



Consorzio di promozione, valorizzazione dei prodotti ottenuti con il Sistema di Qualità Nazionale Zootecnia

**TECHNICAL SPECIFICATIONS AND SELECTION PROCEDURE OF THE
IMPLEMENTING BODY OF THE PROGRAMME FOR THE INFORMATION
AND PROMOTION OF AGRI-FOOD PRODUCTS IN EU COUNTRIES
CALL 2025 – Reg. EU No 1144/2014**



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Sommario

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INTRODUCTION

The Consortium for the promotion and valorisation of products obtained on the basis of a National Zootechnic Quality System, called “Sigillo Italiano” (hereafter referred to as “Contracting Body”), with registered office in Legnaro (PD) - 35020; ITALIA, VAT number 05091770288, acting as **Lead Proposing Organisation** and in partnership Gruppo Gasconne des Pyrénées, and INTERBEV Occitanie, is willing to submit an Information and Promotion Programme in the frame of the Call for Proposals **2025** – AGRIP-MULTI Programmes “Information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries in the framework of Regulation (EU) No 1144/2014 of the European Parliament and of the Council”, and therefore

announces

a Call for Tenders by means of an Open Competitive Procedure, pursuant to Reg. (EU) No 1144/2014, of Delegated Reg. (EU) No 2015/1829, and of Implementing Reg. 2015/1831 (considering the Annual Work Programme 2025, defined in the frame of Reg. (EU) No 1144/2014), **for the selection of an “Implementing Body” in charge of the execution of the Actions (activities/initiatives/costs) aimed at achieving the objectives foreseen in the Programme that will be submitted and, if approved, will target the following EU countries: ITALY – FRANCE by promoting the following products:**

- LEADER Consortium Sigillo Italiano: Meat of bovine animals Piemontese Breed – CODE NC 02 01
- PARTNER Gruppo Gasconne des Pyrénées: Meat of bovine animals Gasconne Breed - CODE NC 02 01
- PARTNER INTERBEV Occitanie: Meat of bovine animals Gasconne Breed - CODE NC 02 01

The Economic Operators meeting the requisites specified in the above-mentioned EU Regulations (as an example, which is not exhaustive: agencies or companies specialized in PR, promotion and information activities, event organization, advertising and press campaigns, activities in POS and restaurants) are invited to submit a tender on the basis of the information described in this document, more specifically in the “**TECHNICAL SPECIFICATIONS**” paragraph.

The Contracting Body shall select the Implementing Body by means of an Open Competitive Procedure with due regard to the principles of cross-border interest, non-discrimination, equal treatment, transparency, publicity, proportionality, clarity, and coherence of the selection and award criteria set out with the purposes of the required services and the economic value thereof, best value for money, and absence of conflicts of interest, subject to the conditions set out in the reference European Regulations, in the document “*Guidance on Competitive Procedure Ref. Ares (2016)2631202 – 07/06/2016*” and in the last available Decree of the Italian Ministry of Agriculture, Food Sovereignty and Forests (MASAF – AGEBIL III - Prot. Interno N.0532478 del 10/10/2024).



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It is specified that, since this Call for Tenders is explicitly aimed at the execution of a European project of future examination, should this project not be approved by the EU bodies in favour of the Contracting Body, the award of this Call for Tenders shall be deemed null and void. Shall this be the case, the Contracting Body shall be free of any liabilities and shall not correspond any costs, charges or damages to the participants in the Call.

Otherwise, in case of positive evaluation, the successful tenderer of this Call for Tenders shall be in charge of the execution of the foreseen activities and their relations with the Contracting Body shall be regulated by a specific contract.

The proposals submitted in the frame of this Call for Tenders shall be deemed valid for 18 months.

1.1 Regulatory Framework

The framework of regulatory references essential to the execution of the Program and this procedure includes:

- Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22nd October, 2014 on information provision and promotion measures for agricultural products carried out in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008;
- Commission Delegated Regulation (EU) 2015/1829 of 23rd April 2015, supplementing Regulation (EU) No. 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products carried out on the internal market and in third countries;
- Commission Implementing Regulation (EU) 2015/1831 of 7th October 2015, laying down detailed rules for the application of Regulation (EU) No. 1144/2014 of the European Parliament and of the Council on information provision and promotion measures for agricultural products carried out in the internal market and in third countries.
- European Commission note DDG1.B5/MJ/DB D(2016)321077 of July 7, 2016, Guidance on the tender procedure;
- Decree of the Director General of the Ministry of Agriculture, Food Sovereignty and Forestry – Department of Food Sovereignty and Horse Racing – DG of General Affairs and Budget – n. 0532478 of 10/10/2024 – “Criteria that non-public organizations must respect in the selection of Implementing Bodies”

It is herein specified that Consortium Sigillo Italiano is not a body governed by public law pursuant to Article 2(1)(4) of Directive 2014/24/EU, and therefore, as indicated in the above-mentioned legal framework, they shall not be obliged to apply any national rules transposing the European Directives on public procurement (in Italy, Legislative Decree 36/2023).

This competitive procedure shall in any case ensure compliance with the principles of non-discrimination, equal treatment, transparency, publicity, proportionality, clarity, and coherence of the selection and award criteria set out with the purposes of the required services and the economic value thereof, best value for money, and absence of conflicts of interest.



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This procedure does not provide for a subdivision into lots, as it is more efficient and effective for the execution of the service to identify one subcontractor who can carry out all the activities within the Programme.

Indeed, the Work Packages and the activities therein are strictly interconnected and shall be executed according to a logical and functional sequence which might be optimize only by having one subcontractor, who must ensure the coordination and integration of the work group and the different professionals needed and involved in the implementation of the service.



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2. MAIN INFORMATION

LEAD PROPOSING ORGANISATION:	The Consortium for the promotion and valorisation of products obtained on the basis of a National Zootechnic Quality System, called “Sigillo Italiano”
PARTNER ORGANISATIONS:	GRUPPO GASCONNE DES PYRÉNÉES INTERBEV OCCITANIE
TARGET MARKETS:	ITALY – FRANCE
PRODUCTS TO BE PROMOTED:	1. LEADER Meat of bovine animals Piemontese Breed – CODE NC 02 01 2. PARTNER FR: Meat of bovine animals Gasconne Breed - CODE NC 02 01 3. PARTNER FR: Meat of bovine animals Gasconne Breed - CODE NC 02 01
DURATION OF THE PROGRAMME:	36 months (3 years) starting approximately from the month of JANUARY of the year 2026
TARGET GROUPS OF THE ACTIVITIES: (in the target markets of the Programme)	Consumers Sector operators – Ho.Re.Ca channel Opinion leaders (journalists/bloggers/influencers)
FINANCIAL RESOURCES:	€ 1.500.000,00 + VAT <u>These resources are aimed at executing the Programme’s activities and initiatives within the timeframe of the project, and include the fee of the Implementing Body</u>, whereas other administrative costs of the Proposing Organisations are excluded. Percentage breakdown of the overall costs (Activities + Fee) per Target Country: ITALY – 70% - € 1.050.000,00 FRANCE – 30% - € 450.000,00



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3. TECHNICAL SPECIFICATIONS

3.1 *General description of the service*

The service consists in the execution of a part of the Information and Promotion Program. The Implementing Body shall therefore ensure:

- the design of a project proposal structured in the Work Packages that make up the Programme, which will start upon signature of the contract between the Contracting Body and the Implementing Body;
- the operational activation of the promotional actions and activities foreseen in the timeframe established in the Programme, on the basis of the objectives set out in the communication strategy, including through constant monitoring of the activities carried out and the effects thereof;
- the financial and administrative management of the Work Packages that make up the Programme, including periodic technical reports, a final technical report, and all the necessary reporting documentation.

The service must be characterized by qualified technical and operational support, a high quality of the products produced, and must stand out for the innovativeness of its messages, the tools and modes with which they are conveyed, and which will involve the target groups. The development and execution of the Programme's activities shall be carried out in a coherent way, in compliance with its general and specific objectives and the communication strategy, taking into account the priorities and the objectives of Regulation (EU) 1144/2014, thus ensuring a clear recognition of the Programme and its promoters.

3.2 *Main objectives of the Programme*

This Programme contributes to achieving the general objective of Reg. EU No 1144/2014 *of enhancing the competitiveness of the EU agri-food sector* and achieving the specific objectives mainly by raising awareness among consumers, business operators and media representatives of **the characteristics of the Union's production system** in terms of quality, production methods, labeling, traceability, attention to animal welfare and environmental protection, as well as of **the characteristics of European agri-food products** in terms of originality, authenticity, food safety.

The excellent example given by the promoted products, according to Art. 5(4)(a) of Reg. EU 1144/2014, contributes to actualizing all the concepts underlying the European Quality Scheme and to improving the comprehension, consumer's loyalty, and profile of the entire Union's agri-food production.

The Programme also aims at contributing to giving visibility and achieving the priorities of the European Commission, especially set forth in the *European Green Deal* and in the *Farm to Fork Strategy*.

The European *Green Deal* sets out how to make the European Union climate-free by 2050, defining a new strategy for sustainable and inclusive growth to boost the economy, improve people's health and quality of life, take care of nature and leave no one behind.

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The *Farm to Fork Strategy*, at the heart of the Green Deal, addresses in a comprehensive way the challenges of achieving sustainable food systems, recognising the inextricable links between healthy people, healthy societies and a healthy planet.

These concepts represent an **added value**, important for consumers, which characterises European agricultural production in a specific and innovative way and must therefore be properly communicated as part of an effective and engaging promotion strategy.

More specifically, the Programme's objectives in the target countries ITALY and FRANCE are:

1. **to increase and improve the level of knowledge of the merits of the agricultural products of the European Union** by increasing and improving the **knowledge related to the production systems qualities and specific characteristics**, through the concrete example of the testimonial products of the Programme;
2. **increase the competitiveness, market shares and consumption of the testimonial products of the Programme**, as concrete examples of the expression of the production system of the European Union and, for a cascade effect, **improve the competitiveness and consumption of the agricultural products of the Union**, increasing their market share and their consumption in the target markets;
3. to contribute to the attribution of new and innovative concepts to European agricultural production, in this case in relation to **belonging to more sustainable production systems, which the European Union promotes within its agricultural sector**.

The Economic Operators (companies, agencies, etc.) participating in this Call for Tenders for the selection of an Implementing Body shall design a corpus of activities and initiatives (including information, educational and promotional materials) which shall be coherent with a well identified and focused strategy, taking into account the **objectives** to be achieved, the **topics** to be covered, the characteristics of the promoted products and of the target countries, the type of target group of the initiatives, the duration of the Programme, and the available financial resources.

3.3 Topics to be addressed

To achieve the project objectives and comply with the requirements of the reference legal framework (i.e. the aforementioned EU Regulations), the **main topics to be addressed** are as follows:

- in order to **enhance the competitiveness of European agriculture in the target markets**, it is necessary to dwell on **the specific characteristics thereof**, thus, to deepen both generically and technically (depending on the type of target groups, recipients of the specific initiatives) **the meaning that “quality” has for the European Union**;
- in the context of the **concept of “quality”**, **use/present the qualitative characteristics of the testimonial products of the Programme** as examples of the value that the European Quality Scheme confers on products from the different territories of the Union. This value is reflected **not only in strict rules on production methods and chain controls, but also in the enhancement of Europe's cultural heritage and the promotion of diversity in agricultural production and the maintenance of rural areas**. It will also be possible to deepen concepts such as the **traditionality of production methods and raw materials and**

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their originality;

- the topics mentioned above will provide an opportunity to **introduce more specific insights into the quality characteristics of which the testimonial products of the Programme** are a concrete and excellent example, as well as to deepen concepts which have always been part of the European production system, but which are increasingly urgent and important to highlight, **namely attention to and protection of the environment, sustainable production and consumption, care for one's own food consumption and one's own well-being**. These concepts can further attract consumers and differentiate European agricultural production from that of the rest of the world;
- **part of the project themes will also concern the aspect relating to the sustainability of the testimonial products of the Programme**

3.4 Type of eligible activities and initiatives

In the frame of the Program which will be submitted by the Consortium in compliance with the reference legal framework, the eligible activities and initiatives therein are similar to those for information and promotion of high-quality agri-food and wine & food, **bearing in mind the topics to be addressed and the objectives listed above** (especially in terms of communication content), more specifically:

- **WP2 – PUBLIC RELATIONS:** Public Relations activities (PR office); organization of press events.
- **WP3 – WEBSITE, SOCIAL MEDIA:** creation, update, and maintenance of a website dedicated to the Programme, including a monitoring system; creation of a strategy related to the use of social medias (a strategy to develop original contents and the timing of regular posting), taking into account the publishing of video content (institutional & recipe videos) or the collaboration with influencers.
- **WP4 – ADVERTISING:** print advertising; TV advertising; online advertising.
- **WP5 – COMMUNICATION TOOLS:** creative elaboration of the distinctive key visual of the Programme, to give the campaign a strong personality, able to enclose in a single visual concept the main messages to be conveyed. Preparation of publications, definition of information materials to be used by the media (media kits) and the target groups of the Programme, such as brochures, recipe books, gadgets, informative/educational and promotional materials and videos. The contents of the information material should refer to the "topics to be addressed" and take into account the type of target groups to which it is addressed. Creation of promotional videos. Etc.
- **WP6 – EVENTS:** participation in trade fairs and important industry events; organisation of seminars, workshops, B2B meetings, information courses for operators in the agri-food sector and HO.RE.CA.; sponsorship of catalytic events, fairs and/or conferences in line with the "topics to be dealt with"; realization of study tours (incoming) in the production areas of testimonial products (aimed at operators of food distribution and media representatives); other events.



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- **WP7 – POS PROMOTION:** tasting and information days
- **OTHER ACTIVITIES:** e.g. storage, shipping and logistics; market research (for which the purpose, execution and interpretation of the data must be described).

Participants in this Call may formulate their proposal by modifying the above activities, either by supplementing or deleting them. This should be accompanied by an exhaustive explanation.

3.5 Methods of execution

The Contracting Entity must establish and have in place, for the duration of the contract, a Working Group, in accordance with the participation requirements, which is responsible for managing and implementing the Programme. All activities of the Working Group must be agreed upon and shared with the Contracting Entity.

It is envisaged that one or more members of the Working Group will be available for periodic monitoring meetings at the headquarters of the Contracting Body or by telematic means, in order to give operational support to the planned activities that need to be carried out in close coordination with the reference body. Coordination and exchange of information with the Contracting Body may also involve different and articulated modalities: meetings, phone calls, video calls, e-mail correspondence, and exchange of materials and documents through online sharing systems that will be defined in agreement between the stakeholders

3.6 Staff and working group

The Implementing Body must ensure the performance inherent in the entrusted services with integrated personnel with legitimate labor relations and having the appropriate professional and technical requirements. The Working Group must be characterized by a flexible organizational approach to meet the needs that may be determined whilst carrying out the activities.

More specifically, the staff of the dedicated Working Group should have a range of skills in these areas in particular: *project management, team working, communication, graphic design, events, knowledge and experience of activities carried out in relation to the markets of the target countries.*

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

- a) establish and make available an appropriate working group (the people who will be directly involved in the work to be done), in accordance with the participation requirements;
- b) agree and share all the activities of the working group with the Contracting Body;
- c) employ suitable personnel of proven ability, honesty, morality and proven confidentiality in the service, who shall maintain absolute secrecy about what they have come to know in the performance of the service;
- d) ensure the stability and continuity of service under all circumstances, providing personnel quantitatively and qualitatively adequate to the needs and in accordance with the contents of the technical tender;



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- e) comply, with respect to its personnel, with labor contracts relating to wage, regulatory, social security and insurance treatment;
- f) provide for a project contact person to attend monitoring meetings either at the principal's office or through video-conference platforms (these will have a frequency defined by the principal) to give operational support to the Programme's activities;
- g) prepare all possible means of communication that can simplify the coordination, monitoring and control of the Programme.

3.7 Duration of service

In case of project approval, the service has a duration of 36 months starting from the start date of the programme, with the exception of potential periods of suspension. The procurement contract shall be signed between the Contracting Body and the Successful Bidder within 60 days of the signing of the grant agreement between the Beneficiary and the Granting Authority. It shall have as its object the execution of the activities indicated in this Call under the conditions stated therein.

The Contracting Body reserves the right to request a postponement of the deadline for the execution of the service for up to 6 additional months, in order to ensure the completion of the activities envisaged in the Programme, on equal economic terms.

In addition, the Implementing Body will have to make itself available during the program implementation period and for the following 5 years for possible audits by the relevant national and European authorities.



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4. IMPLEMENTING BODY SELECTION PROCEDURE

4.1 REQUIREMENTS FOR PARTICIPATING IN THE TENDER

Economic Operators may participate in the Tender as an individual entity or as a temporary grouping of companies (TGC), even if it has not yet been established.

In the event of participation in the Tender as TGC not yet established, the tender (technical and economic) must be signed by all the economic operators that will constitute the temporary grouping and contain a declaration that, in the event of the award of the Tender (and eventual approval of the Programme), the same operators will confer a special collective mandate with representation to one of them, to be indicated at the time of the tender and qualified as an agent, who will conclude the contract on behalf of and on behalf of the principals.

Competitors shall be prohibited from taking part in the tendering procedure in more than one temporary grouping of companies. If this situation occurs, all groups concerned will be excluded from the Tender.

It is also prohibited for competitors to participate in the Tender individually if they also participate as members of a TGC; if this situation occurs, the participants will be excluded either individually or as a group.

4.2 Existence of grounds for exclusion from participating in the Tender

Participation in this Tender procedure is reserved for economic operators who, on the date of submission of the bid, declare that there are no grounds for exclusion under Directive 2014/24/EU, or grounds for exclusion related to:

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

The absence of these grounds for exclusion must be attested by means of the attached declaration (Annex A and B), signed by the Legal Representative. In the case of participation in the Tender by an TGC, all Economic Operators who are part of it must submit their own declaration. Please pay attention to the completion of the relevant annexes.

4.3 Economic and financial capacity requirements

The economic operator (alone or in TGC) who intends to participate in this Selection Procedure:

- must have achieved, in the three-year period 2021-2022-2023 (please consider **the last 3 approved financial statements**), a total turnover of not less than Euro 2.000.000,00 (in letters: Euro four million/00) net of VAT, as shown in VAT returns or equivalent tax records within the EU;
- must attach the declaration of the Banking Institute stating that the Economic Operator possesses the financial means necessary to guarantee the execution of the actions envisaged in the Programme (adequate bank references);



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- must enclose the Chamber of Commerce certificate or entry in a commercial register kept in the member state where the economic operator is based;
- must attach copies of financial statements and/or VAT returns.

Possession of these requirements must be attested through the attached declaration (Annex A and B), signed by the legal representative. These requirements must be possessed either by the economic operator individually or by each member of a temporary grouping of companies.

4.4 Technical and professional capacity requirements

The Economic Operator (alone or in temporary grouping of companies) who intends to participate in this selection procedure must:

- have performed, in the three-year period 2021-2022-2023 (please consider the last 3 approved financial statements), services similar to those covered by the tender for a total amount of not less than Euro 2.500.000,00 (in letters: two million five hundred/00) net of VAT;
- attach a list of major services performed (company CV);
- attach the CVs of the personnel to be employed in the event of the execution of the Programme, from which there is evidence of proven experience in services similar to those covered by the tender.

Similar services include (but are not limited to):

- a) management activities of complex international promotion projects/programs;
- b) activities of managing clusters of companies and coordinating working groups;
- c) design and management activities of programs co-financed with public funds;
- d) event organizing and incoming activities;
- e) press office management activities;
- f) communication activities, PR, etc. including online;
- g) production of informational materials;
- h) production of promotional videos;
- i) promotional activities in the agribusiness sector.

Possession of these requirements must be attested by means of the attached declaration (Annex B) signed by the Legal Representative of the proposing party and the submission of the CVs of the personnel expected to perform the assignment. These requirements must be possessed by the Economic Operator or by the temporary grouping of companies as a whole, except that in the latter case the principal must in any case possess the requirements and perform the services to a major extent.

5. AWARD CRITERIA

The contract is awarded based on the criterion of best value for money, pursuant to Article 108 of Legislative Decree 36/2023 as amended, according to the scores described below, taking into account both the technical and the economic tender.

Should there be only one valid tender, the Consortium may decide whether or not to award the

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contract.

In the event of receiving only one adequate tender, this cannot be evaluated as described below, as the selection process is based on a comparison between the different (at least 2) proposals submitted (considering the operation of the aggregation-compensation method).

In the event that the Consortium decides to award the contract, even if there is only one proposal submitted, that proposal will still be evaluated with regard to its suitability, eligibility and adequacy, according to the established criteria.

In the event of a tie between two or more proposals, the contract will be awarded to the tenderer with the highest score in the technical tender. In the event of an equal score for both the economic tender and the technical tender, a drawing of lots will take place.

Both the quality of service and its price are taken into account; therefore, a total of 100 points will be assessed in the following proportions:

- TECHNICAL TENDER: 90 POINTS MAXIMUM
- ECONOMIC TENDER: 10 POINTS MAXIMUM (TOTAL ATTRIBUTABLE SCORE: MAXIMUM 100 POINTS)

The following criteria are established for scoring:

QUALITY OF THE TECHNICAL TENDER: MAX 90 POINTS		
Criteria	Sub-criteria	Maximum score
1. OVERALL STRATEGY	Quality of the articulation of the overall strategy and activities and their consistency with the specifications set out in the technical specifications and the programme. Adequacy of the strategy in terms of consistency with objectives, themes, timeframes and resources.	10
	Ability to produce the expected results and achieve the project objectives within the program timeline	10
Maximum points that can be awarded		20
2. CONCEPTION AND DEVELOPMENT OF ACTIONS AND COMMUNICATION	Creativity and innovation of the proposed communication tools (e.g., management of online channels, originality of promotional videos, implementation of events, etc.).	10
	Effectiveness of the Programme's Key Visual graphic proposals and communication concepts to ensure achievement of the goals set by the Programme	10
	Flexibility and reproducibility of a coordinated image: evaluation of the degree of flexibility (scalability) and reproducibility of the graphic format in different applications; evaluation of the effectiveness, originality and communicative immediacy of the proposal.	5
	Graphic proposals for promotional materials defined in the technical specifications	10
Maximum points that can be awarded		35

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3. METHODOLOGICAL APPROACH	Description of the working group and mode of operation: quality of the organizational structure and professional characteristics of the working group in terms of skills possessed.	10
	Adequacy of planning in terms of consistency with the objectives of the communication strategy and consistency with respect to the timing of the planning, in particular consistency between the timetable of activities and effectiveness of the implementation of individual actions, including in relation to the professional resources involved.	5
	Adequacy in the implementation modes and execution of actions as well as completeness of the planned outputs. Assessment of the proposed schedule in relation to the conduct of activities, adequacy of the proposed timeline and consistency with the duration of the Programme.	5
	Adequacy in control mechanisms to monitor the proper economic and financial execution of the project and adherence to the timetable: quality and effectiveness of the way the planned actions are carried out.	5
	Quality of the working group in terms of skills in carrying out activities similar to those indicated in the technical tender (CV evaluation of the dedicated working group)	8
	Assistance activities provided to the project proposing organisations	2
Maximum points that can be awarded		35
Maximum score Technical Tender		90

The evaluation of the technical tenders will be carried out by an Evaluation Committee appointed after the date of submission of tenders. The Commission will evaluate each technical offer, assigning to each sub-criteria a coefficient of qualitative nature:

Not detectable	0
Insignificant evaluation	0,1
Barely sufficient evaluation	0,2
Sufficient evaluation	0,3
Evaluation between sufficient/decent	0,4
Decent evaluation	0,5
Evaluation between decent/good	0,6
Good evaluation	0,7
Evaluation between good/very good	0,8
Very good evaluation	0,9
Excellent evaluation	1,0

ECONOMIC TENDER: MAX 10 POINTS		
Criteria	Sub-criteria	Maximum score

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AFFORDABILITY OF THE TENDER	Economic proposal for the activities (SUB-TOTAL FOR ACTIVITIES)	5
	Economic proposal for the fee of the participating Economic Operator according to the following formula.	5
Maximum score Economic Tender		10

As far as the economic proposal for the activities is concerned (maximum 5 points out of 100), the score will be awarded based on the following formula:

$$\text{score for the "economic proposal for the activities" taken into consideration} = \frac{\text{Minimum bid}}{\text{bid X}} \times 5$$

more specifically:

- Minimum bid: it is the lowest economic proposal for the activities (SUB-TOTAL FOR ACTIVITIES) amongst those taken into account;
- Bid X: it is the economic proposal for the activities (SUB-TOTAL FOR ACTIVITIES) of the Economic Operator taken into consideration.

As far as the fee of the participating Economic Operator is concerned (maximum 5 points out of 100), the score will be awarded based on the following formula:

$$\text{score for the economic proposal for the fee of the Economic Operator taken into consideration} = \frac{\text{Minimum fee \%}}{\text{Fee \% X}} \times 5$$

more specifically:

- Minimum fee %: it is the percentage of the fee related to the lowest economic proposal for the fee of the participating Economic Operators amongst those submitted to the Call;
- Fee % X: it is the percentage of the fee related to the economic proposal for the fee of the Economic Operator taken into consideration.

For the purpose of awarding and calculating scores, any non-integer values will be approximated to the second decimal place.

Bids exceeding the budget will be not taken into consideration.

Based on the scores given to the bids, the ranking list will be drawn up.

The award will be made in favour of the bidder who, having met all the mandatory minimum requirements, is found to have achieved the highest overall score (technical tender score + economic tender score).

In case of a tie, the contract will be awarded to the bidder with the highest score in the technical tender. In the event of a tie in both the economic tender and the technical tender, the award will be made by drawing lots.

The Contracting Body is not obligated to pay any compensation to the competing companies, for any reason or title, for the bids submitted.



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Upon completion of the required checks about the possession of the prescribed requirements, the award will be made.

The award binds the successful bidder immediately, while the Contracting Body will be definitively committed only when, in accordance with the law, all acts consequent and necessary to the completion of the bidding process have achieved full legal effect.

In the event that the contractor fails to appear for the conclusion of the contract or in which it is established that the statements made are false, the Contracting Body reserves the right to award the assignment to the next person on the ranking list, after the necessary checks have been carried out.

The Contracting Body will make the award even if only one valid bid is submitted, provided it is appropriate.

In application of Art. 108, paragraph 10, of Legislative Decree 36/2023 as amended, the Contracting Body will not make an award where no bid is convenient or suitable in relation to the subject of the contract.

The results will be communicated via certified email to the participants and will be posted on the Contracting Body's website.

6. PROCEDURES FOR SUBMITTING PROPOSALS

Organisations interested in participating in this Call for Tenders for the selection of the Implementing Body must, under penalty of exclusion, send all necessary documentation in a closed envelope containing 3 envelopes equally closed and sealed with adhesive tape or other suitable means, or else via certified email including three different attachments (.zip):

ENVELOPE A – Administrative documentation, which must contain:

- a) application for participation in the procedure according to the template in Annex A, completed and signed by the legal representative;
- b) the required declarations according to the template in Annex B, completed and signed by the legal representative;
- c) substitutive declaration pursuant to Presidential Decree 445/2000 certifying the absence of conflict of interest with the proposing organisation, impartiality and/or absence of financial or economic interests which may determine an influence in the context of the award procedure or in the execution phase pursuant to art. 2 of EU REG no. 1831 of 2015, according to the template in Annex C;
- d) an identity document of the underwriter(s);
- e) the declaration of the Banking Institution certifying the economic operator(s)'s financial means necessary to guarantee the execution of the actions envisaged by the Program (adequate bank references);
- f) Chamber of Commerce certificate or entry in a commercial register kept in the member state where the economic operator is based;
- g) CVs of the business operator(s) interested in participating (company CV)
- h) Copy of the latest approved financial statements and/or VAT return.

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ENVELOPE B – Technical Tender, which must contain:

- a) a technical report containing the detailed description of the activities, drafted according to the instructions indicated in the following chapter: PROCEDURE TO PREPARE THE TECHNICAL TENDER – ENVELOPE B;
- b) CVs of the personnel involved in the Programme.

ENVELOPE C – Economic Tender, which must contain:

- a) the indication of the economic proposal for the activities (SUB-TOTAL FOR ACTIVITIES) and the fee of the Economic Operator taken into account, according to the template describe in the following chapter: PROCEDURE TO PREPARE THE ECONOMIC TENDER – ENVELOPE C

In the event that Envelope B or C are found to be open, the participant concerned will be excluded.

The next sections ("Procedure to prepare the technical tender" and "Procedure to prepare the economic tender") provide guidance on how the technical and financial tenders should be prepared.

The documentation must be written in one of three languages (Italian, French and/or English) and must be submitted either in hard copy or in electronic format (documentation in PDF that cannot be edited, printed and copied on digital devices) no later than 21/03/2025 at 16.00 at the headquarters of Consortium for the promotion and valorisation of products obtained on the basis of a National Zootechnic Quality System, called “Sigillo Italiano” or PEC address consorziosigilloitaliano@pec.it.

The delivery of the documentation remains at the sender's sole risk if, for any reason, it does not reach its destination within the above-mentioned peremptory deadline.

Delivery after this peremptory deadline, and the relative exclusion, cannot be contested.

All documents must be signed by the legal representative of the economic operator participating in the Selection Procedure; in the case of a temporary grouping already established, it must be signed by the legal representative of the bidder designated as the Group Leader; in the case of a temporary grouping not yet established, the bid must be signed by all the individuals who will form the said grouping.

The mailing address to which the proposals must be send within the aforementioned deadline is:

Consorzio Sigillo Italiano (c/o Unicarve)
Via 1° Maggio, 7
35020 Legnaro (PD)

The outside of the envelope should be marked as follows (in addition to the sender, individual or grouped entities):

DO NOT OPEN - CALL FOR TENDER BY MEANS OF AN OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF A BODY IN CHARGE OF THE EXECUTION OF A PART OF THE INFORMATION AND POMOTION PROGRAMME ON AGRI-FOOD PRODUCTS



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In the case of sending the certified e-mail, the following must be included in the subject of the message:

DO NOT OPEN - CALL FOR TENDER BY MEANS OF AN OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF A BODY IN CHARGE OF THE EXECUTION OF A PART OF THE INFORMATION AND PROMOTION PROGRAMME ON AGRI-FOOD PRODUCTS

If due to the weight of the attached documents it is necessary to send multiple certified e-mail messages, economic operators must write in the subject line, before the wording indicated above, the progressive number of the message followed by the indication of the number of messages by adding "n. of n. send"

How to open offers and select:

An internal commission will be appointed ad hoc, after the deadline set for the arrival of offers

On 27/03/2025 at 12.00 a public session will be held for the bids opening at the headquarters of Consortium Sigillo Italiano in order to start the examination of the documentation submitted.

The Evaluation Committee will gather on 27/03/2025 at 15.00 at the headquarters of Consortium Sigillo Italiano in order to carry out the selection procedures.

The legal representatives of the bidding entities or persons holding a proxy from the legal representative of the participating Economic Operators may attend the public sessions.

Further information can be obtained by writing to the following email address: simone.mellano@asprocarne.com.

Communications from the Contracting Body will be sent by certified electronic mail to the certified e-mail address provided by the bidder.

The results will also be published on the website of the Proposing Body, as soon as the evaluations by the Commission are completed

7. TENDER DOCUMENTS

7.1 Indications regarding any irregularities in the administrative documentation – ENVELOPE A

Deficiencies in any formal element of the application can be remedied through requests for additions and/or documentation from the Consortium. In particular, in case of lack, incompleteness and any other essential irregularity of the documentation submitted, with the exclusion of those relating to the economic and the technical tenders, the Contracting Body shall assign the bidder a deadline of maximum ten days for the necessary declarations to be made, integrated or regularized, indicating their content and the persons who must make them. If the deadline for regularization expires, the bidder is excluded from the tender. Deficiencies in the documentation that do not allow the



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identification of its content or the person responsible for it are essential irregularities that cannot be remedied.

7.2 Procedure to prepare the technical tender – ENVELOPE B

In order to draft the technical tender, please use the template “Technical tender – ENVELOPE B” attached to these technical specifications. Please pay attention to the instructions contained therein, including the requests for annexes of specific documents which support the technical proposal.

The aforementioned document and its annexes shall be included in **ENVELOPE B – Technical Tender**.

7.3 Procedure to prepare the economic tender – ENVELOPE C

Costs should be detailed for each activity and type of activity required for the organization and execution of the service (SUB-TOTAL FOR ACTIVITIES) with indication of the value of the fee of the Economic Operator taken into consideration according to the following table. The fee of the Economic Operator should be highlighted.

An example table is provided below:

TARGET COUNTRY _____					
Activity description	Unit	Cost item	Year 1	Year 2	Year 3
WP2 – Public Relations					
Example: editorial plan					
Press kit					
.....					
SUB-TOTAL ACTIVITY WP2 PER YER			€	€	€
ECONOMIC OPERATOR'S FEE WP2			€	€	€
WP3 – Website, Social Media					
.....					
.....					
.....					
SUB-TOTAL ACTIVITY WP3 PER YER			€	€	€
ECONOMIC OPERATOR'S FEE WP3			€	€	€
WP4					
SUB-TOTAL OVERALL ACTIVITIES PER YEAR (WP2+WP3+...)			€	€	€
SUB-TOTAL OVERALL ECONOMIC OPERATOR'S FEE (WP2+WP3+...)			€	€	€
TOTAL AMOUNT ECONOMIC			€	€	€

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TENDER					
TARGET COUNTRY					

*NB: THE TOTAL AMOUNT OF THE ECONOMIC TENDER must be at most equal to the total amount of this selection procedure (€ 1.500.000,00 + VAT).

The fee of the Implementing Body (Economic Operator's fee) shall be a maximum of 10% of the total cost referred to the actions (

Il compenso dell'Organismo di Esecuzione (onorario dell'Operatore Economico) dovrà essere al massimo pari al 10% del costo totale riferito alle azioni (SUB-TOTAL OVERALL ACTIVITIES).

The table shown above as an example will form the economic tender and should be included in **ENVELOP C – Economic Tender**.

8. WORKING GROUP

The working group indicated in the bid may consist of employees and/or personnel from outside the company such as long-term suppliers and may not be changed, either in the total number of components or in the individual components, without the prior consent of the client. To this end, the successful bidder must make a specific and reasoned request indicating the names and resumes of the proposed components to replace those indicated in the bid. Substitution will be allowed only if the proposed replacements present a similar or more qualified curriculum than the replaced persons. Substitution or variation of the team without consent of the client is cause for termination of the contract.

The Entrusted Party assumes all legal insurance and social security charges at its own expense, undertakes to comply with the regulations in force regarding safety at work and the remuneration of employees and, in general, undertakes to comply with all obligations deriving from laws, regulations, collective and supplementary company agreements regarding labour relations, in relation to all persons who carry out activities in favour thereof, whether as employees or on an occasional basis, with contracts of any nature.

The Entrusted Party assumes all liability for damages or injuries that may result to or be caused by said persons in the performance of any activity directly or indirectly inherent in the services covered by this procedure.

9. OBLIGATIONS OF THE IMPLEMENTING BODY

The selected Implementing Body shall commit to the implementation of the activities included in the project. Following the signing of the contract, the following will be the responsibility of the Implementing Body:

1. the execution of the contracted services, in agreement and cooperation with the Contracting Body and in full and unconditional acceptance of the contents of these specifications;
2. compliance with every indication contained in these technical specifications, even if not specifically referred to in this article, of rules and regulations in force both at the national and

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EU level, as well as those that may be issued during the contract period (including regulatory rules and municipal ordinances), with particular regard to those relating to hygiene and safety and in any case pertaining to the subject of the contract;

3. the Implementing Body shall assume full technical and financial responsibility for the actions referred to in Articles 3, including that relating to their compatibility with current European Union regulations and applicable competition rules in this area.

The Implementing Body shall:

- for a period of five years after payment of the balance, keep records and maintain supporting documents in order to demonstrate the proper implementation of the action and the costs declared as eligible;
- if audits, investigations, litigation or legal actions are underway under the agreement, keep records and supporting documents until these procedures are completed;
- make the above documentation available upon request or in the context of audits, reviews, or investigations;
- make available to the Contracting Body all documentation produced during the performance of the service, as well as all data processed, used or collected during the execution of the activities, including data necessary for proper evaluation of the effectiveness of the programme, in accordance with the regulatory framework of reference and all information necessary for the preparation of periodic and final reports;
- keep the original documents.

10. CONFIDENTIALITY AND NON-DISCLOSURE

The Contracted Party may not make use, either directly or indirectly, for its own benefit or that of third parties, of the entrusted mandate and the information it will become aware of in connection with it, even after the expiration of the contract. To this end, the Contracted Party may not disclose, communicate or disseminate the information and data of which it will become aware during the performance of the activities.

The Contracted Party undertakes to comply, in the performance of the activities covered by this procedure, with all the principles contained in the regulatory provisions in force, relating to the processing of personal data and in particular those contained in Legislative Decree No. 196/2003, as amended and in Regulation (EU) 2016/679 of the European Parliament and of the Council of 27th April 2016 containing the European Data Protection Regulation (hereinafter also "GDPR") and to ensure that the personal, patrimonial, statistical, master data and/or any other kind of information of which it will become aware of as a result of its services, in whatever way acquired, will be considered confidential and as such treated, while at the same time ensuring the transparency of the activities carried out.

The Service Provider must formally undertake to instruct its staff to ensure that all data and information are processed in compliance with the relevant regulations.

The Service Provider agrees to use the above data and information exclusively for the purposes and within the scope of the activities under these specifications.



11. CONFLICTS OF INTEREST

The Contracting Body shall take appropriate measures to prevent, identify and effectively remedy any conflicts of interest in the conduct of this selection procedure so as to avoid any distortion of competition and ensure equal treatment of all Economic Operators, in compliance with the provisions of Article 24 of Directive 2014/24/EU and Article 16 of Legislative Decree 36/2023.

12. CONTRACT AMENDMENTS - QUANTITATIVE AND QUALITATIVE CHANGES IN SERVICES AND UNILATERAL TERMINATION

Following the signing of the contract, should it become necessary to increase or decrease performance during the course of the contract's execution, the Contracting Body may not unilaterally require the Contracted Party to make any changes to the budgets, unless the parties agree. Amendments to the contract may also be envisaged during the period of effectiveness in compliance with the conditions set out in Article 120 of Legislative Decree 36/2023.

The Contracting Body also reserves the right, for reasons not attributable to the Implementing Body, to terminate the contract in whole or in part by awarding the Implementing Body an indemnity in accordance with the law on the part of the contract not performed. Should extraordinary interventions not covered in these specifications be required, the relevant conditions will be agreed upon case by case between the Contracting Body and the Implementing Body.

13. RELATIONS BETWEEN THE SUCCESSFUL BIDDER AND THE ADMINISTRATION OF THE CONTRACTING BODY

The successful Economic Operator must identify a contact person responsible for the service, who will be obliged to closely cooperate with the contact personnel of the Contracting Body in the implementation of the contracted service, as well as the operational resolution of issues related to special needs of the activities.

14. ASSIGNMENT AND SUBCONTRACTING

The Contracted Body is obligated to perform the services included in the contract on his own. The services may not be assigned under penalty of nullity, except as provided by law.

Subcontracting is allowed within the limits and in the manner indicated in Article 119 of Legislative Decree 36/2023, as amended.

15. INADEQUACIES

The Contracting Body has the right to dispute services rendered that do not meet all or part of the requirements of the specifications or the bid proposed in the tender. In case of dispute, the Contracting Body may require the supplier to replace personnel unsuitable for the performance of services. In case of delay or refusal, as well as in any other case of non-compliance with the



contractual obligations undertaken by the Economic Operator, the Contracting Body will challenge the Implementing Body in writing for non-compliance.

16. EXPRESS TERMINATION CLAUSE

In addition to the provisions of Article 1453 of the Civil Code for cases of non-performance of contractual obligations, the following cases constitute grounds for termination of the assignment, pursuant to Article 1456 of the Civil Code:

1. serious non-compliance with the rules pertaining to the payment of statutory insurance and social security charges, as well as with current regulations on occupational safety and workers' compensation;
2. evident non-compliance with the commitments made in the procurement contract;
3. unexcused interruption of service;
4. failure to comply with the submitted project strategy and any supplementary directions regarding the quality of service;
5. unauthorized disclosure of data or information related to users, businesses and services or their non-compliant use and, in general, breach of the duty of confidentiality;
6. failure to comply with the prohibition of contract assignment;
7. failure to comply with the rules on subcontracting.

In the above cases, the contract will be terminated as of right with immediate effect upon the Contracting Body's declaration that it wishes to avail itself of the termination clause; this declaration will be sent via certified electronic mail to the contractor's certified email address.

In the event of termination of the contract, the Contracting Body shall have the right to forfeit the final bond. Following any pronouncements, including those of an interim nature, of the Regional Administrative Court or the Council of State, if an appeal is lodged, the Contracting Body may take the consequent measures, including those of revocation and/or cancellation of the award with the consequent right to terminate and/or withdraw and/or declare the contract ineffective and to call for a new tender or award the service to another party. The contractor, in the event of termination and/or withdrawal and/or ineffectiveness of the contract, shall not be entitled to claim, even in derogation of Article 1671 of the Civil Code, from the client for any reason whatsoever - contractual, pre-contractual and extra-contractual - except compensation for the activities carried out up to the time of receipt of the notice of termination and/or withdrawal and/or ineffectiveness.

17. AUDITS

The Contracting Body has the right to control and verify the proper execution of the service with the help of appointees chosen at its discretion. Since the contract is financed with resources of the European Union, audits may be arranged by the competent services of the European Union and/or National Authorities.

18. CONTRACTUAL EXPENSES



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The costs of stamping, stipulation, registration and any other incidental expenses inherent in the procurement contract shall be borne 50% by the awarded Implementing Entity and the remaining 50% by the Contracting Body.

19. LITIGATION

For the resolution of all disputes arising in connection with this procedure, the court of jurisdiction is the Regional Administrative Court of Regione Veneto.

For the resolution of all disputes that may arise in the performance of the service, which cannot be defined by the contracting parties in short order, the place of jurisdiction is in Padova.

20. RIGHTS OF OWNERSHIP AND USE

The rights of ownership and/or use and economic exploitation of the drafts, prepared or produced by the Implementing Body by its employees and collaborators within the scope or on the occasion of the execution of this service, will remain the exclusive property of the Contracting Body, which may therefore dispose of the publication, dissemination, use, duplication of said intellectual works or material without any restrictions. Said rights, pursuant to L. No. 633/41 "Protection of copyright and other rights granted to its exercise" as amended and supplemented by L. 248/00, must be understood to be assigned, acquired and licensed in a perpetual, unlimited and irrevocable manner. The Implementing Body undertakes to deliver all products in open and modifiable format and expressly undertakes to provide the Contracting Body with all documentation and material necessary for the effective exploitation of the rights of exclusive ownership, as well as to sign all documents necessary for the possible transcription of said rights in favor of the Contracting Body in any public registers or lists. The Implementing Body undertakes to comply with the current regulations on the collection and processing of personal data and the protection of databases.

21. DATA PROCESSING

Pursuant to Legislative Decree 196/2003 and Regulation (EU) 2016/679 of the European Parliament and of the Council of 27th April 2016 containing the European Data Protection Regulation (hereinafter also "GDPR"), we inform you that the data collected are intended for the selection of the contractor and their provision is optional in nature, it being understood that the bidder who intends to participate in the procedure or be awarded the contract must provide the Contracting Body with the documentation required by the current legislation. The rights of the interested party are those provided for in Article 13 of the aforementioned law. These rights may be exercised pursuant to and in accordance with Legislative Decree 196/2003 and GDPR. The data collected may be communicated to the staff of the Contracting Body in charge of the procedure and to any other person who has an interest in it pursuant to Law 241/1990 as amended.

More specifically, in regard to the proceedings instituted by this procedure:

- a) the purposes for which the collected data are held are inherent to the verification of the ability of the competitors to participate in this tender;



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- b) the data provided will be collected, recorded, organized and stored for the purposes of managing the tender and will be processed, both by hard copy and magnetic media, even after the possible establishment of the contractual relationship, for the purposes of the relationship;
- c) the provision of the requested data is a burden under penalty of exclusion from the tender;
- d) the subjects or categories of subjects to whom the data may be communicated are: 1) the staff of the Contracting Body; 2) the competitors participating in the public session of the tender; 3) any other subject who has an interest pursuant to Law No. 241/1990, as amended;
- e) the rights due to the data subject are those set forth in Article 7, of Legislative Decree No. 196/2003, as amended, and Articles 15 to 22 of the GDPR, to which reference is made;
- f) active subject of the collection is the Contracting Body and the responsible party is the legal representative.

The data controller is The Consortium for the promotion and valorisation of products obtained on the basis of a National Zootechnic Quality System, called "Sigillo Italiano" according to art. 28 of the European Data Protection Regulation ("GDPR") and art. 29 of Legislative Decree no. 196/2003, as well as the Italian legislation to comply with the GDPR.

22. PREVAILING LANGUAGE

This document is drawn up in Italian and English in order to allow the widest participation possible in the Call for Tenders. However, it should be specified that, in case of disputes or interpretative doubts, the prevailing language is Italian.

23. MAIN CONTACT PERSON IN CHARGE OF THE PROCEDURE

The main contact person in charge of the procedure pursuant to Article 15 of Legislative Decree 36/2023 is Simone Mellano.