

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:42137-2020:TEXT:EN:HTML>

**Italy-Bolzano: Public relations services
2020/S 019-042137**

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1) Name and addresses

Official name: Consorzio Tutela Speck Alto Adige

Postal address: via Portici No 71

Town: Bolzano

NUTS code: ITH10

Postal code: 39100

Country: Italy

Contact person: Matthias Messner

E-mail: m.messner@speck.it

Telephone: +39 0471300381

Fax: +39 0471302091

Internet address(es):

Main address: <https://www.speck.it/en/>

Address of the buyer profile: <https://www.speck.it/en/>

I.2) Information about joint procurement

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.speck.it/en/download/>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4) Type of the contracting authority

Other type: Consortium

I.5) Main activity

Other activity: The protection, promotion, enhancement, consumer information and general care of the interests related to the product 'Speck Alto Adige IGP'

Section II: Object

II.1) Scope of the procurement

II.1.1) Title:

Public Notice of Tenders for the selection, by Means of an Open Competitive Procedure, of an 'Implementing Body'

II.1.2) Main CPV code

79416000

- II.1.3) **Type of contract**
Services
- II.1.4) **Short description:**
Public notice of tender for the selection, by means of an open competitive procedure, of an 'Implementing Body' engaged for the realisation of the actions (activities/initiatives) directed at the attainment of the objectives that are provided by the programme that will be presented and which shall be carried out in the countries USA and Canada, using as testimonial products Speck Alto Adige PGI.
- II.1.5) **Estimated total value**
Value excluding VAT: 1 335 000.00 EUR
- II.1.6) **Information about lots**
This contract is divided into lots: no
- II.2) **Description**
- II.2.1) **Title:**
- II.2.2) **Additional CPV code(s)**
- II.2.3) **Place of performance**
NUTS code: ITH10
- II.2.4) **Description of the procurement:**
The activities to be carried out within the project framework include but are not limited to: activities of public relations, information on and promotion of agricultural products of European quality, the organization of events and tastings at points of sale, press campaigns, the drawing up of informational and promotional materials. For a detailed description and the requirements for participation in the selection see the tender documents under the following link: www.speck.it/en/download/
- II.2.5) **Award criteria**
Price is not the only award criterion and all criteria are stated only in the procurement documents
- II.2.6) **Estimated value**
Value excluding VAT: 1 335 000.00 EUR
- II.2.7) **Duration of the contract, framework agreement or dynamic purchasing system**
Duration in months: 36
This contract is subject to renewal: yes
Description of renewals:
Each 12 months.
- II.2.10) **Information about variants**
Variants will be accepted: yes
- II.2.11) **Information about options**
Options: no
- II.2.12) **Information about electronic catalogues**
- II.2.13) **Information about European Union funds**
The procurement is related to a project and/or programme financed by European Union funds: yes
Identification of the project:
Regulation (UE) n. 1144/2014
- II.2.14) **Additional information**

Section III: Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

See the tender documents under the following link: www.speck.it/en/download/

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.1.5) Information about reserved contracts

III.2) Conditions related to the contract

III.2.1) Information about a particular profession

III.2.2) Contract performance conditions:

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV: Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.1.6) Information about electronic auction

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

IV.2.2) Time limit for receipt of tenders or requests to participate

Date: 20/02/2020

Local time: 17:00

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4) Languages in which tenders or requests to participate may be submitted:

Italian, English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 12 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date: 24/02/2020

Local time: 14:45

Place:

Chamber of Commerce of Bolzano, Via Alto Adige 60-39100 Bolzano (BZ).

Section VI: Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: no

VI.2) **Information about electronic workflows**

VI.3) **Additional information:**

VI.4) **Procedures for review**

VI.4.1) **Review body**

Official name: Tribunale Regionale di Giustizia Amministrativa — Sezione Autonoma per la Provincia di Bolzano

Town: Bolzano

Postal code: 39100

Country: Italy

VI.4.2) **Body responsible for mediation procedures**

VI.4.3) **Review procedure**

VI.4.4) **Service from which information about the review procedure may be obtained**

VI.5) **Date of dispatch of this notice:**

24/01/2020



Südtiroler Speck Konsortium
Consorzio Tutela Speck Alto Adige

TECHNICAL SPECIFICATIONS AND SELECTION PROCESS OF THE IMPLEMENTING BODY OF THE PROGRAMME FOR INFORMATION PROVISION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES IN COMPLIANCE WITH THE PROVISIONS OF (EU) REGULATION NO. 1144/2014

The Consorzio Tutela Speck Alto Adige, having its legal headquarters in via Portici 71, 39100 Bolzano (BZ) – ITALY, VAT Number IT01468880214, phone number +39 0471/300381, fax number +39 0471/302091, e-mail address: info@speck.it, certified e-mail address: speck@pec.rolmail.net, shall present a Programme for Information provision and Promotion activities within the framework of the 2020 Call for proposals – Simple programmes “Grants to information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries in accordance with Regulation (EU) No 1144/2014 of the European Parliament and of the Council”, and, for this reason,

hereby announces,

in compliance with the provisions of (EU) Regulation no. 1144/2014, of the (EU) Delegated Regulation no. 2015/1829, and of the (EU) Implementing Regulation no. 2015/1831, a **Public Notice of Tender for the selection, by means of an Open Competitive Procedure, of an “Implementing Body” engaged for the realisation of the Actions (activities/initiatives/costs) directed at the attainment of the objectives that are provided by the Programme which will be presented and which shall be carried out in the following third countries: the USA and Canada, using as a testimonial product the following product:**

- 1) Speck Alto Adige IGP.**

Companies/agencies in possession of the requirements that are indicated in the aforementioned EU Regulations (including, but not limited to: agencies or companies that are experts in activities of public relations, promotion, information provision, event organisation, advertising and press campaigns, as well as activities at points of sale) are invited to present an offer (a technical proposal) on the basis of the indications that are described in this document under the paragraph entitled **"TECHNICAL SPECIFICATIONS"**.

The Consorzio di Tutela Speck Alto Adige intends to carry out the selection of the Implementing Body through an Open Competitive Procedure in compliance with the principles of cross-border interest, non-discrimination, equal treatment, transparency, publicity, proportionality, clarity and consistency of the established selection and award criteria on the purpose of the requested services and with the value of the same, best value for money, and absence of conflicts of interest, in accordance with the conditions indicated by the relevant European Regulations and the latest version of the Decree available, the Decree of the General Director of the Ministry of Agriculture, Food, Forestry and Tourism no. 14513 dated 01/03/2019.

It is hereby specified that, since this invitation to tender is aimed at the execution of a soon-to-be-presented European project, should the Consorzio Tutela Speck Alto Adige not be approved as the beneficiary of said project by the EU entities, the winning of this tender shall be considered void and



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ineffective, and that, in such a case, the Consorzio Tutela Speck Alto Adige shall have no responsibilities whatsoever and shall not be subject to any claims and/or damages requests.



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PRIMARY INFORMATION

- LEADING PROPOSING ORGANISATION: Consorzio Tutela Speck Alto Adige
- TARGET MARKETS: USA and CANADA
- TESTIMONIAL PRODUCTS: (to be used within the framework of the proposed activities and initiatives)
Speck Alto Adige IGP
- PROGRAMME DURATION: 36 months (3 years), starting approximately in the month of February 2021
- TARGET GROUPS OF THE ACTIVITIES: (in the target markets of the Programme)
Food & agricultural operators and professionals:
importers, distributors, HO.RE.CA. and specialty shops.
Journalists, bloggers, opinion leaders.
Consumers.
- FINANCIAL RESOURCES: **€ 1,335,000.00 – plus VAT.**
These resources are intended for the realisation of the activities and initiatives, and must also include the fee for the Implementing Body;
however, they do not include any other administrative expenses which have to be borne exclusively by the Proposing Organisation.
- Percentage division of the overall costs (Activities + Fee) divided by target country:**
USA - 80%
Canada - 20%



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TECHNICAL SPECIFICATIONS

MAIN OBJECTIVES OF THE PROGRAMME

The main objectives of the Programme that will be presented by the Consorzio Tutela Speck Alto Adige regard the reinforcement of the competitiveness of the agricultural sector of the European Union, as well as the increase and spread of knowledge about the European quality schemes, about European products that have been provided with a designation of quality, and about the value of the European system of designations of origin as an attribute of quality and safety, by means of the example of excellence established by the testimonial product that has been provided with a PGI certification.

In particular, the focus in the target countries is on:

- 1. Increasing the awareness of the merits of the agricultural products of the European Union and of the high standards applicable to the production methods in the European Union.**
- 2. Enhancing the competitiveness and consumption of European Union agricultural products and certain food products, and raising their profile outside the European Union.**
- 3. Increasing the awareness and recognition of the European Union quality schemes.**
- 4. Increasing the market share of agricultural products and certain food products from the European Union.**

The bodies (companies, agencies, etc.) that participate in this Call for Tender for the selection of the Implementing Body shall draw up a set of activities and initiatives (including informational and promotional materials) that are consistent with a well-identified and targeted strategy, in consideration of the goals to be achieved, the typology of the target countries, the target groups of the initiatives, the duration of the Programme, and the financial resources that are available.

MAIN SUBJECTS TO BE HANDLED

In order to achieve the Programme objectives and fulfil the requirements of the applicable EU Regulations (the EU Regulations cited above), the main thematic areas to be considered are the following:

- For the purpose of increasing the competitiveness of **European agriculture** in the target markets, it is necessary to go into detail on the **distinctive characteristics of the latter**, and thus to generically and technically go into depth (depending upon the typology of the target groups that are the recipients of the specific initiatives) on **the meaning that “quality” holds for the European Union;**
- Within the framework of the concept of “quality”, utilising and presenting the testimonial product of the Programme which is provided with PGI certification as an example of the **value which the European quality system confers upon the products from the various territories in the European Union.** Said value is explained not only in the rigorous standards relating to the production methods and inspections of the chain,



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but also in the increase in value of the European cultural heritage and in the promotion of the diversity of agricultural production and the maintaining of rural spaces. Within that framework, it will furthermore be possible to go into depth on concepts such as the traditional character of the production methods, as well as the originality of the productions themselves;

- The thematic areas that are indicated above provide the opportunity to introduce in-depth analyses that are **more specific on the meaning and functioning of the European certifications of quality** (PGI – Protected Geographical Indication, PDO – Protected Designation of Origin, and GTS – Guaranteed Traditional Specialty) of which the testimonial product of the Programme is a concrete example of excellence;
- The EU logos that express **the certifications of European quality are symbols (in their graphic expression) that are common to all Member States** and thus may be searched for on the labels of all the agricultural and food products of quality that originate in the European Union.



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TYPES OF ELIGIBLE ACTIVITIES AND INITIATIVES

The activities and initiatives that are eligible within the framework of the Programme that will be presented by the Consorzio Tutela Speck Alto Adige, in compliance with the applicable EU Regulation, are similar to those classic activities and initiatives of information provision and promotion of high-quality agricultural and food products, taking into account the thematic areas to be handled and the objectives as indicated above (above all else in terms of the contents of the communication):

- **STRATEGY:** Definition of a communication strategy, of the distinctive key visual of the Programme, market researches and everything else that is required.
- **PUBLIC RELATIONS:** Continuous PR activities (PR office), organisation of press events, organisation of Incoming Trips to the production area of the testimonial product, and others, such as cooperation on the social media (bloggers).
- **WEBSITE & SOCIAL MEDIA:** Setup, updating, maintenance of a website dedicated to the Programme, which must be connected to (and in synergy with) the website of the Consorzio Tutela Speck Alto Adige (www.speck.it); organisation of activities on the social media and regular posting of contents in a coordinated fashion with the existing social media channels, and others (such as, for example, apps for mobile devices, e-learning platforms, landing-pages, and so on).
- **ADVERTISING:** online and/or printed advertisements/advertorials, and others.
- **COMMUNICATION TOOLS:** elaboration of publications, informative materials for the mass media (media kits), brochures, recipe-booklet, materials, promotional videos, dedicated ad hoc materials for some activities, other visual material required for proposed activities.
- **EVENTS:** participation to trade fairs and sector-specific events/third-party events, organisation of seminars/workshops, professional training courses or/and training courses for cooks, other events with the food-service sector and/or B2B events, organisation of Incoming trips to the production area of testimonial product (B2B), and others.
- **POINT-OF-SALE PROMOTION** (for example: specialised shops, large-scale retail channel, and so on) **AND PROMOTION IN RESTAURANTS:** cooperation with importers and distributors, tasting and information provision days; advertisement on the mass media, training for the personnel, and others.
- **OTHER ACTIVITIES.**



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SELECTION PROCEDURE FOR THE IMPLEMENTING BODY OF THE PROGRAMME

REQUIREMENTS FOR PARTICIPATING IN THE TENDER

Absence of causes for exclusion from participation

Participation in this competitive procedure is reserved to economic operators who, on the date of the presentation of the offer, declare that no reasons for exclusion exist in accordance with the Directive 2014/24/EU, or else reasons for exclusion that are associated with:

- Criminal convictions;
- Payment of taxes or social security contributions;
- Insolvency, conflicts of interests or criminal business acts.

The absence of these reasons for exclusion shall be attested to by means of the attached declaration (Annex A) signed by the legal representative.

Requirements of economic and financial capacity

The economic operator that intends to participate in this tender for selection must have realised in the three year period of 2016-2017-2018 total global revenues of no less than 1,000,000.00 Euros (in words: one million Euros), resulting from the income tax return as required by the laws of the State in which the economic operator is located.

The possession of these requirements shall be attested to by means of the attached declaration (Annex A) signed by the legal representative.

Requirements of technical and professional capacity

The economic operator that intends to participate in this tender for selection must have realised in the three year period of 2016-2017-2018 services which are analogous to those that are the subject of this tender for a total amount of no less than 700,000.00 Euros (in words: seven hundred thousand Euros) net of VAT, including the realisation of at least one structured project in communication, promotion, and the related advertising campaign.

The possession of these requirements shall be attested to by means of the attached declaration (Annex A) signed by the legal representative.

ADJUDICATION CRITERIA AND METHOD

The contract will be awarded with the criteria of **the best value for money**, via application of the **aggregative compensating method**, also taking quality criteria into account.

In the presence of only one valid offer, the Consorzio Tutela Speck Alto Adige shall have the option of proceeding or not with the awarding of the tender.



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In the event of a single submitted offer, the evaluation of the offer cannot be done with the below described methods, as they are based on a comparison between the different (at least 2) submitted proposals (considering the functioning of the aggregative-compensating method). In the event that the Consorzio still decides to entrust the contract, even in case of a single submitted proposal, this proposal will be anyway evaluated with regard to its convenience, suitability and adequacy, according to established criteria.

In the event of a tie in the points attained between two or more proposals, the contract shall be awarded to the competitor that has achieved the highest number of points in the technical offer. In the event of a tie in the points in both the financial offer and the technical offer, the tender shall be awarded to the proposal which was received chronologically earlier by the Consorzio di Tutela Speck Alto Adige.

Aspects of both the quality of service and price shall be jointly taken into account, and therefore the total 100 points shall be evaluated with the following proportions:

QUALITY (TECHNICAL OFFER)	MAXIMUM POINTS: 80
PRICE (FINANCIAL OFFER)	MAXIMUM POINTS: 20
TOTAL POINTS TO BE ASSIGNED	MAXIMUM POINTS: 100

The points shall be assigned according to the following criteria:

QUALITY: TECHNICAL OFFER (80 POINTS)

The Selection Committee shall examine the technical offer and shall assign the points on the basis of what will be declared, up to a maximum of 80 points, according to the subdivision indicated below:

CRITERIA	SUBCRITERIA	MAXIMUM POINTS
<u>1. COMMUNICATION PROJECT DEFINITION AND OVERALL STRATEGY</u> <u>25 points</u>	a) strategy articulation: Coherent and complete technical proposal (detailed, clear and complete description of the proposed activities in relation to the Programme objectives and the requests of the Technical Specifications); the overall strategy is coherent with the objectives; the overall strategy is coherent with the single activities	11
	b) Innovation and originality: creativity in planning the different coordinated graphic lines, destined to facilitate understanding and reading of promotional messages; appeal of the visual impact, ability in the use of advanced technologies applied to communication; proven	7



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CRITERIA	SUBCRITERIA	MAXIMUM POINTS
	capacity to carry out information provision campaigns using all the more recent technological and widely-used modalities (web, digital reproduction of sounds and images, etc.).	
	c) communicative effectiveness of the idea (degree of understanding of the different typologies of target groups): coherence of the means proposed with the Programme objectives with regards to average planning on classical means, proposal of new communication/promotion formulas, on the web, etc.	7
<u>2. CONCEPTION AND DEVELOPMENT OF THE COMMUNICATION GRAPHIC FORMAT</u> <u>35 points</u>	a) creative elaboration project for the communication campaign on the Programme themes: the communication concept must be coherent with the creative strategy of the Programme; use of ideas aiming at reaching the different target groups of the promotional messages.	6
	b) coherence with the previously-developed communication strategy: quality of the proposed graphic continuity elements and their efficacy for the aims of recognition of the identity of the Proposing Consortium and the Programme product.	5
	c) original and unique creative format which makes communication recognisable in all its forms: evaluation of the use of a mixture of techniques and solutions aimed at providing a clear and complete answer to the different target groups, keeping into consideration that, in order for the project to be complete, a full correlation between tools and communication actions and promotion objectives of the Programme needs to be achieved.	5
	d) Flexibility and reproducibility of the coordinated image: assessment of the degree of flexibility (scalability) and reproducibility of the graphic format in the various applications; assessment of the effectiveness and communicative immediacy of the proposal.	5



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CRITERIA	SUBCRITERIA	MAXIMUM POINTS
	<p>e) Graphic promotional materials proposals (brochures, recipe books, gadgets) evaluation of proposals and consulting related to formats, supports, and graphic/visual solutions which are more suitable to guarantee the achievement of the Programme objectives.</p>	5
	<p>f) social media actions (detailed indication of the actions to be taken on the different social networks, with their explanation): efficacy and functionality of the social network architecture, navigation system, and strategy.</p>	5
	<p>g) execution modality of the actions indicated in the previous point: description of the technical tools, of the materials, of the tools, including the study and research ones, used for the execution of the services and their coherence with the aims and the objectives of the proposed communication campaign and with the Programme.</p>	4
<p>3. <u>METHODOLOGICAL APPROACH AND ARTICULATION (VARIETY, STABILITY, SYNERGIES BETWEEN PROPOSED ACTIONS, COMPLETENESS OF THE PRODUCED DOCUMENTATION)</u></p> <p><u>20 Points</u></p>	<p>a) Creation and description of the work group and of operational modalities: quality of the organisational structure and of the professional characteristics of the work group, proposed in terms of the competences that they possess; efficacy level of the proposed operational and organisational methods.</p>	10
	<p>b) Timeline: evaluation of the completeness, the adequacy of the proposed timing and resources as indicated on the timeline, and consistency with the duration of the Programme (3 years).</p>	5
	<p>c) supervision and control of the realisation of the initiatives: description of the analysis of the proposed activities, measurement and evaluation of the effectiveness of the communication actions, in relation, for example, to satisfaction, effects, image, and so on.</p>	5
TOTAL		80



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The Selection Committee shall evaluate each proposal, and shall assign a qualitative coefficient for each criterion/sub-criterion with a variable value between zero and one, attributed according to the judgment of individual commissioners on the basis of the following table:

QUALITATIVE JUDGEMENT	COEFFICIENTS
Evaluated unverifiable	0
Evaluated insignificant	0,1
Evaluated just enough	0,2
Evaluated enough	0,3
Evaluation between enough/passable	0,4
Evaluated passable	0,5
Evaluation between passable/good	0,6
Evaluated good	0,7
Evaluation between good/very good	0,8
Evaluated very good	0,9
Evaluated excellent	1

For the purposes of score attribution and calculation, any incomplete values will be rounded off to the second decimal number.

The method thus foresees the following steps:

- Attribution of a coefficient for every proposal, or a value of between 0 and 1 for each criterion by each commissioner;
- Calculation of an assigned coefficients average for every proposal by all commissioners for each criterion – provisional average;
- Transformation of these provisional averages into definitive averages (identifying the maximum score among those assigned for each criterion in all the proposals, setting this value as equal to 1 and then making the initially-calculated provisional averages proportional to this maximum average).

These coefficients will then be multiplied by the importance (score) attributed to each individual criterion indicated in the above table, according to the following formula:

$$C(a) = \sum_n [W_i * V(a)_i]$$

Where:

C(a) = evaluation index of proposal “a”

n = total requirements/criteria number

W_i = requirements/criteria score attributed (i)

V(a)_i = coefficient of the proposal of the offer “a” in comparison to the requirement (i)



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PRICE: FINANCIAL OFFER (20 POINTS)

1. FINANCIAL ANALYSIS 14 points	a) Analysis of the cost-effectiveness of the proposed initiatives, according to market prices.	7
	b) Analysis of the unitary cost of every action expressed through the ratio between total costs of the action (including the fee) and the number of direct contacts expected.	7
2. FEE 6 points	a) Assessment of the congruity of the fee, expressed in days/person, required for the realisation of every action, on the basis of the cost of every action and of the expected benefits.	6
TOTAL		20

The “Financial Analysis” criterion score, which is that of its two sub-criteria a) and b), will be assigned on the basis of the same procedure followed for the evaluation of the technical proposal.

The “Fee” criterion score will instead be assigned as follows:

- calculation of the percentage depreciation of each proposal, taking as base value the proposal with the highest sum;
- calculation of the coefficient to be attributed to each percentage depreciation according to the following formula:

$$V(a) = R_a / R_{\max}$$

Where:

V(a) = coefficient of the “a” proposal attributed to the “fee” criterion

R_a = percentage depreciation of the “a” proposal

R_{max} = depreciation of the lowest proposal

- calculation of the score to be attributed to this criterion through the following formula:

$$P(a) = W_p * V(a)$$

Where:

P(a) = score attributed for the “fee” criterion to proposal “a”

W_p = maximum score attributed to the “fee” criterion (= 6 points)



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V(a) = proposal “a” coefficient attributed to the “fee” criterion

The total score attributed to each proposal will be obtained by adding the derived technical proposal evaluation score with the score derived from evaluation of the financial proposal.

Final selection and identification of the winning contestant will be drafted on the basis of scores attributed to the proposals.



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METHOD OF PRESENTATION OF THE PROPOSALS

With a failure to comply resulting in exclusion from the competition, the bodies that are interested in participating in the Tender for the selection of the Implementing Body shall deliver all of the necessary documentation in a single package containing three envelopes:

ENVELOPE A – Administrative documentation, which shall contain:

- Annex A filled out and signed by the legal representative;
- Subscriber's current and valid identity document;
- Current and valid Company Registration Report or the registration in a commercial register held by the Member State in which the economic operator is established.

ENVELOPE B – Technical offer, which shall contain:

- Detailed description of the activities/initiatives proposed
- Indicative timeline of the proposed Programme activities
- Presentation (in as much detail as possible) of the economic operator taking part in the Tender for Selection
- Presentation of the work group and detailed description of the professional operators involved and of their competences

ENVELOPE C – Financial offer, which shall contain:

- Detailed financial plan for each proposed activity/initiative and related fee – to be provided in Excel format
- Summarized budget for the three-year period for each country – to be provided in Excel format

In the subsequent sections (Instructions for the presentation of the technical offer and Instructions for the presentation of the financial offer), indications shall be provided on how the technical offer and the financial offer shall have to be drawn up.

The documentation may be drawn up in either Italian or English, and it shall have to be presented by the participant in the competition both in paper format and in electronic format – printable and copyable – on a CD or on a USB stick, **within and no later than Thursday February 20th, 2020 at 5:00 pm.** The delivery of the package shall remain at the exclusive risk of the sender in the event that, for any reason whatsoever, it does not reach the destination within the aforementioned final deadline.

Mailing address to which proposals have to be delivered by the afore-mentioned deadline:

Consorzio Tutela Speck Alto Adige

Via Portici 71

39100 Bolzano (BZ) - ITALY

All'attenzione del Responsabile Sig. Matthias Messner

Certified e-mail address: speck@pec.rolmail.net E-mail address: info@speck.it



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On the envelope containing the paper documentation please write the following: **“Bando di Gara di Selezione di un organismo esecutore – NON APRIRE”** – and the name of the body/agency/company participating in the Tender for Selection.

The Selection Committee, an *ad hoc* body that will be created specifically after the deadline for submission of tenders, will have to carry out the evaluation and selection of the proposals received, and it will be composed of people appointed by the Proposing Consortium, as well as by third party consultants. It shall meet at a specifically-designated place, adequately fitted by the Chamber of Commerce of Bolzano, in via Alto Adige 60 in 39100 Bolzano (adequate visibility shall be granted inside the building), on February 24th 2020 at 2:30 pm for the purpose of carrying out the selection procedure.

The opening of the envelopes (Envelope A) containing the administrative documentation of the participants to the Tender for the selection – in order to be admitted to the selection – will take place **at a specifically-designated place, adequately fitted by the Chamber of Commerce of Bolzano, in via Alto Adige 60, 39100 Bolzano (adequate visibility shall be granted inside the building), on February 24th, 2020 at 2:45 pm** in a public session. The legal representative of each of the participating agencies/economic operators will be allowed to assist to the public session, presenting an identification document. Subsequently, a private session will proceed to the evaluation of the Technical Proposals (Envelope B) and of the economic proposals (Envelope C).

NOTICE ON THE OUTCOME OF THE TENDER

Timely notice on the results of the Tender for Selection shall be provided by e-mail to all participants. The results shall also be published on the Website of the Consortium **no later than March 2nd, 2020.**

Notice to any ineligible participants in the tender:

Any participants in the selection procedure **who have been excluded as they do not meet one or more requirements for participation in the tender** as indicated in the Technical Specifications will be notified via email, within the aforesaid term:

- the reason for exclusion from the tender procedure;
- the name and address of the awarded operator.

Communication to the participants admitted to the tender (winning and non-winning contractors):

Within the aforesaid term, both the winning participant and those not awarded will be communicated by e-mail:

- the name and address of the winning participant, with an indication of the overall vote received;
- the respective evaluation form of the recipient of the communication.

Publication of the results of the tender procedure:

Within the aforesaid term, the outcome of the Tender for Selection shall be published on the Consortium's website. Furthermore, the results will be timely published on the TED portal



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(<https://ted.europa.eu/TED/main/HomePage.do>), the online version of the supplement to the Official Journal of the European Union dedicated to European public procurement.

Additional information may be requested exclusively by e-mail to the following e-mail addresses:

Mr. Matthias Messner, e-mail address: m.messner@speck.it

COMPETITION DOCUMENTS

- PUBLIC NOTICE
- TECHNICAL SPECIFICATIONS
- ANNEX A

INSTRUCTIONS FOR THE PRESENTATION OF THE TECHNICAL OFFER – ENVELOPE B

As was indicated at the previous paragraph “Instructions for the presentation of proposals”, Envelope B – Technical Offer will have to include the following documents:

Detailed description of the activities/initiatives:

The financial operator taking part in the Tender for Selection shall define the promotional and informational plan, proposing the activities/initiatives that it considers to be most effective and structuring them according to what was indicated in the previous paragraph.

The choice of the activities/initiatives that are proposed shall be motivated, in relation to the effectiveness in achieving the Programme objectives, to the thematic areas to be disseminated and treated and to the typology of the target countries and groups, demonstrating a well-considered reflection in view of the maximum impact that can be attained.

It is advisable to propose initiatives of critical mass (with a broad capacity) capable of achieving the envisioned goals at the highest levels.

A description of the Programme of proposed activities will have to be supplied, with the indication of the activities / initiatives plan which shall be carried out in each target country during each of the three years.

The description needs to be supplied for each individual proposed activity/initiative and it shall indicate at least:

- The title of the activity/initiative
- Target group/groups of the proposed activity
- A description of the activity
- Main results and the number and the type of expected (direct and indirect) contacts, divided into target groups.



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Please notice that the information supplied for each activity/initiative will then be compared to the relative costs indicated in the Financial Offer – Envelope C, in order to evaluate their economic viability and consistency.

Approximate timeline for the proposed Programme

The economic operator who will take part in the Tender for Selection will have to supply an approximate timeline of the proposed activities/initiatives, divided by Target Country and by year/month.

Presentation of the economic operator taking part in the Tender for Selection:

The economic operator who will take part in the Tender for Selection will have to provide a **general presentation** in terms of its: contacts, experiences completed within the sector of the promotion/information on high quality agricultural products, experience in the realisation of events in general, PR and Press Office activities, organisation of tastings at points of sale and press campaigns, development of promotional/informational materials, management of websites and social media.

Information on the economic operator's belonging to networks of similar bodies operating within the same field, at a European and international level and, in particular, **in the target countries of the Programme** may be provided here.

Presentation of the Work Group:

The economic operator who will take part in the Tender for Selection will have to provide a **presentation of the work group**, including a **detailed description of the professional operators** used and of their competences.

The description of the activities/initiatives, the timeline, the presentation of the economic operator and of the work group shall together form the technical offer, on the basis of which the quality of the proposal will be evaluated.

INSTRUCTIONS FOR THE PRESENTATION OF THE FINANCIAL OFFER – ENVELOPE C

As was indicated at the previous paragraph “Instructions for the presentation of proposals”, Envelope C – Financial Offer will have to include the following documents:

Detailed financial plan for each proposed activity/initiative

The economic operator who will take part in the Tender for Selection will have to provide a detailed financial plan for each proposed activity/initiative, divided by country and by year, structured in compliance with the following table (Table “**DETAILED FINANCIAL PLAN**”). The Detailed Financial Plan shall also be provided in EXCEL-format on an electronic support.



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Each proposed activity will have to include the expected costs in as much detail as possible, and said costs will have **to be indicated net of VAT.**

Costs must be organized and presented in a table (called Detailed Financial Plan) including the name of the initiative and the single items which make up the initiative, in order to reach a total amount (total cost of the Actions), made up of the costs of the single initiatives, which in turn must be made up of the single cost items.

For each action, it is possible to include costs for supervision activities in the target countries by the Implementing Body, such as, for example, flights, accommodation and meals.

With regards to the **costs relating to the fee for the Implementing Body**, they may be presented/calculated in the **form of days/person in relation to each individual initiative to which they refer**, detailing the methods and the data necessary to quantify them. These costs are related to all of the activities that are necessary for the organisation and realisation of the initiatives (such as, for example, the selection of and contacts with suppliers, price research, the selection of the location, reservations, organisation of events, defining of operative strategies, etc.).

Not included in the fee is any activity carried out directly by the executing body – including using its own staff – for example: translations, creation of the website, creation of social media profiles and subsequent posting activities, creation of press releases, staff briefing activities or sub-suppliers, etc. This kind of costs corresponds to real activities, and therefore it falls within the budget plan as a budget line.

For this reason, a table is expected to be filled in for each country and divided by year, with the outline of the total costs of the proposed activities and the relative costs of the agency's fees, including an indication of the number of days envisioned and of the cost per day. An example of budget table is shown below:

DETAILED FINANCIAL PLAN			
COUNTRY X			
Public Relations – Press Event	YEAR 1	YEAR 2	YEAR 3
Room renting	XXX €	XXX €	XXX €
Audio/video setup	XXX €	XXX €	XXX €
Catering (light dinner for ___ people)	XXX €	XXX €	XXX €
Supporting staff (___ event hosts for ___ days)	XXX €	XXX €	XXX €
Other (to be detailed)	XXX €	XXX €	XXX €
Yearly total amount per activity	XXXXX €	XXXXX €	XXXXX €
Agency fees (unitary cost per day for a senior consultant or for a junior consultant)	XXX €	XXX €	XXX €



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Number of days expected	XX	XX	XX
Total agency fee (unitary cost x number of days)	XXXX €	XXXX €	XXXX €
Yearly total per action, including the fees	XXXXX €	XXXXX €	XXXXX €
EVENTS – Seminars			
YEAR 1	YEAR 2	YEAR 3	
Room renting	XXX €	XXX €	XXX €
Audio/video setup	XXX €	XXX €	XXX €
Speaker	XXX €	XXX €	XXX €
Other (to be detailed)	XXX €	XXX €	XXX €
Yearly total amount per activity	XXXXX €	XXXXX €	XXXXX €
Agency fees (unitary cost per day for a senior consultant or for a junior consultant)	XXX €	XXX €	XXX €
Number of days expected	XX	XX	XX
Total agency fee (unitary cost x number of days)	XXXX €	XXXX €	XXXX €
Yearly total per action, including the fees	XXXXX €	XXXXX €	XXXXX €

The total amount of 1,335,000.00 € available to carry out the actions, including the cost of the fee for the Implementing Body, must be divided as follows between the target countries:

USA 80%
 CANADA 20%

Summary budget per Country and per Year

The economic operator who will take part in the Tender for the Selection will have to supply a **summary table for each Target Country for the three-year period**, which will have to include details, for each proposed activity/initiative, of the total costs of the activity, and the related cost of the fee. The summary budget must be structured on the basis of the following table and must also be attached to the proposal in Excel-format:

SUMMARY BUDGET (EXAMPLE)	
COUNTRY 1	
Public Relations – Press Event	Three-year period
Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action + fee for the three-year period	
EVENTS – Seminars	
Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action + fee for the three-year period	
Other Activities....	
Cost for the execution of the activity/initiative	



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Cost of the fee	
Total per action + fee for the three-year period	
COUNTRY 2	
Public Relations – Press Event	Three-year period
Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action + fee for the three-year period	
EVENTS - Seminars	
Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action + fee for the three-year period	
Other Activities....	
Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action + fee for the three-year period	
Total cost – actions only – in the three-year period (Country 1 + Country 2) = A	
Total cost – fee only – in the three-year period (Country 1 + Country 2) = B	
Fee cost as a percentage of total cost - actions only	= B/A*100
Overall costs in the 3-year period (Country 1 + Country 2)	1,335,000.00 €

The tables **Detailed Financial Plan** and **Summary Budget** will make up the economic offer on the basis of which the price of the presented proposal will be evaluated.

ANNEX A

INFORMATION CONCERNING THE PROCUREMENT PROCEDURE AND THE CONTRACTING AUTHORITY OR CONTRACTING ENTITY

Information about publication Notice number in the Official Journal of the European Union	2020/S 019-042137
Identity of the procurer Official name: Country:	THE SPECK ALTO ADIGE CONSORTIUM Italy
Information about the procurement procedure Title: Short description:	Public notice of tender for the selection, by means of an open competitive procedure, of an “Implementing Body” Public notice of tender for the selection, by means of an open competitive procedure, of an “Implementing Body” engaged for the realisation of the actions (activities/initiatives) directed at the attainment of the objectives that are provided by the Programme that will be presented and which shall be carried out in the following third countries: USA and CANADA - using as testimonial products: 1) Speck Alto Adige PGI;

INFORMATION CONCERNING THE ECONOMIC OPERATOR

A: INFORMATION ABOUT THE ECONOMIC OPERATOR

Name:	
VAT number, if applicable: If no VAT number is applicable, please indicate another national identification number, if required and applicable	
Address:	
Contact person or persons: Telephone: PEC or e-mail:	
Internet address or web address (<i>if applicable</i>):	
Enterprise size (according to Annex I at Regulation UE n. 651/2014 of the European Commission 17/06/2014):	<input type="checkbox"/> Micro enterprise <input type="checkbox"/> Small enterprise <input type="checkbox"/> Medium-size enterprise <input type="checkbox"/> Large enterprise

B: INFORMATION ABOUT REPRESENTATIVES OF THE ECONOMIC OPERATOR

Name: date and place of birth:	
Position/Acting in the capacity of:	
Address:	
Telephone:	
E-mail:	

EXCLUSION GROUNDS

A: GROUNDS RELATING TO CRIMINAL CONVICTIONS

Article 57(1) of Directive 2014/24/EU sets out the following reasons for exclusion	
<p>Has the economic operator itself or any person who is a member of its administrative, management or supervisory body or has powers of representation, decision or control therein been the subject of a conviction by final judgment, by a conviction rendered at the most five years ago or in which an exclusion period set out directly in the conviction continues to be applicable for any of the following reason?</p> <p>a) Participation in a criminal organisation¹ b) corruption² c) fraud³ d) terrorist offences or offences linked to terrorist activities ⁴ e) money laundering or terrorist financing ⁵ f) child labour and other forms of trafficking in human beings ⁶</p>	<p>a) <input type="checkbox"/> Yes <input type="checkbox"/> No b) <input type="checkbox"/> Yes <input type="checkbox"/> No c) <input type="checkbox"/> Yes <input type="checkbox"/> No d) <input type="checkbox"/> Yes <input type="checkbox"/> No e) <input type="checkbox"/> Yes <input type="checkbox"/> No f) <input type="checkbox"/> Yes <input type="checkbox"/> No</p>

B: GROUNDS RELATING TO THE PAYMENT OF TAXES OR SOCIAL SECURITY CONTRIBUTIONS

Article 57(2) of Directive 2014/24/EU sets out the following reasons for exclusion	
<p>Payment of taxes</p> <p>Has the economic operator breached its obligations relating to the payment of taxes, both in the country in which it is established and in Member State of the contracting authority or contracting entity if other than the country of establishment?</p>	<p style="text-align: right;"><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>Payment of social security</p> <p>Has the economic operator breached its obligations relating to the payment social security contributions, both in the country in which it is established and in Member State of the contracting authority or contracting entity if other than the country of establishment?</p>	<p style="text-align: right;"><input type="checkbox"/> Yes <input type="checkbox"/> No</p>

C: GROUNDS RELATING TO INSOLVENCY, CONFLICTS OF INTERESTS OR PROFESSIONAL MISCONDUCT⁷

Article 57(4) of Directive 2014/24/EU sets out the following reasons for exclusion	
<p>Has the economic operator, to its knowledge, breached its obligations in the field of environmental law, social law, labour law?⁸</p>	<p style="text-align: right;"><input type="checkbox"/> Yes <input type="checkbox"/> No</p>

⁽¹⁾ As defined in Article 2 of Council Framework Decision 2008/841/JHA of 24 October 2008 on the fight against organised crime (OJ L 300, 11.11.2008, p. 42)

⁽²⁾ As defined in Article 3 of the Convention on the fight against corruption involving officials of the European Communities or officials of Member States of the European Union, OJ C 195, 25.6.1997, p. 1, and in Article 2(1) of Council Framework Decision 2003/568/JHA of 22 July 2003 on combating corruption in the private sector (OJ L 192, 31.7.2003, p. 54). This exclusion ground also includes corruption as defined in the national law of the contracting authority (contracting entity) or the economic operator."

⁽³⁾ Within the meaning of Article 1 of the Convention on the protection of the European Communities' financial interests (OJ C 316, 27.11.1995, p. 48).

⁽⁴⁾ As defined in Articles 1 and 3 of Council Framework Decision of 13 June 2002 on combating terrorism (OJ L 164, 22.6.2002, p. 3). This exclusion ground also includes inciting or aiding or abetting or attempting to commit an offence, as referred to in Article 4 of that Framework Decision.

⁽⁵⁾ As defined in Article 1 of Directive 2005/60/EC of the European Parliament and of the Council of 26 October 2005 on the prevention of the use of the financial system for the purpose of money laundering and terrorist financing (OJ L 309, 25.11.2005, p. 15).

⁽⁶⁾ As defined in Article 2 of Directive 2011/36/EU of the European Parliament and of the Council of 5 April 2011 on preventing and combating trafficking in human beings and protecting its victims, and replacing Council Framework Decision 2002/629/JHA (OJ L 101, 15.4.2011, p. 1).

⁽⁷⁾ Article 57(4) of Directive 2014/24/EU.

⁽⁸⁾ As referred to for the purposes of this procurement in national law, in the relevant notice or the procurement documents or in Article 18(2) of Directive 2014/24/EU.

<p>Indicate reasons for being able nevertheless to perform the contract. This information needs not be given if exclusion of economic operators in this case has been made mandatory under the applicable national law without any possibility of derogation where the economic operator is nevertheless able to perform the contract.</p> <p>a) bankruptcy b) insolvency c) analogous situation like bankruptcy under National law d) arrangement with creditors</p>	<p>a) <input type="checkbox"/> Yes <input type="checkbox"/> No b) <input type="checkbox"/> Yes <input type="checkbox"/> No c) <input type="checkbox"/> Yes <input type="checkbox"/> No d) <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>Is the economic operator guilty of grave professional misconduct?⁹</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>Is the economic operator aware of any conflict of interest, due to its participation in the procurement procedure?¹⁰</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>Has the economic operator or an undertaking related to it advised the contracting authority or contracting entity or otherwise been involved in the preparation of the procurement procedure?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>Can the economic operator confirm that: a) it has not been guilty of serious misrepresentation in supplying the information required for the verification of the absence of grounds for exclusion or the fulfilment of the selection criteria b) it has not withheld such information</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No</p>

⁽⁹⁾ Where applicable, see definitions in national law, the relevant notice or the procurement documents.

⁽¹⁰⁾ as indicated in national law, the relevant notice or the procurement documents and in the AGA -Annotated Model Grant Agreement (H2020 AGA): V2.1.1 – 1 July 2016
http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf p. 240

SELECTION CRITERIA

GLOBAL INDICATION FOR ALL SELECTION CRITERIA

Concerning the selection criteria the economic operator declares that:	
It satisfies all the required selection criteria	[<input type="checkbox"/>] Yes [<input type="checkbox"/>] No

A: SUITABILITY

Enrolment in trade registers kept in the Member State of its establishment	[.....]
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B: ECONOMIC AND FINANCIAL STANDING

<p>General yearly turnover:</p> <p>Its general yearly turnover for the number of financial years required in the relevant notice, the procurement documents is as follows:</p> <p>Please indicate the total general turnover for the last 3 financial years completed and the budget of which has been approved</p>	<p>Year: ____ general turnover: [.....] [...] currency</p> <p>Year: ____ general turnover: [.....] [...] currency</p> <p>Year: ____ general turnover: [.....] [...] currency</p> <p>Total general turnover: [.....] [...] currency</p>
--	--

C: TECHNICAL AND PROFESSIONAL ABILITY

<p>Similar service to those object of the tender for reference period required in the relevant notice and the procurement documents.</p> <p>The list must include the amounts, dates and recipients, public or private¹¹ and the main services of communication projects and related advertising campaign:</p>	<p>Reference period: last 3 financial years completed and the budget of which has been approved</p> <table border="1"> <thead> <tr> <th>Description</th> <th>Amount</th> <th>Date</th> <th>Recipients</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Description	Amount	Date	Recipients												
Description	Amount	Date	Recipients														

Concluding statements

The undersigned formally declare that the information stated under the present document is accurate and correct and that it has been set out in full awareness of the consequences of serious misrepresentation.

Please attach a copy of a valid identity card (or passport) of the declarant.

The undersigned formally declare to be able, upon request and without delay, to provide the certificates and other forms of documentary evidence referred to.

Date, place and, where required or necessary, signature(s): [.....]

(11) In other words, you must specify all the recipients, the list must include the public and private clients of services in question.