

HEVA

**TENDER FOR IMPLEMENTING BODY
OF THE**

**GRANTS TO INFORMATION PROVISION AND PROMOTION MEASURES
CONCERNING AGRICULTURAL PRODUCTS IMPLEMENTED ON INTERNAL MARKETS**

HEVA - 874754

Heroes of Europe: Volcanic agriculture

IN ONE OR MORE MARKETS BETWEEN:

**Germany
Sweden
Netherland
Italy
Spain
Greece**

**SPECIFICATION
GENERAL CLAUSES**



1. Introduction

Consorzio di Tutela Vini di Soave e Recioto di Soave, Consorzio Tutela Vino Lessini Durello, Consorzio di Tutela Monte Veronese, Union of Santorini Cooperatives jointly submitted a proposal upon the 2019 Call for proposal – Multi programmes of the (EU) Regulation No. 1144/2014, which has been selected for funding.

The program aims at promoting Italian and Greek PDO products on selected European markets, enhancing the level of recognition and awareness towards the EU quality schemes (PDO) for wine and cheese, with a specific focus on products from volcanic agriculture. This tender document is aimed at selecting the third party with whom the beneficiaries will establish a contract for the execution, coordination and follow-up of the action.

2. General information

a. Title of the action

HEVA - Heroes of Europe: Volcanic agriculture

b. Proposing organizations

The project consortium sees the collaboration between two EU Countries, Italy and Greece, represented by four organizations.

Country	Name	Website	Role
IT	Consorzio di Tutela Vini di Soave e Recioto di Soave	http://www.ilsoave.com	Leading beneficiary
IT	Consorzio Tutela Vino Lessini Durello	http://www.montilessini.com	Beneficiary
IT	Consorzio di Tutela Monte Veronese	http://www.monteveronese.it	Beneficiary
GR	Union of Santorini Cooperatives	https://www.santowines.gr/	Beneficiary

c. Products to be promoted

The promotional program is aimed at the following **Italian and Greek PDO wines and cheese**.

PDO Number	Product
PDO-IT-A0472	Soave PDO
PDO-IT-A0473	Soave Superiore PDO
PDO-IT-A0447	Lessini Durello PDO
IT/PDO/0017/0013	Monte Veronese PDO
PDO-GR-A1065	Santorini PDO

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
Germany	€ 1.131.589,69
Sweden	€ 411.821,05
The Netherlands	€230.823,10
Italy	€411.377,25
Spain	€ 89.504,07
Greece	€ 178.812,00

e. Timeline

This promotional program will run from January 1st 2020 to December 31st 2022.

3. Objectives of the actions and messages to be conveyed

The objective of this action is to increase the awareness and recognition of the European PDO quality schemes, adding a very strong focus towards the peculiarities of Volcanic Agriculture. In fact, the volcanic products represented by the project consortium are first of all PDO products, thus representing the values underlying these EU recognitions (quality, food safety, traceability and authenticity among others). Moreover, no increase in the consumption of the involved volcanic products could be expected unless EU consumers start to choose more and more PDO quality products. To do so, EU consumers must be informed and educated about the benefits linked to PDO products consumption. Those are the reasons why this informative objective represents the real core of the EU promotion policy as expressed in the EU Regulation 1144/2014, because the increase in EU productions competitiveness derives from consumer awareness.

The achievement of this objective has a wider scope than the one expressed by the proposing organizations themselves, since an increased awareness and recognition of PDO quality schemes will have a positive reflection on all the PDO production, because the consumer will be more able to recognize them and to choose them despite other lower quality products. The specific scope of Volcanic Agriculture too has, again, a greater impact than the one on the project consortium itself. Across Europe we can find many vastly different volcanic areas, with different features and different products. Nevertheless, all these areas share some common characteristics which will be targeted by this campaign. The expected positive outcome will therefore impact not only the proposing organizations, but every European volcanic productive region.

The first general objective will thus be the **improvement in the general recognition of the EU PDO quality label**, as expressed in the table below. The baseline is represented by the special Eurobarometer No 473 "Europeans, Agriculture and the CAP"¹ and it is different among target countries. By consequence, the

¹ Published on February 2018 (Fieldwork December 2017)

expected returns (to be measured through specific surveys to be submitted to representative samples of the target groups) differ too.

Measure	Baseline 2015 ²	Baseline 2017 ³	Return	Deadline
Improving awareness and recognition of PDO quality scheme on German market	15%	12%	13%	Dec, 2022
Improving awareness and recognition of PDO quality scheme on Swedish market	9%	8%	9%	Dec, 2022
Improving awareness and recognition of PDO quality scheme on the Netherlands market	8%	6%	7%	Dec, 2022
Improving awareness and recognition of PDO quality scheme on Italian market	32%	32%	32,5%	Dec, 2022
Improving awareness and recognition of PDO quality scheme on Spanish market	23%	16%	17,5%	Dec, 2022
Improving awareness and recognition of PDO quality scheme on Greek market	29%	31%	31,5%	Dec, 2022

The baseline data showed in the table above clearly highlight how important and needed is a strong informative campaign on EU PDO productions in the target countries. All the markets except Italy and Greece scored below the EU28 average level on both surveys (20% in 2015 according to Eurobarometer 440, 18% in 2017 according to Eurobarometer 473). Nevertheless, the most important insight of these two Eurobarometer reports is the descent in the general recognition level of the PDO quality schemes across Europe. This means that, first of all, awareness among consumers is still lacking in most of the EU28 Countries, thus requiring a reinforcement in the overall level of informative and promotional investments that support EU PDO products in the internal market. Moreover, these scorings suggest that promotional activities that are currently ongoing or in preparation must become more effective, in order to better reach the consumers and engage them in the long run.

Therefore, a well-structured promotional program that adds a “catchy” message (such as the Volcanic products storytelling which will be better explained in the next paragraphs) to the informative part on PDO productions (which will be the real backbone of the communication plan) could be the winning strategy to effectively reach the consumers’ attention and engage them.

Though very hard to get (due to lack of historicity in the starting awareness level), **an additional (secondary) informative objective** very interesting for the proposing organizations is the **specific awareness towards volcanic products**. This element will be measured through a specific survey to be submitted to the professionals and consumers that will take part to the promotional activities, in order to verify the reception rate of the information provided by the program. Being a new emerging trend never measured before, no

² Special Eurobarometer No 440, Workfield October 2015 (previous survey)

³ Special Eruobarometer No 473

actual baseline is available, while a final return of 20% of the sample aware of what being a “volcanic product” really means will be considered a positive outcome.⁴

While direct surveys will be the main tool to measure the reach of the informative objectives (the general awareness towards EU PDO and PGI products and the secondary specific awareness towards volcanic PDO products), the impact in terms of competitiveness of the involved productions will be measured via a **series of economic indicators**.

The campaign clearly sets SMART objectives, because:

(Specific) it clearly defines which goal it pursues and it is highly focused on the PDO EU quality labels

(Measurable) indicators and benchmarks are clearly identified

(Achievable) based on previous experiences gained by the proposing organizations in other promotional programs, the expected return defined above is attainable within the duration of the planned action

(Result-focused) the defined indicators are not strictly activity-bound but are highly focused on the final outcome of the promotional program

(Time-bound) the achievement deadline is clearly defined as December, 2022

The previous objectives are fully consistent with the general provisions of Articles 1⁵ and 2 of EU Regulation No 1144/2014, especially with those presented at letters 2.2.a)-b)-c)⁶.

Being this promotional campaign targeted on internal markets, all the target Countries represent consolidated markets with a steady consumption of the involved product categories. Moreover, the target markets have a strong interest in how products were grown and in the quality standards of the products they consume. Therefore, rather than increase the overall wine and cheese consumption, the main aim of this program is to lead EU consumers to choose PDO and PGI quality products instead of non-recognized, lower quality products. This switch in consumption habits will contribute to steadily support the overall EU PDO consumption level in the long run, being awareness the real starting point for actual purchase.

This action’s focus is thus to consolidate the valorisation strategy of the European PDOs, informing the target groups about the recognized quality and authenticity European PDOs. More in details, the building blocks of the promotional strategy will be:

- The uniqueness and singularity of the products bearing a PDO as a result of a exclusive use of local resources and local natural conditions

⁴ More information on the procedures that will be followed to measure the specific awareness objective can be found in the following section 7

⁵ “The general objective of the information provision and promotion measures is to enhance the competitiveness of the Union agricultural sector” (Art. 1, EU Regulation No 1144/2014)

⁶ “The specific objectives of the information provision and promotion measures are to:

- a) Increase awareness of the merits of Union agricultural products and of the high standards applicable to the production methods in the Union;
- b) Increase the competitiveness and consumption of Unione agricultural products and certain food products and to raise their profile both inside and outside the Union;
- c) Increase the awareness and recognition of Union quality schemes

(Art. 2, EU Regulation No 1144/2014)

- The peculiar influence of the volcanic territory, in terms of soils, climate and vegetation on the final products
- The PDO specifications and quality control, that ensure a higher quality level and a great food safety
- The production effort behind volcanic products, which is expression of strong link to the production areas and continues a long-time agricultural tradition

In addition to all the elements mentioned above, this campaign aims at exploiting the current trend that already emerged for volcanic wines, trying at the same time to spread it to other volcanic products, such as cheese. According to Gambero Rosso⁷, Forbes⁸ and Bloomberg⁹, « Volcanic Wines Are Heating Up Around the Globe ». As for the Canary Islands, for example, « sales of these wines outside their native land grew more than 40 percent in 2017, according to the island's association of winegrowers and winemakers ». Volcanic wines (or, even better, wines from volcanic soils) phenomenon is considered one of the most interesting trends of the last few years. It gathers international critics, sommeliers, buyers and part of the scientific sector. Since 2017, « volcanic » has become steadily part of the wineries' communication strategy, becoming the backbone of an evocative storytelling. This emerging trend will be the starting point for a more structured and widespread information and promotional campaign that will involve, for the first time, other volcanic products such as cheese.

Few images are indeed more powerful of the one of a volcano. Going back to the ancient classical world, the volcano had a sacred character for mankind: it was the place of the gods, of transcendence and myth, a place where fear and admiration merged. It represented the mystery, which manifested itself in fire, noise and smoke. Nowadays, some of these ancient fascinations are still alive in the consumer and can be used to communicate how peculiar the products born from volcanic areas.

This additional message will be the key to get (and keep) consumers' attention throughout the whole campaign and after its conclusion too. «Quality» and «Authenticity», though two of the most relevant and uprising consumption drivers in the EU, may in fact lack some power as communication key words when used alone, due also to a certain level of over-exposure.

The communication strategy will obviously focus on the intrinsic values of the selected PDO products, most of all on high quality level and traceability, while the storytelling used to reach these objectives will be built on the Volcanic narrative. Product quality, in fact, derives from the volcanic soils, that bring to the final products their distinctive flavors and organoleptic features. On the other hand, the traceability granted by PDO recognitions leads to the production areas, that are distinctively volcanic (even if with vastly different characteristics). The link between the PDO quality schemes and the Volcanic profile of these products works double-way, with the two sides of the communication strategy that respectively reinforce themselves when used together.

One of the key features of the communication strategy will be the simplicity of the message (inspired to the concept of USP – Unique selling Proposition), that will bring effectiveness to the messages by focusing on few simple concepts. As already mentioned, those concepts will work around the European origin, products' own features (that are specific features of EU agricultural production methods and products) and quality of PDOs.

⁷ <https://www.gamberorosso.it/notizie/notizie-vino/volcanic-wines-quanto-vale-per-l-italia-il-vino-dei-vulcani/>

⁸ <https://www.forbes.com/sites/tmullen/2018/02/19/why-volcanic-wine-is-becoming-a-hot-topic/>

⁹ <https://www.bloomberg.com/news/articles/2018-03-30/boom-volcanic-wines-are-heating-up-around-the-globe>

This campaign will be mostly targeted towards consumers. Even though the overall impact of the campaign will obviously cover all consumers' segments, but in order to gain efficiency and effectiveness, the strategy will focus on those segments more open to wine information and curiosities.

Nevertheless, some professionals-oriented activities will be needed (i.e. participation to trade fairs), in order to build in them the same awareness towards PDO volcanic products that the project consortium wants to create in the end consumers. In fact, very often the professionals are consumers' first access point in their PDO products consumption (especially for the wine sector). Working with influencing stakeholders is thus key to access most promising target segments.

The communication mix will balance all the following components:

- **Tasting component** – It is aimed at introducing the products to the widest target group possible, presenting all the features that distinguish them as PDOs and PGIs in general and particularly as volcanic. This is the first building block of the overall strategy aimed at reaching the general objective, since no awareness can be reached if professionals and consumers don't know the products. The tasting component will be achieved through a 360-degrees plan of tasting, participation to fairs and product demonstration, as detailed in the next section.
- **Educational component** – This is strictly linked to the main objective of raising the awareness towards the EU PDO and PGI recognition logos. The strong focus in educating the target groups (both the primary one – consumers – and the secondary one – professionals) is required by the above-mentioned poorly-performing trends highlighted by the Special Eurobarometer No 473. EU producers must stress out the intrinsic values of their products in terms of quality, sustainability, food safety, traceability and traditionality. Those are elements that strongly engage consumers and retain them for a long run consumption, so they are the most interesting features for the products' marketing. At the same time, these same features are the values that brought the products to the PDO recognitions. This means that the PDO policies, when effectively communicated, are completely aligned with consumers' requirements. The challenge is to effectively convey these qualities as summarized by the PDO and PGI logos. This campaign will answer to this challenge with a complete program of seminars, workshops and educations that will be detailed in the following section.
- **Narrative component** – This is the real innovative part of the campaign that, as already mentioned, will add the Storytelling plus to the informative sections, in order to make them more effective in gaining and retaining consumers' attention, thus increasing their engagement in the long run. Many features will be used to convey the «We're Volcanic» message, such as:
 - Geological information provided by professionals (i.e. geologists) during educational and masterclasses
 - Complementary information such as spontaneous vegetation, biodiversity, microclimates and how all these elements concur in defining the products' final features
 - Comparison between the involved areas, where young and active volcanoes (Canary Islands) stand side by side with ancient and extinct volcanoes (mount Lessini area) and how the differences among them impact differently on the final products

Both the educational and narrative components will be actively supported by promotional merchandise and informative documents aimed at reinforcing the conveyed messages.

Based on the results of the market analysis and on the Special Eurobarometer No. 473 (showed in the previous section), a customization of the overall strategy is required, given the different target consumers' profiles. Briefly, different strategies can be defined as follows :

- **Germany** is one of the most relevant European markets in terms of consumption potential, with an awareness level towards PDOs and PGIs that, though scoring below the EU28 average, is not very low.



Moreover, some of the most important trade shows are held in Germany (i.e. Prowein for wine and Anuga for food), therefore this market is constantly under the spotlight, especially when the professionals target is concerned. The specific strategy for this market will :

- Exploit the existing calendar of relevant trade shows (by participating directly to the trade shows or by organizing collateral activities – mainly seminars and workshops – in the same period) to effectively target the professional's segment
 - Provide a full plan of seminars, workshops and tastings (targeting both professionals and consumers) with all the communication components mentioned above
 - PR and Digital (targeted on consumers)
- **Sweden** and **Netherlands** share similar low levels of awareness towards quality schemes. On these Countries, the Informative section of the campaign will be boosted by focusing on:
 - Seminars and workshops (targeting both professionals and consumers)
 - Study trips to bring professionals to the production areas
 - PR and Digital (targeted on consumers)

This focus will help to maximize the expected informative return for the promotional investment. The target groups will be more balanced among end consumers (especially millennial consumers¹⁰) and professionals. In fact, when quality labels awareness is so low, a strong educational strategy toward professionals (as the first « meeting point » between products and consumers for many consumption channels and occasions) is due.

- **Spain**, though one of the most relevant EU Countries in terms of PDO production, together with the two origin Countries, scored quite low performances in the awareness trend showed by the two Eurobarometer reports. Thus, a promotional campaign aimed at increasing the awareness towards EU quality schemes is much needed. On these Countries, the Informative section of the campaign will be boosted by focusing on:
 - Seminars and workshops (targeting both professionals and consumers)
 - PR and Digital (targeted on consumers)

This focus will help to maximize the expected informative return for the promotional investment.

- **Italy and Greece** are the origin Countries of the project consortium, thus are not primary target markets. Nevertheless, being two of the most relevant EU Countries in terms of PDO production and consumption, the impact of the program should not be neglected. The promotional strategy is more focused on primary target markets (Germany, Sweden and Netherlands) and secondary to target Country Spain, while origin Countries will be the stage of return activities such as the study trips. Nevertheless, some promotional activities will be held on these Countries as well. These activities have been selected for their European relevance, that overcomes geographical boundaries to get a real European reach (i.e. international trade shows focused on cheese)

Though customized on the different target markets, the overall coherence will be granted by the one only relevant concept summarized in the project claim:

Heroes of Europe: Volcanic agriculture

Look for the European PDOs

Explosion of taste from Italy and Greece

¹⁰ Therefore excluded young people and adolescents referred to in Recommendation 2001/458 / EC

The claim perfectly sums up all the messages mentioned above (quality, taste, peculiarities of volcanic production areas, etc.), is completely consistent with the overall objectives and requirements¹¹ stated by the EU Regulation No 1144/2014 and provide the emotional component linked to the « volcanic » storytelling.

This claim, visually represented by the campaign logo¹², will be used for the whole campaign and on promotional merchandise, finding reinforcement in the multiple uses and adaptations that the promotional campaign will require. The final outcome will be that the « Heroes of Europe » claim will become a buzzword to identify the involved products and, in general, all the other European PDOs and PGIs from Volcanic production areas.

The campaign will not be brand-oriented at all. However, mentioning of commercial brands will be necessary to illustrate the quality scheme, as the quality scheme does not exist per se, but it must be presented through products that necessarily have commercial brands incorporated.

Therefore, commercial brands might be visible during demonstrations or tastings, and on information material displayed or distributed during demonstrations and tastings, always as an illustration of the PDO and PGI products, and respecting the principle of non-discrimination, therefore ensuring equal treatment, access and visibility for all PDO and PGI brands. This principle will be granted by the following elements:

- Commercial brands will be displayed together in an equally visible manner, in an area separate from that devoted to the main Union message;
- The display of commercial brands will not weaken or obscure the main Union message;
- The main Union message will not be obscured by the display of branded material such as pictures, colors, symbols;
- The display of brands will be limited to visual material excluding gifts, in a smaller format than the main Union message. No mention of brands will be made in audio material;
- It will be always displayed a minimum of five commercial brands;
- Commercial brands will be displayed according to the specific requirements established on Regulation (EU) 2015/1831.

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 objectives.

Work package 2	Public Relations
Target group(s)	Customers, distributors, importers, press, professionals
Activity	Continuous PR Office activities.
Description of activity	Permanent Public Relations service. This service will establish the necessary links with the most relevant distribution agents and journalists. In addition, it is in charge of maintaining constant relations with them by conveying the values

¹¹ As provided by Article 18a of the Model Grant Agreement, mention of origin will be used only at a National level and will be secondary to the message at the European dimension (starting right from the visuals)

¹² The logo presented here is a first draft of the possible visuals. Potential applications to the campaign visuals are attached in the Additional Information section of the submission portal.



	<p>of the European Union, ensuring that they are part of the program. This service, jointly with institutional agents, will support the expected growth of the EU Volcanic Agriculture in the target market. Moreover, links will be established with the key players of the main distribution channels in order to launch an information and awareness campaign of the differential values of EU Volcanic Agriculture, so that Europe establish itself as its main reference. Public Relations staff will be hired by the proposing organizations and a program representative in each target country will be selected.</p> <p>Activities include: calls for events, follow-up of calls, press releases control and supervision, localization of press releases to local languages, dissemination of press dossiers to key media players, press clippings per action and annual press clipping and permanent PR Office tasks.</p>		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	12 Monthly Press Reports regarding tasks and hours 1 Press Kit per country 12 Monthly Clippings 4 Quarterly Press releases to be disseminated among key players.	Same as Year 1.	Same as Year 1.
Sub-total for activity 1	In EUR 111.750,00	In EUR 111.750,00	In EUR 111.750,00

Observation: includes ongoing press relations, press kits, monitoring/clipping, press releases

Work package 3	Website and Social Media		
Target group(s)	Customers, distributors, importers, press, professionals		
Activity 1	Website setup, updating and maintenance.		
Description of activity	<ul style="list-style-type: none"> ▪ Domain, hosting, development, design and programming of website in Wordpress, PHP and MySQL in order to have a platform that allows us to share content in the official languages of the target markets. It will be a responsive website on mobile and desktop. This web will be dedicated exclusively to this campaign and will always be in agreement with the identity of the program. The Web will also contain a blog that will be updated in real time with the actions carried out in every target country. ▪ Creation of a monthly blogpost including drafting, image search, management, coordination, supervision and upload and update content to the platform. ▪ Includes a bank of images about the actions that are developed. We will work on SEO positioning and all the content of the blog will be uploaded in English and translated into the local language of the market. 		
Timeline	YEAR 1	YEAR 2	YEAR 3

Deliverables	*Setup website: Domain, hosting, development, design and programming. *Content upload	*Maintenance of website *Content upload	*Maintenance of website *Content upload
Sub-total for activity 1	In EUR 12.000,00	In EUR 9.000,00	In EUR 9.270,00

Observation: includes domain&hosting, design, programming

Work package 3	Website and Social Media		
Target group(s)	Final Consumers		
Activity	Social Media (accounts setup, regular posting).		
Description of activity	Setup of general Instagram, Facebook and Twitter accounts for the specific program in English in order to be able to reach all target groups with the same language. The main goal of the Social Media accounts is to serve as interactive platforms to communicate with targets. Additionally, they are used as a showroom of all activities carried out under the umbrella of the program. In order to incentivize the participation of the target groups in the proposed activities, promotion actions such as contests and surveys will also be continuously develop through the social media networks selected.		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	* Instagram, Twitter and Facebook account * Editorial Calendar * Selection, editing and posting of weekly content, both visual and written content on the platforms * Community Management	* Instagram, Twitter and Facebook account * Editorial Calendar * Selection, editing and posting of weekly content, both visual and written content on the platforms * Community Management	* Instagram, Twitter and Facebook account * Editorial Calendar * Selection, editing and posting of weekly content, both visual and written content on the platforms * Community Management
Sub-total for activity 2	In EUR 64.200,00	In EUR 58.200,00	In EUR 59.946,00

Observation: includes setup in Year 1, periodic blogposts, editorial calendar, community manager

Work package 3	Website and Social Media
Target group(s)	Final Consumers
Activity 3	Webinars (recipes involving cheese & wine)
Description of activity	Recording of multimedia content that is intended to be used as informative material for the non-professional target group in each country. The recipes, developed by European chefs, together with explanations on how to pair the products selected for this program will be recorded and translated into the

	different local languages. The idea behind the webinars is to educate consumers on how to include EU Volcanic Agriculture into their dietary practices and to incentivize them to develop a link between healthy and sustainable eating and lifestyle and EU Volcanic Agriculture. They will be uploaded to the website and split into smaller scripts for their use on Social Media and events.		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	3 Webinars in Germany 3 Webinars in Sweden 3 Webinars in The Netherlands	Use of webinars created in year 1.	Use of webinars created in year 1.
Sub-total for activity 3	In EUR 9.000,00	In EUR 0	In EUR 0
Total for WP3	In EUR 85.200,00	In EUR 67.200,00	In EUR 69.216,00

Observation: includes script, design and development

Work package 4	Advertising		
Target group(s)	Final Consumers		
Activity 1	Press ADV		
Description of activity	<p>A media plan will be developed on Italian and German markets. This plan aims at reaching the highest number of target final consumers possible. Through this media plan, the message and content of the present proposal would be reinforced in markets where the use of printed press is still widespread. The campaigns will be launched based on the calendar of other activities so that they strengthen the impact and improve the results of each other. For this purpose, alignment between offline and online promotion and informative campaigns is crucial.</p> <p>On the German market the plan will provide 2 full page ads yearly at "The Sommelier" Magazine (Meininger Group), readership 4.300, the leading magazine for wine industry in Germany.</p>		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	2 ADVs in Italy 2 ADVs in Germany	2 ADVs in Italy 2 ADVs in Germany	2 ADVs in Italy 2 ADVs in Germany
Sub-total for activity 1	In EUR 20.000,00	In EUR 20.000,00	In EUR 20.000,00

Observation: includes digital media planning, campaign launch, campaign management

Work package 4	Advertising		
Target group(s)	Final Consumers		

Activity 2	Online ADV		
Description of activity	A digital media campaign aims at reaching the highest number of target final consumers possible in Germany. The campaigns will be launch based on the calendar of other activities so that they strengthen the impact and improve the results of each other. For this purpose, alignment between offline and online promotion and informative campaigns is crucial.		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	2 ADVs in Germany	2 ADVs in Germany	2 ADVs in Germany
Sub-total for activity 2	In EUR 2.000,00	In EUR 2.000,00	In EUR 2.000,00
Total for WP4	In EUR 22.000,00	In EUR 22.000,00	In EUR 22.000,00

Observation: includes digital media planning, campaign launch, campaign management

Work package 5	COMMUNICATION TOOLS		
Target group(s)	Final Consumers, professionals in the HORECA channel, importers, distributors		
Activity 1	Publications, Media Kits, Promotional Merchandise		
Description of activity	Merchandising and 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 as well as increase preference for European Volcanic Agricultural 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 consumers and professionals to recognize the message to be conveyed and the identity of the whole program. (The general design of all promotional materials will be carried out during the first year of the program to reduce costs).		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Communication concept Roll-ups: 6 Catalogue: 750 Leaflet: 900 Tasting table cloth: 1200 Pendrives: 900 Pen: 1500 Notebook: 900 Bags: 900 Stickers: 750 Bottle openers: 900 Aprons: 15 Design Press Release Design web banners	Catalogue: 750 Leaflet: 900	Roll-ups: 6 Catalogue: 750 Leaflet: 900

	Design collateral materials		
Sub-total for activity 1	In EUR 44.280,00	In EUR 8.300,00	In EUR 9.300,00

Observation: includes general design in year 1, production costs

Work package 5	COMMUNICATION TOOLS		
Target group(s)	Final Consumers, professionals in the HORECA channel, importers, distributors		
Activity	Promotional Videos		
Description of activity	The recording of promotional videos is intended to serve as a raising-engagement tool among the target audiences. The script of the promotional videos will be focused on the European quality production of the volcanic agricultural products, highlighting the differential qualities, special producing methodologies and impactful overall attractiveness of a sustainable lifestyle and production. The videos will stress the EU's quality certification (PDO) and will be shown to the public throughout the different offline activities of the program as well as on Social Networks and online publications.		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	No 3 Videos Translations in local languages		
Sub-total for activity 2	In EUR 39.000,00	In EUR 0€	In EUR 0€
Total for WP 5	In EUR 83.280,00	In EUR 8.300,00	In EUR 9.300,00

Work package 6	EVENTS		
Target group(s)	Final Consumers, Importers, Distributors, Press, Influencers and Prescribers, Professionals in different channels.		
Activity 1	Stands at Trade Fairs		
Description of activity	<p>A selected list of Trade Fairs for the purpose of this program has been created: PROWEIN, Anuga, Merano Wine Festival, Cheese in Bra, Salone Internazionale del Gusto, Cibus, Tuttofood, Oenorama, Map of Flavors (Hartis ton Gefseon).</p> <p>Considering trade fairs as visibility platforms, they are intended to serve as way to communicate the message of the program to a wide audience. The participation of the program in the trade fairs will serve as the ideal showcase of European volcanic agricultural products. The message of the program will be conveyed through the stand in various formats: video, decoration of stand, tasting of wines, merchandising and explanations of the program's personnel. It is a great way to increase visibility, relevance and preference for our products as well as have a direct conversation with the audience to get a better picture</p>		

	of the level of awareness among target groups. These events will significantly impact the success of other activities that are planned and therefore the main goal of the program: increase awareness, market share and preference for EU quality certifications, specifically EU volcanic agricultural products.		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Participation to: * PROWEIN * MERANO WINE FEST * SALONE INTERN. DEL GUSTO * CIBUS * * OENORAMA * MAP OF FLAVORS In each fair: ✓ Design, assembly and dismantling a Stand including decorating, ✓ Audiovisual material. ✓ A hostess and a interpreter.	Participation to: * PROWEIN * ANUGA * MERANO WINE FEST * CHEESE IN BRA * * TUTTOFOOD * OENORAMA * MAP OF FLAVORS * BARCELONA In each fair: ✓ Design, assembly and dismantling a Stand including decorating, ✓ Audiovisual material. ✓ A hostess and a interpreter.	Participation to: * PROWEIN * MERANO WINE FEST * SALONE INTERN. DEL GUSTO * CIBUS * * OENORAMA * MAP OF FLAVORS In each fair: ✓ Design, assembly and dismantling a Stand including decorating, ✓ Audiovisual material. ✓ A hostess and a interpreter.
Sub-total for activity 1	In EUR 149.494,00	In EUR 191.498,00	In EUR 149.494,00

Observation: includes registration and insurance, floor rent, booth decoration, catalogue fair insert, transport of wine and materials, assembly/disassembly, technical services of the fair, tasting equipment, organization, management of suppliers, managements of wines, monitoring, follow up for the following fairs/events:

- Prowein (Germany) - Estimated booth space: 60 sqm
- Merano Wine Fest (Italy) – Estimated booth space: 24 sqm
- Salone Internazionale del Gusto (Italy) – Estimated booth space: 20 sqm
- Cibus (Italy) – Estimated booth space: 12 sqm
- Oenorama (Greece)
- Map o flavours (Greece) - Estimated booth space: 40 sqm
- Anuga (Germany) – Estimated booth space: 40 sqm
- Cheese in Bra (Italy) – Estimated booth space: 20 sqm
- TuttoFood (Italy) – Estimated booth space: 18 sqm

Work package 6	EVENTS
Target group(s)	Press (journalists and bloggers) and distribution players (importers, distributors)
Activity	Seminars, Workshops, B2B Meetings

Description of activity	<p>Seminars and workshops will have different formats depending on the target audience:</p> <p>Masterclass for sommeliers, distributors, wine agents and importers: this masterclass 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.</p> <p>Workshops for Cooking Schools: students are the future professionals that will shape the dietary preferences of the target countries so this activity is intended to raise awareness about the European Volcanic Agriculture, their quality, their producing methods and the link to a healthy and sustainable lifestyle.</p> <p>B2B Meetings: a round of meetings between the program’s personnel and the distribution agents of the target markets will be held in the selected markets. The goal of this action is to increase market share for the EU quality Volcanic Agriculture and to inform the agents about the differential value that EU products provide.</p> <p>Each format will still provide all the communication elements highlighted in the strategy: tasting, educational, narrating components. Collaborations with volcanic experts (not only in the agro-food field but eventually, maybe, geologists), in order to promote a 360 degrees communication on the volcanic theme and maximise engagement on the target segments.</p>		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Masterclass in Germany: 4 Round Table in Germany: 4 Masterclass in Sweden: 3 Masterclass in The Netherlands: 2 Masterclass in Greece: 1 Masterclass in Spain: 1 Annual Workshop on Volcanic Agriculture in Italy: 1	Same as Year 1.	Same as Year 1.
Sub-total for activity 2	In EUR 285.840	In EUR 293.797,20	In EUR 302.365,47

Observation: includes translator, room rental, wine corkage, wine transport, materials, delivery of wines, trade relations, organization, implementation and follow-up.

Work package 6	EVENTS
Target group(s)	Press (journalists and bloggers) and distribution players (importers, distributors)
Activity 3	Study Trips to the production areas
Description of activity	<p>The idea is to bring key players to the origin countries in order for them to have a first-hand experience regarding the production chain, the quality and the differential value of European Volcanic Agriculture. A closed agenda for those trips will be developed where the target group will be taken to visit, interview and have meetings with the main agents of the production chain. This activity is expected to have a huge impact and help raise awareness both among final</p>

	consumers and professionals. As a way to guarantee that the Union message is conveyed properly, the attendees will be given an information dossier with relevant information of the program.		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	*Study trip from Germany *Study trip from Sweden *Study trip from The Netherlands * Study trip from all target countries to Greece	*Study trip from Germany *Study trip from Sweden *Study trip from The Netherlands * Study trip from all target countries to Greece	*Study trip from Germany *Study trip from Sweden *Study trip from The Netherlands * Study trip from all target countries to Greece
Sub-total for activity 3	In EUR 102.630,83	In EUR 102.630,83	In EUR 102.630,83
Total for WP 6	In EUR 537.364,83	In EUR 587.926,03	In EUR 554.490,30

Observation: includes flights, hotels, internal trips, expenses, other items (i.e. taxi, router...), translator, trade relations, organization, implementation and follow-up

Work package 7	POINT OF SALE		
Target group(s)	Final Consumers		
Activity	Tasting Days		
Description of activity	As a way to disseminate and spread information about Volcanic Agriculture where final consumers are closer to the products themselves and where they make most of their purchasing decisions, several POS activities will be carried out. The goal is to raise awareness among consumers in target countries, influence their purchasing decision and therefore increase market share of the products and, last but not least, raise the awareness and standards of European quality and sustainable producing methods.		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	n/a	2 POS in Germany (7-days) 2 POS in Sweden (7-days) Report on results in POS	2 POS in Germany (7-days) 2 POS in Sweden (7-days) Report on results in POS
Total for WP 7	In EUR 0	In EUR 25.200,00	In EUR 25.200,00

Observation: includes agreements with chains, samples, trade relations, organization, implementation and follow-up

For a full understanding of the contribution of each work package to the fixed limit of investment, please see the tables below.

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.

Target country: Germany

Activity	Year 1	Year 2	Year 3
WP 2	40.500,00 €	40.500,00 €	40.500,00 €
WP 3	15.700,00 €	11.200,00 €	11.536,00 €
WP 4	12.000,00 €	12.000,00 €	12.000,00 €
WP 5	28.360,00 €	3.500,00 €	3.900,00 €
WP 6	273.154,83 €	320.567,23 €	280.971,63 €
WP 7	- €	12.600,00 €	12.600,00 €
Total	369.714,83 €	400.367,23 €	361.507,63 €

Target country: Sweden

Activity	Year 1	Year 2	Year 3
WP 2	31.500,00 €	31.500,00 €	31.500,00 €
WP 3	15.700,00 €	11.200,00 €	11.536,00 €
WP 5	27.960,00 €	2.700,00 €	3.100,00 €
WP 6	71.705,00 €	73.308,35 €	74.911,70 €
WP 7	- €	12.600,00 €	12.600,00 €
Total	146.865,00 €	131.308,35 €	133.647,70 €

Target country: Netherland

Activity	Year 1	Year 2	Year 3
WP 2	16.500,00 €	16.500,00 €	16.500,00 €
WP 3	15.700,00 €	11.200,00 €	11.536,00 €
WP 5	26.960,00 €	2.100,00 €	2.300,00 €
WP 6	36.540,00 €	37.175,70 €	37.811,40 €
Total	95.700,00 €	66.975,70 €	68.147,40 €

Target country: Italy

Activity	Year 1	Year 2	Year 3
WP 2	8.950,00 €	8.950,00 €	8.950,00 €
WP 3	12.700,00 €	11.200,00 €	11.536,00 €
WP 4	10.000,00 €	10.000,00 €	10.000,00 €
WP 6	105.315,00 €	105.363,75 €	108.412,50 €
Total	136.965,00 €	135.513,75 €	138.898,50 €

Target country: Spain

Activity	Year 1	Year 2	Year 3
WP 2	5.350,00 €	5.350,00 €	5.350,00 €
WP 3	12.700,00 €	11.200,00 €	11.536,00 €
WP 6	12.300,00 €	12.669,00 €	13.049,07 €
Total	30.350,00 €	29.219,00 €	29.935,07 €

Target country: Greece

Activity	Year 1	Year 2	Year 3
WP 2	8.950,00 €	8.950,00 €	8.950,00 €
WP 3	12.700,00 €	11.200,00 €	11.536,00 €
WP 6	38.350,00 €	38.842,00 €	39.334,00 €
Total	60.000,00 €	58.992,00 €	59.820,00 €

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.

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
Visitors		
Sessions		
Average time		
Social network XXXX		Updates
		Impressions
		Likes
		Engagement rate

ADV	Publications	
	Copies distributed	
Communication tools	Units produced	
	Units distributed	
	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	
POS Promotions	Samples distributed	
	Units of communication tools distributed	
	Contacts reached	Importers/Distributers
		Press / Influencers
		Ho.Re.Ca. professionals
		Final consumers

Impact indicators

Objective scope	Campaign objective	Indicator
Informative	Increase the general awareness level on the selected target Countries towards EU PDO wines in general and, more specifically, the PDOs promoted by the project consortium	Awareness towards the PDO mark
	Increase the specific awareness level on the selected target Countries towards European Ecologic wines	Awareness towards sustainability features
Economic	Improve the economic performances of the involved PDOs	ROI at Union level
		ROI at project consortium level

6. Obligations of the implementing body

a. 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 per activity and an annual report providing all the information requested by CHAFEA 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

- Evaluation and follow-up
- Revenues and costs

* The implementing body must have and maintain accounting books that, for European Union supervision purposes, will allow for the clear identification of the revenue and costs of the execution of these activities.

b. Invoicing

After execution the implementing body must pay the expenses incurred to its suppliers before requesting its repayment to the beneficiaries.

Requests for payment to the beneficiaries must be accompanied by the invoices (original and copy), the supporting documents including proofs of the payment of the implementing body to its 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. They should also be accompanied by a copy of the proof of payment by the Implementing Body to its suppliers as well as the bank statement.

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, as well as any financial income resulting from them.

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

c. Expenses

Are considered eligible expenses:

- The expenses necessarily and directly attributable to the implementation of the program, in conformity with the description of the program budget template, susceptible of funding under EU and national legislation and that meet the eligibility rules set for the program's financing
- The expenses that correspond to the activities performed and effectively paid by the implementing body to its suppliers
- The expenses within the limits set in legislation relating accommodation (€128 per night), and meals and transfers (€92 per day)
- The expenses paid by to implementing body to its suppliers by credit card or bank wire transfer. Only the cash payments absolutely necessary and up to a maximum of € 250 are eligible.
- In case of conversion to Euros of the expense paid by the implementing body to his supplier, the equivalent eligible expense resulting from the application of the exchange rate set by the European Central Bank for the penultimate day of the month prior to the payment of the expense (europa.eu.int / comm / budget / inforeuro)
- In situations where the invoice or document of expense issued in foreign currency has expressed the equivalent in Euros and the payment is made directly in Euros, this value will be considered for assessing the eligibility of expenditure
- Other eligible expenses described in the standard contract attached

Are considered ineligible expenses:

The expenses not provided for in the program or not mandatory, even if directly associated with the program's execution, such as:

- Expenses above the legal limits or budget approved;
- Expenses without supporting documentation or legal documentation
- Management expenses of the implementing body such as phone, post mail, internet, taxis, parking, car and other expenses
- Bank Charges
- Registration of brands
- Losses resulting from currency exchange
- Booking fees and commissions charged
- Travel expenses for unanticipated additional routes
- Cancellation or rebooking expenses, insurance, excess or loss of luggage
- Tips or laundry expenses
- Fines
- Office rental
- Medical expenses and medicines
- Entertainment or public relations expenses not directly related to the implementation of the program's activities
- Consumables not directly related to the programs' execution
- Provisions in respect of any future losses or debts
- Trade discounts or having equivalent effect (credit notes)
- Unjustified overnight scales
- Lack of evidence of realization of the activities
- Lack of reasonableness of expenses and allocation criteria
- VAT
- Expenses or fees not budgeted

Other ineligible expenses described in the standard contract attached

Particular situations in which are required additional evidence for expenses to be considered eligible:

- Airplane - Travel agency's invoice, containing the identification of class of travel, the names of travelers, dates of travel and destination or destinations and proof of payment; boarding pass or document confirming electronic check-in
- Train or Bus - transport ticket or invoice/receipt indicating the place of departure and destination, number of passengers and the date of travel and proof of payment
- Taxi - Invoice/receipt indicating the place of origin and destination, as well as the date of the transport and proof of payment
- Accommodation and meals - detailed invoice, containing the names of people, dates and number of nights, accompanied by the respective proof of payment
- Documents in a foreign language - All expenses over € 50 must be issued in English. If issued in any other language, the expense must be accompanied by an authorized translation. Regarding expenses below € 50, must be provide the necessary information for the analysis of eligibility, including the nature of expenditure and its relation to the approved program
- Cash expenses - The evidence of payments made in cash must be supported with the respective cash flow sheet
- Fees must be submitted on an hourly basis (not daily), per activity, per month, per category of staff and person. It shall indicate the duration of the service, the unit cost and total cost. However, the timesheets prepared by the concerned staff should contain additional information, such as the place

of the performance, the number of hours per day and the services provided associated with the activity specified in the contract. The conformity of the timesheets must be certified by the project leader, or any other responsible for personnel, at least once a month. The detailed timesheets must be available and be verifiable. Regarding the fees of the experts consulted, the Implementing Body must ensure the accuracy of the working time declared.

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 Consumers, Health, Agriculture and Food Executive Agency (CHAFEA), 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, exchanging information and intervening on a daily basis. The coordinator will meet weekly (on-line) with each of 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. Technical offer

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 internal market HEVA-874754”, which 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
- d) Indication on which markets is presenting proposal for implementation (one or more markets between Germany, Sweden, Netherlands, Italy, Spain, Greece)
- e) Information on the technical competencies and professional capabilities of the company and its team
- f) 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
- g) 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)
- i) Additional comments or suggestions

The application will be considered invalid if any of these elements is missing.

b. Detailed budget proposal

The candidate to implementing body has to submit a budget:

- 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 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 implementing body fee must not exceed an overall rate of 14% on activity costs. Proposals providing implementing body fees above this threshold will be discarded.

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

DETAILED BUDGET PROPOSAL			
TARGET COUNTRY: xxxx			
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 €
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 €
Total implementing body fee	XXXX €	XXXX €	XXXX €
Grand total for the activity (cost + fee)	XXXX €	XXXX €	XXXX €

DETAILED BUDGET PROPOSAL			
TARGET COUNTRY: xxxx			
	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) must not exceed the fixed maximum amounts listed in section 2.d.

c. Deadline

The closing date for this tender is December 19th 2019 (23h59). The proposals must be sent to the attention of Aldo Lorenzoni by e-mail to

consorzio@ilsoave.com

or by post mail to

Consorzio di Tutela Vini di Soave e Recioto di Soave

Via Adolfo Mattielli Pittore, 11,

37038 Soave VR

In case of proposals sent by e-mail, the following addresses should be put in cc:

- Consorzio Tutela Vino Lessini Durello e.mail: consorzio@montelessini.com
- Consorzio di Tutela Monte Veronese e.mail: paola.giagulli@monteveronese.it
- Union of Santorini Cooperatives e.mail: kasiola@santowines.gr

8. Evaluation criteria

The proposals will be analyzed and evaluated by 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 commission 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
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”

Score = (Offer X / 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”

Score = (minimum % rebate / 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 proposals with the highest total final score are selected for execution. In the event of a tie, the lowest price offers are selected.

Only the proposals from entities without any link to the proposing organizations will be accepted.

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.