



**TECHNICAL SPECIFICATIONS AND SELECTION PROCESS OF THE
IMPLEMENTING BODY OF THE PROGRAMME FOR INFORMATION AND
PROMOTION AIMING AT INCREASING THE CONSUMPTION OF FRESH FRUIT
AND VEGETABLES IN THE INTERNAL MARKET –
CALL 2026 AGRIP SIMPLE– Reg. EU 1144/2014**

The Consorzio Mela Alto Adige (also “the Consortium” or “Proposing organisation”), having its legal headquarters in Terlano, Via Jakobi, 1/A – CAP 39018 – ITALY, VAT Number 02241830211, PEC: sak@pec.rolmail.net; e-mail address: info@melaaltoadige.com, in its quality of **Lead** Proposing Organisation and in partnership with the Apple Producers Associations VOG and VI.P, shall present a Programme for Information and Promotion activities within the framework of the REA **Call for proposals AGRIP-SIMPLE 2026** – Simple Programmes “Grants to information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries in accordance with Regulation (EU) No 1144/2014 of the European Parliament and of the Council”, TOPIC IM-FRESH FRUIT AND VEGETABLES - Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and healthy dietary practices – and, for this reason,

hereby announces

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in accordance with the Regulation (EU) no. 1144/2014, the Delegated Regulation (EU) no. 2025/70 and the Implementing Regulation (UE) n. 2015/1831 (and taking into account the Work Programme for 2026, defined in the framework of Reg. (EU) 1144/2014, to be published by the Commission) a **Public Notice of Tender for the selection, by means of an Open Competitive Procedure, of an “Implementing Body” engaged for the realisation of the Actions (activities/initiatives/costs) directed at the attainment of the objectives that are provided by the Programme that will be presented and which shall be carried out, if approved, in the following European countries: ITALY AND SPAIN, using as testimonial product: THE APPLE.**

Companies/agencies in possession of the requirements that are indicated in the aforementioned EU Regulations (including, but not limited to: agencies or companies that are experts in activities of public relations, promotion, information, event organisation, advertising and press campaigns, as well as activities at restaurants and point of sales) are invited to present an offer (a technical and economical proposal) on the basis of the indications that are described in this document under the paragraph entitled “**TECHNICAL SPECIFICATIONS**”.

The Consorzio Mela Alto Adige intends to carry out the selection of the Implementing body through an Open Competitive Procedure in compliance with the principles of cross-border interest, non-discrimination, equal treatment, transparency, publicity, proportionality, clarity and consistency of the established selection and award criteria on the purpose of the requested services and with the

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value of the same, best value for money and absence of conflicts of interest, in accordance with the conditions indicated by the relevant European Regulations, by the document “*Guidance on competitive procedure Ref. Ares (2016) – 07/06/2016*” and by the last available Decree of the General Director, Directorate-General for General Affairs and Budget, of the Ministry of Agriculture, Food Sovereignty and Forestry (MASAF) n. 532478 - 10/10/2024.

It is hereby specified that, since this invitation to tender is aimed at the execution of a soon-to-be-presented European project, should the Lead Proposing Consortium not be approved as the beneficiary of said project by the EU entities, the winning of this tender shall be considered void and ineffective, and that, in such a case, the Proposing Consortium shall have no responsibilities whatsoever and shall not be subject to any claims and/or damages requests.

Should the Programme be approved, the successful bidder of this Call for tender (Executing Agency) will be responsible for the execution of the activities foreseen and the relationship between the Executing Agency and the Lead Consortium will be governed by a specific contract of service. In general, the Executing Agency shall not only carry out the agreed activities by reaching all foreseen indicators, but also prepare both financial and operational reports, making available to Consortium the proofs of payment related to the expenses incurred, as well as all the documentation and information related to the activities carried out (e.g. geolocalised photos, contacts and results reached, list of attendees, video recordings, description of the activities carried out, other better specified in the contract of service).

The proposals presented within the Tender for the Selection are considered as valid for 18 months.



PRIMARY INFORMATION

LEAD ORGANISATION:	Consorzio Mela Alto Adige
PARTNER ORGANISATIONS:	VI.P (Associazione delle Cooperative Ortofrutticole della Val Venosta) VOG (Consorzio delle Cooperative Ortofrutticole dell'Alto Adige Soc. Agricola Coop.)
TARGET MARKETS:	Italy and Spain
TESTIMONIAL PRODUCTS:	Apple (to be used within the framework of the proposed activities and initiatives, as testimonial product)
PROGRAMME DURATION:	36 months (3 years), starting <u>approximately</u> from month of February/March 2027
TARGET GROUPS OF THE ACTIVITIES: (in the target markets of the Programme)	Consumers (Millennials and Generation Z, young families, those responsible for shopping and family diets) Food & agricultural sector operators, large scale distribution and HO.RE.CA. sector, future chefs Journalists B2C (including those from the health, sports, nutrition, and wellness industries), bloggers and influencers Opinion leaders and decision makers
FINANCIAL RESOURCES:	€ 3,254,840.00 – net of VAT. <u>These resources are intended for the realisation of the activities and initiatives (in the 3 years), and must also include the fee for the Implementing Body; however, they do not include other administrative expenses which have to be borne exclusively by the Proposing Organisation.</u> Percentage division of the overall costs (Activities + Fee) divided by target country: Italy – 65%, € 2,115,646.00 Spain – 35%, € 1,139,194.00



TECHNICAL SPECIFICATIONS

MAIN OBJECTIVES OF THE PROGRAMME

The Programme contributes to the achievement of the general objective of EU Reg. no. 1144/2014 (art. 2) to *strengthen the competitiveness of the agricultural sector of the European Union*, in order to achieve greater competitive fairness both in the internal market and in third countries through a series of information and promotion activities which should aim to increase consumer awareness about the merits of agricultural products and production methods of the Union, and to strengthen the awareness and recognition of European quality schemes.

In addition to information concerning the intrinsic characteristics of agricultural and food products of the Union, the eligible actions may also focus on communicating messages useful to consumers, particularly regarding nutrition and healthy and sustainable consumption habits.

The Programme, in fact, intends to contribute also to the priorities of the European Commission aimed at improving the health of citizens through the creation of a “European Union of Health”, promoting and supporting the improvement of responses to health crises, fight against cancer through the dedicated plan, providing more information on healthier and more sustainable lifestyles and consumption habits and, in general, the adoption of a “One Health” approach for integrated health of people, animals, and ecosystems.

In order to promote sustainable food consumption and facilitate the transition to healthy and sustainable diets, current food consumption patterns need to be changed as they are unsustainable from both a health and environmental perspective. Therefore, it is necessary to provide consumers with clear information in order to make informed food choices that will make it easier for them to improve their diet, as this will benefit their health and quality of life, while also reducing health, social and waste costs.

The product APPLE can thus be used to concretely illustrate all the concepts that are further detailed in the next paragraph “Subjects to be handled”.

In the light of the above, in addition to contributing to the general one of EU Reg. no. 1144/2014, the **objectives of the Programme** are:

1. **to inform consumers** about the benefits of adopting healthier diets that include **increased consumption of fresh fruits and vegetables** produced in the European Union and characterized by high quality and safety standards – thus contributing to the achievement of the consumption quantity recommended by the WHO (400 gr/5 portions per day, per person) through the concrete example set by the APPLE.
2. **make available to consumers tools and information channels** that are easily accessible, in order to deepen their understanding of topics related to health, proper food consumption habits, and healthier lifestyles; for example, by citing the Italian and the Spanish governments’ “*Guidelines for a Healthy and Balanced Diet*” in the informational material.



3. **to increase the consumption of the testimonial product of the Programme**, as an example of the variety and versatility of the Union's fruit and vegetable production **and, consequently, of all European fruit and vegetable products**
4. **to increase the appeal and therefore the competitiveness and market share of the Union's fruit and vegetable products**, also through targeted activities with specific target groups (e.g. children/young people, sportsmen, seniors).

The organisations (companies, agencies, etc.) that participate in this Call for tender for the selection of the implementing body shall draw up a corpus of activities and initiatives (including informational, educational and promotional materials) that are consistent with a well-identified and targeted strategy, in consideration of **the objectives** to be achieved, the topics to be handled, the characteristics of the testimonial products and the target countries, the target groups of the initiatives, the duration of the Programme, and the financial resources that are available.

SUBJECTS TO BE HANDLED

In order to achieve the Programme's objectives, the main thematic areas to be addressed within the Programme are the following:

- for the purpose of increasing the competitiveness of **European agriculture** in the target markets, it is necessary to go into detail on the **distinctive characteristics of the latter**, and thus to generically and technically go into depth (depending upon the typology of the target groups that are the recipients of the specific initiatives) on **the meaning that "quality" and food safety hold for the European Union**. This value is reflected in strict standards for production methods and supply chain controls;
- **the meaning of quality of agricultural production must then be associated and connected to the quality of life and of the environment in which the European citizen live**. An increase in the consumption of fruits and vegetables substantially contributes to a correct and balanced diet and to the resulting undeniable benefits in terms of both health and economics. Information do exist and are available, as well as the products themselves, but the consumer must be aware of them, must have easy access to them and be aware of the great variety that characterizes the fruit and vegetable sector of the Union and the great versatility that characterizes it;
- here, the Programme's testimonial product plays its crucial role: for example, the apples produced in South Tyrol – which, with its more than 18,400 hectares of dedicated land, represents the largest closed and continuous apple-growing area in the European Union – are available in about 30 varieties (including organic apples, apples with European quality certification and new varieties not yet certified, but produced according to the high European quality standards - the concept of variety must also be highlighted in the communication content of the Programme) and satisfy all tastes (sour or sweet flavour, crunchy, soft, juicy texture...). The apple can also be eaten fresh, as well as in freshly-prepared juice and in gastronomic preparations, and represents the variety and versatility that characterizes all European fruit and vegetable production;



- **therefore, it is essential that the appeal of the whole fruit and vegetable sector increases**, demonstrating that a healthy diet offers almost unlimited possibilities, which can be adapted to all tastes and needs, without having to give up the taste and the variety and richness of one's diet.

The apple, indeed, because of its organoleptic properties and the large number of available varieties (characteristics that should be highlighted and that in different measure, shares with the whole fruit and vegetable production of the Union), is suitable for the diet of children, sportsmen, young and old people.

A higher and more conscious attention to the consumption of fruits and vegetables allows to benefit of essential elements for the growth, for the reintegration of vitamins and mineral salts, for the fight against specific pathologies and for a general wellness for all categories of consumers;

- **apple, with its positive and representative characteristics, puts itself at the service of the entire fruit and vegetable sector of the Union**, demonstrating that a conscious and informed choice regarding one's diet does not imply any kind of sacrifice in terms of taste and variety of consumption. This helps to increase the appeal of the European fruit and vegetable sector – due to an "iconic" product such as the apple – and to increase its market share within the Union itself.

TYPES OF ELIGIBLE ACTIVITIES AND INITIATIVES

This call aims to identify an Implementing Body for a new European Project that continues the activities already initiated under the “APPEAL-EU” Programme, co-financed by Regulation (EU) No. 1144/2014 – Call AGRIP SIMPLE 2023, currently ongoing and expected to conclude in February 2027. In order to ensure consistency and continuity with the actions/activities already undertaken, interested agencies are invited to consult in particular:

- the dedicated landing page: www.mondomela.eu
- the podcast channel containing episodes produced within the Programme which is currently active: [Un mondo oltre la mela | Podcast on Spotify](#).

Project proposals must include updated and innovative activities that align with the strategic objectives listed in this document, while remaining **coherent with the contents and communication style developed for the “APPEAL-EU” Programme currently active.**

The activities and initiatives that are eligible within the framework of the Programme that will be presented by the Consortium, in respect of the reference EU Regulations, are similar to those classic activities and initiatives of information and promotion of high-quality agricultural, wine, and food products, **considering the thematic areas to be handled and the objectives as indicated above** (above all else in terms of the contents of the communication):, however, considering that this Programme would constitute the continuation of a currently ongoing Programme, the following list of initiatives are considered appropriate to ensure **continuity** between the two Programmes:

- **PUBLIC RELATIONS:** continuous PR activities aimed at B2C media and journalists (PR office, creation of a database of contacts, elaboration of the press kits and the factsheets of the Programme, drafting and sending press releases to B2C media, press reviews); organisation of press events aimed at B2C media and journalist in both target countries; involvement of a Testimonial and/or Brand Ambassador for each country in a three-year partnership; creation and/or collaboration of a panel of 'experts' for the development of scientific content to be conveyed through the various channels (including collaborations with dieticians, institutions such as universities, etc.).
(approximately 13% of the budget available for activities, in both countries of intervention).
- **WEBSITE, SOCIAL MEDIA:** management and continuous maintenance of the landing page dedicated to the Programme (already existent www.mondomela.eu), with a related monitoring system; development of a strategy for social media profiles which already exist (strategy for the development of original content and the timing of periodical publication of sponsored/dark posts), also taking into consideration video content (institutional videos & video recipes).
(approximately 5% of the budget available for activities, in both countries of intervention).
- **ADVERTISING:** branded content/ B2C media cooperation in order create in-depth content related to the Programme's themes; B2C digital campaigns (e.g., programmatic, Meta campaigns) that engage the general public through incisive Call-to-Actions, in order to support and promote the physical events planned by the Programme; development of a strategy for implementing B2C digital campaigns to promote the podcast of Programme.
(approximately 13% of the budget available for activities, in both countries of intervention).
- **COMMUNICATION TOOLS:** possible creative reworking of the distinctive key visual of the Programme, to give the campaign a strong personality, encapsulating the main messages to be conveyed in a single graphic concept; annual creation of photo/video content to be used on print and digital media; elaboration of publications, definition of information materials to be used by the media (media kit) and the Programme's target audience, such as brochures, recipe books, gadgets, in-formative and promotional materials and videos. The content of the information material should refer to the "subjects to be handled", and consider the type of target groups they are aimed at, in accordance with the Programme's themes.
Information materials should be produced **in compliance with environmental** (in particular CAM – Minimum Environmental Criteria)¹ **and social sustainability requirements**.
Possible production of new podcast content, following the style of the existing one: [Un mondo oltre la mela | Podcast on Spotify](#) and/or collaboration with other podcasts to increase the visibility of the Programme's podcast.
(approximately 18% of the budget available for activities, in both countries of intervention).

¹ Minimum Environmental Criteria (CAM) are a set of environmental and ecological requirements issued by the Italian Ministry of the Environment to guide public administrations in their procurement processes, promoting sustainable products and solutions.



- **EVENTS: IT:** collaboration with cooking schools (e.g. seminars aimed at students or other form of collaboration); **IT:** collaboration with restaurant or bar chains that may convey the "subjects to be handled" through tasting activities; **IT:** sponsorship of catalysing events, including sport or cultural events, and sponsorship of trade fairs and/or conferences in line with the "subjects to be handled"; **IT and ES:** study trips (Incoming) in the production areas of testimonial products (not only addressed to food distribution operators but also to opinion leaders and content creators); other events.
(approximately 24% of the budget available for activities, in both countries of intervention).
- **POINT-OF-SALE (POS) PROMOTION:** organisation of tasting and information days at points of sale (including advertising in chain leaflets, announcements on in-store radio, specific visibility material).
(approximately 26% of the budget available for activities, in both countries of intervention).
- **OTHER ACTIVITIES:** storage, shipping and logistics; market researches (for which the purpose, method of implementation and interpretation of the data must be described).
(approximately 1% of the budget available for activities, in both countries of intervention).

The percentages mentioned at the end of each type of activity are indicative and are given to demonstrate the interest of the proposing organisations in regard to the scale of the activities themselves.

In order to develop a coherent and realistic proposal, please note the following:

- please consider the breakdown of the investments (activities + fees of the implementing organisation), by target country, in the three-year period of implementation of the Programme:
Italy – 65%, € 2,115,646.00
Spain – 35%, € 1,139,194.00
- in general, it is expected that the operational proposals will also consider the evolution induced by the Programme both in the relationships with the target groups and in the dissemination of information and knowledge. Therefore, such evolution should also be represented by a possible difference between the activities of the first, second and third year of the Programme's implementation.

Finally, it is pointed out that the (not limited to) list of activities eligible under EU Reg. 1144/2014 and required (listed above) under this Call for Tender is not mandatory, this, therefore, does not prevent from proposing further activities, even innovative ones, as long as they are in line with the "classic" promotion activities that the EU Regulation indicates and with what is listed above and requested (in pages n.7 and 8) by the proposing Consortium.



Clarifications regarding the fees of the Implementing Body

Regarding the costs related to the fees of the Implementing Body, these must be presented/calculated in terms of person/days costs for each specific initiative to which they refer. These costs (the fees) concern the preparatory activities (both intellectual and non-intellectual) necessary for the organization of the activities themselves (e.g., planning, selection and contact with suppliers and/or specific representatives of target groups, price research, choice of locations, execution “concepts”, relations with the Proposing Organisations of the Programme, quality control, and monitoring of the activities carried out).

However, activities carried out directly by the Implementing Body using its own personnel (so-called “in-house services”) are not included in the fees. Examples of such activities include: translations, website management, social media activities, creation of press releases, briefing activities for staff or subcontractors, etc. This type of cost corresponds to activities that must be included in the Programme’s cost/budget plan.

Please pay attention to the definition of the fees, since they are subject to evaluation and a score will be assigned.



SELECTION PROCEDURE FOR THE IMPLEMENTING BODY OF THE PROGRAMME

NB: Consorzio Mela Alto Adige (lead organisation) and the other partner organisations (VI.P and VOG) are not Body governed by public law, within the meaning of Article 2(1)(4) of Directive 2014/24/EU, therefore they are not required to apply the national rules transposing the European Directives on public procurement (in Italy, Legislative Decree no. 36/2023 – Codice Appalti). Notwithstanding the above, since this Tender procedure is called in compliance with the principles of cross-border interest, transparency, publicity, impartiality, equal treatment of candidates, as well as the conditions indicated in the above-mentioned European Commission Guidelines and the Decree of the MASAF's General Director n. 532478 - 10/10/2024 (latest available) , Directive 2014/24/EU and Legislative Decree 36/2023 are considered and/or referred to and applied when appropriate, within the scope of execution of the Tender itself.

REQUIREMENTS FOR PARTICIPATING IN THE TENDER

Economic operators can take part in the Tender as independent entities or in a Temporary Association of Companies, including a not-yet established one.

When participating to the Tender as a not-yet established Temporary Association of Companies, the (technical and economic) offer needs to be subscribed by all of the economic operators who will be part of the Temporary Association of Companies. Furthermore, it must include a statement with the commitment that, should it win the Tender (and should the Programme be approved), the economic operators shall confer a special collective proxy to one of them, to be indicated in the offer and to be qualified as the agent. The agent will sign the contract in its own name and in the name and on behalf of the other members of the Temporary Association of Companies.

Those economic operators who are in a situation of control, as per the provisions of article 2359 of the Civil Code, or in any other type of relation, including a de facto one, with another economic operator taking part in the Tender, shall not be allowed to take part in the Tender. This also applies to the cases in which the control or the relation implies that the offers presented are attributable to the same decision-making powers.

Participants are not allowed to take part in the Tender in more than one Temporary Association of Companies. Should this happen, all of the Temporary Associations of Companies involved shall be disqualified from the Tender.

Furthermore, participants to the Tender are not allowed to participate individually, should they also participate to the Tender within a Temporary Association of Companies. Should such a situation arise, participants shall be excluded from the Tender, both individually, as well as in the form of a Temporary Association of Companies.

Absence of causes for exclusion from participation

Participation in this competitive procedure is reserved for economic operators who, on the date of the presentation of the offer, declare that no reasons for exclusion exist in accordance with the Directive 2014/24/EU, or else reasons for exclusion that are associated with:

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- criminal convictions;
- payment of taxes or social security contributions;
- insolvency, conflict of interest or criminal business acts.

The absence of these reasons for exclusion shall be attested to by means of the attached declaration (**Annex A**) signed by the legal representative. Should a Temporary Association of Companies take part in the Tender, all of the economic operators who are members of this association shall have to present and sign their own statement (Annex A).

Please pay attention to the compilation of Annex A.

Requirements of economic and financial capacity

The economic operator that intends to participate in this tender for selection must have realised in the three-year period of 2022-2023-2024 (there will be considered only the **last three closed and approved budgets**) total global revenues of no less than 1,500,000.00 Euros (in words: onemillionfivehundredthousandEuros) net of VAT, resulting from VAT declarations or the tax equivalent within the EU. Said requirements need to be held by the individual economic operators or by the Temporary Association of Companies overall.

Such requirements need to be certified by means of the attached statement (Annex A), signed by the legal representative, and, in case of participation to the Tender as a Temporary Association of Companies, it needs to be filled in by each subject part of the Temporary Association of Companies.

Please notice that when filling in **Annex A - Section B: Economic and Financial Standing**, it is mandatory to indicate all of the amounts related to **global turnovers for the past 3 financial years and whose financial statements have been approved**, including in the case in which the requirement has already been met during the past financial year or during the past 2 financial years. Should the yearly turnover not be available for one or more ended financial years mentioned above (such as, for example, in the case of a newly-established economic operator), please add an explicatory note in this section to explain the lack of required data.

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Requirements of technical and professional capacity

The economic operator that intends to participate in this tender for selection must have realised in the three year period of 2022-2023-2024 (there will be considered only the **last three closed and approved budgets**) services which are analogous to those that are the subject of this tender, for a total amount of no less than 900,000.00 Euros (in words: ninehundredthousandEuros) net of VAT, including the realisation of at least one structured project in communications, promotion, and the related advertising campaign.

Similar services include (but are not limited to):

- project management activities for international promotion;
- if in one's experience, activities of carrying out, managing and reporting on publicly funded programmes;
- event and incoming organisation activities;
- press office management activities;

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- communication and PR activities;
- production of information material;
- production of promotional videos;
- promotional activities in the agri-food sector.

Said requirements need to be held by the economic operators or by the Temporary Association of Companies overall. However, in the case of the Temporary Association of Companies, the agent shall need to fulfil the requirements and shall have to be the major actor in the performance of the actions.

Such requirements need to be certified by means of the attached statement (Annex A), signed by the legal representative, and, in case of participation to the Tender as a Temporary Association of Companies, it needs to be filled in by each subject part of the Temporary Association of Companies.

Please notice that when filling in **Annex A - Section C: Technical and Professional Ability**, it is mandatory to indicate all of the amounts related to similar services carried out in the **past 3 financial years and whose financial statements have been approved**, including in the case in which the requirement has already been met during the past financial year or during the past 2 financial years.

Should the required data not be available for one or more ended financial years (such as, for example, in the case of a newly-established economic operator), please add an explicatory note in this section to explain the lack of required data.



ADJUDICATION CRITERIA AND METHOD

The contract will be awarded with the criteria of **the best value for money**, via application of the **aggregative compensating method**, also taking **quality criteria** into account.

In the presence of only one valid offer, the Consortium shall have the option of proceeding or not with the awarding of the tender.

In the event of a single submitted offer, the evaluation of the offer cannot be done with the below described methods, as they are based on a comparison between the different (at least 2) submitted proposals (considering the functioning of the aggregative-compensator method).

In the event that the Consortium still decides to entrust the contract, even in case of a single submitted proposal, this proposal will be anyway evaluated with regard to its convenience, suitability and adequacy, according to established criteria.

In the event of a tie in the points attained between two or more proposals, the contract shall be awarded to the competitor that has achieved the highest number of points in the technical offer.

In the event of a tie in the points in both the financial offer and the technical offer, a random drawing shall be held.

Aspects of both the quality of service and price shall be jointly considered, and therefore the total 100 points shall be evaluated with the following proportions:

QUALITY (TECHNICAL OFFER)	MAXIMUM POINTS: 80
PRICE (FINANCIAL OFFER)	MAXIMUM POINTS: 20
TOTAL POINTS TO BE ASSIGNED	MAXIMUM POINTS: 100

The points shall be assigned according to the following criteria:

QUALITY: TECHNICAL OFFER (80 POINTS)

The Selection Committee (which will be created ad hoc - see below in the text) shall examine the technical offer and shall assign the points on the basis of what will be declared, up to a maximum of 80 points, according to the subdivision indicated below:

QUALITY OF THE TECHNICAL OFFER		
CRITERIA	SUBCRITERIA	MAXIMUM POINTS
1. OVERALL STRATEGY 20 points	a) Adequacy of the overall strategy in terms of consistency with the goals, the subject to be handled and the timeline and the resources available for the implementation of the Programme.	10
	b) Coherence between the overall project strategy, the single activities proposed and the achievable results.	10
2. CONCEPTION AND DEVELOPMENT GRAPHIC COMMUNICATION FORMAT 35 points	a) Creativity in planning the proposal for key visual materials for the Programme and appeal of the proposal's visual impact.	10
	b) Efficacy of the graphic proposals for the proposed key visual materials and of the communication concepts in order to guarantee that the aims defined for the Programme can be reached.	5
	c) Ability to use advanced technologies applied to communication.	5
	d) Flexibility and reproducibility of the coordinated image: Assessment of the degree of flexibility (scalability) and reproducibility of the graphic format in the various applications; assessment of the effectiveness, originality and communicative immediacy of the proposal.	5
	e) Graphic promotional materials proposal (such as, e.g. Web site, brochure, recipe books, gadgets or others).	10
3. METHODOLOGICAL APPROACH 25 points	a) Description of the work group and of operational modalities: Quality of the organisational structure and of the professional characteristics of the work group, proposed in terms of the competences that they possess; Efficiency level of the proposed operational and organisational methods.	15
	b) Timeline: evaluation of the proposed planning in relation to the carrying out of the activities, adequacy of the proposed timing and consistency with the duration of the Programme (3 years).	5
	c) Proposed methods for supervision and examination of the realisation of the initiatives and of goals meeting: Description of the analysis of the proposed activities, measurement and evaluation of the effectiveness of the communication actions, in relation to the aims of the Programme and the type of target groups.	5
TOTAL		80

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The Selection Committee shall evaluate each proposal, and shall assign a qualitative coefficient for each criterion/sub-criterion with a variable value between zero and one, attributed according to the judgment of individual commissioners on the basis of the following table:

QUALITATIVE JUDGEMENT	COEFFICIENTS
Evaluated unverifiable	0
Evaluated insignificant	0,1
Evaluated just enough	0,2
Evaluated enough	0,3
Evaluation between enough/passable	0,4
Evaluated passable	0,5
Evaluation between passable/good	0,6
Evaluated good	0,7
Evaluation between good/very good	0,8
Evaluated very good	0,9
Evaluated excellent	1

For the purposes of score attribution and calculation, any incomplete values will be rounded off to the second decimal number.

The method thus foresees the following steps:

- attribution of a coefficient for every proposal, or a value of between 0 and 1 for each criterion by each commissioner;
- calculation of an assigned coefficients average for every proposal by all commissioners for each criterion – provisional average;
- transformation of these provisional averages into definitive averages (identifying the maximum score among those assigned for each criterion in all the proposals, setting this value as equal to 1 and then making the initially-calculated provisional averages proportional to this maximum average).

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These coefficients will then be multiplied by the importance (score) attributed to each individual criterion indicated in the above table (pages 6 – 7), according to the following formula:

$$C(a) = \sum_n [W_i * V(a)_i]$$

Where:

C(a) = evaluation index of proposal “a”

n = total requirements/criteria number

W_i = requirements/criteria score attributed (i)

V(a)_i = coefficient of the proposal of the offer “a” in comparison to the requirement (i)

PRICE: FINANCIAL OFFER (20 POINTS)

PRICE: FINANCIAL OFFER		
CRITERIA	SUBCRITERIA	MAXIMUM SCORE
1. FINANCIAL ANALYSIS 14 points	a) Analysis of the costs-effectiveness of the proposed initiatives, according to market prices.	7
	b) Analysis of the unitary cost of every action expressed through the ratio between total costs of the action (including the fee) and the number of direct contacts expected (or products/achievable results).	7
2. FEE 6 points	a) <u>Assessment of the congruity of the fee</u> , expressed in days/person, required for the realisation of every action, on the basis of the cost of every action and of the expected benefits.	6
TOTAL		20

The “Financial Analysis” criterion score, which is that of its two sub-criteria a) and b), will be assigned on the basis of the same procedure followed for the evaluation of the technical proposal.

The “Fee” criterion score will instead be assigned as follows:

a) calculation of the percentage depreciation of each proposal, taking as base value the proposal with the highest sum;

b) calculation of the coefficient to be attributed to each percentage depreciation according to the following formula:

$$V(a) = R_a / R_{\max}$$

Where:

V(a) = coefficient of the “a” proposal attributed to the “fee” criterion

R_a = percentage depreciation of the “a” proposal

R_{max} = depreciation of the lowest proposal

c) calculation of the score to be attributed to this criterion through the following formula:

$$P(a) = W_p * V(a)$$

Where:

P(a) = score attributed for the “fee” criterion to proposal “a”

W_p = maximum score attributed to the “fee” criterion (= 6 points)

V(a) = proposal “a” coefficient attributed to the “fee” criterion

The total score attributed to each contribution will be obtained by adding the derived technical proposal evaluation score with the score derived from evaluation of the financial proposal.

Final selection and identification of the winning contestant will be drafted on the basis of scores attributed to the proposals.



METHOD OF PRESENTATION OF THE PROPOSALS

With a failure to comply resulting in exclusion from the competition, the bodies that are interested in participating in the Tender for the selection of the Implementing Body shall deliver all of the necessary documentation **in 1 unique packet containing 3 envelopes (Envelope A, Envelope B and Envelope C):**

ENVELOPE A – Administrative documentation, which shall contain:

- Annex A filled out and signed by the legal representative. In case of participation as a Temporary Association of Companies, each economic operator who is part of the association shall have to present its own Annex A fully filled-in and signed by their respective legal representative.
- Valid ID of the subscribing person(s)
- Current and valid Company Registration Report or the registration in a commercial register held by the Member State in which the economic operator is established. In case of participation as a Temporary Association of Companies, each economic operator who is part of the association shall have to present its own Chamber of Commerce Company Registration, or equivalent document.
- In case of participation as a Temporary Association of Companies, a document signed by the legal representatives of all of the economic operators who are part of the association will have to be provided. This document will have to clarify that, should they win the Tender, the economic operators shall confer a special collective proxy as a representative to one of them, to be indicated in said document and to be qualified as the agent. Said agent shall sign the contract in its own name and in the name and on behalf of the other members of the association.

ENVELOPE B – Technical offer, which shall contain:

- Detailed description of the activities/initiatives proposed
- Indicative timeline of the proposed Programme activities
- Presentation (as much detailed as possible) of the economic operator taking part in the Tender for Selection. In case of participation as a Temporary Association of Companies, the presentation must concern all economic operators participating in the association.
- Presentation of the work group and detailed description of the professional operators involved and of their competences.

ENVELOPE C – Financial offer, which shall contain:

- Detailed financial plan for each proposed activity/initiative and related fee – to be provided in Excel format (the budget template, in Excel, is made available among the Tender Documents, containing some indicative examples, please see **Excel Template - Budget**).
- Summarized budget for the three-year period to be provided in Excel format.



In the subsequent sections (Instructions for the presentation of the technical offer and Instructions for the presentation of the financial offer), indications shall be provided on how the technical offer and the financial offer shall have to be drawn up.

The documentation may be drawn up in either Italian or English, and it **shall have to be presented** by the participant in the competition both in paper format **and** in electronic format – printable and copyable – on a USB stick, **within and no later than October 28th, 2025 at 12.00 pm.**

The delivery of the packet (containing the documentation) shall remain at the exclusive risk of the sender in the event that, for any reason whatsoever, it does not reach the destination within the aforementioned final deadline.

Mailing address to which proposals have to be delivered by the afore-mentioned deadline

CONSORZIO MELA ALTO ADIGE

Via Jakobi, 1/A

39018 Terlano (BZ) – ITALY

c.a. (to the attention of) Mrs. Silvia Pichler

On the envelope containing the paper documentation please write the following: **“Call for Tender for the selection of an Implementing Body – DO NOT OPEN” – and the name of the body/agency/company participating in the Tender for Selection.**

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The Selection Committee, an *ad hoc* body that will be created specifically **after** the deadline for submission of tenders, will be charged for the evaluation and selection of the proposals received, will be nominated by the Consorzio (as Lead organisation) and will be composed of representatives of the Proposing Organisations, as well as any external consultants, **and shall meet at the seat of Consorzio Mela Alto Adige (Casa della Mela), in Terlano (BZ), via Jakobi 1/A, 39018, on October 29th, 2025 at 9.00 a.m. for the purpose of carrying out the selection procedure.**

The opening of the envelopes (Envelopes A) containing the administrative documentation of the participants in the Selection Tender - in order to admit them to the Tender itself - will take place at the above-mentioned location of the **Consorzio Mela Alto Adige** on **October 29th, 2025 at 9.00 a.m. in public session.**

The public session may be attended by the legal representative (or a person delegated in writing by the latter) of each participating agency/economic operator. A copy of the identity document of the legal representative of the economic operator must be provided, or – in the case of a delegated person – a copy of the signed delegation, accompanied by copies of the identity documents of the signatories.

Should there be any remediable formal shortcomings (at the discretion of the Selection Committee), they can be remedied by means of requests of integrations and/or documentation by

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the Selection Committee, where applicable. In particular, should the documents be incomplete, lacking, or in case of any other types of essential irregularities in the documents presented, with the exception of the documents related to the economic offer and the technical offer, the Selection Committee shall provide the participant with a deadline (at the discretion of the Selection Committee) for the provision, integration, or completion of the documentation or required statements, indicating the required contents and the subjects who must provide them. Should the deadline provided not be adhered to, the participant shall be excluded from the Tender. Essential irremediable irregularities include missing / lacking documentation not allowing the definition of the contents or of the person in charge of the same.

Once the opening of Envelopes A has been completed and the eligibility of the participants to the Tender has been established, the Technical Proposals (Envelope B) and the Economic Proposals (Envelope C) will be evaluated by the Selection Committee, in a private session.

NOTICE ON THE OUTCOME OF THE TENDER

Timely notice on the results of the Tender for Selection shall be provided by e-mail to all participants. The results shall also be published on the Website of the Lead Consortium **within 7 business days of the conclusion of the selection process**.

Notice to eventual participants excluded from the tender

Any eventual participants in the selection procedure who have been excluded as unsatisfactory one or more requirements for participation in the tender and indicated in the Technical Specifications, will be notified via email, within the aforesaid term:

- the reason for exclusion from the tender procedure;
- the name and address of the awarded operator.

Communication to the participants admitted to the tender (winner and non-contractors)

Within the aforesaid term, it will be communicated by e-mail, both to the winning participant and to those not awarded:

- the name and address of the winning participant, with an indication of the overall vote received;
- the respective evaluation form of the recipient of the communication.

Publication on the results of the tender procedure:

Within the aforesaid term, on the Consorzio Mela Alto Adige website shall be published the outcome of the Tender for Selection. Furthermore, the results will be timely published on the TED portal (<https://ted.europa.eu/TED/main/HomePage.do>), online version of the supplement to the Official Journal of the European Union dedicated to European public procurement.

The results of the Tender will also be disseminated through publications (printed and/or online) with a wide circulation.

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sak@pec.rolmail.net / SDI: USAL8PV



Additional information may be requested exclusively to the following e-mail address:

Mrs. Silvia Pichler: silvia.pichler@suedtirolerapfel.com (highlighting in the subject line “EU Call 2026”)

COMPETITION DOCUMENTS

- NOTICE PUBLISHED IN THE OFFICIAL JOURNAL OF THE EUROPEAN UNION - OJEU
- TECHNICAL SPECIFICATIONS AND SELECTION PROCEDURE
- EXCEL TEMPLATE - BUDGET
- ANNEX A



INSTRUCTIONS FOR THE PRESENTATION OF THE TECHNICAL OFFER – ENVELOPE B

As was indicated at the previous paragraph “Instructions for the presentation of proposals”, **Envelope B – Technical Offer** will have to include the following documents:

Detailed description of the activities/initiatives proposed

The financial operator taking part in the Tender for Selection shall define the promotional and informational plan, proposing the activities/initiatives that it considers to be most effective and structuring them according to what was indicated in the previous paragraph.

The choice of the activities/initiatives that are proposed shall be made considering the initiatives listed at page 7 of this Document and motivated, in relation to the effectiveness in achieving the Programme objectives, to the thematic areas to be disseminated and treated and to the typology of the target countries and groups, demonstrating a well-considered reflection in view of the maximum impact that can be attained.

It is advisable to propose initiatives capable of achieving the envisioned goals at the highest levels.

A description of the Programme of proposed activities will have to be supplied, with the indication of the activities / initiatives plan which shall be carried out in **each** target country during **each of the three years**.

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The description needs to be supplied for each individual proposed activity/initiative and it shall indicate at least:

- the title of the activity/initiative;
- target group/groups of the proposed activity;
- a description of the activity;
- main results and number and type of expected contacts (direct and indirect), broken down by type of target group involved (the importance of this last point should not be underestimated).

Please notice that the information supplied for each activity/initiative will then be compared to the relative costs indicated in the Financial Offer – Envelope C, in order to evaluate their economic viability and consistency.

Approximate timeline for the proposed Programme

The economic operator who will take part in the Tender for Selection will have to supply an approximate timeline of the proposed activities/initiatives, divided by country/year/month.



Presentation of the economic operator taking part in the Tender for Selection

The economic operator who will take part in the Tender for Selection will have to provide a **general presentation** in terms of its: contacts, experiences completed within the sector of the promotion/information on high quality agricultural products, experience in the realisation of events in general, PR and Press Office activities, organisation of tastings at points of sale and press campaigns, development of promotional/informational materials, management of websites and social media, participation to fairs and organization of event sponsorships.

Information on the economic operator's belonging to networks of similar bodies operating within the same field, at a European and international level and, in particular, **in the countries target of the Programme** must be provided here.

Presentation of the Work Group

The economic operator who will take part in the Tender for Selection will have to provide a **presentation of the work group**, including a **detailed description of the professional operators** used and of their competences.

The description of the activities/initiatives, the timeline, the presentation of the economic operator and of the work group shall together form the technical offer, on the basis of which the quality of the proposal will be evaluated.



INSTRUCTIONS FOR THE PRESENTATION OF THE FINANCIAL OFFER – ENVELOPE C

As was indicated at the paragraph “Instructions for the presentation of proposals”, **Envelope C – Financial Offer**, will have to include the following documents:

Detailed financial plan for each proposed activity/initiative

The economic operator who will take part in the Tender for Selection will have to provide a detailed financial plan for each proposed activity/initiative, divided by country and by year, structured by the following Excel table made available among the Tender documents (Table “**EXCEL TEMPLATE – BUDGET**” – available only in English).

Each proposed activity will have to include the expected costs in as much detail as possible, and said costs will have **to be indicated net of VAT.**

Costs must be organized and presented in a table (called “EXCEL TEMPLATE – BUDGET”) including the name of the initiative and the single items which make up the initiative, in order to reach a total amount (total cost of the Actions), made up of the costs of the single initiatives, which in turn must be made up of the single cost items.

For each action, it is possible to include costs for the participation to activities in the target country by the Implementing body, such as, for example, flights, accommodation and meals.

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The “Clarifications regarding the fees of the Implementing Body” previously provided on page 8 of this Technical Specifications Document are repeated below:

Regarding the costs related to **the fees of the Implementing Body**, these must be presented/calculated in terms of person/days costs for each specific initiative to which they refer. These costs (the fees) concern the preparatory activities (both intellectual and non-intellectual) necessary for the organization of the activities themselves (e.g., planning, selection and contact with suppliers and/or specific representatives of target groups, price research, choice of locations, execution “concepts”, relations with the PO of the Programme, quality control, and monitoring of the activities carried out).

However, activities carried out directly by the Implementing Body using its own personnel (so-called “in-house services”) are not included in the fees. Examples of such activities include: translations, website management, social media activities, creation of press releases, briefing activities for staff or subcontractors, etc. This type of cost corresponds to activities that must be included in the Programme’s cost/budget plan.

Please pay attention to the definition of the fees, since they are subject to evaluation and a score will be assigned.



Presentation of the detailed financial plan:

A table is expected to be filled in for each country and divided by year, with the outline of the total costs of the proposed activities and the relative costs of the agency's fees, including an indication of the number of days envisioned and of the cost per day.

For the completion of the detailed financial plan, please refer to the **Excel file – Budget Template**, made available among the Tender documents.

The use of this template by all operators participating in the Selection Procedure will facilitate the analysis of proposals by the Selection Committee.

The total amount of € 3,254,840.00 available to carry out the actions (in the three-year-period), including the cost of the fee for the Implementing Body, **must be divided as follows between the target countries:**

Italy – 65%, € 2,115,646.00

Spain – 35%, € 1,139,194.00

Presentation of the Budget Summary by Country and Year

The economic operator who will take part in the Tender for the Selection will have also to supply a **summary table for the three-year period**, which will have to include details, for each proposed activity/initiative, the total cost of the activity, and the related cost of the fee. The **global summary budget must be structured on the basis of the following table**, following the order corresponding to the information entered in the **Excel File - Budget Template** and must also be attached to the proposal in EXCEL-format:

SUMMARY BUDGET (EXAMPLE)	
COUNTRY 1	
Public Relations – Press Event	3-year period
Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action + fee for the three-year period	
EVENTS – Seminars	
Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action + fee for the three-year period	
Other Activities....	
Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action + fee for the three-year period	
COUNTRY 2	
Public Relations – Press Event	3-year period
Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action for the three-year period	
EVENTS - Seminars	



Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action for the three-year period	
Other Activities....	
Cost for the execution of the activity/initiative	
Cost of the fee	
Total per action + fee for the three-year period	
Total cost – actions only – in the 3-year period (Country 1 + Country 2) = A	
Total cost – fee only – in the 3-year period (Country 1 + Country 2) = B	
Fee cost as a % of total cost - actions only	= B/A*100
Overall costs in the 3-year period (Country 1 + 2)	3,254,840.00

The tables, **Detailed Financial Plan** and **Summary Budget**, will make up the economic offer on the basis of which the price of the presented proposal will be evaluated.

DATA PROCESSING

Pursuant to the Italian Legislative Decree no. 196/2003 and the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 containing the European General Data Protection Regulation (hereinafter also "GDPR"), the data collected are intended for the choice of the contractor and their conferment is optional, provided that the competitor who intends to participate in the procedure or be awarded the contract must provide the Contracting Authority with the documentation required by current legislation. The rights of the interested party are those provided for by the aforementioned legislation. These rights can be exercised pursuant to and for the purposes of the Italian Legislative Decree no. 196/2003 and the GDPR.

The data collected can be communicated to the personnel of the Contracting Authority who are in charge of the procedure and to any other person who is interested in it pursuant to the Italian Law 241/1990, as amended. In particular, with regard to the procedure established by this procedure:

- a) the purposes to which the data collected are held pertain to the verification of the competitors' ability to participate in the Tender in question;
- b) the data provided will be collected, recorded, organized and stored for the purpose of managing the Tender and will be processed, both on paper and magnetic support, also after the possible establishment of the contractual relationship, for the purposes of the relationship;
- c) the provision of the requested data is a responsibility under penalty of exclusion from the Tender;
- d) the subjects or categories of subjects to whom the data may be communicated are:
 - 1) the personnel of the Contracting authority;
 - 2) the competitors participating in the public tender;
 - 3) any other person who has an interest under the Italian Law no. 241/1990, as amended;
- e) the rights of the interested party are those set forth in article 7 of the Italian Legislative Decree no. 196/2003, as amended and articles from 15 to 22 GDPR, to which reference is made;



f) the active party of the collection is the Contracting Authority and the person in charge is its Legal Representative, Mr. Georg Kössler. The data controller is Consorzio Mela Alto Adige, pursuant to Article 37 of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 containing the European Data Protection Regulation ("GDPR").

Sole Manager of the procedure

Sole Manager of the procedure pursuant to article 15 of the Italian Legislative Decree no. 36/2023 is Mrs. Silvia Pichler.