

EUSL

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

**EUSL - 874729**

**IN ONE OR MORE BETWEEN THE FOLLOWING MARKETS:**

**China  
Japan  
Singapore  
South Korea  
Taiwan  
Vietnam**

**SPECIFICATION  
GENERAL CLAUSES**



## 1. Introduction

Consorzio Vini d'Abruzzo, Consorzio Barbera d'Asti e Vini del Monferrato and Consejo Regulador de la DO Mancha jointly submitted a proposal upon the 2019 Call for proposal – Multi programmes of the (EU) Regulation No. 1144/2014, which has been selected for funding.

The program aims at promoting Italian and Spanish PDO wines on selected Asian markets, enhancing the level of recognition and awareness towards the EU quality schemes (PDO). This tender document is aimed at selecting the third party with whom the beneficiaries will establish a contract for the execution, coordination and follow-up of the action.

The framework for the present call for proposals is set by the Grant Agreement No. 874729 and all the provisions and obligations here provided comply with it. The acceptance of the EU contribution is set as preliminary condition.

## 2. General information

### a. Title of the action

EUSL - Eco Europe: a sustainable Lifestyle

### b. Proposing organizations

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

Country	Name	Website	Role
IT	Consorzio di Tutela Vini d'Abruzzo	<a href="https://www.vinidabruzzo.it/en/">https://www.vinidabruzzo.it/en/</a>	Leading beneficiary
IT	Consorzio Barbera d'Asti e Vini del Monferrato	<a href="https://www.viniastimonferrato.it/?lang=en">https://www.viniastimonferrato.it/?lang=en</a>	Beneficiary
ES	Consejo Regulador de la DO Mancha	<a href="https://lamanchawines.com/en/">https://lamanchawines.com/en/</a>	Beneficiary

### c. Products to be promoted

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

PDO Number	Product
PDO-IT-A0723	Montepulciano d'Abruzzo DOC
PDO-IT-A1398	Barbera d'Asti DOCG
PDO-IT-A1258	Ruchè di Castagnole Monferrato DOCG
PDO-ES-A0045	La Mancha DOP

### d. Target countries and budget

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

Target country	Maximum limit of investment
China	1.143.401,80 €
Japan	821.448,65 €

Singapore	166.469,85 €
South Korea	223.486,25 €
Taiwan	134.143,70 €
Vietnam	115.154,13 €
<b>MAXIMUM TOTAL AMOUNT</b>	<b>2.604.104,38 €</b>

The overall maximum investment is therefore fixed at Euros 2.604.104,38.

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

#### e. Timeline

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

### 3. Objectives of the actions and messages to be conveyed

According to the objectives stated in Articles 1 and 2 of the EU Regulation No 1144/2014, this promotional campaign is aiming at increasing the competitiveness level for EU agricultural products, especially in promising Third Countries, via informative actions that help raising the awareness level towards these products.

This campaign is particularly effective because it is focused on one only type of product, PDO wine, and to a geographical area (Far East) that, though experiencing strong differences among its Countries, can still be considered quite homogeneous for EU wine producers.

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

The general objective of increasing the competitiveness can be splitted in two specific objectives:

O1 (Informative): increasing the general awareness level on the selected target Countries towards EU PDO wines in general and, more specifically, the PDOs promoted by the project consortium

O2 (Informative): increasing the specific awareness level on the selected target Countries towards European sustainable wines

- Increasing product preference: both at the sensory level and convenience and health, directly influencing the intention to buy and consumption

O3 (Economic): improving the economic performances of the involved PDOs

- Increase the market share of agricultural products in the European Union.
- Increase the number of exporting companies in the Union.

Scheduled for a 36-month action, it is estimated that the program will result in an increase in the knowledge and perceived image of EU wine over about 8.150.000 people.

Consumer/ Professionals/ Prescribers/ Importers and distributors/ Influencers/ HORECA decision-makers/ Early-adopters/ Institutional and sectoral contacts /Network users.

O1 – Increase the general awareness level on the selected target Countries towards EU PDO wines in general and, more specifically, the PDOs promoted by the project consortium

Reaching the informative objective (O1) is the first building block necessary to create a long-term steady demand for EU agricultural products. Consumers must in fact be aware that EU products express higher levels of quality and food safety. This acknowledgement will lead them to more conscious purchase decisions and will increase the probability that they will choose EU products despite other lower quality competitors.

This objective will be reached by using the EU PDO quality scheme, that sums up all the intrinsic positive features that make the PDO-awarded products superior, as the focal point for the whole communication strategy. In fact, PDO says quality, food safety, traceability, authenticity, taste, traditionality and, in many cases, higher nutritional standards.

On these bases, O1 can be splitted in two sub-objectives defined as follows:

- O.1.1 Increase of awareness towards EU PDO Products
- O.1.2 Increase specific awareness towards the PDOs promoted by the project consortium (product relevance)

In terms of impact, the campaign is expected to target directly over 8 million people on the target Countries during the three-years execution period, 8 million people that, by the end of the campaign, will know better what a EU PDO product is and which advantages EU PDOs consumption has.

O2 - Increase the specific awareness level on the selected target Countries towards European sustainable wines  
According to the increasing market trends that show preferences towards sustainability (concerning not only agri-food sector, but all the consumer sectors), the project consortium wants to stress those features that make their PDO products “sustainable”.

Though not so defined in the mind of consumers and not only linked to the idea of organic production (as the next strategy section will outline), the idea of sustainability is in some ways embedded in the EU PDO quality schemes. In fact, PDO products come from a precise production area and, more often than not, are produced using traditional techniques that keep agricultural traditions alive.

This campaign will increase awareness and product preferences towards European sustainable wines, trying to cover all the declinations of the “Sustainability” concept and effectively exploiting all these different sub-concepts to maximize the promotional return for the involved products (since every PDO and every production area, though sharing some core common values, is different in terms of specific competitive advantage).

In terms of impact, the direct targets are the same defined for O1, since both O1 and O2 are informative objectives.

Product preference will be increased by effectively communicate how the products of the project consortium meet the market requirements under various aspects. The table below summarizes main purchase and consumption drivers, coupled with the products’ characteristics.

Purchase and consumption drivers	Product features
Intrinsic quality of the product	Being PDOs, the involved products share some common values, such as the full traceability of the production process, the certified higher quality and a well-defined production area.
Sustainability preference	The “sustainability” focus chosen for the campaign (with all its declinations – environmental, economic, social - among different project members) matches the emerging trends on the markets, differentiating the involved products from main competitors, especially non-EU ones.
Healthy issues	The selection of products obtained by an organic production process shows a healthier profile (i.e. less sulfites)
Value for money	Project consortium proposes to the markets a bundle of EU PDO wines with a good value for money, since they offer high quality products (certified by the European quality scheme) at an affordable price

### O3 - Improve the economic performances of the involved PDOs

The selected target Countries show an overall limited consumption level for EU PDO wines. Though present on the markets and quite renewed, European wines still have an enormous growth potential. The economic performances of the promoted PDOs will then improve due to the following elements:

- O.3.1 Increase of the overall consumption of EU PDO wines on the markets
- O.3.2 Partial substitution of non-EU lower quality wines consumption with EU PDO wines consumption

These two combined elements will improve the economic performances of the PDOs on which the promotional campaign is focused. Moreover, by changing the consumers' preferences towards European PDOs, they will indirectly improve the overall economic performances of all EU PDO wines.

In fact, the program will measure two different ROIs:

- ROI1: the ROI at Union level (ratio of the overall value of exports of EU products during the program to the overall investment made), with an expected value of 432
- ROI2: the ROI at the level of the proposing organization (the ratio between the overall income during the program and the total investment made), with an expected value of 8

In addition to the two previous indicators, economic impact will be measured also with another indicator, the export rate of the target Countries for the proposing organizations.

The general objective for the campaign is completely aligned with the general objective stated in Article 1 of EU Regulation No 1144/2014 as "to enhance the competitiveness of the Union agricultural sector". In addition, the specific objectives described above are fully coherent with the specific objectives that can be found in Article 2 of the same Regulation, especially to the ones defined at the following letters:

- a) Increase awareness of the merits of Union agricultural products and of the high standards applicable to the production methods in the Union;
- b) Increase the competitiveness and consumption of Union agricultural products and certain food products and to raise their profile both inside and outside the Union;
- c) Increase the awareness and recognition of Union quality schemes
- d) increase the market share on Union agricultural products and certain food products, specially focusing on those markets in third countries that have the highest growth potential

With a specific regard to the last points, this campaign matches also the priorities listed in the 2019 annual work program in terms of Third Countries of main interest.

The strategy for this promotional campaign derives from market analysis outcomes and SWOT analysis results. It has been elaborated to answer the three objectives described above.

The main key word and focal turn point for the promotional strategy and the communication plan is SUSTAINABILITY. In the last few years, sustainability concept has been declined differently among different winegrowing areas, while every producer defined it in its own peculiar way.

This campaign, identified by its claim ECO Europe: a sustainable lifestyle, aims at conveying the sustainability concept by narrating to targets not only environment-friendly production methods, but also the following features:

- ✓ Product quality and traceability
- ✓ Product sensory features
- ✓ Production area
- ✓ Labeling and packaging
- ✓ Price
- ✓ Lifestyle

The PDOs to be promoted already implemented in the last few years a entry strategy on the selected target countries. By now, their positioning focuses on medium-low target, with an average price between 2 and 10 USD and a stronger-day-by-day competition from New World producers (which enters the distribution channels with a price competition, thus reducing growth in terms of volume and price).

This competition can be answered in two ways. Entering in a high-volumes-low-prices competition, which the proposing organizations do not want to play, since it would be disruptive for the whole production sector. Or following a repositioning strategy, focused on the intrinsic quality features not effectively communicated until now, in order to avoid the price competition. This campaign aims at building a new cross-Country image for the involved Italian and Spanish quality productions through a wide informative and educational plan, in order to boost exports in terms of volume and higher at the same time the average price (thanks to a higher perceived value).

The selected message aims at targeting precisely this idea, with a bunch of key words that will be used in the campaign claim and customized for each communication and promotional activity.

**ECO EUROPE:** European PDO wines, thus characterized by high quality and traceability

**SUSTANAIBLE:** wines that are “sustainable” in terms of production area, sensory aspects, respect for the environment and the landscape, fair economic returns for the producers

**LIFE STYLE:** playing with the highly desired European lifestyle, also through effective packaging and labeling

These key elements will be customized on the target markets, in order to better match market needs and consumer habits. The strategy is defined for three different areas: China, Japan, South East Asia (thus comprehending South Korea, Singapore, Taiwan and Vietnam).

**Target country: China**

Target groups	End consumer	End consumer between 30 and 45 years, with a higher spending power (rather than young consumers), they usually drink red wine, especially at restaurants.  End consumer is targeted mainly through the intense digital activity and involved in the educational part of the campaign.
	Press sector, blogger, influencers	This segment is targeted via seminars, workshops and masterclass focused on presenting the products, communicating their quality features. Emotional and experiential tools can be defined to convey not only sensory aspects, but also tradition and origin. Digital and PR activities, continuously carried out throughout the whole campaign, will keep the attention high and boost the visibility gained during the events.
	Ho.Re.Ca professionals	Professionals will be targeted during: <ul style="list-style-type: none"> <li>✓ International trade shows</li> <li>✓ Technical seminars to be organized with a format focused on quality and traceability</li> <li>✓ Trade training: educational activities aimed at improving the knowledge of the involved PDOs and, in the long run, at enhance the overall perception on the distribution channels.</li> </ul>

How to communicate	Quality and traceability	The whole campaign will be focused on these concepts, that are the backbone of the whole promotional plan. Masterclass, seminars, workshops and tastings will stress out all the elements that lead a wine to be defined as PDO. PR and digital will help conveying this message continuously.
	Sensory aspects	Masterclass, workshops and trade training will educate both consumers and professionals to deeply understand all the product features, to look for them and to choose them among other competitors.  PR and digital will carry on this effect during the whole campaign.
	Production area	PR and digital will continuously narrate the origin of the products, emotional format during the educational and tasting events will engage the public and study trips to the Regions will retain them,
	Packaging and labeling	Chinese consumer is particularly sensible to the image of the products, to the calligraphy and the colors chosen (red and gold). A simple and clear image that highlights quality schemes and awards is to be preferred.
	Price	Educational, seminars and communication plan aimed at increasing volumes while maintaining or increasing the average price
	Lifestyle	Digital and PR aimed at those consumers who look for a European lifestyle

**Target country: Japan**

Target groups	End consumer	Japanese consumer is, in the Asian markets, the most quality oriented. The specific target is above 35 years with a stronger-day-by-day inclination towards “healthy” products. These consumers may in the future reduce their alcoholic drinks consumption, thus it is important to convey the sustainability message in terms of quality, food safety, traceability and tradition.  End consumer is targeted mainly through the intense digital activity and involved in the educational part of the campaign.
	Press sector, blogger, influencers	This segment is targeted via seminars, workshops and masterclass focused on presenting the products, communicating their quality features. Emotional and experiential tools can be defined to convey not only sensory aspects, but also tradition and origin. Digital and PR activities, continuously carried out throughout the whole campaign, will keep the attention high and boost the visibility gained during the events.
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	Price	Educational, seminars and communication plan aimed at increasing volumes while maintaining or increasing the average price
	Lifestyle	Digital and PR aimed at those consumers who look for a European lifestyle

**Target area: South East Asia (South Korea, Singapore, Taiwan, Vietnam)**

Target groups	End consumer	<p>There are different categories of end consumers which will be targeted:</p> <ul style="list-style-type: none"> <li>✓ Local between 30 and 45, with average income, with a high preference in a regular consumption of red wine, especially at restaurants</li> <li>✓ Expats</li> <li>✓ Tourists</li> </ul> <p>End consumers are targeted mainly through the intense digital activity and involved in the educational part of the campaign.</p>
	Press sector, blogger, influencers	This segment is targeted via seminars, workshops and masterclass focused on presenting the products, communicating their quality features. Emotional and experiential tools can be defined to convey not only sensory aspects, but also tradition and origin. Digital and PR activities, continuously carried out throughout the whole campaign, will keep the attention high and boost the visibility gained during the events.



	Ho.Re.Ca professionals	<p>Professionals will be targeted during:</p> <ul style="list-style-type: none"> <li>✓ Participation to tasting and trade events</li> <li>✓ Technical seminars to be organized with a format focused on quality and traceability</li> <li>✓ Trade training: educational activities aimed at improving the knowledge of the involved PDOs and, in the long run, at enhance the overall perception on the distribution channels.</li> </ul>
How to communicate	Quality and traceability	<p>The whole campaign will be focused on these concepts, that are the backbone of the whole promotional plan. Masterclass, seminars, workshops and tastings will stress out all the elements that lead a wine to be defined as PDO.</p> <p>PR and digital will help conveying this message continuously.</p>
	Sensory aspects	<p>Masterclass, workshops and trade training will educate both consumers and professionals to deeply understand all the product features, to look for them and to choose them among other competitors.</p> <p>PR and digital will carry on this effect during the whole campaign.</p>
	Production area	<p>PR and digital will continuously narrate the origin of the products, emotional format during the educational and tasting events will engage the public and study trips to the Regions will retain them,</p>
	Price	<p>Educational, seminars and communication plan aimed at increasing volumes while maintaining or increasing the average price</p>
	Lifestyle	<p>Digital and PR aimed at those consumers who look for a European lifestyle</p>

#### 4. Activities

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

<b>Work package 2</b>	<b>Public Relations</b>
<b>Target group(s)</b>	Customers, distributors, importers, press, professionals
<b>Activity 1</b>	<b>Continuous PR Office activities.</b>
<b>Description of activity</b>	<p>Permanent Public Relations service. This service will establish the necessary links with the most relevant distribution agents and journalists. In addition, it is in charge of maintaining constant relations with them by conveying the values of the European Union, ensuring that they are part of the program. This service, jointly with institutional agents, will support the expected growth of the EU wines in the target market. Moreover, links will be established with the key players of the main distribution channels in order to launch an information and</p>

	<p>awareness campaign of the differential values of EU sustainably-grown wines, so that Europe establish itself as its main reference. Public Relations staff will be hired by the proposing organizations and a program representative in each target country will be selected.</p> <p>Activities include: calls for events, follow-up of calls, press releases control and supervision, Localization of press releases to local languages, dissemination of press dossiers to key media players, press clippings per action and annual press clipping and permanent PR Office tasks.</p>		
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Deliverables</b>	<p>M12: Public relations report including:</p> <p>12 Monthly Press Reports regarding tasks and hours</p> <p>1 Press Kit per target country (China, Japan and Vietnam)</p> <p>12 Monthly Clippings per target country</p> <p>3 Press releases on China to be disseminated among key players.</p> <p>3 Press releases on Japan to be disseminated among key players.</p> <p>1 Press release on Vietnam to be disseminated among key players.</p>	<p>M24: Public relations report including:</p> <p>12 Monthly Press Reports regarding tasks and hours</p> <p>1 Press Kit per target country (China, Japan and Vietnam)</p> <p>12 Monthly Clippings per target country</p> <p>3 Press releases on China to be disseminated among key players.</p> <p>3 Press releases on Japan to be disseminated among key players.</p> <p>1 Press release on Vietnam to be disseminated among key players.</p>	<p>M36: Public relations report including:</p> <p>12 Monthly Press Reports regarding tasks and hours</p> <p>1 Press Kit per target country (China, Japan and Vietnam)</p> <p>12 Monthly Clippings per target country</p> <p>3 Press releases on China to be disseminated among key players.</p> <p>3 Press releases on Japan to be disseminated among key players.</p> <p>1 Press release on Vietnam to be disseminated among key players.</p>
<b>Sub-total for activity 1</b>	<b>In EUR 55.610,50</b>	<b>In EUR 55.610,50</b>	<b>In EUR 55.610,50</b>

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

<b>Work package 2</b>	<b>Public Relations</b>
<b>Target group(s)</b>	Customers, distributors, importers, press, professionals
<b>Activity 2</b>	<b>Press events.</b>
<b>Description of activity</b>	The goal of press events is to bring together key representatives of the local and international-local press. They are all invited to a meeting where they are given

	first-hand information on the EU wine. They will also be able to further discuss through a round of personal interviews with the representatives of the program for the subsequent publication of the info on local news and post report. They will also be given visual and photographic material for that purpose.		
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Deliverables</b>	Public relations report including:  4 Press events (2 in China and 2 in Japan) with 30 press professionals and an overall media coverage of 60 publications including localization into local languages and technical support in China and Japan.	n/a	Public relations report including:  4 Press events (2 in China and 2 in Japan) with 30 press professionals and an overall media coverage of 60 publications, including localization into local languages and technical support in China and Japan.
<b>Sub-total for activity 2</b>	<b>In EUR 27.390,00</b>	<b>In EUR 0</b>	<b>In EUR 29.033,40</b>
<b>Total for WP 2</b>	<b>In EUR 83.000,00</b>	<b>In EUR 55.610,50</b>	<b>In EUR 84.643,90</b>

Observation: includes translator, room rental, wine corkage, wine expert, materials, delivery of wines, technical support. Locations must be selected (in accordance with the beneficiaries, who will approve the selection, in primary cities in the target countries, in renowned areas and with a premium profile.

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

<b>Sub-total for activity 1</b>	<b>In EUR 22.000</b>	<b>In EUR 7.500</b>	<b>In EUR 7.725</b>

Observation: includes domain&hosting, design, programming

<b>Work package 3</b>	<b>Website and Social Media</b>		
<b>Target group(s)</b>	Final Consumers		
<b>Activity 2</b>	<b>Social Media (accounts setup, regular posting).</b>		
<b>Description of activity</b>	Setup of general Instagram, Facebook and Twitter accounts for the specific program in English in order to be able to reach all target groups with the same language. The main goal of the Social Media accounts is to serve as interactive platforms to communicate with targets. Additionally, they are used as a showroom of all activities carried out under the umbrella of the program. In order to incentivize the participation of the target groups in the proposed activities, promotion actions such as contests and surveys will also be continuously developed through the social media networks selected.		
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Deliverables</b>	Website and social media report including: * Instagram, Twitter and Facebook account * Editorial Calendar * Selection, editing and posting of weekly content, both visual and written content on the platforms * Community Management (continuous posting + 9 posts per event – 3 pre, 3 during and 3 post event)	Website and social media report including: * Instagram, Twitter and Facebook account * Editorial Calendar * Selection, editing and posting of weekly content, both visual and written content on the platforms * Community Management (continuous posting + 9 posts per event– 3 pre, 3 during and 3 post event)	Website and social media report including: * Instagram, Twitter and Facebook account * Editorial Calendar * Selection, editing and posting of weekly content, both visual and written content on the platforms * Community Management (continuous posting + 9 posts per event– 3 pre, 3 during and 3 post event)
<b>Sub-total for activity 2</b>	<b>In EUR 62.535,00</b>	<b>In EUR 48.510,00</b>	<b>In EUR 49.965,30</b>

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

<b>Work package 3</b>	<b>Website and Social Media</b>
<b>Target group(s)</b>	Final Consumers
<b>Activity 3</b>	<b>Webinars (videos pairing food&amp;wine)</b>
<b>Description of activity</b>	Recording of multimedia content that is intended to be used as informative material for the non-professional target group in each country. The recipes,

	<p>developed by European chefs, together with explanations on how to pair them with quality European wine will be recorded and translated into the different local languages. The idea behind the webinars is to educate consumers on how to include European wine into their dietary practices and to incentivize them to develop a link between healthy and sustainable eating and lifestyle and European wine.</p> <p>They will be uploaded to the website and split into smaller scripts for their use on Social Media and events.</p>		
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Deliverables</b>	<p>Website and social media report including:</p> <ul style="list-style-type: none"> <li>* Webinars in China : 2</li> <li>* Webinars in Japan : 2</li> <li>* Webinars in Korea : 2</li> <li>* Webinars in Singapore : 2</li> <li>* Webinars in Taiwan : 2</li> </ul>	<p>Website and social media report including:</p> <p>Webinars recorded in year 1 will be used.</p>	<p>Website and social media report including:</p> <p>Webinars recorded in year 1 will be used.</p>
<b>Sub-total for activity 3</b>	<b>In EUR 10.000,00</b>	<b>In EUR 0</b>	<b>In EUR 0</b>
<b>Total for WP 3</b>	<b>In EUR 94.535,00</b>	<b>In EUR 56.010,00</b>	<b>In EUR 57.690,00</b>

Observation: includes script, design and development

<b>Work package 4</b>	<b>ADVERTISING</b>		
<b>Target group(s)</b>	Final Consumers, professionals in the HORECA channel		
<b>Activity</b>	<b>Online advertising</b>		
<b>Description of activity</b>	<p>A digital media plan specifically for each target country will be developed. This plan will cover the most effective way to run an online display campaign in order to reach the highest number of target final consumers possible. Using a display campaign, the message and content of the present proposal would be reinforced in markets where the use of digital devices is pretty high. The overall annual budget for display advertising would be then distributed to the different campaigns based on the media plan developed.</p> <p>The campaigns will be launch based on the calendar of other activities so that they strengthen the impact and improve the results of each other. For this purpose, alignment between offline and online promotion and informative campaigns is crucial.</p>		
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Deliverables</b>	On-line advertising report including:	On-line advertising report including:	On-line advertising report including:

	<ul style="list-style-type: none"> <li>* Digital media plan per country.</li> <li>* 4 Creatives per campaign</li> <li>* 2 Banner Campaign launches per each country (China, Japan, South Korea, Vietnam, Singapore, Taiwan) where traffic from our target groups is sent to the website to enhance awareness of the product.</li> <li>* Daily management of the campaign</li> <li>* 1 final report at the end of each campaign. (Note: China might have a different campaign due to internet restrictions)</li> </ul>	<ul style="list-style-type: none"> <li>* Digital media plan per country.</li> <li>* 4 Creatives per campaign</li> <li>* 2 Banner Campaign launches per each country (China, Japan, South Korea, Vietnam, Singapore, Taiwan) where traffic from our target groups is sent to the website to enhance awareness of the product.</li> <li>* Daily management of the campaign</li> <li>* 1 final report at the end of each campaign. *Note : China might have a different campaign due to internet restrictions.</li> </ul>	<ul style="list-style-type: none"> <li>* Digital media plan per country.</li> <li>* 4 Creatives per campaign</li> <li>* 2 Banner Campaign launches per each country (China, Japan, South Korea, Vietnam, Singapore, Taiwan) where traffic from our target groups is sent to the website to enhance awareness of the product.</li> <li>* Daily management of the campaign</li> <li>* 1 final report at the end of each campaign. *Note : China might have a different campaign due to internet restrictions.</li> </ul>
<b>Sub-total for activity 1</b>	<b>In EUR 10.010,00</b>	<b>In EUR 10.230,00</b>	<b>In EUR 9.570,00</b>
<b>Total for WP 4</b>	<b>In EUR 10.010,00</b>	<b>In EUR 10.230,00</b>	<b>In EUR 9.570,00</b>

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

<b>Work package 5</b>	<b>COMMUNICATION TOOLS</b>		
<b>Target group(s)</b>	Final Consumers, professionals in the HORECA channel		
<b>Activity</b>	<b>Publications, Media Kits, Promotional Merchandise</b>		
<b>Description of activity</b>	Merchandising and promotional material is an important element of the above-mentioned informative program. This material is intended to be used as a reminder of the program goals: increase awareness in the target countries as well as increase preference for EU wines. They are also aimed to be used as a visual aid for other promotional events and activities in order to make it easier for consumers and professionals to recognize the message to be conveyed and the identity of the whole program. (Design of all promotional materials is to be carried out during the first year of the program to reduce costs)		
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Deliverables</b>	M3: Communication concept M12: Report on communication tools including: Roll-ups: 8 Catalogue: 850 Leaflet: 1350 Tasting table cloth: 1500 Pen drive: 1140	M24: Report on communication tools including: Catalogue: 850 Leaflet: 900	M36: Report on communication tools including: Roll-ups: 6 Catalogue: 850 Leaflet: 900

	Pen: 2000 Notebook: 1200 Bag: 1140 Sticker: 1000 Bottle opener: 1050 Apron: 20 Design Press Release Design web banners Design collateral materials		
<b>Sub-total for activity 1</b>	<b>In EUR 62.144,00</b>	<b>In EUR 9.850,00</b>	<b>In EUR 11.090,00</b>
<b>Total for WP 5</b>	<b>In EUR 62.144,00</b>	<b>In EUR 9.850,00</b>	<b>In EUR 11.090,00</b>

Observation: includes general design in year 1, production costs

<b>Work package 6</b>	<b>EVENTS</b>		
<b>Target group(s)</b>	Final Consumers, Importers, Distributors, Press, Influencers and Prescribers, Professionals in different channels.		
<b>Activity 1</b>	<b>Stands at Trade Fairs</b>		
<b>Description of activity</b>	<p>A selected list of Trade Fairs for the purpose of this program has been created: FOODEX Japan and SEOUL Wine&amp;Spirits, Vinexpo China, CFDF Spring Fair Chengdu, Vinality China, Slow Wines Singapore and Indigena World Tour on China (2 dates) and Japan.</p> <p>Considering trade fairs and international shows as visibility platforms, they are intended to serve as way to communicate the message of the program to a wide audience. The participation of the program in the trade fairs will serve as the ideal showcase of European high-quality wine products. The message of the program will be conveyed through the stand in various formats: video, decoration of stand, tasting of wines, merchandising and explanations of the program's personnel. It is a great way to increase visibility, relevance and preference for our products as well as have a direct conversation with the audience to get a better picture of the level of awareness among target groups. These events will significantly impact the success of other activities that are planned and therefore the main goal of the program: increase awareness, market share and preference for EU quality certifications, specifically EU PDO wine.</p>		
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Deliverables</b>	M12 Report on events stands at trade fairs:  Participation to, China Vinexpo (1), CFDF Spring Fair Chengdu (1), Vinality China (1), Slow Wines Singapore (1), Indigena World	M24 Report on events stands at trade fairs:  Participation to FOODEX Japan (1), SEOUL Wine&Spirits (1), China Vinexpo (1), CFDF Spring Fair Chengdu (1), Vinality China (1), Slow Wines Singapore (1),	M36Report on events stands at trade fairs:  Participation to FOODEX Japan (1), China Vinexpo (1), CFDF Spring Fair Chengdu (1), Vinality China (1), Slow Wines Singapore (1), Indigena World Tour China (2) and Japan (1):

	<b>Tour China (2) and Japan (1):</b> <ul style="list-style-type: none"> <li>✓ Design, assembly and dismantling a Stand</li> <li>✓ Including decorating, audiovisual material.</li> <li>✓ Appeal to useful buyers, distributors and prescribers.</li> <li>✓ A hostess and a translator</li> </ul>	<b>Indigena World Tour China (2) and Japan (1):</b> <ul style="list-style-type: none"> <li>✓ Design, assembly and dismantling a Stand</li> <li>✓ Including decorating, audiovisual material.</li> <li>✓ Appeal to useful buyers, distributors and prescribers.</li> <li>✓ A hostess and a translator</li> </ul>	<ul style="list-style-type: none"> <li>✓ Design, assembly and dismantling a Stand</li> <li>✓ Including decorating, audiovisual material.</li> <li>✓ Appeal to useful buyers, distributors and prescribers.</li> <li>✓ A hostess and a translator</li> </ul>
<b>Sub-total for activity 1</b>	<b>In EUR 223.344,00</b>	<b>In EUR 329.233,00</b>	<b>In EUR 280.173,00</b>

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

- FOODEX (JAPAN) - Estimated booth space: 40 sqm
- SEOUL WINE&SPIRITS (SOUTH KOREA) - Estimated booth space: 30 sqm
- VINEXPO (HONG KONG) - Estimated booth space: 60 sqm
- CFDF SPRING FAIR (CHINA – CHENGDU) - Estimated booth space: 36 sqm
- VINITALY INTERNATIONAL@HKWSF (HONG KONG) - Estimated booth space: 30 sqm
- SLOW WINE TOUR (SINGAPORE) - Estimated booth space: 24 sqm
- INDIGENA WORLD TOUR (CHINA AND JAPAN)

Space and stand preparation must meet the beneficiaries quality standards and will be previously approved by them.

For a better definition of the detailed budget proposal, the orientative distribution of budget among the different initiatives from the approved proposal is provided:

- FOODEX (JAPAN) – Euros 56.829,00
- SEOUL WINE&SPIRITS (SOUTH KOREA) - Euros 49.060,00
- VINEXPO (CHINA) - Euros 67.034,00
- CFDF SPRING FAIR (CHINA – CHENGDU) - Euros 17.050,00
- VINITALY INTERNATIONAL@HKWSF (HONG KONG) - Euros 34.320,00
- SLOW WINE TOUR (SINGAPORE) - Euros 13.200 (\*)
- INDIGENA WORLD TOUR (CHINA AND JAPAN) - Euros 30.580,00 per date

(\*) due to calendar changes incurred after the submission of the proposal, Singapore slow Wine World Tour dates have not been confirmed. The competing agencies are invited to submit an alternative proposal that will be evaluated by the committee. The approved proposal will then be submitted to CHAFEA for approval prior to execution.

<b>Work package 6</b>	<b>EVENTS</b>
<b>Target group(s)</b>	Final consumers and distributors



<b>Activity 2</b>	<b>Restaurant Weeks</b>		
<b>Description of activity</b>	Local end consumers will have the chance to taste EU agricultural quality wines (with a special focus on the wines protected by Consorzio di Tutela Vini d’Abruzzo) at the key restaurants of the main cities of the target countries that participate in the activity. EU healthy food paired with healthy dietary habits and high-quality European wines will be used to raise awareness among consumers about the sustainability production methods and the quality European standards of our agri-products. Likewise, this activity is aimed at increasing the market share of the products in the target markets and improve the level of recognition of the European Union quality production methods.		
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Deliverables</b>		M24 Report on events  Restaurant weeks: No 7 3-day Restaurant Week in Japan	M36 Report on events  Restaurant weeks: No 7 3-day Restaurant Week in Japan  No 7 3-day Restaurant Week in China
<b>Sub-total for activity 2</b>		<b>In EUR 20.790,00</b>	<b>In EUR 41.580,00</b>

Observation: includes agreements with chains, samples, technical support for general organization, management of suppliers, coordination and follow up

<b>Work package 6</b>	<b>EVENTS</b>		
<b>Target group(s)</b>	Press (journalists and bloggers) and distribution players (importers, distributors)		
<b>Activity 3</b>	<b>Study Trips to Europe</b>		
<b>Description of activity</b>	The idea is to bring key players to Europe in order for them to have a first-hand experience regarding the production chain, the quality and the differential value of European wines. This action will be carried out mostly (but not exclusively) in those target markets where a higher impact of the activity is expected (China and Japan). A closed agenda for those trips will be developed where the target group will be taken to visit, interview and have meetings with the main agents of the production chain. This activity is expected to have a huge impact and help raise awareness both among final consumers and professionals. As a way to guarantee that the Union message is conveyed properly, the attendees will receive an information dossier with relevant information of the program.		
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Deliverables</b>	M12: Report on events  Study trips to Europe:  1 Study trip from Japan to Italy	M24: Report on events  Study trips to Europe:	M36: Report on events: study trips to Europe  * Study trip from Japan to Italy and Spain (2

	1 Study trip from China to Italy  1 Study trip from Korea, Singapore, Taiwan and Vietnam to Italy	*Study trip from Singapore, Taiwan and Vietnam to Italy  *Study trip from Japan to Italy and Spain (2 different trips, 1 to Spain and 1 to Italy)  *Study trip from China to Spain	different trips, 1 to Spain and 1 to Italy)  *Study trip from China to Spain  *Study trip from Singapore, Taiwan and Vietnam to Italy
<b>Sub-total for activity 3</b>	<b>In EUR 89.815,00</b>	<b>In EUR 103.939,00</b>	<b>In EUR 103.939,00</b>

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

<b>Work package 6</b>	<b>EVENTS</b>		
<b>Target group(s)</b>	Press (journalists and bloggers) and distribution players (importers, distributors)		
<b>Activity 4</b>	<b>Seminars, Workshops, B2B Meetings</b>		
<b>Description of activity</b>	<p>Seminars and workshops will have different formats depending on the target audience:</p> <ul style="list-style-type: none"> <li>• Masterclass for sommeliers, distributors, wine agents and importers: this masterclass is aimed at educating and informing the target group about the quality producing methodologies of the European Union along with the EU quality certifications regarding PDOs and PGIs. The activity is expected to have a relevant impact on the preference of the product by the professionals of the sector.</li> <li>• Workshops for Cooking Schools: students are the future professionals that will shape the dietary preferences of the target countries, so this activity is intended to raise awareness about the European wines, their quality, their producing methods and the link to a healthy and sustainable lifestyle.</li> <li>• B2B Meetings: a round of meetings between the program's personnel and the distribution agents of the target markets will be held in the selected markets. The goal of this action is to increase market share for the EU quality wines and to inform the agents about the differential value that EU products provide.</li> </ul>		
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Deliverables</b>	<p>M12/24/36: Report on events covering (KPIs are defined for each year, i.e. 9 seminars per year in Japan):</p> <ul style="list-style-type: none"> <li>• 9 Seminars/Workshops Masterclass in Japan</li> <li>• 12 Seminars/Workshops Masterclass in China,</li> <li>• 2 B2B meetings in China and Japan (for Abruzzo wines only),</li> <li>• 4 Seminars in Korea,</li> <li>• 2 Seminars in Singapore,</li> <li>• 2 Seminars in Taiwan,</li> <li>• 1 Seminar in Vietnam</li> </ul>		

<b>Sub-total for activity 4</b>	<b>In EUR 251.500,00</b>	<b>In EUR 259.045,00</b>	<b>In EUR 266.602,18</b>
<b>Total for WP 6</b>	<b>In EUR 625.559,00</b>	<b>In EUR 778.247,00</b>	<b>In EUR 753.194,18</b>

Observation: includes translator, room rental, wine corkage, wine transport, materials, delivery of wines, trade relations, organization, implementation and follow-up. Locations must be selected (in accordance with the beneficiaries, who will approve the selection, in primary cities in the target countries, in renowned areas and with a premium profile.

<b>Work package 7</b>	<b>POS promotion</b>		
<b>Target group(s)</b>	All target groups		
<b>Activity</b>	<b>Tasting Days</b>		
<b>Description of activity</b>	As a way to disseminate and spread information about European wines (with a special focus on the wines protected by Consorzio di Tutela Vini d'Abruzzo) and EU quality standards where final consumers are closer to the products themselves and where they make most of their purchasing decisions, several POS activities will be carried out. The goal is to raise awareness among consumers in target countries, influence their purchasing decision and therefore increase market share of the products and, last but not least, raise the awareness and standards of European quality and sustainable producing methods.		
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Deliverables</b>	M12 POS report: <ul style="list-style-type: none"> <li>3 POS in Japan (7-days each)</li> </ul>	M24 POS report: <ul style="list-style-type: none"> <li>3 POS in Japan (7-days each)</li> </ul>	M36 POS report: <ul style="list-style-type: none"> <li>3 POS in Japan (7-days each)</li> <li>3 POS in China (3-days each)</li> </ul>
<b>Sub-total for activity 1</b>	<b>In EUR 22.440,00</b>	<b>In EUR 22.440,00</b>	<b>In EUR 44.880,00</b>
<b>Total for WP 7</b>	<b>In EUR 22.440,00</b>	<b>In EUR 22.440,00</b>	<b>In EUR 44.880,00</b>

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

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

*General information: please note that the sub-totals for each work package reflect the proposal submitted and could be used as an indicative budget. Nevertheless, the competing agencies are invited to submit their own proposal.*

#### **Target country: China**

<b>Activity</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
WP 2	47.393,50 €	20.003,50 €	49.036,90 €
WP 3	22.400,00 €	14.150,00 €	14.574,50 €
WP 4	2.970,00 €	3.300,00 €	2.970,00 €

WP 5	16.896,00 €	3.850,00 €	4.290,00 €
WP 6	293.069,00 €	301.359,80 €	324.698,60 €
WP 7			22.440,00 €
<b>Total</b>	<b>382.728,50 €</b>	<b>342.663,30 €</b>	<b>418.010,00 €</b>

**Target country: Japan**

Activity	Year 1	Year 2	Year 3
WP 2	20.003,50 €	20.003,50 €	20.003,50 €
WP 3	22.400,00 €	14.150,00 €	14.574,50 €
WP 4	2.970,00 €	3.300,00 €	3.300,00 €
WP 5	16.456,00 €	2.700,00 €	3.100,00 €
WP 6	143.770,00 €	232.389,55 €	235.008,10 €
WP 7	22.440,00 €	22.440,00 €	22.440,00 €
<b>Total</b>	<b>228.039,50 €</b>	<b>294.983,05 €</b>	<b>298.426,10 €</b>

**Target country: South Korea**

Activity	Year 1	Year 2	Year 3
WP 3	18.330,00 €	10.080,00 €	10.382,40 €
WP 4	1.870,00 €	1.430,00 €	1.100,00 €
WP 5	7.678,00 €	1.050,00 €	1.150,00 €
WP 6	39.531,25 €	89.511,95 €	41.372,65 €
<b>Total</b>	<b>67.409,25 €</b>	<b>102.071,95 €</b>	<b>54.005,05 €</b>

**Target country: Singapore**

Activity	Year 1	Year 2	Year 3
WP 3	14.340,00 €	8.815,00 €	9.079,45 €
WP 4	1.100,00 €	1.100,00 €	1.100,00 €
WP 5	13.436,00 €	1.200,00 €	1.400,00 €
WP 6	37.826,25 €	38.299,80 €	38.773,35 €
<b>Total</b>	<b>66.702,25 €</b>	<b>49.414,80 €</b>	<b>50.352,80 €</b>

**Target country: Taiwan**

Activity	Year 1	Year 2	Year 3
WP 3	17.065,00 €	8.815,00 €	9.079,45 €
WP 4	1.100,00 €	1.100,00 €	1.100,00 €
WP 5	7.678,00 €	1.050,00 €	1.150,00 €
WP 6	28.091,25 €	28.668,75 €	29.246,25 €
<b>Total</b>	<b>53.934,25 €</b>	<b>39.633,75 €</b>	<b>40.575,70 €</b>

**Target country: Vietnam**

Activity	Year 1	Year 2	Year 3
WP 2	15.603,50 €	15.603,50 €	15.603,50 €
WP 6	22.371,25 €	22.777,15 €	23.195,23 €
<b>Total</b>	<b>37.974,75 €</b>	<b>38.380,65 €</b>	<b>38.798,73 €</b>

## 5. Measurements of results

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

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

### Output and result indicators

Work Package	Indicator	Sub indicators
<b>Public relations</b>	Units sent	Press folders
		Wine samples
		Merchandise
	Contacts reached	Importers/Distributers
		Press / Influencers
		Ho.Re.Ca. professionals
Results & Impact	Publications	
	Target reached	
<b>Social &amp; Web</b>	Website	Updates
		Visitors
		Sessions
		Average time
	Social network XXXX	Updates
		Impressions
		Likes
		Engagement rate
<b>ADV</b>	Publications	
	Copies distributed	
<b>Communication tools</b>	Units produced	
	Units distributed	
	Invited guests	Importers/Distributers
		Press / Influencers
		Ho.Re.Ca. professionals
		Final consumers
	Attendants	Importers/Distributers
		Press / Influencers
		Ho.Re.Ca. professionals
		Final consumers
	Communication tools	Communication materials distributed
		Units of merchandise distributed
Results & Impact	Publications	
	Target reached	
<b>POS Promotions</b>	Samples distributed	
	Units of communication tools distributed	
	Contacts reached	Importers/Distributers

		Press / Influencers
		Ho.Re.Ca. professionals
		Final consumers

### **Impact indicators**

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

## 6. Obligations of the implementing body

### a. General obligations

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

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

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

### b. Reporting

Upon completion of each of the planned activities, as well as at the end of each phase, the implementing body is responsible for presenting a final report per activity and an annual report providing all the information requested by CHAFEA and in any case at least the following:

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

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

### c. Invoicing

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

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

All supporting documents must include complete identification of the Implementing Body or its subcontractor or provider, the service/product provided and the relation to the activity in question, the date, the itemized sum (without VAT) and the registration number. They should also be accompanied by a copy of the proof of payment by the Implementing Body to its suppliers as well as the bank statement.

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

To the value of expenses paid, the implementing body must deduct all revenues directly obtained with the execution of the program's activities, as well as any financial income resulting from them.

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

#### d. Expenses

##### **Are considered eligible expenses:**

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

##### **Are considered ineligible expenses:**

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

- Expenses above the legal limits or budget approved;
- Expenses without supporting documentation or legal documentation
- Management expenses of the implementing body such as phone, post mail, internet, taxis, parking, car and other expenses
- Bank Charges
- Registration of brands
- Losses resulting from currency exchange
- Booking fees and commissions charged
- Travel expenses for unanticipated additional routes
- Cancellation or rebooking expenses, insurance, excess or loss of luggage
- Tips or laundry expenses
- Fines

- Office rental
- Medical expenses and medicines
- Entertainment or public relations expenses not directly related to the implementation of the program's activities
- Consumables not directly related to the programs' execution
- Provisions in respect of any future losses or debts
- Trade discounts or having equivalent effect (credit notes)
- Unjustified overnight scales
- Lack of evidence of realization of the activities
- Lack of reasonableness of expenses and allocation criteria
- VAT
- Expenses or fees not budgeted

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

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

#### e. Controls

An agreement will be signed between the beneficiaries and each implementing body, transposing to this contract the main rules, obligations and procedures provided for in the grant agreement to be signed by the beneficiaries and the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA), establishing penalties in case of non-compliance due to the implementing body and predefined conditions for resolution of the contract.

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

Beneficiaries will take on permanent follow-up of execution with the implementing bodies, exchanging information and intervening on a daily basis. The coordinator will meet weekly (on-line) with each of the



implementing bodies for detailed monitoring of the preparation, organization, execution and cost of the activities, decision making and eventual adjustment of the action, if strictly necessary. In addition, the beneficiaries will control locally the execution of a sample of the planned activities, attending them in person in the several target markets.

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

## 7. Participation to the tender

### a. Documents to be submitted

To participate in this tender, the applicant to the “implementing body” role must submit a proposal for implementation of the “Grants to information provision and promotion measures concerning agricultural products implemented in the Third Countries EUSL - 874729”, which must include the following elements:

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

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

### b. Technical offer

The technical offer must include the following elements:

- a) Company – Address, E-mail, Phone, Fax
- b) Contact Person – Function, E-mail, Phone, Fax
- c) Presentation and background of the company
- d) Indication of the markets on which the competing agency is presenting its proposal (targeted to one or more countries among China, Japan, South Korea, Singapore, Taiwan and Vietnam).
- e) Information on the technical competencies and professional capabilities of the company and its team
- f) Information on the company capability to execute the present program and the results achieved in the execution of former programs having similar characteristics to this one as well as similar products on the targeted markets. Should the company have existing partnerships with local providers that could be useful for the project, those partnerships should be presented in the proposal.
- g) Dates, schedules and details of the execution of the activities of the action to be implemented per market/country, complete with the goals to be reached (i.e. number of contacts/audiences previewed)
- h) Additional comments or suggestions (optional)

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

### c. Detailed budget proposal

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

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

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

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

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

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

Example of calculation:

MAXIMUM AMOUNT TARGET COUNTRY CHINA: 1.143.401,80 €

Total amount offered by the operator for action implementation TARGET COUNTRY CHINA : 1.000.000 €

MAXIMUM Fee offered by the Operator (12%) TARGET COUNTRY CHINA = 120.000€

TOTAL AMOUNT OFFERED FOR TARGET COUNTRY CHINA : 1.120.000€

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

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

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

Number of working days	XXXX €	XXXX €	XXXX €
Travel costs for implementing body staff	XXXX €	XXXX €	XXXX €
<b>Total implementing body fee</b>	<b>XXXX €</b>	<b>XXXX €</b>	<b>XXXX €</b>
<b>Grand total for the activity (cost + fee)</b>	<b>XXXX €</b>	<b>XXXX €</b>	<b>XXXX €</b>

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

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

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

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

#### d. Procedure for the submission of proposals and deadline

The closing date for this tender is **February 28th 2020 (16h30)**.

The documentation must be presented in printed and electronic format (CD or USB support) in .pdf format (not editable) in closed envelope, by the closing date and time provided above.

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

The proposals must be sent to the attention of Davide Acerra **by hand or post mail** to:

#### **Consorzio di Tutela Vini d'Abruzzo**

c/o Palazzo Corvo  
 Corso Giacomo Matteotti  
 66026 Ortona (CH)  
 Tel. +39 085 9059679

The envelop must present on the external side the following description:

**TENDER FOR IMPLEMENTING BODY OF THE GRANTS TO INFORMATION PROVISION AND PROMOTION MEASURES CONCERNING AGRICULTURAL PRODUCTS IMPLEMENTED IN THIRD COUNTRIES (EUSL – 874729)**

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

For any request of clarification proposing agencies may send an email to [eusl@vinidabruzzo.it](mailto:eusl@vinidabruzzo.it)

**All the requests for information must be sent before February 21st at noon (12h00).**

## 8. Evaluation criteria

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

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

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

<b>TECHNICAL OFFER: 85 POINTS MAXIMUM</b>		
<b>Criterion</b>	<b>Sub criteria</b>	<b>Maximum score</b>
1. OVERALL STRATEGY	Quality of the overall strategy, the proposed promotional activities and their coherence with the approved proposal and the tender dossier.	Up to 6 points
	Capacity to produce the expected results and achieve the set objectives.	Up to 4 points
<b>Maximum score</b>		<b>10</b>
2. PROJECT OUTPUT	Creativity and innovation of the proposed communication and promotion plan (i.e. PR activities, promotional video, communication tools, on-line communication, events planning, etc.)	Up to 10 points
	Expected outputs effectiveness and capacity to convey the program messages	Up to 5 points
	Quality of the proposed visuals	Up to 5 points
	Quality of the team assigned to the program, for communication, graphic, event management, etc. (evaluation of the CVs)	Up to 15 points
<b>Maximum score</b>		<b>35</b>
3. METHODOLOGY	Adequacy of the methodologies for implementation and execution	Up to 15 points
	Adequacy of the activities planning and implementation in terms of coherence to the objectives set and to the expected timeline. More in details, coherence between the submitted activities timeline and the effectiveness of activities implementation, with special regards to the team resources involved	Up to 8 points
	Adequacy of the control tools that will be used to evaluate the correct economic and financial execution, together with the coherence to the expected timeline	Up to 2 points
	Previous experiences and skills of the competing agency and of the team assigned to the project	Up to 10 points
	Proposed improvements to the promotional program	Up to 3 points
	Continuous assistance granted to the beneficiaries	Up to 2 points
<b>Maximum score</b>		<b>40</b>

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

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

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

Sub criterion: “Competitive budget proposal for costs”

Score = (Offer X / Maximum offer) \* 10

Where:

Offer X is the budget proposal for costs that is evaluated

Maximum offer is the highest budget proposal received

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

Score = (minimum % rebate / current % rebate) \* 5

Where:

minimum % rebate is the lowest implementing body fee received

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

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

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

The proposals with the highest total final score are selected for execution. In the event of a tie, the lowest price offers are selected.

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

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

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