



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

Rozzano, 06/02/2024

**PROCEDURE FOR THE SELECTION OF THE IMPLEMENTING BODY OF
PART OF THE INFORMATION AND PROMOTION PROGRAMME CALLED
"THE EU FAB 6 - SAVOUR THE PDO AND PGI WINES AND DELI MEATS
FROM EUROPE" IN THE THIRD COUNTRIES UK AND SWITZERLAND.**

DETERMINATION OF THE RUP N° 1 OF 06/02/2024

AWARD DECISION

- On 17/10/2023, the Board of Consorzio Italiano Tutela Mortadella Bologna granted the President of the Consortium the powers to carry out the activities and approve and sign the documents necessary for the proper conduct and successful execution of the tender procedure;
- On 17/10/2023, the Board of Directors of the Consorzio Italiano Tutela Mortadella Bologna identified Dr. Viviana Romanazzi as the sole project manager (RUP) of the selection procedure, to whom it conferred the powers to carry out the activities and perform the acts necessary for the smooth running of the tender procedure;
- On 17/01/2024, the call for tenders "PROCEDURE FOR THE SELECTION OF THE BODY IMPLEMENTING PART OF THE INFORMATION AND PROMOTION PROGRAMME CALLED "THE EU FAB 6 - SAVOUR THE PDO AND PGI WINES AND DELI MEATS FROM EUROPE" IN THIRD COUNTRIES UK AND SWITZERLAND" was transmitted by the Consorzio Italiano Tutela Mortadella Bologna to the Publications Office of the European Union by electronic means;
- On 17/01/2024 the call for tenders is published in the Supplement to the Official Journal of the European Union (OJ/S) and is available on the TED (Tenders Electronic Daily) database with the following data and the code OJ/S – S12 17/01/2024 – 2024/S 012-030932
- On 17/01/2024 the technical specifications and attachments are published on the institutional website of the Consorzio Italiano Tutela Mortadella Bologna;
- On 17/01/2024, press releases relating to the call for tenders for adequate publicity to the national media were sent to the following national online publications:
 - <https://www.engage.it/>
 - <https://www.dailyonline.it/>
 - <https://www.ideeideas.it/>
 - <https://www.adcgroup.it/>
 - <https://foodweb.it/>
 - <https://www.pubblicomnow-online.it/>



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- <https://www.touchpoint.news/>
- <https://www.touchpoint.news/tag/touchpoint-today/>

- By the deadline of 05/02/2024 at 09.30 a.m. (deadline indicated in the call for tenders and in the technical specifications for the submission of bids and applications), in the manner and within the time frame provided for by law, n° 1 bid have been received

N°	Economic Operator	Role	Address	PEC	Date and time of receipt	Receive Mode
1	Blancdenoir srl	bidder	P.zza Matteotti, 25 25015 Desenzano del Garda (BS)	blancdenoirsrl@pec.it	01/02/2024 3.57 p.m. 3.59 p.m. 4.00 p.m	PEC

The sole project manager (RUP) took note of the list of participants in the procedure in question;

The President of the Consorzio Italiano Tutela Mortadella Bologna with resolution no. 1 of 05/02/2024 appointed the members of the Evaluation Commission, a provision published on 05/02/2024 on the website of the Consortium itself;

- on 05/02/2024, the Sole Project Manager (RUP) for the Procedure and the members of the Commission identified issued the declarations referred to in art. 93 of Legislative Decree 36/2023, concerning, among other things, the non-existence of a situation of conflict of interest in accordance with the provisions of art. 16 of Legislative Decree 36/2023;
- On 05/02/2024, the first public session of the tender is convened for 2.00 p.m., with remote connection through the use of a videoconferencing platform, as per the indications contained in the specifications themselves;
- on 05/02/2024 at 4.30 p.m., the confidential meeting of the Commission for the evaluation of the technical offer was held.
- on 06/02/2024 at 10.30 a.m. the confidential meeting of the Commission was held for the evaluation of the economic offer.

Having regard to the minutes of the Evaluation Committee:

- n.1 of the Commission of 05/02/2024 (public session)
- n.2 of the Commission of 05/02/2024 (confidential session – evaluation of the technical offer)
- n.3 of the Commission of 06/02/2024 (confidential session – evaluation of the economic offer)

and having taken note of the contents therein.



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Having regard to the Commission's minutes no. 3 of 06/02/2024 (confidential session) of the opening of the economic offer, from which the following results can be deduced:

Evaluation Criteria	OPERATOR BLANCDENOIR SRL
a. OVERALL STRATEGY and GRAPHIC PROPOSALS	30,1
b. EXTRA SERVICES	4,4
c. PREVIOUS EXPERIENCE and APPROACH METHODOLOGICAL	17,7
d. KNOWLEDGE OF THE TARGET MARKET	4,4
Total a) + b) + c) + d)	56,6
e. Economic offer for activities (SUBTOTAL ACTIVITIES)	7
f. Economic offer for the participating economic operator's fee	8
Total (e) + (f)	15
Total score a) + b) + c) + d) + e) + f)	71,6

Since:

- Art. 17, paragraph 5, of Legislative Decree 36/2023 which provides for the prior verification of the award proposal pursuant to Article 33, paragraph 1 and the subsequent adoption of the award measure;
- Art. 17, paragraph 6, of Legislative Decree 36/2023, which provides that the award is not equivalent to acceptance of the offer and becomes effective after verification of the possession of the prescribed requirements and that the bidder is irrevocable until the deadline established for the stipulation of the contract.

Certifying that there is no conflict of interest.

Having regard to the minutes of the Board of Directors of the Consorzio Italiano Tutela Mortadella Bologna of 17/10/2023 which identifies Dr. Viviana Romanazzi as the Sole Project Manager (RUP) of the selection procedure, giving the RUP the powers to carry out the activities and perform the acts necessary for the smooth running of the tender procedure and, therefore, to approve the award measure.

Considering it necessary to establish that the President of the Consortium may proceed:

- the conclusion of the contract by private deed, in accordance with the provisions of the 2023 annual call, issued pursuant to Regulation (EU) No. 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information and promotion measures concerning agricultural products carried out in the internal market and in third countries and repealing Council Regulation (EC) No. 3/2008;

Finally, it is considered necessary to establish that the RUP will be able to proceed with:



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- the publication of this award decision on the website of the Consorzio Italiano Tutela Mortadella Bologna (<https://mortadellabologna.com/>);
- the transmission of this award decision to the parties participating in the procedure in accordance with the provisions of art. 90, paragraph 1, letters b) and c) of Legislative Decree 36/2023.

That being said,

THE SOLE PROJECT MANAGER (RUP)

DETERMINES

With reference to the tender procedure for the selection, through an Open Competitive Procedure, of an implementing body in charge of carrying out the actions (activities/initiatives) aimed at achieving the objectives set out in the INFORMATION AND PROMOTION PROGRAMME CALLED "THE EU FAB 6 - SAVOUR THE PDO AND PGI WINES AND DELI MEATS FROM EUROPE" IN THE THIRD COUNTRIES UK AND SWITZERLAND, referred to in the call for tenders sent on 12/01/2024 to the Publications Office of the European Union (notice published on 17/01/2024 in the Supplement to the Official Journal of the European Union, Series S) and its subsequent additions:

- 1) to take note of the award proposal contained in the minutes n° 3 of 06/02/2024 for the SELECTION PROCEDURE OF THE BODY IMPLEMENTING PART OF THE INFORMATION AND PROMOTION PROGRAMME CALLED "THE EU FAB 6 - SAVOUR THE PDO AND PGI WINES AND DELI MEATS FROM EUROPE" IN THE THIRD COUNTRIES UK AND SWITZERLAND, and reported below:

Name of the economic operator	Final Score
BLANCDENOIR srl	71,6

- 2) to award to the bidder: BLANCDENOIR SRL with registered office in Italy, address P.zza Matteotti, 25 – 25015 Desenzano del Garda (BS), P. IVA 05014600281, PEC: blancdenoirsrl@pec.it;
- 3) to acknowledge that, pursuant to art. 17, paragraph 6, of Legislative Decree 36/2023, this award is not equivalent to acceptance of the offer and will be effective after verification of the possession of the prescribed requirements and that the bid of the successful bidder is irrevocable until the deadline established for the stipulation of the contract;
- 4) to acknowledge that the essential clauses of the contract have already been included in the technical specifications, approved by Resolution of 17/10/2023 and that therefore the draft contract to be submitted to the successful bidder will be defined on the basis of these contents;
- 5) to establish that the contract will be concluded by private deed in accordance with the provisions of the 2023 annual notice, issued pursuant to Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information and promotion measures concerning agricultural products carried out in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008;
- 6) to acknowledge that it has acquired, as required by the relevant legislation, the declarations in lieu of certification and notarial deed, with regard to the general and special requirements provided for in the technical tender specifications;



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- 7) to acknowledge that the verification procedure must subsequently be activated against the selected economic operator;
- 8) the requirements of economic and financial standing and technical and professional capacity;
- 9) general requirements;
- 10) to acknowledge that, pursuant to art. 17, paragraph 5, of Legislative Decree 36/2023, the award becomes effective after verification of the possession of the prescribed requirements;
- 11) to acknowledge that for any dispute, the provisions of art. 18 of the above-mentioned Technical Specifications;
- 12) to proceed with the publication of this award decision on the website of the Consorzio Italiano Tutela Mortadella Bologna (<https://mortadellabologna.it/>);
- 13) to transmit this award decision to all participants in the procedure in accordance with the provisions of art. 90, paragraph 1, letters b) and c) of Legislative Decree 36/2023;
- 14) to proceed, within the terms provided for by current legislation, to the publication in the Official Journal of the European Union of the notice relating to the contracts awarded, pursuant to art. 111 of Legislative Decree 36/2023.

Read, approved and signed in Rozzano, on 06/02/2024

The sole project manager (RUP)

Viviana Romanazzi