

Technical offer – Envelope B

[Candidate's letterhead]

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1. INTRODUCTION

Present an abstract of the proposal, highlighting how the proposal intercepts the objectives and needs of the proposing organizations (max 2,000 characters)

2. WORKING GROUP AND EXPERIENCE

2.1. Working group presentation

Introduce the working group that will be dedicated to the program management, reporting on competencies and expertise (max 2000 characters.).

Fill the tables with the information of the profiles involved, indicating the assignment of project tasks. Duplicate table for the number of involved operators.

Curriculum Vitae to be attached.

| NAME AND SURNAME | |
|--------------------------|--|
| Role in the organization | |
| Experience | |

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| | |
|----------------|--|
| Proposal tasks | |
|----------------|--|

2.2. Program management

Outline the main management procedures that will be adopted in order to ensure continuous monitoring of the project implementation. Specify whether the proponent has internal procedures or guideline for the project management (max 2.000 characters)

| |
|--|
| |
|--|

2.3. Declaration of experience

Complete the following sections reporting on the role of the proponent as Implementing Body or supplier of EU programs, specifying the type and the allocated budget.

- A. Was/Is the proponent appointed for the role of Implementing Body in Eu Program (Simple)? Yes ☐ No ☐
If yes, please provide details of the EU program in the chart below:

| No | Title EU program | Acronym | Call topic | Years | Program budget | Reported costs | Target markets | Website |
|-----|------------------|---------|------------|-------|----------------|----------------|----------------|---------|
| 1 | | | | | | | | |
| 2 | | | | | | | | |
| 3 | | | | | | | | |
| 4 | | | | | | | | |
| 5 | | | | | | | | |
| ... | | | | | | | | |

- B. Was/Is the proponent appointed for the role of Implementing Body in Eu Program (Multi)? Yes ☐ No ☐
If yes, please provide details of the EU program in the chart below:

| No | Title EU program | Acronym | Call topic | Years | Program budget | Reported costs | Target markets | Website |
|-----|------------------|---------|------------|-------|----------------|----------------|----------------|---------|
| 1 | | | | | | | | |
| 2 | | | | | | | | |
| 3 | | | | | | | | |
| 4 | | | | | | | | |
| 5 | | | | | | | | |
| ... | | | | | | | | |

- C. Was/Is the proponent appointed for the role of Implementing Body in CMO program? Yes ☐ No ☐
If yes, please provide details of the CMO program in the chart below:

| No | Title EU program | Acronym | Years | Program budget | Reported costs | Target markets |
|-----|------------------|---------|-------|----------------|----------------|----------------|
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |
| ... | | | | | | |

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D. Was/Is the proponent appointed for the role of general supplier in Eu programs? Yes ☐ No ☐

If yes, please provide details of the EU program in the chart below:

| No | Title EU program | Acronym | Call topic | Years | Reported costs | Activities implemented | Target markets |
|-----|------------------|---------|------------|-------|----------------|------------------------|----------------|
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | | | | | | | |
| 4 | | | | | | | |
| 5 | | | | | | | |
| ... | | | | | | | |

3. CONCEPT AND ACTION STRATEGY

Briefly outline the main strategy of the program (max 1.000 characters)

Outline the selected strategy in a detailed way (how it addresses the challenges identified, adaptation to different target countries, definition of target groups, creative aspects, etc.).

Explain the communication mix and why the chosen activities are the most suitable for achieving the project's objectives and target groups. Indicate if specific messages are foreseen (regarding origin, brands, proper dietary practices/responsible alcohol consumption, etc.). (max 2.000 characters)

To include a power point presentation with graphic proposals.

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4. WORK PLAN, WORK PACKAGES, TIMING AND SUBCONTRACTING

4.1. Work plan

Provide a brief description of the overall structure of the work plan (list of work packages or graphical presentation (Pert chart or similar)).

4.2. Work packages and activities

This section concerns a detailed description of the project activities.

Group your activities into work packages following the main headings of the Detailed budget table produced according to your financial offer (folder C): public relations, Website & social media, Advertising, Communication tools, Events, Point of Sale promotion, Other activities.

For each work package, enter an objective (expected outcome) and list the activities and deliverables that belong to it.

 *Enter each activity /deliverable only once (under one work package).*

Use the table below as many times as necessary, for each work package budgeted in the Detailed budget table.

Work Package X

| | | | |
|--|---------------------------------|-------------------|--------------|
| Work Package X: [Name, e.g. Website & social media] | | | |
| Ensure consistence with the detailed budget table (if applicable). | | | |
| Duration: | M X - M X | Lead Beneficiary: | 1-Short name |

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| Objectives | | | | | |
|---|--|-------------|----------------|----------|--|
| List the specific objectives to which this work package is linked. | | | | | |
| ■ | | | | | |
| Activities (what, how, where) and division of work | | | | | |
| Provide a concise overview of the work (planned tasks). Be specific and give a short name and number for each task/activity. Indicate which target groups are targeted with the activities of this work package and specific target countries. The provided descriptions must follow the 5W-h rules. | | | | | |
| Task No (continuous numbering linked to WP) | Task Name | Description | Target markets | | Is the activity performed by sub- suppliers? * (Yes/No and which) |
| | | | Market 1 | Market 2 | |
| T1.1 | | | | | |
| T1.2 | | | | | |
| | | | | | |
| * Please, clarify if the activities is expected to be performed by suppliers or other company. | | | | | |
| Deliverables and estimated budget | | | | | |
| Deliverables are project outputs which are submitted to show project progress (any format). List the deliverables for each year. Refer only to major outputs. Do not include minor sub-items, internal working papers, meeting minutes, etc. Limit the number of deliverables to max 10 per year. Show the budget for each year (ensure consistency with the Detailed budget table). | | | | | |
| Timeline | YEAR 1 | YEAR 2 | YEAR 3 | | |
| Deliverables | For each year, please list the proposed deliverables | | | | |

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Work Package ...

To insert work packages, copy WP1 as many times as necessary.

4.3. Timetable

| Timetable | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Fill in cells in beige to show the duration of each work packages. Repeat lines/columns as necessary. | | | | | | | | | | | | | | | | | | | | | | | | |
| Note: Use the project month numbers instead of calendar months. Month 1 marks always the start of the project. | | | | | | | | | | | | | | | | | | | | | | | | |
| WP | MONTHS | | | | | | | | | | | | | | | | | | | | | | | |
| | M 1 | M 2 | M 3 | M 4 | M 5 | M 6 | M 7 | M 8 | M 9 | M 10 | M 11 | M 12 | M 13 | M 14 | M 15 | M 16 | M 17 | M 18 | M 19 | M 20 | M 21 | M 22 | M 23 | M 24 |
| WP 1 | | | | | | | | | | | | | | | | | | | | | | | | |
| WP 2 | | | | | | | | | | | | | | | | | | | | | | | | |
| ... | | | | | | | | | | | | | | | | | | | | | | | | |

5. ANNEXES

Please, indicate all the annexes included with the proposal.