



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

**TECHNICAL SPECIFICATIONS AND SELECTION PROCEDURE OF THE
EVALUATION 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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1. 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 with Gruppo Gasconne des Pyrénées, and INTERBEV Occitanie, submitted 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”, winning the Call for Proposals with the **project “EU Beef, Pure Quality. Discover the EU local mountain breeds – EUBPQ – 101250871”**

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 “Evaluation Body” in charge of monitoring the Actions (activities/initiatives/costs) and the achievement of the objectives set by the Program “EU Beef, Pure Quality. Discover the EU local mountain breeds – EUBPQ – 101250871” and, that will be in place from 01/01/2026 to 31/12/2028 in 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 requirements specified in the above-mentioned EU Regulations (by way of non-exhaustive example: agencies or companies specialized in monitoring activities, statistics, market research and analysis, data processing) are invited to submit an offer based on the guidelines described in this document, under the paragraph **“TECHNICAL SPECIFICATIONS”**.

The Contracting Body shall select the Evaluation 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 decreto direttoriale n. 629571 of 21/11/2025.

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.
- Regulation (EU, Euratom) 2024/2509 of the European Parliament and of the Council of 23 September 2024 establishing the financial rules applicable to the general budget of the Union;
- Communication from the European Commission (2021/C 121/01) concerning guidelines on the prevention and management of conflicts of interest under the Financial Regulation;
- REA call for proposals for multi-programmes of 22/01/2025 (AGRIP-MULTI-2025) related to “grants for information and promotion actions concerning agricultural products carried out in the internal market and in third countries,” published annually;
- Communication from the European Commission (2006/C 179/02) concerning the interpretative communication of the Commission regarding EU law applicable to award procedures for contracts not, or only partially, covered by the “public procurement” directives.
- Guidance on the tender procedure referred to in European Commission note DDG1.B5/MJ/DB D (2016)321077 of July 7, 2016;



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- Ministerial Decree No. 629571 of 21/11/2025 from the Ministry of Agriculture, Food Sovereignty and Forests, containing guidelines for the selection procedure of implementing bodies for single programmes, within the procedures referred to in the REA call of 22 January 2025 for the “submission of EU grant proposals for information and promotion actions concerning European agricultural products (AGRIP programme)”;
- Directive 2014/24/EU of the European Parliament and of the Council of 26 February 2014 on public procurement, repealing Directive 2004/18/EC;
- Standard ANAC Call 1/2023 (Resolution No. 309 of 27 June 2023), insofar as compatible;
- Legislative Decree No. 36 of 31 March 2023 (Public Procurement Code);
- Law No. 136 of 13 August 2010.

It is herein specified that Consorzio 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 50/2016). However, the Contracting Body must select an Evaluation Bodies by means of an Open Competitive Procedure in compliance with the principles of cross-border interest, transparency, publicity, impartiality, equal treatment of the candidates, as well as with the conditions set forth in the aforementioned European Commission Guidelines and in Article 2 and 3 of the above-mentioned Decree of the Italian Ministry of Agriculture, Food Sovereignty and Forests Decreto direttoriale n. 629571 of 21/11/2025.

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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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:	<ol style="list-style-type: none"> 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:	<p>€ 66.000,00 VAT excluded.</p> <p><u>These resources are intended for carrying out monitoring and evaluation activities for the duration of the project, and also include the fee of the Evaluation Body.</u></p> <p>Percentage breakdown of the overall costs (Activities + Fee) per Target Country:</p> <p>ITALY – 50% - € 33.000,00</p> <p>FRANCE – 50% - € 33.000,00</p>



3. TECHNICAL SPECIFICATIONS

3.1 General description of the service

The service consists of carrying out the monitoring and evaluation of the Information and Promotion Programme. The Evaluation Body will therefore be responsible for:

- Developing a baseline that captures the state of affairs at the start of the project, i.e., the initial situation on which the project aims to have an impact;
- Actively monitoring the strategy and implementation of the activities planned under the programme and the achievement of its objectives, as well as monitoring the impact these actions will have on the target groups;
- Monitoring the sound financial and administrative management of the work packages by the Beneficiaries and the Implementing Body, analyzing their periodic technical reports, the final technical report, and all documentation necessary for reporting, in relation to the achievement of the programme's objectives and the impact generated;
- Developing an analysis at the end of the three-year Project execution period to assess its overall impact compared to the initial baseline.

The service must provide qualified technical and operational support, ensure a high quality of monitoring, and be distinguished by the innovativeness of the analysis, the tools, and the methods used. The development and execution of the Programme monitoring analysis must be carried out consistently with the general and specific objectives of the Project.

For further information, please refer to Annex D of this specification.

3.2 Main objectives of the Programme : subject of the monitoring activity

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 monitoring activities should focus on the Project objectives of an informational and economic nature in the target markets ITALY and FRANCE, which 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 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 the Evaluation Body must develop analyses aimed at monitoring **the overall progress** of the Programme, taking into account the **objectives** to be achieved, the **expected impact**, the characteristics of the promoted products and target countries, the type of target groups of the initiatives, the duration of the Programme, and the financial resources available.

For further information, please refer to Annex D of this specification.

3.3 Methodology

In order to monitor the achievement of the project's informational objectives, a survey is required in the target country/countries, ITALY and FRANCE, through:

- Interviews and development of large-scale questionnaires targeting Italian and French consumers;
- Questionnaires to assess the level of awareness and progress in knowledge of the featured products;
- Market research and data collection aimed at evaluating project performance indicators.

The survey should analyze the following points:

- % of consumers who look for quality labels;
- % of consumers who look for animal welfare certifications;
- Level of awareness of the Consorzio Sigillo Italiano (SQNZ) and Label Rouge labels applied to the promoted cattle breeds;
- Level of awareness of the individual cattle breeds, currently rather low (Piemontese 13%, Gasconne des Pyrénées 0%);
- Assessment of how much consumers are willing to spend on a quality product compared



to a conventional product

Respondents should be analyzed by segments according to: gender, education level, spending capacity, frequency of beef consumption, and geographical location (city or provincial area).

Regarding the economic impact of the project actions, the evaluation body is required to develop a specific market analysis

For monitoring results, an analysis of the project's performance is required based on the achievement of its output indicators and results indicators. In this regard, collaboration with the Coordinator is expected, who will collect data for each Work Package (WP) and each activity. At the end of each year, the Coordinator will provide the Evaluation Body with a summary table containing all relevant data in terms of outputs, impact, and budget to assess the project's performance. It should be noted that, in the final year, the report must include not only the analysis of the third year but also a comprehensive analysis covering all three project years.

Additional monitoring activities may also be developed if deemed useful for the collection and processing of data.

By the end of 30/06/2026, the development of an initial report on the situation of the reference market prior to the programme launch is required, in order to create a baseline for comparison. This baseline will establish the starting point of the objectives defined in the previous sections, upon which the subsequent annual analyses will be based. For further details on the project baselines, please refer to Annex D of this Request for Proposal.

Subsequently, at the end of each year, the project results must be developed and processed within an annual monitoring report including:

- An analysis of the project's performance;
- An analysis by individual type of objective, namely:
 - Assessment of results in relation to informational objectives;
 - Assessment of the economic impact.

Please note that, in the third-year report, in addition to the analysis of the objectives achieved annually, an overall evaluation of the entire project must be provided. Furthermore, the completion of the table below is required, including relevant justifications and sources, for the indicators relevant to the programme.



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Impact indicators	[PAESE TARGET 1]	[PAESE TARGET 2]
Change of sales/exports from the proposing organisations to target countries of the programme (in EUR)		
Last known value of sales/exports of the product(s) promoted to the target country/ies (in EUR)		
Change in market share of EU products (in %)		
Change in the average sales price of the promoted product(s) in the target country (in %)		
Change in the level of recognition of the logos of the Union quality schemes (if applicable, in %)		
Change in the image of Union quality products (if applicable, in %)		
Increase in awareness of intrinsic values/other merits of Union agricultural products (in %)		
Increase in consumer confidence following the implementation of the programme (in %)		
Return on investment (increase of sales divided by programme expenditure for the reporting period)		

Method of implementation

The Evaluation Body must establish and maintain, for the entire duration of the contract, a Working Group, in compliance with the participation requirements, which will be responsible for managing and implementing the Programme. All activities of the Working Group must be agreed upon and shared with the Contracting Authority.

It is expected that one or more members of the Working Group will be available for periodic monitoring meetings at the premises of the Contracting Authority or remotely, in order to provide operational support for the activities of the plan that require close coordination with the relevant structure. Coordination and information exchange with the Contracting Authority may also involve various and structured methods, including meetings, telephone contacts, video calls, email correspondence, and the exchange of materials and documents through any online sharing systems to be defined by mutual agreement between the parties concerned.

Staff and working group

The Evaluation 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 Evaluation 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;
- 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.

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 Evaluation 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.



4. EVALUATION 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:

- failure to comply with obligations relating to the payment of social security and welfare contributions or obligations relating to the payment of taxes and duties under the laws of the State in which they are established, the State of the contracting authority, or the State in which the contract is to be performed;
- a final judgment for fraud, corruption, participation in a criminal organization, money laundering, or any other illegal activity detrimental to the financial interests of the Union, including where such judgment has been issued against persons having powers of representation, decision, or control over the candidates, tenderers, or applicants concerned;
- a final (and therefore non-appealable) conviction by a competent authority of a Member State for any offence affecting their professional integrity, including where such conviction has been issued against persons having powers of representation, decision, or control over the



tenderers;

- insolvency, conflict of interest, or professional misconduct;
- bankruptcy, liquidation, compulsory administration, arrangement with creditors, cessation of business activities, or any other similar situation arising from a procedure of the same nature under national laws and regulations, or where such proceedings are pending;
- serious professional misconduct established by any documented means, including decisions of the European Investment Bank and international organizations, by the contracting authority.

In light of the above, Economic Operators shall be excluded from the award of the contract if, during the relevant procedure, they:

- are in a situation of conflict of interest, whether directly or in relation to a subcontractor;
- are guilty of misrepresentation in providing the information required by the contracting authority for participation in the procurement procedure, or have failed to provide such information;
- are in one of the exclusion situations provided for in the procedure in question.

The absence of these grounds for exclusion must be certified through the attached declarations (Annexes A, B and C), signed by the Legal Representative. In the event of participation in the Tender by a Temporary Grouping of Undertakings (RTI), all Economic Operators forming part of it must submit their own declaration. Please ensure that the relevant annexes are completed carefully.

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 a total turnover not less than twice the estimated value of the contract, that is, € 66.000,00, generated in the best three years of the last five years prior to the launch of the procedure in question, in accordance with the provisions of the applicable national legislation;
- must have a statement from a banking institution certifying possession of the financial means necessary to guarantee the implementation of the actions provided for in the Programme (appropriate bank references);
- must enclose the Chamber of Commerce certificate or entry in a commercial register kept in the member state where the economic operator is based;
- a copy of the DURC (for Italian companies) or equivalent document, or self-declaration, certifying compliance with social security contributions;
- 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 carried out, in the ten years preceding the date of the launch of the tender procedure, contracts similar to the one being awarded;
- 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) Monitoring activities of complex international promotion projects/programmes;
- b) Consulting activities for the management of complex international promotion projects/programmes;
- c) Monitoring and/or coordination activities of publicly funded programmes;
- d) Statistical activities, market research, and analysis;
- e) Market survey and data processing activities;
- f) Monitoring activities in the agri-food 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 95 of Legislative Decree 50/2016 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 Beneficiary may decide whether or not to award the 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 Beneficiary 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



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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: 60 POINTS MAXIMUM
- ECONOMIC TENDER: 40 POINTS MAXIMUM (TOTAL ATTRIBUTABLE SCORE: MAXIMUM 100 POINTS)

The following criteria are established for scoring:

QUALITY OF THE TECHNICAL TENDER: MAX 60 POINTS		
Criteria	Sub-criteria	Maximum score
1. OVERALL STRATEGY	Quality of the overall strategy design of the proposed analysis in relation to the project timeline.	10
	Consistency of the proposed strategy with the project objectives and the expected impact.	10
	Ability to produce the expected results and achieve the project objectives within the program timeline	5
Maximum points that can be awarded		25
2. METHODOLOGICAL APPROACH	Description of the working group and operational procedures: quality and effectiveness of the tools proposed to carry out the analysis.	15
	Consistency of the proposed analytical tools with the project objectives and the expected impact.	15
	Quality of the working group in terms of skills in carrying out activities similar to those indicated in the technical proposal (evaluation of the CVs of the dedicated working group)	5
Maximum points that can be awarded		35
Maximum score Technical Tender		60

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



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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 40 POINTS		
Criteria	Sub-criteria	Maximum score
AFFORDABILITY OF THE TENDER	Financial offer for the analysis activities described, broken down by category.	40
Maximum score Economic Tender		40

As far as the economic proposal for the activities is concerned (maximum 40 points out of 100), the score will be awarded based on the following formula:

$$\text{score for the "economic proposal for the activities" taken into consideration} = \frac{\text{Minimum bid}}{\text{bid X}} \times 40$$

more specifically:

- Minimum offer: the lowest financial offer for the analysis activities among those submitted;
- Offer X: the financial offer for the analysis activities submitted by the Economic Operator in question.

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.

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



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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. 95, paragraph 12, of Legislative Decree 50/2016 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 Evaluation 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) a copy of the identity document of the signatory/signatories;
- d) a statement from a banking institution certifying possession of the financial means necessary to guarantee the implementation of the actions provided for in the Programme (appropriate bank references);
- e) CVs of the business operator(s) interested in participating (company CV)
- f) Copy of the latest approved financial statements and/or VAT return.
- g) A copy of the DURC (for Italian companies) or equivalent document, or self-declaration, certifying compliance with social security contributions;
- h) An updated Chamber of Commerce extract (issued no more than six months prior) or an equivalent document issued by the competent authority of the country of establishment;
- i) A list of shareholders and beneficial owners (Legislative Decree: D.lgs. 231/2007);
- j) An updated Chamber of Commerce extract of companies associated with, linked to, or controlled by the Evaluation Body, or an equivalent document issued by the competent authority of the country of establishment;



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- k) An updated extract of current offices held and current shareholdings for all natural person shareholders belonging to the Evaluation Body and any associated, linked, or controlled companies, or an equivalent document issued by the competent authority of the country of establishment;
- l) A self-declaration of absence of conflict of interest (Annex C), whereby the Evaluation Body certifies that it did not participate in the main stages of drafting the documents comprising the programme submitted to REA by the proposing Organisation.

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 financial offer broken down by the requested services, prepared according to the model described in the following chapter: PREPARATION OF THE FINANCIAL OFFER – 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, English and French) 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 23/03/2026 at 23:59 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.

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)



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

CALL FOR TENDERS THROUGH AN OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF AN ORGANIZATION IN CHARGE OF MONITORING THE INFORMATION AND PROMOTION PROGRAMME FOR AGRICULTURAL PRODUCTS – 101250871 – EUBPQ – DO NOT OPEN

On 24/03/2026 at 11:00 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 referred to in Article 7 will gather on 26/03/2026 at 15:00 at the headquarters of Consortium Sigillo Italiano in order to carry out the selection procedures.

Timely notice will be given via certified email to all participants on any subsequent public sessions.

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.

7. TENDER DOCUMENTS

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

Pursuant to Article 83, paragraph 9, of Legislative Decree 50/2016, as amended, deficiencies in any formal element of the application may be remedied through an integration of documents. 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 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

For the preparation of the technical proposal, please refer to the information contained in Annex D:

- Structure the proposal based on the project objectives and KPIs;



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- Specify the methodology to be used and justify it;
- Align the planning in terms of consistency with the objectives of the communication strategy and with the project schedule, particularly ensuring coherence between the activity timeline and the effectiveness of implementing individual actions, also in relation to the professional resources involved;
- Describe the working group and operational procedures: quality of the organizational structure and professional characteristics of the working group in terms of skills;
- Highlight the qualifications of the working group in terms of experience in carrying out activities similar to those indicated in the technical proposal (evaluation of the CVs of the dedicated working group).

Please attach the CVs of the personnel involved.

The aforementioned document and its attachments must be included in **ENVELOPE B – Technical Offer**.

7.3 Procedure to prepare the economic tender – ENVELOPE C

Costs must be detailed for each activity and type of activity required for the organization and implementation of the service (ACTIVITY SUBTOTAL), according to the following format. The fee of the Economic Operator must be clearly indicated.

An example table is provided below:

TARGET COUNTY			
Description of the service	Year 1	Year 2	Year 3
Preparation of the initial baseline – state of the art	€		
Project performance analysis – Annual KPI analysis	€	€	€
Economic analysis of the project based on achieved KPIs – Annual economic analysis	€	€	€
Analysis of the project's impact on the target country – Annual impact analysis	€	€	€
End-of-project analysis for an overall evaluation of KPIs and impact indicators in the target country/countries compared to the initial baseline			€
TOTAL ECONOMIC OFFER	€	€	€

*NB: THE TOTAL AMOUNT OF THE ECONOMIC TENDER must be at most equal to the total amount of this selection procedure (€ 66.000 00, IVA excluded).

The table shown above as an example will form the economic tender and should be included in **ENVELOPE 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 EVALUATING BODY

The selected Evaluation 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 Evaluation 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 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 Evaluation 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 Evaluation 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 42 of Legislative Decree 50/2016.



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 106 of Legislative Decree 50/2016.

The Contracting Body also reserves the right, for reasons not attributable to the Evaluation Body, to terminate the contract in whole or in part by awarding the Evaluation 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 Evaluation 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 105 of Legislative Decree 50/2016, 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 Evaluation 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

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 Evaluation 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 Evaluation 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;
- 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 [NOME ENTE COMMITTENTE] 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. ANNEXES

The following annexes form an integral part of this document:



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

- Annex A: Application for Admission
- Annex B: Information on the procurement procedure and the contracting authority
- Annex C: Substitute declaration pursuant to DPR 445/2000 certifying the absence of any conflict of interest with the proposing organization, impartiality, and/or absence of financial or economic interests that could exert influence in the context of the award procedure or during the execution phase, pursuant to Article 2 of EU REG No. 1831 of 2015
- Annex D: Objectives and measurement of results
- Annex E: Timeline and expected results

24. MAIN CONTACT PERSON IN CHARGE OF THE PROCEDURE

The main contact person in charge of the procedure pursuant to Article 31 of Legislative Decree 50/2016 is Mr Simone Mellano.