

TECHNICAL SPECIFICATIONS AND SELECTION PROCEDURE FOR THE IMPLEMENTING BODY OF THE PROGRAMME NAMED: RET – The Renaissance of European Taste

1. PREMISES AND PRELIMINARY INFORMATION

CONSORZIO DEL VINO NOBILE DI MONTEPULCIANO (the “**Proposing Organisation**”), with registered office at Via San Donato, 21 53045 Montepulciano (Siena), VAT No. IT00944360528, tel. 0578757812, e-mail: info@consorziovinobile.it, registered e-mail (PEC): consorziovinobilemontepulciano@pec.it, as the proposing organisation and lead partner of a partnership that includes l’Associazione Produttori Olivicoli Toscani (APOT) of the programme named **RET – The Renaissance of European Taste** (the “**Programme**”), within the framework of the call for proposals for EU grants for information and promotion actions concerning European agricultural products carried out in the internal market/third countries AGRIP-SIMPLE - 2025 – IM – EU - QS, intends to submit a three-year (2026-2027-2028) information and promotion programme, and therefore

ANNOUNCES,

pursuant to the relevant articles of Regulation (EU) No. 1144/2014, Delegated Regulation (EU) No. 1829/2015, Implementing Regulation (EU) No. 1831/2015, a call for tenders for the selection, through an open competitive procedure, of an implementing body (the “**Implementing Body**”) responsible for carrying out the actions/activities/initiatives aimed at achieving the objectives envisaged within the Programme (the “**Tender**”), submitted under EU Regulation No. 1144/2014 of the European Parliament and of the Council - Call for proposals 2025 and which, if approved, will take place in the following target countries: Italy and Poland - and will concern the following products with EU designation:

- **Vino Nobile di Montepulciano - DOCG – vino – 2204 21 66**
- **Vino Rosso di Montepulciano - DOC**
- **Vin Santo di Montepulciano - DOC**
- **Tuscan PGI extra virgin olive oil - grassi vegetali – 1509 10 20**
- **Siena extra virgin olive oil PDO**
- **Lucca extra virgin olive PDO**
- **Seggiano extra virgin olive oil PDO**
- **Chianti Classico Olive Oil PDO**

Economic operators meeting the requirements indicated in the aforementioned EU Regulations, as specified in the following paragraphs, are invited to submit an offer (technical and economic) strictly adhering to the instructions contained in this Tender, in the section called "**Technical Specifications**".

It is specified from now that, since this call for tenders is aimed at implementing a promotional programme that has yet to be submitted for funding under the aforementioned funds, if the Proposing Organisation is not among the proposing organisations selected under the aforementioned Call for proposals 2025, the award of the services covered by this Tender will be considered null and void and ineffective. Consequently, in such an event no obligation will remain with the Proposing Organisation, which cannot be subject to any request for reimbursement or claim for damages by the participants.

Should the Programme be approved, the successful Implementing Body will be responsible for the execution of the activities envisaged in the Programme; the relationship between the Implementing Body and the Proposing Organisation will be governed by a specific contract for the provision of services (the "**Contract**").

In general, the Implementing Body, in addition to carrying out the agreed activities, must also prepare financial and operational reports, making available to the Proposing Organisation proof of payment related to the expenses incurred, as well as all documentation and information connected to the activities carried out (e.g.: geolocated photos, data on contacts and results achieved, participant lists, video recordings, description of activities carried out, and other details that will be better specified in the Contract).

2. REGULATORY FRAMEWORK AND REFERENCE DOCUMENTATION

The essential regulatory framework for the execution of the Programme includes:

- **Regulation (EU) No. 1144/2014** of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No. 3/2008;
- **Commission Delegated Regulation (EU) 2015/1829** of 23 April 2015 supplementing Regulation (EU) No. 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries;
- **Commission Implementing Regulation (EU) 2015/1831** of 7 October 2015 laying down rules for applying Regulation (EU) No. 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries;
- **European Commission Note DDG1.B5/MJ/DB D(2016)321077** of 7 July 2016 - Guidelines on the tendering procedure;
- **Decree of the Director General of the Ministry of Agriculture, Food Sovereignty and Forestry - Department of Food Sovereignty and Equestrian Affairs - DG of General Affairs and Budget - n. 0532478 of 10/10/2024** - "Criteria that non-public organizations must respect in the selection of Implementing Bodies";
- **European Commission Communication (2006/C) 179/02**, paragraph 2.1.2;

- **Call for proposals for simple/multi programmes 2025 – Promotion of agricultural products** (AGRIP-SIMPLE-2025) Type of Action AGRIP-SIMPLE-2025-IM-EU-QS of January 22, 2025.

It is highlighted that the Proposing Organisation 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 regulations, is not required to apply the national rules transposing the European Directives on public procurement (in Italy, Legislative Decree 36/2023). Directive 2014/24/EU and Legislative Decree 36/2023 will, therefore, be applicable only if and to the extent that they are expressly referred to in this Tender and related annexes.

In accordance with the provisions of the aforementioned regulations, this Tender will in any case guarantee compliance with the principles of cross-border interest, transparency, non-discrimination, proportionality, equal treatment, fair competition, absence of conflicts of interest. The selection and award criteria will be consistent with the objectives of the Programme and relevant to the nature of the activities required, favouring the best value for money.

This tender procedure does not provide for a division into lots, as it is more efficient and effective for the execution of the service to identify a single contractor who can carry out all the activities envisaged by the Programme in question. In fact, the work packages and related activities are closely connected to each other and must be carried out according to a logical and functional sequence that can be optimised only by having a single contractor, who must ensure the coordination and integration of the work group and the various professional skills necessary and involved in the realisation of the contracted service.

3. MAIN INFORMATION ON THE PROGRAMME

3.1. Products being promoted

- **Vino Nobile di Montepulciano - DOCG – vino – 2204 21 66**
- **Vino Rosso di Montepulciano - DOC**
- **Vin Santo di Montepulciano - DOC**
- **Tuscan PGI extra virgin olive oil - grassi vegetali – 1509 10 20**
- **Siena extra virgin olive oil PDO**
- **Lucca extra virgin olive PDO**
- **Seggiano extra virgin olive oil PDO**
- **Chianti Classico Olive Oil PDO**

3.2. Target Markets

Italy and Poland

3.3. Target Groups:

Italy: Trade journalists and critics, opinion leaders, selected industry professionals (buyers, sommeliers, wine educators), journalists from key publications.

Poland: Importers, distributors, sommeliers, Ho.Re.Ca. professionals, specialized media, restaurateurs, and chefs.

3.4. Programme duration

36 months from the Programme start date, subject to possible suspension periods.

3.5. Budget for the activities to be carried out by the Implementing Body

€ 2.164.512,00

Economic operators intending to participate in this selection tender (the "**Candidates**") must submit an offer taking into account the overall budget highlighted above, including the fee of the Implementing Body, which must range between a minimum of 10% and a maximum of 12% of the total cost of activities, and shall be calculated by deducting it from the total cost of activities.

COUNTRY	INVESTMENT
ITALY	1.599.572,00 €
POLAND	564.760,00 €
TOTAL	2.164.512,00 €

Please note that, as this is not a "lowest bid" tender, the entire allocation of the above-mentioned budget is required.

3.6. Programme Objectives

The general objective, as outlined in the 2025 Work Programme, is to enhance the competitiveness of the EU agri-food sector and increase consumer awareness of its high standards of quality, safety, and sustainability within the internal market.

The specific objectives are:

- Objective 1: Increase European consumers' awareness of the organoleptic qualities, food safety characteristics, and environmental considerations of high-quality agri-food products.
- Objective 2: Improve the recognition level of product designation symbols, with particular focus on the PDO label, ensuring that consumers can easily identify designated European products on retail shelves.

Candidates must submit a structured set of activities and initiatives (informative and promotional) that is developed around a clear and precise strategy focused on markets and target groups, aimed at achieving the above objectives and consistent with the EU message presented in the Programme application phase, the expected duration, and the available financial resources.

To achieve the Programme objectives and meet the requirements of the aforementioned reference regulations, the main themes to be considered are the following:

- **Identity and Certified Quality:** The project must highlight the value of European certifications such as PDO and PGI, which guarantee origin, quality, and traceability. Both Vino Nobile di Montepulciano DOC/DOCG and Tuscan Extra Virgin Olive Oil PDO represent the highest level of authenticity and European gastronomic tradition, distinguishing themselves from non-certified products in the target markets.
- **Heritage and Production Tradition:** The narrative should emphasize the deep-rooted production traditions, showcasing how these products result from knowledge passed down over time, respecting the agricultural and winemaking practices of the Tuscan territory. This storytelling will have a particular impact in Poland, where the fascination with Italian culture and its authentic products is a strong driver of consumer interest.
- **Sustainability and Responsible Production:** The project must highlight the commitment to sustainability throughout the entire production chain, from agricultural management to processing. Biodiversity protection, reducing environmental impact, and responsible production practices align with the European Green Deal objectives and are key factors for both Italian and Polish consumers, who are increasingly attentive to sustainability.
- **Taste Education and Consumer Awareness:** Educating consumers about the importance of certified products is essential, especially in Poland, where knowledge of PDO/PGI certifications and the organoleptic characteristics of these products can be further strengthened. Educational activities should explain the differences between certified and non-certified products, raising awareness of the added value of European quality.
- **Pairing and Culinary Versatility:** The project must communicate the versatility of Vino Nobile di Montepulciano DOC/DOCG and Tuscan Extra Virgin Olive Oil PDO in Mediterranean and international cuisine. In Italy, the focus will be on enhancing their role within traditional cuisine, while in Poland, emphasis should be placed on incorporating them into local culinary traditions, suggesting pairings with regional dishes to increase their relevance in the market.

The following work packages (“WP”) and activities must be present within the proposals, according to the requirements described in detail within the Technical Specifications:

- **Wp 2 – Public relations**
 - o Continuous PR activities
 - o Press events
- **Wp 3 – Website, Social media**
 - o Website
 - o Social media
- **Wp 4 – Advertising**
 - o Print Adv
 - o Online Adv
- **Wp 5 – Communication tools**
 - o Promotional material, visual campaign and communication strategy
 - o Promotional videos
- **Wp 6 – Events**

- Seminars, workshops, walk around tasting

TECHNICAL SPECIFICATIONS

4. Subject Matter of the Contract

4.1. General description of the service to be provided under the Contract

The service to be provided under the Contract consists of executing part of the Programme, as outlined in this Technical Specifications document. The Implementing Body must therefore ensure:

- the development of the work packages that make up the Programme, starting from the signing of the Contract;
- the operational activation of the promotional actions and activities planned for the period established by the Programme, based on the objectives set by the communication strategy, including continuous monitoring of the activities carried out and their effects;
- the preparation of documentation aimed at providing evidence of the activities carried out.

The service must be characterized by highly qualified technical and operational support, a high standard of the products created, and stand out for the innovative nature of the messages, the tools used to convey them, and the methods of involving the target audiences. The development and execution of the agreed activities must be carried out in full compliance with the general and specific objectives and the communication strategy, taking into consideration the priorities and objectives of Regulation (EU) No. 1144/2014, ensuring clear recognizability for the Programme and its promoters.

4.2. Performance modalities

The Implementing Body, in carrying out the Contract, shall:

- plan and implement the assigned work packages throughout the three-year execution period of the Programme, from the signing of the Contract until the conclusion of activities, according to the deadlines defined in the Programme, in this Tender, in the Contract, or as communicated by the Proposing Organisation;
- adhere to the communication strategy identified in the Programme, work towards achieving the objectives set by the Programme, paying attention to continuous monitoring of the activities carried out and their related effects and impacts;
- oversee the administrative/financial monitoring of the Programme, including keeping records and supporting documents, transmitting deliverables, preparing payment applications, and ensuring transparent expense reporting and sound financial management of the assigned work packages. This includes periodic reporting activities and the final technical report, according to the deadlines set by the applicable regulations;

- observe all requirements contained in this Tender and in the Contract, as well as comply with the applicable regulations, including those possibly issued during the contractual period, ensuring execution of the packages consistent with the general and specific objectives set by the Programme and Regulation (EU) No. 1144/2014, as well as clear traceability to the Programme and the Proposing Organisation;
- assign qualified individuals to the project capable of carrying out the activities, creating a work group responsible for managing and implementing the work packages, which meets the requirements of this Tender, as detailed further below;
- ensure highly qualified technical and operational support to the Proposing Organisation for the entire duration of the Contract, fully collaborating with the Proposing Organisation and guaranteeing adequate and timely information on the implementation of programme activities and the achievement of related deliverables and outputs;
- assume full technical and financial responsibility for the actions to be carried out in execution of the Contract, including that relating to compatibility with European Union law and applicable competition rules;
- retain all original documents relating to the execution of the Contract, including supporting documents according to legal obligations and in any case for a period of not less than three years after the payment of the balance, to be extended in case of inspections, audits or investigations for their entire duration;
- make available to the Proposing Organisation, upon request and/or in the context of inspections, audits or investigations, all documentation produced during the performance of the Contract, as well as all data processed, used or collected during the execution of activities, including those necessary for a correct evaluation of the Programme's effectiveness.

4.3. Personnel employed and work group

The Implementing Body must establish and maintain, for the entire duration of the Contract, a work group, in compliance with the participation requirements, which will be responsible for managing and implementing the Programme. All activities of the work group must be agreed upon and shared with the Proposing Organisation.

It is required that one or more members of the working group be available for periodic monitoring meetings at the Proposing Organisation's headquarters, to provide operational support for activities in the plan that need to be carried out in close coordination with the reference structure. Coordination and information exchange with the Proposing Organisation may also involve various methods, including meetings, phone contacts, video calls, email correspondence, and the exchange of materials and documents through online sharing systems..

The Implementing Body must ensure that services are provided by personnel with legitimate and regular employment or collaboration contracts and with the professional and technical qualifications required for the execution and realization of the project. The working group must have a flexible organizational approach to respond to variations and/or unforeseen events that may arise during the implementation of the Programme, and must speak Italian.

In particular, the staff of the dedicated working group should possess a range of skills in the following areas, listed as examples and not exhaustive: communication, event and fair organization, knowledge and experience of

activities related to the target market of the project, press office, project management, digital web and social media management, graphic design, etc. Specifically, the team should be able to set quantitative objectives in advance and propose projects that align with these. Moreover, the Implementing Body must ensure proper monitoring of the results..

The Implementing Body, for the duration of the Contract, therefore commits to:

- establish and make available an adequate project team (the people who will directly handle the work to be done), in compliance with the participation requirements; this team will be defined in agreement with the Proposing Organisation;
- agree and share all team activities with the Proposing Organisation;
- assign suitable personnel to the service, of proven capacity, honesty, morality and proven confidentiality who must maintain the utmost confidentiality on what they have learned in carrying out the service;
- guarantee the stability and continuity of the service in all circumstances, ensuring personnel quantitatively and qualitatively adequate to the needs and in compliance with the contents of the technical offer;
- comply with labour contracts relating to salary, regulatory, social security and insurance treatment;
- provide a project reference person who attends monitoring meetings at the Proposing Organisation's headquarters (these will have a frequency defined by the Proposing Organisation), to provide operational support to the Programme activities;
- prepare all possible means of communication that can simplify the coordination, monitoring and control of the Programme.

5. Duration of the Contract

The Contract will be signed after the Proposing Organisation signs the Grant Agreement with the Member State and the paying agency (AGEA) and will have a duration of 36 months.

The Proposing Organisation reserves the right to terminate the Contract, with at least three months' notice via registered mail with return receipt or certified email (PEC), in case of non-compliance with the provisions of this Tender.

The Proposing Organisation reserves the right to extend the duration of the Contract for an additional 6 (six) months, in order to ensure the completion of the activities foreseen in the Programme, under the same economic conditions.

6. Types of activities envisaged by the Programme

The eligible activities and initiatives, according to the applicable regulations, requested within this Tender for the implementation of the Programme are similar to the classic information and promotion on high-quality agricultural and food and wine products, taking into account the themes to be addressed and the objectives listed above, and fall into the following categories:

- **Wp 2 – Public relations**

- Continuous PR activities
- Press events
- **Wp 3 – Website, Social media**
 - Website
 - Social media
- **Wp 4 – Advertising**
 - Print Adv
 - Online Adv
- **Wp 5 – Communication tools**
 - Promotional material, visual campaign and communication strategy
 - Promotional videos
- **Wp 6 – Events**
 - Seminars, workshops, walk around tasting

The objective is to expand the presence of the promoted denominations in the Italian and Polish markets, involving the following target subjects:

Italy: Trade journalists and critics, opinion leaders, selected industry professionals (buyers, sommeliers, wine educators), journalists from key publications.

Poland: Importers, distributors, sommeliers, Ho.Re.Ca. professionals, specialized media, restaurateurs, and chefs.

The following are general guidelines for the information and promotional activities that each Candidate must include in their proposal as part of this selection procedure. While respecting the provisions of this Tender and in particular the fundamental characteristics of the Work Packages (WPs), as well as the applicable reference regulations, each Candidate has the freedom to formulate and elaborate on the proposed actions, also proposing innovative activities, while always ensuring the achievement of the Programme's objectives.

The offer must include a presentation of the general strategy of the promotional programme, based on the main information reported above, and must highlight:

- the ability to respond to the information needs of the target groups;
- the communicative effectiveness of the message and content;
- the ability to engage the target subjects.

The strategy should describe the characteristics that make the Candidate's proposal suitable for effectively conveying the message and content of the Programme, identifying the geographical areas of the target market(s) and justifying these choices, in accordance with what is indicated in this Technical Specification.

For each WP developed, an indication of the expected results and a specification of the implementation methods is required.

WP 2 – Public relations

Continuous PR activities

The permanent press office will play a key role in ensuring a continuous flow of communication in the Italian and Polish markets, strengthening the visibility of Vino Nobile di Montepulciano DOC/DOCG and Tuscan Extra Virgin Olive Oil PDO. It will be responsible for establishing and managing relationships with trade media, general press, and lifestyle publications, ensuring a consistent presence in key communication channels.

The proposing operator is required to outline the organizational and operational approach of the press office, specifying the media relations management strategy and key communication activities.

The activity must include:

- Media relations strategy – Development of a structured plan for engaging specialized media in Italy and Poland.
- Press release management – Drafting and periodic distribution of press releases, tailored to different media targets.
- Media database management – Continuous updating of the list of journalists, bloggers, and key opinion leaders.
- Content production support – Managing media inquiries and assisting outlets in producing articles, interviews, and reports.
- Monitoring and reporting – Tracking press coverage and generating periodic reports on visibility and communication effectiveness.

The press office will work in synergy with other promotional activities within the project, ensuring consistent and coordinated messaging across all communication channels.

Press events

Each year, two press events will be organized to promote Vino Nobile di Montepulciano DOC/DOCG and Tuscan Extra Virgin Olive Oil PDO, enhancing their media visibility and strengthening their positioning as European agri-food excellences.

These events will serve as a strategic opportunity to engage journalists, bloggers, and opinion leaders in the food and wine sector, creating an experience that highlights the certified quality, tradition, and versatility of the products.

The events must be structured to ensure alignment with EU guidelines and maximize media impact.

The activity must include:

- Definition of the format and schedule – Planning the events at key moments to ensure effective media coverage and high participation levels.
- Selection of the location – Identifying suitable and representative venues that enhance the products and provide the ideal setting for press engagement.
- Media engagement – Selecting and inviting specialized journalists, bloggers, and industry publications to secure a qualified audience.
- Press materials – Creating digital and printed press kits with informative content, images, and in-depth product insights.
- Post-event follow-up – Managing media relations after the event, distributing summary materials, and monitoring press coverage and media impact.

These press events will serve as key communication tools, generating high-value editorial content, strengthening brand reputation in target markets, and maintaining an ongoing dialogue with specialized media.

ALLOCATED INVESTMENT WP 2 - PUBLIC RELATIONS:	151.200,00 €
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WP 3 – Website, social media

Website

The project website will serve as an essential information hub, providing clear and accessible content on the promotional activities and the products being promoted—Vino Nobile di Montepulciano DOC/DOCG and Tuscan Extra Virgin Olive Oil PDO—in the target markets. Its primary objective is to support communication and promotion efforts, acting as a reference point for journalists, industry professionals, and interested consumers.

The website must be developed with an effective and sustainable approach, ensuring easy management and periodic content updates.

The activity must include:

- A streamlined and intuitive structure – Creation of a functional and user-friendly website, with sections dedicated to products, project values, and planned activities.
- Optimization for the target audience – Content tailored to the needs of the reference audience, using a clear and professional tone.
- Integration with other communication activities – The website should feature updates on events, press conferences, and promotional initiatives.
- Management and periodic updates – Implementation of a flexible and sustainable update structure, focusing on news, articles, events, and press reviews.

The website must be a practical and functional tool, complementing the other promotional activities without requiring significant investment in development and maintenance. The goal is to establish a clear and authoritative reference point, strengthening the campaign’s message with a simple yet effective approach.

Social Media

The social media management activity will play a supporting role in the project’s communication strategy, aiming to increase the visibility of Vino Nobile di Montepulciano DOC/DOCG and Tuscan Extra Virgin Olive Oil PDO in the target markets through a focused and effective approach. Given the limited budget, social media efforts will be concentrated on one or two dedicated profiles, ensuring regular but essential publication of informational and promotional content.

The activity must include:

- Selection of platforms – Identification of one or two key channels, chosen based on their relevance to the target audience and the type of content planned.
- Editorial plan – Periodic publication of posts to promote events, share product-related content, and enhance the project through visual and narrative storytelling.
- Minimal but effective interaction – Basic management of engagement with followers and industry professionals, responding selectively to relevant inquiries or comments.
- Synergy with other activities – Social media content should amplify the project’s broader communication strategy, including event coverage, press conferences, and advertising in specialized media.

The social media activity will adopt a pragmatic and sustainable approach, ensuring a coherent and functional digital presence that effectively supports the overall promotional strategy.

ALLOCATED INVESTMENT WP 3 - WEBSITE, SOCIAL MEDIA:

57.120,00 €

WP 4 – Advertising

Print adv

The print media advertising activity aims to strengthen the visibility of Vino Nobile di Montepulciano DOC/DOCG and Tuscan Extra Virgin Olive Oil PDO, ensuring an authoritative and in-depth narrative through high-quality editorial content.

The strategy will be based on a publireportage approach, involving renowned journalists and leading publications, with a particular focus on Italy.

The activity must include:

- Selection of authoritative journalists – Identification of recognized figures in the food, wine, and lifestyle sectors, with a strong impact on the target audience.
- Participation in project activities – Invitation of journalists to press events, tastings, and educational sessions, encouraging the publication of valuable articles and reports.
- Content evaluation – Ensuring that the published content aligns with the project’s guidelines, maintaining consistency with communication objectives.
- Media coverage monitoring – Collection and analysis of published articles, measuring the media impact and visibility generated.

This strategy will integrate advertising activities with high-quality journalistic content, enhancing the credibility and reach of the project’s message within the target audience.

Online adv

The online advertising activity aims to enhance the visibility of Vino Nobile di Montepulciano DOC/DOCG and Tuscan Extra Virgin Olive Oil PDO, ensuring an authoritative and in-depth narrative through high-quality digital content.

The strategy will be based on a publireportage approach, involving renowned journalists and leading digital media outlets, with a focus on the most relevant online platforms in the sector.

The activity must include:

- Selection of authoritative online publications – Identification of digital food & wine, lifestyle, and

<p>trade media with a strong impact on the target audience.</p> <ul style="list-style-type: none"> - Engagement of journalists and experts – Collaboration with recognized journalists to create sponsored articles and in-depth features, ensuring a credible and high-quality positioning. - Participation in project activities – Invitation of journalists to press events, tastings, and educational sessions, encouraging the publication of valuable editorial content. - Content evaluation – Ensuring that published materials align with the project’s guidelines, maintaining consistency with campaign objectives. - Monitoring media coverage – Collection and analysis of online publications, evaluating traffic generated, engagement, and overall visibility. <p>This strategy will integrate advertising activities with high-quality digital journalism, increasing the credibility and reach of the project’s message among a highly qualified audience.</p>	
ALLOCATED INVESTMENT WP 4 - ADVERTISING:	89.600,00 €

WP 5 – Communication tools
Visual identity and communication strategy
<p>The communication strategy and visual identity will be essential to ensure consistency, recognizability, and impact across all promotional activities of the project, enhancing the Vino Nobile di Montepulciano DOC/DOCG and Tuscan Extra Virgin Olive Oil PDO in the target markets.</p> <p>The strategy must comply with European Union guidelines, ensuring the correct use of institutional visual elements and delivering a clear and coherent narrative across all communication channels.</p> <p>The activity must include:</p> <ul style="list-style-type: none"> - Definition of visual identity – Development of a unified graphic concept, emphasizing the promoted products and their connection to the territory, in full compliance with EU guidelines. - Coordination with promotional activities – Ensuring that the visual identity is applied across all communication materials, including advertising, social media, the website, events, and promotional materials. - Production of visual materials – Creation of images, infographics, and graphic content to support the campaign and reinforce the perception of European-certified quality.

- Application of EU graphic standards – Proper integration of the “Enjoy, it’s from Europe” logo, adhering to the proportions, colors, and placement defined by EU directives.
- Development of implementation guidelines – Creation of a visual manual specifying logo usage, institutional colors, and graphic elements management across different communication tools.

This activity must ensure that communication is effective and well-coordinated, strengthening the positioning of Vino Nobile di Montepulciano DOC/DOCG and Tuscan Extra Virgin Olive Oil PDO as symbols of European agri-food excellence.

Promotional material

The development of promotional materials will support the project’s communication efforts, ensuring a cohesive and recognizable presence in the target markets. All materials must comply with European Union guidelines, ensuring the correct use of institutional logos and alignment with the campaign’s visual identity.

The activity must include:

- Types of materials – Development of physical promotional tools and branded merchandise, supporting the promotion of Vino Nobile di Montepulciano DOC/DOCG and Tuscan Extra Virgin Olive Oil PDO.
- Consistency with the visual identity – Application of the project’s graphic concept, ensuring a unified and recognizable image.
- Compliance with EU regulations – Proper integration of the “Enjoy, it’s from Europe” logo, adhering to the proportions, colors, and placement defined by EU directives.
- Materials for events and trade fairs – Creation of promotional tools for press events, tastings, B2B meetings, and media campaigns, ensuring maximum communication effectiveness.

The objective of this activity is to provide high-quality and effective communication tools that reinforce the perception of Vino Nobile di Montepulciano DOC/DOCG and Tuscan Extra Virgin Olive Oil PDO as certified excellence, maximizing the impact of the promotional activities.

Promotional videos

The production of promotional video content will serve to strengthen the campaign’s message through innovative formats, designed to provide an immersive and engaging experience for the audience. The content will showcase Vino Nobile di Montepulciano DOC/DOCG and Tuscan Extra Virgin Olive Oil PDO, highlighting their authenticity, certified quality, and deep connection to their territory.

The activity must include:

- Visual concept – Creation of a compelling format that emphasizes production tradition, sustainability, and product quality.
- High-quality content production – Development of experiential videos, designed to offer an innovative and immersive interaction.
- Optimization for the target audience – Use of visual and narrative techniques tailored to the project’s various stakeholders.
- Usage and distribution plan – Integration of video content into planned promotional activities, ensuring strong synergy with other communication tools.

The goal of this activity is to deliver a visually engaging and innovative experience, reinforcing the positioning of Vino Nobile di Montepulciano DOC/DOCG and Tuscan Extra Virgin Olive Oil PDO as icons of European agri-food excellence.

ALLOCATED INVESTMENT WP 5 - COMMUNICATION TOOLS:

142.240,00 €

WP 6 – Events

Seminars, workshops and walk around tasting

The Anteprima and Solstizio d’Estate events will serve as two key moments for the promotion of Vino Nobile di Montepulciano DOC/DOCG and Tuscan Extra Virgin Olive Oil PDO, alongside two annual events in Poland that will combine education and tasting experiences.

Anteprima

The Anteprima will be an annual event aimed at the press and industry professionals, designed to showcase the new vintages of Vino Nobile di Montepulciano DOC/DOCG and strengthen the recognition of the denomination. The event should include:

- Technical tastings for media and professionals, focusing on new vintages.
- Meetings with producers and in-depth discussions on the denomination.
- Media coverage to maximize the event’s visibility.

The agency will be responsible for developing an effective format to ensure strong engagement from the trade and specialized media.

Solstizio d’Estate

The Solstizio d'Estate will be an exclusive event dedicated to Vino Nobile di Montepulciano DOC/DOCG, featuring a high-profile format that should include:

- Involvement of selected press and industry operators.
- Narrative and experiential elements that highlight the territory and denomination.

The agency will be tasked with structuring the event to ensure strong communication impact and a prestigious positioning.

Events in Poland

Each year, events will be organized in Poland, combining an educational approach with a walk-around tasting. These meetings will be aimed at buyers, sommeliers, restaurateurs, and specialized press, with the goal of:

- Educating on European certifications and the characteristics of Vino Nobile di Montepulciano DOC/DOCG and Tuscan Extra Virgin Olive Oil PDO.
- Creating new business and distribution opportunities through tasting sessions and networking.

Agencies will be required to propose locations, formats, and engagement strategies, ensuring maximum effectiveness in reaching industry professionals in the Polish market.

ALLOCATED INVESTMENT WP 6 - EVENTS:

1.724.352,00 €

7. Requirements for participation in the Tender

7.1. Eligibility Requirements

Candidates may participate in this tender either individually or as part of an association, provided they meet the requirements outlined below. A Candidate participating as part of an association is prohibited from also participating individually; in such cases, both offers will be deemed ineligible.

To be eligible for this tender procedure, the Candidate must comply with the submission requirements, have legal personality, and be established in a Member State of the European Union. In the case of participation as an association (e.g., temporary grouping of companies or business networks), the eligibility requirements (legal personality and establishment in an EU Member State) must be met by all participants at the time of submitting the offer.

Under penalty of exclusion, the Candidate must submit a certificate from the Chamber of Commerce, Industry, Handicrafts, and Agriculture attesting to activities consistent with those covered by this Tender. If the Candidate

is not based in Italy, they must present a certificate of registration in a commercial registry maintained in the Member State where the operator is established.

In the case of participation as a not-yet-formed temporary grouping of companies, the offer (technical and economic) must be signed by all economic operators who will form the association and include a declaration stating their commitment, in case of award, to grant a special collective mandate with representation to one of them (to be indicated in the offer and designated as the lead entity), who will sign the Contract on behalf of themselves and the other members.

Candidates who are under control relationships as defined by Article 2359 of the Italian Civil Code or any other relationship - formal or *de facto* - that implies attribution of offers to a single decision-making centre are prohibited from participating.

Candidates are also prohibited from participating in more than one temporary grouping of companies. If such a situation arises, all participants involved—both individually and as part of an association—will be excluded.

7.2. Absence of grounds for exclusion from participation in the tender

Participation in this tender procedure is reserved, under penalty of exclusion, for Candidates who declare at the time of submission that no exclusion grounds exist under Directive 2014/24/EU. These grounds include:

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

The absence of these grounds must be certified through a declaration (**Annex A**) signed by the legal representative. In cases where a temporary grouping of companies participates in the tender, all economic operators forming part of it must submit and sign their own declaration.

7.3. Requirements for economic and financial capacity

The Candidate must have achieved, in the three years preceding the publication of this Tender, a total global turnover of not less than € € 2.500.000,00 excluding of VAT.

For these reasons, Candidates must attach to their offer, under penalty of exclusion:

- a) the last three approved financial statements. In case of temporary grouping of companies or business networks, each participating entity must submit these documents;
- b) a declaration from the economic operator's reference credit institution attesting to the solidity and sufficiency of the financial means necessary to guarantee the optimal execution of the actions envisaged by the Programme for its entire duration and until the closure of the final balance report. In the case of temporary grouping of companies or business networks, each participating entity must submit this declaration.

Along with sending the indicated documentation, Annex A must be transmitted, attesting to the existence of financial capacity requirements through a declaration made and digitally signed or in handwritten form by the legal

representative. In the case of temporary grouping of companies or business networks not yet established, the legal representatives of each company participating in the association or network must sign Annex A.

7.4. Requirements for technical and professional capacity

The Candidate (single or in a temporary grouping of companies) intending to participate in this selection tender must:

- have carried out, during the three years preceding the publication of the Tender, services similar to those covered by this tender for an amount not less than a total of Euro 1.500.000,00 excluding VAT;
- attach the list of the main services performed (company CV);
- attach the CVs of the personnel who will be employed in the execution of the Contract, from which proven experience in services similar to those covered by this Tender can be demonstrated.

Similar services include (by way of example and not limited to):

- management of complex international promotion projects/programs;
- management of company groupings and coordination of working groups;
- design and management of publicly funded programs;
- organisation of events and incoming activities;
- management of press office activities;
- communication, PR, etc. activities, including online;
- production of informational material;
- production of promotional videos;
- promotional activities in the agri-food sector;
- experience in communication activities on the theme of "sustainability".

Along with sending the indicated documentation, Annex A must be transmitted, attesting to the existence of operational capacity requirements through a declaration made and signed by the legal representative.

In the case of temporary grouping of companies or business networks not yet established, each legal representative must sign Annex A. These requirements must be met by the economic operator or by the temporary grouping of companies as a whole, provided that in the latter case, the lead company must in any case possess the requirements and perform the services to a majority extent.

8. Award criteria

The Evaluation Committee, responsible for assessing the technical and economic offers of the Candidates, will be appointed after the deadline for the submission of offers and will consist of an odd number of up to 5 members,

who are experts in the specific sector to which the Contract refers. The Contract will be awarded based on the principle of the best quality-price ratio. For each evaluation category, points will be assigned as follows:

a) quality of the technical offer: maximum 85 points;

b) economic offer: maximum 15 points.

Each Candidate will be assigned a score according to the criteria indicated above and the sub-criteria defined in the tables below. The maximum score is one hundred points (100). The work of the Committee must be adequately recorded, including, among other things, the reasons supporting the evaluations made.

8.1. Evaluation and quality of the technical offer

The technical offer must ensure the minimum requirements described in this Technical Specification. It must be formulated to provide all necessary elements for a complete and in-depth evaluation regarding the content and quality of the proposed service. Its preparation must be characterized by conciseness, concreteness, and feasibility.

The maximum technical score of 85 points will be assigned based on the clarity, logic, and methodological rigor of the presentation; conciseness; completeness; and consistency with what is required in the tender documents, applying the following criteria and sub-criteria as indicated in the table below.

Criteria	Sub-Criteria	Maximum Score
1. OVERALL STRATEGY	Adequacy of the proposed methodology and quality of the communication strategy structure: in particular, demonstration of the ability to achieve the expected project results	Up to 3 points
	Consistency between the overall project strategy and the individual activities, as well as coherence between the overall project strategy and the project's expected objectives	Up to 3 points
	Maximum attributable score	6
2. PROJECT OUTPUTS	Creativity and innovation in the implementation methods and content of the proposed project outputs (e.g., press office management, production of informational materials and online communication, organization of events and incoming activities, etc.)	Up to 15 points
	Effectiveness and ability of the expected outputs to convey the project's message	Up to 5 points
	Quality of the graphic proposal, concept, and promotional message content, ensuring alignment with the project's expected results	Up to 15 points

	Quality of the team dedicated to communication, graphic design, event management, etc., for the project (assessment based on team members' CVs)	Up to 10 points
Maximum attributable score		45
3. METHODOLOGICAL APPROACH	Adequacy of the implementation and execution methods	Up to 8 points
	Adequacy of planning in terms of alignment with communication strategy objectives and consistency with the scheduling timeline: specifically, coherence between the proposed activity schedule and the effectiveness of action execution, including the involvement of professional resources	Up to 3 points
	Adequacy of control mechanisms to monitor the proper economic-financial execution of the project and compliance with the schedule: quality and effectiveness of the execution methods of the planned actions	Up to 3 points
	Quality of the team dedicated to project management activities (assessment based on team members' CVs)	Up to 6 points
	Adequacy and effectiveness of the tools provided for evaluating project results	Up to 3 points
	Quality of the team dedicated to project result evaluation (assessment based on team members' CVs)	Up to 6 points
Maximum attributable score		29
	Additional proposed services	Up to 3 points
	Support activities provided to the Proposing Organisation	Up to 2 points
Maximum attributable score		5

For determining the scores obtained for the technical offer in relation to the criteria and sub-criteria indicated above, the discretionary attribution method will be used by the Evaluation Committee, applying a coefficient (to be multiplied by the maximum score attributable for that criterion), varying between 0 and 1. Therefore, the Evaluation Committee will assign a justified score to each offer according to the following grid:

QUALITATIVE JUDGMENT	COEFFICIENTS
Not identifiable	0

QUALITATIVE JUDGMENT	COEFFICIENTS
Insignificant evaluation	0.1
Barely sufficient evaluation	0.2
Sufficient evaluation	0.3
Evaluation between sufficient/fair	0.4
Fair evaluation	0.5
Evaluation between fair/good	0.6
Good evaluation	0.7
Evaluation between good/excellent	0.8
Excellent evaluation	0.9
Outstanding evaluation	1

The evaluation method includes the following steps:

- a) the Evaluation Committee assigns a coefficient between 0 and 1 to each offer for every criterion, defining a score for each criterion obtained by multiplying the maximum assignable score for the criterion by the coefficient chosen by the committee.
- b) calculation of the total score for each offer by summing the products derived from the multiplication of the maximum assignable scores and the assigned coefficients:

$$Total\ Score_{\{offer\}} = \sum_{\{i=1\}}^{\{n\}} (C_i \times P_i)$$

- C_i = coefficient assigned for the criterion
- P_i = maximum score assigned to the criterion
- n = total number of criteria

c) approximation of any non-integer values to the second decimal place;

d) comparison of the total scores obtained by the offers and creation of a final ranking, identifying the successful bidder as the economic operator whose offer has achieved the highest score.

If there is only one valid offer, the Proposing Organisation has the discretion to proceed with or cancel the Contract award. In the event of a tie, the contract will be awarded to the bidder with the highest technical offer score. If there is still a tie in both the economic and technical offers, the award will be decided by a draw.

The Evaluation Committee will be appointed ad hoc after the deadline for submission of offers and will carry out the selection procedures.

8.2. Evaluation of the economic offer

The economic offer must be structured in such a way as to allow the evaluation of the various elements indicated in the following table:

ECONOMIC OFFER: MAXIMUM 15 POINTS		
Evaluation Element	Motivational Criteria	Maximum Score
ECONOMIC OFFER (Max 15 points)	<u>Economic Analysis:</u> Assessment of the cost-effectiveness of the proposed initiatives based on market prices	Up to 10 points
	<u>Fee:</u> Evaluation of the appropriateness of the fee (expressed in man-days) requested by the bidding economic operator for the implementation of each action, considering the cost of each action and the expected benefits	Up to 5 points
Maximum Attributable Score		15

For the economic offer for the activities (maximum of 5 points out of 15), the score will be assigned based on the following formula: *score of the "economic offer for the activities" considered = (Offer X / Maximum Offer) * 10*, where:

- maximum offer: the highest economic offer for activities (SUBTOTAL ACTIVITIES) among those submitted;
- offer X: the economic offer for activities (SUBTOTAL ACTIVITIES) of the considered Candidate.

For the economic offer for the Candidate's fee (maximum of 10 points out of 15), the score will be assigned based on the following formula: *score of the economic offer for the fee of the considered economic operator. = (minimum fee % / fee % X) * 5*, where:

- minimum fee %: the lowest percentage of the fee related to the economic offer for the fee of the Candidate among those submitted;
- fee % X: the percentage of the fee related to the economic offer for the fee of the considered Candidate.

For scoring purposes, any non-integer values will be rounded to the second decimal place. No price increases are allowed.

Opening of the Envelope/PEC related to the economic offer will take place after the evaluation of the technical offers by the Evaluation Committee. Based on the scores assigned to the offers, a ranking will be created.

The award will be made to the Candidate who, meeting all the minimum mandatory requirements, has achieved the highest total score (technical offer score + economic offer score). In case of a tie, the contract will be awarded to the Candidate who has obtained the highest technical offer score. In case of a tie in both the economic and technical offers, a draw will be held between the tied Candidates.

The Proposing Organisation is not required to pay any compensation to Candidates for the offers submitted. After conducting the necessary checks regarding the required qualifications, the award procedure will proceed.

The award immediately binds the winning Candidate, while the Proposing Organisation will be definitively committed only when, according to the law, all subsequent necessary acts for the completion of the tender have acquired full legal effect.

If the awarded Candidate fails to sign the Contract or if false statements are found, the Proposing Organisation reserves the right to award the contract to the next highest-ranking Candidate, after carrying out the necessary checks.

The Contract will be awarded even if only one valid offer is submitted, provided it is considered appropriate. The Proposing Organisation reserves the right not to proceed with the award if no offer is found suitable or advantageous in relation to the contract's object.

The results will be communicated via PEC (certified email) to the Candidates and published on the Proposing Organisation's website.

9. Submission procedures

9.1. Submission of proposals

Candidates must, under penalty of exclusion, submit their proposal by 31/03/2025 at 10.00, using one of the following options:

a) In case of foreign economic operator: by courier: submit both a paper and electronic version of the offer on CD or USB stick to the address: Via di San Donato, 21 - CAP 53035 Montepulciano (Siena)- ITALY or e- mail info@consorziovinonobile.it,

b) via PEC: submit to the address: consorziovinonobilemontepulciano@pec.it.

All documents must be duly signed and stamped.

In the case of submitting the offer in paper format, the envelope must bear the following statement: "DO NOT OPEN: CONTAINS OFFER FOR OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF AN EXECUTION BODY – [CANDIDATE NAME]".

If sent via PEC, the subject must read: "OFFER FOR OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF AN EXECUTION BODY – [CANDIDATE NAME]".

Participants may send the offer through multiple emails if the attachments exceed 100 MB. If multiple emails are needed, all emails must be received by the specified time and date, and the subject line must, in addition to the

statement above, indicate the message number out of the total number of messages (e.g., “PART 1 OF 3”, “PART 2 OF 3”, and “PART 3 OF 3”).

The delivery of offers, if for any reason they fail to arrive at the designated address by the specified deadline, is at the sole risk of the sender.

Candidates must, under penalty of exclusion, submit all necessary documentation in one package containing 3 envelopes or 3 PEC messages, specifically:

I. PEC A / Envelope A - Administrative Documentation, which must include:

- annex A, completed and signed by the legal representative of the Candidate. In case of participation as a temporary grouping of companies, each economic operator in the grouping must submit its own fully completed Annex A, signed by its respective legal representative;
- a valid identity document of the signer(s);
- a valid CCIAA certificate or registration in a commercial register maintained by the member state where the economic operator is based. In case of participation as a temporary grouping, each economic operator must provide its own CCIAA certificate or equivalent document;
- the last three approved financial statements. In case of temporary business associations or business networks, each participant must submit these financial statements;
- a declaration from the Candidate’s referring bank attesting to the financial solidity and sufficiency of the financial resources necessary to ensure the optimal execution of the actions foreseen by the Programme for its entire duration and until the closure of the final financial report. In case of temporary business associations or business networks, each participant must submit this declaration;
- in case of participation as a temporary grouping, a document signed by all legal representatives of the economic operators in the grouping, which must explicitly state that, in the event of winning the tender, these operators will grant a special collective mandate with representation to one of them (to be indicated in this document and qualified as the representative), who will sign the Contract on behalf of themselves and the other participants.

II. PEC B / Envelope B - Technical Offer, which must include:

- a detailed description of the proposed activities/initiatives;
- an indicative timeline of the proposed activities;
- a presentation of the Candidate (as detailed as possible). In case of participation as a temporary grouping of companies or network, the presentation should cover each participant;
- a presentation of the team and a detailed description of the professional profiles involved and their competencies.

III. PEC C / Envelope C - Economic Offer, which must include:

- a detailed financial plan for each proposed activity/initiative and the related fee – to be provided in Excel format (the tender documents provide a budget template in Excel format to be used, with merely indicative examples - see Excel File – Budget Model);
- a summary budget for the three-year period by country – to be provided in Excel format.

9.2. Preparation of the technical offer

In Envelope B – Technical Offer, the following documents must be included:

I. Detailed Description of Proposed Activities/Initiatives

The Candidate should define the promotion and information plan, proposing the activities/initiatives they deem most effective while considering the requirements listed in this Tender. The choice of proposed activities/initiatives must be justified based on their effectiveness in achieving the Programme's objectives, the topics to be disseminated and addressed, and the identified countries and target groups, demonstrating careful reflection to achieve the maximum possible impact. It is recommended to propose initiatives that can achieve the highest-level objectives. A description of the proposed programme of activities should be provided, indicating the activity plan for each country of intervention and for each of the 3 years. The description must be provided for each individual activity/initiative and should include at least:

- title of the activity/initiative;
- target group(s) for the activity;
- description of the activity (with product indicators);
- main results and the number and type of expected contacts (both direct and indirect – result indicators), broken down by target group type involved (it is recommended not to underestimate the importance of this point).

It should be noted that the information provided for each activity/initiative will be compared with the respective costs in the Economic Offer – Envelope C, to assess its cost-effectiveness and relevance.

II. Indicative timeline of the proposed Programme

The Candidate must provide an indicative timeline of the proposed activities/initiatives, divided by year/month.

III. Presentation of the Candidate

The Candidate must provide a general presentation in terms of: contacts, experience gained in the field of promotion/information on high-quality agricultural products (or other sectors), experience in organizing events, PR and Press Office activities, organization of tastings and press campaigns, preparation of promotional/informative material, website management, participation in fairs, and organization of event sponsorships. In this context, information can be provided on any membership in networks of similar organizations operating in the same field, at the European and international level, and specifically in the country of intervention of the Programme.

IV. Presentation of the Work Team

The Candidate must provide a presentation of the work team, detailing the professional figures involved, their competencies, and their experiences.

The description of the activities/initiatives, the timeline, the presentation of the Candidate and the working group will together form the technical offer, based on which the quality of the submitted proposal will be evaluated.

9.3. **Presentation of the economic offer**

In Envelope C – Economic Offer, the following documents must be included:

I. Detailed financial plan for each proposed activity/initiative

The Candidate must provide a detailed financial plan for each proposed activity/initiative, broken down by year, structured according to the table in Excel provided in the tender documentation (FILE EXCEL – BUDGET MODEL). The detailed financial plan (FILE EXCEL – BUDGET MODEL) must also be submitted in Excel format on a digital medium. For each proposed activity, the expected costs must be detailed as much as possible and indicated excluding VAT. The costs must be organized and presented in a table (FILE EXCEL – BUDGET MODEL) that includes the name of the initiative and the individual cost items that make up the total sum (total cost of the actions), which in turn is composed of the individual initiative costs, broken down by the individual cost items. Within the actions, costs related to the participation/supervision activities of the Implementing Body Organisation (e.g., travel, meals, accommodation) can be included.

II. Clarifications on the Implementing Body's fees

The costs related to the Implementing Body's fee must be presented/calculated in terms of person-days for each individual initiative they pertain to. The methodology and data necessary to quantify these costs must be provided. These costs relate to all activities required for the execution of the activities themselves (e.g., selection and contact with suppliers, price research, location selection, bookings, definition of operational strategies, etc.). However, activities carried out directly by the Implementing Body using its own personnel (so-called "in-house services") are not included in the fee. For example: translations, website development, creation and management of social media, creation of press releases, staff or subcontractor briefings, etc. These types of costs correspond to actual activities that must be included in the programme's cost/budget plan.

Great attention should be paid to the definition of fee costs, as they are subject to evaluation.

III. Presentation of the detailed financial plan

A table must be provided summarizing, by year, the total costs of the proposed activities and the corresponding fee costs of the agency, indicating the number of days and daily cost. To complete the detailed cost table, the FILE EXCEL – BUDGET MODEL, provided in the tender documents, should be used as an example. The use of this model by all Candidates, although not mandatory, will facilitate the evaluation of the proposals by the Evaluation Committee. The total amount of € 2.164.512 available for the implementation

of actions in the three-year period of the Programme, including the cost of the Implementing Body's fee, should appear as the total for the Programme.

IV. Presentation of the summary budget by country and year

The Candidate must also provide a summary table for the three-year period, where for each proposed activity/initiative, the total cost of the activity and the corresponding fee cost are indicated. The summary budget should be structured based on the following table, in accordance with the information in the FILE EXCEL – BUDGET MODEL, and should be attached to the proposal in Excel format as well:

Detailed Financial Plan

TARGET COUNTRY	[COUNTRY]					
ANNUITY	[AAAA]					
Activity description	DESCRIPTION OF COST ITEM	NUMBER OR QUANTITY	UNIT VALUE (€)	TOTAL VALUE (€)	EXPECTED DELIVERABLES	EXPECTED CONTACTS REACHED
WP 2 – Public relations						
WP 2.1 Press releases				-		
WP 2.2 Press Events				-		
SUB-TOTAL ACTIVITIES WP 2 PER YEAR				-		-
ECONOMIC OPERATOR FEE WP2						
WP 3 – Web Site; Social Media						
WP 3.1 Website				-		
WP 3.2 Social Media				-		
				-		
SUB TOTAL ACTIVITIES WP 3 PER YEAR				-		-
ECONOMIC OPERATOR FEE WP 3						
WP 4 – Advertising						
WP 4.1 ADV Press				-		
WP 4.2 ADV On Line				-		

Summary Budget

TARGET COUNTRY	[COUNTRY]			TOTAL	% FEE
	YEAR 1	YEAR 2	YEAR 3		
(A) GENERAL SUBTOTAL FOR EACH ACTIVITY SUBTOTAL FOR WP2, WP3, WP4, WP5, WP6				-	
B) GENERAL SUBTOTAL BY FEE SUBTOTAL FOR WP2, WP3, WP4, WP5, WP6				-	
A+B) TOTAL ECONOMIC OFFER TARGET COUNTRY FOR EACH INDIVIDUAL YEAR	-	-	-	-	

* NB THE TOTAL OF THE ECONOMIC OFFER must be at most equal to the total amount of this selection procedure

The set of tables shown above by way of example will form the economic offer and must be inserted in envelope C- Economic offer

In addition, the economic operator will have to provide electronic support, the electronic offer both in .pdf format and in .xls format

The Detailed Financial Plan (FILE EXCEL – BUDGET MODEL) and Summary Budget will form the economic offer, which will be evaluated based on the price of the proposal submitted.

9.4. Procedure for opening the Technical Offer envelopes

The opening of Envelope A containing the administrative documentation of the Candidates, for the purpose of their admission to the tender, will take place at the premises of the Proposing Organisation on 01/04/2025, at 10.00, in a public session. The legal representative (or a person duly delegated in writing) of each Candidate may attend this session, presenting a valid identification document.

Once the opening of Envelope A is completed and the eligibility of the Candidates has been determined, the evaluation committee will proceed, in a private session, to evaluate the technical offers (Envelope B) and the economic offers (Envelope C).

Any formal deficiencies, if remediable (at the exclusive discretion of the evaluation committee), may be rectified through requests for additional documentation or information from the committee, where deemed appropriate. In particular, in cases of missing, incomplete, or any other essential irregularity of the submitted documentation, excluding those related to the economic offer and technical offer, the Proposing Organisation will grant the Candidate a deadline (at the discretion of the evaluation committee) to provide, complete, or regularize the necessary declarations, specifying the content and the parties responsible for them. In case of the deadline's expiration without correction, the Candidate will be excluded from the tender. Non-remediable essential irregularities include missing documentation that does not allow identifying its content or responsible party. If the Candidate provides declarations or documents that are not perfectly consistent with the request, further clarifications may be requested, limited to the documentation submitted for integration, with a deadline for submission under penalty of exclusion.

For any questions or clarifications related to the execution of the offer, inquiries can only be made via email to consorziovinonobilemontepulciano@pec.it, with responses provided exclusively in writing. No verbal requests or those submitted through other means will be considered. Communication from the Proposing Organisation will take place via email to the email address indicated by the Candidate.

9.5. Communication of the selection outcome

All Candidates will be notified of the outcome of the selection process via PEC, along with the corresponding reasoning. The results will also be published on the Proposing Organisation's website within 10 business days from the conclusion of the selection procedure.

10. Assignment and subcontracting

The Implementing Body is required to perform the services specified in the Contract by itself, and the Contract cannot be assigned under penalty of nullity, except in cases provided by law.

Subcontracting is only allowed with prior written authorization from the Proposing Organisation. If the Implementing Body intends to use subcontracting, it must submit a request specifying the services it intends to subcontract and the identity of the subcontractor. Subcontracted activities may only include non-essential and ancillary tasks.

11. Non-performance and termination

The Proposing Organisation has the right to monitor and verify the proper performance of the Contract with the assistance of personnel chosen at its discretion. Since the Contract is financed with European Union resources, checks may also be carried out by the relevant European Union services and/or national authorities.

Additionally, the Proposing Organisation has the right to contest any services provided that do not fully comply with the requirements of this Tender or the offer submitted by the Candidate. The Contract will contain clauses concerning non-performance, disputes, suspensions, and terminations.

12. Conflicts of interest

In accordance with the Ministerial Decree of October 10, 2024, no. 05324781 MASAF – Department of Food Sovereignty and Equine Affairs – General Affairs and Budget Directorate, entitled “Criteria that non-public organizations must follow in selecting implementing bodies”; Regulation (EU) 1144/2014; Delegated Regulation (EU) 1829/2015; Implementing Regulation (EU) 1831/2015; the European Commission's Note DDG1 B5/MJ/DBD (2016) 321077 dated July 7, 2016 – Guidelines on the tender procedure; the European Commission Communication (2006/C 179/02), paragraph 2.1.2; the Commission's Notice – Guidelines on preventing and managing conflicts of interest under the Financial Regulation – Published in the Official Journal – 2021/C 121/01 (in all official EU languages) specifically relating to the implementation of Article 61 of the European Union Financial Regulation; the Proposing Organisation, in carrying out this selection procedure, adopts all suitable measures to prevent, identify, and effectively address conflicts of interest that could distort competition and ensure equal treatment of all economic operators.

13. Rights of ownership and use

The rights of ownership and/or the economic exploitation and use of the works prepared or created by the Implementing Body, its employees, and collaborators in the scope or occasion of executing the Contract, will remain exclusively the property of the Proposing Organization. Therefore, the Proposing Organization will have unrestricted rights to publish, disseminate, use, and duplicate these works or materials. These rights, according to Law No. 633/41 "Protection of Copyright and Other Rights Granted for its Exercise," as amended by Law 248/00, must be understood as assigned, acquired, and licensed perpetually, without limitation, and irrevocably. The Implementing Body commits to delivering all products in an open and editable format and expressly agrees to provide the Proposing Organization with all the necessary documentation and materials for the effective exploitation of the exclusive rights of ownership. It also commits to signing all necessary documents for the eventual registration of these rights in favour of the Proposing Organization in any public registers or lists.

14. Confidentiality and non-disclosure

The Implementing Body commits to maintaining the utmost confidentiality regarding the entrusted mandate and all information acquired in relation to it, both during the term of the Contract and after its expiration. The Implementing Body is prohibited from using such information for personal purposes or for the benefit of third parties, as well as from disclosing, communicating, or disseminating it in any form, unless with prior written consent from the Proposing Organization or if required by law.

15. Data Processing

In accordance with Regulation (EU) 2016/679 ("**GDPR**") and Legislative Decree 196/2003, as amended by Legislative Decree 101/2018, it is informed that the personal data collected through this tender procedure will be processed in compliance with the applicable legislation on data protection.

Specifically:

- a) purpose of the processing: the collected data will be used exclusively for verifying the eligibility of competitors to participate in the tender, for managing the tender procedure, and, in the case of an award, for establishing and managing the contractual relationship;
- b) method of processing: the data will be processed using both paper-based and electronic tools, in compliance with the principles of lawfulness, fairness, transparency, data minimization, and protection of confidentiality;
- c) mandatory nature of providing data: providing the requested data is mandatory for participation in the tender. Failure to provide the data may result in exclusion from the procedure;
- d) communication of data: the data may be communicated to the following subjects or categories of subjects:
 - personnel of the Proposing Organization;
 - other candidates.
- e) rights of the data subject: the data subject has the right to access their personal data and to exercise the rights outlined in Articles 15-22 of the GDPR, including the right to rectification, erasure ("right to be forgotten"), restriction of processing, data portability, and opposition to processing. These rights can be exercised by sending a request to the data controller at the contact details provided below;
- f) data retention period: the data will be retained for the time necessary to manage the tender procedure and, in case of an award, for the entire duration of the contractual relationship and for the period required by applicable regulations regarding the retention of administrative records;
- g) data controller: the data controller is Consorzio del Vino Nobile di Montepulciano, represented by its legal representative pro tempore;
- h) Data Protection Officer (DPO) The contact details for the Data Protection Officer (DPO) are as follows:
 - Email: info@consorziovinonobile.it,
 - PEC: consorziovinonobilemontepulciano@pec.it;
- i) complaint to the supervisory authority: The data subject has the right to lodge a complaint with the Data Protection Authority if they believe that the processing of their data violates the provisions of the GDPR.

16. Contractual expenses

The stamp duty, drafting, registration, and any other ancillary expenses related to the Contract will be borne 50% by the Implementing Body awarded the contract and 50% by the Proposing Organisation.

17. Jurisdiction

For the resolution of all disputes that may arise in the execution of the Contract, which cannot be settled amicably by the contracting parties, the competent court shall be that of Siena.