

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

**EUWINA - 101046020**

**IN THE FOLLOWING MARKETS:**

**China  
Singapore  
South Korea  
Taiwan**

**SPECIFICATION  
GENERAL CLAUSES**



## 1. Introduction

Interprofesional del Consejo Regulador de la DO La Mancha, Unione Vini Veneti and The National Interprofessional Organization of Vine and Wine of Greece jointly submitted a proposal upon the 2021 Call for proposal – Multi programmes of the (EU) Regulation No. 1144/2014, called EUWINA, which has been selected for funding.

The informational and promotional campaign aim to enhancing the competitiveness of EU agricultural products, more specifically, wine products, with a focus in promising Third Countries, via an informative and educational program aimed at raising the awareness level towards these products and increasing knowledge of EU regulations and policy with an high focus on the knowledge of european wines between foreign professionals.

The framework for the present call for proposals is set by the Grant Agreement No. 101046020 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

EUWINA – European Wine Ambassador

### b. Proposing organizations

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

Country	Name	Website	Role
ES	Interprofesional del Consejo Regulador de la DO La Mancha	<a href="https://lamanchawines.com/en/">https://lamanchawines.com/en/</a>	Leading beneficiary
IT	Unione Vini Veneti - UVIVE	<a href="http://www.uvive.it/">http://www.uvive.it/</a>	Beneficiary
GR	National Interprofessional Organization of Vine and Wine of Greece	<a href="https://winesofgreece.org/">https://winesofgreece.org/</a>	Beneficiary

### c. Products to be promoted

The promotional program is aimed at promoting Italian, Spanish and Greek quality wines. Specifically, for Spain and Italy the focus will be on the PDO and PGI wines protected by ICRDO La Mancha and UVIVE.

### d. Target countries and budget

The promotional program is targeted to the following countries: China, Singapore, South Korea, Taiwan

The total amount for the evaluation activities in all the targeted countries is set at €20.000 for year 1, €20.000 for year 2 and €23.000 for year 3, for a maximum level of investment fixed at 63.000 €

### e. Timeline

This promotional program will run from January 1st 2022 to December 31st 2024.

The evaluation period will run from January 1<sup>st</sup> 2022 to February 28<sup>th</sup> 2025.

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

The campaign is strongly focused on high-quality education on Europe quality wines aimed at a very specific geographical area (China and Far-East Asia) that appear to represent an important opportunity for wine market in general and for EU wines in particular. At the same time, due to its history and tradition, as well as recent year market choices and development, this area stands as one of the greatest challenges for European wine in particular.

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.

On the other hand, in countries such as China, one of the largest wine consumers in the world by total volume, wine industry is facing an increasing attention and, especially European and high-quality wines, represent a focus of great interest as well as a still not-so-developed and structured market. Subsequently, an increasing number of wine frauds.

In this context, it is not only necessary to increase the awareness of EU products and agricultural policies, but also to educate wine professionals and consumers on how to identify and understand European wine labels. Also, the aim of the campaign is that of highlighting the importance of sustainability in the EU and the proposing organizations.

The general objectives of increasing competitiveness of EU wines through information and communication and of broadcasting knowledge about European quality policies and sustainability, will be addressed mostly through an educational and informative strategy addressed to high-level local professionals: specifically Ho.Re.Ca., importers/distributors and press, with the aim of increasing the general awareness level and education on the selected target group in specific Countries towards EU Quality wines and European quality policies: quality regulation and standards, traceability and sustainability.

The general quality standards and policies will be shown and explained through the example of the specific wine denominations promoted by the project consortium.

The educational action put in place during the project will be focused on achieving the following technical outcomes:

- **increasing sensibility towards quality policies** and European standards in order to foster the understanding of the importance that quality regulations, control, labels play in assuring a highest-quality product and in order to influence the general consumption choices of the target market, providing professionals with a solid framework of knowledge and competencies towards European quality standards;
- increasing understanding and sensibility towards core concepts of **sustainability, biodiversity, specificity of ecosystems** and value of different products and agricultural realities in the European context. The regions and wines involved in the project will serve as examples for the wider European agri-food reality.
- increasing the perceived image of connection and synergy between the wine product and the wider, more general **European and Mediterranean products** to enhance the messages of authenticity, sense of origin, sustainability, tradition, connecting the product's choice to a wider social and cultural one and providing professionals and press with a stronger, easily communicable message for consumers and general audience as well as with a wealth of knowledge for their conscious purchasing choices;

Therefore, the campaign objectives can be described as follows (for specific descriptions and calculations please refer to next sections):

Obj.	Definition	Type	Target value
O1	Increase awareness of wine professionals towards European quality standards and policies	Informative	+10%
O2	Increase awareness towards specific features such as sustainability and biodiversity	Informative	+15%
O3	Increase competitiveness of EU wines	Economic	ROI: 7,14

The educational framework of the project will be structured to provide a comprehensive knowledge for professionals to use in all their work arena, on different levels: both in-depth education as well as communicative tools will be provided to the target audience, in order to offer them a complete and coherent set of assets to use in spreading the supporting the communication and commercial action of EU wines.

The final aim of the specific objects is that of training a selected but open group of Ambassadors of European Wines, based on informing about the European standards and framework for quality agricultural products and wines.

The educational objective will be reached by using the EU quality scheme, that sums up all the intrinsic positive features that characterize EU quality products, as the focal point for the whole communication and education strategy. In fact, EU regulation is meant to assess quality, food safety, traceability, authenticity, traditionality. All the declinations of the “sustainability” concept, as it is now a trending concept on a global level, and all the different sub-concepts will be exploited to maximize the promotional return for the involved products (since every product and every production area, though sharing some core common values, is different in terms of specific competitive advantage).

Product preference will be increased by effectively communicate how EU products, through the use of the consortium involved in the project, meets the upon stated consumers’ requirements under various aspects.

In particular, the project will focus on some aspects that match both the current market’s fashion and sensibility, and the EU regulation and standards.

- **Intrinsic quality of the product:** the involved products share some common quality values, such as the full traceability of the production process, the certified higher quality standards and a well-defined production area.
- **Sustainability through origin, authenticity and traceability:** EU quality products and wines all share a very specific region of origin and tradition of production, as well as a culture and economic ecosystem and a specificity in agricultural products, linked to their specific natural ecosystem and relevance of preserving biodiversity as well as rural areas and their economy.
- While highlighting the specificity of each product, the project aims at spreading the general message of the importance of these aspects in agri-food choices. The presence of local (and different) grape varieties, specific winemaking traditions and local tastes all add-up to the value of European wines and of EU lifestyle in general.
- **Value for money:** The project consortium proposes to the market a bundle of EU quality wines with a good value for money, since they offer high quality products (certified by the European quality scheme) at an affordable price, allowing consumers to understand the potential primacy of these wines for their quality standard values, without necessarily perceiving them as “premium” or “niche” products.

Output and results indicators		
WP	Output indicators	Result indicators
Work package 1	2 meetings with REA 12 quarterly meeting 9 tips to Asia per year	100% of attendance to planned meetings / trips
Work package 2	1 press kit 6 press releases Press clipping	300 press professionals impacted via press releases 20 non-paid articles published in the press by professionals covering the events
Work package 3	1 Website: English, Chinese (Traditional & Simplified), Korean 1 WeChat account 1 Weibo account 1 Facebook account 1 Instagram account 160 Social Media posts	100.000 visitors to the website 800.000 impressions achieved via Social Media 30.000 followers on social media
Work package 4	1 advertising campaign in Social Media per year	800.000 impressions achieved via Social Media
Work package 5	8.000 merchandise units	2.000 wine professional with campaign merchandise 20.000 people impacted via decoration and visuals (attending activities or via social media and website pictures)
Work package 6	24 half-day programs 3 Masterclass 15 Live streaming in China 3 study trips to Europe	4.000 guests attending seminars (press and professionals/experts/importers) 18 attendees to the trip to Europe from target countries (press and professionals/experts/importers)
Impact indicators		
Impact indicator description	Baseline	End of programme
Percentage of wine professionals aware of EU wines quality standards	N/A (baseline will be calculated through survey at the beginning of the program)	+10% on the baseline value
Percentage of wine professionals aware of specific features of EU wines	N/A (baseline will be calculated through survey at the beginning of the program)	+15% on the baseline value
ROI		7,14

## 4. 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.

Work Package	Indicator	Sub indicators
<b>Public relations</b>	Units sent	Press folders
		Wine samples
		Merchandise
	Contacts reached	Importers/Distributors
		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/Distributors
		Press / Influencers
		Ho.Re.Ca. professionals
		Final consumers
	Attendants	Importers/Distributors
		Press / Influencers
		Ho.Re.Ca. professionals
		Final consumers
	Communication tools	Communication materials distributed
		Units of merchandise distributed

<b>POS Promotions</b>	Results & Impact	Publications
		Target reached
	Samples distributed	
	Units of communication tools distributed	
	Contacts reached	Importers/Distributors
		Press / Influencers
		Ho.Re.Ca. professionals
		Final consumers

The following section provides the description of the evaluation activity such as presented in the approved proposals, complete with the deliverables that the evaluation body must provide and, in details:

- No 1 awareness level survey at the end of year 3
- No 3 annual reports on activity implementation and KPI monitoring
- No 3 annual economic data collection activity towards the project consortium
- No 1 final evaluation report at the end of the programme

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(ies), 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.

The applicants will be supported by a provider with proven experience in the administrative and accounting management of programs co-financed by public contributions. Technical assistance will take care of the preparation of periodic reports and financial reports, as well as assisting the applicant in the management of financial flows and in interfacing with the competent authorities.

Flights, accommodation and allowances of the managers travelling on behalf of the Proposing Organization during the European Wine half-day program events and the UVIVE Masterclass

Timeline	YEAR 1	YEAR 2	YEAR 3
<b>Deliverables 1.1</b>	Monthly report with hours and tasks performed.	Monthly report with hours and tasks performed.	Monthly report with hours and tasks performed.
Timeline	YEAR 1	YEAR 2	YEAR 3
<b>Deliverables 1.2</b>	1 detailed timesheet 1 activity report	1 detailed timesheet 1 activity report	1 detailed timesheet 1 activity report
Timeline	YEAR 1	YEAR 2	YEAR 3
<b>Deliverables 1.3</b>	<u>Trips European Wine Half-day</u> 3 trips / 2 European Wine half-day program per trip (China + Korea, Singapore + Taiwan, China + China) - International flight + internal flight + International flight - 6 nights (7 days) - 2 people from each partner (Total 6 people) <u>Masterclass UVIVE (1 per year)</u> - 2 International or local flight - 2 nights (3 days) - 2 people from UVIVE	<u>Trips European Wine Half-day</u> 3 trips / 2 European Wine half-day program per trip (China + Korea, Singapore + Taiwan, China + China) - International flight + internal flight + International flight - 6 nights (7 days) - 2 people from each partner (Total 6 people) <u>Masterclass UVIVE (1 per year)</u> - 2 International or local flight - 2 nights (3 days) - 2 people from UVIVE	<u>Trips European Wine Half-day</u> 3 trips / 2 European Wine half-day program per trip (China + Korea, Singapore + Taiwan, China + China) - International flight + internal flight + International flight - 6 nights (7 days) - 2 people from each partner (Total 6 people) <u>Masterclass UVIVE (1 per year)</u> - 2 International or local flight - 2 nights (3 days) - 2 people from UVIVE



### **Work Package 2: Public relations**

A Public Relations service will be in place for the whole duration of the project. This service will establish the necessary links with the most relevant players on the target markets, in-line with the project objectives: sommeliers, importers/distributors journalists, press. After detecting the selected target group, it will maintain constant relations with them by conveying the values of the European Union, ensuring that they understand correctly the main messages and actively participate in the program and in the future dissemination of the message. It will as well ensure the target group receives all information and support and all informative tools necessary to convey the message correctly to the wider public. Activities include: calls for events, follow-up of calls, press releases control, supervision and dissemination, relationship with target group and management of useful information, dissemination of press dossiers to key media players, press clippings per action, annual press clipping and permanent PR Office tasks.

Timeline	YEAR 1	YEAR 2	YEAR 3
Public relations	1 press kit 6 press releases 1 Media collection/Clipping	2 press releases 1 Media collection/Clipping	2 press releases 1 Media collection/Clipping

### **Work Package 3: Website, Social media**

#### **Website**

Domain, hosting, development, design and programming of website in Wordpress, PHP and MySQL. The platform will deliver the content in the main target-country languages (simplified and traditional Chinese, Korean and English). It will be a responsive website on mobile and desktop. The website will be dedicated exclusively to the campaign and all contents and graphics will comply with the identity of the program. The website will contain a blog section, that will be updated in real time with the actions carried out in every target country, as well as other relevant information. Creation of a monthly blogpost including drafting, image search, management, coordination, supervision and upload and update content to the platform. The website task also includes an archive of images related to the project and to all related activities and events. A SEO positioning will be in place for most of the duration of the program, in order to ensure proper visibility. All contents will be uploaded (and updated) in English and translated into the local language of the market.

#### **Social media**

Both English/US Social media (Facebook, Instagram) and Chinese ones (WeChat, Weibo) will be activated and updated in order to reach all target groups in all Countries. Related language adaptations will be in place, if possible, in maintaining the necessary frequency of publication and content update. The main goals of Social Media accounts will be to provide updated, engaging and informative material for target groups and for other players, in order to enlarge and diversify the educational and informative approach.

This includes showcasing the project's activities, and to actively communicate with target group and other players. In addition to the above, promotion of the campaign's messages and active engagement will be ensured through contests, surveys and other responsive activities.

Timeline	YEAR 1	YEAR 2	YEAR 3
<b>Website</b>	Website: English, Chinese (Traditional & Simplified), Korean SEO website positioning	Website: updating and maintenance SEO website positioning	Website: updating and maintenance SEO website positioning
<b>Social media</b>	- Social Media: Chinese (Wechat, Weibo), English (Facebook, Instagram) - Setup & Community Manager – Minimum 1 general post per week (original content) - At least 1 post per activity	- Social Media: Chinese (Wechat, Weibo), English (Facebook, Instagram) - Community Manager - Minimum 1 general post per week (original content) - At least 1 post per activity	m Social Media: Chinese (Wechat, Weibo), English (Facebook, Instagram) - Community Manager - Minimum 1 general post per week (original content) - At least 1 post per activity

#### **Work Package 4: Advertising**

A digital media plan specifically will be developed with specific action on each of the target countries. This plan will cover the most effective way to run an online display campaign to reach the widest diffusion. Even though the main target group of the campaign will be the professionals, the action of the social media will have the chance to enlarge the final audience, as such supporting the action of wine professionals in spreading the campaign message.

Using a display campaign, the message and content of the present proposal will be reinforced. The overall annual budget for display advertising would be then distributed to the different campaigns based on the media plan developed.

The campaigns will be launched in coordination with the project's calendar and other activities. For this purpose, alignment between offline and online promotion and informative campaigns is crucial.

Timeline	YEAR 1	YEAR 2	YEAR 3
<b>Advertising</b>	Online advertising on social media	Online advertising on social media	Online advertising on social media

#### **Work Package 5: Communication tools**

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 and link the informative message with an emotional one, conveying the target topics of lifestyle, quality and origin/authenticity of European wines and products.

They are also aimed to be used as a visual aid for other promotional events and activities in order to make it easier for 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 in order to offer a uniform and coherent visual message.

Timeline	YEAR 1	YEAR 2	YEAR 3
Communication tools	Photocall/Backdrop (5) Rollups (16) Pens (1.500) Notebook (1.200) Bottle openers (1.300) Catalogues (1200) Bags (1200) Drop Stop Wine Pouring Discs (1.500)	Re-print/restock	Re-print/restock

#### **Work Package 6: Events**

##### **European Wine half-day program**

The European Wine half-day program will take place in selected cities of the target countries and they will address a wide public (around 50 attendees) of local professionals among importers/distributors, Ho.Re.Ca, sommeliers and press/journalists/bloggers/influencers.

Half-day (around 4 hours total) of event will host a general overview and introduction of European main promotional messages and 3 Seminars, each one focused on one of the countries and bodies involved in the project.

Also for China, seminars will be live stream through a virtual classroom platform in China. This will provide attendees across China to join the seminars and learn about EU wines.

The European Wine half-day program 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.

##### **Masterclass UVIVE**

The UVIVE Masterclass aims at strengthening and re-iterating the main messages conveyed in the seminars of the project, with a relevant focus on the value of denominations, sub-regions, origin and native grapes, taking into consideration the articulated and rich case of the UVIVE body and its territory and

denominations.

### **Study trips**

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, with particular attention to the concepts of origin, cultural and historical ecosystem, sustainability and biodiversity.

The number of target players involved in the activity is in-line with the general budget of the project, as well as with the general extension of the target countries and expected return.

The schedule and unfolding of the trips will include tours of the territory, visits to institutional sites as well as the rural and agricultural area, meetings with key institutional players and main players of the production chain

This activity is expected to have a huge impact and help in supporting the operators' educational path and in creating a belonging and emotional connection between them and Europe. 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>European Wine half day program</b>	<ul style="list-style-type: none"> <li>- Half day program</li> <li>- Venues: 5 star hotels</li> <li>- Attendees: minimum 50 pax</li> <li>- Personalized attendance diploma</li> <li>- Total wines: 18 (6 per partner).</li> <li>- Wine shipping: 72 bottles (4 bottles/wine)</li> <li>- Streaming service in China</li> </ul>	<ul style="list-style-type: none"> <li>- Half day program</li> <li>- Venues: 5 star hotels</li> <li>- Attendees: minimum 50 pax</li> <li>- Personalized attendance diploma</li> <li>- Total wines: 18 (6 per partner).</li> <li>- Wine shipping: 72 bottles (4 bottles/wine)</li> <li>- Streaming service in China</li> </ul>	<ul style="list-style-type: none"> <li>- Half day program</li> <li>- Venues: 5 star hotels</li> <li>- Attendees: minimum 50 pax</li> <li>- Personalized attendance diploma</li> <li>- Total wines: 18 (6 per partner).</li> <li>- Wine shipping: 72 bottles (4 bottles/wine)</li> <li>- Streaming service in China</li> </ul>
<b>Masterclass UVIVE</b>	<ul style="list-style-type: none"> <li>- Venues: 5 star hotels</li> <li>- Attendees: minimum 50 pax</li> <li>- Total wines: 10</li> <li>- Wine shipping: 40 bottles (4 bottles/wine)</li> </ul>	<ul style="list-style-type: none"> <li>- Venues: 5 star hotels</li> <li>- Attendees: minimum 50 pax</li> <li>- Total wines: 10</li> <li>- Wine shipping: 40 bottles (4 bottles/wine)</li> </ul>	<ul style="list-style-type: none"> <li>- Venues: 5 star hotels</li> <li>- Attendees: minimum 50 pax</li> <li>- Total wines: 10</li> <li>- Wine shipping: 40 bottles (4 bottles/wine)</li> </ul>
<b>Study trips</b>	<p>CHINA</p> <p>Attendees: 6 pax (English required)</p> <ul style="list-style-type: none"> <li>- 5 nights in Greece</li> <li>- 5 nights in Spain</li> </ul>	<p>KOREA, TAIWAN, SINGAPORE</p> <p>Attendees 6 pax (English required): Korea (4), Singapore (1), Taiwan (1)</p> <ul style="list-style-type: none"> <li>- 5 nights in Greece</li> <li>- 5 nights in Spain</li> </ul>	<p>CHINA</p> <p>Attendees: 6 pax (English required)</p> <ul style="list-style-type: none"> <li>- 5 nights in Greece</li> <li>- 5 nights in Spain</li> </ul>

The evaluation of the results will support the activity referred to in WP

1 (project coordination) by monitoring the implementation and effectiveness of the activities. The measurement of the indicators will be entrusted to an independent external body charged with monitoring the effects generated by the implementation of the promotional program by measuring the indicators and their impact on the objectives identified. On an annual basis, a report will be drawn up on the progress of the project. In the event of unsatisfactory results by the selected execution body, reports will be produced to the proposer, to request a timely intervention.

Direct professionals surveys will be conducted on the target markets, in order to measure the level of awareness towards the European quality wines, necessary to correctly evaluate the existing baseline and the achievement of the target values set for the impact indicators. Upon completion of the action, the independent body will measure the final impact in terms of awareness and recognition of EU quality wines by target market.

<b>Activities</b>	- 1 annual results evaluation report through output measurement and KPI Direct surveys to professionals	- 1 annual results evaluation report through output measurement and KPI Direct surveys to professionals	1 annual results evaluation report through output measurement and KPI - Direct surveys to professionals
<b>Deliverables</b>	- 1 annual results evaluation report through output measurement and KPI Direct surveys to professionals	- 1 annual results evaluation report through output measurement and KPI Direct surveys to professionals	1 annual results evaluation report through output measurement and KPI Direct surveys to professionals
<b>Estimated budget for the activities</b>	- Annual report: 15 days * 500 €/day = € 7.500 - Activity survey: 23 days * 500 €/day = € 11.500	- Annual report: 15 days * 500 €/day = € 7.500 - Mid-Campaign assessment: 4 days * 500 €/day = € 2.000 - Activity survey: 23 days * 500 €/day = € 11.500	- Annual report: 15 days * 500 €/day = € 7.500 - Activity survey: 23 days * 500 €/day = € 11.500 - Final impact report: 8 days * 500 €/day = € 4.000
<b>Total for the Work Package 7</b>	- EUR 19.000,00	- EUR 21.000,00	EUR 23.000,00

## 5. Obligations of the evaluation body

### a. Reporting & Invoicing

Upon completion of each of the planned activities, the evaluation body is responsible for presenting an annual report providing at least all the information requested by CHAFEA and, in addition to that, all the others mentioned in the technical offer.

Requests for payment must be presented to the beneficiaries accompanied by the invoice. The payments will be made by the beneficiaries by bank transfer to the account of the evaluation body.

### b. Controls

An agreement will be signed between the beneficiaries and the evaluation 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 evaluation body and predefined conditions for resolution of the contract.

Beneficiaries will take on permanent follow-up of execution with the implementing bodies and the evaluation body, exchanging information and intervening on a daily basis

## 6. Participation to the tender

### a. Documents to be submitted

To participate in this tender, the applicant to the “evaluation 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 EUWINA”, 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 section 7.b
- A detailed budget proposal prepared as per 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)
- CVs of the team members involved in the execution of the action

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

### c. 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) Information on the technical competencies and professional capabilities of the company and its team
- e) Information on the company capability to perform the evaluation required, the methodology that will be followed and examples of evaluation performed on former programs having similar characteristics to this one as well as similar products on the targeted markets

f) Dates, schedules and details of the execution of the evaluations per market/country

g) Additional comments or suggestions (optional)

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

#### d. Detailed budget proposal

The candidate to evaluation body has to submit a budget:

- For each activity
- Showing separately the costs per type of expense (Personnel costs, Costs for subcontracting, Other direct costs – Included travel costs)

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

Headings	Years	A. Direct personal costs	B. Direct cost of Subcontracting	C. Other direct costs	TOTAL
Evaluation of results					
	Year 1				
	Year 2				
	Year 3				
TOTAL		0,00	0,00	0,00	0,00

*Please note that the overall budget proposal (costs + personnel) must not exceed the fixed maximum amount listed in section 2.d.*

#### c. Deadline

The closing date for this tender is **February 14th h. 23.59**.

The documentation must be presented via e-mail, 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 will not be considered for evaluation.

The proposals must be sent to the following email address:

**EUWINA@lamanchawines.com**

The message must present as subject:

**TENDER FOR EVALUATION BODY OF THE GRANTS TO INFORMATION PROVISION AND PROMOTION MEASURES CONCERNING AGRICULTURAL PRODUCTS IMPLEMENTED IN THIRD COUNTRIES (EUWINA – 101046020)**

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 EUWINA@lamanchawines.com

All the requests for information must be sent before February 11th, h 16.30

#### d. Evaluation criteria

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

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

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

<b>TECHNICAL OFFER: 85 POINTS MAXIMUM</b>		
<b>Criterion</b>	<b>Sub criteria</b>	<b>Maximum score</b>
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 15 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 15 points
<b>Maximum score</b>		<b>30</b>
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 25 points
	Previous experiences in collecting direct surveys: in particular, experiences in terms of same products and/or same target markets	Up to 20 points
<b>Maximum score</b>		<b>45</b>
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
<b>Maximum score</b>		<b>10</b>

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

not detectable	0
irrelevant	0,1
nearly sufficient	0,2
sufficient	0,3
sufficient/discreet	0,4
discreet	0,5



discreet/good	0,6
good	0,7
good/very good	0,8
very good	0,9
excellent	1,0

COMPETITIVE BUDGET PROPOSAL: 15 POINTS MAXIMUM		
Criterion	Sub criteria	Maximum
COMPETITIVE BUDGET PROPOSAL	Competitive budget proposal for Direct personnel costs (as per following rule)	Up to 10 points
	Competitive budget proposal for rebate (as per following rule)	Up to 5 points
Maximum score		15

Sub criterion: “Competitive budget proposal for direct personnel costs”

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

Where:

Offer X is the budget proposal for direct personnel costs that is evaluated

Maximum offer is the highest budget proposal received

Sub criterion: “Competitive budget proposal for rebate”

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

Where:

minimum % rebate is the lowest implementing body fee received

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

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

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

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

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

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