

Open Call for Proposals | SUST_EUFW

POTRAVINARSKA KOMORA SLOVENSKA – PKS (FOOD CHAMBER OF SLOVAKIA)

CONSEJO REGULADOR DE LA DENOMINACIÓN DE ORIGEN JUMILLA

ASOCIACION DE PRODUCTORES DE VINO CON DENOMINACION DE ORIGEN ALMANSA

FUNDACIÓN CONSEJO REGULADOR DENOMINACIÓN DE ORIGEN AZAFRÁN DE LA MANCHA

INTERPROFESIONAL DEL CONSEJO REGULADOR DE LA DO LA MANCHA

OPEN CALL FOR PROPOSALS

for the action

SUST_EUFW (SUSTAINABLE EU)



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▪ **Introduction**

The **POTRAVINARSKA KOMORA SLOVENSKA- FOOD CHAMBER OF SLOVAKIA** (the Coordinator), **CONSEJO REGULADOR DE LA DENOMINACIÓN DE ORIGEN JUMILLA, ASOCIACION DE PRODUCTORES DE VINO CON DENOMINACION DE ORIGEN ALMANSA, FUNDACIÓN CONSEJO REGULADOR DENOMINACIÓN DE ORIGEN AZAFRÁN DE LA MANCHA and INTERPROFESIONAL DEL CONSEJO REGULADOR DE LA DO LA MANCHA** (Partners) are the Contracting Authorities for the Open Call for Proposals concerning the selection of evaluation body(ies) with award criterion the most economically advantageous tender based on the best price-quality ratio for the implementation of the Grant Agreement (hereinafter the "Action") **101095386-SUST_EUFW** submitted under **AGRIP-MULTI- 2022** Call for proposals for multi programmes 2022 – Promotion of agricultural products), approved according to Ref. Ares(2022)6460294 - 19/09/2022 letter from the EUROPEAN RESEARCH EXECUTIVE AGENCY and signed on 20.01.2022, with **total budget EUR 1.404.388,96 and duration 36 months starting from 01.04.2023.**

The SUST_EUFW project's partnership unifies five representative organizations from two Members States, targeting five European country markets; Slovakia, Czech Republic, Poland, Germany and France. The strategic mission of the partnership is to support the promotion of EU Products of the represented EU regions (Spain and Slovakia). Selected activities are balancing between B2C and B2B techniques.

The procurement will be conducted based on the conditions mentioned in the present and have been approved by the competent bodies of the Contracting Authorities. All contents of the present, terms and requirements are mandatory for participants. Tenders which, in the judgment of the Contracting Committee, hereinafter referred to as "the Committee", are considered as vague or ineligible for evaluation or contain terms contrary to the present and/ or heresies, or contain incomplete or inaccurate information, are classified as inadmissible and rejected. The Committee will be responsible for conducting and evaluating submitted tenders. The participating economic operators waive any right to claim any compensation from the Contracting Authorities in case of postponement, cancellation of the procedure or rejection of their submitted tender for any reason or in case the implementation of the service contract does not proceed.

The deadline for submitting a tender is on **17th February 2024 until 12:00 CET** and place of submission is the premises of the Coordinator, Einsteinova 3817/19, 851 01 Bratislava, Slovakia or electronically via email to pk@pk.sk.

For more information, please refer to the following contact points:

Mrs. Emilia Farkasova (pk@pk.sk tel: +421 902899149).

Estimated value of the service contract is EUR **36.510** (without VAT) and is divided in four (4) LOTS including 1 WP.

The SUST_EUFW is financed by 20% with own contribution of Contracting Authorities and 80% with financial aid of the European Union.

▪ **Legislation**

The Open Call is conducted in order to reassure the most efficient implementation of action in the best quality-price ration. Selection and award processes are based on the principles of transparency, impartiality and protection of public and union funds. The procurement is based on two conditions: the best possible value for money rations and avoid of conflicts of interest. The competitive process is conducted in accordance with national and Community legislation and in particular:

Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008.

Commission Delegated Regulation (EU) 2015/1829 of 23 April 2015 supplementing Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries

Commission Implementing Regulation (EU) 2015/1831 of 7 October 2015 laying down rules for application of Regulation (EU) No 1144/2014 of the European and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in the EU countries

Note "GUIDANCE ON COMPETITIVE PROCEDURE" of the EUROPEAN COMMISSION (DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT | Directorate B. Multilateral relations, quality policy | B.5. Promotion) DDG1.B5/Mj/db D(2016)3210777 agricultural products implemented in the internal market and in the EU countries

Joint Ministerial Decision 419/18559/2017 laying down details on the implementation of Reg (EU) 1144/2014 of the European Parliament and of the Council and of Commission Implementing Regulation (EU) 2015/1831 of 7 October 2015 on information provision and promotion measures concerning agricultural products implemented in the internal market and in the EU countries

Executive Decision No 0208929 of 06/05/2021, on "Procedure for the selection of implementing bodies for simple programs" of the Ministry of Agricultural. Food and Forestry Policy.

The Grant Agreement "101095386- SUST_EUFW", from 20.01.2023 between **POTRAVINARSKA KOMORA SLOVENSKA – PKS (FOOD CHAMBER OF SLOVAKIA), CONSEJO REGULADOR DE LA DENOMINACIÓN DE ORIGEN JUMILLA, ASOCIACION DE PRODUCTORES DE VINO CON DENOMINACION DE ORIGEN ALMANSA, FUNDACIÓN CONSEJO REGULADOR DENOMINACIÓN DE ORIGEN AZAFRÁN DE LA MANCHA and INTERPROFESIONAL DEL CONSEJO REGULADOR DE LA DO LA MANCHA** as beneficiaries and the EUROPEAN RESEARCH EXECUTIVE AGENCY (REA), under the powers delegated by the European Commission.

▪ **Publicity**

A contract notice was published in Spain and Slovakia on **Wednesday, 17th January 2024** and it is also published on the contracting organization's website. Additionally, it was sent for publication on the Supplement to the Official Journal of the EU on **Wednesday, 17th January 2024**.

▪ **Contract scope**

Service contract(s) will be awarded for the evaluation of a comprehensive framework of information and promotion actions divided into 5 Work Packages and 5 LOTS as detailed are described in Annex B. The actual Implementation scope might be changed/ limited based on the amendment to the contract or based on the decision beneficiaries in accordance to the Grant Agreement.

Estimated value of the service contract is EUR **36.510** (without VAT) and is divided in four (4) LOTS including 1 WP.

Economic operators should include in their economic tender all action's related costs and should concern all lots. No variants or options will be accepted.

▪ **Objectives of the actions, messages to be conveyed and impact indicators**

The concept of this programme is the promotion and communication of the benefits that European saffron, wine, dairy products, healthy snacks and confectionery products bring to our environment, our society and our economy in terms of sustainability. To this end, as previously identified in the market analysis, the main challenges facing European products to be promoted in the target markets include the following:

- The interest of consumers in terms of sustainable agri-food consumption is skyrocketing, searching for the most natural, traceable, quality and sustainable sources of energy as a way to improve their health and wellbeing.
- The European wine sector is going through a difficult period due to the incipient regulations governing wine consumption. This programme will promote a responsible and sustainable consumption of this drink, so that consumers can taste our products and our producers can see their future secured.
- The current situation is complicated: price disruptions due to the Russian-Ukrainian war, covid-19 and other factors are making the market unstable. This makes a European promotion campaign in these countries more necessary than ever.

Therefore, the action strategy is based on a direct response to these challenges and meeting the objectives described above.

In this sense, the objective of the programme is in line with the determination of the proposing organisations, within the EU framework, to highlight the EU agri-food sector commitment to the environment, animal welfare, sustainability and the fight against rural depopulation. In this way, consumers are made aware of the importance of the work carried out to ensure that these high-quality products reach their tables, as well as the transparency of the entire production chain, by producing and disseminating

added value and key information on products and the sector.

Budget allocation

Below is a table showing the budget distribution for each of the target countries. As can be seen, 36% of the total budget goes to Slovakia, 20% to Poland and Germany, 18% to the Czech Republic and 5% to France.

Target country	% Of total budget
Slovakia	40%
Czech Republic	20%
Poland	19%
Germany	15%
France	6%

The strategic action to be developed in the target countries is based on the promotion of the sustainable benefits of the consumption of European saffron, wine, dairy products, healthy snacks and confectionery products and the programme specific objectives.

DESCRIPTION OF COMMUNICATION STRATEGY AND CONCEPT:

- Communication objectives, strategic choices and communication channels per work package
- Target groups per work package
- EU message and key secondary messages, underlying themes corresponding to the call topic, and its adaptation to the different target groups
- Evidence of verifiable facts substantiating key messages (e.g. claims on sustainability animal welfare need to be substantiated by facts)
- Key visual concept and graphic charter including adaptation of content/images/ graphic material to different cultural specificities and target groups
- Demonstration of:
 - o visibility of EU funding, including the European emblem, of the 'Enjoy it's from Europe' logo and the disclaimer
 - o reference to Food based dietary guidelines (applicable only for Internal market), showing links and/ or QR Code
 - o compliance with the call topic
 - o compliance with the rules for visuals
 - o if applicable, compliance with national rules and policies on promoting food to children and minors below 18 years of age
 - o if applicable, compliance with rules regarding the use of brands (Article 5, Regulation 1144/2014)
 - o compliance with Regulation 1144/2014 for campaigns promoting European

quality schemes

- In case of health claims:
 - evidence of compliance with Regulation 1924/2006 (only for Internal market campaigns) OR
 - evidence of approval of Health claims by national authorities in charge of public health in the target country
- In case of promotion of alcoholic drinks on the internet market:
 - evidence of promotion of EU quality schemes or responsible alcohol consumption

Target groups

Attending target groups in target markets there is a clear split among activities targeting consumers (B2C) and those whose target are professionals (B2B):

- Slovakia and Czech Republic: (B2C) Young consumers (18-35 years) and Family decision makers (35- 55 years old).
- Poland and Germany: (B2B & B2C) Young consumers (18-35 years), Family decision makers (35-55 years old) and Industry professionals.
- France: (B2B) Industry professionals.

The characteristics of the target groups are detailed below:

Target group 1: Young consumers (18-35 years). Target population meeting the following conditions:

- People who care about the food they include in their diet.
- People who like to celebrate with quality and sustainable snacks and food in their everyday life.
- People who are committed to the environment and European producers.
- People who already have greater purchasing power (many of them already form an independent family unit).
- People who attach more importance to sustainability, quality and naturalness of the products they consume (including dairy products, wine, saffron, healthy snacks).
- People who are not yet aware of the high standards of quality and respect for animals and the environment in European production processes.

Group in line with the three objectives of the programme.

Target group 2: Family decision makers (35-55 years old). People between 35 and 55 years of age who meet the following criteria:

- People who do food shopping (daily or weekly) due to their more flexible working hours (in the case of couples or families).
- People who are concerned about the food to be consumed by their family members

This segment is traditionally occupied by women, as statistically they are the ones who do the food shopping, although this trend is increasingly reversing with the new family models in which the sharing of household tasks, single-parent households, etc. predominate, especially in the new generations. Group in line with the three objectives of the programme. Within this target group, the following consumer categories of heads of households could be highlighted:

- **Bon vivants:** People who, because of their purchasing power, can and like to taste exclusive products because of their quality (saffron) or their origin, but who also appreciate a price in line with their purchasing power. They like to try foods that, in addition to contributing benefits to personal well-being and to the sustainability of the environment and society, are novel and can be shared in social settings (healthy snacks, confectionery, dairy products and wine).
- **Millennial families:** Families of the millennial generation that break away from the more traditional family standard and like to try new things, following trends and being aware of the quality of the products they bring into their home.

Target group 3: Industry professionals.

Group in line with objectives 1 and 3 of the programme. These professionals belonging to the food

service industry (importers, distributors and buyers) are a key target of this programme, as the different activities aimed at increasing sales and exports of the food to be promoted are targeted at them.

Activities planned to be carried out

This programme foresees a wide range of activities in the target markets in order to convey the main message of the campaign and to reach the target groups as effectively as possible.

In view of the proposed activities, we assume that there is a good prospect of growth in consumption of these products in the target countries and the proposing organisations will do their utmost to respond to these needs of the population through the EU message.

Activities	Description	Objectives	Target groups
Public Relationships	Press events will be held in order to increase our media outreach throughout the territory. In this way we will ensure that journalists and media have the correct and up-to-date information with which to write their press articles.	1, 2 and 3	Professionals

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Web & Social Media	<p>Activity mainly oriented towards the more detailed part of the project, both for professionals and consumers.</p> <p>The website and social media accounts will serve us as a place where we can share useful and interesting information about our sector in order to increase awareness among consumers and professionals.</p>	<p>1, 2 and 3</p>	<p>Consumers and professionals</p>
Advertising	<p>Promotional activities aimed primarily at the end consumer, where the product and its European origin will be promoted. In this way, the aim is to reach (as indicated in section 2.5) a large number of people in order to achieve a change in recognition and, therefore, an increase in consumption. This will be achieved by collaborating with influencers, advertising the sector in Social Media, in texts and banners, in TV spots and through print advertising.</p>	<p>1, 2 and 3</p>	<p>Consumers</p>
Communication tools	<p>Promotional merchandising products will be provided to keep the programme's message close to the target audience.</p> <p>Promotional videos and promotional a global brand book will also be produced.</p>	<p>1 and 2</p>	<p>Consumers and professionals</p>
Events. Fairs	<p>Aimed mainly at the professional public that will be reached through the dynamization of the stand (emailing, cooking shows or product tastings). Therefore, they are aimed at achieving the objectives with economic returns.</p>	<p>2 and 3</p>	<p>Professionals</p>

<p>Events. B2B & B2C</p>	<p>Finally, activities will be carried out with professionals and consumers in order to interact with them in person so that they prioritise our European products over other origins.</p> <p>These activities are very important, as the decision makers will be able to discover the benefits of our products.</p>	<p>1, 2 and 3</p>	<p>Consumers and professionals</p>
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These activities included in the proposal have been studied and previously selected as the best option to meet the objectives of the programme and to be able to cover all the target audience of the programme. Likewise, they will be adapted to the target market in aspects such as language, content with possible cultural references and other aspects that differ between target groups from different states. Due to the current situation of COVID-19, the proposing organisations will consider the possibility of reconverting some of the parts of the activities and adapting them to the measures taken at international level in terms of attendance at the events and trips in question. In this respect, there is already an Alternative Plan for the digitisation of activities, among other alternatives. It has been seen how many markets have digitised the promotion of their products with very good results, a great benefit of being able to digitise promotions is the ability to reach more customers than in the traditional way, as well as improving brand awareness.

Food-Based Dietary Guidelines, Responsible Alcohol consumption and Health Claims

As it has been mentioned in market analysis, the messages developed in this campaign will be aligned with the FBDG of the Member States targeted. As it consists of a basket of products, there will be a special care when it comes to qualitative and quantitative recommendations of each target market.

On top of that, in the case of wine promotion, promotion activities will be limited to informing consumers on the EU quality schemes and will demonstrate compliance with national FBDG (or other national health regulations targeting wine consumption) regarding intake levels as well as raising awareness of responsible and sustainable wine consumption.

The deliverables, the message(s) and the health claims shown on label's products are in line with the relevant national rules in the field of public health in the Member States where this programme will be carried out.

They comply with Annex to regulation No 1924/2006 or are approved by the national authority responsible for public health in the target Member State.

Key messages and specific content development

Main message

European Food and Wine: A recipe for sustainability

The main message of the campaign contains the three main elements of the campaign:

- Firstly, the European message is also reflected in the main message of the campaign with the adjective "European".
- Secondly, the products to be promoted are represented under the terms "recipe", "food" and "drink".
- Finally, the topic on which the whole campaign is based also appears in this message "sustainability".

Thus, in a single sentence, the consumer can understand that European agrifood products are sustainable.

The fact of grouping all products under the term "recipe" does not necessarily mean that a recipe has to be made using all the products we want to promote at the same time. In fact, we want to encourage all recipes that require any of the products in our basket to use those that are of European origin. So, if a person in Germany wants to make a traditional sponge cake, they will know that milk and confectionery products of European origin have more sustainable attributes than those from third countries.

Adaptations of the main message to the target markets

- The main message will be adapted to the local languages in order to effectively reach the target audience.
- Colours of the programme will be adapted to the culture of each target market.
- Secondary messages, such as claims, will be planned individually for each target market.

Strategy to be developed

For the communication strategy, due to the complexity of the programme (number of target countries and products to be promoted), a series of guidelines have been drawn up between the two proposing countries so that communication is coherent and every euro invested has the best possible return. These guidelines include:

- Creation of key visuals showing the concept of sustainability, the European message and the products to be promoted.
- Adaptation of key visuals to each market: culture, language, consumer habits, etc.
- Selection of key phrases that support our communications and that are adapted to each country.

On the other hand, the tentative calendar of actions that has been designed for the programme has taken into account possible synergies that will allow us to maximise the scope of each action. A practical example of this is taking advantage of social

media or online advertising to promote programme events so that more people can attend and learn about the sustainable attributes of our products.

This content strategy and the activities to be carried out have been carefully planned by experts in communication, digital and international marketing and based on the analysis of markets and objectives of the programme. In this way, the cost effectiveness of the programme is more than assured.

Furthermore, synergies will be created between the existing projects in which some of the beneficiaries are involved, as strategies for the promotion and spread of awareness over sustainability aspects of the European agricultural and production methods will be supported by the already running platforms for the other projects.

The project will run with the purpose of not only educating, but rising other project proposals for the promotion and encouragement of more sustainable production and agricultural methods, not only in the UE, but in third countries.

From the results reached and the knowledge already obtained from the current running campaigns, the objectives and message of the project will be able to focus on the most relevant aspects of sustainability for the target groups: enhancing those of interest, and promoting those that are of less knowledge.

This way, experience and advice will be shared between the Consortium and other implied actors (Implementing Body, Evaluation Body, subcontractors...) in order to help reach the best results and impact possible and to mitigate any possible obstacles faced.

Project management, quality control and monitoring

To ensure that programme management and implementation are met at the highest possible level of quality, the best human and operational resources will be allocated to the different actions. In this sense, some of the key measures that this programme includes are:

- **Project management:** thanks to a simple but effective organizational chart, all members know exactly what is expected of their role. There is guidance and supervision by the Project Leader, daily management and monitoring by the Project Manager and a point of contact with the Implementing Body with an Account Manager dedicated to the programme.
- **Quality control:** the project will have a strict quality control system in place to ensure the correct execution of the programme to avoid any problems and to achieve the final objectives of the campaign. All stakeholders will be encouraged to follow strict quality standards when carrying out any action related to the programme.
- **When assessing the quality of the actions implemented and the results achieved, the following **Quality Assurance Cycle** will be followed:**
 - o **Planning:** Was the action planned on time? Did all stakeholders have access to the resources they needed? Was information about the action successfully shared among stakeholders?
 - o **Implementation:** Was the action implemented effectively? Did the implementation follow appropriate methodologies, procedures and guidelines? Did the implementing agents turn out to be well trained and professional?

o Evaluation: How is the overall sentiment following the implementation of the action carried out? What are the results being? Are these results in line with the KPIs? Are the results moving the programme positively towards its final objectives? Have the EU quality standards been met?

o Review: What conclusions can be drawn from the work done? What improvements in practices could be adopted by the team for future actions?

- Follow-up: weekly meetings between Project Leader and Project Manager, as well as between Project Manager and the Account Manager of the Implementing Body, will serve as a follow-up space for all team members to update each other on past, current and planned performance of the programme. These meetings will discuss the action plan and Gantt chart, as well as the financial performance of the programme. These regular meetings will ensure that no issue goes unnoticed and that any problems are addressed as soon as possible.

In order for the programme to achieve the highest possible level of quality and performance, the supervision of third-party professionals and experts will be carried out by the Project Leader. When a problem arises related to the performance of any third party, the Project Manager's evaluation and supervision will be requested and the quality system will be activated.

As this programme is submitted by different proposing organizations, the management structure and decision-making mechanisms established to achieve the programme's objectives must follow a clear structure. Thus, the Project Leader will be responsible for:

- Coordinating the overall management of the programme.
- Providing strategic guidance to the Project Manager and to all stakeholders involved in the programme.
- Evaluating the overall performance of the programme in accordance with the established objectives.
- Provide support in the event of any threats or issues that may impact programme performance.
- Advise and evaluate the selection of external experts and professionals, such as the Implementing Body and the Evaluation Body. o Provide advice and evaluation of the selection of external experts and professionals, such as the Implementing Body and the Evaluation Body. On the other hand, the Project Manager, with the support of the Project Leader, will be in charge of all the daily actions necessary for the correct and efficient execution of the programme, maintaining all communications with both the REA Agency and the subcontractors. They will constantly monitor that all documents, reports and deliverables are submitted on time. They will also be responsible for verifying the operational and financial progress of the programme, providing REA with all necessary information and guidance and requesting the necessary reports in a timely manner. Regarding the financial aspects of the programme, they will make all payments due and keep track of expenditures and costs incurred. In order for the Project Leader and Project Manager to work closely together, ensure a smooth communication channel and facilitate the decision-making process, a weekly meeting will be scheduled and held through an online platform. These regular meetings are crucial to ensure that there are no delays in making important decisions and that the quality of programme execution does not vary over time. In addition to this internal weekly meeting,

Project Manager will also schedule weekly meetings with the Implementing Body where the different actions of the programme will be discussed following this proposed agenda: - Previous actions Results of implementation. Lessons learned. - Current actions Discussion of current promotion and information actions. Decisions affecting current actions. - Next actions Next actions Decisions that will affect future activities. - General progress of the programme - Payment schedule A monthly meeting will likewise be organized where the Project Leader, Project Manager and Account Manager of the Implementing Body will also discuss performance in terms of operations and financial actions and where crucial decisions will be made. Furthermore, a quarterly report including an overview of the programme will be prepared and shared with all parties involved in the programme.

Evaluation methods and project indicators

The evaluation system established for assessing the impact of this programme will be based on a system of indicators defined in Article 22 of the Final Provisions of the Commission Implementing Regulation (EU) 2015/1831.

- Output indicators shall measure the degree of implementation of the activities foreseen in each programme.
- Result indicators shall measure the direct and immediate effects of the activities.
- Impact indicators shall measure the benefits beyond the immediate effects.

The nature of those indicators is both quantitative and qualitative to ensure the success of the programme's implementation. The indicators will be monitored by the Project Manager, Project Leader and the Programme Communication Manager to measure progress and performance.

Output and results indicators		
WP	Output indicators	Result indicators
WP 1	Number of coordination trips carried out: 3 in total (6 passengers per trip)	Travel report including transport tickets, per diem expenses, photos and description of the trip: 1 annual report Coordination reports including hours spent on the programme and tasks performed by the Project Leader and the Project Manager: 1 annual report
WP 2	Number of press events organised in the framework of the programme: 1 in total Number of press release produced during the implementation of the programme: 1 in total Number of press kits disseminated at press events during the implementation of the programme: 40 per year (year 1 and year 3) Number of press professionals invited to participate in press events: 20 in total Number of press clippings: 1 in total	Number of press professionals attending events in target countries: 12 in total Number of press articles released by press professionals: 10 in total Number of press reports: 1 press report in total. Number of people reached by published press news and articles: 40.000 in total

<p>WP 3</p>	<p>Number of websites programmed: 1 website for the programme translated in English and Slovak Number of blogposts published on the programme website: 2 per year in English and Slovak Number of social media accounts opened for the programme: 1 account (Instagram) Number of banners designed and uploaded on the programme's social media accounts: 52 per year (1 per week).</p>	<p>Number of visits to the programme website: 300.000 total visits Average percentage of engagement provided by social media posts: 0,2% Number of followers of the social media accounts: 2.500 total followers Number of people reached through non-paid social media postings: 10.000 people per year Number of social media performance reports: 1 per year Number of website reports: 1 per year</p>
<p>WP 4</p>	<p>Number of banners and copy designed and produced for paid advertising campaigns: 3 banners per campaign Number of online campaigns created and launched during programme implementation: 84 campaigns in total (36 in Slovakia, 30 in Czech Republic and 18 in Poland). Number of calls for influencers: 2 call per year in Slovakia, 1 call in years 2 and 3 in Czech Republic and 1 call in year 3 in Poland. Number of print ads designs (advertising article): 5 per year</p>	<p>Number of impressions achieved by online ad campaigns: 25.000.000 impressions in total Number of clicks achieved by online ad campaigns: 250.000 clicks in total Number of influencers who have participated in the programme's actions: 28 in total (18 in Slovakia, 2 in Poland and 8 in Czech Republic). Number of influencer reports: 1 per year Number of Paid Media campaigns reports: 1 per year Number of people reached through the campaigns launched with the programme's influencers: 350.000 people in total Number of people reached by print ads: 50.000 in total Print ads report: 1 in total Number of TV advertising reports: 1 per year Number of people reached by TV ads: 10.000.000 in total</p>
<p>WP 5</p>	<p>Number of merchandising items designed and produced for the programme:</p> <ul style="list-style-type: none"> • Roll Ups: 10 • Bags: 700 • Leaflets: 10.900 • Pens: 700 • Aprons: 40 • Notebooks: 700 <p>Number of branding books for the programme: 1 brand book in total Number of videos produced and edited for the programme: 2 videos in total Number of video adaptations for advertising: 3 adaptations of 10 seconds</p>	<p>Number of target audiences directly reached through merchandising: 14.000 people in total Number of target audiences indirectly reached through merchandising: 28.000 people in total Number of total video views of the programme campaign: 1.000.000 video views in total</p>

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<p>WP 6</p>	<p>Number of stands built at trade fairs: 1 stand per fair Number of B2B event organised: 4 in total Number of B2C events organised: 7 in total Number of tasting samples prepared in trade fairs: 300 per day per fair Number of kits per assistants in B2C events: 600 in total Number of calls for professionals: 1 call per B2B workshop</p>	<p>Number of fairs attended during the implementation of the programme: 6 fairs in total Number of people reached via trade shows: 50.000 visits in total Number of professionals attending B2B events: 200 professionals in total Number of consumers attending B2C events: 600 consumers in total Trade show reports: 1 per year B2B and B2C events report: 1 per year</p>
<p>WP 9</p>	<p>KPI evaluation study: 1 per year</p>	<p>Best practices guidelines: 1 per year</p>

Impact indicators		
Impact indicator description	Baseline	End of programme
<p>Recognition impact indicator 1: Increase recognition of the European origin of foods</p>	<p>Aligned with the project objective:</p> <p>Specific objective 2: To increase awareness of the benefits of Union agricultural products, specifically saffron, dairy, healthy snacks, confectionery products and wine (with a great focus on sustainable consumption), by European consumers</p> <p>As there is no specific information on the basket products, the awareness baseline will be based on the Eurobarometer’s survey result on:</p> <p>-to what extend the European agriculture and the CAP benefit all EU citizens and not only farmers: Slovakia: 84% totally agree Poland: 89% totally agree Czech Rep.: 76% totally agree Germany: 78% totally agree France: 56% totally agree</p> <p>-How changing consumption habits would help tackling environmental problems: Slovakia: 32% agree Poland: 23% agree Czech Rep.: 28% agree Germany: 32% agree France: 44% agree</p>	<p>Expected impact:</p> <p>+5% of improvement in the awareness of the sustainability of basket products and the European production methods in the target countries at the end of the programme.</p> <p>Considering budget allocated and baseline: Slovakia: 1,5% Poland: 1%-1,5% Czech Rep.: 1% Germany: 0,5% France: 0,5%</p>
<p>Recognition impact indicator 2: Increase awareness of EU sustainable standards in agri-food production.</p>	<p>Aligned with the project objective:</p> <p>Specific objective 1: To highlight the specific features of agricultural production methods in the Union particularly in terms of its respect for the environment, society and economy.</p> <p>The awareness baseline will be based on the Eurobarometer’s survey result on to what extend the EU is ensuring a sustainable way of food production: Slovakia: 73% totally agree Czech Rep.: 71% totally agree Poland: 81% totally agree Germany: 65% totally agree France: 59% totally agree</p>	<p>Expected impact:</p> <p>2-3% increase in the recognition of sustainable values of agriculture and basket of products’ production methods at the end of the programme.</p> <p>Considering budget allocated and baseline: Slovakia: 0,5%-1% Poland: 0,5%-1% Czech Rep. 0,3%-0,5% Germany: 0,1% -0,3% France: 0,1% -0,3%</p>

<p>Consumption impact indicator 1: Increase per capita consumption of the products to be promoted.</p>	<p>Aligned with the project objective: Specific objective 3: To increase the competitiveness and consumption of our European products (specially the products of the basket to be promoted) by increasing market share in the target countries specified in the programme. Baseline for the market share of the promoted products was established in 1.2 Market Analysis section</p>	<p>Expected impact: 5% growth rate in EU products consumption (+2% regarding wine). Considering budget allocated and baseline: Slovakia: 1,5% -3% Poland: 1,5%-2% Czech Rep.: 1% Germany: 0,5% France: 0,5%</p>
<p>Economic Impact Indicator 1: Increase European exports of the basket to be promoted</p>	<p>Aligned with the project objective: Specific objective 3: To increase the competitiveness and consumption of our European products (specially the products of the basket to be promoted) by increasing market share in the target countries specified in the programme. Baseline for the market share of the promoted products was established in 1.2 Market Analysis section</p>	<p>Expected impact: 4% growth rate in the value and volume of Union exports (intra-EU trade in agri-food products) and +2% of the EU market share of basket products to the target markets at the end of the programme. Considering budget allocated and baseline: Slovakia: 1% - 2% Poland: 1%- 1,5% Czech Rep. 0,3%-0,5% Germany: 0,1% -0,3% France: 0,1% -0,3%</p>

Activities

In order to assess the effectiveness of the promotional activities executed, the evaluation body will provide a set of indicators to monitor expected results in terms of output, results and impact (informative and economic).

The table below can be used as sample to summarize the indicative set of indicators that will be used to check the progress and evaluate the project.

Work Package	Indicator	Sub indicators

Though an orientative set of indicators has been submitted by the beneficiaries in the proposal as per the following table, **the competing agency should present their own list of indicators** they consider useful to evaluate the execution and the effectiveness of

the actions.

The evaluation activity will monitor all the other project activities, which are synthesized as follows:

Work Package 1: Project coordination

The activity will consist of integral management of the project, coordination with the implementing body, execution of the general planning, supervision of the work and progress that is being made, decision- making actions in the event of unexpected and risky situations, and coordination of the program for its proper execution.

Work Package 1: Project Coordination			
Activity 1: Project Coordination. <i>In order to efficiently and successfully implement this promotion programme, continuous coordinating tasks are necessary. Dedicated staff will supervise and coordinate the implementation of planned activities in a timely manner as well as the achievement of objectives, KPIs and compliance with the budget. They will also be responsible for implementing risk management measures aimed at preventing any risks to the proper execution of the project. The project coordination will require good and clear daily communication, good understanding of deliverables and payments to achieve the cost effectiveness of this proposal. It is important to highlight the extremely importance of the General Coordinator role, who will be the main communication channel with the project Officer when required according with the European Commission rules and efficiency.</i>			
Duration:	M1 – M36	Lead Beneficiary:	PKS
Objectives			
This work package is linked to Objectives 1, 2 and 3			

Work Package 1: Project Coordination			
Activity 2. Other cost: Management Trips. <i>This activity provides additional costs linked to project coordination and, more in details: -Travel costs related to the inception meeting. - Travel costs related to an annual meeting (3 in total) where beneficiaries will meet in person to evaluate the progress of the project and to share best practices and plan next steps. - Other travel costs incurred by beneficiaries to attend and supervise the promotional activities that are provided in WP6. - Travels costs incurred by the technical support from an external provider, to support the internal coordination in preparing technical and financial reports (interim and final).</i>			
Duration:	M1 – M36	Lead Beneficiary:	PKS, PDO ALMANSA, PDO LA MANCHA, PDO JUMILLA, PDO AZAFRÁN
Objectives			
This work package is linked to Objectives 1, 2 and 3			
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Trip report including, transport tickets, daily allowance expenses, pictures and description of the trip related to the project.	Trip report including, transport tickets, daily allowance expenses, pictures and description of the trip related to the project.	Trip report including, transport tickets, daily allowance expenses, pictures and description of the trip related to the project.

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Work Package 2: Public Relations					
<p>Activity 1: Press Events. <i>The goal of press events is to bring together key representatives of the local and international press. They will all be invited to an event where they are given first-hand information on the sustainability of the Organizations, Sectors and Production. Press professionals will also be able to further discuss through a round of personal interviews with the representatives of the programme for the subsequent publication of the info on local news and online channels. They will also be given visual and photographic material for that purpose. One (1) Press event on the first year will be organized in order to inform relevant press professionals about the launch of the programme and its importance and in order to inform them about the expected results and goals. The event will take place in Slovakia where it is expected that 20 press professionals will attend. In addition to in-person attendance, press events will be streamed to engage other professionals and maximize visibility.</i></p>					
Duration:		M1 – M36	Lead Beneficiary:		PKS
Objectives					
<ul style="list-style-type: none"> This work package is linked to Objectives 1, 2 and 3 					
Activities					
Task No	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
2.1.1	Call for press professionals	Attendance call, follow up tasks, confirmation of participants.	PKS	COO	NOT IN-KIND CONTRIBUTIONS SUBCONTRACTING ALL TASK PERFORMED
2.1.2	Press release	Design and drafting of one (1) press release. Localization and translation of press release to local languages.			
2.1.3	Press clipping	One (1) Press Clipping including all offline and online publications related to the press event organized.			
2.1.4	Technical support	Planning and event setup and organization. Selection of venue, venue set up, and organization of materials and press release for the event.			
Deliverables					
Timeline		YEAR 1	YEAR 2	YEAR 3	
Deliverables		1 press event report 1 press clipping		1 press event report 1 press clipping	

Work Package 3: Website & Social Media					
<p>Activity 1: Website. A relevant web, including useful information about the sustainability of the sectors involved, their production methods, the climate smart efforts and their overall works towards a sustainable Union will be set up in terms of environmental, economic and social sustainability pillars. This website, available in the beneficiaries' different languages, will spread the main message of the campaign to the target audience (end consumers, industry professionals and press). Moreover, this activity is related to the WP4 advertising, since some of the paid campaigns will send traffic (users) from different platforms to this website where online information is centralized. For this reason, it will be an essential part of the programme towards the achievement of the informative objectives.</p>					
Duration:		M1 – M36	Lead Beneficiary:		PKS
Objectives					
<ul style="list-style-type: none"> This work package is linked to Objectives 1, 2 and 3 					
Activities					
Task No 1	Task Name	Description	Participant		In-kind Contributions and Subcontracting
3.1.1	Website prototype, design and programming.	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 programme. The web will also contain a blog that will be updated monthly with information of the actions carried out in every target country.	PKS DO ALMAN SA DO LA MANC HA DO JUMIL LA DO AZAFR ÁN	CO O BEN BEN BEN BEN	NOT IN-KIND CONTRIBUTIONS SUBCONTRACTING ALL TASK PERFORMED
3.1.2	Blogpost	Creation of a blogpost including copywriting, image design, and optimization of content.			
3.1.3	Technical support	Website monthly update and maintenance: monthly website update of plugins and web maintenance to ensure that it is fully functioning and no technical errors might affect its update. Also, continuous content upload, adaptation and update. Technical support will also work on SEO positioning and all the content of the blog will be uploaded in English and translated into Slovak.			
Deliverables and estimated budget					
Timeline		YEAR 1	YEAR 2	YEAR 3	
Deliverables		Website annual Report	Website annual Report	Website annual Report	
Work Package 3: Website & Social Media					
<p>Activity 2: Social Media. The main goal of Social Media accounts is to serve as interactive platforms to communicate with target audience (mainly end consumers but also professionals) and to spread the Union's sustainability message. Additionally, they will be used as a showroom of all activities carried out during the programme's implementation. In order to incentivize the engagement of the target groups in the proposed countries, communications such as contests, recipes and surveys will be continuously launched through the selected platforms by the Community Management staff. The overall social media strategy will be described by the Community Manager following the strategy of the programme.</p>					
Duration:		M1 – M36	Lead Beneficiary:		PKS
Objectives					
<ul style="list-style-type: none"> This work package is linked to Objectives 1, 2 and 3 					

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Activities					
Task No 2	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
3.2.1	Social Media Account Set up	Setup of the programme social media account.	PKS	COO BEN	
		Recommendation of social media channels: Instagram	DO ALMANS A DO LA MANCHA DO JUMILLA DO AZAFRÁN	BEN BEN BEN	NOT IN-KIND CONTRIBUTIONS SUBCONTRACTING ALL TASK PERFORMED
3.2.2	Banner Design & Copies	Design of one (1) banner per week including copies following the main communication strategy.			
3.2.3	Technical Support	Drafting and supervising the correct Social Media strategy, communication methodology, communication crisis contingency measures and daily work. Technical support will ensure that messages conveyed via social media are aligned with the programme communication strategy and that objectives are met.			
Deliverables and estimated budget					
Timeline		YEAR 1	YEAR 2	YEAR 3	
Deliverables		Annual Social Media report	Annual Social Media report	Annual Social Media report	

Work Package 4: Advertising					
<p>Activity 1. Print Advertising. <i>Printed media are an outstanding opportunity to reach the audience on a broad scale and to expand the sustainability message from the EU. Ads will be printed in hard copy B2B and B2C magazines, newspapers and/or brochures (such as NOVY CAS Bratislava, PLUS JEDEN DEN Bratislava, SME Bratislava, PRAVDA, WorldsChefs) spreading the message on sustainability that is explained before. As print is pretty expensive, we will concentrate our budget in very specific print publications, which together with online campaigns, will work perfect to reach the audience (both consumers and professionals) and spread the Union message. Budget will be allocated to direct media buying activities in Slovakia, allowing the activity to have a strong cost-effectiveness.</i></p>					
Duration:		M1 – M36	Lead Beneficiary:		PKS
Objectives					
<ul style="list-style-type: none"> This work package is linked to Objectives 1, 2 and 3 					
Activities					
Task No 1	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
4.1.1	Print media productions	Drafting, designing and producing advertising materials and adapting the visual branding and message to the format expected from the key hard copy publications selected.	PKS	COO	NOT IN-KIND CONTRIBUTIONS SUBCONTRACTING ALL
4.1.2	Direct print media investment	Direct purchase of print advertisement.			

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4.1.3	Technical support	Direct contact with print publications for direct media buying activities as well as supervision of production of advertising materials to ensure that they are aligned with programme's goals and communication strategy. Also, technical support will supervise that print ads are bought based on the programme's guidelines and KPIs.		TASK PERFORMED
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Deliverables and estimated budget			
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Annual print advertising report	Annual print advertising report	Annual print advertising report

Activity 2: Television. *The paradigm shift in the consumption of television advertising makes it interesting to insert 10-seconds ads on TV on demand, where time and target audience will be selected to reach the target end consumer and professionals with our EU sustainability message in an environment demanded by consumers thanks to its convenience. This great ad service provides a revolutionary atmosphere for communication purposes allowing us to use the video already produced via the activities in WP5 communication tools. Repurposing this content allows us to only editing what's necessary in terms of post-production and set up of time line.*

M1 – M36 | **Lead Beneficiary:** | **PKS** |

Objectives

- This work package is linked to Objectives 1, 2 and 3

Activities. Advertising TV- on demand.

Task Name	Description	Participant		In-kind Contributions and Subcontracting
		Name	Role	
Video Spot	Adaptation of video spot, making three (3) new short (3 x 10 seconds) videos for TV on-demand. The aim of these spots is to spread visually the Union sustainability message among the target audience.	PKS	COO	NOT IN-KIND CONTRIBUTIONS SUBCONTRACTING ALL TASK PERFORMED
Investment: TV media buying	Direct investment on TV-on demand advertising			
Technical Support	Supervision and monitoring of ad spot adaptation and ad delivery. Monitoring the message to be spread via TV ads to ensure that it aligns with the programme communication strategy.			

Deliverables and estimated budget			
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	- 3 Videos (10 sec) - Annual Report	Annual Report	Annual Report

Activity 3: Online. *A digital advertising plan to reach our target audience will be developed. This plan will cover the most effective way to run three (3) online display and social media campaign per year in order to reach the highest number of target final consumers possible to inform them about the sustainability pillars (economic, social*

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and environmental) of EU agriculture. By using a display campaign, the message and content of the present proposal would be reinforced thanks to the high use of digital devices. The overall annual budget for display advertising would be distributed to the different campaigns based on the digital advertising plan developed.

Duration: M1 – M36 **Lead Beneficiary:** PKS

Objectives

- This work package is linked to Objectives 1, 2 and 3

Activities

Task No 3	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
4.3.1	Digital advertising plan	The Digital advertising plan will include all display and social advertising campaigns to be launched. This plan is linked to WP3 (some traffic from digital campaigns will be directed to the website) and to WP6 (the campaigns are directly based on events to ensure that visibility of events is increased both during pre-event and post-event times). For this purpose, alignment between offline and online promotion and informative campaigns is crucial.	PKS DO ALMANSA DO LA MANCHA DO JUMILLA DO AZAFRÁN	COO BEN BEN BEN BEN	NOT IN-KIND CONTRIBUTIONS SUBCONTRACTING ALL TASK PERFORMED
4.3.2	Banner & Copy Design	Design and copywriting of three (3) banners per campaign adapting the visual design and the message to the channel (display and social media). The design and copy shall be aligned with the programme communication strategy.			
4.3.3	Technical support: Digital campaign launch, optimization and monitoring	Setup of campaign, supervision that the digital advertising plan is followed, as well as technical campaign optimizations to ensure that target audience is reached and KPIs are achieved.			

Deliverables and estimated budget

Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Annual Digital Campaign Report	Annual Digital Campaign Report	Annual Digital Campaign Report

Activity 4: Influencers. They are nowadays one of the most powerful sources of information for decision-making purposes, mainly for consumers of all ages and specially for younger generations who have them as role models. Their lifestyle is followed, viewed and copied by consumers, turning them into a great communication tool for our Union's sustainability message. By collaborating with influencers (foodies, chefs, sustainability experts, environment-positive advocates, lifestyle influencers...) the message will be spread and reinforced and the visibility of the campaign will be boosted. Influencers will be selected based on their profile, type and engagement of followers, sustainability values and communication channels.

Duration: M1 – M36 **Lead Beneficiary:** PKS

Objectives

- This work package is linked to Objectives 1, 2 and 3.

Activities

Task No 4	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	

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4.4.1	Call for influencers	Launch of the call for the participation in the programme to the main selected influencers.	PKS	COO	NOT IN-KIND CONTRIBUTIONS SUBCONTRACTING ALL TASK PERFORMED
4.4.2	Technical support: supervision of contracts and timings	Preselection and selection of influencers based on their profile, type and engagement of followers, sustainability values and communication channels. Managing and contracting of the services of each influencer via their dedicated agencies to comply with the regulations and convey the appropriate message. Supervision of messages conveyed and follow-up of KPIs.			
Deliverables and estimated budget					
Timeline		YEAR 1	YEAR 2	YEAR 3	
Deliverables		Annual influencer report	Annual influencer report	Annual influencer report	

Work Package 5: Communication Tools					
<p>Activity 1: Merchandising and promotional material. <i>This is an important element of the above-mentioned informative programme. This material is intended to be used as a reminder of the programme goals: increase awareness of the Union commitment to sustainability in the target countries as well as increase preference for sustainable EU products and production methods. They are also aimed to be used as a visual aid for other promotional events and activities to make it easier for consumers and professionals to recognize the Union sustainability message and the identity of the whole programme. (Design and production of all promotional materials is to be carried out during the first year of the programme to increase cost effectiveness).</i></p>					
Duration:		M1 – M36	Lead Beneficiary:		PKS
Objectives					
<ul style="list-style-type: none"> This work package is linked to Objectives 1, and 2. 					
Activities					
Task No 1	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
5.1.1	Design of material	Prototyping and design of merchandising material.	PKS DO ALMANS A DO LA MANCHA DO JUMILLA DO AZAFRÁN	COO BEN BEN BEN	NOT IN-KIND CONTRIBUTIONS SUBCONTRACTING ALL TASK PERFORMED
5.1.2	Production of material	Production of materials aligned with the campaign message, the programme objectives and the target markets.			
5.1.3	Transport of material	Transport from the factory to the main storage of the beneficiaries.			
5.1.4	Technical support	Supervision and coordination of all agents involved in the designing, producing and transporting of merchandising materials. It is very important that the correct design is monitored to ensure that EU REA guidelines are strictly followed.			
Deliverables and estimated budget					
Timeline		YEAR 1	YEAR 2	YEAR 3	
Deliverables		<i>Roll Ups: 10 Bags: 700 Aprons: 40 Notebook: 700 Pen: 700 Leaflets. 10.900</i>			
Work Package 5: Communication Tools					

Activity 2: Campaign Design. *Developing a full storytelling around the campaign and the Union sustainability message is key in order to reach our target audience, raise awareness and also turn our targets into loyal advocates of our sustainability message. It allows all five beneficiaries to build up a strong and coherent communication strategy that unify and strengthen the message in all target markets. In this sense this proposal shows several mock-ups aimed at supporting the programme's goals but that will be revisited and developed according to the needs of the beneficiaries once the programme starts its implementation process. This activity is linked to the rest of activities in this proposal and therefore is planned to be executed as soon as the programme starts running and will comply with EU regulations on graphic guidelines.*

Duration: M1 – M36 **Lead Beneficiary:** PKS

Objectives

- This work package is linked to Objectives 1, and 2.

Activities

Task No	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
5.2.1	Campaign Brand Design.	Conceptualization, branding and logo design and brand book development. The brand book will serve as the guideline to ensure that all beneficiaries use the campaign brand correctly.	PKS DO ALMANSA DO LA MANCHA DO JUMILLA DO AZAFRÁN	CO O BEN BEN BEN	NOT IN-KIND CONTRIBUTIONS SUBCONTRACTING ALL TASK PERFORMED
5.2.2	Application designs and Renders for the campaign	Design of all collateral design materials for the campaign, including renders and all diverse applications			

Deliverables and estimated budget

Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Campaign Brand book Campaign logo in different formats		

Work Package 5: Communication Tools

Activity 3: Video. *Another essential visual resource to be implemented during the programme implementation are videos. These videos would help us to better illustrate what we want to convey and gain engagement with the target audience (video shows the greatest engagement in advertising nowadays). In this sense, the message of organizations and products, along with its environmental, social and economic sustainably impact will be at the core of the video production. These videos will be use in al cross-over activities like fairs, B2B and B2C events, social media, and online campaigns and therefore are a crucial part of the whole programme implementation.*

Duration: M1 – M36 **Lead Beneficiary:** PKS

Objectives

- This work package is linked to Objectives 1, 2 and 3.

Activities

Task No	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	

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5.3.1	Video Production	The production of two (2) videos will be carried out with a maximum duration of 2 minutes each. In both videos the topic would be the sustainable values of European agri-food industry: economic, social and environmental. These 2 videos, according to the target audience will include different storytelling to increase the engagement with the audience and therefore a content draft will be developed to ensure that they convey the correct message. On the other hand, included in the production, three (3) short time video clips will be adapted from the two long videos: 3 Videos of 10 seconds	PKS DO ALMANSA DO LA MANCHA DO JUMILLA DO AZAFRÁN	COO BEN BEN BEN BEN	NOT IN-KIND CONTRIBUTIONS SUBCONTRACTING ALL TASK PERFORMED
Deliverables and estimated budget					
Timeline		YEAR 1	YEAR 2	YEAR 3	
Deliverables		2 Promotional videos with a duration of 2' 3 adaptations of Promotional videos 10"			
Work Package 6: Events					
<p>Activity 1, Fairs: A selected list of Trade Fairs B2B and B2C for the purpose of this programme has been created: Vinexpo (France), Anuga (Germany), Danubious Gastro (Slovakia), Gastro Food Fest (Czech Republic), World Food (Poland) while others could be defined (in addition to the ones mentioned, in case of savings, or as alternative options). It is important to highlight that due to the fact that the trade show sector has been deeply impacted by COVID-19 pandemic and that there are no certainties yet that it will be back to normal, this might suffer some changes. However, considering trade fairs and international shows as visibility platforms, they are still a powerful tool to reach high numbers of professionals and consumers and are therefore intended to serve as a great channel to communicate the message of the programme to a wide audience. The participation of the programme in the trade fairs will serve as the ideal showcase of European sustainable products and production methods. The message of the programme will be conveyed through the stand in various formats: video, decoration of stand, chef tastings, merchandising and explanations of the programme's personnel. It is a great way to increase visibility, relevance and preference for the involved products as well as have a direct conversation with the audience to get a better picture 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 programme: increase sustainability awareness, market share and preference for EU sustainable products. As a final remark, it should be noted that, despite each trade show takes place in a precise location, nevertheless its impact is much wider, given the international profiles of the selected shows. Therefore, each trade show will not only target and involve professionals from each target market, but will also have a real global impact.</p>					
Duration:		M1 – M36	Lead Beneficiary:		PKS
Objectives					
<ul style="list-style-type: none"> This work package activity is linked to Objectives 2 and 3. 					
Activities					
Task No 1	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
6.1.1	Services for Stands at trade fairs	Stand assembly and dismantling services, floor renting, decoration, insurances, special requirements, tastings, transport of samples and other fair issues such as Wi-Fi will be provided. Finally, a final report including all fair works and services (including reach and impact) will be issued.	PKS DO ALMANSA DO LA MANCHA	COO BEN BEN BEN BEN	NOT IN-KIND CONTRIBUTIONS SUBCONTRACTING

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6.1.2	Technical support	Control and supervision of stand services covering: from stand design and render to assembly and dismantling, decorations, audio-visual material and all in-trade fair services related.	DO JUMILLA DO AZAFRÁN		A CTING ALL TASK PERFORME D
Deliverables and estimated budget					
Timeline		YEAR 1	YEAR 2	YEAR 3	
Deliverables		Post-event trade show Report	Post-event trade show Report	Post-event trade show Report	

Work Package 6: Events

Activity 2: B2B Workshops and B2C Events. A round of meetings between the programme's personnel and KOLs and sustainable stakeholders of the target markets will be held in Slovakia, Czech Republic, Poland and Germany. The goal of this action is to increase awareness and market share for our sustainable basket of products and to inform the agents about the sustainability values of our products and production methods. In addition, a workshop will be held in Poland where both professionals and end consumers will be invited to participate, taste the product and learn the characteristics of the sustainable values of our basket of products and production methods.

Duration: M1 – M36 **Lead Beneficiary:** PKS

Objectives

- This work package is linked to Objectives 1, 2 and 3.

Activities

Task No 2	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
6.2.1	Call for buyers & Consumers	Call for professionals (chefs, journalists, buyers) and consumers will be set up at least 3 months before the event: creation of database, call, follow up of participants.	PKS DO ALMANSA DO LA MANCHA DO JUMILLA DO AZAFRÁN	COO BEN BEN BEN BEN	NOT IN-KIND CONTRIBUTIONS SUBCONTRACTING ALL TASK PERFORMED
6.2.2	Technical support	It involves rent room, set up of the room, cover participant needs, and manage before, during and after the event.			

Deliverables and estimated budget

Timeline		YEAR 1	YEAR 2	YEAR 3
Deliverables		Annual B2B and B2C events report	Annual B2B and B2C events report	Annual B2B and B2C events report

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Work Package 9. Evaluation of results					
<p>Activity 1: Evaluation of results. KPI Study Supporting WP 1 activity (coordination of the programme) this action aims to monitor the implementation and effectiveness of the activities. The activity of measurement of indicators will be entrusted to an independent external body responsible for monitoring the effects generated by the implementation of the promotional programme through the measurement of indicators and their impact on the objectives identified. Reports on the progress of the project will be drawn up every six months. In the event of unsatisfactory results by the implementing bodies, reports will be drafted by the proposing organisations to request timely intervention. Within the report, there will also be a self-assessment section, conducted by the person in charge of this activity. In order to ensure the achievement of the objectives, direct surveys will be conducted on the target markets, in order to measure the level of awareness towards the sustainability of European agriculture, European products, and production methods necessary to correctly evaluate the achievement of the target values set for the impact indicators.</p> <p>Upon completion of the action, the independent body will measure the final impact in terms of awareness and recognition of EU sustainability policies and EU sustainable products by target markets. The methodology that will be followed has already been presented in previous sections and will include a specific “sustainability set of questions” within the surveys.</p>					
Duration:		M1-M36	Lead Beneficiary:		PKS
Objectives					
<ul style="list-style-type: none"> This work package activity is linked to Objectives 1, 2 and 3. 					
Activities					
Task No 1	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	
9.1.1	Annual KPI monitoring	This ongoing activity will constantly monitor the execution of the campaign and its effectiveness in terms of outputs and results. Data collection and report analysis, carried out in continuous communication with the project consortium and the implementing body(ies), will generate the actual KPIs values, that will be evaluated having the expected outcomes as benchmark. The goal is to extract data-driven conclusions that will allow the programme to shape the activities in the target markets according to best-practices and to be results-oriented during the 3 years that the programme will be executed.	PKS DO ALMANSA DO LA MANCHA DO JUMILLA DO AZAFRÁN	COO BEN BEN BEN BEN	THIRD PARTY
Deliverables and estimated budget					
Timeline		YEAR 1	YEAR 2	YEAR 3	
Deliverables		1 annual results evaluation report through output measurement	1 annual results evaluation report through output measurement	1 annual results evaluation report through output measurement	
Estimated budget		Methodology = 4.170 € Collect information: 60 h x 100€ = 5.000 € Evaluation of results = 3.000 € 1 Study = 12.170 €			
Subtotal for activity 1		EUR 12.170,00	EUR 12.170,00	EUR 12.170,00	
Total for the Work Package 9		EUR 12.170,00	EUR 12.170,00	EUR 12.170,00	

▪ **Communication**

Communication should be in English by email to the above-mentioned contact points.

Requests for clarification regarding the procedure or the scope of the contract may be addressed to either contact points no later than five (5) days before the deadline of submission of tenders.

A reply to the clarifications regarding the procedure or the scope of the contract will be disclosed to economic operators within five (5) days, the latest three (3) days before the deadline of submission of tenders.

Tenders will be submitted in English. Administrative and supporting documents should be submitted in original language.

Any kind of communication with Contracting Authorities during the procedure will be in English.

▪ **Procedure**

General terms: Deadline and place of submission of tender is Monday, **19th February 2024 until 12:00 CET** and place of submission is the premises of the Coordinator, Einsteinova 3817/19, 851 01 Bratislava, Slovakia. Tenders must be submitted, by post or courier at the closing time for the submission of tenders or electronically via email to pkgs@pkgs.sk

Opening of tenders submitted will take place on **Friday, 23rd February 2024 at 13:00 CET** at the premises of the Coordinator, by the Committee, in a closed meeting. The Contracting Authorities are not responsible for any delivery that has been made by post or courier that might arrive at the place of submission after the deadline of submission. ***In such case tender will not be accepted, are not unsealed and are kept for one week period on which economic operators reserve the right to retrieve them.***

Tenders should be valid and bind the participating operators for two (2) months, starting from the day following the deadline for submitting a tender and receives a unique submission reference number upon submission.

It is pointed out that a Tender is not accepted and is excluded from the evaluation in case that according to the decision of the Committee:

- Do not comply with the specific and general terms, of the present
- It is vague and cannot be evaluated or is conditional or contains incomplete or inaccurate data
- The Economic Tender does not clearly indicate the price offered or it is higher than the estimated value of the contract or it includes an excessive discount which according to the Committee does not guarantee the best quality – price ratio.

All terms and conditions of the present are mandatory for participants. Tenders that are vague and inadmissible, contain terms that are contrary to or conditional on, or contain incomplete or inaccurate information, are classified as unacceptable and rejected. The participants waive any right to claim any liability of any kind or to claim any compensation from the Contractor in case of postponement or cancellation or cancellation of the tender or rejection of their submitted bid for any reason or non-definitive start of implementation of the action for any reason.

Participation terms: Participation presupposes and is a presumption that the economic operator is informed of the present, as well as all the relevant conditions for the implementation of the action and the regulative and legislative framework. Participation is open to all economic operators as following:

- i) Natural or legal persons or partnership / consortium of those engaged in services related to promotion, advertising and marketing services and / or consulting services and operating lawfully in Slovakia or in another EU or European Economic Area (EEA) Member State that have signed the Public Procurement Agreement of the World Trade Organization. A partnership /consortium is not obliged to form a specific legal entity at the stage of submitting the tender, however in case the contract is awarded to a partnership / consortium, Contracting Authorities reserve the right request from the partnership / consortium to have a certain legal form. In such case, partnership / consortium is obliged to form such a legal entity according to the national legislation applied.
- ii) They must meet the conditions set in Regulation (EU) 1144/2014 and Regulations (EU) 2015/1829 and 2015/1831 and the relevant national legislation in Slovakia.
- iii) They are not in situation of conflict of interests, which may adversely affect the execution of the contract, in accordance with the provisions of article 110 par. 1c of Reg. 966/2012
- iv) They have economic activity at least two (2) years before the publication of the Call for proposals.
- v) A natural or legal person or a subcontractor is registered for VAT.

Rely on third parties: Economic operators may, in respect of the criteria of economic and financial standing and technical and professional capacity, rely on the competences of other bodies, irrespective of the legal nature of the bond with them. In this case, they shall demonstrate that they will have the necessary resources at their disposal by producing the relevant commitment of the bodies on which they rely.

Specifically, regarding the related professional experience, economic operators, may only rely on the capabilities of other entities if they perform the tasks or services for which those capabilities are required. Where economic operators rely on the competences of other bodies in relation to the criteria relating to the economic and financial competence required by the declaration, those economic operators and those on which they rely shall be jointly and severally liable for the performance of the contract. Under the same conditions, economic operators' partnership/consortium may rely on the competences of the participants in the partnership/consortium or other entities.

Content of Tenders: A Tender should be written in English, submitted in one (1) original hard copy (if it is sent via post or courier) or one (1) electronic copy (if it is submitted via email). Each tender should include two (2) dossiers as following:

- 1. Supporting Documents Dossier**
- 2. Quality of Action and Economic Tender Dossier**

Supporting Documents Dossier:

Economic operators and members of partnership / consortium have to demonstrate their eligibility, their technical and professional suitability and their financial / economic standing providing the following documents:

No	Document	Reference
1.	<p>Declaration of Honour for the economic operator and the members (in the case of a partnership / consortium) regarding the following reasons:</p> <p>Whether there is an irrevocable conviction for one of the following reasons according to the European and national legislation in force:</p> <ul style="list-style-type: none">(a) fraud(b) Corruption,(c) participation in a criminal organization(d) money laundering or terrorist financing(e) terrorist offenses or offenses related to terrorist activities(f) child labour and other forms of trafficking in human beings <p>The economic operator shall also be excluded where the person against whom the judgment has been rendered irrevocable is a member of its administrative, management or supervisory body or has the power to represent, make or control it (managers, members of the Board of Directors and legal representatives).</p> <p>If in the above cases (a) to (f) the exclusion period as set out above, has not been determined by an irrevocable decision, it shall be five (5) years from the date of conviction by an irrevocable decision.</p>	ANNEX B
2.	<p>Declaration of Honour that until the deadline of submission of tenders the economic operator and the members (in the case of a partnership / consortium) does not fall in any of the following situations:</p> <ul style="list-style-type: none">a) has failed to pay his taxes or social security contributions and this has been established by a judicial or administrative decision with final and binding effect, in accordance with the provisions of the country of establishment or national law and / orb) It is bankrupt or has been subject to a resolution or special clearance procedure or is forced into liquidation or by a court or has been subject to bankruptcy or has suspended its business or is in any similar situation resulting from a similar process provided for by national law. The contracting authority may not exclude an economic operator who is in one of the situations referred to in this case, provided that it proves that that entity is able to execute the contract, taking into account the applicable provisions and measures to	ANNEX B

continue its business,

c) has concluded agreements with other economic operators with a view to distorting competition; if a situation of distortion of competition from the economic operator's prior involvement in the preparation of the procurement procedure, cannot be remedied by other, less intrusive means;

d) if a conflict of interest cannot be effectively treated by other, less intrusive means;

e) has been found guilty of one of the following situations:

i) has demonstrated a serious or recurrent defect in the execution of an essential claim under a prior agreement resulting in its early termination, indemnities or other similar sanctions

ii) has been fraudulently or negligently misrepresenting information required for the verification of the absence of grounds for exclusion or the fulfilment of selection criteria or in the performance of a contract;

iii) if has been found guilty of serious misrepresentation in providing the information needed to ascertain the absence of exclusion grounds or to fulfil the selection criteria, he has concealed this information or is unable to provide the necessary supporting documents;

iv) has attempted to unduly influence the decision-making process of the contracting authority, to obtain confidential information which may give it an unfair advantage in the award procedure or to negligently provide misleading information which may substantially affect the contracting authority for its exclusion, selection or assignment,

- 3** In case of a partnership / consortium an agreement signed by all members defining the scope, of the Lead Partner, the representative of the partnership/consortium and the tasks undertaken by each member.
- 4** A certificate of the relevant professional or commercial register of the State of establishment. Economic operator and members of partnership / consortium shall provide a certificate / attestation of the corresponding professional or commercial register certifying both their registration and their qualification their profession. In the event that a country does not maintain such a register, the document or certificate may be replaced by an affidavit or statement issued by notary that such a register is not kept and declaring their activities.
- 5** Financial statements (balance sheets, profit and loss statements) for the last two (2) years.

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- 6** Statement on the average turnover generated from similar to the present contracts for the last two (2) years. In case of partnership / consortium a cumulative statement by the Lead partner including data from all members of the consortium.

- 7** Business profile of economic operator and members of partnership / consortium with special reference to the following subjects:
 - Overall business activity
 - Technical infrastructure and human resources
 - Technical equipment and the measures taken by the economic operator to ensure the quality of planning and implementing similar activities
 - description of the professional knowledge and experience in the provision of similar services in the markets of interest

- 8** Curriculum vitae with reference to the academic background and professional qualifications of the proposed Project Team members. If proposed executive(s) do not belong to the economic operator, a corresponding statement of the economic operator regarding the employment status, with a clear reference to the duration and the object of employment should be provided.

- 9** Project References of similar to the present contracts undertaken or completed during the last five (5) years.

The above documents will be assessed according to the selection process described in continuation. Documents issued by organization of public authorities or documents in original language of the economic operator will be briefly translated in English.

Quality of Action and Economic Tender Dossier

All professional bidders will be encouraged to submit their credentials and project ideas, and thus the Evaluation Committee will make a decision in accordance with Article 2 of Regulation (EU) No. 1144/2014, no later than 30 days after the closing of the tender, based on a scoring system as outlined:

- Quality of the technical offer (60 points maximum)
- Competitive budget proposal (40 points maximum)

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

TECHNICAL OFFER: 60 POINTS MAXIMUM		
Criterion	Sub criteria	
1. QUALITY AND FEASIBILITY OF THE PROPOSED METHODOLOGY	Quality of the work group dedicated to the project management activity (CV evaluation of the dedicated work group)	Up to 10 points
	Adequacy of planning in terms of consistency with the objectives and the planned promotional activities: in particular, quality of the proposed methodology in terms of data collection tools, sample definition and sample significance, quality of the survey collection methodology	Up to 20 points
		Maximum Score 30
2. PREVIOUS EXPERIENCES	Previous experiences in evaluation of similar projects: in particular, experiences in terms of same products and/or same target markets and/or same funding source	Up to 10 points
	Previous experiences in collecting direct surveys: in particular, experiences in terms of same products and/or same target markets	Up to 10 points
		Maximum Score 20
3. PROPOSED SET OF INDICATORS	Adequacy of the proposed set of indicators in terms of consistency with the objectives and the planned promotional activities	Up to 10 points
		Maximum Score 10

COMPETITIVE BUDGET PROPOSAL: 40 POINTS MAXIMUM		
Criterion	Sub criteria	
COMPETITIVE BUDGET PROPOSAL	Cost- effectiveness of the proposal; Detailed budget proposal aligned with objectives and available budget	Up to 40 points
		Maximum Score 40

The most economically advantageous tender is the one that will achieve the highest score. Upon completion of the evaluation stages, the Commission will prepare a tender results report which will be forwarded to the Contracting Authorities and notified to the participants.

Evaluation procedure: Opening of tenders will take place at the premises of the Coordinator. The Committee will be responsible for the entire evaluation procedure and the communication with participating economic operators. A protocol of tenders submitted according to the date / hour of submission is prepared. The Committee then proceeds to the opening of each tender's Dossier in descending order as following:

Stage A: Opening of Supporting Documents Dossiers

Each page of the Dossier is signed by the Committee and a check that all documents are included, properly filled.

The tenders of participating economic tenders that have been disqualified will be noticed at this stage.

Stage B: Opening of "Quality of action– Economic Tender" Dossiers

Each page of the Dossier is signed by the Committee and a check on the content, their completeness and compliance with the terms and conditions of the present is made. The Committee completes the table of ranking according to the award criteria based on the quality components of the Plan provided.

The Committee in its final protocol presents the Final Ranking Table in descending order and the tender with the highest rank will be nominated as Temporal Contractor.

Clarification on tenders submitted: The Committee in any stage of the evaluation process has the right, if it deems it necessary, to request from economic operator(s) the provision of written clarifications.

Appeals: Appeals or objection is allowed against the contract notice, the present Specifications, the participation of an economic operator and on each stage of the evaluation process, until and against the award decision. The appeals – objections are submitted in writing to the Committee as follows:

- a) Against the contract notice and the present Specifications: Within half of the period from the publication of contract notice until the deadline for the submission of tenders. The dates of publication and submission of tenders are also taken into account for the determination of this deadline. The appeal - objection is examined by the Committee, which presents its opinion to the competent body of the Contracting Authority who issues the relevant decision no later than five (5) working days before the deadline for submitting tenders.
- b) Against the participation of an economic operator on each stage of the evaluation process, until the award decision, within a period of three (3) working days, from the date that the interested economic operator became aware of the relevant act of the Contracting Authority or the Committee. This appeal- objection must be notified, to the economic operator against whom it is directed and to the Committee. The appeal - objection is examined by the Committee, which presents its opinion to the competent body of the Contracting Authority who issues the relevant decision no later than five (5) working days from the expiration of the deadline for submitting appeals.

- c) Against the award decision, regarding the legality and completeness of the award documents, within a period of three (3) working days, after the interested party became aware of the above award decision and the above supporting documents. This appeal - objection must be notified, within two (2) days from its submission to the temporal contractor against whom it is directed and to the Committee. The appeal - objection is examined by the Committee, which presents its opinion to the competent body of the Contracting Authority who issues the relevant decision no later than ten (10) working days from the end of the above three-day deadline. Objections submitted for any other reason than the above are not accepted and are rejected. In case of rejection of any appeal - objection, the interested parties reserve the right to appeal to the civil courts of the seat of Contracting Authority.

Temporal Contract Award Notice: The Contracting Authorities will inform the candidates in writing of the decisions taken regarding the award of the contract, including the reasons why it decided to reject a tender or tenders, the non-award of the contract or any new decision related to the process. The Contracting Authority may decide not to disclose certain information mentioned above, if disclosure of such information could impede the application of the law, be contrary to the public interest or harm the legitimate commercial interests of public or private entities or the conditions of fair competition between them.

The temporal contractor nominated will have to submit within five (5) days the requested documents from the date of receiving the notification by the Contracting Authority. After the control of documents submitted, the Coordinator forwards its final decision to both Contracting Authorities for the final contract award notice and the signing of service contracts.

▪ CONTRACTUAL TERMS

Service contract – Performance Guarantees: Six (6) copies of service contracts will be signed, one for each beneficiary and the contractor.

If the Contractor does not arrive after contacting authorities request for the signing of the contracts or does not provide the necessary performance guarantees, it is declared revoked by a decision the Contracting Authorities and the Tender Guarantee is forfeited in favor of the Committee. In case the Contractor is declared for dismissal for the above reasons, the Contracting Authority may decide either to cancel the procedure or proceed with the economic operator who had obtained the second highest ranking.

Monitoring of the contract: The monitoring of the contract is obligation of the Contracting Authorities and the competent assigned personnel. They will inform Contracting Authorities for all subjects related to the proper performance of the contract and the fulfilment of the contractual obligations of the Contractor(s), for the taking of imposed measures for non-compliance with the above conditions, and in particular for matters relating to the modification of contract scope, according to the provisions of the Grant Agreement.

Contractual legislation: For the performance of contracts, the legislation foreseen above and specifically the provisions of the Grant Agreement will be applied.

Subcontracting: The Contractor shall not be relieved of its contractual obligations and responsibilities due to the subcontracting of actions/activities of the contract(s) and is the main responsible for the good performance of the contract(s).

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The Contractor shall indicate to the Contracting Authorities the name, contact details and legal representatives of its subcontractors who will be involved in the performance of the contract, if known at the time. In addition, it is obliged to notify the contracting authority of any change in this information during the contract, as well as the information required of any new subcontractor which the Contractor subsequently uses in that contract, providing the relevant contracts or cooperation agreements. In case of termination of the Contractor's cooperation with the subcontractor / subcontractors of the contract, he shall immediately notify the Contracting Authority of such termination, and shall ensure the proper execution of the contract either by himself or by a new subcontractor, which shall notify the contracting authority during the above procedure. (In the event that the Contractor has relied on the subcontractor's abilities in terms of financial, technical and professional capacity, in accordance with the requirements of the present, the conditions and procedure for replacing him are hereby specified).

Amendment of the contract: The contracts may be amended according to the provisions of the Grant Agreement.

Termination of the contract: The contracts may be terminated according to the provisions of the Grant Agreement.

• **ANNEX A – Description of Goals and Activities of the Program**

[Annex 1 - Description Of Action \(part B\).pdf](#)

▪ **ANNEX B – Declaration of Honour**

The undersigned:

Representing

Role <Tenderer><leader><member><third party>

Legal name

Legal address

VAT registration

Registration No

I. SITUATIONS OF EXCLUSION CONCERNING THE PERSON		
(1) declares whether the above-mentioned person is in one of the following situations or not:	Yes	No
it has been established by a final judgment that the person is guilty of any of the following:		
<i>a) fraud,</i> <i>b) corruption,;</i> <i>c) participation in a criminal organization,</i> <i>d) money laundering or terrorist financing,;</i> <i>e) terrorist-related offences or offences linked to terrorist activities,;</i> <i>f) child labor or other forms of trafficking in human beings;</i>		

II. SITUATIONS OF EXCLUSION CONCERNING NATURAL PERSONS WITH POWER OF REPRESENTATION, DECISION MAKING OR CONTROL OVER THE LEGAL ENTITY		
(2) declares that a natural person who is a member of the administrative, management or supervisory body of the above-mentioned legal person, or who has powers of representation, decision or control with regards to the above-mentioned legal person (this covers the company directors, members of the management or supervisory bodies and cases where one natural person holds a majority of shares) is in one of the following situations :		
	YES	NO
<i>Situations above</i>		

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(3) declares whether a natural or legal person that assumes unlimited liability for the debts of the above-mentioned legal person is in one of the following situations or not:		
	YES	NO
<i>Situation above</i>		

IV. SITUATIONS OF EXCLUSION CONCERNING THE PERSON		
(1) declares whether the above-mentioned person is in one of the following situations or not:	Yes	No
a) has failed to pay his taxes or social security contributions and this has been established by a judicial or administrative decision with final and binding effect, in accordance with the provisions of the country of establishment or national law and / or		
b) it is bankrupt or has been subject to a resolution or special clearance procedure or is forced into liquidation or by a court or has been subject to bankruptcy or has suspended its business or is in any similar situation resulting from a similar process provided for by national law. The contracting authority may not exclude an economic operator who is in one of the situations referred to in this case, provided that it proves that that entity is able to execute the contract, taking into account the applicable provisions and measures to continue its business		
c) has concluded agreements with other economic operators with a view to distorting competition; if a situation of distortion of competition from the economic operator's prior involvement in the preparation of the procurement procedure, cannot be remedied by other, less intrusive means;		
d) in a conflict of interest which may adversely affect the performance of the contract,		
e) it has been found guilty for:		
<p>i) <i>has</i> demonstrated a serious or recurrent defect in the execution of an essential claim under a prior agreement resulting in its early termination, indemnities or other similar sanctions</p> <p>ii) has been fraudulently or negligently misrepresenting information required for the verification of the absence of grounds for exclusion or the fulfilment of selection criteria or in the performance of a contract;</p> <p>iii) if has been found guilty of serious misrepresentation in providing the information needed to ascertain the absence of exclusion grounds or to fulfil the selection criteria, he has concealed this information or is unable to provide the necessary supporting documents;</p> <p>iv) has attempted to unduly influence the decision-making process of the contracting authority, to obtain confidential information which may give it an unfair advantage in the award procedure or to negligently provide misleading information which may substantially affect the contracting authority for its exclusion, selection or assignment,</p>		

V. SITUATIONS OF EXCLUSION CONCERNING NATURAL PERSONS WITH POWER OF REPRESENTATION, DECISION MAKING OR CONTROL OVER THE LEGAL ENTITY		
(2) declares that a natural person who is a member of the administrative, management or		

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supervisory body of the above-mentioned legal person, or who has powers of representation, decision or control with regards to the above-mentioned legal person (this covers the company directors, members of the management or supervisory bodies and cases where one natural person holds a majority of shares) is in one of the following situations :		
	YES	NO
<i>Situation a) and b) above</i>		
<i>Situations c) to e) above</i>		

III. SITUATIONS OF EXCLUSION CONCERNING NATURAL PERSONS WITH POWER OF REPRESENTATION, DECISION MAKING OR CONTROL OVER THE LEGAL ENTITY		
(3) declares whether a natural or legal person that assumes unlimited liability for the debts of the above-mentioned legal person is in one of the following situations or not:		
	YES	NO
<i>Situation a) and b) above</i>		
<i>Situations c) to e) above</i>		

REMEDIAL MEASURES

If the person declares one of the situations of exclusion listed above, it should indicate the measures it has taken to remedy the exclusion situation, thus demonstrating its reliability. They may include e.g. technical, organizational and personnel measures to prevent further occurrence, compensation of damage or payment of fines. The relevant documentary evidence which appropriately illustrates the remedial measures taken should be provided in annex to this declaration.

EVIDENCE UPON REQUEST

Upon request and within a time limit requested by the contracting authority the person must provide information on the persons that are members of the administrative, management or supervisory body. It must also provide the following evidence concerning the person itself:

For situations described above a production of a recent extract from the judicial record is required or, failing that, an equivalent document recently issued by a judicial or administrative authority in the country of establishment of the person showing that those requirements are satisfied.

The signatory fully understands that failure to supply the requested information shall lead to exclusion from award of the given contract.

The documents must have been issued six (6) months before the day of their request by the contracting authority and must still be valid at that date.

Date

Representative

Signature/ stamp

▪ **ANNEX C – Economic Tender**

To: POTRAVINARSKA KOMORA SLOVENSKA (FOOD CHAMBER OF SLOVAKIA)

Subject: *Economic Tender for the Call for Proposals No: ... – SUST_EUFW (SUSTAINABLE EU)*

We the undersigned undertake to commence, execute and complete the scope of the contract, in accordance with the Specifications and our Tender, for the total price of EUR
[] without VAT as following:

Subcontracting costs: EUR [in written][.....] without VAT

Fees: EUR [in written][...] without VAT

Total price: EUR [in written], [...] without VAT

Should our economic tender be accepted, we undertake to deposit a Performance Guarantee for the amount specified in the Specifications, and to commence the execution of the Contract within the time limits provided for in the conditions and to complete them within the time limits stated in the Specifications, our Tender, the Grant Agreement and the Service Contract.

Name / Title / Signature / Stamp

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▪ **ANNEX D – PROJECT REFERENCES**

Please complete a table using the format below to summarize the major projects related to this contract carried out in the course of the past 5 years¹ by the legal entity or entities submitting the tender.

Ref no (minimum 3 / maximum 10 in total)	Title							
Name of legal entity	Target Markets	Overall contract value (EUR)	Proportion carried out by legal entity (%)	No of staff provided	Name of client	Origin of funding	Dates (start/end)	Name of consortium members, if any
...
Brief description of contract / project						Type of services provided (indicate)		
						Public Relations		
						Website, social media		
						Advertising		
						Communication tools		
						Events		
						Evaluation of the project indicators		

¹ In the case of framework contracts (without contractual value), only specific contracts corresponding to assignments implemented under such framework contracts shall be considered.

▪ **ANNEX E – CONTRACT AWARD DOCUMENTS**

Documents that are issued in a language other than Slovak, they will be accompanied by an official translation in English.

No	Document
1.	Extract from the “judicial record” or, failing that, of an equivalent document issued by a competent judicial or administrative authority of the country where the Contractor is established, showing that is not in any of the exclusion situations I), 1), a) to f) of the Declaration of Honour and stipulated in the Specifications
2.	An original Certificate issued by a competent administrative or judicial authority in accordance with the legal provisions of the country where the Contractor is established, showing that is not in any of the exclusion situations IV), 1), a) and b) of the Declaration of Honour and stipulated in the Specifications

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▪ ANNEX F – DECLARATION OF ABSENCE OF CONFLICT OF INTEREST¹

Documents that are issued in a language other than Slovak, they will be accompanied by an official translation in English.

<Letterhead of the Tenderer>

I, the undersigned, **being the authorised signatory** for the above-mentioned company/consortium for the tender **Number, concerning the selection of Evaluation body(ies)**, hereby solemnly declare that we are not and shall not be in any situation which could give rise to a conflict of interest in what concerns the performance and/or implementation of the contract. In the event of the contract being awarded to us, we undertake to act with complete impartiality and in good faith in what concerns its performance and outcome and to immediately declare to the project Coordinator in writing any situation that might raise concerns with respect to conflict of interest, impartiality or otherwise affect our position/ability to duly and appropriately perform the contract.

I hereby also undertake to ensure that, in the case of successful award, all staff (including those of any sub-contractors) involved in the performance of services under the contract shall duly sign a declaration of absence of conflict of interest and confidentiality as per the template to the Framework Contract.

Date and signature

¹A conflict of interests exists where the impartial and objective exercise of the functions of a person is compromised for reasons involving family, emotional life, political or national affinity, economic interest or any other shared interest with a recipient. Where such a risk exists, the person in question shall refrain from such action and shall declare the matter immediately. Where a conflict of interests is found to exist, the person in question shall cease all activities in the matter.