

HEVA

**TENDER FOR EVALUATION BODY  
OF THE**

**GRANTS TO INFORMATION PROVISION AND PROMOTION MEASURES  
CONCERNING AGRICULTURAL PRODUCTS IMPLEMENTED ON INTERNAL MARKETS**

**HEVA - 874754**

**Heroes of Europe: Volcanic agriculture**

**IN ONE OR MORE MARKETS BETWEEN:**

**Germany  
Sweden  
Netherland  
Italy  
Spain  
Greece**

**SPECIFICATION  
GENERAL CLAUSES**



## 1. Introduction

Consorzio di Tutela Vini di Soave e Recioto di Soave, Consorzio Tutela Vino Lessini Durello, Consorzio di Tutela Monte Veronese, Union of Santorini Cooperatives jointly submitted a proposal upon the 2019 Call for proposal – Multi programmes of the (EU) Regulation No. 1144/2014, which has been selected for funding.

The program aims at promoting Italian and Greek PDO products on selected European markets, enhancing the level of recognition and awareness towards the EU quality schemes (PDO) for wine and cheese, with a specific focus on products from volcanic agriculture. This tender document is aimed at selecting the third party with whom the beneficiaries will establish a contract for the evaluation of the project.

## 2. General information

### a. Title of the action

HEVA - Heroes of Europe: Volcanic agriculture

### b. Proposing organizations

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

Country	Name	Website	Role
IT	Consorzio di Tutela Vini di Soave e Recioto di Soave	<a href="http://www.ilsoave.com">http://www.ilsoave.com</a>	Leading beneficiary
IT	Consorzio Tutela Vino Lessini Durello	<a href="http://www.montilessini.com">http://www.montilessini.com</a>	Beneficiary
IT	Consorzio di Tutela Monte Veronese	<a href="http://www.monteveronese.it">http://www.monteveronese.it</a>	Beneficiary
GR	Union of Santorini Cooperatives	<a href="https://www.santowines.gr/">https://www.santowines.gr/</a>	Beneficiary

### c. Products to be promoted

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

PDO Number	Product
PDO-IT-A0472	Soave PDO
PDO-IT-A0473	Soave Superiore PDO
PDO-IT-A0447	Lessini Durello PDO
IT/PDO/0017/0013	Monte Veronese PDO
PDO-GR-A1065	Santorini PDO

#### d. Target countries and available budget

The promotional program is targeted to the following countries: Germany, Sweden, The Netherlands, Italy, Spain and Greece.

The total amount for the evaluation activities in all the targeted countries is set at €20.000 for year 1 and 2 and €40.000 for year 3, for a maximum level of investment fixed at 80.000 €

#### e. Timeline

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

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

The objective of this action is to increase the awareness and recognition of the European PDO quality schemes, adding a very strong focus towards the peculiarities of Volcanic Agriculture. In fact, the volcanic products represented by the project consortium are first of all PDO products, thus representing the values underlying these EU recognitions (quality, food safety, traceability and authenticity among others). Moreover, no increase in the consumption of the involved volcanic products could be expected unless EU consumers start to choose more and more PDO quality products. To do so, EU consumers must be informed and educated about the benefits linked to PDO products consumption. Those are the reasons why this informative objective represents the real core of the EU promotion policy as expressed in the EU Regulation 1144/2014, because the increase in EU productions competitiveness derives from consumer awareness.

The achievement of this objective has a wider scope than the one expressed by the proposing organizations themselves, since an increased awareness and recognition of PDO quality schemes will have a positive reflection on all the PDO production, because the consumer will be more able to recognize them and to choose them despite other lower quality products. The specific scope of Volcanic Agriculture too has, again, a greater impact than the one on the project consortium itself. Across Europe we can find many vastly different volcanic areas, with different features and different products. Nevertheless, all these areas share some common characteristics which will be targeted by this campaign. The expected positive outcome will therefore impact not only the proposing organizations, but every European volcanic productive region.

The first general objective will thus be the **improvement in the general recognition of the EU PDO quality label**, as expressed in the table below. The baseline is represented by the special Eurobarometer No 473 "Europeans, Agriculture and the CAP"<sup>1</sup> and it is different among target countries. By consequence, the expected returns (to be measured through specific surveys to be submitted to representative samples of the target groups) differ too.

Measure	Baseline 2015 <sup>2</sup>	Baseline 2017 <sup>3</sup>	Return	Deadline
Improving awareness and recognition of PDO quality scheme on German market	15%	12%	13%	Dec, 2022

<sup>1</sup> Published on February 2018 (Fieldwork December 2017)

<sup>2</sup> Special Eurobarometer No 440, Workfield October 2015 (previous survey)

<sup>3</sup> Special Eurobarometer No 473

Improving awareness and recognition of PDO quality scheme on Swedish market	9%	8%	9%	Dec, 2022
Improving awareness and recognition of PDO quality scheme on the Netherlands market	8%	6%	7%	Dec, 2022
Improving awareness and recognition of PDO quality scheme on Italian market	32%	32%	32,5%	Dec, 2022
Improving awareness and recognition of PDO quality scheme on Spanish market	23%	16%	17,5%	Dec, 2022
Improving awareness and recognition of PDO quality scheme on Greek market	29%	31%	31,5%	Dec, 2022

The baseline data showed in the table above clearly highlight how important and needed is a strong informative campaign on EU PDO productions in the target countries. All the markets except Italy and Greece scored below the EU28 average level on both surveys (20% in 2015 according to Eurobarometer 440, 18% in 2017 according to Eurobarometer 473). Nevertheless, the most important insight of these two Eurobarometer reports is the descent in the general recognition level of the PDO quality schemes across Europe. This means that, first of all, awareness among consumers is still lacking in most of the EU28 Countries, thus requiring a reinforcement in the overall level of informative and promotional investments that support EU PDO products in the internal market. Moreover, these scorings suggest that promotional activities that are currently ongoing or in preparation must become more effective, in order to better reach the consumers and engage them in the long run.

Therefore, a well-structured promotional program that adds a “catchy” message (such as the Volcanic products storytelling which will be better explained in the next paragraphs) to the informative part on PDO productions (which will be the real backbone of the communication plan) could be the winning strategy to effectively reach the consumers’ attention and engage them.

Though very hard to get (due to lack of historicity in the starting awareness level), **an additional (secondary) informative objective** very interesting for the proposing organizations is the **specific awareness towards volcanic products**. This element will be measured through a specific survey to be submitted to the professionals and consumers that will take part to the promotional activities, in order to verify the reception rate of the information provided by the program. Being a new emerging trend never measured before, no actual baseline is available, while a final return of 20% of the sample aware of what being a “volcanic product” really means will be considered a positive outcome.

While direct surveys will be the main tool to measure the reach of the informative objectives (the general awareness towards EU PDO and PGI products and the secondary specific awareness towards volcanic PDO products), the impact in terms of competitiveness of the involved productions will be measured via a **series of economic indicators**.

Being this promotional campaign targeted on internal markets, all the target Countries represent consolidated markets with a steady consumption of the involved product categories. Moreover, the target markets have a strong interest in how products were grown and in the quality standards of the products they consume. Therefore, rather than increase the overall wine and cheese consumption, the main aim of this

program is to lead EU consumers to choose PDO and PGI quality products instead of non-recognized, lower quality products. This switch in consumption habits will contribute to steadily support the overall EU PDO consumption level in the long run, being awareness the real starting point for actual purchase.

This action's focus is thus to consolidate the valorisation strategy of the European PDOs, informing the target groups about the recognized quality and authenticity European PDOs. More in details, the building blocks of the promotional strategy will be:

- The uniqueness and singularity of the products bearing a PDO as a result of a exclusive use of local resources and local natural conditions
- The peculiar influence of the volcanic territory, in terms of soils, climate and vegetation on the final products
- The PDO specifications and quality control, that ensure a higher quality level and a great food safety
- The production effort behind volcanic products, which is expression of strong link to the production areas and continues a long-time agricultural tradition

Though customized on the different target markets, the overall coherence will be granted by the one only relevant concept summarized in the project claim:

### **Heroes of Europe: Volcanic agriculture**

*Look for the European PDOs*

*Explosion of taste from Italy and Greece*

The claim perfectly sums up all the messages mentioned above (quality, taste, peculiarities of volcanic production areas, etc.), is completely consistent with the overall objectives and requirements<sup>4</sup> stated by the EU Regulation No 1144/2014 and provide the emotional component linked to the « volcanic » storytelling.

This claim, visually represented by the campaign logo, will be used for the whole campaign and on promotional merchandise, finding reinforcement in the multiple uses and adaptations that the promotional campaign will require. The final outcome will be that the « Heroes of Europe » claim will become a buzzword to identify the involved products and, in general, all the other European PDOs and PGIs from Volcanic production areas.

The campaign will not be brand-oriented at all. However, mentioning of commercial brands will be necessary to illustrate the quality scheme, as the quality scheme does not exist per se, but it must be presented through products that necessarily have commercial brands incorporated.

### **Impact indicators**

The impact indicators are defined on the basis of the objectives set out above:

1. General recognition of the EU PDO quality label
2. Specific awareness towards volcanic products
3. Economic competitiveness of the involved productions

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<sup>4</sup> As provided by Article 18a of the Model Grant Agreement, mention of origin will be used only at a National level and will be secondary to the message at the European dimension (starting right from the visuals)

**1.General recognition of the EU PDO quality label:** Being awareness the main action objective, the main tool for its evaluation will be a direct survey. Though the specific survey methodology will be selected by the independent body itself, it will be based on a series of questions provided by a very short survey (10 minutes will guarantee the best answer rate). Questions will be defined so that every action theme/message is covered, thus representing in the most detailed way the EU quality scheme awareness and recognition rate. The impact indicator, as mentioned in section 3, finds its benchmark value (baseline) at the beginning of action in the Eurobarometer no 473. It will then be measured at the end of the action in the target markets only. The independent body will define two different set of questions for the survey, one targeted to professionals and the other to consumers. The sample will be representative of the two target groups per target market, and its dimension per target market will be enough to ensure a margin of error of 5% and a confidence level of 95%.

Improving awareness and recognition of PDO quality scheme	Baseline	Expected return
German market	12%	13%
Swedish market	8%	9%
Netherlands market	6%	7%
Italian market	32%	32,5%
Spanish market	16%	17,5%
Greek market	31%	31,5%

**2.Specific awareness of Volcanic products:** as introduced in section 3, this impact is extremely hard to calculate, due to lack of previous information on the public's awareness towards volcanic products. Nevertheless, an orientative evaluation will be carried out via specific direct surveys to be distributed (physically and online) to the participants to the promotional activities. Though the specific survey methodology will be selected by the independent body itself, it will be based on a series of questions provided by a very short survey (10 mins for the best answer rate). Professionals and consumers will receive different surveys. Surveys will provide three sections:

- Declaration of the starting awareness level (on a 5-steps scale, from 0: No knowledge to 4: Detailed knowledge)
- Declaration of the final awareness level (on a 5-steps scale, from 0: No knowledge to 4: Detailed knowledge)
- Specific question to verify the correctness of the declared final awareness level (3 or 4 questions)

Impact indicator description	Baseline	End of programme
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Specific awareness towards volcanic products (defined as % of surveyed that show a high awareness of the volcanic theme – 4 or 5 in the scale)	N/A	20%
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**3. Economic competitiveness of the involved productions:** the improved competitiveness of the involved production will be measured via a series of economic indicators defined as follows.

- Sales trends: the campaign aims at boosting the consumption of the niche volcanic products among the general exports from origin to target countries. Thus, being the current sales trend in the target countries decreasing, the sales trend is expected to invert its direction and becoming positive at the end of the programme.

- Market share: the campaign is expected to have a positive outcome on the overall positioning of the three origin countries on the three main target countries. Thus, an increase in the current market share is expected.

- Average sales price: the baseline is represented by the current average prices, as surveyed by proposing entities.

Impact indicator description	Baseline	End of programme
Sales Trends	-30% (2018 Vs 2017) <sup>5</sup>	+10% (2022 Vs 2018)
Market share change	Values defined in the market analysis section (Demand – Quantitative analysis) from source Trademap.org	Wine: +2% Cheese: +1%
Average sales price	2-10 €/bottle <sup>6</sup>	3-12 €/bottle

Please note that in the ESR, the following comments to the evaluation parts were provided:

*"Impact of the programme is not quantified on the level of the proposing organisations"*

*"The proposed output and result indicators are aligned with the principles exposed in Article 22 of the Commission Implementing Regulation (EU) 2015/1831, but not the impact indicators"*

Competing agencies are invited to suggest improvements for the abovementioned comments.

<sup>5</sup> Reference taken from table in section 2.2.1 – Data on German wine market. Only German market was considered for the baseline calculation, since it's the only market that shows relevant quantities and values.

<sup>6</sup> Elaboration on sales prices data derived from proposing entities

## 4. Activity

In order to assess the effectiveness of the promotional activities executed, the evaluation body will provide a set of indicators to monitor expected results in terms of output, results and impact (informative and economic).

The table below can be used as sample to summarize the indicative set of indicators that will be used to check the progress and evaluate the project.

Though an orientative set of indicators has been submitted by the beneficiaries in the proposal, the competing agency should present their own list of indicators they consider useful to evaluate the execution and the effectiveness of the actions.

Work Package	Indicator	Sub indicators

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

<b>Work package 9</b>	<b>EVALUATION OF RESULTS</b>
<b>Target group(s)</b>	N/A
<b>Activity</b>	<p><b>Annual activities and KPI monitoring</b></p> <p><b>Economic Data Collection and analysis</b></p> <p><b>Final Awareness Level Survey</b></p> <p><b>Impact Evaluation Report</b></p>
<b>Description of activity</b>	<p>By this activity, the project consortium will receive from a third party evaluation body annual evaluation on the ongoing effectiveness and efficiency of the campaign, in terms of outputs and results. Evaluators will continuously collect report and data from the proposing entities and the executing body(ies), in order to measure project KPIs. The annual report will evaluate if (and in which measure) the reached outputs/results are aligned to the planned ones, suggesting at the same time improvements.</p> <p>As an ongoing activity, economic data will be collected as well, in order to create a solid database for the final evaluation of the economic impact.</p>

	<p>At the end of the third year, evaluators will perform a direct survey to the target markets and segments, in order to measure the final awareness levels (the general awareness towards EU PDO scheme and the specific awareness towards volcanic products).</p> <p>The final evaluation report will provide, in addition to the third year KPI monitoring in terms of outputs/results, also the impact evaluation for both informative and economic objectives, that will define the overall effectiveness judgement on the campaign.</p>			
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	
<b>Deliverables</b>	<p>1 intermediate evaluation report containing:</p> <p>Economic indicators</p> <p>Output indicators monitoring</p> <p>Result indicators monitoring</p> <p>.Final comments with suggested improvements</p>	<p>1 intermediate evaluation report containing:</p> <p>Economic indicators</p> <p>Output indicators monitoring</p> <p>Result indicators monitoring</p> <p>.Final comments with suggested improvements</p>	<p>1 final awareness survey</p> <p>1 final evaluation report containing:</p> <p>Economic indicators</p> <p>Output indicators monitoring</p> <p>Result indicators monitoring</p> <p>.Survey feedbacks analysis and evaluation</p> <p>.Impact evaluation</p> <p>.Final comments on the overall efficiency and effectiveness of the campaign</p>	
<b>Budget analysis</b>		<b>Activities</b>	<b>Detailed budget</b>	<b>Total</b>
	<b>Year 1</b>	Annual activities and KPI monitoring	12.000,00 €	<b>20.000,00 €</b>
		Economic data collection and analysis	8.000,00 €	
	<b>Year 2</b>	Annual activities and KPI monitoring	12.000,00 €	<b>20.000,00 €</b>
		Economic data collection and analysis	8.000,00 €	
	<b>Year 3</b>	Annual activities and KPI monitoring	12.000,00 €	<b>40.000,00 €</b>
		Final awareness level survey	15.000,00 €	
Economic data collection and analysis		8.000,00 €		
		Impact evaluation report	5.000,00 €	
	<b>Grand total</b>			<b>80.000,00 €</b>
<b>Total for the Work Package</b>	<b>In EUR 20.000,00</b>	<b>In EUR 20.000,00</b>	<b>In EUR 40.000,00</b>	

The evaluation activity will monitor all the other project activities, which are synthesized as follows:

<b>Work package 1</b>	<b>PROJECT COORDINATION</b>
<b>Target group(s)</b>	N/A
<b>Activity 1</b>	<b>Personnel costs of proposing organization. Management, coordination, supervision and monitoring of the program.</b>
<b>Description of activity</b>	The activity will consist of integral management of the project, coordination with the implementing body, execution of the general planning, supervision of the work and progress that is being made, decision-making actions in the event of at-risk situations, and coordination of the program for its proper execution.

<b>Work package 2</b>	<b>Public Relations</b>
<b>Target group(s)</b>	Customers, distributors, importers, press, professionals
<b>Activity</b>	<b>Continuous PR Office activities.</b>
<b>Description of activity</b>	<p>Permanent Public Relations service. This service will establish the necessary links with the most relevant distribution agents and journalists. In addition, it is in charge of maintaining constant relations with them by conveying the values of the European Union, ensuring that they are part of the program. This service, jointly with institutional agents, will support the expected growth of the EU Volcanic Agriculture in the target market. Moreover, links will be established with the key players of the main distribution channels in order to launch an information and awareness campaign of the differential values of EU Volcanic Agriculture, so that Europe establish itself as its main reference. Public Relations staff will be hired by the proposing organizations and a program representative in each target country will be selected.</p> <p>Activities include: calls for events, follow-up of calls, press releases control and supervision, localization of press releases to local languages, dissemination of press dossiers to key media players, press clippings per action and annual press clipping and permanent PR Office tasks.</p>

<b>Work package 3</b>	<b>Website and Social Media</b>
<b>Target group(s)</b>	Customers, distributors, importers, press, professionals
<b>Activity 1</b>	<b>Website setup, updating and maintenance.</b>
<b>Description of activity</b>	<ul style="list-style-type: none"> <li>Domain, hosting, development, design and programming of website in Wordpress, PHP and MySQL in order to have a platform that allows us to share content in the official languages of the target markets. It will be a responsive website on mobile and desktop. This web will be dedicated exclusively to this campaign and will always be in agreement with the identity of the program. The Web will also contain a blog that will be updated in real time with the actions carried out in every target country.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Creation of a monthly blogpost including drafting, image search, management, coordination, supervision and upload and update content to the platform.</li> <li>▪ Includes a bank of images about the actions that are developed. We will work on SEO positioning and all the content of the blog will be uploaded in English and translated into the local language of the market.</li> </ul>
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<b>Work package 3</b>	<b>Website and Social Media</b>
<b>Target group(s)</b>	Final Consumers
<b>Activity</b>	<b>Social Media (accounts setup, regular posting).</b>
<b>Description of activity</b>	Setup of general Instagram, Facebook and Twitter accounts for the specific program in English in order to be able to reach all target groups with the same language. The main goal of the Social Media accounts is to serve as interactive platforms to communicate with targets. Additionally, they are used as a showroom of all activities carried out under the umbrella of the program. In order to incentivize the participation of the target groups in the proposed activities, promotion actions such as contests and surveys will also be continuously developed through the social media networks selected.

<b>Work package 3</b>	<b>Website and Social Media</b>
<b>Target group(s)</b>	Final Consumers
<b>Activity 3</b>	<b>Webinars (recipes involving cheese &amp; wine)</b>
<b>Description of activity</b>	Recording of multimedia content that is intended to be used as informative material for the non-professional target group in each country. The recipes, developed by European chefs, together with explanations on how to pair the products selected for this program will be recorded and translated into the different local languages. The idea behind the webinars is to educate consumers on how to include EU Volcanic Agriculture into their dietary practices and to incentivize them to develop a link between healthy and sustainable eating and lifestyle and EU Volcanic Agriculture. They will be uploaded to the website and split into smaller scripts for their use on Social Media and events.

<b>Work package 4</b>	<b>Advertising</b>
<b>Target group(s)</b>	Final Consumers
<b>Activity 1</b>	<b>Press ADV</b>
<b>Description of activity</b>	A media plan will be developed on Italian and German markets. This plan aims at reaching the highest number of target final consumers possible. Through this

	<p>media plan, the message and content of the present proposal would be reinforced in markets where the use of printed press is still widespread. The campaigns will be launched based on the calendar of other activities so that they strengthen the impact and improve the results of each other. For this purpose, alignment between offline and online promotion and informative campaigns is crucial.</p> <p>On the German market the plan will provide 2 full page ads yearly at "The Sommelier" Magazine (Meininger Group), readership 4.300, the leading magazine for wine industry in Germany.</p>
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<b>Work package 4</b>	<b>Advertising</b>
<b>Target group(s)</b>	Final Consumers
<b>Activity 2</b>	<b>Online ADV</b>
<b>Description of activity</b>	<p>A digital media campaign aims at reaching the highest number of target final consumers possible in Germany.</p> <p>The campaigns will be launch based on the calendar of other activities so that they strengthen the impact and improve the results of each other. For this purpose, alignment between offline and online promotion and informative campaigns is crucial.</p>

<b>Work package 5</b>	<b>COMMUNICATION TOOLS</b>
<b>Target group(s)</b>	Final Consumers, professionals in the HORECA channel, importers, distributors
<b>Activity 1</b>	<b>Publications, Media Kits, Promotional Merchandise</b>
<b>Description of activity</b>	<p>Merchandising and promotional material is an important element of the above-mentioned informative program. This material is intended to be used as a reminder of the program goals: increase awareness in the target countries as well as increase preference for European Volcanic Agricultural products. They are also aimed to be used as a visual aid for other promotional events and activities in order to make it easier for consumers and professionals to recognize the message to be conveyed and the identity of the whole program. (The general design of all promotional materials will be carried out during the first year of the program to reduce costs).</p>

<b>Work package 5</b>	<b>COMMUNICATION TOOLS</b>
<b>Target group(s)</b>	Final Consumers, professionals in the HORECA channel, importers, distributors
<b>Activity</b>	<b>Promotional Videos</b>
<b>Description of activity</b>	The recording of promotional videos is intended to serve as a raising-engagement tool among the target audiences. The script of the promotional

	<p>videos will be focused on the European quality production of the volcanic agricultural products, highlighting the differential qualities, special producing methodologies and impactful overall attractiveness of a sustainable lifestyle and production. The videos will stress the EU's quality certification (PDO) and will be shown to the public throughout the different offline activities of the program as well as on Social Networks and online publications.</p>
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<b>Work package 6</b>	<b>EVENTS</b>
<b>Target group(s)</b>	Final Consumers, Importers, Distributors, Press, Influencers and Prescribers, Professionals in different channels.
<b>Activity 1</b>	<b>Stands at Trade Fairs</b>
<b>Description of activity</b>	<p>A selected list of Trade Fairs for the purpose of this program has been created: PROWEIN, Anuga, Merano Wine Festival, Cheese in Bra, Salone Internazionale del Gusto, Cibus, Tuttofood, Oenorama, Map of Flavors (Hartis ton Gefseon).</p> <p>Considering trade fairs as visibility platforms, they are intended to serve as way to communicate the message of the program to a wide audience. The participation of the program in the trade fairs will serve as the ideal showcase of European volcanic agricultural products. The message of the program will be conveyed through the stand in various formats: video, decoration of stand, tasting of wines, merchandising and explanations of the program's personnel. It is a great way to increase visibility, relevance and preference for our products as well as have a direct conversation with the audience to get a better picture of the level of awareness among target groups. These events will significantly impact the success of other activities that are planned and therefore the main goal of the program: increase awareness, market share and preference for EU quality certifications, specifically EU volcanic agricultural products.</p>

<b>Work package 6</b>	<b>EVENTS</b>
<b>Target group(s)</b>	Press (journalists and bloggers) and distribution players (importers, distributors)
<b>Activity</b>	<b>Seminars, Workshops, B2B Meetings</b>
<b>Description of activity</b>	<p>Seminars and workshops will have different formats depending on the target audience:</p> <p><b>Masterclass for sommeliers, distributors, wine agents and importers:</b> this masterclass is aimed at educating and informing the target group about the quality producing methodologies of the European Union along with the EU quality certifications regarding PDOs and PGIs. The activity is expected to have a relevant impact on the preference of the product by the professionals of the sector.</p> <p><b>Workshops for Cooking Schools:</b> students are the future professionals that will shape the dietary preferences of the target countries so this activity is intended to</p>

	<p>raise awareness about the European Volcanic Agriculture, their quality, their producing methods and the link to a healthy and sustainable lifestyle.</p> <p><b>B2B Meetings:</b> a round of meetings between the program’s personnel and the distribution agents of the target markets will be held in the selected markets. The goal of this action is to increase market share for the EU quality Volcanic Agriculture and to inform the agents about the differential value that EU products provide.</p> <p>Each format will still provide all the communication elements highlighted in the strategy: tasting, educational, narrating components. Collaborations with volcanic experts (not only in the agro-food field but eventually, maybe, geologists), in order to promote a 360 degrees communication on the volcanic theme and maximise engagement on the target segments.</p>
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<b>Work package 6</b>	<b>EVENTS</b>
<b>Target group(s)</b>	Press (journalists and bloggers) and distribution players (importers, distributors)
<b>Activity 3</b>	<b>Study Trips to the production areas</b>
<b>Description of activity</b>	The idea is to bring key players to the origin countries in order for them to have a first-hand experience regarding the production chain, the quality and the differential value of European Volcanic Agriculture. A closed agenda for those trips will be developed where the target group will be taken to visit, interview and have meetings with the main agents of the production chain. This activity is expected to have a huge impact and help raise awareness both among final consumers and professionals. As a way to guarantee that the Union message is conveyed properly, the attendees will be given an information dossier with relevant information of the program.

<b>Work package 7</b>	<b>POINT OF SALE</b>
<b>Target group(s)</b>	Final Consumers
<b>Activity</b>	<b>Tasting Days</b>
<b>Description of activity</b>	As a way to disseminate and spread information about Volcanic Agriculture where final consumers are closer to the products themselves and where they make most of their purchasing decisions, several POS activities will be carried out. The goal is to raise awareness among consumers in target countries, influence their purchasing decision and therefore increase market share of the products and, last but not least, raise the awareness and standards of European quality and sustainable producing methods.

## 5. Obligations of the evaluation body

### a. Reporting & Invoicing

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

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

### b. Controls

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

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

## 6. Participation to the tender

### a. Documents to be submitted

To participate in this tender, the applicant to the “evaluation body” role must submit a proposal for implementation of the “Grants to information provision and promotion measures concerning agricultural products implemented in the Third Countries HEVA - 874754”, which must include the following elements:

- A request to participate to the tender, signed by the legal representative of the competing agency
- A technical offer prepared as per section 7.b
- A detailed budget proposal prepared as per section 7.c
- An official document released by the State where the agency is located proving the registration in the respective official registry (following the local regulation)
- CVs of the team members involved in the execution of the action

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

### c. Technical offer

The technical offer must include the following elements:

- a) Company – Address, E-mail, Phone, Fax
- b) Contact Person – Function, E-mail, Phone, Fax
- c) Presentation and background of the company
- d) Information on the technical competencies and professional capabilities of the company and its team
- e) Information on the company capability to perform the evaluation required, the methodology that will be followed and examples of evaluation performed on former programs having similar characteristics to this one as well as similar products on the targeted markets

- f) Dates, schedules and details of the execution of the evaluations per market/country  
 g) Additional comments or suggestions (optional)

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

#### d. Detailed budget proposal

The candidate to evaluation body has to submit a budget:

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

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

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

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

Cost categories are defined as follows:

- Direct personnel cost: it is included the internal personnel costs of the competing entity. Should the competing entity be defined as a group of collaborating companies, the direct personnel cost is defined by the overall cost of the internal personnel of all the companies building up the competing entity
- Direct cost of subcontracting: it is given the possibility to a limited subcontracting to third parties for specific activities that the competing entity cannot carry out on its own
- Other direct costs: travel and accommodation costs linked to the fieldwork activity are to be provided here

#### e. Deadline

The closing date for this tender is March 16th 2020 (12h30).

The documentation must be presented via certified e-mail, by the closing date and time provided above. Bidders are fully responsible of ensuring that the proposals are delivered to the address provided by the peremptory term fixed by the deadline. Proposals received after the deadline will not be considered for evaluation.

The proposals must be sent to the following certified email address:

**consorzio.soave@pec.it**

The message must present as subject:

**TENDER FOR EVALUATION BODY OF THE GRANTS TO INFORMATION PROVISION AND PROMOTION MEASURES CONCERNING AGRICULTURAL PRODUCTS IMPLEMENTED IN THIRD COUNTRIES (HEVA - 874754)**

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

Any request for clarifications/additional information must be sent by email to [consorzio@ilsoave.com](mailto:consorzio@ilsoave.com) by March 10th (23h 59).

## 7. Evaluation criteria

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

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

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

<b>TECHNICAL OFFER: 85 POINTS MAXIMUM</b>		
<b>Criterion</b>	<b>Sub criteria</b>	<b>Maximum score</b>
1. QUALITY AND FEASIBILITY OF THE PROPOSED METHODOLOGY	Quality of the work group dedicated to the project management activity (CV evaluation of the dedicated work group)	Up to 15 points
	Adequacy of planning in terms of consistency with the objectives and the planned promotional activities: in particular, quality of the proposed methodology in terms of data collection tools, fieldwork data collection, sample definition and sample significance, quality of the survey collection methodology	Up to 20 points
<b>Maximum score</b>		<b>35</b>
2. PREVIOUS EXPERIENCES	Previous experiences in evaluation of similar projects: in particular, experiences in terms of same products and/or same target markets and/or same funding source	Up to 25 points
	Previous experiences in collecting direct surveys: in particular, experiences in terms of same products and/or same target markets	Up to 10 points
<b>Maximum score</b>		<b>35</b>
3. TECHNICAL QUALITY OF THE PROPOSAL	Adequacy of the proposed set of indicators in terms of consistency with the objectives and the planned promotional activities	Up to 10 points
	Ongoing support to the beneficiaries	Up to 5 points
<b>Maximum score</b>		<b>15</b>

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

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

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

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

Score = (Offer X / Maximum offer) \* 5

Where:

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

Maximum offer is the highest budget proposal received

Sub criterion: “Competitive budget proposal for rebate”

Score = (maximum % rebate / current % rebate) \* 10

Where:

maximum % rebate is the highest rebate received

current % rebate is the rebate received for the proposal that is evaluated

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

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

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

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

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