

**TECHNICAL SPECIFICATION AND SELECTION PROCEDURE OF THE IMPLEMENTING BODY OF THE  
 PROGRAM OF INFORMATION AND AGRICULTURAL PRODUCTS PROMOTION IN THIRD  
 COUNTRIES**

Approved by the Board of Directors of the *Consorzio di Tutela Barolo Barbaresco Langhe e Dogliani*  
 with Resolution of October 29, 2019

**1 Introduction and preliminary information**

Consorzio di Tutela Barolo Barbaresco Langhe e Dogliani (hereinafter referred to as the Contracting Body), with headquarters in Corso Enotria, 2 / c - Ampelion - 12051 Alba (CN) - ITALY, VAT No. 02410110049 and C.F. 90021400040, as lead organization of the group proposing the three-year program (2020 - 2021-2022), information and promotion co-financed by the European Commission pursuant to EU Regulation no. 1144/2014 of the European Parliament and of the Council - Call for proposal 2019 Simple programmes - called "TOP TALES - TOP Typical Agri-food: a Longtime European Story" (acronym "TOP TALES"),

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pursuant to the reference articles of Reg. (EU) n. 1144/2014, of the delegated Reg. (EU) n. 2015/1829, of the execution Regulation (EU) n. 2015/1831, a call for tenders for the selection, through by an Open Competitive Procedure, of an IMPLEMENTING body in charge of carrying out the actions (activities / initiatives) aimed at achieving the objectives set forth in the three-year Program (2020 - 2022) called "TOP TALES - TOP Typical Agri-food: a Longtime European Story" (acronym "TOP TALES") which will take place in the following Third Countries: USA and China and will cover the following products with a Community denomination:

<b>Product identification code of origin - Issue number</b>	<b>Product</b>
PDO-IT-A1389	Barolo DOCG
PDO-IT-A1399	Barbaresco DOCG
IT/PDO/0017/0008	Fontina DOP
IT/PDO/0017/0002	Riso di Baraggia Biellese e Vercellese DOP

Economic operators in possession of the requirements indicated in the EU Regulations mentioned above, as specified in the following paragraphs, are invited to submit an offer based on the indications described in this document in paragraph 3. "Technical specifications".

## 1.1 Legislative framework of reference

The framework of normative references for the purposes of the execution of the Program and of this procedure includes:

- Regulation (EU) n. 1144/2014 of the European Parliament and of the Council, of 22 October 2014, relating to information and promotion actions concerning agricultural products produced in the internal market and in third countries and repealing Regulation (EC) no. 3/2008 of the Council;
- Commission Delegated Regulation (EU) 2015/1829, of 23 April 2015, which supplements Regulation (EU) n. 1144/2014 of the European Parliament and of the Council, concerning information and promotion actions concerning agricultural products produced in the internal market and in third countries;
- Commission Implementing Regulation (EU) 2015/1831, of 7 October 2015, laying down rules for the application of Regulation (EU) no. 1144/2014 of the European Parliament and of the Council concerning information and promotion actions concerning agricultural products produced in the internal market and in third countries.
- Guidelines on the tender procedure referred to in the European Commission note DDG1.B5 / MJ / DB D (2016) 321077 of 7 July 2016;
- the Director General Decree of the Competitive Policies Department, Agri-food Quality, Horse Racing and Fisheries, Directorate General for the Promotion of Agri-Food Quality and Horse Racing PQAI V of the Ministry of Agricultural, Food and Forestry Policies (DG PQAI - PQAI 05 - Prot. Exit N.0014513 of 01/03/2019).

In relation to this and in implementation of EU Regulations n.1144 / 2014, n. 2015/1829 and n. 2015/1831, the lead organization has the task of selecting an IMPLEMENTING Body for the realization of the Program / project presented on the Call "Call for proposals for simple programmes 2019 - Promotion of agricultural products" and called "TOP TALES - TOP Typical Agri - food: a Longtime European Story "(acronym" TOP TALES ").

Consorzio di Tutela Barolo Barbaresco Langhe e Dogliani is not a body governed by public law pursuant to Article 2, paragraph 1, point 4, of Directive 2014/24 / EU and, therefore, as indicated in the aforementioned regulation, it is not required to apply the national regulations that implement the European directives on public procurement (in Italy the Legislative Decree 50/2016). However, the Consortium must select the IMPLEMENTING Bodies through an open tender procedure in compliance with the principles of cross-border interest, non-discrimination, transparency, publicity, impartiality, equal treatment of candidates, clarity and consistency of the selection criteria and award, as well as the conditions indicated in the aforementioned Guidelines of the European Commission and in article 2 of the aforementioned Decree of the General Manager of 01/03/2019.

The 2014/24 / EU Directive and the Legislative Decree 50/2016 will therefore be applied only if and to the extent that they are expressly referred to in the tender documents (announcement and technical specifications and relative attachments).

In any case, the competitive procedure will ensure compliance with the principles of non-discrimination, equal treatment, transparency, publicity, proportionality, clarity and consistency of the selection and award criteria provided for the purposes of the services requested and with the value of the same, better value for money and no conflicts of interest.

This procedure does not provide for an articulation in batches, as it is more efficient and effective for the execution of the service, the identification of a single contractor, who can carry out all the activities foreseen by the Program in question.

Work packages and related activities are closely connected to each other and to be carried out according to a logical and functional sequence that can be optimized only by having a single contractor, who must ensure the coordination and integration of the work group and of the different professionalism necessary and involved in the realization of the service.

## 2. Main project information

Project title and description: the project "TOP TALES - TOP Typical Agri-food: a Longtime European Story" (acronym "TOP TALES") responds to the theme n. 5 (Information and promotion programs for other geographical areas) of the invitation.

Promotional products:

Product identification code of origin - Issue number	Product
PDO-IT-A1389	Barolo DOCG
PDO-IT-A1399	Barbaresco DOCG
IT/PDO/0017/0008	Fontina DOP
IT/PDO/0017/0002	Riso di Baraggia Biellese e Vercellese DOP

Contracting body: Consorzio di Tutela Barolo Barbaresco Langhe and Dogliani (as the lead organization of the project partnership composed of the same body, the Consorzio Produttori e Tutela della DOP Fontina and the Consorzio di Tutela della DOP Riso di Baraggia Biellese e Vercellese).

Target countries: USA and China.

General objective: to strengthen the competitiveness, recognition and consumption of quality European food products on the US and China markets.

Specific objectives:

- Increase the competitiveness of the quality products covered by the proposal through actions aimed at facing the competition of red wines of the new world and favoring the entry of food products object of the project especially in the Ho.Re.Ca channel (in particular in the restaurant segment quality Italian and international).
- Increase the recognition of European PDOs by medium-high end consumers reached by the three-year media plan and by operators in the Ho.Re.Ca and press sector through specific information and promotion actions based on technical, historical and experiential of the products.
- Increase the consumption of the products covered by the project through the inclusion on the Ho.Re.Ca channel, in particular quality restaurant chains. In particular, a target is set corresponding to an increase in exports of 1-3 percentage points over the three years of the project.

Work packages and activities that will be carried out:

- WP2 - Public relations
- WP3 - Web site, Social media
- WP4 - Advertising
- WP5 - Communication tools
- WP6 - Events
- WP8 - Other activities.

Program duration: 36 months (3 annual phases)

Budget of the costs of the actions pertaining to the executing body: € 2.096.730,00 plus VAT pursuant to the law.

TARGET MARKET	COMPETITIVE BUDGET
USA	€. 1.306.923,00
CINA	€. 789.807,00

Start of activity: 01 February 2020.

It should be noted that those interested in participating in this call for tenders must submit an offer taking into consideration the total budget of € 2,096,730.00 excluding VAT, including the costs and remuneration of the executing body (honorarium of economic operator).

## **TECHNICAL SPECIFICATIONS**

### **3 Subject of the contract**

#### **3.1 General description of the service**

The service consists in the execution of a part of the Program.

The implementing body must therefore ensure:

- the project development of the agreed parts of the three-year Program, starting from the signing of the contract;
- the operational activation of the actions and promotional activities planned for the period established by the Program, based on the objectives envisaged by the communication strategy, also through constant monitoring of the activities carried out and the related effects;
- the financial-administrative management of the agreed parts of the Program, including the periodic technical reports and the final technical report.

The service must be characterized by a qualified technical and operational support, a high quality of the products produced, and distinguished by the innovativeness of the messages, the tools with which to convey them and the methods of involvement of the reference targets. The development and execution of the agreed activities of the Program must be carried out in a manner consistent with the general and specific objectives set out above and with the Communication Strategy (shown in Annex 1), taking into consideration the Priorities and objectives of EU Reg. 1144 / 2104, ensuring clear recognition of the Program and the related promoters.

#### **3.2 Methods of execution**

The implementing body must establish and dispose, for the duration of the contract, a Working Group, in compliance with the participation requirements, which is in charge of managing and implementing the Program. All the activities of the Working Group must be agreed and shared with the contracting body. It is envisaged that one or more members of the working group will be available for monthly monitoring meetings at the headquarters of the contracting body, to give operational support to the activities of the plan that need to be carried out in close coordination with the reference structure. The coordination and exchange of information with the contracting body may also provide for different and articulated methods: meetings, telephone contacts, video calls, email correspondence, exchange of materials and documents through online sharing systems.

#### **3.3 Staff and work group**

The executing body must ensure the services inherent to the services in foster care with integrated personnel with legitimate working relationships and having the professional and

technical requirements appropriate to the job. The work group must be characterized by a flexible organizational approach to meet the needs that may arise during the course of the activities.

In particular, the staff of the dedicated work group must possess a range of skills in particular in these sectors: project management, team working, communication, graphics, events, knowledge and experience of activities carried out in relation to the markets of the target countries

The implementing body, for the duration of the contract, undertakes to:

- a) establish and make available an adequate project team (the people who will directly take care of the work to be carried out), in compliance with the participation requirements;
- b) agree and share all the team's activities with the contracting party;
- c) to use the appropriate service, of proven ability, honesty, morality and proven confidentiality, which must maintain absolute discretion as to what has come to be known in the performance of the service;
- d) guarantee the stability and continuity of the service in all circumstances, ensuring personnel quantitatively and qualitatively adequate to the needs and in compliance with the contents of the technical offer;
- e) to comply, with respect to its own personnel, of the employment contracts relating to wage, regulatory, social security and insurance treatment;
- f) provide a Project Contact who attends the monitoring meetings at the headquarters of the client (these will have a frequency defined by the client), to give operational support to the activities of the Program;
- g) prepare all possible means of communication that can simplify the coordination, monitoring and control of the Program.

#### **4 Duration of the service**

The service has a duration of 36 months, starting from the date of stipulation of the contract, which will be stipulated between the client and the contractor within 60 days from the award and will have as its object the carrying out of the activities indicated in this announcement under the conditions therein reported.

The client reserves the right to request a deferral of the service execution deadline for a maximum additional 6 months, in order to ensure the completion of the activities envisaged by the Program, with the same economic conditions.

#### **5 Type of activities and initiatives envisaged by the Program**

The eligible activities and initiatives, within the Program presented by the Consorzio di Tutela Barolo Barbaresco Alba Langhe Dogliani in compliance with the relevant legislation, are similar to those of

classic information and promotion of high quality agricultural and gastronomic products, held account of the topics to be treated and the objectives listed above (above all in terms of the contents of the communication) and are the following:

- WP2 - Public relations
- WP3 - Web site, Social media
- WP4 - Advertising
- WP5 - Communication tools
- WP6 - Events
- WP8 - Other activities.

Below are the descriptions of the activities and the expected outputs and the relative execution times.

WP2 – Public relation
Continuous Public Relations activity
<p>The main objective of the action in question is to strengthen the recognizability of the PDOs in question in the target areas by focusing the message on quality and on the community logo, telling the TOP TALES! The communication activity through a dedicated press office will therefore be based on shared keywords and enriched with all the news ideas. On each target market there will be a P.R. local senior who will support the annual work of the selected communication agency. These figures will also play a key role in organizing one-to-one meetings with industry influencers and journalists, during which the objectives of the campaign will be conveyed. It is specified that the initial event organized at the beginning of each year will offer elements and communication contents that will be disseminated in the following months through the activity of press office and PR.</p> <p>The public relations activity will be aimed at:</p> <ul style="list-style-type: none"> <li>- final consumers through the involvement of traditional media and above all bloggers and influencers who deal with the wine, gastronomy, travel and lifestyle sector</li> <li>- journalists, influencers, bloggers ...</li> <li>- Ho.re.ca sector operators, in particular sommeliers and chefs of the most important international restaurant chains</li> </ul> <p>The main activities for the construction of a continuous and lasting relationship with the press that will be activated are:</p> <ul style="list-style-type: none"> <li>- Creation of a data base: off-line and on-line press contacts which will include for each of the two target countries corresponding to the main international wine &amp; food, life-style, tourism, national and local press, bloggers, key opinion leaders</li> <li>- Drafting of the press kit: English and Chinese language which will contain all the main project information, activities, image archive, video etc ...</li> </ul>

- Writing and sending of press releases: a primary tool to inform media editors about project activities
- Press review: one per year
- PR work on and offline both the events and the various communication channels
- Implementation of project website content and social channels

In the activity of P.R. moreover, testimonials will be chosen among internationally renowned "chefs" who will "tell" the DOP with their professionalism through combinations and new recipes, intervening in the preparation of informative and advertorials (combinations, recipes) as well as during the annual main events planned

YEAR 1	YEAR 2	YEAR 3
Data-base with 1000 USA contacts and 1000 CINA contacts Graphic layout of the project Annual publishing plan N° 2 press Kit 25 press releases USA Continuous PR with testimonial chef 2 report (6°-12° month) Annual press review Periodic sending gift box	N° 2 press Kit 25 press releases CINA Annual publishing plan Continuous PR Collaboration with testimonial chef 2 report (6°-12° month) Annual press review Periodic sending gift box	N° 2 press Kit 20 press releases CINA 20 press releases USA Annual publishing plan Continuous PR Continuous PR with testimonial chef 2 report (6°-12° month) Annual press review Periodic sending gift box
BUDGET USA €. 111.180,00 BUDGET CINA €. 74.120,00	BUDGET USA €. 105.180,00 BUDGET CINA €. 70.120,00	BUDGET USA €. 105.180,00 BUDGET CINA €. 70.120,00

WP3 - Web site, social media
Online communications
<p>Continuous activity that, like the permanent press office, aims to maintain a high level of interest and involvement of consumers even in periods when no events are carried out on the markets of the target countries. Simultaneously with the launch of the project, the construction of the dedicated website is planned. The website presents the proposing subjects and "tells" the DOP products object of the project highlighting the qualitative value and the security guaranteed by the DOP mark through the illustration of the technical organoleptic</p>



characteristics, the production methods, the history and productive tradition as well as the territory of origin. The website, in the news section, will also be a useful tool to disseminate the scheduled events as well as the information material produced and the recipes proposed by the testimonial chefs that will be selected. There is also a section dedicated to the press where the data will be made available, information material and photographic video useful for editing and publishing editorial services. The website will be joined by the most suitable social channels (primarily Facebook and Instagram for the USA, Wechat and / or Weibo for China). Social media channels offer the best value for money, as they reach a high audience with limited costs. The messages transmitted will express different specifications of the common message of the Union, as described in the previous section 4. The exclusivity and uniqueness of PDO wines and food products will be communicated, both in terms of quality and lifestyle and the "history" behind such productions, to increase awareness and recognition of PDO labels. In order to increase the sharing of posts, collaborations will be established with digital media, influencers, wine bloggers, gastronomy, travel and life style, to create innovative and original content in various formats (articles, videos and / or tutorials, infographics and more ) to be published through their digital platforms. The main communication tools, adapted to the specifics of each platform, will include pairing suggestions, curiosity recipes, advice on conservation and consumption methods.

YEAR 1	YEAR 2	YEAR 3
1 website and management software	1 website and management software	1 website and management software
2 active social profiles	3 active social profiles	3 active social profiles
BUDGET USA €. 34.800,00	BUDGET USA €. 28.860,00	BUDGET USA €. 28.860,00
BUDGET CINA €. 23.200,00	BUDGET CINA €. 19.240,00	BUDGET CINA €. 19.240,00

#### WP4 - Advertising

##### Publicity

ADV campaigns will be guided by the project strategy and by the work of press office and PR, they are the result of a strategic and operational path that puts the consistency with the identity of the message to be conveyed and with the product in the first place. They will be made both with the purchase of advertising and / or advertorials and social media ADV. The visual storytelling images of the products will be linked to the social campaigns to improve the level of awareness and recognition of the same.

The advertising campaigns will be implemented on the following channels:

<ul style="list-style-type: none"> <li>- Press of the wine &amp; food sector in conjunction with the events</li> <li>- General life-style tourism press throughout the project</li> <li>- Social advertising throughout the project YEAR 3</li> </ul>		
YEAR 1	YEAR 2	YEAR 3
1 ADV campaign on project social channels and sector sites  1 Officials on sector magazines  6 advertising / publicity issues in generalist press	1 ADV campaign on project social channels and sector sites  2 Officials on sector magazines  6 advertising / publicity issues in generalist press	1 ADV campaign on project social channels and sector sites  2 Officials on sector magazines  6 advertising / publicity issues in generalist press
BUDGET USA €. 45.0000,00  BUDGET CINA €. 30.000,00	BUDGET USA €. 45.0000,00  BUDGET CINA €. 30.000,00	BUDGET USA €. 45.0000,00  BUDGET CINA €. 30.000,00

WP5 - Communication tools
5A Pubblications, media kit, promotional merchadise
<p>The promotional material is a fundamental support for all the planned activities and in particular for those with the most direct contact with the final consumers. The promotional material will include information folders and gadgets:</p> <p>Information folder: distributed to the participants during the events, it will address the key messages of the project:</p> <ul style="list-style-type: none"> <li>• Presentation of certified quality systems;</li> <li>• Respect for EU policies in terms of quality, traceability, sustainability, environmental safety, authenticity, respect for the environment;</li> <li>• Presentation of productions and proposing organizations;</li> <li>• Presentation of the reference territory;</li> </ul> <p>In creating the folder, innovative emotional marketing methods will be used, such as:</p> <ul style="list-style-type: none"> <li>• Selection of evocative images;</li> <li>• Combination of texts taken from literary works or historical testimonies linked to the products or the territory.</li> </ul>

Recipe book: the recipe book will contain recipes and suggestions for consumption and pairing resulting from the involvement of testimonial chefs. The cookbook will be produced in paper format to be distributed to operators, journalists and personalities and opinion leaders during events as well as in digital format which can be downloaded, free of charge, from the website and / or from the main online platforms.

Leaflet: easy to disseminate and low-cost infographic support. The leaflet will be distributed during the events, in particular the fair events, as well as to the restaurants which, following the events and / or PR activities conducted, will propose in their entrèe menu and / or dishes made with the DOP products covered by the project . The leaflet will contain a QRcode through which the consumer who has had the opportunity to taste the proposed PDO products will be directed to the project website and will be able to download the recipe book for free.

Roll Up, Banners and Posters: Roll-ups and banners with the campaign's EU action and logos will be produced in year 1 and will communicate the claim of the campaign and EU financial support during all planned activities.

Giftbox: special package in wood or other material for magnum and / or institutional bottles of Barolo DOCG and Barbaresco DOCG and project food products to be presented to operators, journalists and personalities and opinion leaders during the main events

Merchandise: (shopping bags, pendrive, bottle opener ...): commonly used gadgets to keep the public involved

YEAR 1	YEAR 2	YEAR 3
1,000 printed cookbooks digital format downloadable from the web	1,000 printed cookbooks digital format downloadable from the web	1,000 printed cookbooks digital format downloadable from the web
1,000 printed foder + digital formats	1,000 printed foder + digital formats	1,000 printed foder + digital formats
4project roll-ups	4project roll-ups	4project roll-ups
2Banners and Posters	2Banners and Posters	2Banners and Posters
1,500 Wine bags	1,500 Wine bags	1,500 Wine bags
1,000 Pendrive	1,000 Pendrive	1,000 Pendrive
1,000 Giftbox	1,000 Giftbox	1,000 Giftbox
Merchandise food	Merchandise food	Merchandise food
5B Promotional Videos		

This is a preliminary activity, preparatory to all the proposed activities. This video will be used and shown during the realization of project events, as well as online on the website and social media channels. An emotional video will transmit the main messages of the action in a different and innovative way, the still artisanal production techniques of Barolo and Barbaresco will be taken from the vineyard to the bottle, the production in the worst of Fontina with pastures, milking, processing and seasoning, work in the Baraggia rice fields. The informative contents will be presented through images, sounds and colors specifically selected to involve the public, educate them and contribute to the growth of awareness of the DOP logo and products. A video will be produced in year 1, translated into the various languages of the target markets.

YEAR 1	YEAR 2	YEAR 3
1 video		
BUDGET USA €. 37.788,00 BUDGET CINA €. 25.512,00	BUDGET USA €. 16.080,00 BUDGET CINA €. 10.720,00	BUDGET USA €. 16.080,00 BUDGET CINA €. 10.720,00

#### WP6 - EVENTS

##### 6A Stands at trade fairs

##### SUMMER FANCY FOODS - New York 2020

The Summer Fancy Food Show is the largest North American trade show dedicated exclusively to food and drink specialties, with over 200,000 food products on display. Now in its 65th edition in 2019, over 2,600 exhibitors took part, with representatives from 54 countries around the world. The project foresees the joint participation in the event of the beneficiaries with a direct participation of the quality food representatives who will also have the barolo and the barbaresco in stand. The stand will have a surface area of about 80 square meters and will be equipped with an exhibition area for information material and products as well as a tasting area.

##### WINTER FANCY FOODS - San Francisco 2021

Winter edition of the Fancy Food held every year in January in San Francisco. Like the Summer Fancy Food, this is the largest trade show in the West Coast dedicated exclusively to food and drink specialties. The project foresees the joint participation in the event of the beneficiaries with a direct participation of food representatives who will also have Barolo and Barbaresco on the stand. The stand will have a planned surface area of about 80 square meters and will be equipped with an exhibition area for information material. and products as well as a tasting area.

**SIAL Shanghai 2022**

SIAL China is a leading annual trade show for the food and beverage industry. It is held together at SIAL Wine World in Shanghai, China. The 2018 edition registered a record attendance with more than 3200 exhibiting companies from 67 countries and 101,134 visitors.

The project foresees the joint participation in the event of the beneficiaries with a direct participation of the food representatives with a presence on the stand of the Barolo and Barbaresco products. The stand will have a surface area of about 50 square meters and will be equipped with an exhibition area for information material and products as well as a tasting area.

YEAR 1	YEAR 2	YEAR 3
1 Stand set up Summer Fancy food 2 hostesses and translator	1 Stand set up Winter Fancy food 2 hostess e translator	1 Stand set up SIAL Shangai 2 hostess e translator
BUDGET USA €. 78.800,00 BUDGET CINA €. 0	BUDGET USA €. 78.800,00 BUDGET CINA €. 0	BUDGET USA €. 0 BUDGET CINA €. 54.800,00

6B Seminars, workshop, B2B meetings

**BBWO& FRIENDS – NEW YORK 2020 4-5-6 February 2020 - SHANGAI 2021 - LOS ANGELES/SAN FRANCISCO 2022**

The event is promoted by the project partners in a world preview with the heart of the city of New York accompanied by moments of tasting the European DOP, gala dinners and with the participation of internationally renowned chefs and sommeliers who will taste the products of the basket. The event, conceived as a real show with the DOP products involved in the project, will be aimed at journalists, influencers and high-level catering operators. The format that will be implemented for the first year 4-5-6 February 2020 provides:

- Selection and involvement of about 35 World's Best Palates, critics from all over the world, who, in the first half-day, will taste, with closed doors and with the assistance of qualified personnel, the new vintages of Barolo and Barbaresco DOCG in a special equipped room in a prestigious hotel / restaurant. At the end of the session the World's Best Palates will give an overall opinion on the two years; the average of the judgments will then correspond to the value in hundredths attributed to the year.

- The second part of the day will be dedicated to joint tastings of food products, new pairings in the kitchen proposed by the testimonial chefs and will end with a gala dinner at which intervention producers, operators, journalists and influencers; - On the second day there are:

- wine sector: in the morning, a technical seminar with hints of geology and viticulture techniques and a masterclass for journalists and trade operators

- food show cooking and terroir presentation and production techniques seminars

In the evening there will be the main event, a gala dinner with the screening and reading of the comments of the critics and the assignment of the score with launch on the international media and tasting of the products of the basket. A presenter will be identified who will also be the testimonial of the evening and the selected chefs will actively participate, who will also offer a menu for this evening using the basket of DOP products covered by the project in combination with the wines starring in the evening. The guests of the evening were the correspondents of the major American TV broadcasters and the main American importers. the evening will be accompanied by an international artistic event totally financed by the project leader and not subject to a request for contribution (music and readings by international artists). The artistic event is carried out to amplify the media aspect and ensure a strong resonance on paper and digital print at an international level.

- The third day sees the return of the guests but in the morning it is expected the organization of an open aperitif to favor a personal knowledge between producers and guests The format will be repeated in the second year in China in the city of Shanghai and repeated on the west coast (Los Angeles / San Francisco) in the year 3 of the project.

YEAR 1	YEAR 2	YEAR 3
1 New York event organized: 35 sector operators including renowned sommeliers and chefs at international level 20 generalist press journalists / bloggers 50 opinion leaders / press in the wine & food sector 2 gala dinners 2 Technical wine tasting 2 Tasting with food pairing	1 Shangai event organized: 35 sector operators including renowned sommeliers and chefs at international level 20 generalist press journalists / bloggers 50 opinion leaders / press in the wine & food sector 2 gala dinners 2 Technical wine tasting 2 Tasting with food pairing	1 evento Los Angeles/San Francisco organizzato: 35 sector operators including renowned sommeliers and chefs at international level 20 generalist press journalists / bloggers 50 opinion leaders / press in the wine & food sector 2 gala dinners 2 Technical wine tasting 2 Tasting with food pairing
BUDGET USA €. 238.300,00	BUDGET CINA €. 238.300,00	BUDGET USA €. 238.300,00

6C Study trip to Europe		
<p>LE VIE DEL FOOD – Incoming USA</p> <p>This activity can be defined as a study trip, which will bring 5/10 US and Chinese sector operators to the production areas of the DOP products being promoted. The travel program will include technical and educational presentations and tastings. Guests will be able to experience the uniqueness and uniqueness of the products and understand them as the result of the local territory, soil, climate, variety and know-how. They will witness the quality control carried out during the DOP certification, as well as all the specifications and standards necessary to obtain the DOP quality mark.</p>		
YEAR 1	YEAR 2	YEAR 3
1 Study trip from USA	1 Study trip from CINA	1 Study trip from USA and CINA
BUDGET USA € 34.190,00 BUDGT CINA € 0	BUDGET USA € 0 BUDGT CINA € 34.190,00	BUDGET USA € 19.525,00 BUDGT CINA € 19.525,00

WP8 - Other activities
Study for the introduction of DOP in Cina
<p>China's rapid economic growth over the past 30 years has also had a direct impact on the cheese market, both locally and internationally. From a country that traditionally had no milk in its diet with a very small consumer base (especially foreigners), China has turned into a country that, even today, is enjoying the fastest growth in the dairy market worldwide. Western fast food and Western desserts such as pasta, hamburgers, pizza and cheesecake are becoming increasingly popular, and are largely responsible for stimulating the interest and taste for Chinese people's cheese. However, the annual consumption of cheese per capita in China is still very low (250 grams) and limited to the main urban centers of Shanghai, Beijing, Guangzhou and Tianjin. The proposed action aims to define a study aimed at identifying the most appropriate channels and messages to insert the PDO Fontina on the Chinese market.</p> <p>Starting from the results of existing market research and from studies on consumption habits, a survey will be conducted with the following specific objectives:</p>

<ul style="list-style-type: none"> <li>• Define the profile of the Chinese consumer for cheeses and above all for certified quality cheeses;</li> <li>• Deepening consumption habits and identifying the factors that determine consumption choices;</li> <li>• Analyze the logistical, regulatory and tariff barriers to the distribution of Fontina PDO</li> <li>• Evaluate the possible sales and consumption channels also in relation to the price</li> <li>• Define a possible penetration strategy and the specific promotional activities to support.</li> </ul>		
YEAR 1	YEAR 2	YEAR 3
1 positioning study to identify the correct entry strategy on the Chinese market		//
BUDGET CINA ANNO 1+2 €30.000,00		

## PROCEDURE FOR CHOOSING THE PROGRAM IMPLEMENTING BODY

### 6. Requirements for participation in the tender

#### 6.1 Non-existence of grounds for exclusion from participation in the Competition

Participation in this tender procedure is reserved for economic operators who at the date of presentation of the offer declare that there are no grounds for exclusion pursuant to Directive 2014/24 / EU, or grounds for exclusion linked to:

- to criminal convictions;
- to pay taxes or social security contributions;
- insolvency, conflict of interest or professional misconduct.

The non-existence of these reasons for exclusion must be certified by the attached declaration (Annex B), signed by the legal representative. In the case of a temporary grouping not yet established, each operator must produce this declaration.

#### 6.2 Requirements of economic and financial capacity

The economic operator (single or in a temporary grouping of companies) who intends to participate in this selection tender:



- must have achieved, in the three-year period 2016-2017-2018, a total overall turnover of no less than Euro 3,000,000.00 in letters: (Euro three million / 00) net of VAT, resulting from the VAT returns or equivalent tax in the field EU;
- must attach the declaration of the Banking Institute held by the Economic Operator of the financial means necessary to guarantee the execution of the actions envisaged by the Program (suitable bank references);
- must attach the Chamber of Commerce certificate or registration in a commercial register kept in the Member State where the economic operator is based.

The possession of these requirements must be certified by the attached declaration (Attachment B), signed by the legal representative. These requirements must be possessed by the economic operator as a whole, or as a subject in a temporary grouping of companies.

### **Technical and professional capacity requirements**

The economic operator (individual or in a temporary grouping of companies) who intends to participate in the selection tender must:

- having completed, in the three-year period 2016-2017-2018, services similar to those covered by the tender for a total amount not less than Euro 1,000,000.00 (in letters: Euro one million / 00) net of VAT;
- attach the list of the main services performed (company CV);
- attach the CVs of the personnel employed, in the eventual execution of the Program, from which a proven experience in services similar to those object of the tender is shown.

Similar services are (by way of example and not exhaustive):

- management of complex international promotion projects / programs;
- management of groupings of companies and coordination of work groups;
- planning and management of public contribution programs;
- events and incoming organization activities;
- press office management activities;
- communication activities, PR, etc. also online;
- realization of informative material;
- realization of promotional videos;
- promotional activities in the agri-food sector.

The possession of these requirements must be certified by the attached declaration (Attachment B) signed by the Legal Representative of the proposing subject and the sending of the CVs of the professional figures provided for the execution of the assignment. These requirements must be possessed by the economic operator or by the temporary grouping of companies as a whole, except that in this latter case the agent in any case must possess the requisites and perform the services in a majority

## 7 Award criteria

The contract is awarded based on the most economically advantageous bid criterion, pursuant to art. 95 of Legislative Decree 50/2016 and subsequent amendments, according to the breakdown of the scores described below, taking into account the technical offer and the economic offer. The qualitative aspects of the service and the price will be taken into account together, therefore, the total 100 points will be evaluated in the following proportions:

- TECHNICAL OFFER: MAXIMUM 85 POINTS;
- ECONOMIC OFFER: MAXIMUM 15 POINTS.

The following criteria have been established for the assignment of the points with relative sub-criteria.

TECHNICAL OFFER: MAXIMUM 85 POINTS		
Criteria	Subcriteria	Max score
1. QUALITY OF THE TECHNICAL OFFER - OVERALL STRATEGY	Quality of the articulation of the overall strategy and of the activities and their coherence with the specifications provided by the contract and by the reference Program	Up to 6 points
	Ability to produce the expected results and achieve the objectives set by the project	Up to 4 points
Maximum points attributable		10
2. QUALITY OF THE TECHNICAL OFFER - PROJECT OUTPUT	Creativity and innovation of the communication tools proposed (eg press office management, realization of promotional video, realization of information material and online communication, realization of events and incoming, etc.)	Up to 8 points
	Effectiveness and capacity of the expected outputs to communicate the project message	Up to 4 points
	Quality of graphic design and concept	Up to 5 points
	Quality of the proposal for carrying out the positioning	Up to 3 points
	Quality of the working group dedicated to communication, graphics, event management, etc. of the project (CV evaluation of the dedicated work group)	Up to 10 points

Maximum points attributable		30
3. QUALITY OF THE TECHNICAL OFFER - METHODOLOGICAL APPROACH	Adequacy in the implementation and execution of the actions	Up to 20 points
	Adequacy of planning in terms of consistency with the objectives of the communication strategy and consistency with the timing of the programming: in particular, consistency between the schedule of the proposed activities and effectiveness of the implementation of the individual actions, also in relation to the professional resources involved	Up to 8 points
	Adequacy of the control mechanisms to monitor the correct economic-financial execution of the project and compliance with the time schedule: quality and effectiveness of the procedures for carrying out the actions envisaged	Up to 2 points
	Quality of the work group dedicated to the project management activity (CV evaluation of the dedicated work group)	Up to 10 points
	Additional services / activities proposed to improve the service	Up to 3 points
	Assistance activities provided to the Consortium	Up to 2 points
Maximum points attributable		45

The Commission will evaluate each technical offer, assigning a coefficient of a qualitative nature for each sub-criterion, multiplying the maximum score foreseen by the previous table by the coefficient corresponding to the assigned assessment:

not verifiable	0
insignificant evaluation	0,1
evaluation just enough	0,2
sufficient evaluation	0,3
evaluation between sufficient / discrete	0,4
fair evaluation	0,5
evaluation between fair / good	0,6
good rating	0,7
evaluation between good / excellent	0,8
excellent evaluation	0,9
excellent rating	1,0

ECONOMIC OFFER: MAXIMUM 15 POINTS		
Criteria	Subcriteria	Max score
ECONOMICITY OF THE OFFER	Economic offer for activities (SUBTOTAL ASSETS) according to the following formula	Up to 10 points
	Economic offer for the fee of the participating economic operator according to the following formula	Up to 5 points
Maximum points attributable		15

As for the economic offer for the activities (maximum of 10 points out of 100) the score will be assigned on the basis of the following formula:

"economic offer for activities" score considered =  $\text{Offer X} / \text{Max Offer}$  \*10

Maximum bid: is the highest economic offer for the activities (SUBTOTAL ACTIVITY) among those presented;

Offer X: is the economic offer for the assets (SUBTOTAL ACTIVITIES) of the economic operator considered

With regard to the economic offer for the fees of the participating economic operator (maximum of 5 points out of 100) the score will be awarded based on the following formula:

economic offer score for the economic operator's fee considered =

$\text{Minimum \%discount} / \text{Discount \%X}$  \*5

Minimum% discount: is the discount on the economic offer for the lowest participating economic operator's fees among those presented; % X discount: is the discount on the economic offer for the economic operator's fee considered

For the purposes of attribution and calculation of scores, any non-integer values will be approximated up to the second decimal place.

Increased offers are not permitted.

Based on the scores assigned to the offers, the ranking will be drawn up.

The award will be made in favor of the competitor who has submitted an offer which, having all the minimum mandatory requirements, will result in having a higher overall score (technical offer score + economic offer score).

In the event of a tie score, the contract will be awarded to the competitor who will receive the highest score in the technical offer. In the event of a tie between the economic offer and the technical offer, a draw will be held.

The contracting authority is not required to pay any compensation to competing companies, for any reason or reason, for the bids submitted.

Once the required checks on the possession of the prescribed requirements have been completed, the contract will be awarded.

The award immediately binds the entrant entrusted with the tender, while the contracting body will be definitively committed only when, pursuant to the law, all the consequent deeds necessary for the performance of the tender will have achieved full legal effect.

In the event that the assignee does not present himself for the stipulation of the contract or in which the falsity of the declarations given is ascertained, the contracting body reserves the right to

confer the task on the subject subsequently placed in the ranking, having carried out the checks of rite.

The Consorzio di Tutela Barolo Barbaresco Langhe and Dogliani will proceed with the awarding even in the event that a single valid offer is presented, provided it is adequate.

In application of the art. 95, paragraph 12, of Legislative Decree 50/2016 and s.m.i. the contracting body will not proceed with the awarding where no bid turns out to be convenient or suitable in relation to the object of the contract.

**The opening of the packages containing the offer, presented in accordance with the article 8, will take place in public session on date and place that will be communicated through publication on the website of the leader and of the partners starting from 11/21/2019 (are expected 5 working days before the public session).**

The evaluation of the technical offers will take place in a private session and will be carried out by the Evaluation Commission appointed after the date on which the offers are presented.

**The evaluation of the economic offer will take place in a public session on the date and place that will be communicated through publication on the website of the leader and of the partners starting from 11/28/2019 (approximately 5 working days before the public session).**

**The results will be communicated via Legal email to the participants and will be published on the website of the Consorzio di Tutela Barolo Barbaresco Langhe and Dogliani.**

## **8 How to present the proposals**

Organizations interested in participating in the Call for Tenders for the selection of the Executing Body must, under penalty of exclusion, send all the necessary documentation in a closed envelope containing 3 envelopes equally closed and sealed with adhesive tape or other suitable means:

- ENVELOPE A - administrative documentation, which must contain:

- o request to participate in the procedure according to the model in Annex A, completed and signed by the legal representative;

- o the declarations required according to the model in Annex B, completed and signed by the legal representative;

- o identity document of the subscriber (s);

- o declaration of the Bank of the possession of the necessary financial means to guarantee the execution of the actions foreseen by the Program (suitable bank references);

- o inspection of the Chamber of Commerce or entry in a commercial register kept in the Member State where the economic operator is established;

- o CV of the operator (s) involved in the participation (company CV);

- ENVELOPE B - technical offer, which must contain:

- o technical report containing the detailed description of the activities using the references indicated in the following chapter: PROCEDURE FOR THE PREPARATION OF THE TECHNICAL OFFER - ENVELOPE B;

- o CV of the personnel employed;

- ENVELOPE C - economic offer, which must contain the indication:

- o of the economic offer for the activities (SUBTOTAL ACTIVITIES);

- o the economic operator's fee considered according to the model described in the following chapter: ARRANGEMENTS FOR ECONOMIC OFFERING - ENVELOPE C.

In the event that Envelope B or C is open, the relevant investee will be excluded.

In the following sections (Methods of preparation of the technical offer and Procedures for preparing the economic offer) indications are provided on how the technical and economic offer should be drawn up.

**The documentation must be written in Italian by the tender participant and also it must be presented in paper format and in electronic format – PDF non-editable, printable and copyable - on CD or USB, no later than the day 11/27/2019 at 12.00 .** The delivery of the package remains at the risk of the sender if, for any reason, it does not reach its destination by the deadline.

All documents must be signed by the legal representative of the economic operator participating in the Selection Procedure; in the case of a temporary group already established, it must be signed by the legal representative of the designated competitor as Parent Company; in the case of a temporary grouping not yet constituted, the offer must be signed by all the subjects that will constitute the aforementioned grouping.

Postal address to which proposals must be sent within the aforementioned deadline:

**Consorzio di Tutela Barolo Barbaresco Alba Langhe and Dogliani,**

**Corso Enotria, 2 / c - Ampelion - 12051 Alba (CN)**

**To the attention of: Dr. Andrea Ferrero.**

On the outside of the envelope, in addition to the indication of the sender (individual or grouped subjects), the following wording must be reported:

**ANNOUNCEMENT OF SELECTION BY OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF AN ORGANISM IN CHARGE OF THE EXECUTION OF A PART OF THE "TOP TALES" CALLED PROGRAM - DO NOT OPEN.**

The legal representatives of the participating economic operators can participate in public meetings.

The evaluation of the technical offers will take place in one or more confidential sessions by the Evaluation Commission indicated in the art. 7.

Further information can be requested at the following addresses:

Andrea Dr. Andrea Ferrero - [direzione@langhevini.it](mailto:direzione@langhevini.it)

Communications by the contracting authority will be made by certified e-mail to the certified e-mail address indicated by the competitor.

## **9 Tender documents**

### **9.1 Indications regarding irregularities in administrative documentation, - envelope A**

According to the art. 83, paragraph 9, of Legislative Decree 50/2016 and amendments the deficiencies of any formal element of the application can be remedied through the preliminary rescue procedure. In particular, in case of lack, incompleteness and any other essential irregularity of the presented documentation, with the exception of those related to the economic offer and the technical offer, the contracting body assigns to the competitor a term, not exceeding ten days, so that the necessary declarations are made, integrated or regularized, indicating their content and the subjects that they must render. In case of useless expiry of the regularization deadline, the competitor is excluded from the tender. Shortcomings in the documentation that do not allow the identification of the content or of the subject responsible for it are essential irregularities that cannot be remedied.

### **9.2 Method of preparation of the technical offer - envelope B**

#### **A. Contents of the technical report**

The operator must indicate his initiatives for each point listed below and the related methods of execution and achievement of the results.

#### **1. OVERALL STRATEGY**

The contracting body will have to articulate its proposal by proposing the implementation strategies that it considers most effective in pursuing the project objectives using the following indications:

- a) demonstration of the work group's ability to produce the results envisaged by the project;
- b) articulation of the overall strategy: consistency between the overall project strategy and the individual activities;
- c) methods of achieving the specific objectives and results indicated in the project.

## **2. PROJECT OUTPUT**

The contracting body will have to articulate its proposal by proposing types of activities and the implementation methods that it deems most effective for the production of the project outputs using the following indications:

- a) description of the project outputs: proposal relating to the implementation methods and contents of the requested project outputs, positioning analysis, graphic proposal and concept and content of promotional messages and their consistency with the Program and capacity of the working group of produce these outputs;
- b) presentation of the working group responsible for carrying out the communication and market analysis activities.

## **3. METHODOLOGICAL APPROACH AND ARTICULATION OF THE ACTIVITIES**

For each type of activity reported in the specifications, the specific interventions that are intended to be implemented to achieve the project objectives must be described. The activities and related interventions must be consistent with the strategies proposed for the individual target countries and with the relative target groups identified and must be declined according to the points below:

- a) procedures for carrying out the actions: description of the operating methods used for the provision of the services and relative consistency with the aims and objectives of the proposed communication campaign and with the Program;
- b) time schedule: adequacy of time and resources, foreseen in the time schedule and its coherence with the Program which will have to be articulated over a period of three years;
- c) consistency with the general strategy and the executive procedures of the interventions proposed above;
- d) description of the monitoring mechanisms and the correct execution of the activities;
- e) presentation of any additional activities / services proposed and of the assistance provided to the Consortium;
- f) description of the work group and specific responsibilities in relation to the various activities.

The previous points must be organized and presented according to the criteria and sub-criteria described in art. 7 and by activity. Any additional and additional documentation will not be considered by the evaluation commission.

The aforementioned points A) and B) must be included in Envelope B - Technical offer.



### 9.3 How to prepare the economic offer - envelope C

#### ECONOMIC OFFER

The costs must be detailed by target country, for each activity and type of activity necessary for the organization and implementation of the service (SUBTOTAL) with indication of the value of the economic operator's fee considered according to the following scheme.

These costs contribute to the definition of the SUBTOTAL ACTIVITY and are subject to reporting according to what is indicated in the Agreement referred to in the model attached to the 2019 annual tender approved pursuant to EU Regulation no. 1144/2014 - Promotion of agricultural products in third countries, to which reference is made for details. The economic operator's fees must also be highlighted

The costs must be indicated net of VAT

The following are example tables:

<b>PAESE TARGET USA</b>					
<b>Activity description</b>	<b>Unit cost in €</b>	<b>Measure unit</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>W.P. 2 PUBLIC RELATIONS</b>					
Example: Editorial plan					
Press kit					
.....					
<b>SUB-TOTAL ACTIVITY WP 2 PER YEAR</b>			€.	€.	€.
<b>HONORARY ECONOMIC OPERATOR WP 2</b>			€.	€.	€.
<b>W.P. 3 WEB-SITE AND SOCIAL MEDIA</b>					
.....					
.....					
.....					
<b>SUB-TOTALE ACTIVITY WP 3 PER YEAR</b>			€.	€.	€.
<b>HONORARY ECONOMIC OPERATOR WP 3</b>			€.	€.	€.
<b>W.P.4...</b>					
<b>SUB- TOTALE GENERALE ATTIVITA' PER ANNO (WP2+WP3+...)</b>			€.	€.	€.
<b>GENERAL SUB-TOTALE HONORARY OPERATOR</b>					

(WP2+WP3+...)					
TOTAL ECONOMIC OFFER TARGET MARKET USA			€	€	€.

\* NB: THE TOTAL OF THE ECONOMIC COUNTRY TARGET USA OFFER MUST BE €. 1,306,923.00 excluding VAT

TARGET MARKET CINA					
Activity description	Unit cost in €	Measure unit	YEAR 1	YEAR 2	YEAR 3
<b>W.P. 2 PUBLIC RELATINS</b>					
Example: Editorial plan					
Press kit					
.....					
<b>SUB-TOTAL ACTIVITY WP 2 PER YEAR</b>			€.	€.	€.
<b>HONORARY ECONOMIC OPERATOR WP 2</b>			€.	€.	€.
<b>W.P. 3 WEB-SITE AND SOCIAL MEDIA</b>					
.....					
.....					
.....					
<b>SUB-TOTALE ACTIVITY WP 3 PER YEAR</b>			€.	€.	€.
<b>HONORARY ECONOMIC OPERATOR (unit cost per consultant x number of days)</b>			€.	€.	€.
.....					
<b>SUB-GENERAL TOTAL ACTIVITY PER YEAR (WP2 + WP3- ...)</b>			€.	€.	€.
<b>GENERAL TOTAL HONORARY ECONOMIC OPERATOR (WP2 + WP3- ...)</b>					

TOTAL ECONOMIC OFFER					
COUNTRY TARGET CHINA					

\* NB: THE TOTAL OF THE ECONOMIC COUNTRY TARGET CINA OFFER MUST BE €. 789.807,00 VAT excluded

**It should be noted that the TOTAL OF THE TOTAL ECONOMIC OFFER (USA + CHINA) must be equal to the total amount of the present selection procedure € 2,096,730.00, excluding VAT.**

The remuneration of the executing body (economic operator's fee) must be a maximum of 14% of the total cost for the shares (SUB-TOTAL ASSETS).

The table above as an example will form the economic offer and will be included in Envelope C - Economic offer

## 10 Work group

The work group indicated in the offer cannot be modified, neither in the total number of the components nor in the person of the single components, without the prior consent of the client. To this end, the winning bidder must make a specific and motivated request indicating the names and curricula of the proposed components to replace those indicated in the bid. Replacement will be allowed only if the proposed substitutes have a similar or more qualified curriculum than the one of the replaced persons. The replacement or variation of the work group without the client's consent is the cause of termination of the contract. The assignee assumes all legal insurance and social security charges, undertakes to comply with the regulations in force on the subject of occupational safety and remuneration of employees and, in general, undertakes to comply with all the obligations deriving from laws, regulations, collective agreements and supplementary company agreements on labor relations, in relation to all the persons who carry out activities in favor of the same, both in direct dependence, as well as occasionally, with contracts of any kind. The assignee assumes all responsibility for damages or injuries that may arise to said persons or be caused by such persons in the performance of any activity, directly or indirectly, inherent in the services covered by this procedure.

## 11 Obligations of the executing body

Obligations that are in charge of the contractor / execution organization:

- the performance of the services object of the contract, in agreement and collaboration with the contracting body and in the complete and unconditional acceptance of the contents of the present specifications;
- the observance of every indication contained in the present specification even if not specifically mentioned in this article, of rules and regulations in force both at national and EU level, as well as those that may have been issued during the contractual period (including the regulatory standards

the municipal ordinances), with particular regard to those relating to hygiene and safety and in any case relating to the subject of the contract;

- the executing body assumes the entire technical and financial responsibility of the actions referred to in Article 3, including that relating to their compatibility with the current European Union legislation and with the applicable competition rules in this field.

The contractor / executing body must,

- for a period of three years after payment of the balance, keep records and keep supporting documents of another type, in order to demonstrate the correct implementation of the action and the declared eligible costs;
- if checks, audits, investigations, disputes or legal actions are under way within the framework of the agreement, keep records and other supporting documents up to the end of said procedures;
- make the above documentation available upon request or in the context of controls, audits or investigations;
- keep the original documents.

## **12 Confidentiality and non-disclosure**

The successful tenderer may not use, either directly or indirectly, for his own benefit or for that of third parties, the mandate given and the information he will become aware of in relation to it and this even after the expiry of the contract. To this end, the successful tenderer may not disclose, communicate or disseminate the information and data of which it will become aware during the performance of the activities.

The assignee undertakes to respect, in the performance of the activities covered by this procedure, all the principles contained in the current regulatory provisions, relating to the processing of personal data and in particular those contained in Legislative Decree no. 196/2003 and s.m.i. and in the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 containing the European Data Protection Regulation (hereinafter also "GDPR") and to ensure that personal, asset, statistical, registry data and / or of any other kind, of which it will become aware as a result of the services rendered, in any way acquired, are considered confidential and as such treated, while at the same time ensuring the transparency of the activities performed.

The service provider must formally commit himself to give instructions to his staff so that all data and information are treated in compliance with the relevant legislation.

The contractor of the service undertakes to use the aforementioned data and information exclusively for the purposes and within the scope of the activities foreseen by the present specification

## **13. Conflicts of interest**

The contracting authority will take appropriate measures to prevent, identify and effectively remedy conflicts of interest in the conduct of this selection procedure so as to avoid any distortion of competition and ensure equal treatment of all economic operators, in compliance of the provisions of article 24 of Directive 2014/24 / EU and of art. 42 of Legislative Decree 50/2016.

#### **14 Changes to the contract - quantitative and qualitative changes in services and unilateral withdrawal**

The contracting body, if during the execution of the contract it is necessary to increase or decrease the services up to the amount of the fifth of the contract, reserves the right to request the contractor to carry out the same conditions provided for in the original contract . Furthermore, modifications to the contract may be envisaged during the period of effectiveness in compliance with the conditions referred to in Article 106 of Legislative Decree 50/2016. The contracting authority also reserves the right to terminate, for reasons not attributable to the executing body, the contract in whole or in part by recognizing to the enforcement body a compensation in terms of law on the part of the contract not executed. Should extraordinary interventions not requested in the present specifications be requested, the relative conditions will be agreed from time to time between the contracting body and the executing body.

#### **15 Relations between the contractor and the Administration of the commissioning body**

The winning economic operator must identify a contact person in charge of the service, who will have the obligation to work closely with the Executing Director of the contracting Administration and the Single Process Manager in the realization of the Service object of the contract, as well as the operational resolution of issues related to particular business needs.

#### **16 Transfer and subcontracting**

The successful tenderer is required to perform the services included in the contract on his own and the same cannot be transferred under penalty of nullity, except in the cases provided for by law. Subcontracting is allowed within the limits and according to the methods indicated in art. 105 of Legislative Decree 50/2016 and amendments

#### **17 Methods of payment**

The award amount will be paid as follows: - deferred installments based on the progress of the service presented at the deadlines set by the Program and by the relevant legislation, up to a maximum of 80% of the contractual amount, following the presentation of a regular invoice, to which appropriate reports must be attached on the activities performed and the products released and the related reporting of the expenses incurred according to the relevant regulatory provisions; - balance of the contract amount, at the end of all the activities envisaged following the presentation of a regular invoice, to which a final report must be attached on the activities carried out and the products released and the related reporting of the expenses incurred according to the

relevant regulatory provisions. The invoice, together with the foreseen documentation, must be submitted to the Contract Execution Director and to the single Process Manager in order to acquire the visa concerning the correct execution of the contract.

## **18 Defaults**

The contracting authority has the right to contest the services rendered that do not comply in full or in part with the specifications of the tender or offer proposed in the tender. In the event of a dispute, the contracting authority may request the supplier to replace personnel who are inadequate to perform the services. In the event of delay or refusal, as well as in any other hypothesis of non-compliance with the contractual obligations assumed by the economic operator, the contracting body will contest the non-compliance in writing with the execution body.

## **19 Express termination clause**

In addition to the provisions of article 1453 C.C. for the cases of non-fulfillment of the contractual obligations, the following cases constitute reason for the resolution of the assignment, pursuant to article 1456 of the Civil Code,

- I. serious non-compliance with the rules concerning the payment of insurance and social security charges, as well as the regulations in force concerning occupational safety and remuneration of employees;
- II. manifest non-fulfillment of the commitments undertaken with the contract;
- III. unexplained interruption of the service;
- IV. failure to comply with the design guidelines presented and any additional indications regarding the quality of the service;
- V. unauthorized disclosure of data or information relating to users, businesses and services or their non-compliant use and, in general, violation of the duty of confidentiality;
- VI. non-compliance with the prohibition of transfer of the contract;
- VII. non-compliance with the rules relating to subcontracting.

In the cases indicated above, the assignment will be automatically terminated with immediate effect following the declaration of the contracting body to make use of the termination clause; this declaration will be sent via certified electronic mail (PEC) to the contractor's PEC address.

In the event of termination of the contract, the contracting body has the right to forfeit the final bail. Following any rulings, even of an interim nature, of the Regional Administrative Court or the Council of State, if an appeal is lodged, the contracting body may take the consequent measures, including revocation and / or cancellation of the assignment with consequent right to terminate and / or withdraw and / or to declare the contract ineffective and to call for a new tender or to entrust the service to another person. The contractor, in the event of termination and / or withdrawal and / or ineffectiveness of the contract, nothing can claim, even in derogation of the

art. 1671 of the civil code, from the client to any title - contractual, pre-contractual and extra-contractual - except for the compensation for the activities carried out up to the moment of receipt of the communication of resolution and / or withdrawal and / or ineffectiveness.

## **20 Controls**

The contracting authority has the right to check and verify the proper execution of the service with the help of appointees chosen at its discretion. Since the contract is financed with European Union resources, controls can be arranged by the competent services of the European Union and / or national authorities.

## **21 Contractual expenses**

Stamp duty, stipulation, registration and any other ancillary expense related to the contract, are charged to 50% of the contractor execution body and to the remaining 50% to the contracting body.

## **22 Litigation**

For the resolution of all disputes that may arise in the execution of the service, which cannot be defined in a short time by the contracting parties, the competent court is that of Asti.

## **23 Property and use rights**

The property and / or utilization and economic exploitation rights of the documents prepared or created by the executing body by its employees and collaborators in the context or during the execution of this service will remain the exclusive property of the contracting body which therefore, it may, without restriction, arrange for the publication, dissemination, use, duplication of such intellectual or material works. Said rights, pursuant to Law n. 633/41 "Protection of copyright and other rights granted in its exercise" as amended and supplemented by Law 248/00, shall be understood as being sold, acquired and licensed in a perpetual, unlimited and irrevocable manner. The execution organization undertakes to deliver all the products in an open and modifiable format and expressly undertakes to provide the contracting authority with all the documentation and material necessary for the effective exploitation of the exclusive ownership rights, as well as to sign all documents necessary for the possible transcription of said rights in favor of the contracting body in any public registers or lists. The execution body undertakes to comply with the current legislation on the collection and processing of personal data and the protection of databases.

## **24 Data processing**

Pursuant to Legislative Decree 196/2003 and Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 containing the European Data Protection Regulation (hereinafter also "GDPR"), we inform you that the the data collected are intended for the choice of the contractor and their conferment is optional, provided that the competitor who intends to participate in the procedure or to win the contract must provide the contracting body with the documentation required by current legislation. The rights of the interested party are those provided for by the aforementioned legislation. These rights can be exercised pursuant to and for the purposes of Legislative Decree 196/2003 and GDPR. The data collected can be communicated to the personnel of the contracting body that is in charge of the procedure and to any other person who is interested in it pursuant to Law 241/1990 s.m.i. In particular, with regard to the procedure established by this procedure:

- a) the purposes to which the data collected are held pertain to the verification of the competitors' ability to participate in the tender in question;
- b) the data provided will be collected, recorded, organized and stored for the purpose of managing the tender and will be processed, both by paper and magnetic support, also after the possible establishment of the contractual relationship, for the purposes of the relationship;
- c) the provision of the requested data is a charge under penalty of exclusion from the tender;
- d) the subjects or categories of subjects to whom the data may be communicated are: 1) the personnel of the contracting body; 2) the competitors participating in the public tender; 3) any other person who has an interest under the law n. 241/1990 and s.m.i. ;
- e) the rights of the interested party are those set forth in art. 7 of Legislative Decree n. 196/2003 and s.m.i. and articles from 15 to 22 GDPR, to which reference is made;
- f) the active party of the collection is the contracting body and the person in charge is Andrea Ferrero, Director of the Consorzio di Tutela.

The data controller is the President of the Consorzio di Tutela Barolo Barbaresco Langhe e Dogliani pursuant to art. 28 of the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 containing the European Data Protection Regulation ("GDPR") and of the art. 29 of Legislative Decree no. 196/2003, as well as of the Italian regulation of adaptation to the GDPR.

For any further aspect in this regard, it is possible to refer to the "Information on the processing of personal data to the customer" of the Consorzio di Tutela Barolo Barbaresco Langhe and Dogliani and to address requests to the **CONSORZIO DI TUTELA BAROLO BARBARESCO ALBA LANGHE DOGLIANI, in Alba (CN) ), Corso Enotria 2 / C Ampelion, by registered letter, or by e-mail at the address: [segreteria@langhevini.it](mailto:segreteria@langhevini.it), or by phone at the number 0173 441074.**

## **25 Sole responsible for the procedure**

Sole manager of the procedure pursuant to art. 31 of Legislative Decree 50/2016 is Andrea Ferrero, Director of the Consorzio di tutela Barolo Barbaresco Alba Langhe Dogliani.



