

Sibiu Salami Producers Association (**APSS**)

## **Specifications of Call for Proposals No 1/2017**

**Concerning a service contract for the execution of the “Enjoy Salam de Sibiu PGI” campaign  
financed by EU according to Regulation (EU) 1144/2014 and  
implementing Regulations (EU) 2015/1829 and 2015/1831**



**Time limit for receipt of tenders: Wednesday 20<sup>th</sup>, December 2017**

# Contents

|  |           |
|--|-----------|
| <b>Introduction .....</b>  | <b>3</b>  |
| <b>Legal Context.....</b>  | <b>4</b>  |
| <b>Contracting Authority.....</b>  | <b>4</b>  |
| <b>Object of the Enjoy Salam de Sibiu PGI campaign.....</b>                            | <b>5</b>  |
| <b>Context of the contract .....</b>   | <b>5</b>  |
| <b>Value of contract .....</b>   | <b>6</b>  |
| <b>Lots - variants.....</b>  | <b>6</b>  |
| <b>Duration of contract.....</b>   | <b>6</b>  |
| <b>Legal, Economic, financial and technical information.....</b>                       | <b>6</b>  |
| <b>Procedure .....</b>   | <b>7</b>  |
| <b>Evaluation of tender(er)s and award .....</b>                                       | <b>11</b> |
| <b>Informing the candidates / tenderers.....</b>                                       | <b>15</b> |
| <b>Confidentiality.....</b>  | <b>15</b> |
| <b>Intellectual property rights .....</b>  | <b>15</b> |
| <b>Appeals.....</b>  | <b>15</b> |
| <b>Finalization of procurement – award of contract .....</b>                           | <b>15</b> |
| <b>ANNEX A - Tender guarantee form .....</b>   | <b>17</b> |
| <b>ANNEX B- Description of Services of the contract .....</b>                          | <b>18</b> |
| <b>ANNEX C- Financial offer forms .....</b>  | <b>24</b> |
| <b>ANNEX D – Submission form .....</b>   | <b>25</b> |
| <b>ANNEX E – Declaration of Honour .....</b>   | <b>31</b> |
| <b>ANNEX F – Model of Power of Attorney.....</b>                                       | <b>34</b> |
| <b>ANNEX G – Model of Letter of Intent for Subcontractor.....</b>                      | <b>35</b> |
| <b>ANNEX H – Model Grant Agreement for the promotion of agricultural products.....</b> | <b>36</b> |

## ***Introduction***

**The Salam de Sibiu Producers Association** (The Contracting Authority) calls for proposals media an open procurement for the selection of an execution body (Contractor) to be awarded a service contract for the "Enjoy Salam de Sibiu PGI" campaign that has been submitted for finance on 20<sup>th</sup> April 2017 on the frame of the **CALL FOR PROPOSALS FOR SIMPLE PROGRAMMES 2017 – PROMOTION OF AGRICULTURAL PRODUCTS** according to **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.

The program with ID 779570 was approved for financing with Decision C(2017)6934 final of the European Commission.

The procedure will be performed according to the terms of the present Specifications that have been approved by the General Assembly of the Contracting Authority.

All terms and conditions are obligatory, unless is mentioned elsewhere, for Tenderers. The Evaluation Committee (the Committee), authorized and assigned by the Contracting Authority, is the competent body for the publicity of the Call for Proposals, for the communication with Tenderers and will receive and evaluate offers submitted. The Contracting Authority will proceed to the award of contract(s) according to the recommendation of the Committee.

Tenderers waive any right to claim any compensation from the Contracting Authority in the event of a postponement, failure or cancellation of the procurement according to article 209 of the Law on Public Procurement or rejection of their submitted offer for any reason or in the event that the Contracting Authority decides not to implement the campaign.

The time limit for requests to participate is **Tuesday 12th, December 2017**. Questions or clarifications concerning the present Specifications can be communicated in written until **Friday 15th, December 2017**. The time limit for submission of Tenders is **Wednesday 20<sup>th</sup>, December 2017** 15:00 local time.

## Legal Context

The competitive procedure is governed by two main principles: the *best value for money* and the *conflict of interest* along with the fundamental principles of *non-discrimination*, *equal treatment* as well as *full transparency* on the selection and award criteria. Moreover the competitive procedure is governed by the national and union legislation and guidelines and specifically:

- **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.
- **Commission Delegated Regulation (EU) 2015/1829** of 23 April 2015 supplementing Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries
- **Commission Implementing Regulation (EU) 2015/1831** of 7 October 2015 laying down rules for application of Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in the third countries
- **Note "GUIDANCE ON COMPETITIVE PROCEDURE" of the EUROPEAN COMMISSION** (DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT | Directorate B. Multilateral relations, quality policy | B.5. Promotion) DDG1.B5/Mj/db D(2016)3210777
- **Law No. 98 of 2016** on Public Procurement ("**Public Procurement Law**")
- **Law No. 101 of 2016** on remedies and appeals in respect of the award of public procurement contracts, sectoral contracts and concession contracts for works and concessions of services, as well as for the organization and functioning of the National Council for Solving Complaints / 2006;

## Contracting Authority

|                 |  |
|-----------------|--|
| Official Name   | Asociatia Producatorilor de Salam de Sibiu AJF |
| Postal Address  | Calea Moldovei nr.94 ,et.3                     |
| Town            | 600352 Bacau                                   |
| Telephone / Fax | +40 0234577600 / +40 02344517513               |
| Email           | promovare@apss.ro                              |
| Contact person  | Carmen GAVRILESCU                              |

- Information can be obtained from the contact point mentioned above.
- Specifications and additional documents can be obtained after written communication by email to the contact point mentioned above.

- Tenders must be sent to the above contact point.

### **Object of the Enjoy Salam de Sibiu PGI campaign**

The campaign aims to to increase the awareness and recognition of the PGI quality scheme, highlighting the production method of a, newly integrated, in the scheme, product: the Salam de Sibiu PGI ((RO/PGI/0005/01280); to highlight the various aspects and the specific features of Salam de Sibiu PGI production method (in terms of food safety, traceability, authenticity, nutritional aspects, respect for the environment and sustainability) and its unique characteristics in terms of quality, taste, difference and tradition.

Specific objectives are to increase the added value of the product and stimulate its demand in the internal national market as well as in Italy and Spain. Those will result to the increase of recognition's levels on the PGI logo in Romania and will contribute positively in the shift of the downward trend that recognition of the logo presents in Italy and Spain. It will also result to the increase of competitiveness of the product and of the industry and the increase of consumption.

The expected impact is to improve levels of awareness on the PGI logo, to increase volume sales in Romania and the value of exports to Italy and Spain. The core target groups are Gen X and Y along with multipliers (with bloggers on the spot) and professionals of the meat products markets (distributors, HORECA).

### **Object of the contract**

Contractor will undertake the execution of the "Enjoy Salam de Sibiu PGI" promotion and information campaign. A service contract will be awarded for the realization of actions as described in ANNEX B of the present. The content of contract will be determined between parties (execution body and Contracting Authority) according to the national rules applied for service contracts and according to the provisions of the Grant Agreement to be signed between Contracting Authority and the competent national authority.

Actions will be developed and performed in the Romania, Italy and Spain and in the country of origin of the execution body.

### **Context of the contract**

The contract concerns the following services. Further analysis is presented in ANNEX B of the present.

|                              |  |
|------------------------------|--|
| <b>Public Relations</b>      | Continuous PR Activities<br>Press Events   |
| <b>Website, social media</b> | Website setup, updating, maintenance<br>Social media (Accounts setup, regular posting) |
| <b>Advertising</b>           | Print<br>TV<br>Online<br>Cinema  |
| <b>Communication tools</b>   | Publications, media kits, promotional merchandise<br>Promotional video                 |

|               |   |
|---------------|---|
| <b>Events</b> | Stands at trade fairs<br>Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools<br>Restaurants weeks<br>Other events |
| <b>POS</b>    | Tasting days  |

### ***Value of contract***

Estimated value of the contract to be awarded is **EUR 1,525,700** (without VAT) and concerns direct cost of actions and fees, travel and accommodation expenses of execution body.

### ***Lots - variants***

The contract is not divided in lots (single LOT) and tenderers should submit their offer for all services included. No variants will be accepted.

### ***Duration of contract***

The duration of the contract will be for 36 months starting from the date of the signature of the Grant Agreement between the Contracting Authority and the competent national authority.

### ***Legal, Economic, financial and technical information***

#### *Participation in the tendering procedure*

Participation is open on equal terms to all economic operators (legal entities or consortium of entities) with activity related to the promotion, advertising, marketing and consultancy services of the agri-food sector, legally operating in EU Member States or within the European Economic Area (EEA) while tender is also covered by the GPA (Government Procurement Agreement).

If tenderers participate in a consortium (joint tender) the conditions for participation must be met by all of its members. In case of a joint tender, all members assume joint and several liabilities toward the Contracting Authority for the performance as a whole. Nevertheless, tenderers must designate one of the economic operators as a single point of contact for the Contracting Authority (the leader). The leader shall be authorized to submit the tender on behalf of the group and act on behalf of its member in connection with the tender.

The tender must identify the participating operators (members) by filling for each one Annex D (Submission form). The tender shall clearly specify the role and tasks of each member within the tender.

Consortiums of entities are not required to form a specific legal entity in the stage of tender submission. In case that a contract is awarded, the Contracting Authority has the legal right to request from the consortium to form such a legal entity before the contract is signed, if this change is necessary to the proper performance of the contract. The Contracting Authority will sign the contract with the leader on behalf of all members of the group, authorized by the other members via powers of attorney

(ANNEX F). In this case, each participating economic operator shall accept and comply with the terms and conditions set out in the tender specifications and the contract.

Legal entities may not participate in more than one tender, under penalty of exclusion of all tenders involved in. The same prohibition covers and subcontractors who may work with only one single tenderer.

#### *Subcontracting*

Subcontracting is permitted, but the contractors will retain full liability towards the Contracting Authority for performance of the contracts as a whole. The Contracting Authority will not have any direct legal commitment with the subcontractor(s).

Tenderers are required to identify subcontractors whose **estimated share of the contract is above 10 %** of proposed budget of each service of the contract (hereinafter referred to as "identified subcontractors").

The tender must clearly identify these above mentioned subcontractor(s) (identity, role, specific tasks, proportion of the contract the tenderer intends to subcontract in total and by each subcontractor when this is above the % indicated above) and attach a statement declaring their undertaking to collaborate with the tenderer (s) in case of award of the contract (by enclosing the written Letter of Intent of the subcontractor(s) presented in ANNEX G).

During the execution of the contract, the change of any subcontractor identified in the tender or any additional subcontracting will be subject to prior written approval by the Contracting Authority.

#### *Requirements as to the tender(er)*

- Legal and regulatory capacity
- Economic and financial capacity
- Technical capacity

#### *Tender guarantee*

Tenders should be accompanied by a participation guarantee of two thousands euro (**EUR 2,000**). The participation guarantee could be either bank transfer or deposit at Contracting Authority's bank account (information upon request), or a guarantee issued by a bank institution or by an insurance company as it is provisioned within the national legislation in Romania and according to the specimen provided in Annex A. Guarantees will be returned to tenderers upon completion of the procedure and signature of the Grant Agreement.

#### *Financial guarantee*

Contractor will have to present a financial guarantee upon the signature of contract, equal to the 110% of the amount of the pre-financing payment that the Contracting Authority will request.

The duration of the guarantee will cover the entire implementation period and its expiration date will be in accordance with the provisions of the Grant Agreement between Contracting and competent national authorities.

### ***Procedure***

#### *Time limit for requests to participate*

Request to participate must be submitted until [Date 12/12/2017], [Time 15:00 a.m.] in written to the contact point.

Questions or clarifications concerning the present Specifications may be sent by e-mail no later than [Date: 15/12/2017] to the contact point.

Replies will be communicated to all tenderers no later than [Date: 18/12/2017] by the Committee.

#### *Deadline for submission of tenders*

Tenders must be submitted not later than [Date 20/12/2017] [Time: 15:00] either by post or by hand deliveries.

Place of submission of Tenders: Calea Moldovei nr. 94, et.3, 600352 Bacau

#### *Language(s) in which tenders or requests to participate may be drawn up*

Main language of the tender is English.

Requests to participate may be drawn up in Romanian or English.

Administrative information (ANNEXES D and E that should be included in the Administrative Offer) must be in English. Nevertheless all supporting official documents of each tenderer – consortium of tenderers should be translated to Romanian.

Technical Offer may be drawn in Romanian or English.

Financial Offer should be in English.

#### *Minimum time frame during which the tenderer must maintain the tender*

Tenders will be valid for 60 (sixty) days from the final date of submission of tenders. Tenderers may be requested to extent the validity of their tender.

#### *Conditions for opening tenders*

A close meeting of the Committee, after the deadline for submitting tenders, will be held on the *Date: [27/12/2017] Time: [14:00]*.

#### *Identification of the tenderer – legal status*

The tender must include a **cover letter** signed by an authorized representative together with the administrative offer of the tender presenting the name of the tenderer (including all entities in case of joint tender) and identified subcontractors, if applicable, as well as the name of the single contact point (leader) in relation to this procedure.

In case of a joint tender, the cover letter must be signed by the leader authorized by the other members with Powers of Attorney (ANNEX F). The signed powers of attorney must be included in the tender as well.

Subcontractors that are identified in the tender must provide the Letter of Intent (ANNEX F) signed by an authorized representative.



Tenderer or consortium of tenderers must declare that they waive any right to seek any kind of liability or claim any kind of compensation in case of cancellation or postponement of the tender or rejection of the submitted tender for any reason. Tenderer or consortium of tenderers must indicate the validity of their tender.

*Structure and content of the Tender*

Tenders should be typewritten and should not bear irregular corrections (erasures, deletions, additions, etc.). If there are any corrections, additions, etc. should be done with the same printing machine and Committee will confirm that have been occurred before the submission of the Tender.

They must be submitted in one (1) original and one (1) copy in the same dossier that cannot be unsealed without traces and they will bear the following references:

**OPEN CALL FOR PROPOSALS No 1/2017**

**“Enjoy Salam de Sibiu PGI” campaign**

**REG (EU) 1144/2014**

**Deadline 20/12/2017**

**TO BE OPEN BY THE EVALUATION COMMITTEE**

In one of the above two copies will bear the signal "ORIGINAL" and this will be the predominant with other copy, in case of dispute between them.

Tender Dossier should include three different offers that cannot be unsealed without traces and they all bear the same references.

- Administrative Offer

The dossier should contain the following documents:

| No | Description  | Reference  |
|----|--|--|
| 1  | Cover Letter   |  |
| 2  | Submission Form  | ANNEX D  |
| 3  | Declaration on honor signed by the legal representative of the tenderer or the leader and each member of the consortium of tenderers   | ANNEX E  |
| 4  | Certification relating the enrolment of tenderers and or consortium of tenderers on professional or trade registers of the tenderer and each member of the consortium of tenderers if applicable | Issued at least six (6) months before the deadline of submission of tender by the competent national authorities |
| 5  | Financial statements of the last two (2) years of the tenderer and each member of the consortium of tenderers if applicable.   | Balance sheet and profit/losses account signed and stamped by the legal representative of tenderer.              |
| 6  | Certificates issued by competent national authorities for the fulfillment of taxes and social security obligations of the tenderer and each member of the consortium of tenderers                | Issued at least six (6) months before the deadline of submission of tender by the competent national authorities |

|    |   |   |
|----|---|---|
|    | if applicable   |   |
| 7  | Financial identification form of the tenderer and each member of the consortium of tenderers if applicable  | <a href="http://ec.europa.eu/budget/contracts_grants/info_contracts/financial_id/financial_id_en.cfm">http://ec.europa.eu/budget/contracts_grants/info_contracts/financial_id/financial_id_en.cfm</a>         |
| 8  | Legal entity form of the tenderer and each member of the consortium of tenderers if applicable  | <a href="http://ec.europa.eu/budget/contracts_grants/info_contracts/legal_entities/legal_entities_en.cfm">http://ec.europa.eu/budget/contracts_grants/info_contracts/legal_entities/legal_entities_en.cfm</a> |
| 9  | In case of a tender submitted by a consortium of tenderers a Cooperation Agreement between tenderers where it will be clearly stated the Lead Partner, the authorized representative of the consortium, the scope and services that each partner will contribute in the implementation of the campaign. Additionally it must be stated that tenderers undertake the liability individually and collectively for the execution of the contract as a whole and of its part undertaken by each member of the consortium. |   |
| 10 | Certificates issued by bodies in conformity with the European standards series concerning certification attesting the compliance of the economic operator (or at least two operators in case of a joint tender) with quality assurance systems based on the relevant European or national standards.  |   |
| 11 | Participation guarantee or proofing of the Bank Deposit   | <u>ANNEX A</u>  |
| 12 | Power of Attorney (If applicable)   | <u>ANNEX F</u>  |
| 13 | Letter of intent of subcontractors (if applicable)  | <u>ANNEX G</u>  |

Administrative documents (3, 4 and 5) should be officially translated in Romanian. In case of absence of official translations the tender is considered non eligible. Dossier should include all above mentioned documents in electronic format (CD/DVD disc).

- Technical Offer

This part must include a detailed description on how the tenderer(s) is/are planning to provide the requested services, as defined in the technical specifications covering all services described in ANNEX B. The tender should provide all the information needed to appraise the award criteria presented below of the present tender specifications. Its content must be structured in four (4) sections:

- Presentation and justification of tenderers experience: In this section tenderer should provide a description of its profile, state of art and business activities

related to the services requested to provide. Presentation of their history, infrastructure, human and technical resources, assets etc.

- Understanding of the campaign and its objectives and description of methodology: In this section tenderer must provide a comprehensive description of its approach and methodology for the implementation of each service and of the campaign as a whole. A connection to the experience of the tenderer must be justified as well as the procedures especially for actions to be carried out in the target countries. In case of a consortium of tenderers or in case of subcontractors, an allocation of actions undertaken by each of the members of the consortium or subcontractors should be provided.
- Project team, management and administrative procedures: Project Team, Project management and administration processes, tasks and roles, communication channels and processes especially in cases of consortium of tenderers.
- Action plan and detailed time table: Detailed presentation of actions according to ANNEX B and presentation of the overall timetable for its implementation.

Offers that are irrelevant to the subject of the contract, deviate from the (minimum) requirements or not covering all requirements specified in the tender specifications may be rejected on the basis of non-compliance with the tender specifications.

- Financial Offer

The price for the tender must be quoted in euro, also for tenderers from countries outside the Eurozone. The price quoted may not be revised in line with exchange rate movements. It is for the tenderer to bear the risks or the benefits deriving from any variation.

Prices must be clearly indicated. They must be inclusive of all expenses directly or indirectly connected with the service provision (contract management, training of contractor's employees, back-up resources, company management, secretariat, social security, salaries, etc.).

The financial offer may be lower than the estimated value of the contract. However, if the tender is considered abnormally low according to the Committee's judgment, the procedures provided for in Article 210 of Law on Public Procurement.

This part must include and present:

- An introductory paragraph indicating the overall cost of the offer (in euro without VAT).
- Tables 1 and 2 of ANNEX C
- Detailed budget breakdown of each activity (in euro without VAT).
- In case of a consortium of tenderers or tenders with identified subcontractor (s) a table must be created reflecting the member responsible of the heading/activity and the overall sum undertaken by subcontractor (s).

## ***Evaluation of tender(er)s and award***

The evaluation is based solely on the information provided in the submitted tender, after access to the market is verified. It involves the following:

- Verification of non-exclusion of tenderers on the basis of the exclusion criteria
- Selection of tenderers on the basis of the selection criteria
- Evaluation of tenders on the basis of the award criteria.

The Contracting Authority may reject tenders if it is established that the tenderer or an identified subcontractor does not comply with applicable obligations.

The successful tenderers must pass all criteria to be awarded the contract.

#### *Verification of non-exclusion and evidence*

All tenderers must provide a declaration on honour (Annex E), signed and dated by their authorized representative, stating that they are not in one of the situations of exclusion listed. Annex E is part of the tender submission form to be included in Administrative offer.

In case of **joint tender**, each member of the group must provide a declaration on honour signed by its authorized representative, as exclusion criteria apply separately to each legal entity of the group.

In case of **subcontracting**, identified subcontractors whose **estimated share of the contract is above 10 %** of the maximum ceiling for each service must provide a declaration on honour signed by their authorized representative. These declarations should also be included in the tender.

#### *Verification of selection criteria and evidence*

The purpose of the selection criteria is to determine whether the tenderer has the capacity to implement the contract. Aspects of this capacity include the legal and regulatory capacity (where relevant), the economic and financial capacity, and the technical and professional capacity.

Each selection criterion consists of three elements: (i) the criterion itself, (ii) a minimum level/minimum requirement and (iii) the supporting documents. The selection criteria *are not scored* by the Contracting Authority. They are subject to a pass or fail assessment.

**Selection criteria are applied to the tenderer** (and each member in case of a joint tender).

#### Legal and Regulatory capacity

- Certification relating the enrolment of tenderers and or consortium of tenderers on professional or trade registers
- Certificates issued by competent national authorities for the fulfillment of taxes and social security obligations.
- Certificates issued by national or international independent accreditation bodies attesting the compliance of the economic operator with quality assurance standards.

#### Economic and Financial capacity

The tenderer (and each member of the tenderer in case of a joint tender) must have the necessary economic and financial capacity to perform this contract until its end. In order to prove their capacity, the tenderer must comply with the following criteria:

- **Turnover or other operating income** - The sum of Turnover and/or Other Operating Income for each of the last two financial years is above two millions four hundred thousand euro (EUR 2,400,000).

**Evidence:** The tenderer must provide financial statements of the last two (2) years of the tenderer and each member of the consortium of tenderers if applicable.

#### Technical and professional capacity criteria

Tenderers should provide adequate information demonstrating their skills, expertise, human resources and significant documented experience. Specifically tenderers should have proven experience in providing promotion and advertising services for the agri-food business sector over the past five years (2011-2016).

Tenderers should indicate the names and professional qualifications of the staff responsible for the execution of the campaign. The team delivering the service should include, as a minimum, the profiles listed below. If a project team member leaves the project during the implementation period, the contractors must ensure a replacement in due course by another person with equivalent experience and expertise.

Tenderers (in case of a joint tender the combined capacity of all members of the group and identified subcontractors) must comply with the criteria listed below.

- a) Criteria relating to the tenderer (s) delivering the service:** The tenderer must prove experience in **implementing advertising and promotion campaigns for the agrifood sector from which at least 3 campaigns** for PDO/PGI/TSG/organic products during the past 5 years in 2 different member states or third countries.

**Evidence A1:** The tenderer must provide a list of references filling in the relevant table of the Submission Form (Annex D) for the past 5 years (2011-2016).

**b) Criteria relating to the team delivering the service:**

**Project Manager:** At least **five (5) years** of **international** experience in **project management**, including overseeing project delivery, quality control of delivered service and conflict resolution. He/she should be fluent in English.

**Project Coordinator:** At least **three (3) years** of experience in **managing campaigns** for the agri-food sector. Experience in management of team of **at least 5 people**. He/she should be fluent in English.

**PR/Media Manager:** At least **three (3) years** of experience in **delivering public relation services**. He/she should be fluent in English.

**Promotion Manager:** At least **three (3) years** of experience in **delivering events/ organizing stands / in store promotion activities**. He/she should be fluent in English.

**Evidence:** For all profiles listed in the above-mentioned criteria, the tenderer shall complete the relevant section of Submission Form (Annex D).

### *Quality Award Criteria*

Award criteria are only related to the tender. They seek to evaluate the most important aspects required by the technical specifications defined in Annex B. The criteria include minimum thresholds that each tender should score per criterion and in total in order to be considered acceptable.

The tenderers must note that a statement alone, confirming that it understands the objectives of the contract and the work to be carried out, or a repetition of the tender specifications will not be considered as sufficient and will lead to a negative assessment and a major reduction of points under the respective criterion. If certain essential points of these specifications are not expressly covered by the tender, the Contracting Authority may decide to give a zero mark for the relevant quality award criteria.

The contract will be awarded based on the **most economically advantageous offer**, according to the 'best price-quality ratio' award method. The quality of the tender will be evaluated based on the below described criteria. **The maximum total quality score is 100 points.**

#### **Award criterion 1: Quality of the proposed methodology (40 points – minimum score 50%)**

This criterion will assess the quality and the efficiency of the proposed methodology taking into account the description of the services. This will consider approaches and methods proposed to ensure smooth organization and management of the campaign and each activity covering all related aspects. Completeness is an element of this criterion. Details should be provided as part of the technical offer.

#### **Award criterion 2: Organization of the work and resources, quality assurance (40 points – minimum score 50%)**

This criterion will assess how the different economic operators (joint tenders, incl. subcontractors, if applicable) and the project team share responsibilities, roles, time and resources globally and for each identified task, and the back-up systems in order to be effective. This criterion will also assess the quality assurance mechanisms used to ensure timeliness, quality of the deliverables, the language Excellency and flexibility. Completeness is an element of this criterion. The criterion will also assess the approaches/methods proposed for ensuring efficient coordination between and with various parties involved (Contracting Authority and stakeholders, competent national and European authorities etc). Details should be provided as part of the technical offer.

#### **Award Criterion 4: Efficiency and effectiveness of the actions (20 points – minimum score 50%)**

This criterion will assess the methods, tools and indicators which will be used to measure the efficiency and the effectiveness of the actions carried out within the scope of the services. Quality, quantity and cost effectiveness shall be considered in the proposed measurement indicators. Details should be provided as part of the technical offer.

### *Price and Award Method*

Only the tenders that have reached the technical quality thresholds announced for the quality award criteria will be subject to best price-quality assessment.

### Ranking of tenders

The tender with the lowest price will be awarded 100 points. The other tenders will be awarded points on the basis of the following formula:

Points = (lowest price/price of the bid in question) x 100

### Calculation of the most economically advantageous tender on the basis of the best price/quality method:

In order to determine the most economically advantageous tender for the award of the contracts, a quality/price ratio of **80/20** will be applied to each tender in the following way:

**Score for tender X** = Lowest Price/Price for tender x 20% + total quality score (out of 100) for all quality award criteria of tender x 80%.

The Committee will draw up an Evaluation Protocol with the results of the procedure that will be submitted to the Board of Directors for final approval.

### ***Informing the candidates / tenderers***

The Contracting Authority will inform the candidates/tenderers (winner tenderer/tenderers, tenderers that have been rejected or unsuccessful tenderers) in written form, as soon as possible after the act of the Board of Directors about the decisions regarding the awarding of the contract.

In case of annulment of the procedure the Contracting Authority will inform in written all the participants, from the date of annulment, both the ceasing of the obligations of the participants, created by submitting tenders, as well as the reason of the annulment.

### ***Confidentiality***

The Contracting Authority shall not disclose the information provided by the economic operators indicated by them as confidential, including technical or commercial secrets and the confidential elements of the tenders.

### ***Intellectual property rights***

The ownership of the results and of all deliverables produced in the context of the contact is of the Contracting Authority. European Commission reserves the right to use the results for its communication activities.

### ***Appeals***

Tenderers whose tenders are rejected either because they do not meet the requirements on the basis of the selection criteria or disagree with Committee's judgment and the outcome of the evaluation have the right to submit a written objection according to the provisions of national law.

### ***Finalization of procurement – award of contract***

Procurement dossier will be presented to the competent national authority for control and approval. The service contract with the highest ranked tenderer will be drawn in consolidation with the national competent authority in order to conform to the Grant

Agreement (ANNEX H) after the written authorization from the competent authority and before signing of the Grant Agreement.



**ANNEX A - Tender guarantee form**

*Specimen tender guarantee*

< To be completed on paper bearing the letterhead of the financial institution >

For the attention of <Address of the Contracting Authority> referred to below as the  
"Contracting Authority"

<Date>

<Reference>

We, the undersigned, <name and address of financial institution>, hereby irrevocably declare that we will guarantee as primary obligor, and not merely as a surety on behalf of <Tenderer's name and address> the payment to the Contracting Authority of EUR 2.000 (euro two thousands), this amount representing the guarantee referred to in article "*Tender guarantee*" of the Specifications.

Payment shall be made without objection or legal proceedings of any kind, upon receipt of your first written claim (sent by registered letter with confirmation of receipt) if the Tenderer does not fulfil all obligations stated in its tender. We shall not delay the payment, nor shall we oppose it for any reason whatsoever. We shall inform you in writing as soon as payment has been made.

We note that the guarantee will be released at the latest within 45 days of the expiry of the tender validity period, including any extensions, in accordance with Article "*Minimum time frame during which the tenderer must maintain the tender*" of the Specifications [and in any case at the latest on (1 year after the deadline for submission of tenders)]<sup>1</sup>.

The law applicable to this guarantee shall be that of <country of origin>. Any dispute arising out of or in connection with this guarantee shall be referred to the courts of Romania.

The guarantee will enter into force and take effect from the submission deadline of the tender.

Name: ..... Position: .....

Signature: .....

Date:

---

<sup>1</sup> This mention has to be inserted only where required, for example where the law applicable to the guarantee imposes a precise expiry date

## **ANNEX B- Description of Services of the contract**

### Heading: Public Relations: Ceiling EUR 140.800

|                               |  |   |   |
|-------------------------------|--|---|---|
| <b>Activity</b>               | Continuous PR Office   |   |   |
|                               | Establishing a direct channel with media, multipliers (food bloggers) and key stakeholders of the action.  |   |   |
| <b>Description / Services</b> | <b>Press kits:</b> set creation and distribution to selected media and multipliers in the three markets<br><b>Testimonials:</b> source, research, collate and distribute to selected media, food bloggers, multipliers<br><b>Advertorials:</b> Copywriting and publication in Wizzair and Blue Air magazines |   |   |
|                               | <b>Year 1</b>  | <b>Year 2</b>                                 | <b>Year 3</b>                                 |
|                               |  | One press kit                                 | One press kit                                 |
|                               |  | Two testimonials sets (digital and hard copy) | Two testimonials sets (digital and hard copy) |
| <b>Deliverables</b>           | One press kit<br>Two testimonials sets (digital and hard copy)<br>List of media /multipliers   | List of media /multipliers                    | List of media /multipliers                    |
|                               | 2 advertorials (digital and hard copy)   | 2 advertorials (digital and hard copy)        | 2 advertorials (digital and hard copy)        |
|                               | Media clipping report  | Media clipping report                         | Media clipping report                         |
|                               | <i>Media / multipliers / food bloggers approached 800</i>  |   |   |
| <b>Results indicators</b>     | <i>Unpaid media post/reports/articles: 6/year</i>  |   |   |
|                               | <i>Number of Readers of advertorials &gt;12.000.000</i>  |   |   |

|                               |  |   |   |
|-------------------------------|--|---|---|
| <b>Activity</b>               | <i>Press events</i>  |   |   |
|                               | Organizing an annual press conference informing media and multipliers on the objectives, outcomes, results and impact of the action. |   |   |
| <b>Description / Services</b> | <b>Press Conferences and dinners:</b> (3) in Bucharest for 50 participants/each.   |   |   |
|                               | <b>Year 1</b>  | <b>Year 2</b>                               | <b>Year 3</b>                               |
|                               | One certification of realization   | One certification of realization            | One certification of realization            |
|                               | One list of invitees   | One list of invitees                        | One list of invitees                        |
| <b>Deliverables</b>           | One list of participants   | One list of participants                    | One list of participants                    |
|                               | Post event report and media clipping report  | Post event report and media clipping report | Post event report and media clipping report |
|                               | <i>Media / multipliers / food bloggers engaged: 50/year</i>  |   |   |
| <b>Results indicators</b>     | <i>Unpaid reports (TV / radio / articles) produced: 5/year</i>   |   |   |
|                               | <i>audience reached: 5.000.000/year</i>  |   |   |

### Heading: Web site, social media: Ceiling EUR 62.700

|                               |  |  |  |
|-------------------------------|--|--|--|
| <b>Activity</b>               | Website set up, updating, maintenance  |  |  |
| <b>Description / Services</b> | <b>Campaign website (1):</b> set up, updating, maintenance (3+5 years). Multilingual |  |  |

**APSS website (1):** Updating, maintenance (3 years).

|                               | <b>Year 1</b>  | <b>Year 2</b>  | <b>Year 3</b>  |
|-------------------------------|--|--|--|
| <b>Deliverables</b>           | Multilingual website<br>Google Analytics reports   | Annual Updating report<br>Google analytics report  | Annual Updating report<br>Google analytics report  |
| <b>Results indicators</b>     | <i>Number of visitors from the markets -6.000</i>  |  |  |
| <b>Activity</b>               | <i>Social media (Accounts setup, regular posting)</i>  |  |  |
| <b>Description / Services</b> | <b>Social media accounts</b> (Facebook/Instagram/Twitter/you tube)   |  |  |
|                               | Weekly posting management<br>Multilingual regular posting<br>For each market an annual awareness campaigns (CPI) for two months (per year) on Facebook |  |  |
|                               | <b>Year 1</b>  | <b>Year 2</b>  | <b>Year 3</b>  |
| <b>Deliverables</b>           | Facebook / instagram posting report<br>Twitter posting report<br>You tube uploading report<br>Facebook campaigns analytics                             | Facebook posting report<br>Twitter posting report<br>You tube uploading report<br>Facebook campaigns analytics | Facebook posting report<br>Twitter posting report<br>You tube uploading report<br>Facebook campaigns analytics |
| <b>Results indicators</b>     | <i>Number of impressions – 5,000,000 / total</i><br><i>Number of likes /friends/followers/followings – 5,000</i>                                       |  |  |

### Heading: Advertising: Ceiling EUR 698.500

| <b>Activity</b>               | Print   |  |  |
|-------------------------------|---|--|--|
| <b>Description / Services</b> | Design and reproduction of  |  |  |
|                               | <b>a) 4page</b> - illustrated history of Salam de Sibiu PGI A4 – brochure. In three versions (RO, ES, IT)- 15000 pc<br><b>b) A5</b> -illustrated History of Salam de Sibiu short version – flyer. In three editions (RO, IT, ES) – 30,000 pc<br><b>c) twofold</b> - illustrated “How to eat Salam de Sibiu PGI” – guide. In three editions (RO, IT, ES) – 25,000 pc |  |  |
|                               | <b>Year 1</b>   | <b>Year 2</b>  | <b>Year 3</b>  |
| <b>Deliverables</b>           | Three editions 4page brochure (digital – print)<br>Three editions flyers (digital – print)<br>Three editions twofold guide (digital – print)  | Three editions 4page brochure (digital – print)<br>Three editions flyers (digital – print)<br>Three editions twofold guide (digital – print) | Three editions 4page brochure (digital – print)<br>Three editions flyers (digital – print)<br>Three editions twofold guide (digital – print) |
| <b>Results indicators</b>     | <i>Number of consumers reached – 150,000</i>  |  |  |
| <b>Activity</b>               | TV  |  |  |

**Description / Services** **TV spot production** (30'') for PGI logo and the Salam de Sibiu PG and broadcasting in Romanian TV.  
**Broadcasting:** 250 spots (Y1 & Y2) and 115 spots (Y3) three months periods during winter, spring and autumn.

|                     | <b>Year 1</b>   | <b>Year 2</b>   | <b>Year 3</b>   |
|---------------------|---|---|---|
| <b>Deliverables</b> | One TV spot<br>Media plan<br>TV spot<br>broadcasting<br>confirmations | One TV spot<br>Media plan<br>TV spot<br>broadcasting<br>confirmations | One TV spot<br>Media plan<br>TV spot<br>broadcasting<br>confirmations |

**Results indicators** *Average annual GRP30: 15%*  
*Audience until the end of the action: 20,000,000*

**Activity** TV

**Description / Services** **TV Cooking shows (3 annually):** TV advertorial production and collaboration with TV hosts / chefs.

|                     | <b>Year 1</b>   | <b>Year 2</b>   | <b>Year 3</b>  |
|---------------------|---|---|--|
| <b>Deliverables</b> | 2 emission clips<br>Media plan<br>TV shows<br>confirmations | 2 emission clips<br>Media plan<br>TV shows<br>confirmations | 2 emission clips<br>Media plan<br>TV shows confirmations |

**Results indicators** *Audience until the end of the action: 13,500,000*

**Activity** Online

**Description / Services** Web banners (250X300) in food portals and food blogs with international audience  
 Annual campaign in Romania in 4 websites (two months per website)  
 Annual campaign in Italy / Spain in 2 (1+1) websites (one month)

|                     | <b>Year 1</b>   | <b>Year 2</b>                | <b>Year 3</b>                |
|---------------------|---|------------------------------|------------------------------|
| <b>Deliverables</b> | Web banners three editions (digital)<br>Annual post campaigns report<br>Media confirmations | Annual post campaigns report | Annual post campaigns report |

**Results indicators** *Number of impressions – 5,000,000 (4,000,000 in Romania – 1,000,000 in Italy/Spain)*

**Activity** Cinema

**Description / Services** Digital signage advertising in cinema complexes in Romania (Bucharest, Costanza, Brasov).  
 Publicity with screen ads  
 Monthly ad campaigns annually in 5 complexes for Y1- 5 complexes for Y2 and 4 complexes for Y3.

|                     | <b>Year 1</b>   | <b>Year 2</b>   | <b>Year 3</b>   |
|---------------------|---|---|---|
| <b>Deliverables</b> | Digital ad<br>Photo and video report<br>Confirmation of | Digital ad<br>Photo and video report<br>Confirmation of | Digital ad<br>Photo and video report<br>Confirmation of realization |

realization realization

**Results indicators**

*Number of people reached by the end of the action: 1,400,000*

**Heading: Communication tools: Ceiling EUR 62.700**

|                               |  |   |   |
|-------------------------------|--|---|---|
| <b>Activity</b>               | Publications, media kits, promotional merchandise  |   |   |
| <b>Description / Services</b> | a) Promotional Gift: printed paper bag, USB 4GB with the promotional video, traditional knife and products samples – 3000 sets<br>b) Limited edition gift set (Traditional sausage cutter) – 600 pieces<br>c) Wooden box with Salam de Sibiu PGI: - 120 pieces |   |   |
| <b>Deliverables</b>           | <b>Year 1</b><br>Gift set (printed paper bag - usb – knife – samples)<br>Limited edition gift set (traditional sausage cutter)<br>Limited edition wooden box with samples  | <b>Year 2</b><br>Gift set (usb – knife – samples)<br>Limited edition gift set (traditional sausage cutter)<br>Limited edition wooden box with samples | <b>Year 3</b><br>Gift set (usb – knife – samples)<br>Limited edition gift set (traditional sausage cutter)<br>Limited edition wooden box with samples |
| <b>Results indicators</b>     | <i>Number of guests and VIP reached: 3720</i>  |   |   |
| <b>Activity</b>               | Promotional Video  |   |   |
| <b>Description / Services</b> | Video clip production - In three editions (RO, IT, ES)   |   |   |
| <b>Deliverables</b>           | <b>Year 1</b><br>One promotional video<br><i>Number of online view: 1000</i>   |   |   |
| <b>Results indicators</b>     | <i>Number of professionals reached: 3.000</i>  |   |   |

**Heading: Events: Ceiling EUR 429.000**

|                               |   |  |  |
|-------------------------------|---|--|--|
| <b>Activity</b>               | Stand at trade fairs  |  |  |
| <b>Description / Services</b> | Full exhibition and Networking services for the participation in the following fairs:<br><b>Terra Madre Salon de Gusto</b> held in Torino every two years on September. Participation in 2018 and 2020<br><b>Salon de Gourmets</b> held in Madrid every April annually. Participation in 2019<br><b>Alimentaria Barcelona</b> held every two years in Barcelona on April– Participation in 2018 and 2020<br><b>Tutto Food</b> held in Milan every two years in May. Participation in 2019 |  |  |
| <b>Deliverables</b>           | <b>Year 1</b><br>2 stands layouts (digital)<br>2 fair catalogues<br>2 Copies of ads<br>2 Post event reports   | <b>Year 2</b><br>2 stand layouts (digital)<br>2 fair catalogues<br>Copies of ads<br>2 Post event reports | <b>Year 3</b><br>2 stands layouts (digital)<br>2 fair catalogues<br>Copies of ads<br>2 Post event reports<br>B2B networking report |

| <b>Results indicators</b>     | <p>B2B networking report</p> <p>B2B networking report</p> <p><i>Number of professional visitors reached: &gt;500,000</i></p> <p><i>Number of B2B meetings: 360</i></p> <p><i>Number of professionals familiarized: 3,000</i></p>  |                          |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
|-------------------------------|---|--------------------------|---------------|---------------|-------------------------|-------------------------|-------------------------|--------------------------|--------------------------|--------------------------|------------------------|------------------------|------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------------|---------------------|---------------------|-------------------------|-------------------------|-------------------------|
| <b>Activity</b>               | Seminars, workshops, B2B meetings, training for trade/cooks, activities in schools  |                          |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| <b>Description / Services</b> | <p><b>Dinners with food bloggers</b></p> <p>Held annually in Romania (Bucharest) and Y1 in Italy (Torino) Y2 in (Spain) Madrid – Y3 in Spain (Barcelona).</p>   |                          |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| <b>Deliverables</b>           | <table border="0" style="width: 100%;"> <thead> <tr> <th style="text-align: left;"><b>Year 1</b></th> <th style="text-align: left;"><b>Year 2</b></th> <th style="text-align: left;"><b>Year 3</b></th> </tr> </thead> <tbody> <tr> <td>2 Venue certifications</td> <td>2 Venue certifications</td> <td>2 Venue certifications</td> </tr> <tr> <td>2 List of invitees</td> <td>2 List of invitees</td> <td>2 List of invitees</td> </tr> <tr> <td>2 List of participants</td> <td>2 List of participants</td> <td>2 List of participants</td> </tr> <tr> <td>2 Photo and video report</td> <td>2 Photo and video report</td> <td>2 Photo and video report</td> </tr> <tr> <td>2 Press releases</td> <td>2 Press releases</td> <td>2 Press releases</td> </tr> <tr> <td>2 Post media report</td> <td>2 Post media report</td> <td>2 Post media report</td> </tr> <tr> <td>2 media clipping report</td> <td>2 media clipping report</td> <td>2 media clipping report</td> </tr> </tbody> </table> | <b>Year 1</b>            | <b>Year 2</b> | <b>Year 3</b> | 2 Venue certifications  | 2 Venue certifications  | 2 Venue certifications  | 2 List of invitees       | 2 List of invitees       | 2 List of invitees       | 2 List of participants | 2 List of participants | 2 List of participants | 2 Photo and video report | 2 Photo and video report | 2 Photo and video report | 2 Press releases         | 2 Press releases         | 2 Press releases         | 2 Post media report | 2 Post media report | 2 Post media report | 2 media clipping report | 2 media clipping report | 2 media clipping report |
| <b>Year 1</b>                 | <b>Year 2</b>   | <b>Year 3</b>            |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| 2 Venue certifications        | 2 Venue certifications  | 2 Venue certifications   |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| 2 List of invitees            | 2 List of invitees  | 2 List of invitees       |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| 2 List of participants        | 2 List of participants  | 2 List of participants   |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| 2 Photo and video report      | 2 Photo and video report  | 2 Photo and video report |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| 2 Press releases              | 2 Press releases  | 2 Press releases         |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| 2 Post media report           | 2 Post media report   | 2 Post media report      |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| 2 media clipping report       | 2 media clipping report   | 2 media clipping report  |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| <b>Results indicators</b>     | <p><i>Number of bloggers reached: 49</i></p> <p><i>Number of unpaid media posts: 49</i></p>   |                          |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| <b>Activity</b>               | Restaurant weeks  |                          |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| <b>Description / Services</b> | <p>Collaboration with restaurants in Romania, Italy and Spain celebrating the Salam de Sibiu days on 19 February each year. In 10 restaurants in Romania (Bucharest – Costanza, Brasov), 7 restaurants in Italy (Torino, Milano, Rome) and in Spain (Madrid, Barcelona)</p>   |                          |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| <b>Deliverables</b>           | <table border="0" style="width: 100%;"> <thead> <tr> <th style="text-align: left;"><b>Year 1</b></th> <th style="text-align: left;"><b>Year 2</b></th> <th style="text-align: left;"><b>Year 3</b></th> </tr> </thead> <tbody> <tr> <td>24 Venue certifications</td> <td>24 Venue certifications</td> <td>24 Venue certifications</td> </tr> <tr> <td>2 Photo and video report</td> <td>2 Photo and video report</td> <td>2 Photo and video report</td> </tr> <tr> <td>3 Press releases</td> <td>3 Press releases</td> <td>3 Press releases</td> </tr> <tr> <td>3 Post media report</td> <td>3 Post media report</td> <td>3 Post media report</td> </tr> <tr> <td>3 media clipping reports</td> <td>3 media clipping reports</td> <td>3 media clipping reports</td> </tr> </tbody> </table>   | <b>Year 1</b>            | <b>Year 2</b> | <b>Year 3</b> | 24 Venue certifications | 24 Venue certifications | 24 Venue certifications | 2 Photo and video report | 2 Photo and video report | 2 Photo and video report | 3 Press releases       | 3 Press releases       | 3 Press releases       | 3 Post media report      | 3 Post media report      | 3 Post media report      | 3 media clipping reports | 3 media clipping reports | 3 media clipping reports |                     |                     |                     |                         |                         |                         |
| <b>Year 1</b>                 | <b>Year 2</b>   | <b>Year 3</b>            |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| 24 Venue certifications       | 24 Venue certifications   | 24 Venue certifications  |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| 2 Photo and video report      | 2 Photo and video report  | 2 Photo and video report |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| 3 Press releases              | 3 Press releases  | 3 Press releases         |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| 3 Post media report           | 3 Post media report   | 3 Post media report      |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| 3 media clipping reports      | 3 media clipping reports  | 3 media clipping reports |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| <b>Results indicators</b>     | <p><i>Number of consumers reached: 3,600</i></p> <p><i>Number of unpaid media posts: 30</i></p>   |                          |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| <b>Activity</b>               | Other events – Salam de Sibiu PGI fest  |                          |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |
| <b>Description / Services</b> | <p>Organization of the Salam de Sibiu PGI fest in Bucharest annually. A two days fest will be celebrated bringing together consumers, producers and professionals. The fest will include the following:</p> <ul style="list-style-type: none"> <li>- Press conference</li> <li>- A photo exhibition</li> <li>- Showroom of products</li> <li>- Live chefs cooking show and contest</li> <li>- Workshops for restaurateurs and chefs</li> </ul>  |                          |               |               |                         |                         |                         |                          |                          |                          |                        |                        |                        |                          |                          |                          |                          |                          |                          |                     |                     |                     |                         |                         |                         |

- A round table for the future of Quality scheme in Romania
- A closing gala for 100 VIP guests.

The fest will be open to the general public and the communication plan includes:

- Radio ad (production and airing) for two weeks (100 spots)
- Flyers (production and distribution) 10000
- Networking with media, restaurants, chefs and their institutes, retailers
- Posting on social media
- Live streaming

|                           | <b>Year 1</b>   | <b>Year 2</b>  | <b>Year 3</b>  |
|---------------------------|---|--|--|
| <b>Deliverables</b>       | 1 Venue certification<br>2 Photo and video report<br>1 Post media report<br>1 media clipping reports  | 1 Venue certification<br>2 Photo and video report<br>1 Post media report<br>1 media clipping reports | 1 Venue certification<br>2 Photo and video report<br>1 Post media report<br>1 media clipping reports |
| <b>Results indicators</b> | <i>Number of consumers visited the fests: 6,000</i><br><i>Number of chefs - restaurateurs trained: 120</i><br><i>Number of participants at the Quality Scheme round table: 150</i><br><i>Numbers of students at chef institutes reached: 600</i><br><i>Number of unpaid media: 40</i> |  |  |

**Heading: Points of sales promotion: Ceiling EUR 132.000**

|                             |   |  |  |
|-----------------------------|---|--|--|
| <b>Activity</b>             | Tasting days  |  |  |
| <b>Description Services</b> | / Organization of tasting days in supermarkets in Bucharest and other major cities (Brasov – Costanza). 25 POS X 2days annually / Distribution of 5.000 samples (0.25 kg) annually. |  |  |
|                             | <b>Year 1</b>   | <b>Year 2</b>  | <b>Year 3</b>  |
| <b>Deliverables</b>         | 25 POS certificates of realization<br>1 post campaign report<br>1 Photo reports<br>1 satisfaction surveys<br>Outfit set<br>2 media clipping report                                  | 25 POS certificates of realization<br>1 post campaign report<br>1 Photo reports<br>1 satisfaction surveys<br>Outfit set<br>2 media clipping report | 25 POS certificates of realization<br>1 post campaign report<br>1 Photo reports<br>1 satisfaction surveys<br>Outfit set<br>2 media clipping report |
| <b>Results indicators</b>   | <i>Number of household reached:15,000</i><br><i>Number of consumers reached: 40.000</i><br><i>Number of unpaid media posts: 24</i>  |  |  |

**ANNEX C- Financial offer forms**

**Table 1 – Total Budget**

| Headings              | Year 1      |     |                    |     | Year 2      |     |                    |     | Year 3      |     |                    |     | Total Years |     |                    |           |
|-----------------------|-------------|-----|--------------------|-----|-------------|-----|--------------------|-----|-------------|-----|--------------------|-----|-------------|-----|--------------------|-----------|
|                       | Direct cost | Fee | Other direct costs | Sum | Direct cost | Fee | Other direct costs | Sum | Direct cost | Fee | Other direct costs | Sum | Direct cost | Fee | Other direct costs | Total Sum |
| Heading 1             |             |     |                    |     |             |     |                    |     |             |     |                    |     |             |     |                    |           |
| .....                 |             |     |                    |     |             |     |                    |     |             |     |                    |     |             |     |                    |           |
| Heading n             |             |     |                    |     |             |     |                    |     |             |     |                    |     |             |     |                    |           |
| <b>Total</b>          |             |     |                    |     |             |     |                    |     |             |     |                    |     |             |     |                    |           |
| VAT                   |             |     |                    |     |             |     |                    |     |             |     |                    |     |             |     |                    |           |
| <b>Total with VAT</b> |             |     |                    |     |             |     |                    |     |             |     |                    |     |             |     |                    |           |

**Table 2 – Budget per heading**

| Heading.....          | Year 1      |     |                    |     | Year 2      |     |                    |     | Year 3      |     |                    |     | Total Years |     |                    |           |
|-----------------------|-------------|-----|--------------------|-----|-------------|-----|--------------------|-----|-------------|-----|--------------------|-----|-------------|-----|--------------------|-----------|
|                       | Direct cost | Fee | Other direct costs | Sum | Direct cost | Fee | Other direct costs | Sum | Direct cost | Fee | Other direct costs | Sum | Direct cost | Fee | Other direct costs | Total Sum |
| Activity 1            |             |     |                    |     |             |     |                    |     |             |     |                    |     |             |     |                    |           |
| .....                 |             |     |                    |     |             |     |                    |     |             |     |                    |     |             |     |                    |           |
| Activity n            |             |     |                    |     |             |     |                    |     |             |     |                    |     |             |     |                    |           |
| <b>Total</b>          |             |     |                    |     |             |     |                    |     |             |     |                    |     |             |     |                    |           |
| VAT                   |             |     |                    |     |             |     |                    |     |             |     |                    |     |             |     |                    |           |
| <b>Total with VAT</b> |             |     |                    |     |             |     |                    |     |             |     |                    |     |             |     |                    |           |



**Submission Form<sup>2</sup>**

**Call of Proposals No**      **1/2017**

**Call for proposals title**      Concerning a service contract for the execution of the “Enjoy Salam de Sibiu PGI” campaign financed by EU according to Regulation (EU) 1144/2014 and implementing Regulations (EU) 2015/1829 and 2015/1831

**Deadline**                      20/12/2017

**Tenderer Composition**

|  |   |
|--|---|
|  | <b>Single Tenderer</b>                    |
|  | <b>Single Tenderer with subcontractor</b> |
|  | <b>Joint Tenderer</b>                     |
|  | <b>Joint Tenderer with subcontractor</b>  |

**Tender Composition overview<sup>3</sup>**

| # | Member type     | Organization | Contact person | City | Country |
|---|-----------------|--------------|----------------|------|---------|
|   | <Leader>        |              |                |      |         |
|   | <Member>        |              |                |      |         |
|   | <Subcontractor> |              |                |      |         |

---

<sup>2</sup> Each tenderer and members of a joint tender or identified subcontractor should submit the form using a headed notepaper of the legal entity concerned).

<sup>3</sup> Add as many line needed

**Member detailed information**

|  |               |
|--|---------------|
|  | <b>Leader</b> |
|  | Member        |
|  | Subcontractor |

***If identified subcontractor***

The amount to be received by the Subcontractor is above 10% of the total value of the contract

|     |    |
|-----|----|
| Yes | No |
|-----|----|

|  |  |                        |  |
|--|--|------------------------|--|
| <b>Tender/ Member name / Subcontractor</b> |  |                        |  |
| <b>Address</b>                             |  |                        |  |
| <b>Post code</b>                           |  | <b>City</b>            |  |
| <b>Country</b>                             |  |                        |  |
| <b>VAT registration</b>                    |  | <b>Registration No</b> |  |
| <b>website</b>                             |  |                        |  |
| <b>email</b>                               |  |                        |  |

**The person authorized to represent < the tenderer / member of the tenderer> and sign the contract / <the subcontractor and enter in legal commitment on its behalf>**

|                       |  |                 |  |
|-----------------------|--|-----------------|--|
| <b>Name</b>           |  | <b>Position</b> |  |
| <b>Office address</b> |  |                 |  |
| <b>Phone</b>          |  | email           |  |

**The contact person for this tender**

|                       |  |                 |  |
|-----------------------|--|-----------------|--|
| <b>Name</b>           |  | <b>Position</b> |  |
| <b>Office address</b> |  |                 |  |
| <b>Phone</b>          |  | email           |  |

#### Financial data overview of the tenderer<sup>4</sup>

Proof of economic and financial capacity shall be furnished by the presentation of balance sheets or extracts from balance sheets and profit and loss accounts for at least the last two years for which accounts have been closed.

| Economic and Financial Capacity      | In currency unit |        | In euro |        |
|--------------------------------------|------------------|--------|---------|--------|
|                                      | Year 2           | Year 1 | Year 2  | Year 1 |
| Assets                               |                  |        |         |        |
| Liabilities                          |                  |        |         |        |
| Turnover and other operating incomes |                  |        |         |        |
| Gross operating profit               |                  |        |         |        |
| Net operating profit                 |                  |        |         |        |
| Profit/loss on ordinary activities   |                  |        |         |        |
| Profit/loss for the financial year   |                  |        |         |        |

#### Financial data overview of the consortium of tenderers<sup>5</sup>

| Economic and Financial Capacity      | In currency unit |        | In euro |        |
|--------------------------------------|------------------|--------|---------|--------|
|                                      | Year 2           | Year 1 | Year 2  | Year 1 |
| Assets                               |                  |        |         |        |
| Liabilities                          |                  |        |         |        |
| Turnover and other operating incomes |                  |        |         |        |
| Gross operating profit               |                  |        |         |        |
| Net operating profit                 |                  |        |         |        |
| Profit/loss on ordinary activities   |                  |        |         |        |
| Profit/loss for the financial year   |                  |        |         |        |

<sup>4</sup> Only for tenderers / members of a joint tender

<sup>5</sup> The table will be produced only by the leader of the tenderer.

## Evidence for the Technical and Professional Capacity Criteria<sup>6</sup>

a. Criteria relating to the tenderer (s) delivering the service:

Please complete a table using the format below to summarize the major project/campaigns related to this contract carried out in the course of the past 5 years<sup>7</sup> by the legal entity or entities submitting the tender.

| Ref no (minimum 3 campaigns for PDO/PGI/TSG/organic products / maximum 15 campaigns in total) | Project title        |         |                             |  |                      |                                      |                   |                   |                                    |
|---|----------------------|---------|-----------------------------|--|----------------------|--------------------------------------|-------------------|-------------------|------------------------------------|
|   | Name of legal entity | Country | Overall project value (EUR) | Proportion carried out by legal entity (%) | No of staff provided | Name of client                       | Origin of funding | Dates (start/end) | Name of consortium members, if any |
| ...   | ...                  | ...     | ...                         | ...  | ...                  | ...                                  | ...               | ...               | ...                                |
| Brief description of campaign / project   |                      |         |                             |  |                      | Type of services provided (indicate) |                   |                   |                                    |
|   |                      |         |                             |  |                      | Branding                             |                   |                   |                                    |
|   |                      |         |                             |  |                      | Public Relations                     |                   |                   |                                    |
|   |                      |         |                             |  |                      | Website, social media                |                   |                   |                                    |
|   |                      |         |                             |  |                      | Communication tools                  |                   |                   |                                    |
|   |                      |         |                             |  |                      | Events                               |                   |                   |                                    |
|   |                      |         |                             |  |                      | POS                                  |                   |                   |                                    |

<sup>6</sup> Only for tenderers / members of a joint tender.

<sup>7</sup> In the case of framework contracts (without contractual value), only specific contracts corresponding to assignments implemented under such framework contracts shall be considered.

b. Criteria relating to the team delivering the service:<sup>8</sup>

| <b>Project Team Member</b> | <b>Name</b> | <b>Level of university qualifications</b> | <b>Years of experience (must satisfy at least the minimum years of experience required for the specific profile)</b> | <b>Short description of the relevant experience required for the specific profile</b> | <b>Language skills</b> | <b>Full-time/part-time on the project</b> |
|----------------------------|-------------|---|--|---|------------------------|---|
| <b>Project Manager</b>     |             |   |  |   |                        |   |
| <b>Project Coordinator</b> |             |   |  |   |                        |   |
| <b>PR/Media Manager</b>    |             |   |  |   |                        |   |
| <b>Promotion Manager</b>   |             |   |  |   |                        |   |

<sup>8</sup> This table reflects the minimum requirements. Additional roles and profiles could be identified in the Technical offer of each tenderer.

**STATEMENT**

I, the undersigned, being the authorized signatory of the above <tenderer/member of the tenderer/ subcontractor>, hereby declare that we have examined and accept without reserve or restriction the entire content of the procurement documentation (Contract notice, Specifications etc) and its annexes for the tender procedure referred to above.

We propose to provide the services requested in the tender specifications on the basis of our offer.

|   |  |
|---|--|
| <b>Date</b>                                       |  |
| <b>Full name of the authorized representative</b> |  |
| <b>Signature and stamp</b>                        |  |

## ANNEX E – Declaration of Honour

### Declaration of honour on exclusion criteria and selection criteria

The undersigned: \_\_\_\_\_

Representing

|                         |                              |
|-------------------------|------------------------------|
| <b>Role</b>             | <Tenderer> <leader> <member> |
| <b>Legal name</b>       |                              |
| <b>Legal address</b>    |                              |
| <b>VAT registration</b> |                              |
| <b>Registration No</b>  |                              |

| <b>SITUATIONS OF EXCLUSION CONCERNING THE PERSON</b>   |     |    |
|--|-----|----|
| (1) declares whether the above-mentioned person is in one of the following situations or not:  | Yes | No |
| (a) it has been established by a final judgment that the person is guilty of any of the following:   |     |    |
| <i>(i) establishing an organized criminal group, provided by art. 367 of the Law no. 286/2009 on the Criminal Code, as subsequently amended or supplemented, or by the corresponding provisions of the criminal law of the state where the economic operator has been convicted;</i>   |     |    |
| <i>(ii) corruption offenses, provided by art. 289 - 294 of Law no. 286/2009, as subsequently amended and supplemented, and crimes assimilated to the corruption offenses referred to in art. 10 - 13 of the Law no. 78/2000 on the prevention, detection and sanctioning of corruption acts, as subsequently amended or supplemented, or by the corresponding provisions of the criminal law of the state in which the economic operator has been convicted;</i>   |     |    |
| <i>(iii) offenses against the financial interests of the European Union, provided by art. 18 ^ 1-18 ^ 5 of Law no. 78/2000, as subsequently amended or supplemented, or by the corresponding provisions of the criminal law of the State in which the economic operator has been convicted;</i>  |     |    |
| <i>(iv) acts of terrorism provided by art. 32-35 and art. 37 - 38 of the Law no. 535/2004 on the prevention and combating of terrorism, as subsequently amended or supplemented, or by the corresponding provisions of the criminal law of the state in which the economic operator was convicted;</i>   |     |    |
| <i>(v) money laundering, provided by art. 29 of the Law no. 656/2002 on the prevention and sanctioning of money laundering, as well as for the establishment of measures for preventing and combating the financing of terrorism, republished, with subsequent modifications, or the financing of terrorism, provided by art. 36 of the Law no. 535/2004, as subsequently amended or supplemented, or by the corresponding provisions of the criminal law of the State where the economic operator has been convicted;</i> |     |    |
| <i>(vi) trafficking and exploitation of vulnerable persons, provided by art. 209 - 217 of Law no. 286/2009, as subsequently amended or supplemented, or by the corresponding provisions of the criminal law of the State where the economic operator has been convicted;</i>   |     |    |
| <i>(vii) fraud within the meaning of Article 1 of the Convention on the protection of the European Communities' financial interests of 27 November 1995.</i>   |     |    |
| (b) it has breached its obligations to pay taxes, duties or contributions to the general consolidated budget and this has been determined by a final judgment or administrative decision and compulsory under the law of the   |     |    |

|  |  |  |
|--|--|--|
| State in which the economic operator is established.   |  |  |
| (c) has breached the obligations established according to art. 51 of Law 98/2006;  |  |  |
| (d) is in the process of insolvency or liquidation, judicial supervision or cessation of activity;   |  |  |
| (e) has committed a serious professional misconduct that questions its integrity and the contracting authority can demonstrate this by any appropriate means of proof, such as a decision by a court or administrative authority;  |  |  |
| (f) has entered into agreement with other persons with the aim of distorting competition;  |  |  |
| (g) is in a situation of conflict of interest within or in connection with the procedure in question and this situation cannot be effectively remedied by other less stringent measures;   |  |  |
| (h) the previous participation of the economic operator in the preparation of the award procedure has led to a distortion of competition and this situation can not be remedied by other less stringent measures;  |  |  |
| (i) has seriously or repeatedly breached its main obligations under a public contract, a sectoral procurement contract or a concession contract previously concluded and these infringements have led to the early termination of that contract, damages or other comparable penalties;  |  |  |
| (l) has been guilty of misrepresentation in the content of the information submitted at the request of the contracting authority for the purpose of verifying that the grounds for exclusion or the fulfillment of the qualification and selection criteria have not been provided, has not provided such information or is unable to provide the required supporting documents;   |  |  |
| (m) has attempted to unlawfully influence the decision-making process of the contracting authority, to obtain confidential information which could give it undue advantage in the award procedure or has provided inadvertently erroneous information which may have a significant influence on the contracting authority's decisions concerning the exclusion from the award procedure of that economic operator, its selection or the award of the public procurement / framework agreement to that economic operator. |  |  |

| <b>SITUATIONS OF EXCLUSION CONCERNING NATURAL PERSONS WITH POWER OF REPRESENTATION, DECISION MAKING OR CONTROL OVER THE LEGAL ENTITY</b>   |     |    |
|--|-----|----|
| (2) declares that a natural person who is a member of the administrative, management or supervisory body of the above-mentioned legal person, or who has powers of representation, decision or control with regards to the above-mentioned legal person (this covers the company directors, members of the management or supervisory bodies and cases where one natural person holds a majority of shares) is in one of the following situations : |     |    |
|  | YES | NO |
| <i>Situation (a) above</i>   |     |    |
| <i>Situation (e) above</i>   |     |    |
| <i>Situations (f-m) above</i>  |     |    |

| <b>EVIDENCE UPON REQUEST</b>   |
|--|
| Upon request and within a time limit requested by the contracting authority the person must provide information on the persons that are members of the administrative, management or supervisory body. It must also provide the following evidence concerning the person itself: For situations described in (a), (c), (d) or (f), production of a recent extract from the judicial record is required or, failing that, an equivalent document recently issued by a judicial or |



administrative authority in the country of establishment of the person showing that those requirements are satisfied.

For the situation described in point (a) to (l), production of recent certificates issued by the competent authorities of the State concerned are required.

Where any document described above is not issued in the country concerned, it may be replaced by a sworn statement made before a judicial authority or notary or, failing that, a solemn statement made before an administrative authority or a qualified professional body in its country of establishment.

The signatory fully understands that failure to supply the requested information shall lead to exclusion from award of the given contract.

The documents must have been issued six (6) months before the day of their request by the contracting authority and must still be valid at that date.

**REMEDIAL MEASURES**

If the person declares one of the situations of exclusion listed above, it should indicate the measures it has taken to remedy the exclusion situation, thus demonstrating its reliability. They may include e.g. technical, organisational and personnel measures to prevent further occurrence, compensation of damage or payment of fines. The relevant documentary evidence which appropriately illustrates the remedial measures taken should be provided in annex to this declaration. This does not apply for the situations referred in point (a) of this declaration.

|   |  |
|---|--|
| <b>Date</b>                                       |  |
| <b>Full name of the authorized representative</b> |  |
| <b>Signature and stamp</b>                        |  |

## ***ANNEX F – Model of Power of Attorney***

### **POWER OF ATTORNEY**

The undersigned:

– Signatory 1 (Name, Function, Company, Registered address, VAT Number)

HEREBY AGREES TO THE FOLLOWING:

- 1) To submit a tender as a partner in the group of partners constituted by Company 1, Company 2, Company N, and led by Company X, in accordance with the conditions specified in the tender specifications and the terms specified in the tender to which this power of attorney is attached.
- 2) If the Contracting Authority awards the Contract to the group of partners constituted by Company 1, Company 2, Company N, and led by Company X on the basis of the joint tender to which this power of attorney is attached, all the partners shall be co-signatories of the Contract in accordance with the following conditions:
  - (a) All partners shall be jointly and severally liable towards the Contracting Authority for the performance of the Contract.
  - (b) All partners shall comply with the terms and conditions of the Contract and ensure the proper delivery of their respective share of the services and/or supplies subject to the Contract.
- 1) Payments by the Contracting Authority related to the services subject to the Contract shall be made through the lead partner's bank account: [Provide details on bank, address and account number].
- 2) The partners grant to the lead partner all the necessary powers to act on their behalf in the submission of the tender and conclusion of the Contract, including:
  - (a) The lead partner shall submit the tender on behalf of the group of partners.
  - (b) The lead partner shall sign any contractual documents — including the Contract, and Amendments thereto — and issue any invoices related to the Services on behalf of the group of partners.
  - (c) The lead partner shall act as a single contact point with the Contracting Authority in the delivery of the services subject to the Contract. It shall co-ordinate the delivery of the services by the group of partners to the Contracting Authority, and shall see to a proper administration of the Contract.

Any modification to the present power of attorney shall be subject to the Contracting Authority's express approval. This power of attorney shall expire when all the contractual obligations of the group of partners towards the Contracting Authority for the delivery of the services subject to the Contract have ceased to exist. The parties cannot terminate it before that date without the Contracting Authority's consent.

Signed in ..... on [dd/mm/yyyy]

Place and date:

Name (in capital letters), function, company and signature:

## **ANNEX G – Model of Letter of Intent for Subcontractor**

### **Letter of Intent**

<Insert title of this call>

The undersigned:

**The undersigned:** |

Representing

|                         |                              |
|-------------------------|------------------------------|
| <b>Role</b>             | <Tenderer> <leader> <member> |
| <b>Legal name</b>       |                              |
| <b>Legal address</b>    |                              |
| <b>VAT registration</b> |                              |
| <b>Registration No</b>  |                              |

Declares hereby the intention to collaborate in the execution of the tasks subject to the above call for proposals in accordance with the terms of the tender to which the present form is annexed, if the contract is awarded to ... .... (name of the tenderer). Declares hereby accepting the general conditions attached to the tendering specifications for this call for tender.

Full name

Date

Signature

## ***ANNEX H – Model Grant Agreement for the promotion of agricultural products***

Use the following link to download Model Grant Agreement for the promotion of agricultural products:

[http://ec.europa.eu/research/participants/data/ref/other\\_eu\\_prog/agriprod/mga/agriprod-mga-simple-mono-benef\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/other_eu_prog/agriprod/mga/agriprod-mga-simple-mono-benef_en.pdf)