

**TENDER FOR IMPLEMENTING BODY
OF THE
GRANTS TO INFORMATION PROVISION AND PROMOTION MEASURES
CONCERNING AGRICULTURAL PRODUCTS IMPLEMENTED IN THIRD COUNTRIES**

EUWINA – 101046020

IN THE FOLLOWING MARKETS:

**China
Singapore
South Korea
Taiwan**

**SPECIFICATION
GENERAL CLAUSES**



1. Introduction

Interprofesional del Consejo Regulador de la DO La Mancha, Unione Vini Veneti and The National Interprofessional Organization of Vine and Wine of Greece jointly submitted a proposal upon the 2021 Call for proposal – Multi programmes of the (EU) Regulation No. 1144/2014, called EUWINA, which has been selected for funding.

The informational and promotional campaign aim to enhancing the competitiveness of EU agricultural products, more specifically, wine products, with a focus in promising Third Countries, via an informative and educational program aimed at raising the awareness level towards these products and increasing knowledge of EU regulations and policy with an high focus on the knowledge of european wines between foreign professionals.

The framework for the present call for proposals is set by the Grant Agreement No. 101046020 and all the provisions and obligations here provided comply with it. The acceptance of the EU contribution is set as preliminary condition.

2. General information

a. Title of the action

EUWINA: European Wine Ambassadors

b. Proposing organizations

The project consortium sees the collaboration between thress EU Countries, Italy, Spain and Greece represented by three organizations.

Country	Name	Website	Role
ES	Interprofesional del Consejo Regulador de la DO La Mancha	https://lamanchawines.com/en/	Leading beneficiary
IT	Unione Vini Veneti - UVIVE	http://www.uvive.it/	Beneficiary
GR	National Interprofessional Organization of Vine and Wine of Greece	https://winesofgreece.org/	Beneficiary

c. Products to be promoted

The promotional program is aimed at promoting **Italian, Spanish and Greek quality wines**. Specifically, for Spain and Italy the focus will be on the PDO and PGI wines protected by ICRDO La Mancha and UVIVE.

d. Target countries and budget

The promotional program is targeted to the following countries, for the fixed approved maximum limit of investment:

Target country	Maximum limit of investment
China	484.339,52 €
Singapore	104.363,84 €
South Korea	217.739,20 €
Taiwan	104.991,04 €
MAXIMUM TOTAL AMOUNT	911.433,60 €

The overall maximum investment is therefore fixed at Euros **911.433,60**.

All the amounts above and in the following sections of the tender are to be considered VAT excluded.

e. Timeline

This promotional program will run from January 1st 2022 to December 31st 2024.

3. Objectives of the actions and messages to be conveyed

The campaign is strongly focused on high-quality education on Europe quality wines aimed at a very specific geographical area (China and Far-East Asia) that appear to represent an important opportunity for wine market in general and for EU wines in particular. At the same time, due to its history and tradition, as well as recent year market choices and development, this area stands as one of the greatest challenges for European wine in particular.

Awareness of EU products and agricultural policies, able to ensure an above-the-average quality level, is still very limited in the target Countries selected for the purpose of this program. Thus, EU producers face strong competition from New World lower-quality-lower-price products.

On the other hand, in countries such as China, one of the largest wine consumers in the world by total volume, wine industry is facing an increasing attention and, especially European and high-quality wines, represent a focus of great interest as well as a still not-so-developed and structured market. Subsequently, an increasing number of wine frauds.

In this context, it is not only necessary to increase the awareness of EU products and agricultural policies, but also to educate wine professionals and consumers on how to identify and understand European wine labels. Also, the aim of the campaign is that of highlighting the importance of sustainability in the EU and the proposing organizations.

The general objectives of increasing competitiveness of EU wines through information and communication and of broadcasting knowledge about European quality policies and sustainability, will be addressed mostly through an educational and informative strategy addressed to high-level local professionals: specifically Ho.Re.Ca., importers/distributors and press, with the aim of increasing the general awareness level and education on the selected target group in specific Countries towards EU Quality wines and European quality policies: quality regulation and standards, traceability and sustainability.

The general quality standards and policies will be shown and explained through the example of the specific wine denominations promoted by the project consortium.

The educational action put in place during the project will be focused on achieving the following technical outcomes:

- **increasing sensibility towards quality policies** and European standards in order to foster the understanding of the importance that quality regulations, control, labels play in assuring a highest-quality product and in order to influence the general consumption choices of the target market, providing professionals with a solid framework of knowledge and competencies towards European quality standards;
- increasing understanding and sensibility towards core concepts of **sustainability, biodiversity, specificity of ecosystems** and value of different products and agricultural realities in the European context. The regions and wines involved in the project will serve as examples for the wider European agri-food reality.
- increasing the perceived image of connection and synergy between the wine product and the wider, more general **European and Mediterranean products** to enhance the messages

of authenticity, sense of origin, sustainability, tradition, connecting the product’s choice to a wider social and cultural one and providing professionals and press with a stronger, easily communicable message for consumers and general audience as well as with a wealth of knowledge for their conscious purchasing choices;

Therefore, the campaign objectives can be described as follows (for specific descriptions and calculations please refer to next sections):

Obj.	Definition	Type	Target value
O1	Increase awareness of wine professionals towards European quality standards and policies	Informative	+10%
O2	Increase awareness towards specific features such as sustainability and biodiversity	Informative	+15%
O3	Increase competitiveness of EU wines	Economic	ROI: 7,14

The educational framework of the project will be structured to provide a comprehensive knowledge for professionals to use in all their work arena, on different levels: both in-depth education as well as communicative tools will be provided to the target audience, in order to offer them a complete and coherent set of assets to use in spreading the supporting the communication and commercial action of EU wines.

The final aim of the specific objects is that of training a selected but open group of Ambassadors of European Wines, based on informing about the European standards and framework for quality agricultural products and wines.

The educational objective will be reached by using the EU quality scheme, that sums up all the intrinsic positive features that characterize EU quality products, as the focal point for the whole communication and education strategy. In fact, EU regulation is meant to assess quality, food safety, traceability, authenticity, traditionality. All the declinations of the “sustainability” concept, as it is now a trending concept on a global level, and all the different sub-concepts will be exploited to maximize the promotional return for the involved products (since every product and every production area, though sharing some core common values, is different in terms of specific competitive advantage).

Product preference will be increased by effectively communicate how EU products, through the use of the consortium involved in the project, meets the upon stated consumers’ requirements under various aspects.

In particular, the project will focus on some aspects that match both the current market’s fashion and sensibility, and the EU regulation and standards.

- **Intrinsic quality of the product:** the involved products share some common quality values, such as the full traceability of the production process, the certified higher quality standards and a well-defined production area.
- **Sustainability through origin, authenticity and traceability:** EU quality products and wines all share a very specific region of origin and tradition of production, as well as a culture and economic ecosystem and a specificity in agricultural products, linked to their specific natural ecosystem and relevance of preserving biodiversity as well as rural areas and their economy.
- While highlighting the specificity of each product, the project aims at spreading the general message of the importance of these aspects in agri-food choices. The presence of local (and different) grape varieties, specific winemaking traditions and local tastes all add-up to the value of European wines and of EU lifestyle in general.
- **Value for money:** The project consortium proposes to the market a bundle of EU quality wines with a good value for money, since they offer high quality products (certified by the European quality scheme) at an affordable price, allowing consumers to understand the potential primacy of these wines for their quality standard values, without necessarily perceiving them as “premium” or “niche” products.

Target groups:

The program is aimed at:

- Ho.Re.Ca. professionals and importers / distributors
- Press, influencers

Communication/Didactic strategy: main topics of interest

The main topics and assets identified as strategic of the campaign's main message, will represent the main pillars and expected educational outputs of the educational and informative action.

Quality, traceability and sustainability: masterclass, seminars, workshops and tastings will stress out all the elements that lead a wine to comply with EU regulation. PR and digital communication will help conveying this message continuously.

Sensory aspects: masterclasses and workshops will educate professionals to understand and to communicate all the product features, to look for them in a wine and to educate consumers' taste. PR and digital communication will carry on this effect during the whole campaign.

Production area, origin, authenticity, biodiversity: PR and digital will continuously narrate the origin of the products, emotional format during the educational and tasting events will engage the public and study trips to the region will reinforce this message with a direct experience of the most critical aspects of this message.

Culture and lifestyle Educationals, seminars and communication will be reinforced by the message of the cultural integration of agriculture and rural economy and the European ecosystem and lifestyle, supported by PR and digital communication. Professionals will be supported by an important tool that will help them "shift" the axis of a promotion based on price and volume, to one that place its main focus on a cultural choice an holistic experience (drinking as a part of a social experience, wine as an agricultural product of a specific culture, tradition and economy and so on, wine as a part of a balanced meal) all relevant elements that characterise the general image of EU, its lifestyle and its products.

Price: while price is not one of the main topics and messages of the campaign, it is always a relevant information and aspect of the promotion and as such it has to be kept in mind.

Price plays an important role in the choice of a wine. As such, the aim of the project should be that of creating a "different" storytelling that will allow professionals to establish a new and different scale of value for EU quality wines. This will be obtained by giving professionals the knowledge tools and details to have leverage for supporting the market sector of European wines

4. Activities

General information: please note that the sub-totals for each work package reflect the proposal submitted and could be used as an indicative budget. Nevertheless, the competing agencies are invited to submit their own proposal, providing what they think is the most effective budget proposal to achieve the planned KPIs and objectives.

Work Package 2: Public relations

A Public Relations service will be in place for the whole duration of the project. This service will establish the necessary links with the most relevant players on the target markets, in-line with the project objectives: sommeliers, importers/distributors journalists, press. After detecting the selected target group, it will maintain constant relations with them by conveying the values of the European Union, ensuring that they understand correctly the main messages and actively participate in the program and in the future dissemination of the message. It will as well ensure the target group receives all information and support and all informative tools necessary to convey the message correctly to the wider public. Activities include: calls for events, follow-up of calls, press releases control, supervision and dissemination, relationship with target group and management of useful information, dissemination of press dossiers to key media players, press clippings per action, annual press clipping and permanent PR Office tasks.

Timeline	YEAR 1	YEAR 2	YEAR 3
Public relations	1 press kit 6 press releases 1 Media collection/Clipping	2 press releases 1 Media collection/Clipping	2 press releases 1 Media collection/Clipping
Total for the Work Package 2	EUR 8.960,00	EUR 11.200,00	EUR 11.200,00

Work Package 3: Website, Social media

Website

Domain, hosting, development, design and programming of website in Wordpress, PHP and MySQL. The platform will deliver the content in the main target-country languages (simplified and traditional Chinese, Korean and English). It will be a responsive website on mobile and desktop. The website will be dedicated exclusively to the campaign and all contents and graphics will comply with the identity of the program. The website will contain a blog section, that will be updated in real time with the actions carried out in every target country, as well as other relevant information. Creation of a monthly blogpost including drafting, image search, management, coordination, supervision and upload and update content to the platform. The website task also includes an archive of images related to the project and to all related activities and events. A SEO positioning will be in place for most of the duration of the program, in order to ensure proper visibility. All contents will be uploaded (and updated) in English and translated into the local language of the market.

Social media

Both English/US Social media (Facebook, Instagram) and Chinese ones (WeChat, Weibo) will be activated and updated in order to reach all target groups in all Countries. Related language adaptations will be in place, if possible, in maintaining the necessary frequency of publication and content update. The main goals of Social Media accounts will be to provide updated, engaging and informative material for target groups and for other players, in order to enlarge and diversify the educational and informative approach.

This includes showcasing the project's activities, and to actively communicate with target group and other players. In addition to the above, promotion of the campaign's messages and active engagement will be ensured through contests, surveys and other responsive activities.

Timeline	YEAR 1	YEAR 2	YEAR 3
Website	Website: English, Chinese (Traditional & Simplified), Korean SEO website positioning	Website: updating and maintenance SEO website positioning	Website: updating and maintenance SEO website positioning
Social media	- Social Media: Chinese (Wechat, Weibo), English (Facebook, Instagram) - Setup & Community Manager – Minimum 1 general post per week (original content) - At least 1 post per activity	- Social Media: Chinese (Wechat, Weibo), English (Facebook, Instagram) - Community Manager - Minimum 1 general post per week (original content) - At least 1 post per activity	m Social Media: Chinese (Wechat, Weibo), English (Facebook, Instagram) - Community Manager - Minimum 1 general post per week (original content) - At least 1 post per activity
Total for the Work Package 3	EUR 25.760,00	EUR 13.440,00	EUR 13.440,00

Work Package 4: Advertising

A digital media plan specifically will be developed with specific action on each of the target countries. This plan will cover the most effective way to run an online display campaign to reach the widest diffusion. Even though the main target group of the campaign will be the professionals, the action of the social media will have the chance to enlarge the final audience, as such supporting the action of wine professionals in spreading the campaign message.

Using a display campaign, the message and content of the present proposal will be reinforced. The overall annual budget for display advertising would be then distributed to the different campaigns based on the media plan developed.

The campaigns will be launched in coordination with the project's calendar and other activities. For this purpose, alignment between offline and online promotion and informative campaigns is crucial.

Timeline	YEAR 1	YEAR 2	YEAR 3
Advertising	Online advertising on social media	Online advertising on social media	Online advertising on social media
Total for the Work Package 4	EUR 11.200,00	EUR 11.200,00	EUR 11.200,00

Work Package 5: Communication tools

Promotional material is an important element of the above-mentioned informative program. This material is intended to be used as a reminder of the program goals: increase awareness in the target countries and link the informative message with an emotional one, conveying the target topics of lifestyle, quality and origin/authenticity of European wines and products.

They are also aimed to be used as a visual aid for other promotional events and activities in order to make it easier for professionals to recognize the message to be conveyed and the identity of the whole program.

Design of all promotional materials is to be carried out during the first year of the program in order to offer a uniform and coherent visual message.

Timeline	YEAR 1	YEAR 2	YEAR 3
Communication tools	Photocall/Backdrop (5) Rollups (16) Pens (1.500) Notebook (1.200) Bottle openers (1.300) Catalogues (1200) Bags (1200) Drop Stop Wine Pouring Discs (1.500)	Re-print/restock	Re-print/restock
Total for the Work Package 5	EUR 23.161,60	EUR 4.480,00	EUR 4.480,00

Work Package 6: Events

European Wine half-day program

The European Wine half-day program will take place in selected cities of the target countries and they will address a wide public (around 50 attendees) of local professionals among importers/distributors, Ho.Re.Ca, sommeliers and press/journalists/bloggers/influencers.

Half-day (around 4 hours total) of event will host a general overview and introduction of European main promotional messages and 3 Seminars, each one focused on one of the countries and bodies involved in the project.

Also for China, seminars will be live stream through a virtual classroom platform in China. This will provide attendees across China to join the seminars and learn about EU wines.

The European Wine half-day program is aimed at educating and informing the target group about the quality producing methodologies of the European Union along with the EU quality certifications regarding PDOs and PGIs. The activity is expected to have a relevant impact on the preference of the product by the professionals of the sector.

Masterclass UVIVE

The UVIVE Masterclass aims at strengthening and re-iterating the main messages conveyed in the seminars of the project, with a relevant focus on the value of denominations, sub-regions, origin and native grapes, taking into consideration the articulated and rich case of the UVIVE body and its territory and denominations.

Study trips

The idea is to bring key players to Europe in order for them to have a first-hand experience regarding the production chain, the quality and the differential value of European wines, with particular attention to the concepts of origin, cultural and historical ecosystem, sustainability and biodiversity.

The number of target players involved in the activity is in-line with the general budget of the project, as well as with the general extension of the target countries and expected return.

The schedule and unfolding of the trips will include tours of the territory, visits to institutional sites as well as the rural and agricultural area, meetings with key institutional players and main players of the production chain

This activity is expected to have a huge impact and help in supporting the operators’ educational path and in creating a belonging and emotional connection between them and Europe. As a way to guarantee that the Union message is conveyed properly, the attendees will receive an information dossier with relevant information of the program.

<p>European Wine half day program</p>	<ul style="list-style-type: none"> - Half day program - Venues: 5 star hotels - Attendees: minimum 50 pax - Personalized attendance diploma - Total wines: 18 (6 per partner). - Wine shipping: 72 bottles (4 bottles/wine) - Streaming service in China 	<ul style="list-style-type: none"> - Half day program - Venues: 5 star hotels - Attendees: minimum 50 pax - Personalized attendance diploma - Total wines: 18 (6 per partner). - Wine shipping: 72 bottles (4 bottles/wine) - Streaming service in China 	<ul style="list-style-type: none"> - Half day program - Venues: 5 star hotels - Attendees: minimum 50 pax - Personalized attendance diploma - Total wines: 18 (6 per partner). - Wine shipping: 72 bottles (4 bottles/wine) - Streaming service in China
<p>Masterclass UVIVE</p>	<ul style="list-style-type: none"> - Venues: 5 star hotels - Attendees: minimum 50 pax - Total wines: 10 - Wine shipping: 40 bottles (4 bottles/wine) 	<ul style="list-style-type: none"> - Venues: 5 star hotels - Attendees: minimum 50 pax - Total wines: 10 - Wine shipping: 40 bottles (4 bottles/wine) 	<ul style="list-style-type: none"> - Venues: 5 star hotels - Attendees: minimum 50 pax - Total wines: 10 - Wine shipping: 40 bottles (4 bottles/wine)

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Study trips	CHINA Attendees: 6 pax (English required) - 5 nights in Greece - 5 nights in Spain	KOREA, TAIWAN, SINGAPORE Attendees 6 pax (English required): Korea (4), Singapore (1), Taiwan (1) - 5 nights in Greece - 5 nights in Spain	CHINA Attendees: 6 pax (English required) - 5 nights in Greece - 5 nights in Spain
Total for the Work Package 6	EUR 254.352,00	EUR 253.008,00	EUR 254.352,00

5. Measurements of results

In order to assess the effectiveness of the promotional activities executed, a third-party evaluation body will monitor the execution of the project (both ongoing and after its conclusion) and the achievement of the expected results in terms of output, results and impact (informative and economic).

The table below summarizes an indicative set of indicators that will be used to check the progress and evaluate the project. The competing agencies may present their own list of indicators they consider useful to evaluate the execution and the effectiveness of the actions. The third-party evaluation body that will be nominated may define a different list, of which the implementing body will be promptly informed.

Output and result indicators

Work Package	Indicator	Sub indicators
Public relations	Units sent	Press folders
		Wine samples
		Merchandise
	Contacts reached	Importers/Distributers
		Press / Influencers
		Ho.Re.Ca. professionals
	Results & Impact	Publications
Target reached		
Social & Web	Website	Updates
		Visitors
		Sessions
		Average time
	Social network XXXX	Updates
		Impressions
		Likes
		List with the link of each post
		Engagement rate
ADV	Publications	
	Copies distributed	
Communication tools	Units produced	
	Units distributed	
Events	Invited guests	Importers/Distributers
		Press / Influencers
		Ho.Re.Ca. professionals
		Final consumers
	Attendants	Importers/Distributers
		Press / Influencers
		Ho.Re.Ca. professionals
		Final consumers
	Communication tools	Communication materials distributed
		Units of merchandise distributed
	Results & Impact	Publications
		Target reached

Informative impacts

The expected increase in the awareness levels is defined in +10% for the general awareness and +15% for the awareness towards specific features.

The implementing body will cooperate in the acquisition of the information to monitor the increase of awareness level providing logistic support and sharing all the available information's required by the selected evaluation body.

6. Obligations of the implementing body

a. General obligations

The selected proposal will enter into force only after the signing of the contract of services between the beneficiaries and the implementing body.

Should the beneficiaries reject the EU contribution before signing the contract of services, no obligation can be held against the beneficiaries by the selected implementing body.

During execution, the detailed plan of the promotional activities must be submitted by the implementing body to the beneficiaries for approval, as well as relevant operational and logistic choices such as choice of location, guest profiles, stand preparation, etc.

b. Reporting

Upon completion of each of the planned activities, as well as at the end of each phase, the implementing body is responsible for presenting a final report (following a template that will be shared at the beginning of the program) per activity and an annual report providing all the information requested by REA and in any case at least the following:

- Locations, dates and timing of the activities executed
- Description of the activities held
- Description of all promotional material produced, attaching copies of each
- List and contact of all guests invited/contacts made
- Photos of the activities executed, including photos of the distribution/placement of materials produced and the visibility of EU funding
- Results obtained

The Implementing Body explicitly agrees to oblige in all relevant checks or audits carried out by REA and/or other Agencies authorized by REA during the execution of this contract and for five years following its completion. The same obligation shall apply to any subcontractors used by the Implementing Body and shall be explicitly included in their contracts.

c. Invoicing

Requests for payment to beneficiaries must be accompanied by the invoices (original and copy), the supporting documents including invoices of suppliers, classified by market and activity as described in this tender document.

All supporting documents must include complete identification of the Implementing Body or its subcontractor or provider, the service/product provided and the relation to the activity in question, the date, the itemized sum (without VAT) and the registration number.

Is considered to be supporting documents the invoices or receipts of the expenses incurred by the implementing body during the execution of the activities of the program or the timesheets related to the fees previewed in the program's budget.

To the value of expenses paid, the implementing body must deduct all revenues directly obtained with the execution of the program's activities.

The payments will be made by the beneficiaries by bank transfer to the account of the implementing body.

d. Controls

An agreement will be signed between the beneficiaries and each implementing body, transposing to this contract the main rules, obligations and procedures provided for in the Grant Agreement to be signed by the beneficiaries and the European Research Executive Agency (REA), establishing penalties in case of non-compliance due to the implementing body and predefined conditions for resolution of the contract.

At the beginning of each implementation phase, the consortium will meet with the implementing bodies, establishing a detailed plan by activity, with attribution of responsibilities, execution times and specific objectives.

Beneficiaries will take on permanent follow-up of execution with the implementing bodies, continuously exchanging information. The coordinator will periodically meet the implementing bodies for detailed monitoring of the preparation, organization, execution and cost of the activities, decision making and eventual adjustment of the action, if strictly necessary. In addition, the beneficiaries will control locally the execution of a sample of the planned activities, attending them in person in the several target markets.

The performance of the implementing bodies, and their eventual subcontractors, is therefore subject to continuous evaluation. The coordinator's intervention will be constant ensuring that the action is implemented as foreseen.

7. Participation to the tender

a. Documents to be submitted

To participate in this tender, the applicant to the "implementing body" role must submit a proposal for implementation of the "Grants to information provision and promotion measures concerning agricultural products implemented in the Third Countries EUWINA - 101046020", which must include the following elements:

Step 1:

In this step, the competing agencies are required to provide the documents that prove the possession of the eligibility criteria as follows:

- A request to participate to the tender, signed by the legal representative of the competing agency. prepared as per following section 7.b
- An official document released by the State where the agency is located proving the registration in the respective official registry (following the local regulation)
- A copy of the last approved financial statement
- A bank reference letter, stating that the competing agency has the financial strength to execute the program
- List of similar activities previously executed
- CVs of the team members involved in the execution of the action

Step 2:

In this step, the competing agencies are required to provide their best offer for the services required as follows:

- A technical offer prepared as per following section 7.c
- A detailed budget proposal prepared as per following section 7.d

All the documents except for the registration document, the financial statement and the bank reference letter must be provided in English. Registration document, financial statement and bank reference may be provided in the language of the competing agency and the evaluation committee may require to provide a free translation in English.

b. Request to participate

The request for participation must include the following elements:

- a) Company – Address, E-mail, Phone, Fax
- b) Contact Person – Function, E-mail, Phone, Fax
- c) Presentation and background of the company

c. Technical offer

The technical offer must include the following elements:

- a) General strategy for the implementation of the program
- b) Information on the technical competencies and professional capabilities of the company and its team
- c) Information on the company capability to execute the present program and the results achieved in the execution of former programs having similar characteristics to this one as well as similar products on the targeted markets. Should the company have existing partnerships with local providers that could be useful for the project, those partnerships should be presented in the proposal.
- d) Dates, schedules and details of the execution of the activities of the action to be implemented per market/country, complete with the goals to be reached (i.e. number of contacts/audiences previewed)
- e) Additional comments or suggestions (optional)

The application will be considered invalid if any of the elements from a) to d) is missing.

d. Detailed budget proposal

The candidate to implementing body has to submit a detailed budget proposal:

- For each activity per market
- Showing separately the costs per type of expense/fee in detail (describe type, cost per unit, number of units, ...)

The budget submitted must have a detail level apt to enable the committee to evaluate the consistency of the budget and its alignment with average market costs. For example, concerning activity 6.1 (Stands at trade shows) a separate quotation for each fair must be provided.

The implementing body fees must be submitted on a daily basis, per activity, per month, per category of staff and person. It shall indicate the duration of the service, the unit cost and total cost.

The fees must also include travel costs for implementing body staff.

The implementing body fee must not exceed an overall rate of 14% on activity costs, where “Activity costs” refers to the total budget for the action without considering the implementing body fee.

Example of calculation:

MAXIMUM AMOUNT TARGET COUNTRY CHINA: 484.339,52 € Please note that this is the maximum amount and the TOTAL AMOUNT OFFERED FOR TARGET COUNTRY CHINA must be lower or equal.

The calculation of TOTAL AMOUNT OFFERED FOR TARGET COUNTRY CHINA is obtained by the sum of the Total amount offered by the operator for action implementation TARGET COUNTRY CHINA added of the Total amount offered by the operator for action implementation TARGET COUNTRY CHINA.

Example calculation:

Total amount offered by the operator for action implementation TARGET COUNTRY CHINA : 400.000 €

Fee offered by the Operator (12%) TARGET COUNTRY CHINA = 48.000,00€

TOTAL AMOUNT OFFERED FOR TARGET COUNTRY CHINA : 448.000,00€

The implementing body fee must be calculated based on the activities directly executed and managed by the implementing body itself.

A summary of the investment proposed per target market must be provided, using the template below:

DETAILED BUDGET PROPOSAL			
TARGET COUNTRY: xxxxx			
Work package 2 – Activity 1	Year 1	Year 2	Year 3
Ongoing press relations	XXXX €	XXXX €	XXXX €
Press kits	XXXX €	XXXX €	XXXX €
Monitoring / clipping	XXXX €	XXXX €	XXXX €
Press releases	XXXX €	XXXX €	XXXX €
Total cost for the activity	XXXX €	XXXX €	XXXX €
Implementing body fee (daily rate)	XXXX €	XXXX €	XXXX €
Number of working days	XXXX €	XXXX €	XXXX €
Travel costs for implementing body staff	XXXX €	XXXX €	XXXX €
Total implementing body fee	XXXX €	XXXX €	XXXX €
Grand total for the activity (cost + fee)	XXXX €	XXXX €	XXXX €
Work package 2 – Activity 2	Year 1	Year 2	Year 3
Translator	XXXX €	XXXX €	XXXX €
Room rental	XXXX €	XXXX €	XXXX €
Wine Corkage	XXXX €	XXXX €	XXXX €
Wine expert	XXXX €	XXXX €	XXXX €
Materials	XXXX €	XXXX €	XXXX €
Delivery of wines	XXXX €	XXXX €	XXXX €
Technical support	XXXX €	XXXX €	XXXX €
Total cost for the activity	XXXX €	XXXX €	XXXX €
Implementing body fee (daily rate)	XXXX €	XXXX €	XXXX €
Number of working days	XXXX €	XXXX €	XXXX €
Travel costs for implementing body staff	XXXX €	XXXX €	XXXX €
Total implementing body fee	XXXX €	XXXX €	XXXX €
Grand total for the activity (cost + fee)	XXXX €	XXXX €	XXXX €

DETAILED BUDGET PROPOSAL			
TARGET COUNTRY: xxxxx			
	Year 1	Year 2	Year 3
Total costs for the activities (WP2+WP3+...)	XXXX €	XXXX €	XXXX €
Total implementing body fee (WP2+WP3+...)	XXXX €	XXXX €	XXXX €
Overall budget for the target country	XXXX €	XXXX €	XXXX €

Please note that, while the competing agencies may submit a different budget proposal for each WP, the overall budget proposal (costs + fee) for each target country must not exceed the fixed maximum amounts listed in section 2.d.

*In addition to that, the overall budget **must not exceed the fixed maximum value of the tender presented in section 2.d.***

Proposals exceeding these fixed limits will be discarded and not considered for evaluation.

e. Procedure for the submission of proposals and deadline

The selection procedure will follow a 2-steps procedure.

Step 1: Eligibility credentials

The closing date for the administrative documents request is **2021, November 25th (16h30)**.

The documentation must be presented only in electronic format in .pdf format (not editable), by the closing date and time provided above.

Bidders are fully responsible of ensuring that the proposals are delivered to the address provided by the peremptory term fixed by the deadline. **Proposals received after the deadline and/or not properly sent as described will not be considered for evaluation.**

The proposals must be sent to the attention of the Evaluation Committee **exclusively by e- mail** to: EUWINA@lamanchawines.com

The subject field must present the following description:

TENDER FOR IMPLEMENTING BODY OF THE GRANTS TO INFORMATION PROVISION AND PROMOTION MEASURES IN THIRD COUNTRIES (EUWINA – 101046020) – ELIGIBILITY CREDENTIALS

Proposals received in different ways from the one described above will be discarded and not considered for evaluation.

For any request of clarification proposing agencies may send an email to EUWINA@lamanchawines.com

All the requests for information must be sent exclusively by e-mail before 2021, November 19th at noon (12h00).

<u>All the competing agencies that submit a complete proposal and match the eligibility criteria will be invited to submit their offer in Step 2.</u>
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Step 2: Technical and economic evaluation

The closing date for the submission of technical and economic evaluation is **2021, December 15th (16h30)**.

The documentation must be presented only in electronic format in .pdf format (not editable), by the closing date and time provided above.

Bidders are fully responsible of ensuring that the proposals are delivered to the address provided by the peremptory term fixed by the deadline. **Proposals received after the deadline and/or not properly sent as described will not be considered for evaluation.**

EUWINA – 101046020

The proposals must be sent to the attention of the Evaluation Committee **exclusively by e-mail** to: EUWINA@lamanchawines.com

The subject field must present on the external side the following description:

TENDER FOR IMPLEMENTING BODY OF THE GRANTS TO INFORMATION PROVISION AND PROMOTION MEASURES IN THIRD COUNTRIES (EUWINA – 101046020) – TECHNICAL AND ECONOMIC OFFER

Proposals received in different ways from the one described above will be discarded and not considered for evaluation.

For any request of clarification proposing agencies may send an email to EUWINA@lamanchawines.com

All the requests for information must be sent exclusively by e-mail before 2021, December 10th at noon (12h00).

8. Eligibility criteria

The competing agency (single or in a temporary grouping of companies) who intends to participate in this selection tender:

- must have achieved, in the three-year period 2018-2019-2020, a total overall turnover of no less than Euro 2,000,000.00 in letters: (Euro two million / 00) net of VAT, resulting from official documents;
- must attach a Bank declaration that possess the financial means necessary to guarantee the execution of the actions envisaged by the Program (suitable bank references);
- must attach the certificate of registration in a commercial register kept in the State where the economic operator is based.

The possession of these requirements must certify during the first step of the procedure. These requirements must be possessed by the economic operator as a whole, or as a subject in a temporary grouping of companies.

Technical and professional capacity requirements

The economic operator (individual or in a temporary grouping of companies) who intends to participate in the selection tender must:

- having completed, in the three-year period 2018-2019-2020, services similar to those covered by the tender for a total amount not less than Euro 1,000,000.00 (in letters: Euro one million / 00) net of VAT;
- attach the list of the main services performed (company CV);
- attach the CVs of the personnel employed, in the eventual execution of the Program, from which a proven experience in services similar to those objects of the tender is shown.

Similar services are (by way of example and not exhaustive):

- management of complex international promotion projects / programs;
- management of groupings of companies and coordination of work groups;
- planning and management of public contribution programs;
- events and incoming organization activities;
- press office management activities;
- communication activities, PR, etc. also online;

- realization of informative material;
- realization of promotional videos;
- promotional activities in the agri-food sector

The possession of these requirements must be during the second step of the procedure. These requirements must be possessed by the economic operator or by the temporary grouping of companies as a whole, except that in this latter case the agent in any case must possess the requisites and perform the services in a majority

9. Evaluation criteria

The proposals will be analyzed and evaluated by an evaluation committee representing the beneficiaries in order to identify the most competitive proposal in terms of value for money. Therefore, the following criteria will be evaluated jointly:

- Quality of the technical offer (85 points maximum)
- Competitive budget proposal (15 points maximum)

The following criteria and sub criteria are defined for the evaluation:

TECHNICAL OFFER: 85 POINTS MAXIMUM		
Criterion	Sub criteria	Maximum score
1. OVERALL STRATEGY	Quality of the overall strategy, the proposed promotional activities and their coherence with the approved proposal and the tender dossier.	Up to 6 points
	Capacity to produce the expected results and achieve the set objectives.	Up to 4 points
Maximum score		10
2. PROJECT OUTPUT	Creativity and innovation of the proposed communication and promotion plan (i.e. PR activities, promotional video, communication tools, on-line communication, events planning, etc.)	Up to 10 points
	Expected outputs effectiveness and capacity to convey the program messages	Up to 5 points
	Quality of the proposed visuals	Up to 5 points
	Quality of the team assigned to the program, for communication, graphic, event management, etc. (evaluation of the CVs)	Up to 15 points
Maximum score		35
3. METHODOLOGY	Adequacy of the methodologies for implementation and execution	Up to 15 points
	Adequacy of the activities planning and implementation in terms of coherence to the objectives set and to the expected timeline. More in details, coherence between the submitted activities timeline and the effectiveness of activities implementation, with special regards to the team resources involved	Up to 8 points
	Adequacy of the control tools that will be used to evaluate the correct economic and financial execution, together with the coherence to the expected timeline	Up to 2 points

	Previous experiences and skills of the competing agency and of the team assigned to the project	Up to 10 points
	Proposed improvements to the promotional program	Up to 3 points
	Continuous assistance granted to the beneficiaries	Up to 2 points
Maximum score		40

The committee will evaluate every technical offer assigning a qualitative score to each sub criterion based on the following table:

not detectable	0
irrelevant	0,1
nearly sufficient	0,2
sufficient	0,3
sufficient/discreet	0,4
discreet	0,5
discreet/good	0,6
good	0,7
good/very good	0,8
very good	0,9
excellent	1,0

COMPETITIVE BUDGET PROPOSAL: 15 POINTS MAXIMUM		
Criterion	Sub criteria	Maximum score
COMPETITIVE BUDGET PROPOSAL	Competitive budget proposal for costs (as per following rule)	Up to 10 points
	Competitive budget proposal for implementing body fee (as per following rule)	Up to 5 points
Maximum score		15

Sub criterion: “Competitive budget proposal for costs”

$$\text{Score} = (\text{Offer X} / \text{Maximum offer}) * 10$$

Where:

Offer X is the budget proposal for costs that is evaluated

Maximum offer is the highest budget proposal received

Sub criterion: “Competitive budget proposal for implementing body fee”

$$\text{Score} = (\text{minimum \% rebate} / \text{current \% rebate}) * 5$$

Where:

minimum % rebate is the lowest implementing body fee received

current % rebate is the implementing body fee received for the proposal that is evaluated

In the score calculation, values will be considered up to 2 digits.

Proposals with a budget above the global tender value will be rejected.

The evaluation committee meetings will be held through videoconference tools (i.e. Skype, Zoom) and the meeting minutes will be shared among the partners for approval.

The proposals with the highest total final score are selected for execution. In the event of a tie, the lowest price offers are selected. Following best value-for-money criteria.

Possible conflict of interests will be assessed, and their implementing proposals refused if identified economic interest, political or national affinity, family or emotional ties or any other shared interest between beneficiaries and implementing bodies, removing any influence on the selection process, the award value or the execution of the program.