

**DELCOF S.A.(Coordinator) -
ROMCONSERV (Partner)**

**OPEN CALL FOR PROPOSALS
2023/02
for the programme
101095226 – Tastelicious**

**Information project for promotion of
European canned and processed fruit and
vegetable products in third countries
(United Kingdom and Israel)**

**Regulation (EU) 1144/2014 of the European Commission and of the
European Parliament.
AGRIP-MULTI-2022-TC-ALL Support for multi programmes – Information
and promotion in any third country/ies**



Table of content

1. INTRODUCTION	3
2. LEGISLATION	3
3. PUBLICITY.....	4
4. CONTRACT SCOPE.....	4
4.1. <i>CONTRACTING AUTHORITIES</i>	4
4.2. <i>ESTIMATED VALUE OF THE CONTRACT</i>	5
5. COMMUNICATION	5
6. PROCEDURE	5
6.1. <i>GENERAL TERMS</i>	5
6.2. <i>PARTICIPATION TERMS</i>	6
6.3. <i>RELY ON THIRD PARTIES</i>	6
6.4. <i>CONTENT OF TENDERS</i>	7
6.5. <i>VALIDITY OF TENDERS</i>	10
6.6. <i>SELECTION AND AWARD CRITERIA</i>	10
6.7. <i>EVALUATION PROCEDURE</i>	11
6.8. <i>CLARIFICATION ON TENDERS SUBMITTED</i>	11
6.10. <i>APPEALS</i>	12
6.11. <i>TEMPORAL CONTRACT AWARD NOTICE</i>	12
7. CONTRACTUAL TERMS	13
7.1. <i>SERVICE CONTRACT – PERFORMANCE GUARANTEES</i>	13
7.2. <i>PAYMENTS</i>	13
7.3. <i>MONITORING OF THE CONTRACT</i>	13
7.4. <i>CONTRACTUAL LEGISLATION</i>	13
7.5. <i>SUBCONTRACTING</i>	13
7.6. <i>AMENDMENT OF THE CONTRACT</i>	14
7.7. <i>TERMINATION OF THE CONTRACT</i>	14
ANNEX A – DESCRIPTION OF THE SCOPE OF THE CONTRACT	15
ANNEX B – DECLARATION OF HONOR	31
ANNEX C – PROJECT REFERENCES.....	34
ANNEX D – ECONOMIC OFFER.....	35
ANNEX E – CONTRACT AWARD DOCUMENTS.....	38
ANNEX F – SERVICE CONTRACT	39
ANNEX G – PERFORMANCE GUARANTEE	40

1. Introduction

DELCOF S.A, (the Coordinator) and **ROMCONSERV - PATRONATUL DIN INDUSTRIA DE CONSERVE DIN LEGUME SI FRUCTE SI CONSERVE MIXTE ROMCONSERV** (the Partner) **are the Contracting Authorities** for the Open Call for Proposals 2023/01 for the selection of implementing body(ies) with award criterion the most economically advantageous tender, for the implementation of the multiprogramme (hereinafter the “project”) **101095226 – Tastelicious** submitted under **AGRIP-MULTI-2022-TC-ALL** Call for proposals for multi programmes 2022 – Promotion of agricultural products and has been approved according to Ref. Ares(2022)6460354 - 19/09/2022 letter from the EUROPEAN RESEARCH EXECUTIVE AGENCY (REA) - Agri-Food promotion, Environmental Observation and Innovative Governance, with total budget EUR 2 927 104.00 and duration 36 months starting from 01.01.2023. The Grant Agreement was signed on 05.12.2022.

The procurement will be conducted based on the conditions mentioned in the present and have been approved by the competent bodies of the Contracting Authorities. All contents of the present, terms and requirements are mandatory for participants. Tenders which, in the judgment of the Evaluation Committee, hereinafter referred to as “the Committee”, are considered as vague or ineligible for evaluation or contain terms contrary to the present and / or heresies, or contain incomplete or inaccurate information, are classified as inadmissible and rejected. The Committee will be responsible for conducting and evaluating submitted tenders. The participating economic operators waive any right to claim any compensation from the Contracting Authorities in case of postponement, cancellation of the procedure or rejection of their submitted tender for any reason or in case the implementation of the service contract does not proceed.

The deadline for submitting a tender is on, April, 28th 2023 13:00 and place of submission is the premises of the Coordinator P.O. BOX 5 - KOPANOS - ANTHEMIA - IMATHIA GREECE GR-590 35. For more information, please refer to Mr. Apostolou Olympia (sales@delcof.gr, tel: +30 2332043237)

Estimated value of the service contract is 2 497 861 EUR (without VAT), and includes direct cost of actions and fees of implementing body.

The project is financed by 20% with own contribution of Contracting Authorities and 80% with financial aid of the European Union.

2. Legislation

The Open Call is conducted in order to reassure the most efficient implementation of project in the best quality-price ratio. Selection and award process is based on the principles of transparency, impartiality and protection of public and union funds. The procurement is based on two conditions: with the best possible value for money ratio and avoid of conflicts of interest. The competitive process is conducted in accordance with national and Community legislation and in particular:

- **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** agricultural products implemented in the internal market and in the third countries
- **Joint Ministerial Decision 419/18559/2017** laying down details on the implementation of Reg (EU) 1144/2014 of the European Parliament and of the Council and of **Commission Implementing Regulation (EU) 2015/1831** of 7 October 2015 on information provision and promotion measures concerning agricultural products implemented in the internal market and in the third countries
- **APPLICANT'S GUIDE** on the implementation of the measure of information and promotion of agricultural products on the internal market and in third countries, code PPA2-AE, 1st edition, copy no. 1, 2018 (Romania).
- **The Grant Agreement "-101095226 – Tastelicious"**, between DELCOF S.A. and ROMCONSERV as beneficiaries and the EUROPEAN RESEARCH EXECUTIVE AGENCY (REA under the powers delegated by the European Commission signed on 05th, December 2022.

3. Publicity

A contract notice has been published on the Supplement of the Official Journal of the EU, at the websites of the Contracting Authorities, in two newspapers in national press in Greece and at the portal of Chamber of Imathia.

4. Contract scope

4.1. Contracting Authorities

Coordinator:	DELCOF SA – DIKTYO ELLINIKON KONSERVOPOIEION FROUTON AE HELLENIC CANNED FRUIT INDUSTRY NETWORK delcof@delcof.gr www.delcof.gr P .O. BOX 5 - KOPANOS - ANTHEMIA - IMATHIA GREECE GR-590 35 Tel. +30 23320-43237 Fax +30 2332-043006
Partner:	ROMCONSERV - PATRONATUL DIN INDUSTRIA DE CONSERVE DIN LEGUME SI FRUCTE SI CONSERVE MIXTE ROMCONSERV

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

	P.O. BOX 010155 PTA WALTER MARACINEANU 1-3 SECTOR 1 BUCURESTI
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The contract includes the implementation of a series of information and promotion activities divided into the following categories, detailed and described in Annex A of the present:

- Public Relations
- Website, social media
- Advertising (Print, online)
- Communication tools (publications)
- Events (stands at trade fairs, seminars-workshops, study trips to Europe and other events)
- Promotion at points of sales

4.2. *Estimated value of the contract*

Total estimated value of the contract is EUR 2.497.861 (without VAT) divided in two lots.

- LOTGR: EUR 1.836.897
- LOTRO: EUR 660.964

5. Communication

Communication should be in English and by email to the abovementioned contact points.

Requests for clarification regarding the procedure or the scope of the contract may be addressed to either contact points no later than five (5) days before the deadline of submission of tenders.

A reply to the clarifications regarding the procedure or the scope of the contract will be disclosed to economic operators the latest three (3) days before the deadline of submission of tenders.

Tenders will be submitted in English. Administrative and supporting documents should be submitted in original language and accompanied by a brief translation in English.

6. Procedure

6.1. *General terms*

Deadline and place of submission of tender is April 28th, 2023 at 13:00 at the premises of the Coordinator (P.O. BOX 5 - KOPANOS - ANTHEMIA - IMATHIA GREECE GR-590 35).

Opening of tenders submitted will take place on April 28th, 2023 at 14:00 at the premises of the coordinator, by the delegated Committee in a closed meeting. Tenders must be submitted by post or courier at the closing time for the submission of tenders. The Contracting Authorities are not responsible for any delivery that has been made by post or courier that might arrive at the place of submission after the foreseen date and time. In such case tender will not be accepted, are not unsealed and are kept for one week period on which economic operators reserve the right to retrieve them.

Tenders should be valid and bind the participating operators for two (2) months, starting from the day following the deadline for submitting a tender. Each tender will receive a unique reference number.

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

It is pointed out that a Tender is not accepted and is excluded from the evaluation in case that according to the decision of the Committee:

- Do not comply with the specific and general terms, of the present
- It is vague and cannot be evaluated or is conditional or contains incomplete or inaccurate data
- The Economic Offer does not clearly indicate the price offered or it is higher than the estimated value of the contract or it includes an excessive discount which according to the Committee does not guarantee the best quality – price ratio.

All terms and conditions of the present are mandatory for participants. Tenders that are vague and inadmissible, contain terms that are contrary to or conditional on, or contain incomplete or inaccurate information, are classified as unacceptable and rejected. The participants waive any right to claim any liability of any kind or to claim any compensation from the Contractor in case of postponement or cancellation or cancellation of the tender or rejection of their submitted bid for any reason or non-definitive start of implementation of the project for any reason.

6.2. *Participation terms*

Participation presupposes and is a presumption that the economic operator is informed of the present, as well as all the relevant conditions for the implementation of the project and the regulative and legislative framework. Participation is open to all economic operators as following:

- i) Natural or legal persons or partnership / consortium of those engaged in services related to promotion, advertising and marketing services and / or consulting services and operating lawfully in Greece or in another EU or European Economic Area (EEA) Member State or in third countries that have signed the Public Procurement Agreement of the World Trade Organization. A partnership /consortium is not obliged to form a specific legal entity at the stage of submitting the tender, however in case the contract is awarded to a partnership / consortium, Contracting Authorities reserve the right request from the partnership / consortium to have a certain legal form. In such case, partnership / consortium is obliged to form such a legal entity according to the national legislation applied.
- ii) They must meet the conditions set in Regulation (EU) 1144/2014 and Regulations (EU) 2015/1829 and 2015/1831 and in JMD 419 / 16.03.2017
- iii) They are not in situation of conflict of interests, which may adversely affect the execution of the contract, in accordance with the provisions of article 110 par. 1c of Reg. 966/2012
- iv) They have economic activity at least three (3) years before the publication of the Call for proposals
- v) A natural or legal person or a subcontractor is not allowed to participate in more than one tender, with a penalty of exclusion of all the tenders in which they participate.

6.3. *Rely on third parties*

Economic operators may, in respect of the criteria of economic and financial standing and technical and professional capacity, rely on the competences of other bodies, irrespective of the legal nature of the bond with them. In this case, they shall demonstrate that they will have the

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

necessary resources at their disposal by producing the relevant commitment of the bodies on which they rely.

Specifically, with regard to the related professional experience, economic operators, may only rely on the capabilities of other entities if they perform the tasks or services for which those capabilities are required. Where economic operators rely on the competences of other bodies in relation to the criteria relating to the financial and financial competence required by the declaration, those economic operators and those on which they rely on shall be jointly and severally liable for the performance of the contract. Under the same conditions, economic operators' partnership/consortium may rely on the competences of the participants in the partnership/consortium or other entities.

6.4. *Content of Tenders*

A Tender should be written in English, submitted in one (1) original hard copy and one (1) electronic copy. Each tender should include two (2) dossiers as following. The tender and each dossier should bare the following indication:

OPEN CALL FOR PROPOSALS 2023/02 101095226– Tastelicious To the attention of the Committee

Supporting Documents Dossier:

Economic operators and members of partnership / consortium have to demonstrate their eligibility, their technical and professional suitability and their financial / economic standing providing the following documents:

No	Document	Reference
1.	<p>Declaration of Honor for the economic operator and the members (in the case of a partnership / consortium) regarding the following reasons: Whether there is an irrevocable conviction for one of the following reasons according to the European and national legislation in force: (a) fraud (b) corruption, (c) participation in a criminal organization (d) money laundering or terrorist financing (e) terrorist offenses or offenses related to terrorist activities (f) child labor and other forms of trafficking in human beings The economic operator shall also be excluded where the person against whom the judgment has been rendered irrevocable is a member of its administrative, management or supervisory body or has the power to represent, make or control it (managers, members of the Board of Directors and legal representatives). If in the above cases (a) to (f) the exclusion period as set out above, has not been determined by an irrevocable decision, it shall be five (5) years from the date of conviction by an irrevocable decision.</p>	ANNEX B
2.	<p>Declaration of Honor that until the deadline of submission of tenders the economic operator and the members (in the case of a partnership / consortium) does not fall in any of the following situations: a) has failed to pay their taxes or social security contributions and this has been established by a judicial or administrative decision with final and binding effect, in accordance with the provisions of the country of establishment or national law and / or b) they are bankrupt or have been subject to a resolution or special clearance procedure or are forced into liquidation or by a court or</p>	ANNEX B

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

	<p>have been subject to bankruptcy or have suspended their business or are in any similar situation resulting from a similar process provided for by national law. The contracting authority may not exclude an economic operator who is in one of the situations referred to in this case, provided that it proves that entity is able to execute the contract, taking into account the applicable provisions and measures to continue its business,</p> <p>c) have concluded agreements with other economic operators with a view to distorting competition; if a situation of distortion of competition from the economic operator's prior involvement in the preparation of the procurement procedure, cannot be remedied by other, less intrusive means;</p> <p>d) if a conflict of interest cannot be effectively treated by other, less intrusive means;</p> <p>e) have been found guilty of one of the following situations:</p> <p>i) <i>have</i> demonstrated a serious or recurrent defect in the execution of an essential claim under a prior agreement resulting in its early termination, indemnities or other similar sanctions</p> <p>ii) have been fraudulently or negligently misrepresenting information required for the verification of the absence of grounds for exclusion or the fulfillment of selection criteria or in the performance of a contract;</p> <p>iii) if have been found guilty of serious misrepresentation in providing the information needed to ascertain the absence of exclusion grounds or to fulfill the selection criteria, they have concealed this information or are unable to provide the necessary supporting documents;</p> <p>iv) have attempted to unduly influence the decision-making process of the contracting authority, to obtain confidential information which may give it an unfair advantage in the award procedure or to negligently provide misleading information which may substantially affect the contracting authority for its exclusion, selection or assignment,</p>	
3	In case of a partnership / consortium an agreement signed by all members defining the scope, of the Lead Partner, the representative of the partnership/consortium and the tasks undertaken by each member	
4	A certificate of the relevant professional or commercial register of the State of establishment. Economic operator and members of partnership / consortium shall provide a certificate / attestation of the corresponding professional or commercial register certifying both their registration and their qualification to their profession. In the event that a country does not maintain such a register, the document or certificate may be replaced by an affidavit or statement issued by notary that such a register is not kept and declaring their activities.	
5	Financial statements (balance sheets, profit and loss accounts) for the last three (3) years.	
6	Statement on the average turnover generated from similar to the present contracts for the last three (3) years. In case of partnership / consortium a cumulative statement by the Lead partner including data from all members of the consortium.	
7	Business profile of economic operator and members of partnership / consortium with special reference to the following subjects: Overall business activity, Technical infrastructure and human resources technical equipment and the measures taken by the economic operator to ensure the quality of planning and implementing similar activities description and documentation of the professional knowledge and experience in the provision of similar services in the markets of interest	
8	Curriculum vitae with reference to the academic background and professional qualifications of the proposed Project Team members.	

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

	If proposed executive(s) do not belong to the economic operator, a corresponding statement of the economic operator regarding the employment status, with a clear reference to the duration and the object of employment should be provided.	
9	Project References of similar to the present contracts undertaken or completed during the last five (5) years.	ANNEX C
10	Certificates of banking institutions proving the creditworthiness of the economic operator in the event that for the implementation of the project will be addressed to banking institutions	

The above documents will be assessed according to the selection process described in continuation. Documents issued by organizations of public authorities or documents in the original language of the economic operator will be briefly translated in English.

Quality of project and Economic Offer Dossier

This dossier will include two (2) sections as following:

i) Quality of project

This section should cover the following subjects:

Understanding the project	Description of how economic operator understands and intends to approach the Project. Particular emphasis should be given on understanding the requirements of the Project.
Methodology	Description of the strategy and planning for the implementation of the project. Methodological approach and tools to be used for the implementation of the project in order to ensure its quality and completeness Project Team: composition, presentation of the organizational scheme of implementation,
Detailed action plan / Timeplan	Detailed description of the actions and services offered with a specific implementation schedule

In case the tender includes data or information of confidential nature, that their disclosure of which to the other economic operators or to the Committee would affect their legitimate interests, then the economic operator must use the indication "confidential information". All information of a confidential nature should be summarized at the beginning of the tender. The concept of confidential information relates only to the protection of confidentiality that covers technical or commercial matters of the economic operator business activities.

ii) Economic offer

It should include the Economic offer based on the tables of ANNEX D signed and stamped by the legal representative of the economic operator (or the representative of the partnership / consortium). It will also include detailed analysis (budget breakdown) for each activity included in the proposed price.

Economic operators for presenting their offer should indicate the amount and percentage of their fee on the cost of the actions as well as any travel, accommodation or other expenses related to the implementation of the actions. This fee will include all relevant expenses such as staff and associate fees, employer costs of purchasing any equipment and software that will be used for its implementation as well as a) contributions in favor of the insurance funds of its staff, b) income tax, as well as as well as

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

taxes, fees, deductions and any other legal charges as they apply at the time the obligation arises.

6.5. *Validity of tenders*

A tender will be valid and bind the economic operator for two (2) months, starting from the the deadline for submission of tenders. Contracting Authorities reserve the right to proceed to the contract award notice even after the expiration of validity of the tenders, but this binds the economic operator only if they accept it.

6.6. *Selection and Award criteria*

Economic operators and their tenders will be assessed for their compliance with the selection and the award criteria.

Selection criteria	Weighting	Assesement criterion
Professional and technical eligibility	60%	
- Project references	40	Relevance of project references to the scope (products / markets / activities) of the present contract
- Relevance, experience and professional background of project team	20	Relevance of academic and professional qualifications with the proposed role in the project Background in similar projects
Financial capacity and financial standing	40%	
- Business turnover generated from similar to the present contract services	20	Overall number and value of project references
- Turnover of economic operator	20	Ratio of turnover of economic operator to the estimated value of the contract

During the first stage, economic operators are assessed according to the selection criteria and should score a threshold of 50 points.

Award criteria	Weighting	Assesement criterion
A - Quality of project		
<i>Understanding the project</i>	30%	Clarity and compliance of the way economic operators perceive the project
<i>Methodology</i>	40%	Clarity and compliance of the proposed methodology Compliance with output and result indicators of the project
Detailed action plan / Timeplan	30%	Clarity and compliance of the proposed action plan. Realism and efficiency of the proposed outputs, results and timeframe of actions
B- Economic offer		Clarity of proposed budget breakdown analysis % of fees presented Total price offered

Only tenders that have been qualified from the Selection stage will be assessed according to Award criteria. For the final ranking the following formula will be applied:

$$\{\text{Quality of project } \Lambda_i = 100 * [70\% (A_i / A_{\max}) + 30\% (P_{\min} / P_i)]$$

Where:

A_i: the overall ranking of the economic tender i

A_{max}: the overall ranking of the best technical tender

P_{min}: the overall comparative cost of the tender with the lowest price

P_i: the overall comparative cost of the tender i

A_i which is rounded to two (2) decimal units.

The most economically advantageous tender is the one that will achieve the highest Λ . Bids with the same overall final score between two or more bidders are considered equivalent. In this case, the award is made to the tender with the highest technical tender score. If the equivalent bids have the same technical bid score, the contractor is selected by lottery among the financial entities that submitted the equivalent bids. The draw takes place in front of the competent advisory body and in the presence of these economic bodies.

Upon completion of the evaluation stages, the Commission will prepare a tender results report which will be forwarded to the Contracting Authorities and notified to the participants.

6.7. Evaluation procedure

Opening of tenders will take place at the premises of the Coordinator after the deadline of submission of tenders. The Committee assigned will be responsible for the entire evaluation procedure and the communication with participating economic operators. A protocol of tenders submitted according to the date / hour of submission is prepared. The Committee then proceeds to the opening of each tender's Dossier in descending order as following:

Stage A: Opening of Supporting Documents Dossiers

Each page of the Dossier is signed by members of the Committee and a check on the content, their completeness and compliance with the terms and conditions of the present is made. The Committee completes the table of ranking according to the selection criteria. Only the eligible and qualified tenders will proceed to the next stage. Where the tenders of participating economic tenders have been disqualified or where the ranking of the selection criteria is below the threshold, the dossiers "Quality of project – Economic offer" will remain sealed and will be returned along with the justification for their disqualification – out of ranking.

Stage B: Opening of "Quality of project – Economic offer" Dossiers

Each page of the Dossier is signed by members of the Committee and a check on the content, their completeness and compliance with the terms and conditions of the present is made. The Committee completes the table of ranking according to the award criteria and final ranking is based on the abovementioned formula.

The Committee in its final protocol presents the Final Ranking Table in descending order and the tender with the highest rank will be nominated as Temporal Contractor.

6.8. Clarification on tenders submitted

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

The Committee in any stage of the evaluation process has the right, if it deems it necessary, to request from the economic operator(s) the provision of written clarifications.

6.10. Appeals

Appeals or objection is allowed against the contract notice, the present Specifications, the participation of an economic operator and on each stage of the evaluation process, until and against the award decision. The appeals – objections are submitted in writing to the Committee as follows:

- a) Against the contract notice and the present Specifications: Within half of the period from the publication of contract notice until the deadline for the submission of tenders. The dates of publication and submission of tenders are also taken into account for the determination of this deadline. The appeal - objection is examined by the Committee, which presents its opinion to the competent body of the Contracting Authority who issues the relevant decision no later than five (5) working days before the deadline for opening tenders.
- b) Against the economic operator: the participation of an economic operator and on each stage of the evaluation process, until the award decision, within a period of three (3) working days, from the date that the interested economic operator became aware of the relevant act of the Contracting Authority or the Committee. This appeal- objection must be notified to the economic operator within two (2) days, against whom it is directed to, and to the Commission. The appeal - objection is examined by the Committee, which presents its opinion to the competent body of the Contracting Authority who issues the relevant decision no later than ten (10) working days from the expiration of the deadline for submitting appeals; objections.
- c) Against the award decision, regarding the legality and completeness of the award documents, within a period of three (3) working days, after the interested party became aware of the above award decision and the above supporting documents. This appeal - objection must be notified, within two (2) days from its submission to the temporal contractor, against whom it is directed to, and to the Committee. The appeal - objection is examined by the Committee, which presents its opinion to the competent body of the Contracting Authority who issues the relevant decision no later than ten (10) working days from the end of the above three-day deadline. Objections submitted for any other reason than the above are not accepted and are rejected. In case of rejection of any appeal - objection, the interested parties reserve the right to appeal to the civil courts of the seat of Contracting Authority.

6.11. Temporal Contract Award Notice

The Contracting Authorities will inform the candidates in writing of the decisions taken regarding the award of the contract, including the reasons why it decided to reject a tender or tenders, the non-award of the contract or any new decision related to the process. The Contracting Authority may decide not to disclose certain information mentioned above, if disclosure of such information could impede the application of the law, be contrary to

the public interest or harm the legitimate commercial interests of public or private entities or the conditions of fair competition between them.

The temporal contractor nominated will have to submit within five (5) days the documents of Annex E of the present from the date of receiving the notification by the Contracting Authority. After the control of documents submitted, the Committee forwards its final decision to both Contracting Authorities for the final contract award notice and the signing of service contracts.

7. CONTRACTUAL TERMS

7.1. Service contract – Performance Guarantees

Two (2) service contracts will be signed according to ANNEX F of the present. Service contracts will be concluded within ten (-10-) days from the written notice by the Contracting Authorities. For signing the service contracts, Performance Guarantees issued by financial or credit institutions operating legally in the Member States of the European Union (ANNEX G) should be presented of value equal to 5% of the value of the contract, excluding VAT.

If the Contractor does not arrive in time for the signing of the contracts or does not provide the necessary performance guarantees, it is declared revoked by a decision the Contracting Authorities. In case the Contractor is declared for dismissal for the above reasons, the Contracting Authority may decide either to cancel the procedure or proceed with the economic operator who had obtained the second highest ranking.

7.2. Payments

Payments of Contractor shall be done to **100%** of the contractual value of the services delivered partially or in annual base. Payments will be made by the presentation of the legal documents and all relative supporting documents for each action/ activity.

7.3. Monitoring of the contract

The monitoring of the contract is obligation of the Contracting Authorities and the competent assigned personnel. They will inform Contracting Authorities for all subjects related to the proper performance of the contract and the fulfillment of the contractual obligations of the Contractor(s), for the taking of imposed measures for non-compliance with the above conditions, and in particular for matters relating to the modification of contract scope, according to the provisions of the Grant Agreement.

7.4. Contractual legislation

For the performance of contracts, the legislation foreseen above and specifically the provisions of the Grant Agreement will be applied.

7.5. Subcontracting

The Contractor shall not be relieved of their contractual obligations and responsibilities due to the subcontracting of actions/ activities of the contract(s) and is the main responsible for the good performance of the contract(s).

The Contractor shall indicate to the Contracting Authorities the name, contact details and legal representatives of their subcontractors who will be involved in the performance of the contract, if known at the time. In

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

addition, they are obliged to notify the contracting authority of any change in this information during the contract, as well as the information required of any new subcontractor which the Contractor subsequently uses in that contract, providing the relevant contracts or cooperation agreements. In case of termination of the Contractor's cooperation with the subcontractor(s) of the contract, they shall immediately notify the Contracting Authority of such termination, and shall ensure the proper execution of the contract either by themselves or by a new subcontractor, which shall notify the contracting authority during the above procedure. (In the event that the Contractor has relied on the subcontractor's abilities in terms of financial, technical and professional capacity, in accordance with the requirements of the present, the conditions and procedure for replacing them are hereby specified).

7.6. Amendment of the contract

The contract may be amended according to the provisions of the Grant Agreement.

7.7. Termination of the contract

The contract may be terminated according to the provisions of the Grant Agreement.

ANNEX A – Description of the Scope of the Contract

Specific Project Objectives

The programme's overall and specific objectives, its strategy, the themes and messages to be communicated, the selected target countries and target groups and also its actions are all in full accordance and comply with the general and specific objectives set out in Article 2, of Regulation (EU) No 1144/2014, aiming highlighting in particular the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability (including climate benefits such as the greenhouse gas emissions reduction and/or increase in carbon removals), and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions.

The promoted Canned and Processed F&V and Smoothies from Greece and Romania in two Extra-EU markets – UK and Israel, and belong to Topic AGRIP-MULTI-2022-TC-ALL - Information provision and promotion programmes targeting any third country(ies).

Based on the analysis of the markets they are categorized according to the following set of criteria:

-Which is the position of the specific Union agricultural products in the markets

-Which is the position of Greece and Romania of the product in the markets

-Which are the trends in the demand for each product in the markets

Information and Promotion program for Canned and Processed F&V and Smoothies is indented to improve the image of the products as being 'natural', encourage their regular consumption, to maintain consumption levels in saturated markets and bring down the age of the average consumers.

Union Canned and processed F&V production encompass all these characteristics; they are a products of a seasonal fruits (peach) that brings along added nutritional value if it consumed regularly; it is produced with minimum processing with this procedure to increase, instead of diminishing the nutritional elements; they are an innovating products because it is based on the tradition and culture of rural societies that their life is depending of the crop while the industry applies the up -to - day evolutions and solutions in quality, crop management, food safety and packaging. And above all it is available every day of the year with the same high quality and nutritional value.

GENERAL OBJECTIVES	SPECIFIC OBJECTIVE	IMPACT
1.Enhancing the image of the European Canned and Processed F&V industry	Highlighting in particular the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, respect for the environment and sustainability, and the characteristics of the European Canned and Processed F&V products, particularly in terms of their quality, taste, diversity or traditions in UK and Israel	Enhance the competitiveness and consumption of Union`s Canned and Processed F&V products, raise their profile and increase their market share in UK and Israel and generated new sales.
2.Increase the market share of European Canned and Processed F&V products	Become competitive supplier of the market in 2025	Generate new sales for Union's Canned and Processed F&V products

The fulfillment of these objectives will be significantly enhanced through the communication & advertising Campaign of the Project to gather with the implementation of each action. The proposed communication levels are:

1st Level: Enhancing the image of European Canned and Processed F&V products – The image of European Canned and Processed F&V should be strengthened in the selected markets, since a significant part of the consumption is covered by imports from third countries. Consumers in the markets have incomplete or no picture at all for the European Canned and Processed F&V products and their specific qualities which distinguish them from the same products imported from third countries

2-nd Level: Increase the market share of European Canned and Processed F&V products in the target markets UK and Israel - Improving exports to the selected country (Canned peaches, smoothies and processed fruits and vegetables in UK and Israel) and opening a new market for smoothies in Israel from Romania. The role of specific influence centres/ channels / multipliers is very important variable in the equation / program cycle during pandemic conditions: through them direct effect can be brought and direct market effects can contribute to goal achievement. The identified prospects for the markets as indicated by the market analysis will benefit the overall image of European Canned and Processed F&V products and will stimulate demand.

All objectives are **SMART**:

The objectives are according to the rule S.M.A.R.T. as the activities are Specific, Measurable, Achievable, Relevant and Time bounded in order to be achieved.

They are Specific: Increasing the exports of the products under promotion towards in the two target countries (European Canned and

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

Processed F&V). Specific results will be produced after the implementation of specific milestones.

They are Measurable: The increase of the exports/sales will be measured as %age in time baseline 2021 and will be presented at the end of the program. The output indicators are set specifically and analytically presented per activity. The result indicators per activity are set and presented as well. The assessment of the results of the activities will be based on measurable parameters (qualitative and quantitative) in order to yield anticipated impact always with reference to the general objectives. The impact of the programme will be measured by means of market research, reports in the media / articles, annual reports by country/activity, and:

Questionnaires, exit polls

Official statistical data, secondary sources, the sales of European Canned and Processed F&V, official statistical data provided by the national bodies/EU, secondary sources

Qualitative assessment of impact indicators

They are Achievable: The proposing organization have the operational and financial capacity as well as the human capital and personnel to engage with the implementation of the actions. The objectives are realistic and feasible, because the action will be implemented over a period of three years, this providing the time necessary for the development and implementation of the projected activities. There is a concrete schedule for the performance of the activities, which guarantees the cohesion and mutual complementarities between the activities. It has a deep knowledge and experience of the international market and the selection of the specific markets was based on a thorough analysis and assessment of their past, present and future evolution; the objectives are realistic as well as the goals and their expected results.

They are Result focused: The objectives address issues raised by the aims of the regulations and the particular topic regarding enhancing competitiveness and increase the market share in the selected countries and are in full compliance with the general and specific objectives of the EU Regulation.

They are Time – Bounded: All the activities will be implemented in a time frame of 3 years. Specific results will be produced after the implementation of specific milestones (such as fairs, seminars/events). This timeline of results and their evolution is projected for the three years period and all of them will conclude to the successful achievement of both objectives and its impact.

The objectives of the action are precise and comprehensible, and provide answers to the following questions:

Who? The action is focused on: (a) distributors, (b) public opinion formers (Distributors, Multipliers, journalists) and (c) Households/consumers 20-44 age group old population with dependents and specifically women). The target groups are identified and divided into sub-groups to facilitate the

planning of the performance of the activities, while the objectives are correlated with the target groups and activities. The messages to be transmitted to the target groups are consistent with the objectives, as well as tailored to the specific characteristics of the target groups, the needs of the market and the provision of the Topic.

What? The objectives govern all activities during the implementation period, and are connected achieving the anticipated results and impact.

Where? The implementation is strategically chosen so as to focus on the major financial and commercial centers. The limitations of the product (position in the market, limitation in production, consumer's awareness) are taken into account in developing the strategy.

When? The time frame is determined and final. The implementation of the program is estimated to begin on first half of 2023. Time period for the implementation of each activity is scheduled and specified.

Target groups

The following groups have been identified through Markets Analysis and proposing activities will focus on them:

1. Distributors (importers, wholesalers, distributors, retailers, food service sector, HRI sector).

Key target group of the action **is the trade**: importers, wholesalers, distributors, retailers, HRI sector. The action intends to reach out as many as possible and in different ways; through the participation in major trade events where thousands of professionals, decision makers and trends formulators will be on the spot; in addition, they will be approached with customized B2B events and publications.

Each segment of the target group is of major interest and synergies between activities will facilitate the goal to influence them; new channels will be developed and channels already exposed to similar actions will be approached in order to increase their familiarization with the product and the industry in concern. Members of the target group create new consumer trends and have direct access to a large number of consumers. Their approach could generate multiple benefits to the program measures. Their contribution is extremely important to the promotion of products, both during the implementation period, and long-term, as this group will continue to use the products.

2. Multipliers / Opinion leaders are also a key target group especially chefs, nutritionists as well as food bloggers and journalists. They will be approached through social media and B2B events as their positive reaction to the action will facilitate diffusion of key messages to the end users. The members of this target group have an important role to inform general public/consumers on the product and its production methods. Members of this target group have the ability to influence consumers and form their needs. Indicative members of this target group can be:

- Chef/ chef future
- Nutritionists, experts in nutrition
- Specialized journalists (specialized, women's and youth magazines)
- Doctors

- Consumers organizations

Representatives of this group will be informed in depth to form the best possible impression for the product and convey their findings to the public. They will participate in product presentations during the program's actions. Generally, this target group will support the development of actions and will transmit the project's main messages. The aim is to transmit key-messages via different channels (media players), providing information on the comparative advantages of the products (product image enhancement, growth demand).

3. Households/Consumers are the last, but most important target group. The action will focus on the urban population of the markets. More specifically, will focus on the middle-income consumers, men and women. Women are to be targeted especially through social media and publications. As within each market the medium age population (20-44 years old) along with the +50 are the largest age brackets, these ages are the primary target. On the one hand, they are concerned about their health and the diets of their relatives and they are open to food choices that can add value to their wellbeing. They don't fear to experiment and they seek out for information. They are interested in what they eat, where that food comes from and what it brings along and when a product is providing this information is appreciated and well accepted. Households and persons responsible for household purchases, will be on the spot of the below the line activities (promotion at points of sales). They will be approached during their daily visits to retailers and will be invited to form a personal opinion about the product through tasting. This is the best way to understand the characteristics and the qualities of the products.

- **Young people 18-35 years (Gen Z & Millennials) and adults 35-65 years old.**

The choice of this group is based on the variety of consumers including. It is the group that affects the demand of products on the market and as its members are productive, financially independent, directly affecting consumer preferences. Proposed activities aim directly to the household members that are responsible supplies and create the right conditions for a frequent consumption of European origin.

Many consumers will have the opportunity to be better informed from the website, during the exhibitions and the rest promoting and information activities at points of sale and in addition to test products. Furthermore, consumers will be the beneficiaries of the program messages through advertising activities.

- **Millennials: Citizens in the 24-39 age group are (among adults)**

the largest Canned and processing F&V consumers. They shy away from large-scale food products and target niche products, sold in specialized shops. Millennials are 14,262,767 of the total population in UK: (Source: Statista 2022). They are not as skilled in the kitchen as their parents, but they are much more likely to find inspiration, typically online, for a new recipe or dish and to experiment by purchasing the necessary food specialties. Their food shopping is very "spontaneous", so they visit a higher number of shops to buy the product they prefer; they are more concerned about food and health and do not

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

appear to be loyal to consumer brands. In Israel, Millennials are 34% of the total population

- **Generation Z: Citizens in the 24-39 age group are others large group**

Canned and Processing F&V consumers. Generation Z are 12,698,785 of the total population in UK: (Source: Statista 2022). Their move toward online shopping highlights important elements of the experience that retailers can focus on when looking to improve their own customer journeys. Both groups cited convenience and price comparison as the top two benefits of online shopping. They want to have the online journey become even more convenient, with better fit technology and better shipping options.

The number of the sample of interest is therefore:

- UK: total population 68,499,549 (2022)
- Israel: total population 8,898,313(2022)

Total population: 77,397,862 people

Results and output indicators

WP	Output indicators	Result indicators
Work package 2 PR offices	number of published print adds- 27 press release	Number of consumers who were reached by a press release - >.1.300.000
Work package 3 Web site –social media	Number of websites – 1 website Number of accounts on social media –3 accounts	Number of visitors on the website > 50.000 Number of likes/followers on the social media accounts:> 60.000
Work package 4 Advertising	Number of brochures 100.000 Number of online adds – 36 months 150 posts	Number of consumers who were reached by print material – >350.000 Number of consumers who were reached by or online add /posts/videos >120.000
Work package 5 Communications tools	Number of publications 30	Number of consumers who were reached by publications – >5.800.000
Work package 6 Events	Number of events organised (trade fairs) – 6 Number of events organised –6	Number of professionals/experts/importers/consumers who participated in events – >800.000

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

	Number of study trips -2 Number of Road show in UK	Number of B2B meetings in the Fairs >200 Number of opinion leaders who participated in B2B events >240 Number of opinion leaders who will participated in study trips 8 Number of Road show who participated in the events > 6.000
Work package 7 Tasting (POS)	Nr of promotion days 460	Number of super markets 46 Number of household reached >100.000

Technical Specifications

Work package	Public Relations		
Activity	Continuous PR activities		
Description of activity	<p>A press office for the campaign will be operated to involve and inform the media (consumers and trade) and key opinion leaders on the food sector. Press releases on the progress of the Action will be distributed, in order to convey content and to build contacts with intermediaries, journalists, bloggers and opinion leaders in the target countries. The approach will include the creation of a database with offline and online media contacts, the drafting and dispatch of press releases in the language of the target country, the monitoring of contacts with journalists, editorial offices and bloggers and finally the collection of articles in order to draft a press review. Finally, ongoing public relations will be a priority, not only in the relationship with journalists, but also during events, also in collaboration with the brand ambassadors of the project. Participation at events and conferences is only the first step in starting fruitful relationships with opinion leaders and journalists who must be nurtured and consolidated with constant PR activity. TARGET GROUP Customers, distributors, importers, press, professionals, will use web sites with high readability</p>		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	PR Report (Interim action's press releases, Activities press releases, 1 action testimonials report, 1 interim Post Media clipping report, One media list, 9 publications press releases)	PR Report (Interim action's press releases, Activities press releases, 1 action testimonials report, 1 interim	PR Report (Interim action's press releases, Activities press releases, 1 action testimonials report, 1 interim

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

		Post Media clipping report, One media list,9 publications press releases)	Post Media clipping report, One media list, 9 publications press releases)
Budget	97900	97900	97900

Work Package	Website, social media		
Activity	Website setup, updating, maintenance		
Description of activity 1	<p>Design and development of a dynamic multilingual website (translated In English and Hindi with multiple users and administrators. Content updates for articles, photo galleries (program actions and events etc) Special modules, for easy navigation through the sections and cross mediums. (tablets, smartphones etc) Landing page and forms for subscriptions. Links to other pages of European interest. Design. Appealing graphic environment structured in compliance with the Program, its logo and its main messages. Easy to use and understandable by search engines. Registration, development and construction Sitemap that reflects the portal’s structure language support Opportunity to provide useful statistics Steady operation Multiple applications (databases, video and sound, etc.) Maximum credibility and performance. The content of the portal will be dynamic and its structure will be in such a way so to provide easy access, prompt use and browsing. The objective of the portal is to provide its visitors from all target groups with as much information as possible. Via the website: The structure of the portal will have specific modules, which will give users the opportunity to browse easily through sections, such as: Module for presentation of the products and region, Module for presentation of the Proposing organizations, Module for products quality along with information and material relating to the European policy and their production in the proposing bodies countries of origin, Module for presentation of the Programme’s actions (ongoing renewal of this unit-RSSfeed), Language selector module</p>		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Website, social media report (Website - Design and development, Multilingual Content creation, SEO optimization, Website maintenance, Analytics reports)	Website, social media report (Website - development, Multilingual Content creation, SEO optimization, Website maintenance, Analytics reports)	Website, social media report (Website - development, Multilingual Content creation, SEO optimization, Website maintenance, Analytics reports)
Budget	21010	19360	19360

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

Work Package	Website, social media		
Activity	Social media (accounts setup, regular posting)		
Description of activity	<p>Representation on social platforms, Google, Facebook, Instagram TIK TOK -, Cross socials daily posts and shares for information, activities, events and calls to action. Using massive social platforms as representation, each one for its unique user experience, by creating several kind of posts (images with text, videos, invitations and events-on line events) and sharing to different types of users to increase the prestige of the products, to raise awareness of the food and cultural assets of the EU by promoting food culture and regional gastronomy (geo gastronomy).</p> <p>Activity includes: Post content creation and design (Image and text posts (150 in total), Production editing of video posts (3 per year) with recipes and / or short stories from producers providing information on the key themes of the project and / or scenes from harvesting / production lines Online events (live webstreaming of activities under WP6)</p>		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Website, social media report (Social media - Social accounts creation and maintenance, Facebook, Instagram , TIK TOK - YouTube Language adopted posts create and shares 50 post/year, 3 videos per years ,on line event, Insights reports.)	Website, social media report (Social media - Language adopted posts create and shares 50 post/year, 3 videos per years, on line event, Insights reports)	Website, social media report (Social media - Language adopted posts create and shares 50 post/year, 3 videos per years, on line event, Insights reports.)
Budget	22880	23100	23100

Work package	Advertising		
Activity	Print		
Description of activity	<p>Design and production of an illustrated 12 pages brochure (130 gr 20 x 20 cm stapled) in two versions (HEB, EN) providing the core information for the project and its objectives (100.000 pcs in total).</p> <p>Brochure is the main informative tool and will present information of the products under promotions all with the key thematics of the project (sustainability, food quality and safety, climate change). Brochures will be used during activities under WP6 and WP7 and digital editions will be available at the website addressing to all target groups</p>		
Timeline	YEAR 1	YEAR 2	YEAR 3

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

Deliverables	Advertising report (print - Editions 12 pages brochure (digital – print) 130gr page illustration)		
Budget	39984		

Work Package	Advertising		
Activity	Online		
Description of activity	<p>Facebook, Instagram , TIK TOK - YouTube – Social media promotion campaigns. Annual online advertising and promotion campaigns aiming at increasing website traffic and social media followers’ base. Google Adwords campaigns as details in Estimated budget Facebook/instagram page and posts promotion campaigns (as details in Estimated budget /year). Main target group are consumers and families with dependants YouTube campaigns Every year, in the central part of the project, a specific online advertising campaign will be provided in both countries, both on social networks where the campaign is present (Facebook, Instagram, TIK TOK - YouTube), on Google Ads and on food website. Also, food and life style influencer advertising will be launched in order to arrive to the greatest number of target consumers, the main objectives of the activity will be to: increase the awareness of the campaign, expand the fan base, promote consumer-oriented events such , increase traffic to the project website. Each advertisement within the campaign will be created with these objectives in mind and will be addressed to a target, geographically (even by individual city), demographically and by interests, thanks to the multiple segmentation possibilities of the online ad applications. This will make it possible to spread the different values of the campaign through one or more testimonial products and/or territories, always using the institutional framework of the project. All the target groups</p>		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Advertising report (Online - Target countries campaigns setup), Ad extensions (contact information, app download etc), Facebook campaign(page likes,posts,videos and Tik tok followers), Google advertising Google Ad Words, Video of Influencers)	Advertising report (Online - Target countries campaigns setup), Ad extensions (contact information, app download etc), Facebook campaign(page likes,posts,videos and Tik tok followers), Google advertising	Advertising report (Online - Target countries campaigns setup), Ad extensions (contact information, app download etc), Facebook campaign(page likes,posts,videos and Tik tok followers), Google advertising Google Ad Words, Video of Influencers)

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

		Google Ad Words, Video of Influencers)	
Budget	80300	84480	84480

Work package	Communication Tools		
Activity	Communication concept / Graphic charter		
Description of activity	Communication concept /Graphic charter		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Communication concept / Graphic charter		
Budget	0		
Work package	Communication Tools		
Activity	Publications, media kits, promotional merchandise		
Description of activity	Design and production of full page 4C artwork. Annual design of ads (A4 illustrated) and publication in food, women and health magazines, newspapers. Target group consumers		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	Communication tools report (Advertising in magazines (food related women magazines at each country, Total 10)	Communication tools report (Advertising in magazines (food related women magazines at each country, Total 10)	Communication tools report (Advertising in magazines (food related women magazines at each country, Total 10)
Budget	84710	84710	84710

Work package	Events
Activity	Stands at trade fairs
Description of activity	<p>Participation at the following trade events:</p> <p>1.Israfood (Tel Aviv, Israel) - Israfood exhibition is the main and most important event for the food and beverage industry in Israel. It has been held for 35 years, and this year will be held from 27 to 29 November at the Tel Aviv Fairgrounds Exhibition Center in Tel Aviv. Every year the exhibition visits about 18.000 people.</p> <p>2.SPECIALITY FINE FOOD FAIR LONDON The Speciality and Fine Food Fair in London is a trade show for regional and international food and drink specialties. Trade visitors will find directly at the booths of the producers quality products with which they can fill</p>

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

	<p>their shelves and menus. For 22 years, Speciality& Fine Food Fair has provided start-up and heritage brands with a dedicated platform to showcase their trailblazing products to the fine food & drink community. The Fair sits at the very heart of our fantastic industry and we are proud to have helped launch so many inspiring producers over the years. The Fair is a hub of inspiration for the artisan food & drink world and is a fantastic opportunity to hear and learn from top retail specialists, industry disruptors and entrepreneurs. Dates: 6-7 September. Venue: Olympia, London, UK.700 Exhibitors.10.000 International Visitors (48 countries)</p>		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	<p>Events report (Stands at trade fairs - 2 stands layouts (digital), fair catalogues 2 Post event reports ,B2B networking report 2 certifications)</p>	<p>Events report (Stands at trade fairs - 2 stands layouts (digital), 2fair catalogues 2Post event reports ,B2B networking report 2 certifications)</p>	<p>Events report (Stands at trade fairs - 2 stands layouts (digital) 2 fair catalogues 2Post event reports ,B2B networking report 2 certifications)</p>
	135095	135095	135095

Work package	Events
Activity	Seminars, workshops, B2B meetings, trainings for trade/cooks
Description of activity	<p>Organization of Seminar events, product presentations, and a visit on spot. The purpose of this action is to transmit the program messages that are gathered in the phrase "Tastelicious". Events in each country will be held in collaboration with clinical nutritionists, particularly popular among the general public as opinion makers. Partners will be selected who may have their own broadcast on TV channels or collaborate with print and electronic media. High-level events will take place in central hotel rooms or distinguished restaurants in central locations in each capital. Each event will take the form of a seminar to provide key messages aimed at increasing the consumption of canned and processed F&V. The ultimate goal is also to inform representatives of commercial networks with the possibility of developing partnerships with the respective representatives of the program. The event will begin with the presentation of the program and the organizations representing it. A follow-up seminar will be followed by a special clinical nutritionist who will provide information on the nutritional value of the specific fruits that will be presented each time and the positive effects of its consumption on everyday life. The presentation of the nutritionist in order to stimulate the interest of the guests and</p>

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

	<p>be a separate issue for publicity. There will be a meal, which may include recipes mixed with the products to be presented. Finally, some business meetings with representatives of the site can take place at the end of the presentations. The invitation will be delivered to relevant journalists, bloggers, nutritionists, and representatives of the business community of country/city. Informational material and gift will be distributed to the attendees. After events scheduled visits on the premises of new business spots can be implemented to help the development of networking between the representatives of the main bodies and representatives of the companies that will show interest. Total event 6 ,Total participation s in the events >250 . target group journalists, bloggers, nutritionists, and representatives of the business community, Nr of B2B meetings - 50</p>		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	<p>Photo and video report Press releases Post media report media clipping report certification from the hotel</p>	<p>Photo and video report Press releases Post media report media clipping report certification from the hotel</p>	<p>Photo and video report Press releases Post media report media clipping report certification from the hotel</p>
Budget	66657	66657	66657

Work package	Events		
Activity	Study trips		
Description of activity	<p>A study trip to Romania and Greece will be organized in September and will be hosted in Bucharest and Athens in the third year The duration of the trip will be 6 days. Three representatives of U.K and Israel(4 people/year in total 8) from the field of journalism, opinions leaders, will be selected and invited to participate. The purpose of the activity is for the press representatives to visit the production facilities and to have direct contact with the producers. They will also have the opportunity to learn deeply about Union quality production methods. hospitality, we will prepare welcome gifts for the guests, which will include products related to culture and taste. For the accommodation of the guests,8 single-bed rooms will be booked in a central hotel like in each country in addition, a bus will be rented, for the safe and comfortable transportation of visitors to the local production facilities. Moreover, a photographer will be hired to cover the whole event. Target group opinion leaders, journalist</p>		
Timeline	YEAR 1	YEAR 2	YEAR 3

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

Deliverables		1x Study Trip report, Tickets	1x Study Trip report, Tickets
		28760	28760

Work package	Events		
Activity	Other events (Road show)		
Description of activity	<p>Organization of Road shows in the U.K metropolis. I Customized food trucks with printing of the logo and slogan (e.g. like an open can) for 3 days will drive around during and offer to consumers various free products as main ingredient. Events will be live streamed and guest will be able to share their experience on social media while performers will entertain guests. Main goal is to increase awareness on the consumption of products their multiple uses and their nutritional value. Creating a mobile interactive experience, it is expected to catch the eye of many consumers around the cities and manage to engage a lot of them when they stop around. Estimated reach > 24000 consumers in all the cities."Road Show" is a recommended action as promotion tool of the benefits of the products in the daily diet, which support the achievement of communication objectives of the program. Thereby expands the age range of the target group, young children up to middle-aged and older people, as well as the profile middle - and higher socio-economic class. The "road show" will take place in capital cities, in outdoor sites, open squares and entrances of busy shopping centers and smoothly inside shopping centers, depending the implementation period. The action will last from 3 days for days, for - six hours each day, and will take place in a different place in the same city, to inform a greater proportion of consumers. In particular, the distribution of free products and promotional materials to passers consumers will be made by a group of promoters - especially trained wearing costumes and fully informed about the objectives of the program to form of a happening. Consumers will be invited to taste the products in joy and celebration mood. A special concept based on the idea of « EU Canned and processed fruit and vegetables: It's always the right season" will be created and travel to U.K country in order to expand the idea. There will be like a team of 5 cheerleads to boost the start of each "road show" a to continue the action. Also, special equipment to program signs, stands by which products are distributed, in special packages, publicity banners, photographer to capture the moments and joyful music including local rates highlighting the country of origin. Target group consumers</p>		
Timeline	YEAR 1	YEAR 2	YEAR 3

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

Deliverables	Post road shows report	Post road shows report	Post road shows report
Budget	104595	104595	104595

Work package	Point of sales (POS) promotion		
Activity	Tasting days		
Description of activity	<p>Organization of tasting days in Hypermarkets – supermarkets, 460 promos days in the sector fresh fruit promotion days Estimated reach: >100.000 consumers /families (based on national household size) POS promotion is a very effective tool for reaching massively end users, increase their familiarization with the product, their awareness on its key elements (taste, aroma) and diffuse key messages that can be tremendously efficient. Main goal are households and the members responsible for food purchases and determination of food preferences especially young families with dependents. In each market, according to the analysis of the current situation, the organized retailing is playing a leading role. Their selling points tend to attract daily thousands of consumers, they are located at central points of the metropolis, thus covering the key consumer segments. In each POS an info corner will be placed. Promotion staff will be dressed accordingly – and offer consumers the opportunity to taste the product, inform them of their nutritional value, give away brochures and free samples and invite them to participate in our surveys in order to obtain important feedback.</p>		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	10 POS certificates 100 promo days 1 post campaign reports 1 Photo reports 1 satisfaction surveys	18 POS certificates 180 promo days 2 post campaign reports 2 Photo reports 2 satisfaction surveys	18 POS certificates 180 promo days 2 post campaign reports 2 Photo reports 2 satisfaction surveys
Budget	119084	218150	218150

Estimated value of the contract

The estimated value of the contract is EUR 2,497.861 (without VAT).
 Estimated value per LOT and Work packages is as following:

Work Package	Total	LOTGR	LOTRO
Public Relations	293.700	205.590	88.110
Website and social media	128.810	90.167	38.643
Advertising	289.244	202.482	86.762
Communication Tools	254.130	177.891	76.239

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

Events	976.593	771.998	204.595
POS promotion	555.384	388.769	166.615
Total	2.497.861	1.836.897	660.964

ANNEX B – Declaration of Honor

The undersigned: _____

Representing _____

Role <Tenderer><leader><member><third party>

Legal name _____

Legal address _____

VAT registration _____

Registration No _____

I. SITUATIONS OF EXCLUSION CONCERNING THE PERSON(S)		
(1) declares whether the above-mentioned person(s) is in one of the following situations or not:	Yes	No
it has been established by a final judgment that the person(s) is guilty of any of the following:		
a) <i>fraud,</i> b) <i>bribery</i> c) <i>participation in a criminal organization,</i> d) <i>money laundering or terrorist financing,</i> e) <i>terrorist-related offences or offences linked to terrorist activities,</i> f) <i>child labour or other forms of trafficking in human beings;</i>		

II. SITUATIONS OF EXCLUSION CONCERNING NATURAL PERSONS WITH POWER OF REPRESENTATION, DECISION MAKING OR CONTROL OVER THE LEGAL ENTITY		
(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>Situations above</i>		

III. SITUATIONS OF EXCLUSION CONCERNING NATURAL PERSONS WITH POWER OF REPRESENTATION, DECISION MAKING OR CONTROL OVER THE LEGAL ENTITY		
(3) declares whether a natural or legal person that assumes unlimited liability for the debts of the above-mentioned legal person is in one of the following situations or not:		
	YES	NO
<i>Situation above</i>		

IV. SITUATIONS OF EXCLUSION CONCERNING THE PERSON
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Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

(1) declares whether the above-mentioned person is in one of the following situations or not:	Yes	No
a) has failed to pay their taxes or social security contributions and this has been established by a judicial or administrative decision with final and binding effect, in accordance with the provisions of the country of establishment or national law and / or		
b) they are bankrupt or have been subject to a resolution or special clearance procedure or are forced into liquidation or by a court or have been subject to bankruptcy or have suspended their business or are in any similar situation resulting from a similar process provided for by national law. The contracting authority may not exclude an economic operator who is in one of the situations referred to in this case, provided that it proves that that entity is able to execute the contract, taking into account the applicable provisions and measures to continue its business		
c) have concluded agreements with other economic operators with a view to distorting competition; if a situation of distortion of competition from the economic operator's prior involvement in the preparation of the procurement procedure, cannot be remedied by other, less intrusive means;		
d) in a conflict of interest which may adversely affect the performance of the contract,		
e) they have been found guilty for:		
i) have demonstrated a serious or recurrent defect in the execution of an essential claim under a prior agreement resulting in its early termination, indemnities or other similar sanctions ii) have been fraudulently or negligently misrepresenting information required for the verification of the absence of grounds for exclusion or the fulfillment of selection criteria or in the performance of a contract; iii) if they have been found guilty of serious misrepresentation in providing the information needed to ascertain the absence of exclusion grounds or to fulfill the selection criteria, they have concealed this information or are unable to provide the necessary supporting documents; iv) have attempted to unduly influence the decision-making process of the contracting authority, to obtain confidential information which may give it an unfair advantage in the award procedure or to negligently provide misleading information which may substantially affect the contracting authority for its exclusion, selection or assignment,		

V. SITUATIONS OF EXCLUSION CONCERNING NATURAL PERSONS WITH POWER OF REPRESENTATION, DECISION MAKING OR CONTROL OVER THE LEGAL ENTITY

(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) and b) above</i>		
<i>Situations c) to e) above</i>		

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

III. SITUATIONS OF EXCLUSION CONCERNING NATURAL PERSONS WITH POWER OF REPRESENTATION, DECISION MAKING OR CONTROL OVER THE LEGAL ENTITY

(3) declares whether a natural or legal person that assumes unlimited liability for the debts of the above-mentioned legal person is in one of the following situations or not:

	YES	NO
<i>Situation a) and b) above</i>		
<i>Situations c) to e) above</i>		

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, organizational 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.

EVIDENCE UPON REQUEST

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 above a 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.

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.

Date

Representative

Signature/ stamp

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

ANNEX C – PROJECT REFERENCES

Please complete a table using the format below to summarize the major projects related to this contract carried out in the course of the past 5 years¹ by the legal entity or entities submitting the tender.

Ref no (minimum 3 / maximum 10 in total)	Title							
Name of legal entity	Target Markets	Overall contractt 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 contract / project						Type of services provided (indicate)		
						Website, social media		
						Advertising		
						Communication tools		
						Events		
						POS		

¹ In the case of framework contracts (without contractual value), only specific contracts corresponding to assignments implemented under such framework contracts shall be considered.

ANNEX D – Economic offer

To: DELCOF S.A.

Subject: *Economic Offer Call for Proposals 2023/02 - 101095226 – Tastelicious*

We the undersigned undertake to commence, execute and complete the scope of the contract, in accordance with the Specifications and our Tender, for the total price of EUR

[] without VAT as following:

Direct cost of action: EUR.....[.....] without VAT

Fees: EUR.....[.....] without VAT

The total price of our offer is analysed in continuation per LOT and workpackage.

Should our offer be accepted, we undertake to deposit a Performance Guarantee for the amount specified in the Specifications, and to commence the execution of the Contract within the time limits provided for in the conditions and to complete them within the time limits stated in the Specifications, our Tender, the Grant Agreement and the Service Contract.

Name / Title / Signature / Stamp

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

Table 1 – Total Budget

Lot	Year 1				Year 2				Year 3				Total			
	Direct cost	Fees	Other direct costs	Total	Direct cost	Fees	Other direct costs	Total	Direct cost	Fees	Other direct costs	Total	Direct cost	Fees	Other direct costs	Total
Lot 1																
Lot 2																
Total																

Table 2 – Budget per WP

WP	Year 1				Year 2				Year 3				Total			
	Direct cost	Fees	Other direct costs	Total	Direct cost	Fees	Other direct costs	Total	Direct cost	Fees	Other direct costs	Total	Direct cost	Fees	Other direct costs	Total
WP 1																
.....																
WP n																
Total																

Table 3 – Budget per LOT/ WP

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Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

LOT	Year 1				Year 2				Year 3				Total			
	Direct cost	Fees	Other direct costs	Total	Direct cost	Fees	Other direct costs	Total	Direct cost	Fees	Other direct costs	Total	Direct cost	Fees	Other direct costs	Total
WP1																
.....																
WP n																
Total																

Table 4 – Budget per LOT/ WP / Activity

LOT.... / WP...	Year 1				Year 2				Year 3				Total			
	Direct cost	Fees	Other direct costs	Total	Direct cost	Fees	Other direct costs	Total	Direct cost	Fees	Other direct costs	Total	Direct cost	Fees	Other direct costs	Total
Activity 1																
.....																
Activity n																
Total																

ANNEX E – CONTRACT AWARD DOCUMENTS

Documents that are issued in a language other than Greek/ Romanian, they will be accompanied by an official translation in Greek and Romanian.

No	Document
1.	Extract from the “judicial record” or, failing that, of an equivalent document issued by a competent judicial or administrative authority of the country where the Contractor is established, showing that is not in any of the exclusion situations 6.4, 1), a) to f) of the Declaration of Honor and stipulated in the Specifications
2.	An original Certificate issued by a competent administrative or judicial authority in accordance with the legal provisions of the country where the Contractor is established, showing that is not in any of the exclusion situations 6.4, 2), a) and b) of the Declaration of Honor and stipulated in the Specifications

ANNEX F – Service Contract

Service contracts with Contracting Authorities will be based on the model of Grant Agreement for multi programmes which is available at the following link:

https://ec.europa.eu/research/participants/data/ref/other_eu_prog/agriprod/mga/agriprod-mga-multi_en.pdf

ANNEX G – PERFORMANCE GUARANTEE

Expiry date -----

To

(hereinafter referred to as "the Contracting Authority")

Dear Sirs,

Guarantee no -----

Contract **101095226 – Tastelicious LOT [GR or RO]**

We have been informed that you have entered into a contract with -----

---- (hereinafter referred to as "the Contractor") for the **101095226 – Tastelicious - LOT [GR or RO]** (hereinafter referred to as "the Contract"), with contract amount of € ----- (in words -----

----- Euro) (hereinafter referred to as "the Contract Amount"), and that the terms of the Contact require the provision of a performance guarantee for an amount equal to 5% percent of the Contract Amount without VAT.

At the request of the Contractor, we the undersigned bank/credit institution, waiving all rights of objection and defence under the Contract, hereby, irrevocably and without any reference to and notwithstanding any objection by the Contractor, undertake to pay you without delay (and at the latest within 3 working days) any sum or sums not exceeding in total the amount of € ----- (in words -----

----- Euro)
(hereinafter referred to as "the Guaranteed Amount"), upon receipt by us of your first demand in writing stating that the Contractor has failed or refused to fulfill or has not fulfilled and/or was in breach of any of his obligations under the Contract and that you claim payment under this Guarantee. The Guaranteed Amount will be reduced by each payment made by us as a result of a claim.

It is understood that any change, modification, addition or amendment which may be made to the Contract, or any settlement in relation to it, shall not in any way release us from our obligations and liabilities under this guarantee, and we hereby expressly waive our right to consent to or to receive notice, of any such change, modification, addition, amendment or settlement.

This Guarantee shall remain in force up to and including the expiry date mentioned above and any demand from you in respect thereof must be received by us on or before that date (or, if that date is a bank holiday, up to and including the last bank working day before that date). After that date, and provided that no written demand from you has been received by us by then, this Guarantee shall be deemed to be void, whether it has been returned to us or not.

Call for proposals 2023/02– 101095226 – Tastelicious - Tender Document

This Guarantee shall be governed by and construed according to the laws of the [Greece / Romania] and shall fall within the jurisdiction of the courts of the [Greece / Romania].

[Bank/Credit Institution] / (signature and stamp)