

CALL FOR TENDER IMPLEMENTING BODY SELECTION PROCEDURE

BIOrganicLifeStyle.EU (BIOLS.EU– 825786) project, based upon REGULATION (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008, laying down the rules for the participation and dissemination in Promotion of agricultural products program and the Multi-programmes “*Call for proposal 2018*”.

1. Introduction

BIORGANICLIFESTYLE.EU is a multi-program project based upon Regulation (EU) No 1144/2014 (Promotion of Agricultural products) and managed by the following parties:

the “coordinator”: EOP - EUROPEAN ORGANIC PARTNERS SCRL, established in PIAZZA DEI MARTIRI 1943-1945, N.1, 40121 BOLOGNA, Italy, VAT number: IT03617291202

and the “beneficiary”: STICHTING BIONEXT (BIONEXT), established in NIEUWE KAZERNELAAN 2 D 42, EDE 6711 JC, Netherlands, VAT number: NL801991201B01

"BIOrganicLifestyle.EU" is a project proposed by the most representative and important organic agri-food sector bodies established both in Italy and the Netherlands. It aims to **increase and strengthen the consideration of the European organic agri-food sector in three internal markets (Germany, Italy and France)** and to increase the market share of organic products, highlighting the specific features of organic agricultural production methods in the Union. Activities will be addressed to different target groups on the basis of the activities' specific goals (e.g. consumers, retailers, Ho.re.ca and journalist). It's a strategic goal for the proposing organizations to **define and spread a European homogeneous vision of enjoying organic products**.

The main strategies will be, first of all, informing and educating consumers to support them make responsible decisions in searching for organic foods and secondly training the trade actors, as organic food-broker, in promoting and informing consumers in the most precise and effective way as possible. Journalists and blogger will be involved as strategic influencers for the media context.

The co-financed actions shall be implemented over a period of **36 months (2019-2022)**, as reported in the project; the starting date of project is **March 1st, 2019**.

Promotion and information provision actions consist of the following activities, eligible under the multi-programs call and reported and selected in the project.

- a) **WP1** - Management of the project
- b) **WP2** - Public Relations
 - PR activities
 - Press events
- c) **WP3** - Website, social media
 - Website setup, updating, maintenance
 - Social Media (accounts setup, regular posting)
- d) **WP4** - Advertising
 - Print
- e) **WP5** - Communication tools
 - Publications, media kits, promotional merchandise

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- Promotional videos
- f) **WP6** - Events
 - Stands at trade fairs
 - Seminars, workshops, B2B meetings, training for trade/cooks, activities in schools
 - Sponsorship of events
 - Other events
- g) **WP7** – Point-of-sale (POS) promotion
 - Tasting days
 - Other: promotion in retailers' publications, POS advertising (shelf talkers, posters, etc.), promotion in canteens
- h) **WP9** – Evaluation of result

All of the previous activities comply to Regulation (UE) No 1144/2014 and to Article 6 of 2018 Call for proposals – Multi programmes. WP1 and WP9 activities will be managed by proposing organizations or third bodies; the selected implementing body will have to cooperate with them in order to guarantee the good execution of the whole project.

In order to implement BIOLS.EU actions, the beneficiaries will award subcontractors/implementing bodies covering the implementation of **action tasks** described in the proposal and in the Annex I to the Grant Agreement (**Attachment 01**).

2. Implementation of action tasks by subcontractors

As reported in the proposal, by the due date of the starting date expressly provided for in the Grant Agreement, proposing organizations have to define and select an implementing body; this last one has to prove and ensure its technical, financial and operational experience in information and promotion campaigns both addressed to internal and third countries.

Implementing body will be directly responsible for the implementation of all the actions defined by the project and it covers a leading role in:

- A. organizing the human, technical and financial resources necessary for carrying out the planned project activities;
- B. producing periodic reports about the state of the art of the project activities and all the necessary technical and financial reports on expenses;
- C. activating all the procedures necessary for the acquisition of goods and services and for the signing of related contracts;
- D. monitoring the technical, economic and financial development of the program in relation to the approved planning and to detect any non-compliance along the process;
- E. managing the budget of the program providing a planning of financial and technical resources;
- F. if appropriate, proposing to the beneficiaries the budget changes and variation to project planning;
- G. reporting non-compliant situations, unconformities or possible risks in order to activate the necessary corrective actions;
- H. proposing solutions for rescheduling short and medium-term activities in order to solve non-compliant situations or make the development of the program more efficient and coherent;
- I. supporting the beneficiaries in drafting the project reports and developing the administrative procedures related to the implementation of the program;
- J. verifying constantly the compliance with the procedural standards and documentation defined for the development of the program and, if appropriate, proposing changes to the adopted standards or new tools to facilitate the development of the program;
- K. providing maintain and manage a shared in Cloud project archive;
- L. attending the meetings of the Management project EU team;

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- M. supporting the beneficiaries in the reporting phase to the competent bodies and during the audit phases.
- N. ensuring that the European Agency CHAFEA, The European Commission, the European Court of Auditors (ECA) and the European Anti-Fraud Office (OLAF) can exercise the rights to carry out checks, reviews and audits on all the documents, activities related to the project;
- O. ensuring the observation of all the rights and obligation reported in the grant agreement model provided by CHAFEA (European Agency) along with the call for proposal applied by the beneficiaries.

In case of activities that will be not directly managed and provided by the Implementing body, it will be responsible for the payment of all the suppliers involved in this kind of actions (e.g. typography, travel, food, accommodation, etc.).

The implementing body must grant the eligibility of the expenditures and it will be responsible for the evaluation and monitoring of results. For this reason, it will be responsible to submit a periodic report on technical and financial issues, complied to Grant Agreement provisions.

Estimated cost for each work-package and specific activities is set out in **Detailed budget §8, Attachment 01**.

Therefore, the project defines costs directly related to the implementation of activities and implementing body's fee.

Following the above:

1. EOP and BIONEXT submitted BIOLS.EU proposal in April 2018 that it has been awarded in September 2018;
2. The selection procedure must be aligned with the following principles and provisions:
 - it must respect the principles of transparency and fair equality;
 - "open call" has been selected by the Parties as the best procedure in order to allow all the interested companies in participating to the call to submit their own proposals;
 - interested companies must define an executive proposal based on the project activities, completed by a detailed cost analysis;
 - selection procedure will not be based on merely economic parameters, but also considering the best development of the promotional activities in comparison with the other proposals.

3. Call for tender

Interested companies, by their own or as a temporary *consortium* of companies, are invited to participate and submit their offers, following the detailed arrangements described below.

4. Required documents for the submission of the offer

In defining their own proposal, candidates will have to consider **project activities** as described in the **Attachment 01**. The offer will be composed by three parts:

- administrative documentation;
- technical documentation;
- economic proposal.

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Each part will be composed by one or more documents, as detailed below.

4.1. Administrative documentation

- Declaration on Honour (**Attachment 02**);
- **Legal entity Form (Attachment 03)**, supported by the extract of the company from the official journal;
- **Balance sheets** of the last past 3 years;
- **Certificate of liability to VAT**, signed by the relevant revenue agency;
- company declaration to submit within the due date, in case of award, accountable declaration of primary credit institution stating the selected implementing body disposes of the financial resources necessary guarantee the most effective execution of the actions. This declaration will have to be relevant to the detailed scheme in **Attachment 04** of this invitation letter.

It is further specified that the submission of the administrative documentations is mandatory and an eligibility condition. For what concerns the tenders for services and supplies, *previous experience requirement* represents the main criterion by which the company may be selected. Once required administrative documentations will be verified and checked, technical documentation and economic offer will contribute to score for the assignment. In case of partnership, all the partners have to submit their own administrative documentations.

4.2. Technical documentation

The technical documentation must report:

- 1) A detailed description of the methodology and organization which are intended to be deployed during the realization of each of the actions of the project (see Attachment 1);
- 2) A description of the profiles involved in the proposed working group against the defined activities to be implemented by the project and a general description of the company and its internal structure; remember to indicate the number of people involved in the activities and their specific profiles/roles and responsibilities;
- 3) A description of the undertaken EU programmes, nonetheless the list and brief description of the experience in implementing similar programmes (with reference to the last years, from 2008 to 2017) and particularly referring to at least 3 projects realized as implementing body for the previous campaigns. In case of partnership, at least one of the partners has to meet the necessary requirements.

4.3. Economic proposal

The economic proposal will consist in a declaration, signed by the legal representative, stating the economic offer of the applying company. This will have to be comprehensive of the following:

- 1) Direct costs of the actions (as defined by the project itself);

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2) Implementing body's coordination costs.

5. Participation method

Described documents will have to be sent in one envelope, duly sealed and signed in all the closing edges. On the outside of the folder, the business name of the applying company along with the statement:

“Proposal for the selection of the implementing body of BIORGANICLIFESTYLE.EU (BIOLS.EU- 825786)”.

Interested companies will have to ship the envelope at the following address:

**EOP - EUROPEAN ORGANIC PARTNERS SCRL
PIAZZA DEI MARTIRI 1943-1945, N. 1
40121, BOLOGNA
ITALY**

in the most appropriate way (through post office, courier, personally), within November 28th 2018 at 1.00 p.m.; proposals might be sent from November 13th or publication date, whichever is earlier. In any case, the shipment of the folder is at shippers' risk for what concerns delays and controversies.

In order to guarantee a proper, neutral and not discriminatory assessment, avoiding any possible conflict of interests, the evaluation of the proposals will be determined by an ad hoc constituted Steering Committee. Commissioners will be appointed and the Steering Committee will be constituted. The selection procedure will start on November 29th, 2018 at 10 a.m. in the registered office of European Organic Partners Scrl (EOP).

The Committee which will evaluate proposals defining a detailed score for each one, according to the following criteria:

Technical Documentation	80 points
1. Project administration capabilities (<i>e.g. past experiences, technical capabilities, ...</i>)	35 points max
2. Development of the offered services and overall comprehensiveness (<i>e.g. overall coherence of the proposal with regard to the project structure, ...</i>)	20 points max
3. Working group quality (<i>e.g. Curriculum Vitae of the organizations, ...</i>)	15 points max
4. Financial capabilities	10 points max
Economic offer – Cost efficiency to the proposal	20 points
1. Costs of activities	10 points max
2. Implementing body coordination costs	10 points max

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Committee will take into consideration the overall coherence of the proposals with regard to the project structure and the specific contents reported in Attachment 01 (activities and detailed budget).

In case of any proposal is sent within the established dead-line, the EOP reserves the right to appoint autonomously the implementing body, with duly respect of the applicable procedures referred to the Regulation EU No 1144/2014.

6. Applicable law and settlement of disputes

The Call for tender is governed by the applicable EU law, supplemented if necessary by the law of Italy.

Any dispute or controversy arising from the interpretation, application or validity of the present Call for Tender shall be settled as far as possible amicably or by mediation (Bologna Chamber of Arbitration), in accordance with the applicable EU law, supplemented if needed by the law of Italy.

7. Privacy Statement

The *EOP* respects your privacy and takes seriously the protection of your personal information. By participating in the selection, you consent to the collection and processing of your personal data, in the meaning of the European Regulation 679/2016. We collect your information in an effort to communicate with you about this selection. EOP recognizes that it must maintain and use your information responsibly.

8. Other information

For any doubts or questions, please contact the EOP through the following e-mail addresses: info@eop.bio or eop@pec.it.

Answer will be provided in the shortest time possible, by answering to the same email address which sent the question.

Bologna, November 9th 2018