

CALL FOR TENDER
IMPLEMENTING BODY SELECTION PROCEDURE
EUROPEAN QUALITY WINES: TASTE THE DIFFERENCE (TTD.EU 874904)

FAQ

As the high number of questions related to the section 5 of the *Call for Tender*, it is important to highlight that activities, budget and deliverables will be determined on the basis of the strategy proposed by the applicant, and can be subject to variations and/or modifications as a consequence of circumstances related to the unprecedented situation of the COVID-19 pandemic. Anyway, it is recalled that results reported in section 5.2 are binding, while deliverables reported in section 5.1 can be re-defined and modified, if proposed Programme requirements and condition allow it. In fact, according to the call for tender, deliverables reported in section 5.1 are referred to the awarded program and to a yearly timeline – pre-pandemic situation - and can be freely managed by the applicants.

Below is the list of the questions received by the Coordinator of the program by the 5th February, 2021.

1. Alla gara d'appalto si può rispondere unicamente riguardo uno dei due mercati (nel nostro caso, la Cina) oppure bisogna rispondere per entrambi i mercati?

Come definito dal bando, il programma è riferito ai mercati Cina e USA. È facoltà dei candidati sottoporre la loro migliore proposta. Sarà cura della Commissione di valutazione esaminare tali proposte in coerenza con strategie, obiettivi e piani di attività.

According to the Call for Tender, the target countries of the Programme are China and USA. It is up to the candidates to submit their best proposal. The Evaluation Commission will evaluate the proposals in line with strategies, objectives and activity plans.

2. Invio della documentazione: leggo che l'invio della documentazione dovrà essere fatta per posta elettronica certificata. Rispondendo dalla nostra entità centrale, con sede in Francia, che non dispone quindi di PEC, è possibile mandare una semplice email?

È possibile inviare la documentazione di gara anche con semplice email, come specificato all'art. 7 del capitolato tecnico "Interested companies are required to send the email at the following address: promozione@pec.uiv.it (certified email) or EUAgripromotion@uiv.it (standard email)"

According to point 7 of the Call for Tender, it is also possible to send the offer by a simple email: "Interested companies are required to send the email at the following address: promozione@pec.uiv.it (certified email) or EUAgripromotion@uiv.it (standard email)"

3. *Budget*: il budget proposto annuale è fisso oppure verrà valorizzata una riduzione del costo globale da parte dell'agenzia all'interno della gara?

Il *budget* sarà valutato in base alla sua adeguatezza rispetto agli obiettivi e al piano di attività proposto.

The budget will be evaluated according to the proposed strategy and activity plan.

4. Annexes: all'interno degli allegati descrittivi, è possibile inserire immagini per valorizzare gli esempi creativi di attivazioni passate, senza che queste inficino nel numero di caratteri massimale, oppure non è possibile?

Si conferma la possibilità di inserimento di immagini che possano valorizzare gli esempi creativi, a completamento delle sezioni descrittive.

It is possible to insert image or graphic elements that can enhance the creative concept of the proposal.

5. Pagina 7, WP 5: vorremmo una precisazione su questa parte, dove si propone la creazione di "Merchandise Items" a numero di 3.350. Saranno da distribuire all'interno delle fiere e workshop di cui al punto WP6, oppure hanno un altro obiettivo e destinazione? il numero ci appare un po' limitato se fosse per la distribuzione in fiere/workshop, e volevamo quindi capire meglio l'obiettivo.

Come riportato nella Call for tender, i deliverable definiti al capitolo 5.1 fanno riferimento al programma presentato (annuali) e sono liberamente modificabili dai proponenti. Il numero è quindi indicativo e la valutazione dei *deliverables* sarà operata sulla base del complessivo piano attività, strategie e budget, proposto dal partecipante, e valutato coerentemente con questi elementi. La produzione del materiale promozionale dovrà comunque conformarsi alle strategie e al programma delle attività proposti dagli interessati. Si ricorda, sul punto, che l'art. 5 del capitolato tecnico riporta i deliverables annuali originariamente approvati.

6. Sistema di vendita diretto B2C: all'interno della proposta creativa possiamo anche aggiungere un sistema di vendita diretta B2C verso il cliente finale, è qualcosa che può essere di interesse oppure esula dalla tematica?

Il progetto non prevede la vendita di prodotti oggetto di promozione al consumatore finale.

The program does not allow the sale of the promoted products to consumers.

7. Creatività: la creatività che seguiremo per tutta la campagna sarà creata da zero su nostre idee, oppure dovrà seguire una linea già tracciata e definita?

La *communication strategy* è a cura degli interessati.

The communication strategy is up to the proponents.

8. Annex 3 – la referenza bancaria fa riferimento alla situazione finanziaria del soggetto interessato alla data di firma del documento e può essere integrato con la dicitura “*at the date of signing of this document*”

L'Annex 3 è da considerarsi unicamente come una lettera di referenze bancarie mediante la quale l'istituto di credito dichiara che i rapporti intercorsi con un determinato cliente sono sempre stati regolari, avendo questi fatto sempre fronte ai propri impegni e non avendo mai avuto problemi di solvibilità. Al fine di garantire la migliore implementazione delle attività del programma, un *financial assessment* verrà condotto sulla base di tale allegato (referenza bancaria), ultimo bilancio disponibile e la *Declaration on Honour*. In caso di selezione, seguirà una valutazione della posizione economico-finanziaria più approfondita in seguito della quale si deciderà se richiedere o meno una garanzia fideiussoria. Confermiamo quindi la possibilità di integrare l'Annex 3 al capitolato tecnico come richiesto, segnalando che tale integrazione è da considerarsi come non apposta sia in relazione a gli adempimenti connessi alle procedure di selezione, sia con riferimento alle garanzie richieste all'Implementing Body in caso di conferimento dell'incarico. Siffatta dicitura, infatti, non impatta in alcun modo sulle finalità del documento.

Annex 3 is to be considered only as a “bank reference letter” by which the credit institution declares that the relationships with a particular customer have always been regular, having always met their commitments and never having had any problems of solvency. In order to ensure the best implementation of the program activities, a financial assessment will be conducted on the basis of this annex (bank reference letter), the latest available balance sheet and the Declaration on Honor. The purpose of this Annex is just to guarantee that the applicants are in sounding financial position. Please, remind that according to the Call for Tender point 3, in case of award, a guarantee by a third party (credit Institution or Insurance Agency) might be required to candidates before the signature of the contract. We confirm the possibility to integrate the Annex 3 of the Call for Tender with “at the date of signing of this document”, not impacting in any way on the purpose of the document.

9. According to the tender documents there seems to be no minimum financial requirement for the participation in the tender process. Is this correct?

The call for tender is opened to all interested companies and no minimum financial requirement has been defined. The evaluation committee will evaluate the financial soundness of the candidates through the attached bank declaration (annex 3), the analysis of the last balance sheet and VAT declaration. In addition, proponents must sign a declaration on honour that refers also to financial aspects.

10. In the “Declaration of proven experience (Annex. 06) and “Undertaken European Programmes” (Annex 07) is it possible to include experiences from our business partners in the two destination countries, China and USA? And of our eventual Italian partners? Or only the experiences of the Group Leader company are accepted?

The evaluation shall be based mainly on the *Undertaken European Programmes* of the Group Leader company or its branches (controlled or linked companies) but not general business partners. The experience of general business partner is not taken into account for the purposes of the selection.

11. Can a group of economic operators participate in this tender procedure? In case a joint tender is possible, which documents must to be presented? In either case, is subcontracting permitted?

Nor group of economic operators, nor joint tender are allowed to participate to the procedure. For what concerns subcontracting, the selected IB is entitled to subcontract a part of the assigned activities

12. The call for tender mentions Italian and Spanish Wines. Is it possible to have some additional detail on how this request has to be activated? Do we need to suggest strategies for both wine origins or do we need to mention Spanish and Italian wines but under the same activities referring to “European Quality Wines - Taste the Difference”?

The main objective of the program is to enhance the awareness and competitiveness of the European Quality Wines, through the promotion of the Italian and Spanish quality wines (*cases histories of the program*). The evaluation committee will evaluate both a general strategy linked to the European Quality Schemes (PDO and PGI) and the specific promotion of Spanish and Italian wine sectors.

13. In the table present at point 5.1 of the tender document: Milestone Results of the Awarded Programme, does it refer to the 3 year programme or just to 1 year ? For example:

- a. WP2 - Press Events - 4 (USA) and 3 (China), per year or in total for 36 months?
- b. WP3 - Social Media Regular Posting is 72 per year or in total for 36 months?
- c. WP4 - Online advertising - 9 per year or in 36 months?
- d. WP5 - Publications, Media Kits, Promotional Merchandise, what is intended with the quantity 3.350?
- e. WP5 - Promotional Video: 1 per year or 1 in total?
- f. WP6 for China and USA it mentions 1 trade fair. Does this mean one per year or 1 in 36 months?
- g. WP6 - Incoming - what is intended with this wording?

All deliverables - *originally approved in the awarded program* – are referred considered on an annual basis. Please, remind that the deliverables are linked to the awarded program and that can be reviewed according to the strategies, budget and activities plan proposed by the interested companies.

Incoming means “*Study trip to Europe*” – invitation of selected operators from the target countries of the program and development of the activities.

14. Regarding the “*Technical Proposal*” it is not clear if we need to produce also proposals for visual campaigns, website design, merchandise, etc.. If so, where should we have to include these visuals since in the “Communication Strategy “ power point (Annex 10), only three slides are allowed ?

Communication Strategy - Annex 10 is reserved to the description of the Communication Strategy that candidates intend to develop in the programme. For what concerns the number of slides, it is allowed to add further slides to the three indicated in the Communication Strategy. Please remind that the visual campaign has to be developed by the selected Implementing Body after having been reviewed by the beneficiaries of the programme. For further details, see question n.4 of the present FAQ.

Website - About the website design you can describe your idea in the Annex 11.

Promotional merchandise - The call for tender does not require any graphic example but you can insert in the communication strategy which type of merchandise you consider strategic for the promotion of the program (example – pens, pencils, ...).

15. It is requested to confirm the admission of participation in the tender in the form of a Temporary Association of Enterprises (ATI). If the answer is yes, you are asked to confirm that the pre-selection requirements refer to the ATI as a whole.

ATI (Associazioni Temporanee di Imprese), are not allowed to participate to the procedure.

16. It is requested to confirm the eligibility of the subcontracting of the activities. If the answer is affirmative, please specify the maximum limit of the activities that can be subcontracted

During the development of the program, the selected Implementing Body will be able to subcontract a part of its activities to suppliers. No maximum limit of subcontracted activities is provided for the call.

17. It is requested to confirm the eligibility of the institution of avilment with reference to the pre-selection requirements. It is also requested to confirm that the use of it is also possible on one of the principals of the Temporary Association of Enterprises, according to recent legislative interpretations.

The avilment does not apply to the present case since the call for tender to which reference is made does not concern a public tender, but instead shall be included in private procurement procedures.

18. Please specify what is meant by implementing body

The proposing organizations can select the subcontractors that are required to implement part of the Programme with a view, in particular, to ensuring that measures are implemented effectively. Implementing body's tasks are described at the point 3 of the *Call for Tender* “Implementing Body's action tasks”.

19. You are asked to confirm that the technical offer and all related deliverables must be written in English

Yes. We confirm that the technical offer and all related deliverables must be written in English.

20. Please confirm that there are no restrictions on the choice of Font and size used for the production of the required deliverables (annex)

Yes. We confirm that there are no restrictions. Please, make sure that the document could be readable and synthetic.

21. Please confirm that the locations in the USA and China and how to perform training courses (e-learning, face-to-face workshops, tastings, ...) can be selected by the competitor, on the basis of their experience and needs specific to the various territories, also in consideration of the pandemic in progress. Alternatively, you are asked to specify places and methods.

Yes, we confirm that the locations in the USA and China and how to perform training courses can be proposed by the candidates on the basis of their experience and general strategy proposed.

22. It is requested to confirm that the training and communication documentation can be produced alternatively both in the mother tongue of each target market and in English, as described by the contractor.

During the implementation of the program, the Implementing Body shall translate in the mother tongue of the targeted country all contents accordingly to the type of activity to be performed/developed.

23. We ask to confirm that there is no constraint on the number of the working group, and that the professional figures employed may also belong, but not only, to the world of Food & Wine.

There is no constraint on the number of the working group, and that the professional figures employed may also belong, but not only, to the world of Food & Wine.

24. With reference to paragraph 5 of the tender documentation, you are asked to confirm that the wording "Deliverable in Original Version" identifies the number of deliverables requested in the three-year period.

All the deliverables - originally approved in the awarded program - refer to a yearly period and they can be freely managed. Please, remind that the deliverables are linked to the awarded program and that can be reviewed according to the strategies, budget and activities plan proposed by the interested companies. Refer also to the general note of the present document.

25. In particular, it is requested to confirm that n. 4 press conferences are required in the three-year period in each target market (WP2). In each target market (WP3) is required the identification of the three most suitable social media, on which to share n.72 regular posts in total over the three-year period, and the creation of a website, consisting of n.6 sections.

All the deliverables - originally approved in the awarded program - refer to a yearly period and they can be freely managed.

- n. 4 press conferences are originally approved in the awarded program for a period of one year (total 12 / USA / three years)
- n. 3 social media are originally approved in the awarded program for the whole program for each country; n. 72 regular posts are originally approved in the awarded program for a period of one year (total 216/country)
- n.1 website for each country with n.6 section was originally approved in the awarded program

26. With reference to the purchase of online advertising spaces (WP4), we are asked to confirm that the purchase of 9 advertising spaces in total over the three-year period is envisaged for each target market. It is also requested to confirm that the choice of the type of online advertising space is at the complete discretion of the contractor, based on the strategy developed for the target market.

All the deliverables - originally approved in the awarded program - refer to a yearly period and they can be freely managed.

The choice of the type of online advertising space is at the complete discretion of the contractor, based on the strategy developed for the target market.

27. With reference to the visual campaigns (WP5), we ask you to confirm that is requested in the three-year period, a total number of n.1 *Communication & strategy* definition (and *restyling*), the definition of n.1 campaign's visual identity, n.1 promotional video, and the design and production of a total number of 3.350 merchandise items in each target market.

All the deliverables - originally approved in the awarded program - refer to a yearly period and they can be freely managed.

The definition of the *Communication & strategy* is related to the first year of the program, while a re-styling is forecasted for the second and third years according to the needs of the program development. The visual campaign shall be defined at the beginning of the first year of the program.

The production of the video and merchandise items could be freely managed according to the proposed strategy.

28. Please confirm that the identification of the fair (WP6), in each target market, from which to rent n.1 space is at the discretion of the contractor. It is also requested to confirm that participation in all sector fairs is not envisaged, but only in those deemed most relevant for each target market, based on the strategy defined and shared with the client.

All deliverables - originally approved in the awarded program - refer to a yearly period and they can be freely managed. The number of trade fairs could be freely managed according to the proposed strategy of the program. How many and which trade fairs participate to is at the contractor own discretion according to the proposed strategy of the Programme

29. We ask to confirm that it is planned to carry out a total number of 15 workshops in the USA and 11 workshops in China, overall, in the three-year period.

All the deliverables - originally approved in the awarded program - refer to a yearly period and they can be freely managed. In the awarded program, the total number of 15 and 11 workshops was related to the first year of the program (for a total of 45 and 33 workshops in three years).

30. With particular reference to the website, you are asked to confirm that the purchase of 2 different domains is allowed, one for each target market, and that the 6 required sections are an integral part of the main domain (one for China and one for USA) and it is not necessary to develop 6 sub- sections.

All the deliverables - originally approved in the awarded program - refer to a yearly period and they can be freely managed; in this sense, no there are no restrictions in relation to the purchase of more than one domain. In relation to the website sections, it is a matter of the applicant to make a proposal, according to the general strategy of the program.

31. With particular reference to WP7 - Point of sale (POS promotion), present only in annex 9 and not in the document "TTDEU_874904_TENDER_IB_20210120", we ask you to confirm that it is part of the tender documentation requests. If the answer is affirmative, please specify the relative number and deliverables requested.

Annex 9 indicates the whole list of WPs provided by EC Regulation 1144/2014. On the basis of the proposed Programme strategy, it is a matter of the applicant's fulfilment of the tasks assigned to manage the deliverables and to deal with the WPs.