B

A) Presentation of the economic operator:

General presentation: contacts, experience gained in the promotion/information sector for high-quality agricultural products, experience in organising events, PR activities and Press Offices, organising tasting events in points of sale and press campaigns, creation of promotional/information material, management of websites and social media.

Company information (with specific reference to activities already implemented) and on **any membership to similar company networks** operating in the same field, at European and international level.

B) Activity details

For every point below, the operator must indicate its own initiatives, how they implemented them, and the results achieved.

1. OVERALL STRATEGY

The constituent body's offer must contain the types of activities they deem effective for achieving the project goals by following the indications below.

- a) strategy development: description of the consistency between the project goals and strategy implemented for the target countries
- b) proposal of a communication concept and graphic design on the Programme topics: consistency between the communication concept and the Programme;
- c) development of the concept according to the different target groups in the various target countries of the promotional messages.

2. METHODOLOGICAL APPROACH AND ACTIVITY DEVELOPMENT

The interventions to be implemented to achieve the project goals must be described for every type of activity indicated in the specifications and carried out in each country. The activities and relative interventions must be consistent with the strategies proposed for the single target countries and with the relative target groups and must be developed according to the points below:

- a) measure implementation methods: description of the operating methods used to provide services and relative consistency with the goals and the objectives of the communication campaign and the Programme;
- b) goal achievement methods indicated in the Programme;
- c) consistency with the general strategy and implementation methods of the above interventions;
- d) timeline: suitability of the times and resources indicated in the timeline and its consistency with the Programme, which must be developed over three years.

The previous points must be organised and submitted according to the above criteria and sub-criteria and organised by activities.

Points A) and B) must be included in **Envelope B - Technical offer**

ECONOMIC OFFER PREPARATION METHODS - ENVELOPE C

1. FEE:

Cost of the constituent body fee:

Costs relative to the constituent body fee must be specified for every single measure. These costs refer to the activities required to organise and implement these activities (e.g. selection and contact with suppliers, research of prices, selection of the location, bookings, organisation of events, etc.).

Therefore, a table must be prepared for each country, summarising the total activity costs per year and relative cost of the agency fee. Below is an example of how the table should be prepared:

MEASURE	COUNTRY	FEE AMOUNT	DETAIL OF THE SERVICES PROVIDED BY THE CONSTITUENT BODY

Any additional services related to the programme can be specified in this section.

The total cost of the measures (equal to € 1,088,538.02 – the sum of all the activities/initiatives) and the total cost of the fee (which the economic operator participating in the tender should define – the sum of the expected fees for every activity/initiative indicated in the above table) must be summarised at the end of this table.

The remuneration of the constituent body must range between 8% and 12% of the total cost of the measures taken and must be calculated by deducting it from the total cost of the measure.

This table will be part of the economic offer and must be included in Envelope C - Economic offer.