



# CONSORZIO ITALIANO TUTELA MORTADELLA BOLOGNA

Consorzio incaricato con D.M. del 22/12/2004 delle funzioni di cui all'art. 14, 15° co. L. n. 526/99

## TECHNICAL SPECIFICATIONS AND PROCEDURE FOR SELECTION OF THE IMPLEMENTING BODY OF PART OF THE PROGRAM OF INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES

### 1. Introduction and preliminary information

**Consorzio italiano tutela Mortadella Bologna** (hereinafter Contracting Body), based in Rozzano (MI) P. IVA and C.F. 13459020155, as the Lead Body of the grouping : Consorzio Italiano Tutela Mortadella Bologna, Consorzio Cacciatore Italiano and Zampone e Cotechino Modena IGP, Consorzio Tutela Vini d'Abruzzo, Asociacion Para la Promocion del Vino Garnacha Origen -APG and ODG des Premieres Cotes de Bordeaux et Cadillac - CBC proposing the three-year Program (2024-2026) called "The EU Fab 6 - Savour the PDO and PGI Wines and Deli Meats from Europe" acronym EUFAB6\_QS - a program of information and promotion activities whose objective is to enhance the charcuterie sector and EU quality wines in the UK and Switzerland, approved by the European Commission in accordance with Regulation (EU) no. 1144/2014 (CALL AGRIP-MULTI-2023-TC-ALL).

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Pursuant to the reference articles of Reg. (EU) no. 1144/2014, Delegated Reg. (EU) no. 2015/1829, Implementing Reg. (EU) no. 2015/1831, **a call for tenders for the selection, by means of Open Competitive Procedure, of an Implementing Body** in charge of the implementation of the actions (activities/initiatives) aimed at achieving the objectives envisaged under the Project called "The EU Fab 6 - Savour the PDO and PGI Wines and Deli Meats from Europe - " acronym EUFAB6\_QS" which will take place in the target countries: UK and SWITZERLAND and will cover the following EU denomination products:

Origin product recognition code - File number <sup>1</sup>	Product
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<sup>1</sup> <https://ec.europa.eu/agriculture/eambrosia/geographical-indications-register/>



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PGI-IT-0325	PGI Mortadella Bologna
PDO-IT-1301	PDO Salamini Italiani alla Cacciatora
PGI-IT-1500	PGI Cotechino Modena
PGI-IT-1501	PGI Zampone Modena
PDO-IT-A0880	PDO Abruzzo
PDO-IT-A0723	PDO Montepulciano d'Abruzzo
PDO-IT-A0743	PDO Cerasuolo d'Abruzzo
PDO-IT-A0728	PDO Trebbiano d'Abruzzo
PDO-IT-A0883	PDO Villamagna
PDO-FR-A0686	PDO Cadillac
PDO-FR-A0707	PDO Premières Côtes De Bordeaux
PDO-FR-A0987	PDO Côtes De Bordeaux
PDO-FR-A0987	PDO Cadillac Côtes De Bordeaux
PDO-ES-A1556	PDO TERRA ALTA
PDO-ES-A0043	PDO Cariñena
PDO-ES-A0247	PDO Calatayud
PDO-ES-A0180	PDO Campo de Borja

Economic operators possessing the requirements set forth in the above-mentioned EU Regulations, as specified in the following paragraphs, are invited to submit a bid by punctually adhering to the instructions contained within these "Technical Specifications."

## 1.1 Regulatory framework

The framework of regulatory references essential for the implementation of the Program and this procedure includes:

- Regulation (EU) No. 1144/2014 of the European Parliament and of the Council of October 22, 2014 on information provision and promotion measures concerning agricultural products carried out on the internal market and in third countries and repealing Council Regulation (EC) No. 3/2008;
- Commission Delegated Regulation (EU) 2015/1829 of April 23, 2015 supplementing Regulation (EU) No. 1144/2014 of the European Parliament and of the Council on



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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 October 7, 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 concerning agricultural products carried out on the internal market and in third countries;
- Guidelines on the tender procedure referred to in European Commission note DDG1.B5/MJ/DB D(2016)321077 of July 7, 2016;
- Decree of the Director General of the Department of Competitive Policies, Agri-food Quality, Fisheries and Horseracing, Directorate General for the Promotion of Agri-food Quality PQA V of the Ministry of Agriculture, Food Sovereignty and Forestry (DG PQA - PQAI 05 - Prot. Exit No.640411 of 20/11/2023).

The CONSORZIO ITALIANO TUTELA MORTADELLA BOLOGNA is not a Body governed by public law within the meaning of Article 2(1)(4) of Directive 2014/24/EU and, therefore, as indicated in the aforementioned legislation, it is not required to apply the national rules transposing the European Directives on public procurement (in Italy, Legislative Decree 36/2023). However, the Consortium must carry out the selection of the Implementing Bodies through an open tender procedure in compliance with the principles of cross-border interest, transparency, publicity, impartiality, equal treatment of candidates, as well as with the conditions indicated in the aforementioned European Commission Guidelines and in Article 2 of the aforementioned Decree of the Director General of 20/11/2023.

Therefore, the Directive 2014/24/EU and Legislative Decree 36/2023 will be applied only if and to the extent that they are expressly referred to in the tender documents (invitation to tender and technical specifications and their annexes).

In any case, the competitive procedure will ensure compliance with the principles of non-discrimination, equal treatment, transparency, publicity, proportionality, clarity and consistency of the selection and award criteria provided with the purposes of the services requested and their value, best value for money and absence of conflicts of interest.

This procedure does not include a division into lots.



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In fact, the work packages and related activities are closely related to each other and to be carried out according to a logical and functional sequence that can be optimized only by having a single contractor, who must ensure the coordination and integration of the work group and the different professionals needed and involved in the implementation of the service.

## 2. Main project information

### Products being promoted:

Origin product recognition code - File number <sup>2</sup>	Product
PGI-IT-0325	PGI Mortadella Bologna
PDO-IT-1301	PDO Salamini Italiani alla Cacciatora
PGI-IT-1500	PGI Cotechino Modena
PGI-IT-1501	PGI Zampone Modena
PDO-IT-A0880	PDO Abruzzo
PDO-IT-A0723	PDO Montepulciano d'Abruzzo
PDO-IT-A0743	PDO Cerasuolo d'Abruzzo
PDO-IT-A0728	PDO Trebbiano d'Abruzzo
PDO-IT-A0883	PDO Villamagna
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PDO-ES-A0043	PDO Cariñena
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PDO-ES-A0180	PDO Campo de Borja

**Contracting Body: CONSORZIO ITALIANO TUTELA MORTADELLA BOLOGNA**

<sup>2</sup> <https://ec.europa.eu/agriculture/eambrosia/geographical-indications-register/>



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**Target Country: UNITED KINGDOM, SWITZERLAND**

**Target Groups: Professionals, Press/Influencers and Consumers (Gen X)**

**Objectives:**

- 1) Increase the export of promoted products to the UK and Switzerland**
- 2) Increase knowledge and perceived values of PDO and PGI brands through testimonial products in the UK and Switzerland**

**Duration of the Program**

36 months (divided into 3 annual phases)

**Total budget of the actions including the fee Implementing Body for which the Call for Tenders is issued**

<b>Target Country</b>	<b>Amount (€)</b>
UK	3.828.532,85 €
SWITZERLAND	2.145.689,20 €
<b>TOTAL</b>	<b>5.974.222,05 €</b>

### **3. Subject of the contract**

#### **3.1 General description of the service**

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

- the design development and execution of the agreed parts of the three-year Program, starting from the signing of the contract and in coordination with the beneficiaries;
- the operational activation of the promotional actions and activities planned for the period established by the Program, based on the objectives envisaged by the communication strategy and aimed at achieving the expected results and impact, including through constant monitoring of the activities carried out and their effects always in constant coordination with the beneficiaries;
- financial-administrative management, including periodic and final technical reports and all the necessary documentation for reporting on the agreed parts of the Program.

The service must be characterized by qualified technical and operational support, a high quality of the products produced, and stand out for the innovativeness of the messages, the tools with which to



convey them and the ways of engaging the target audience. The development and execution of the agreed activities of the Program must take place in a manner consistent with the general and specific objectives and communication strategy, taking into account the priorities and objectives of EU Reg. 1144/2014, ensuring a clear recognition of the Program and its promoters, always in constant coordination with the beneficiaries.

### **3.2 Methods of Execution**

The Executing Body 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 part of the Program. All activities of the working group, including the selection of companies to be subcontracted and their cost estimates, must be agreed upon, shared, and approved in advance by the Implementing Body, according to professionally acceptable timelines.

The successful bidder must ensure that one or more members of the working group are available for periodic monitoring meetings at the Contracting Body's headquarters to provide operational support for plan activities that need to be carried out in close coordination with the relevant structure and all partner entities. Decisions and issues discussed at these meetings should be reflected in appropriate minutes prepared in a timely manner by the Implementing Body and made known via e-mail and approved by the Contracting Body.

Coordination of activities and exchange of information with the Contracting Body may take place through different and articulated modalities: telephone contacts, meetings, video calls, e-mail correspondence, sharing and exchange of materials and documents through online sharing systems. In any case, any variation in the execution plans with respect to what was previously agreed upon must be authorized in advance by the Contracting Body in writing. The Implementing Body is prohibited from assigning, in whole or in part, the Program execution service, under penalty of nullity of the assignment itself.

### **3.3 Attached personnel and working group**

The Executing Body must ensure the performance inherent in the entrusted services with personnel integrated with legitimate labor relations and having the appropriate professional and technical requirements for the employment and implementation of the part of the Program. The working group



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must be characterized by a flexible organizational approach to respond to variations and/or unforeseen events that may arise during the course of the activities.

In particular, the dedicated staff must possess above all a range of skills in the following areas, listed by way of example but not limited to: communication, event organization, knowledge and experience of activities carried out in relation to target country markets, press office, project management, digital web and social management, graphics, etc. In particular, must be able to define quantitative objectives a priori and propose projects consistent with these. It must also provide for adequate monitoring of results.

The Executing Agency assumes full and exclusive responsibility for the various labor relations that in no way can be traced back to the Contracting Agency; the Executing Agency will guarantee full compliance with all contributory and fiscal obligations, as well as contractual in general, also undertaking to observe all regulations regarding safety in the workplace and any other obligation arising from the aforementioned relations deriving from current regulatory provisions, relieving the Contracting Agency of any burden or responsibility in this regard.

The Execution Body, for the duration of the contract, undertakes to:

- a) establish and make available an adequate project team (the people who will directly take care of the work to be done), in compliance with the participation requirements, which will be defined in agreement with the beneficiaries;
- b) agree and share all team activities with the Contracting Authority;
- c) employ suitable personnel, of proven ability, honesty, morality and proven confidentiality, who must maintain the utmost secrecy about what they have come to know in the performance of the service;
- d) ensure the stability and continuity of the service in all circumstances, ensuring personnel that is quantitatively and qualitatively adequate to the needs and in compliance with the contents of the technical offer;
- e) respect, with regard to its own personnel, the employment contracts relating to salary, regulatory, social security and insurance treatment;
- f) provide for a Project Manager who will attend monitoring meetings at the client's premises (these will have a periodicity defined by the client), to provide operational support to the Program activities;



- g) provide all possible means of communication that can simplify the coordination, monitoring and control of the Program;
- h) execute the Program that will be drawn up and countersigned by the parties, in all its parts and in the manner and times established therein, and also provided for by the Grant Agreement;
- i) provide all the documentation required by the Contracting Authority with particular reference estimates (which must always be anticipated and previously shared), contracts and expenditure documents of any suppliers of any activity connected or forming part of those provided for by the Program;
- j) always propose the quantitative objectives that are to be achieved with each specific action;
- k) monitor ex post results by providing supporting reporting.

#### **4. Duration of service**

The contract for the service will have as its object the performance of the activities indicated in this Call for Proposals, under the conditions set forth therein, and will be signed subsequent to the signing, by the proposing party, of the Grant Agreement (Grant Agreement) with the financing party (REA).

The Implementing Body agrees to perform the services for the duration and within the timeframe stipulated in the Agreement, these Technical Specifications, the time schedule and, where not otherwise stipulated, according to the timeframe indicated by the Proposing Party/Contracting Body. The service will be for the duration of the project and for a total of thirty-six months commencing from the date the contract is signed.

The Contracting Body reserves the right to terminate the service with at least three months' notice by registered mail with return receipt or PEC in cases of non-compliance with the provisions of this act.

The Commissioning Body reserves the right to request a deferment of the term of performance of the service for up to a maximum of an additional 6 months in order to ensure the completion of the activities envisaged in the Program, on equal economic terms.

#### **5. Type of activities and initiatives envisaged by the Program**





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The following are the planned activities and budget (excluding vat) in English consistent with the approved project proposal. Please note that there are no budget shifts either between WPs (Work Packages) or between activities.

<b>Work Package 2: [PUBLIC RELATIONS]</b>			
<b>Activity 2.1 – PR: Press office in the UK and Switzerland</b>			
<p>A dedicated country-specific campaign press office will be set up, targeting both trade and consumer media online and offline (M5-36). The activity envisages: creation of a profiled mailing list (1UK 3000 + 1CH 500), updated annually for the 2 countries; drafting of a press kit (1UK + 1CH) information on the specifications and the value of European appellations and productions, photographic material and visual identity of the campaign. The specially created press kit as a first complete and institutional source of information will be shared with mailing list contacts, to whom press releases will subsequently be sent periodically according to a pre-established editorial plan.</p> <p>All content will be in English (UK), German, Italian and French (CH). The press office will also be responsible for ongoing PR with key online and offline media representatives, who will be met during events and also intercepted through the sending (M9; M14; M26) of a specially designed tasting box with project products and material. Monthly press reviews will then be produced, divided by target countries and press release topics.</p>			
<b>Activity 2.2 - PR: Partnership with GoFW in the UK</b>			
<p>A partnership with the prestigious UK's Guild of Food Writers from M5 to M36. The campaign will therefore annually benefit from the visibility within their online and offline information material and each year organise 3 webinars dedicated to the campaign, its values and the promotion of the pairing of marked products. Each webinar will include an introduction by the representatives of the PO, the intervention of a taster and a GoFW expert who will focus on the correct narration of the campaign and its products. More than 50 members will participate in each webinar (organized in months M5-7; M17-19; M29-M31).</p>			
<b>Products/services to be provided and estimated budget</b>			
<b>Timetable</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Products/services to be provided</b>	1 mailing list of UK journalists and 1 of Swiss 13 press releases in UK 10 press releases in Switzerland 3 webinars with Guild of Food Writers in UK	10 press releases in UK 8 press releases in Switzerland 3 webinars with the Guild of Food Writers in UK	10 press releases in UK 8 press releases in Switzerland 3 webinars with the Guild of Food Writers in UK
<b>Subtotal activity 2.1</b>	<b>UK: 67.404,50 € SWITZERLAND: 58.534,00 €</b>	<b>UK: 52.093,00 € SWITZERLAND: 47.347,00 €</b>	<b>UK: 52.093,00 € SWITZERLAND: 47.347,00 €</b>
<b>Subtotal activity 2.2</b>	<b>UK: 16.950,00 € SWITZERLAND: - €</b>	<b>UK: 16.950,00 € SWITZERLAND: - €</b>	<b>UK: 16.950,00 € SWITZERLAND: - €</b>
<b>Total for WP 2</b>	<b>UK: 84.354,50 € SWITZERLAND: 58.534,00 € TOTAL: 142.888,50 €</b>	<b>UK: 69.043,00 € SWITZERLAND: 47.347,00 € TOTAL: 116.390,00 €</b>	<b>UK: 69.043,00 € SWITZERLAND: 47.347,00 € TOTAL: 116.390,00 €</b>

## **Work Package 3: [WEBSITE AND SOCIAL MEDIA]**

### **Activity 3.1 – Website in the UK and in Switzerland**



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On M4, the campaign's multilingual (ITA, ENG, GER, FR) website will be launched with the .eu domain, that will be continuously updated. It will consist of a dynamic homepage and sections dedicated to: the campaign, values of the marks, POs, products, food&wine pairing, but also a news&events and a download section to download images and all the campaign information materials in the different languages. A data analysis tool will also be installed on the website in compliance with the relevant European regulations to monitor access and statistics.

## Activity 3.2 – Social media in the UK and in Switzerland

From month 5 to the end of the campaign, Facebook and Instagram pages (in English in UK and in Italian, French and German in Switzerland) will be active for each country, so as to target animation and content specifically for each market, as well as a YouTube channel. The first step of the activity will be the drafting of a social media strategy (which will then be updated annually) that will define and integrate the organic animation with website content, collaborations with food&wine influencers and online ad activities, so as to create a coordinated and omnichannel online narrative of the campaign. An editorial plan will then be drawn up each month which. There will also be live content from events and initiatives, especially those dedicated to consumers. Given the number of messages and collaborations, great attention will be given to community management and KPI analysis.

## Products/services to be provided and estimated budget

Timetable	YEAR 1	YEAR 2	YEAR 3
<b>Products/services to be provided</b>	1 website 1 Facebook page in the UK 1 Instagram page in the UK 1 Facebook page in Switzerland 1 Instagram page in Switzerland 1 YouTube channel	Constant animation of all social media channels	Constant animation of all social media channels
<b>Subtotal activity 3.1</b>	<b>UK: 17.741,00 €</b> <b>SWITZERLAND: 19.097,00 €</b>	<b>UK: 8.927,00 €</b> <b>SWITZERLAND: 9.605,00 €</b>	<b>UK: 8.927,00 €</b> <b>SWITZERLAND: 9.605,00 €</b>
<b>Subtotal activity 3.2</b>	<b>UK: 37.403,00 €</b> <b>SWITZERLAND: 37.403,00 €</b>	<b>UK: 37.403,00 €</b> <b>SWITZERLAND: 37.403,00 €</b>	<b>UK: 37.403,00 €</b> <b>SWITZERLAND: 37.403,00 €</b>
<b>Total for WP 3</b>	<b>UK: 55.144,00 €</b> <b>SWITZERLAND: 56.500,00 €</b> <b>TOTAL: 111.644,00 €</b>	<b>UK: 46.330,00 €</b> <b>SWITZERLAND: 47.008,00 €</b> <b>TOTAL: 93.338,00 €</b>	<b>UK: 46.330,00 €</b> <b>SWITZERLAND: 47.008,00 €</b> <b>TOTAL: 93.338,00 €</b>



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## Work Package 4: [ADVERTISING]

### Activity 4.1 – Print advertising in the UK and Switzerland

Print advertising, especially in specific or thematic magazines, represents an effective means of reaching both sector professionals and Gen X consumers still sensitive to traditional advertising both in the UK and Switzerland. In the autumn and winter months (M6-M10; M18-22; M30-34) 4/5 advertising spaces will be published in food&wine consumer magazines in the UK in UK (for example Decanter, BBC Food, Delicious, and 2/3 space in Switzerland (for example Falstaff, Vinum, Le Menu) to reach 790.000 readers in UK e 510.000 readers. Each advertising space, of variable size, will be created from the visual of the campaign and adapted according to the specific topics of each magazine and period, and will be supplemented with parallel content agreed with the different magazines and publishing groups (also online) so that events (such as Roadshows for professionals or point-of-sale promotions) or specific occasions can also be promoted. The selection of newspapers will be made at the beginning of each year on the basis of those most suitable for the respective audience

### Activity 4.2 – Online advertising in the UK and Switzerland

In both countries, the organic activity will be combined with online ADs through Meta Ads posts to support the creation of a project community and increase content engagement, and through Google Ads banners to bring qualified traffic to the site and to disseminate the project videos. These 2 will be joined by online promotion on sector-specific portals or platforms related to audio/video promotion that can best convey the multimedia content of the project to the target audience through short 15/30 second teasers and pre-roll videos. The activity will start in month 7, it will continue for the whole project in both countries and will be continuously optimised thanks to a constant fine-tuning activity also based on the geographic, demographic and interest targeting of each channel. This will allow to obtain annually over 60 million impressions and 4 million users in the UK and 10 million in impressions and 1 million of users in Switzerland, thanks to the possibility of cross-media retargeting, which will allow project targets to be tracked and reached several times in their online activities. Each year, important advertising campaigns will then be activated in both countries on the channels of important content creators (between 100-500k followers) selected according to the adherence of their communities to the project target, who will thus be reached by the messages of the campaign in their daily online activity, in a qualified and mediated way through trusted creators. Each influencer will be called upon to interpret the products of the project individually and in combination through recipes, posts/videos/reels informing about their quality, traditionality, safety and protection of the territory promoted by the campaign. In the UK, 28/29 pieces of content will be produced each year and posted on Instagram and Facebook and on YouTube channels with the aim of reaching over 12.900.000 users. The figures will be smaller in Switzerland and will involve 10/12 pieces of content each year that will reach over 2.100.000 users.

### Products/services to be provided and estimated budget

Timetable	YEAR 1	YEAR 2	YEAR 3
<b>Products/services to be provided</b>	5 ads in magazines in UK 3 ads in magazines in Switzerland 1 online meta-ad campaign in the UK 1 Google ad campaign in the UK 1 online meta-ad campaign in Switzerland 1 Google ad campaign in Switzerland 1 ad campaign on web portals in UK 1 ad campaign on web portals in Swiss	5 ads in magazines in UK 3 ads in magazines in Switzerland 1 online meta-ad campaign in the UK 1 Google ad campaign in the UK 1 online meta-ad campaign in Switzerland 1 Google ad campaign in Switzerland 1 ad campaign on web portals in UK 1 ad campaign on web portals in Swiss	4 ads in magazines in UK 2 ads in magazines in Switzerland 1 online meta-ad campaign in the UK 1 Google ad campaign in the UK 1 online meta-ad campaign in Switzerland 1 Google ad campaign in Switzerland 1 ad campaign on web portals in UK 1 ad campaign on web portals in Swiss



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	created by influencers in the UK 10 contents created by influencers in Swiss	created by influencers in the UK 12 contents created by influencers in Swiss	by influencers in the UK 12 contents created by influencers in Swiss
<b>Subtotal activity 4.1</b>	<b>UK: 63.280,00 €</b> <b>SWITZERLAND:</b> <b>45.200,00 €</b>	<b>UK: 63.280,00 €</b> <b>SWITZERLAND:</b> <b>45.200,00 €</b>	<b>UK: 45.200,00 €</b> <b>SVIZ SWITZERLAND:</b> <b>22.600,00 €</b>
<b>Subtotal activity 4.2</b>	<b>UK: 144.685,20 €</b> <b>SWITZERLAND:</b> <b>59.528,40 €</b>	<b>UK: 131.023,50 €</b> <b>SWITZERLAND:</b> <b>63.754,60 €</b>	<b>UK: 131.023,50 €</b> <b>SWITZERLAND: 63.754,60 €</b>
<b>Total for WP 4</b>	<b>UK: 207.965,20 €</b> <b>SWITZERLAND:</b> <b>104.728,40 €</b> <b>TOTAL: 312.693,60 €</b>	<b>UK: 194.303,50 €</b> <b>SWITZERLAND:</b> <b>108.954,60 €</b> <b>TOTAL: 303.258,10 €</b>	<b>UK: 176.223,50 €</b> <b>SWITZERLAND:</b> <b>86.354,60€</b> <b>TOTAL: 262.578,10 €</b>

## Work Package 5: [COMMUNICATION TOOLS]

### Activity 5.1 – Communication tools in the UK and Switzerland

Visual identity will be the first step in giving the campaign a face (M1-3), associating messages and products to be promoted to a single impact image. A logo and visual will be created, devoting great care to the production of promotional tools for operators and journalists (booklets, tasting notes, shopping totes and product tasting boxes) or to characterise events (roll-ups and ice buckets) or to be used during tastings with the public both in large-scale distribution (aprons, chopping boards, flyers and various types of gadgets) and in wine and speciality stores to which a kit will be sent for use during the tasting days (containing corks, corkscrews, drip savers, icebags and flyers). In order to create an archive of images useful above all for the animation of the project's online channels, a shoot of about 20/25 photos will be carried out each year with the project's testimonial products ((M4) which will then feed the food&wine pairing section of the website. The printed tools (also made available for download) to be produced in the different languages (ENG, ITA, TED, FR) every year (M5-6; M14-M15; M26-27) will include: consumer flyers with the project's visual identity and an immediate CTA referring to the project's online channels (website and social), also using QRcodes. Stapled booklet for professionals that will contain an introduction on the campaign, information on the different appellations and a specific focus on the production methods and characteristics of the different products. Depending on the type of event, the booklet will be accompanied by a tasting note, updated according to the products being tasted with multiple suggestions for recipes and pairings, and/or a map indicating the different territories of origin and the unique characteristics of each.

### Activity 5.2 – VIDEO: short videos in the UK and Switzerland

In order to feed the project's social channels, 13 short videos (in each language) of 15/30 seconds in 9:16 format (reels or stories) will be produced each year. They will have the purpose of illustrating the campaign (1 video/year), the testimonial products and their characteristics (6 videos/year) and values (6 videos/year) in an immediate way, creating interest and engagement in the various communities. The videos will be produced at the beginning of each year (M5-6; M14-M15; M26-27) and through Facebook and Instagram will get about 5,000 views per video.

### Activity 5.3 – Wine sound in the UK and Switzerland

Wine Sound will be the fundamental communication tool to captivate and reach consumers, especially wine lovers, and introduce them to the testimonial products and themes of the campaign. Thanks to an articulated study and field work, it will be possible to transform the sounds related to wine processing and production into images and music, creating 10 tracks and, therefore, a real music album. Simultaneously with the audio recordings, the story of the production stages will become the protagonist of a short film to which the tracks will serve as a soundtrack. Both the album and the short film will then be released online only, on the major streaming platform (Spotify, Apple music, Amazon Music) to be used also in speciality stores and wine stores to accompany the tasting experience. Each audio track will be about 1.5 minutes long, while the short film will be about 15 to



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20 minutes long. The production of the short film which will last about 10 days to which will be added 5 days of production of the audio tracks and 5 days of editing will require an important crew of professionals (detailed in the budget below), will take place in month 5-6 mainly in one of the production territories and will contain contributions and clips from the other areas promoted by the project.

## Products/services to be provided and estimated budget

Timetable	YEAR 1	YEAR 2	YEAR 3
<b>Products/service s to be provided</b>	1 visual identity (1 logo, 1 visual, 1 photoshoot) 150,000 Flyers 23,500 Booklet, Tasting note and leaflets 7,500 Gadget for consumers 45 roll-ups 150 Kit for stores 2,700 gadgets for professionals (Aprons and Shoppers and ice buckets) 450 Tasting boxes 13 short videos 1 short film 10 audio tracks	150,000 Flyers 150,000 Flyers 14,000 Tasting notes 7,500 Gadget for consumers 13 short videos	150,000 Flyers 14,000 Tasting notes 7,500 Gadget for consumers 13 short videos
<b>Subtotal activity 5.1</b>	<b>UK: 130.398,80 €</b> <b>SWITZERLAND: 80.427,75 €</b>	<b>UK: 41.132,00 €</b> <b>SWITZERLAND: 22.487,00 €</b>	<b>UK: 41.132,00 €</b> <b>SWITZERLAND: 22.487,00 €</b>
<b>Subtotal activity 5.2</b>	<b>UK: 23.419,25 €</b> <b>SWITZERLAND: 3.757,25 €</b>	<b>UK: 23.419,25 €</b> <b>SWITZERLAND: 3.757,25 €</b>	<b>UK: 23.419,25 €</b> <b>SWITZERLAND: 3.757,25 €</b>
<b>Subtotal activity 5.3</b>	<b>UK: 150.922,80 €</b> <b>SWITZERLAND: 64.681,20 €</b>	<b>UK: - €</b> <b>SWITZERLAND: - €</b>	<b>UK: - €</b> <b>SWITZERLAND: - €</b>
<b>Total for WP 5</b>	<b>UK: 304.740,85 €</b> <b>SWITZERLAND: 148.866,20 €</b> <b>TOTAL: 453.607,05 €</b>	<b>UK: 64.551,25 €</b> <b>SWITZERLAND: 26.244,25 €</b> <b>TOTAL: 90.795,50 €</b>	<b>UK: 64.551,25 €</b> <b>SWITZERLAND: 26.244,25 €</b> <b>TOTAL: 90.795,50 €</b>



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## Work Package 6: [EVENTS]

### Activity 6.1 – Seminars, workshops, B2B events in the UK and Switzerland

Different types of B2B events for TRADE will be organized each year, which will reach a large number of professionals and the choice of specific formats depending on the objective (educational, informative or commercial): **Masterclasses:** with a selected audience of about 20/25 people each, it will be possible to present the campaign, the products and illustrate their merits, also thanks to simultaneous tastings and the creation of ad hoc pairings. 8 masterclasses will be organized in the UK and 3 in Switzerland each year. **Roadshows:** tastings dedicated to a selected audience of food & wine experts, professionals and journalists will be organized every year in the main cities of each country. Each event will be divided into an initial, more educational part of guided wine&food tasting and will be followed by a walk-around tasting, which will also be combined with a live show cooking at some stages. Each event will be attended by 70 professionals (buyers, distributors, chefs, restaurateurs and wine merchants, sommeliers, sommelier and cookery students and journalists) who will be able to enjoy an immediate and global approach to the project's products, with the possibility of tasting their various declinations, gathering material and interacting with producers and representatives of the proposing organizations. The Roadshow will have in UK 4 stages in year 1 and 2, and 3 stages in year 3; in Switzerland, 3 stages in year 1 and 2 stages in year 2 and 3. **B2B lunches:** in order to deepen and consolidate relations with trade operators especially in the wine sector, the the proposing entities plan to organize annual informal business lunches, in different cities in the UK and Switzerland, to meet operators in a more qualified manner and organizing more in-depth tastings with comparisons and vertical tastings of different vintages and types, so as to more effectively emphasize the characteristics and potential of the products. Precisely due to these characteristics, the tastings will be dedicated to a restricted selection of up to 10 operators, and there will be 15 in the UK and 21 in Switzerland during the central months of each year. The cities chosen for B2B activities in the UK will be London, Cardiff, Manchester, Liverpool, Birmingham, Edinburgh, Glasgow, and Leeds, plus Zurich, Basel, Lausanne, Lugano, Geneva and Bern in Switzerland. The B2B activities will be concentrated in defined periods so as to be able to optimize the travel costs of the proposing organizations in UK M4-M8; M15-M19; M27-M31 while in Switzerland M5-M9; M17-M21; M28- M33, the participation of proposing entities representatives will in fact be essential to present the campaign and the peculiarities of the products.

### Activity 6.2 - Activities in schools in the UK and Switzerland

The campaign will also involve the H&R involving 2 of the best chef's schools in the world: Le Cordon Bleu institute in the UK and the Swiss Culinary Arts Academy. Three lessons will be organized in collaboration with these 2 institutes, the programme of which will include: an introduction to the campaign; an in-depth look at the marks and their values; an overview of the production methods of the testimonial products; sensory tasting held by an external food expert with food&wine pairing. The lessons, which will be held compatibly with the school calendar in February (M 11, 23, 35), will involve 150 students in the UK and 150 in Switzerland each year, to whom the material for sector professionals will also be distributed.

### Activity 6.3 - Study trips to the UK and Switzerland

The POs intend to organize several study trips in their territories, centered on the quality of the experience to be proposed to those who will participate. Journalists and bloggers, as well as operators, will be able to experience first-hand the paradigm of values represented by the product and promoted by the campaign. The tours (M6; M9; M15; M18; M21; M30; M33), lasting 4/5 days each, will involve between 5 and 10 participants and will include visits to the area, meetings with members in the production facilities and tastings of the different types of products and, depending on the target audience, they will also include specific in-depth moments such as B2B meetings or interviews.

### Activity 6.4 - Other Events: Promotional events in the UK and Switzerland

Gala Dinner: the first year a gala event will be organized in London for 70 guests and one in Geneva for 65 (London M7 - Geneva M7) among key opinion leaders (press, influencers, buyers, retailers, etc.) to whom the campaign and products will be presented.. It is in fact an elitist event aimed at gratifying both operators and journalists and, above all, influencers, involving them to give visibility to the campaign and stimulating curiosity right from the



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start, which will drive consumers to learn more and follow the various project activities closely each year. Other similar but restricted promotional events for 20 Opinion Leader guests will then be organised each year, 2 in the UK and 1 in Switzerland (M10- 11; M22-23; M33-34), in the other project target cities of Cardiff, Manchester, Zurich and Lugano. On all these occasions, the presence of Beneficiaries will be fundamental in order to establish and continue important relationships with all the guests and to be able to transfer to them the multiple messages implicit in the project through direct contact.

## Products/services to be provided and estimated budget

Timetable	YEAR 1	YEAR 2	YEAR 3
<b>Products/services to be provided</b>	8 masterclasses in UK 3 masterclasses in Switzerland 2 Roadshow (1 in UK and 1 in Switzerland) 15 B2B lunches in UK and 21 B2B in Swiss 6 lessons in schools (3 in UK and 3 in Swiss) 7 study trips from UK and 4 from Switzerland 2 Gala dinner (1 in UK and 1 in Switzerland) 3 promotional events (2 in UK and 1 in Swiss)	8 masterclasses in UK 3 masterclasses in Switzerland 2 Roadshow (1 in UK and 1 in Switzerland) 15 B2B lunches in UK and 21 B2B in Swiss 6 lessons in schools (3 in UK and 3 in Swiss) 7 study trips from UK 4 study trips from Switzerland 3 promotional events (2 in UK and 1 in Swiss)	8 masterclasses in UK 3 masterclasses in Switzerland 2 Roadshow (1 in UK and 1 in Switzerland) 15 B2B lunches in UK and 21 B2B in Swiss 6 lessons in schools (3 in UK and 3 in Swiss) 7 study trips from UK 4 study trips from Switzerland 3 promotional events (2 in UK and 1 in Swiss)
<b>Subtotal activity 6.1</b>	<b>UK: 309.959,00 €</b> <b>SWITZERLAND: € 207.468,00</b>	<b>UK: 309.959,00 €</b> <b>SWITZERLAND: € 166.223,00</b>	<b>UK: € 267.414,50</b> <b>SWITZERLAND: € 166.223,00</b>
<b>Subtotal activity 6.2</b>	<b>UK: € 23.165,00</b> <b>SWITZERLAND: € 22.091,50</b>	<b>REGNO UNITO: € 23.165,00</b> <b>SWITZERLAND-€ 22.091,50</b>	<b>UK: -€ 23.165,00</b> <b>SWITZERLAND: € 22.091,50</b>
<b>Subtotal activity 6.3</b>	<b>UK: 134.888,10 €</b> <b>SWITZERLAND: 75.890,80 €</b>	<b>UK: 134.888,10 €</b> <b>SWITZERLAND: 75.890,80 €</b>	<b>UK: 134.888,10 €</b> <b>SWITZERLAND: 75.890,80 €</b>
<b>Subtotal activity 6.4</b>	<b>UK: € 56.556,50</b> <b>SWITZERLAND: € 40.951,20</b>	<b>UK: € 24.973,00</b> <b>SWITZERLAND: € 11.672,90</b>	<b>UK: € 24.973,00</b> <b>SWITZERLAND: -€ 11.672,90</b>
<b>Total for WP 6</b>	<b>UK: € 524.568,60</b> <b>SWITZERLAND: € 346.401,50</b> <b>TOTAL: € 870.970,10</b>	<b>UK: € 492.985,10</b> <b>SWITZERLAND: € 275.878,20</b> <b>TOTAL: €-768.863,30</b>	<b>UK: € 450.440,60</b> <b>SWITZERLAND: € 275.878,20</b> <b>TOTAL: € 726.318,80</b>



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## Work Package 7: [POINT OF SALE PROMOTION]

### Activity 7.1 - Tasting days in the UK and Switzerland

Promotional activity for cured meats, whose purchase choice is more immediate, will be carried out in the large-scale retail trade in chains with greater distribution across the territory and more closely matching the project's targets. In the United Kingdom, partnerships will be established with large retailers, including Sainsbury's, Waitrose and Morrisons, to involve about 100 stores and organize 300 promotion days per year to reach 90,000 consumers. In Switzerland, Migros and Coop chains will be chosen and about 28 stores will be involved to organize 84 promotional days per year with which to reach 25,000 consumers. Campaign-branded corners will be set up in stores in both countries, which will also be reached through floor advertising, displays and rotairs (rotating hanging advertisements) and where materials can be distributed and product tastings organized to attract consumers to PDO-branded products and stimulate their curiosity and purchases. Promotion in wine stores and specialty stores, on the other hand, will be organized through actual tasting days (lasting about 3 hours), where a sommelier will present the campaign and the wines being promoted before the tasting, also offering various suggestions for pairing with the campaign's food products. Tasting kits complete with everything needed for the tastings (as described in Section 5.1) and the wine sound compilation and short film will be sent to each store to engage at least 60 consumers in an immersive experience. In the first year, 35 tastings will be organized, mainly on weekends, in both countries, while from the second year the days will increase to 200 in the UK and 90 in Switzerland, so as to involve 2,100 consumers in the UK and Switzerland in the first year, and 12,000 in the UK and 5,400 in Switzerland in the second and third years. Again, the cities involved, especially in autumn and winter, will be those of greatest interest in the UK (London, Cardiff, Manchester, Liverpool, Birmingham, Edinburgh, Glasgow and Leeds) and Switzerland (Zurich, Basel, Lausanne, Lugano, Geneva and Bern). On the opening days of the in-store tastings, the participation of representatives is also planned (3 in total that will be distributed in the different cities), so as to raise the profile of the start of the activity, meet the target consumers of the campaign and monitor the activity. Activities will be organized in the center of each year (M6-M12;M18-M24;M30-M35).

### Products/services to be provided and estimated budget

Timetable	YEAR 1	YEAR 2	YEAR 3
<b>Products/services to be provided</b>	300 days of POS promotion in the United Kingdom 84 days of POS promotion in Switzerland 40 days of tasting in UK stores 35 days of tasting in Swiss stores	300 days of POS promotion in the UK 84 days of POS promotion in Switzerland 140 days of tasting in UK stores 90 days of tasting in Swiss stores	300 days of POS promotion in the UK 84 days of POS promotion in Switzerland 140 days of tasting in UK stores 90 days of tasting in Swiss stores
<b>Subtotal activity 7.1</b>	<b>UK: € 260.408,50</b> <b>SWITZERLAND: € 108.254,00</b>	<b>UK: € 358.775,00</b> <b>SWITZERLAND: € 167.070,50</b>	<b>UK: € 358.775,00</b> <b>SWITZERLAND: € 167.070,50</b>
<b>Total for WP 7</b>	<b>UK: € 260.408,50</b> <b>SWITZERLAND: € 108.254,00</b> <b>TOTAL: € 368.662,50</b>	<b>UK: 358.775,00</b> <b>SWITZERLAND: € 167.070,50</b> <b>TOTAL: € 525.845,50</b>	<b>UK: € 358.775,00</b> <b>SWITZERLAND: € 167.070,50</b> <b>TOTAL: € 525.845,50</b>

## PROJECT IMPLEMENTATION AND OUTCOME INDICATORS

The table of output and result indicators included in the project proposal is given. This table of indicators should be of reference in the preparation of the technical bid, which should contain





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indication of the expected KPIs, as the promotion program at the conclusion of the three years should achieve the following results:

Output and results indicators		
WP	Output indicators	Result indicators
Work package 2	<ul style="list-style-type: none"> <li>1 UK mailing list</li> <li>1 Switzerland mailing list</li> <li>33 press releases in the UK</li> <li>26 press releases in Switzerland</li> <li>9 webinars with Guild of Food Writer in UK</li> </ul>	<ul style="list-style-type: none"> <li>3,000 journalists reached in the UK</li> <li>500 journalists reached in Switzerland</li> <li>430 non-paid articles in the UK</li> <li>330 non-paid articles in Switzerland</li> <li>450 Food writers attended to the webinars</li> </ul>
Work package 3	<ul style="list-style-type: none"> <li>1 multilingual website</li> <li>1 Facebook page in the UK</li> <li>1 Instagram account in the UK</li> <li>1 Facebook page in Switzerland</li> <li>1 Instagram account in Switzerland</li> <li>1 YouTube channel</li> </ul>	<ul style="list-style-type: none"> <li>45,000 visitors and 180,000 website views</li> <li>30,000 followers on the UK FB page</li> <li>3,000 followers on the UK IG account</li> <li>30,000 followers on the Swiss FB page</li> <li>3,000 followers on the Swiss IG account</li> <li>20,000 average video views</li> <li>15,000 positive reactions of contents in UK</li> <li>15,000 positive reactions of contents in Switzerland</li> </ul>
Work package 4	<ul style="list-style-type: none"> <li>14 printed ads in UK</li> <li>8 printed ads in Switzerland</li> <li>3 Meta ads campaign in the UK</li> <li>3 Google ads campaign in the UK</li> <li>3 online ad campaign on web portals in the UK</li> <li>3 Meta ads campaign in Switzerland</li> <li>3 Google ad campaign in Switzerland</li> <li>3 online ad campaign on web portals in Switzerland</li> <li>86 contents made by influencers in the UK</li> <li>34 contents made by influencers in Switzerland</li> </ul>	<ul style="list-style-type: none"> <li>2,310,000 readership in UK</li> <li>1,504,000 readership in Switzerland</li> <li>12 million users reached in the UK</li> <li>3 million users reached in Switzerland</li> <li>12,900,000 consumers reached in UK</li> <li>2,100,000 consumers reached in Switzerland</li> </ul>
Work package 5	<ul style="list-style-type: none"> <li>1 logo and 1 visual</li> <li>1 photoshoots</li> <li>450,000 flyers</li> <li>5,500 booklets, 42,000 tasting notes</li> <li>4,000 leaflets with maps</li> <li>22,500 consumer gadgets, 45 roll-ups</li> <li>150 store kits, 100 ice buckets</li> <li>1,600 aprons, 1,000 shopping bags</li> <li>450 tasting boxes</li> <li>39 short videos</li> <li>1 short film 10 audio tracks</li> </ul>	<ul style="list-style-type: none"> <li>100% material utilization</li> <li>195,000 views of videos content</li> <li>305,000 views of the short film</li> <li>150,000 listening of the soundtracks</li> </ul>
Work package 6	<ul style="list-style-type: none"> <li>24 masterclasses in the UK</li> <li>9 masterclasses in Switzerland</li> <li>3 Roadshows in the UK</li> <li>3 Roadshows in Switzerland</li> <li>45 B2B lunches in the UK</li> <li>63 B2B lunches in Switzerland</li> <li>9 lessons in schools in the UK</li> </ul>	<ul style="list-style-type: none"> <li>600 operators at masterclasses in the UK</li> <li>225 operators at masterclasses in Switzerland</li> <li>770 guests at Roadshows in the UK</li> <li>490 guests at Roadshows in Switzerland</li> <li>450 operators at B2B lunches in the UK</li> <li>630 operators at B2B lunches in Switzerland</li> <li>450 students trained in the UK</li> <li>450 students trained in Switzerland</li> </ul>



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	9 lessons in schools in Switzerland 21 study trips from the UK 12 study trips from Switzerland 1 gala dinners in the UK 1 gala dinners in Switzerland 6 promotional events in the UK 3 promotional events in Switzerland	153 guests on study trips from the UK 84 guests on study trips from Switzerland 70 guests at gala dinners in the UK 65 guests at gala dinners in Switzerland 120 guests at promotional events in the UK 60 guests at promotional events in Switzerland
Work package 7	900 POS Promotion days in the UK 320 Tasting days in wine and speciality stores in UK 252 POS Promotion Days in the Swiss  215 Tasting days wine and speciality store in Swiss	270,000 consumers reached by promotions in points of sales in the UK 19,200 consumers reached in wine and speciality store in the UK 75,000 consumers reached by promotions in point of sales in the Swiss 12,900 consumers reached in wine and speciality store in Swiss

## PROCEDURE FOR SELECTING THE PROGRAM IMPLEMENTING BODY

### 6. Requirements for participation in the tender

#### a) Non-existence of grounds for exclusion from participation 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, i.e., grounds for exclusion related to:

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

The non-existence of these grounds for exclusion must be attested through the attached declaration (Annex B), signed by the legal representative.

In the case of a temporary grouping not yet formed, each operator must produce this declaration.

#### b) Economic and financial capacity requirements

The economic operator who intends to participate in this selection competition:

- must have achieved, in the three-year period 2020-2021-2022, a total global turnover of not less than 3,000,000.00 euros in letters: (three million/00 euros) net of VAT, resulting from the VAT declarations or equivalent tax within the EU;



- must attach the declaration of the Banking Institute of possession by the economic operator of the financial means necessary to guarantee the execution of the actions envisaged by the Program (suitable bank references);
- must attach a copy of the latest approved financial statements and/or VAT return;
- must enclose the Chamber of Commerce Chamber of Commerce (CCIAA) visura or registration in a commercial register kept in the member state where the economic operator is based.

Possession of these requirements must be attested through the attached declaration (Annex B), signed by the legal representative. These requirements must be possessed by the economic operator as a whole, or as an entity in a temporary business grouping.

### c) **Technical and professional capacity requirements**

The economic operator (single or in a temporary business grouping) who intends to participate in this selection tender must:

- have performed, in the three-year period 2020-2021-2022, services similar to those covered by the tender for a total amount of not less than € 2,000,000 (in letters: euro two million/00) net of VAT;
- attach the list of main services performed (company CV);
- attach the CVs of the personnel employed, in the eventual execution of the Program, from which proven experience in services similar to those covered by the tender is evidenced.

Similar services include (but are not limited to):

- management activities of complex international promotion projects/programs;
- business grouping management activities and coordination of working groups;
- design and management activities of publicly contributed programs;
- event and incoming organization activities;
- press office management activities;
- communication activities, PR, etc. including online;
- production of information materials;
- promotional activities in the agribusiness sector.



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Possession of these requirements must be attested through the attached statement (Attachment B) signed by the Legal Representative of the bidding economic operator and the submission of the CVs of the professional figures 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 majority extent.

## 7. Selection Committee and Award Criteria.

The Selection Committee is appointed after the deadline for submission of bids and is composed of an odd number, experts in the specific field to which the subject of the contract relates.

The Selection Committee is responsible for evaluating the technical and economic bids of the competitors.

The RUP shall be assisted by the jury for the purpose of verifying the documentation produced and the anomaly of the bids.

The contract is awarded on the basis of capacity and proven experience in terms of promotion and internationalization, always taking into consideration the best value for money, based on the following criteria:

1) QUALITY OF THE TECHNICAL OFFER: max points 50	TOTAL ATTRIBUTABLE SCORE: max points 100
2) PREVIOUS EXPERIENCE IN THE IMPLEMENTATION OF SIMILAR ACTIVITIES (particularly in the presence of public co-financing) AND RELATED RESULTS ACHIEVED: max points 24	
3) KNOWLEDGE OF THE RELEVANT MARKET: max 11 points	
4) ECONOMIC OFFER: max points 15	

The following criteria with related sub-criteria are established for scoring.



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<b>TECHNICAL OFFER: MAXIMUM 50 POINTS</b>		
<b>Element of evaluation</b>	<b>Motivational criterion</b>	<b>Maximum score</b>
a. OVERALL STRATEGY and GRAPHIC PROPOSALS	Execution of actions: description of the operational methods used for the provision of services and relative consistency with the aims and objectives of the Programme; adequacy and conformity of the outputs offered compared to those envisaged in the technical specifications.	Up to 15 points
	Adequacy of control mechanisms to monitor the correct economic-financial execution of the project	Up to 9 points
	Quality of the articulation of the overall proposal and coherence of the communication concept and creative strategy with the Program suitable to guarantee the achievement and maximization of the objectives set in the Program.	Up to 8 points
	Creativity in the creation of at least 2 visual identity proposals for the Program and appeal of its visual impact.	Up to 10 points
<b>Maximum scores that can be awarded</b>		<b>42</b>
b. EXTRA SERVICES	Warehouse and logistics service for shipping the product relating to project events.	Up to 3 points
	Other additional services.	Up to 2 points
	Back-office service active 5 days a week.	Up to 3 points
<b>Maximum score that can be awarded</b>		<b>8</b>

<b>PREVIOUS EXPERIENCE IN THE IMPLEMENTATION OF SIMILAR ACTIVITIES AND RELATED RESULTS ACHIEVED: MAXIMUM 24 POINTS</b>		
<b>Element of evaluation</b>	<b>Motivational criterion</b>	<b>Maximum score</b>
PREVIOUS EXPERIENCE and RELATED METHODOLOGIC	Experience in managing and organizing communication and promotional activities and events, such as those described in the announcement, with particular attention to target markets.	Up to 11 points
	Highlighting the results achieved, from which the ROI orientation	Up to 13



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AL APPROACH	is evident.	points
<b>Maximum scores that can be awarded</b>		<b>24</b>

<b>KNOWLEDGE OF THE TARGET MARKET: MAXIMUM 11 POINTS</b>		
<b>Element of evaluation</b>	<b>Motivational criterion</b>	<b>Maximum score</b>
KNOWLEDGE OF THE TARGET MARKET	Knowledge of target markets and evaluation of existing relationships with local representatives.	Up to 11 points
	<b>Maximum score that can be awarded</b>	<b>11</b>

The evaluation of the technical offers will be carried out by an evaluation commission appointed after the date of submission of the offers. The Commission will evaluate each technical offer, assigning a qualitative coefficient for each sub-criterion:

Not detectable	0
Insignificant rating	0,1
Just sufficient rating	0,2
Sufficient rating	0,3
Rating between sufficient/fair	0,4
Fair evaluation	0,5
Evaluation between fair/good	0,6
Good rating	0,7
Rating between good/excellent	0,8
Very good rating	0,9
Excellent rating	1,0

<b>ECONOMIC OFFER: MAXIMUM 15 POINTS</b>		
<b>Element of evaluation</b>	<b>Motivational criterion</b>	<b>Maximum score</b>
	<b><u>Economic analysis:</u></b> Cost-effectiveness analysis of the proposed initiatives, according to market prices.	Up to 7 points



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ECONOMIC OFFER	<b><u>Honorarium:</u></b> Evaluation of the adequacy of the fee, expressed in man-days, required for the implementation of each action, based on the cost of each action and the expected benefits.	Up to 8 points
<b>Maximum score that can be awarded</b>		<b>15</b>

As regards the economic offer for the activities (maximum of 7 points out of 100), the score will be assigned based on the following formula:

$$\text{"economic offer for the activities" score considered} = \frac{\text{Offer X}}{\text{Maximum offer}} * 7$$

where:

Maximum offer: it is the highest economic offer for the activities (SUBTOTAL ACTIVITIES) among those presented;

Offer X: is the economic offer for the activities (SUBTOTAL ACTIVITIES) of the economic operator considered.

As regards the economic offer for the fee of the participating economic operator (maximum of 8 points out of 100), the score will be attributed on the basis of the following formula:

economic offer score for the fee of the economic operator considered =

$$\frac{\text{Implementing body fee \% minimum}}{\text{Implementing body fee \% X}} * 8$$

where:

Implementing body fee % minimum: is the percentage of the fee relating to the economic offer for the fee of the lowest offering economic operator among those presented;

Implementing body fee % X: is the percentage of the fee relating to the economic offer for the fee of the economic operator considered.



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For the purposes of assigning and calculating scores, any non-integer values will be rounded up to the second decimal place. Increasing offers are not permitted.

Based on the scores attributed to the offers, the ranking will be drawn up.

The award will be made to the competitor who has submitted an offer who, in possession of all the mandatory minimum requirements, is found to have achieved the overall score (technical offer score + previous experience score + knowledge of the reference markets score + offer score economic) higher.

In the event of a tie in scores, the contract will be awarded to the competitor who has achieved the highest score in the technical offer. In the event of a tie in the technical offer as well, the contract will be awarded to the competitor who has achieved the highest score in the economic offer. In case of equal scores for both the economic offer and the technical offer, a draw will be carried out.

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

Once the required checks have been carried out regarding possession of the prescribed requirements, the award will proceed.

The award is immediately binding on the competitor entrusted with the tender, while the Contracting Body will be definitively committed only when, in accordance with the law, all the consequent and necessary acts for the completion of the tender have achieved full legal effectiveness.

In the event that the contractor does not show up for the signing of the contract or in which the falsity of the declarations provided is ascertained, the Contracting Body will proceed with the exclusion of the operator by assigning the task to the operator placed next in the ranking, completed the ritual checks.





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The CONSORZIO ITALIANO TUTELA MORTADELLA BOLOGNA will proceed with the award even if a single valid offer is submitted, provided that it is appropriate.

The Contracting Body reserves the right not to proceed with the award if no offer is found to be convenient or suitable in relation to the subject of the contract.

The results will be communicated via PEC (certified email) to the participants and will be published on the website of the CONSORZIO ITALIANO TUTELA MORTADELLA BOLOGNA ([www.mortadellabologna.com](http://www.mortadellabologna.com)).

## 8. Submission

### a) Method of submitting proposals

Those interested in participating in the tender for the selection of the Implementing Body must, under penalty of exclusion, **send all the necessary documentation via PEC (certified e-mail)**. To send the proposal, it is advisable to provide a Wettransfer link which can be accessed to download the documentation, making sure that it is valid until the date of opening of the envelopes. The material will be made available, at the appropriate time, by the Evaluation Committee which will be appointed to carry out the selection activities.

The files relating to the documentation must be grouped into 3 (three) e-mail messages - PEC A, PEC B, PEC C, through 3 different certified e-mails - identifiable by the description in the "subject" field:

**PEC A - administrative documentation**, which must contain:

- application for participation in the procedure according to the form in Annex A, completed and signed by the legal representative;
- the declarations requested according to the model in Annex B, completed and signed by the legal representative;
- valid identity document of the subscriber(s);
- declaration from the Banking Institute of possession of the financial means necessary to guarantee the execution of the actions envisaged by the Program (suitable bank references);
- Chamber of Commerce certificate or registration in a commercial register kept in the Member State in which the economic operator is based;
- copy of the latest approved budget and/or VAT declaration.



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**PEC B - technical offer, previous experience and knowledge of the markets** which must contain:

- a) Technical report containing the detailed description of the activities using the references indicated in the following chapter: METHODS OF PREPARATION OF THE TECHNICAL OFFER, PREVIOUS EXPERIENCE AND KNOWLEDGE OF THE MARKETS - PEC B;
- b) CV of the economic operator(s) interested in participating in the selection procedure and submitting the offer (company CV);
- c) CV of the employed personnel.

**PEC C - economic offer**, which must contain:

- a) the indication of the economic offer for the activities (SUB-TOTAL ACTIVITIES) and the fee of the economic operator considered according to the model described in the following chapter: METHOD FOR PREPARING THE ECONOMIC OFFER - PEC C;
- b) the final summary table to be provided in PDF and Excel format.

In the following sections (Methods for preparing the technical offer, previous experience and knowledge of the markets and Methods for preparing the economic offer) indications are provided on how the technical and economic offer should be drawn up.

The documentation must be drawn up in English and must be presented in electronic format - non-editable, printable and copyable PDF - by PEC, by the tender participant **no later than 09:30 am on 02/05/2024.**

The sending of applications remains at the sole risk of the sender if, for any reason, it does not reach its destination within the aforementioned preemptory deadline. Only for operators based abroad (and not equipped with a PEC) sending to the address will be accepted:

**[project1144@mortadellabologna.com](mailto:project1144@mortadellabologna.com)**

All documents must be signed by the legal representative of the economic operator participating in the selection procedure; in the case of a temporary group already established, it must be signed by the legal representative of the competitor designated as Group Leader; in the case of a



temporary grouping not yet established, the offer must be signed by all the subjects who will constitute the aforementioned grouping.

PEC address to which proposals should be sent within the aforementioned deadline:  
**mortadellabologna@promopec.it**

It requires sending three separate transmissions via PEC [3 certified mail messages (PEC)]. The following wording must be included in the subject of each PEC:

**DO NOT OPEN - NOTICE OF SELECTION THROUGH AN OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF A BODY CHARGED WITH THE EXECUTION OF THE INFORMATION AND PROMOTION PROGRAM IN UK-SWITZERLAND.**

In the subject, the individual certified e-mails must also include the additional identification:

- PEC A - administrative documentation
- PEC B - technical offer, previous experience and knowledge of the market
- PEC C - economic offer.

## **b) Method of opening offers**

**The Evaluation Commission**, a body that will be created specifically after the deadline for submitting applications, for the evaluation and selection of the proposals received, will meet on **02/05/2024 at 2.00 pm** in order to carry out the selection procedures.

The opening of the content of PEC A - containing the administrative documentation of the participants in the selection tender, for the purpose of their admission to the tender itself - will be carried out in a public session via an online platform. The legal representative of each of the participating agencies/economic operators will be able to attend this session upon request by certified email, presenting an identification document or a representative with a delegation.

Subsequently, we will proceed, in a private session, with the evaluation of the technical proposals (PEC B) and the economic proposals (PEC C).

The work of the Evaluation Commission will be adequately minuted with an indication of the reasons supporting the evaluations carried out.



All participants will be promptly notified of the outcome of the Selection Competition by certified e-mail with the related reasons. The results will also be published on the website [www.mortadellabologna.com](http://www.mortadellabologna.com). Furthermore, the results will be promptly published on the TED portal, the online version of the supplement to the Official Journal of the European Union, dedicated to European public procurement.

**Any questions and/or requests for clarification** for the presentation of the offer must be made EXCLUSIVELY in writing via PEC (sent to [mortadellabologna@promopec.it](mailto:mortadellabologna@promopec.it) and, only for operators based abroad and not equipped with a PEC, sending to the address [project1144@mortadellabologna.com](mailto:project1144@mortadellabologna.com)) will be accepted to the C.A. by Veronica Mazzolari by 9.00 am on 02/02/2023; responses will be provided exclusively in writing. Any verbal requests or requests sent in ways other than those indicated will not be taken into consideration.

## 9. Tender documents

### 9.1) Indications regarding irregularities in administrative documentation - PEC A

Deficiencies in any formal element of the application can be remedied through requests for additions and/or documentation from the Contracting Body, where deemed appropriate.

In particular, in case of lack, incompleteness and any other essential irregularity of the documentation presented, with the exclusion of those relating to the economic offer and the technical offer, the Contracting Body assigns the competitor a deadline, not exceeding three days, so that the necessary declarations are made, integrated or regularized, indicating their content and the subjects who must make them. In case of useless expiration of the regularization deadline, the competitor is excluded from the race. Deficiencies in the documentation which do not allow identification of the content or the person responsible for the same constitute essential irregularities which cannot be remedied.

### 9.2) Method of preparing the technical offer, previous experience and knowledge of the market - PEC B

#### a) Presentation of the economic operator



The economic operator who will participate in the Selection Competition will have to provide their company CV reporting the experiences gained, highlighting the results achieved, in the sector of promotion/information on quality agricultural products or in similar and similar sectors, experience in the creation of events and promotional activities, PR and Press Office activities, development of promotional/information material, website and social media management. In this context, information must be provided aimed at highlighting knowledge of the UK-Switzerland target markets. For each point listed below, the operator must indicate his/her initiatives and related methods of execution and achievement of results.

## **b) Details of activities**

The operator must indicate the relative methods of execution for each project activity described above. For the period of implementation of the program, the creation of a series of minimum outputs required for each sector of activity is expected. Competitors have the right to submit a proposal during the technical offer that envisages the creation of a greater number of outputs, provided that the resulting economic offer compulsorily falls within the limits determined by the technical specifications. Please remember that the information reported for each individual activity/initiative will be compared with the related costs reported in the Economic Offer - Envelope C, to evaluate its cost-effectiveness and appropriateness.

## **c) Presentation of the graphic proposal and concept and their consistency with the proposed activity plan**

The economic operator who will participate in the Selection Competition will have to present at least 2 graphic proposals of the concept that are consistent with the content of the promotional messages and with the activity plan, suitable to guarantee the achievement of the objectives set in the Programme.

## **d) Description of the methodological approach**

The economic operator who will participate in the Selection Tender will have to provide a description of the methods of execution of the actions, for the provision of the services and relative consistency with the aims and objectives of the campaign, the description of the monitoring mechanisms and the presentation of any extra and assistance activities/services provided.



L'operatore dovrà fornire anche una presentazione del gruppo di lavoro, con descrizione dettagliata delle figure professionali impiegate e delle loro competenze allegando i curriculum vitae.

### 9.3 Method of preparing the economic offer - PEC C Economic offer

As indicated in the "how to submit proposals" section, envelope C must contain:

- detailed financial plan for each activity to be provided in PDF format and EXCEL format
- final summary table to be provided in PDF and EXCEL format.

**The Financial Plan** will form the economic offer, on the basis of which the price of the proposal presented and its adequacy with respect to the services offered and market rates will be evaluated. **The financial plan** must indicate the costs relating to the fees of the Executing Body, these must be detailed for each individual activity and presented in the form of man-days in relation to each individual initiative. It is not required to detail the out-of-pocket costs of each action, only the values relating to the Implementing Body's fee in terms of man-days must be provided.

We therefore require the preparation of a table summarizing the total costs of the proposed activities and the related cost of the agency's fee by year. An example table is shown below:

ES. PUBLIC RELATIONS	YEAR 1	YEAR 2	YEAR 3
<b>Press Office</b>			
Total annual activity	XXXXX €	XXXXX €	XXXXX €
Agency fee (unit cost per day for a senior or junior consultant)	XXXXX €	XXXXX €	XXXXX €
Number of days expected	XXXXX	XXXXX	XXXXX
Total agency fee	XXXXX €	XXXXX €	XXXXX €
Annual total including Implementing body fee	XXXXX €	XXXXX €	XXXXX €
<b>Collaborations with influencers</b>			
Total annual activity	XXXXX €	XXXXX €	XXXXX €



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Agency fee (unit cost per day for a senior or junior consultant)	XXXXX €	XXXXX €	XXXXX €
Number of days expected	XXXXX	XXXXX	XXXXX
Total agency fee	XXXXX €	XXXXX €	XXXXX €
Annual total including Implementing body fee	XXXXX €	XXXXX €	XXXXX €

This table will form the economic offer and will be inserted in Envelope C - Economic offer.

**The compensation of the Implementing Body (Implementing Body fee) cannot exceed 13% of the total cost relating to the actions (GENERAL ACTIVITY SUB-TOTAL) and at the same time must be adequate to guarantee the full realization and quality of the initiatives of the plan.**

*\* THE TOTAL OF THE ECONOMIC OFFER must be at most equal to the total amount of this selection procedure (€5,974,222.05 x VAT excluded)*

The **summary table** must be filled in according to the following model:

	YEAR 1	YEAR 2	YEAR 3	TOTAL
(A) Sub-total assets	€	€	€	€
(B) Total agency fee expressed in €	€	€	€	€
<b>Agency fee in % = B/A * 100</b>	%	%	%	%

## 10. Working group

The entrusted party assumes all legal insurance and social security charges, undertakes to observe the regulations in force regarding safety at work and remuneration of employees and, in general, undertakes to respect all obligations deriving from laws, regulations, collective and supplementary company agreements regarding employment relationships, in relation to all the people who carry out activities in favor of the same, both in direct employment and occasionally, with contracts of any nature.



The entrusted party assumes all responsibility for damages or injuries that may arise to said people or be caused by said people in the execution of any activity, directly or indirectly, inherent to the services covered by this procedure.

## 11. Obligations of the Implementing Body

**The following are the responsibility of the contractor/Implementing Body:**

- the performance of the services covered by the contract, in agreement and collaboration with the Contracting Body and in full and unconditional acceptance of the content of these specifications;
- observance of every indication contained in these specifications even if not specifically referred to in this article, of rules and regulations in force both at national and community level, as well as those that may be issued during the contractual period (including regulatory rules and municipal ordinances), with particular regard to those relating to hygiene and safety and in any case relating to the subject of the contract and its execution;
- the Implementing Body assumes entire technical and financial responsibility for the agreed program actions, including that relating to their compatibility with current European Union legislation, that of the project target country and with the competition rules applicable in matter;
- the contractor hires, if necessary, staff to control and supervise the execution of the actions envisaged by the program;
- the Implementing Body will have to supervise the administrative/financial monitoring activity of the agreed program actions, including the keeping of registers and supporting documents.

The Contractor/Executing Body must:

- for a period of five years after the payment of the balance, keep records and retain supporting documents, in order to demonstrate the correct implementation of the action and the costs declared eligible;
- if there are ongoing checks, audits, investigations, disputes or legal proceedings under the Convention, keep records and supporting documents until these procedures are completed;





- make the above documentation available upon request or in the context of controls, audits or investigations;
- make available to the Contracting Body all the documentation produced during the performance of the service, as well as all the data processed, used or collected during the execution of the activities, including the data necessary for a correct evaluation of the effectiveness of the program, according to the provisions of the reference regulatory framework and all the information necessary for the preparation of the periodic and final reports;
- keep the original documents.

## **12. Confidentiality and non-disclosure**

The successful tenderer will not be able to make use, either directly or indirectly, for his own gain or that of third parties, of the mandate entrusted and of the information of which he becomes aware in relation to it, even after the expiry of the contract. To this end, the successful tenderer will not be able to disclose, communicate or disseminate the information and data of which he becomes aware during the performance of the activities.

The successful tenderer undertakes to respect, in carrying out the activities covered by this procedure, all the principles contained in the current regulatory provisions relating to the processing of personal data and in particular those contained in Legislative Decree no. 196/2003 and subsequent amendments. and in Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 containing the European Data Protection Regulation (hereinafter also "GDPR") and to guarantee that personal, property, statistical, demographic and/or of any other kind, of which it will become aware as a result of the services rendered, in any way acquired, are considered confidential and treated as such, while at the same time ensuring the transparency of the activities carried out.

The successful tenderer of the service must formally undertake to give instructions to its staff so that all data and information are processed in compliance with the relevant legislation.

The successful tenderer of the service undertakes to use the above data and information exclusively for the purposes and within the scope of the activities envisaged in these specifications.



## 13. Conflicts of Interest

The Contracting Body will adopt adequate measures to prevent, identify and effectively remedy conflicts of interest in carrying out this selection procedure so as to avoid any distortion of competition and guarantee equal treatment of all economic operators, in compliance of what is established in article 24 of Directive 2014/24/EU and art. 16 paragraph 1 of Legislative Decree 36/2023.

## 14. Defaults and termination

The Contracting Body has the right to control and verify the good execution of the service with the help of persons chosen at its discretion. The Contracting Body has the right to contest the services rendered which do not comply in whole or in part with the requirements of the specifications or the offer proposed in the tender. In the event of a dispute, you may request the supplier to replace personnel who are unsuitable for carrying out the services. The contract is terminated, pursuant to and for the purposes of art. 1456 of the Civil Code, subject to compensation for damages in the following cases:

- 14.1) in the case of assignment of all or part of the contract;;
- 14.2) in the event of a violation of data protection and confidentiality obligations, of such severity as not to allow the further continuation of the contractual obligations;
- 14.3) in the case of serious infringements, duly ascertained, of the safety regulations and any other obligation deriving from employment relationships pursuant to current regulatory provisions (in particular with reference to the regularity of the DURC, etc.), as well as for failure to comply contractual or legal obligations regarding salaries, severance pay or social security and insurance treatments for staff and collaborators employed in the service;
- 14.4) in the event of unjustified suspension of the service;
- 14.5) in the event of serious failure to fulfill the contracted services envisaged by the program and the other obligations arising from these specifications and/or from the contract and/or from the timetable as well as for failure to comply with the project lines presented and any additional indications regarding the quality of the service, previously contested in writing by the Contracting Body and not resolved within the deadline allowed;
- 14.6) in the event that the Implementing Body was subjected to insolvency or similar procedures limiting the economic and business capacity by the competent bodies;
- 14.7) in any case in cases of violation of current regulatory provisions.



Any failure to contest and/or previous non-compliances for which the Contracting Body has not deemed it necessary to make use of the clause itself and/or acts of mere tolerance in the face of previous non-compliances cannot be understood as a waiver to make use of the clause referred to in this article. of the contractor of any nature.

In the event of termination, the Contracting Body reserves all rights to compensation for damages suffered and in particular reserves the right to demand reimbursement from the Executing Body of any expenses in excess of those it would have incurred in the event of regular fulfillment of the Contract.

In any case, in the event of termination, the Implementing Body will be entitled exclusively to reimbursement of expenses and activities actually carried out up to that point.

The Contracting Body will also have the right to defer the payment of any balance due based on the final settlement account, until the damage that the executing body is required to compensate is quantified.

## **15. Relationships between the successful tenderer and the Administration of the Commissioning Body**

The successful economic operator must identify a contact person responsible for the service, who will have the obligation to collaborate closely with the contact personnel of the Contracting Body and the Sole Project Manager (RUP) in the implementation of the service covered by the contract, as well as the resolution operational of problems relating to particular needs of the activities.

## **16. Assignment**

The successful tenderer is required to carry out the services included in the contract himself and the same cannot be transferred under penalty of nullity, except in the cases provided for by law.

## **17. Terms of payment**

The award amount will be paid through advance payments previously agreed between the parties according to the timetable of the project activities (taking into account the Technical



Proposal and the Economic Offer presented by the Executing Body during the tender, including both the cost of the activities envisaged by the project and the fee due to the Executing Body). For each annuity, advance installments are envisaged to be paid following presentation of a regular invoice.

Without prejudice to the right to control and verify ongoing activities, at the end of each year the accounting and fiscal regularity of all documentation will be verified and, in particular, of the final report on the activities carried out, of the products released and of the related reporting of expenses incurred in accordance with the relevant regulatory provisions.

The invoices, together with the required documentation, must be submitted to the contact personnel of the appellant body and to the person responsible for the procedure (RUP) in order to acquire approval regarding the correct execution of the contract.

## **18. Controls**

The Contracting Body has the right to control and verify the good execution of the service with the help of persons chosen at its discretion. Since the contract is financed with European Union resources, checks may be arranged by the competent services of the European Union and/or national authorities.

## **19. Contractual costs**

Stamp duty, stipulation, registration and any other ancillary expenses relating to the procurement contract are borne 50% by the awarded Implementing Body and the remaining 50% by the Contracting Body.

## **20. Access to the selection procedure documentation**

Access to the procedure documentation is permitted in compliance with the provisions regarding the right of access to administrative documents according to the following methods:

### **It is deferred**

- a) in relation to the list of subjects who submitted offers, until the deadline for submitting them expires;
- b) in relation to the offers, until the award;
- c) in relation to the procedure for verifying the anomaly of the offer, up to the award.



## **It is forbidden**

d) to the information provided in the context of the offer or in justification of the same which constitutes, according to the reasoned and proven declaration of the offerer, technical or commercial secrets;

e) to the confidential reports of the works manager and the testing body on the questions and reservations of the person executing the contract.

In relation to the hypothesis referred to in paragraph letter d), access is permitted to the competitor for the purposes of defending his interests in court in relation to the contract award procedure.

## **21. Dispute**

For the resolution of all disputes that may arise in relation to this procedure, the competent court is that of Milan, in the forms and methods provided for by law.

## **22. Property and use rights**

The rights of property and/or use and economic exploitation of the documents, prepared or created by the Implementing Body by its employees and collaborators within or during the execution of this service, will remain the exclusive property of the Contracting Body which may, therefore, order the publication, dissemination, use and duplication of said intellectual or material works without any restriction. These rights, pursuant to Law no. 633/41 "Protection of copyright and other rights granted for its exercise" as modified and integrated by Law 248/00, must be understood as assigned, acquired and licensed in a perpetual, unlimited and irrevocable manner. The Implementing Body undertakes to deliver all products in an open and editable format and expressly undertakes to provide the Contracting Body with all the documentation and material necessary for the effective exploitation of the exclusive ownership rights, 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 current legislation regarding the collection and processing of personal data and the protection of databases.

## **23. Data processing**



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Pursuant to Legislative Decree 196/2003 and Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 containing the European Data Protection Regulation (hereinafter also "GDPR"), we inform you that the The data collected are intended for the choice of the contractor and their provision is optional, without prejudice to the fact that the competitor who intends to participate in the procedure or win the contract must provide the Contracting Body with the documentation required by current legislation. The rights of the interested party are those provided for by the art. 13 of the cited law. These rights can be exercised pursuant to and for the purposes of 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 accordance with Law 241/1990 as amended.

In particular, with regard to the procedure established by this procedure:

- a) the purposes for which the data collected are held concern the verification of the ability of the competitors to participate in the tender in question;
- b) the data provided will be collected, recorded, organized and stored for the purposes of managing the tender and will be processed, both by paper and electronic media, even after the possible establishment of the contractual relationship, for the purposes of the relationship itself;
- 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; 3) any other person who has an interest pursuant to law no. 241/1990 and subsequent amendments;
- e) the rights due to the interested party are those referred to in the art. 7, of the Legislative Decree. n. 196/2003 and subsequent amendments. and articles 15 to 22 of the GDPR, to which reference is made;
- f) the active subject of the collection is the Contracting Body and the person responsible is the legal representative President Guido Veroni.

The data controller is Guido Veroni pursuant 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 adapting to the GDPR.



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For any further aspect in this regard, it is possible to refer to the "Information on the processing of personal data to the customer" of CONSORZIO ITALIANO TUTELA MORTADELLA BOLOGNA and address requests to the CONSORZIO ITALIANO TUTELA MORTADELLA BOLOGNA, in Strada 4, Palazzo Q8 20089 Rozzano (MI), by registered letter, or by email to the email address: [infom@mortadellabologna.com](mailto:infom@mortadellabologna.com), or by telephone request at the number 02/8925901.

The entrusted party undertakes to respect, in carrying out the activities covered by this procedure, all the principles contained in the current regulatory provisions relating to the processing of personal data and in particular those contained in Legislative Decree no. 196/2003 and subsequent amendments, and in Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 containing the European Data Protection Regulation (hereinafter also "GDPR") and to guarantee that personal, property, statistical, demographic and/or of any other kind, of which it will become aware as a result of the services rendered, in any way acquired, are considered confidential and treated as such, while at the same time ensuring the transparency of the activities carried out.

The service provider must formally undertake to give instructions to its staff so that all data and information are processed in compliance with the relevant legislation.

The successful tenderer of the service undertakes to use the above data and information exclusively for the purposes and within the scope of the activities envisaged in these specifications.

## **24. Sole Project Manager**

Sole Project Manager pursuant to art. 15 of Legislative Decree 36/2023 is Dr. Viviana Romanazzi.