

BIO CĂTINA AGRICULTURAL COOPERATIVE

Specifications of Call for Proposals No 1/2022

**Concerning a service contract for the execution of the “Enjoy Organic Sea
Buckthorn! It’s from Europe!” 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: Tuesday, 15th of February 2022

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Introduction

Bio Cătina Agricultural Cooperative (The Contracting Authority) calls for an open procurement for the selection of an execution body (Contractor) to be awarded a service contract for implementing information and promotion measures concerning agricultural products implemented in third countries for "Enjoy Organic Sea Buckthorn! It's from Europe!" campaign execution that has been submitted for finance on 11th of May 2021 on the frame of the **CALL FOR PROPOSALS FOR SIMPLE PROGRAMMES 2021 – PROMOTION OF AGRICULTURAL PRODUCTS, Call: AGRIP-SIMPLE-2021, Topic: AGRIP-SIMPLE-2021-TC-ORGANICS, Type of Action: AGRIP-PJG**, 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 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 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 **Monday, 24th of January 2022**. Questions or clarifications concerning the present Specifications can be communicated in written until **Monday, 24th of January 2022**. The time limit for submission of Tenders is **Tuesday, 15th of February 2022, 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**

Contracting Authority

Official Name	BIO CĂTINA AGRICULTURAL COOPERATIVE
Postal Address	CALEA MOSILOR, NR.88, SC.B, et.2, ap.28
Town	BUCHAREST
Telephone / Fax	+40722929772
Email	office@biocatina.com
Contact person	MĂDĂLINA GIURESCU

- 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, personal or by post, with receipt.

Object of the Enjoy Organic Sea Buckthorn! It's from Europe! campaign

The campaign aims to increase the awareness and recognition of EU quality schemes and to increase competitiveness and consumption of EU agricultural products by making a synergy between premium products and organic logo and will be completed with an adapted mix of communication digital and traditional activities.

Specific objectives are to increase the awareness and recognition of EU quality schemes in Switzerland, South Korea and Singapore after 3 years and to increase the competitiveness and consumption of EU agricultural products (sea buckthorn), but also for complementary agricultural products (hemp and ginger) in Switzerland, South Korea and Singapore in 3 years. First specific objective will result to the increase of recognition's levels on the EU organic logo in Switzerland, South Korea and Singapore. It will also result into increase volume sales in Switzerland, South Korea and Singapore. The core target group is: people 25-55 years, KOL (Key Opinions Leaders): bloggers / vloggers / influencers, B2B.

Object of the contract

Contractor will undertake the execution of the “Enjoy Organic Sea Buckthorn! It's from Europe!” 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, Switzerland, South Korea, Singapore, in the country of origin of the execution body and in subcontracting bodies countries.

Context of the contract

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

Public Relations	Continuous PR Activities Press releases
Website, social media	Website setup and online mall, updating, maintenance Social media (Accounts setup, regular posting) – Facebook and Instagram Messages on mobile app Kakao Talk QR code application
Advertising	Print Online
Communication tools	Promotional video
Events	Stands at trade fairs B2B meetings Other events – Meetings with KOL
POS	Promotion in retail stores

Value of contract

Estimated value of the contract to be awarded is **EUR 1.651,894** (without VAT) and concerns direct cost of actions and fees 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, events organizing, 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 four thousand euro (**EUR 4,000**). 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.

Procedure

Time limit for requests to participate

Request to participate must be submitted until [Date 24/01/2022], [Time 15:00] in written to the contact point.

Questions or clarifications concerning the present Specifications may be sent by e-mail no later than [Date: 24/01/2022] to the contact point.

Replies will be communicated to all tenderers no later than [Date: 28/01/2022] by the Committee.

Deadline for submission of tenders

Tenders must be submitted not later than [Date 15/02/2022] [Time: 15:00] either by post or by hand deliveries.

Place of submission of Tenders: Calea Moșilor, nr. 88, sc. B, et.2, ap.28, 030152, Bucharest, Romania.

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

Main languages of the tender are: Romanian and English.

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

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

Technical Offer may be drawn in Romanian and English.

Financial Offer should be in Romanian and English.

Minimum time frame during which the tenderer must maintain the tender

Tenders will be valid for 90 (ninety) 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: [16/02/2022] Time: [12:00]*.

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 1/2022

“Enjoy Organic Sea Buckthorn! It’s from Europe!” campaign

REG (EU) 1144/2014

Deadline 15/02/2022

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	Issued at least six (6) months before the deadline of submission of tender by the competent

	professional or trade registers of the tenderer and each member of the consortium of tenderers if applicable	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 if applicable	Issued at least six (6) months before the deadline of submission of tender by the competent national authorities
7	Financial identification form of the tenderer and each member of the consortium of tenderers if applicable	https://ec.europa.eu/info/sites/default/files/about_the_european_commission/eu_budget/fich_sign_ba_g_b_en_0.pdf
8	Legal entity form of the tenderer and each member of the consortium of tenderers if applicable	https://ec.europa.eu/info/sites/default/files/about_the_european_commission/eu_budget/legent_privcomp_en.pdf
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 translation the tender is considered non eligible. Dossier should include all above mentioned documents in electronic format (CD/DVD disc/memory stick).

- 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.

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 the last financial year is above two hundred fifty thousand euro (EUR 250,000).

Evidence: The tenderer must provide financial statements of the last (1) year 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 different business sector.

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, promotion campaigns, events organizing for different sectors from which at least 3 campaigns** during the past 5 years in different member states or third countries.

Evidence: The tenderer must provide a list of references filling in the relevant table of the Submission Form (Annex D) for the past 5 years (2017-2021).

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

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

Promotion Manager: At least **three (3) years** of experience in **managing promotion campaigns** in different sectors. Experience in management of teams. 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: Efficiency and effectiveness of the actions (40 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. Campaign concept is creative, clear, complex and will generate impact on targeted countries.

Award criterion 3: Organization of the work and resources, quality assurance (20 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.

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 4.000 (euro four thousand), 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 90 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)]¹.

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

¹ 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

We have attached the detailed activities of the project and the expected indicators for preparing the detailed technical offer.

ACTIVITIES

1. Public relations					
<i>Ensure consistence with the detailed budget table (if applicable).</i>					
Duration:	M2 – M35	Lead Beneficiary:	Bio Catina Cooperativa Agricola		
Objectives					
<i>List the specific objectives to which this work package is linked.</i>					
OB1: Making press releases and media kits for each target country for each year of implementing					
Activities (what, how, where) and division of work					
<p>During this activity there will be press kits for articles and interviews in online and offline media. The following will be done every year: 6 newspapers articles (2 articles *3 countries); 3 media kits sent to media (1 media kit sent x 3 countries), 3 press release reports (1 press release report *3 countries), 3 clipping reports (1 clipping reports * 3 countries)</p> <p>Impact: Awareness change – Nr. of people effectively reached :300. Target groups: people 25-55 years, KOL (key oppinion leaders): bloggers / vloggers/ influencers, B2B</p>					
Task No (continuous)	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	

numbering linked to WP)				(COO, BEN, OTHER)	(Yes/No and which)
1.1	Producing press kits for articles and interviews in health and nutrition magazines /sites	PMM will work with the selected subcontractor in order to make articles and media kits, will send feedback to the provider and will give acceptance on the final version of each deliverable. Continuous activities involving producing press kits for articles and interviews in health and nutrition magazines /sites: Daily review for opportunistic pitching; Press Releases; Establishing relevant media list; Development of 1x media kit - Factsheets, Bios, Images; Dissemination of media kit; Targeted press pitches; Drafting pitch documents for media pitching; Facilitating media enquiries; Facilitation of media interviews and enquiries; Facilitation of media buys (exclude cost of media buys); Coverage follow up. All deliverables will be sent for feedback and approved by the project manager.	PMM MP	COO Other	Yes
1.2	Monitoring the results	Monthly, the project team will present the results obtained in this activity, the proposed target, as well as the plan to achieve the fulfilment of this activity results.	PM PMM IB	COO	No

Deliverables and estimated budget			
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	6 newspapers articles 3 press release reports 3 clipping reports	6 newspapers articles 3 press release reports 3 clipping reports	6 newspapers articles 3 press release reports 3 clipping reports
Estimated budget	<p>Korea- 7.370 Eur Press kit: 1.000 eur/unit*2 units=2.000 eur; Translations: 150 eur/unit*2 units= 300 eur; Dissemination of press kit: 1.500 eur/unit*2 units= 3.000 eur; Facilitating media enquiries: 600 eur/unit*1 unit=600 eur; Coverage follow-up: 800 eur/unit*1 unit=800 eur Implementing body 10%= 670 euro</p> <p>Singapore- 8.580 Eur Press kit: 1.000 eur/unit*2 units=2.000 eur; Translations: 200 eur/unit*2 units= 400 eur; Dissemination of press kit: 2.000 eur/unit*2 units= 4.000 eur; Facilitating media enquiries: 600 eur/unit*1 unit=600 eur; Coverage</p>	<p>Korea- 7.370 Eur Press kit: 1.000 eur/unit*2 units=2.000 eur; Translations: 150 eur/unit*2 units= 300 eur; Dissemination of press kit: 1.500 eur/unit*2 units= 3.000 eur; Facilitating media enquiries: 600 eur/unit*1 unit=600 eur; Coverage follow-up: 800 eur/unit*1 unit=800 eur; Implementing body 10%= 670 euro</p> <p>Singapore- 8.580 Eur Press kit: 1.000 eur/unit*2 units=2.000 eur; Translations: 200 eur/unit*2 units= 400 eur; Dissemination of press kit: 2.000 eur/unit*2 units= 4.000 eur; Facilitating media</p>	<p>Korea- 7.370 Eur Press kit: 1.000 eur/unit*2 units=2.000 eur; Translations: 150 eur/unit*2 units= 300 eur; Dissemination of press kit: 1.500 eur/unit*2 units= 3.000 eur; Facilitating media enquiries: 600 eur/unit*1 unit=600 eur; Coverage follow-up: 800 eur/unit*1 unit=800 eur; Implementing body 10%= 670 euro</p> <p>Singapore- 8.580 Eur Press kit: 1.000 eur/unit*2 units=2.000 eur; Translations: 200 eur/unit*2 units= 400 eur; Dissemination of press kit:</p>

	<p>follow-up: 800 eur/unit*1 unit=800 eur Implementing body 10%= 780 euro Swiss- 7.370 Eur Press kit: 1.000 eur/unit*2 units=2.000 eur; Translations: 150 eur/unit*2 units= 300 eur; Dissemination of press kit: 1.500 eur/unit*2 units= 3.000 eur; Facilitating media enquiries: 600 eur/unit*1 unit=600 eur; Coverage follow-up: 800 eur/unit*1 unit=800 eur Implementing body 10%= 670 euro</p>	<p>enquiries: 600 eur/unit*1 unit=600 eur; Coverage follow-up: 800 eur/unit*1 unit=800 eur; Implementing body 10%= 780 euro Swiss- 7.370 Eur Press kit: 1.000 eur/unit*2 units=2.000 eur Translations: 150 eur/unit*2 units= 300 eur Dissemination of press kit: 1.500 eur/unit*2 units= 3.000 eur Facilitating media enquiries: 600 eur/unit*1 unit=600 eur Coverage follow-up: 800 eur/unit*1 unit=800 eur Implementing body 10%= 670 euro</p>	<p>2.000 eur/unit*2 units= 4.000 eur; Facilitating media enquiries: 600 eur/unit*1 unit=600 eur; Coverage follow-up: 800 eur/unit*1 unit=800 eur; Implementing body 10%= 780 euro Swiss- 7.370 Eur Press kit: 1.000 eur/unit*2 units=2.000 eur; Translations: 150 eur/unit*2 units= 300 eur Dissemination of press kit: 1.500 eur/unit*2 units= 3.000 eur; Facilitating media enquiries: 600 eur/unit*1 unit=600 eur; Coverage follow-up: 800 eur/unit*1 unit=800 eur ; Implementing body 10%= 670 euro</p>
Subtotal for activity 1	23.320 EUR	23.320 EUR	23.320 EUR
and/or			

Total for the Work Package	23.320 EUR	23.320 EUR	23.320 EUR
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2. Website and social media

Ensure consistence with the detailed budget table (if applicable).

Duration:	M3 – M36	Lead Beneficiary:	Bio Catina Cooperativa Agricola
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Objectives
List the specific objectives to which this work package is linked.

OB1: Increase awareness about the nutritional, health, environment that the organic products coming from Europe. It will the double the efforts to raise awareness about European organic LOGO, organic farming and organic products. OB2: Increase the competitiveness and consumption of EU agricultural products and to raise their profile outside the EU; OB3: Increase the market share of EU agricultural products and certain food products, specifically focusing on those markets in non-EU countries that have the highest growth potential: South Korea, Singapore, Switzerland; OB4: Building an authentic community amongst client’s customers, employees, and partners through various types of interaction

Activities (what, how, where) and division of work
 WP 3 consists of **4 different elements**, complementary and interconnected : 1.Website 2.Social Media 3.Mobile application 4.QR Code application
1.Website and Online mall. An internet portal is being purchased and a site with multiple roles is being developed: transparency, dissemination the projects results and ongoing activities, population education, product information, production methods, tools for recognizing the visual allegations of the Union organic scheme, a community specialised in Sea Buckthorn at European level: associations,

producers, federations, scientists, universities, research bodies, etc. The External Advisory Board will be part of this community. It will measure the perception, awareness by completing online feedback queries, announcing future events, best practices, opportunities, researches, training and education opportunities, health claims, innovation, etc. The site will be set up in 5 languages: English, French, German, Chinese and Korean and will work for another 3 years after the program has been completed. We will create and design a website for the programme that BIO CATINA is developing to act as a landing page and for generation of sales, answer sales enquiries and provide details on product and organic method of production. An online mall creation is included. There will be uploaded products to famous social commerce (In Korea, shopping malls and social commerce should be built outside the website). The Agrip Sea Buckthorn project will promote the lasting upscale of the elaborated promotion scheme for European organic Sea Buckthorn in Switzerland, South Korea and Singapore and will integrate all other communication tools and approaches. The search engine option will be used to increase the number of visitors. Set-up, Design, Updating, Maintenance, Search exposure. **2. Social Media** - is one of the best instruments to reach the consumers preoccupied by knowledge, education, health, research and development. They will receive a "fresh" content that will match their interests. Providing social media solution for client's marketing plan and needs.

Strategic counsel: - 1x Consulting Session (2 hours per session, 2 sessions per client); Surface rebranding -> Revamp of current artworks and images on social platform: - 1 x Concept Board and Concept Identity for Social Media; - 1 x Facebook Avatar Design; - 1 x Facebook Cover Photo Design; - 1 x Instagram Avatar Design; - 6 x Instagram Stories Highlight Cover Photo. Content development: - 12 x Original Social Media Content: Static carousel posting depends on the complexity and requirement. - 12 x Instagram Stories: Content adaptation from original content in Instagram Story format; - 12 x Facebook transferred content; - 12 x Copywriting (30-60 Words); - 1 x half-day Photography • Photographer's Fee; • Photographer's Assistant Fee; • Loading Fee; • Post Production; • Art Direction; • Camera and Production Rental. Community management: Using opportunities to interact with their audience to create a network in which they can connect, share, and grow. - est. 60 Hours of Community Management ;**3.**

Mobile application - One famous mobile messaging app in South Korea is Kakao Talk. Has over 42 million monthly active users in South Korea. We will send targeted message to their followers; **4. OR Code application:** Target groups: people 25-55 years, KOL (key opinion leaders): bloggers / vloggers/ influencers, B2B

Task No (continuous)	Task Name	Description	Participant		In-kind Contributions and Subcontracting
			Name	Role	

numbering linked to WP)				(COO, BEN, OTHER)	(Yes/No and which)
2.1	Website and Online Mall	Create and design website, adaptations for content in 5 languages, Modules, Community, Create and design Online Mall	PM AO BDM	COO	Yes
2.2	Social Media content	Concepts for Social Media, original social media contents, Instagram Stories Highlights Cover Photo, Instagram Stories, Facebook transferred content	PM PMM	COO	Yes
2.3	Mobile application	Message content and media targeted	PM; PMM	COO	Yes
2.4	QR Code application	Design and creation , translations, maintenance	PM; PMM	COO	Yes

Deliverables and estimated budget

Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	<p><i>For each year, please list the deliverables (linked to the output indicators in section 2.5)</i></p> <p>1 website; 1 online mall; 1 concept for Social Media; 6 original social media contents; 18 Instagram Stories Highlights Cover Photo; 36 Instagram Stories; 36 Facebook transferred content</p>	<p>1 website maintenance report 1 online mall maintenance report 1 concept for Social Media 6 original social media contents 18 Instagram Stories Highlights Cover Photo; 36 Instagram Stories; 36 Facebook transferred content 125.000 messages to followers</p>	<p>1 website maintenance report 1 online mall maintenance report; 1 concept for Social Media; 6 original social media contents; 18 Instagram Stories Highlights Cover Photo; 36 Instagram Stories 36 Facebook transferred</p>

	125.000 messages to followers on Kakao Talk 1 mobile application message report 1 QR code application	on Kakao Talk ;1 mobile application message report ; 1 QR code application maintenance report	content; 125.000 messages to followers on Kakao Talk 1 mobile application message report; 1 QR code application maintenance report
Estimated budget	<p><i>Budget must be linked to the activities undertaken in that year and WP.</i></p> <p><i>Give estimated costs per type of output indicator.</i></p> <p><i>If relevant: budget per target country</i></p> <p>Activity 1: Website setup, updating, maintenance – 29.700 euro</p> <p>Creative and design services: 5.500 eur Translations and adaptation: 3.000 eur Programming: 3.500 eur; Online mall: 2.000 eur; Localisation content: 4.500 eur; Responsive design (mobile device ready): 5.500 eur; SEO: 3.000 eur implementing body: 10%</p> <p>Activity 2: Social media</p>	<p>Activity 1: Website setup, updating, maintenance – 4.950 euro</p> <p>Update& maintenance: 1.500 eur SEO: 3.000 eur; implementing body: 10%</p> <p>Activity 2: Social media (accounts setup, regular posting)</p> <p>Korea:13.255 eur</p> <p>Social media content: 1 unit*2.000 eur/unit=2.000 eur; Strategic counsel: 1 unit*250 eur/unit= 250 eur; Surface rebranding: 1 unit*1.500 eur/unit= 1.500 eur; Content development: Original Social Media Content: 6 units*100 eur/unit=600 eur;</p>	<p>Activity 1: Website setup, updating, maintenance – 4.950 euro</p> <p>Update& maintenance: 1.500 eur SEO: 3.000 eur implementing body: 10%</p> <p>Activity 2: Social media (accounts setup, regular posting)</p> <p>Korea:13.255 eur</p> <p>Social media content: 1 unit*2.000 eur/unit=2.000 eur Strategic counsel: 1 unit*250 eur/unit= 250 eur; Surface rebranding: 1 unit*1.500 eur/unit= 1.500 eur; Content development: Original Social Media</p>

	<p>(accounts setup, regular posting) Korea:16.555 eur Social media content: 1 unit*2.000 eur/unit=2.000 eur; Strategic counsel: 1 unit*250 eur/unit= 250 eur; Surface rebranding: 1 unit*900 eur/unit= 900 eur; Content development: Original Social Media Content: 6 units*100 eur/unit=600 eur; Instagram Stories: 12 units*50 eur/unit=600 eur Facebook transfer content: 12 units*50 eur/unit=600 eur; Copywriting: 12 units*100 eur.unit= 1.200 eur; Photography: 1 pers*3.000 eur= 3.000 eur; Royalties: 1 unit*500 eur= 500 eur Community management: 60 units*90 eur.unit=5.400 eur; implementing body 10% Singapore: 10.670 eur Surface rebranding: 1 unit*800 eur/unit= 800 eur; Content development: Original Social Media Content: 6 units*100 eur/unit=600 eur; Instagram Stories: 12 units*100 eur/unit= 1.200 eur; Facebook transfer content: 12 units*50 eur/unit=600 eur; Copywriting: 12 units*50 eur/unit= 600 eur; Royalties: 1 unit*500 eur= 500 eur; Community management: 60 units*100 eur.unit=6.000 eur implementing body 10%</p>	<p>Instagram Stories: 12 units*50 eur/unit=600 eur; Facebook transfer content: 12 units*50 eur/unit=600 eur; Copywriting: 12 units*100 eur.unit= 1.200 eur Royalties: 1 unit*500 eur= 500 eur; Community management: 60 units*90 eur.unit=5.400 eur; implementing body 10% Singapore: 10.670 eur Surface rebranding: 1 unit*800 eur/unit= 800 eur; Content development: Original Social Media Content: 6 units*100 eur/unit=600 eur; Instagram Stories: 12 units*100 eur/unit= 1.200 eur; Facebook transfer content: 12 units*50 eur/unit=600 eur; Copywriting: 12 units*50 eur/unit= 600 eur; Royalties: 1 unit*500 eur= 500 eur; Community management: 60 units*100 eur.unit=6.000 eur implementing body 10%</p>	<p>Content: 6 units*100 eur/unit=600 eur; Instagram Stories: 12 units*50 eur/unit=600 eur; Facebook transfer content: 12 units*50 eur/unit=600 eur; Copywriting: 12 units*100 eur.unit= 1.200 eur; Royalties: 1 unit*500 eur= 500 eur;Community management: 60 units*90 eur.unit=5.400 eur; implementing body 10% Singapore: 10.670 eur Surface rebranding: 1 unit*800 eur/unit= 800 eur Content development: Original Social Media Content: 6 units*100 eur/unit=600 eur; Instagram Stories: 12 units*100 eur/unit=1.200 eur; Facebook transfer content: 12 units*50 eur/unit=600 eur;</p>
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	<p>Content: 6 units*100 eur/unit=600 eur</p> <p>Instagram Stories: 12 units*100 eur/unit=1.200 eur; Facebook transfer content: 12 units*50 eur/unit=600 eur</p> <p>Copywriting: 12 units*50 eur/unit=600 eur;Royalties: 1 unit*500 eur=500 eur</p> <p>Community management: 60 units*100 eur.unit=6.000 eur; implementing body 10%</p> <p>Swiss: 10.285 eur</p> <p>Strategic counsel: 1 unit*250 eur/unit= 250 eur; Surface rebranding: 1 unit*800 eur/unit=800 eur; Content development: Original Social Media Content: 6 units*100 eur/unit=600 eur</p> <p>Instagram Stories: 12 units*100 eur/unit=1.200 eur; Facebook transfer content: 12 units*50 eur/unit=600 eur;Copywriting: 12 units*100 eur/unit= 1.200 eur;</p> <p>Royalties: 1 unit*500 eur= 500 eur; Community management: 60 units*90 eur.unit=5.400 eur implementing body 10%</p> <p>Activity 3: Other (mobile apps, e-learning platforms, webinars, etc.)</p> <p>3.1 Mobile app:8.800 eur</p> <p>Creative&Design Services: 1 unit*1.000 eur.unit=1.000 eur; Sending messages: 1 unit*7.000</p>	<p>Swiss: 10.285 eur</p> <p>Strategic counsel: 1 unit*250 eur/unit= 250 eur; Surface rebranding: 1 unit*800 eur/unit= 800 eur; Content development: Original Social Media Content: 6 units*100 eur/unit=600 eur; Instagram Stories: 12 units*100 eur/unit=1.200 eur; Facebook transfer content: 12 units*50 eur/unit=600 eur;Copywriting: 12 units*100 eur/unit= 1.200 eur;</p> <p>Royalties: 1 unit*500 eur= 500 eur; Community management: 60 units*90 eur.unit=5.400 eur implementing body 10%</p> <p>Activity 3: Other (mobile apps, e-learning platforms, webinars, etc.)</p> <p>3.1 Mobile app:8.800 eur</p> <p>Creative&Design Services: 1 unit*1.000 eur.unit=1.000 eur; Sending messages: 1 unit*7.000</p>	<p>Copywriting: 12 units*50 eur/unit= 600 eur</p> <p>Royalties: 1 unit*500 eur= 500 eur; Community management: 60 units*100 eur.unit=6.000 eur implementing body 10%</p> <p>Swiss: 10.285 eur</p> <p>Strategic counsel: 1 unit*250 eur/unit= 250 eur; Surface rebranding: 1 unit*800 eur/unit= 800 eur; Content development: Original Social Media Content: 6 units*100 eur/unit=600 eur; Instagram Stories: 12 units*100 eur/unit=1.200 eur; Facebook transfer content: 12 units*50 eur/unit=600 eur; Copywriting: 12 units*100 eur/unit= 1.200 eur; Royalties: 1 unit*500 eur= 500 eur; Community</p>
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	<p>500 eur; Community management: 60 units*90 eur.unit=5.400 eur; implementing body 10%</p> <p>Activity 3: Other (mobile apps, e-learning platforms, webinars, etc.)</p> <p>3.1 Mobile app:8.800 eur</p> <p>Creative&Design Services: 1 unit*1.000 eur.unit=1.000 eur Sending messages: 1 unit*7.000 eur/unit=7.000 eur Implementing body:10%</p> <p>3.2 QR code application: 7.150 eur</p> <p>Creative&Design Services: 1 unit*5.000 eur.unit= 5.000 eur Translations: 3 unit*500 eur/unit= 1.500 eur Implementing body:10%</p>	<p>eur/unit=7.000 eur; Implementing body:10%</p> <p>3.2 QR code application: 550 eur</p> <p>Maintenance/optimization: 1 unit*500 eur.unit= 500 eur Implementing body:10%</p>	<p>management: 60 units*90 eur.unit=5.400 eur implementing body 10%</p> <p>Activity 3: Other (mobile apps, e-learning platforms, webinars, etc.)</p> <p>3.1 Mobile app:8.800 eur</p> <p>Creative&Design Services: 1 unit*1.000 eur.unit=1.000 eur Sending messages: 1 unit*7.000 eur/unit=7.000 eur Implementing body:10%</p> <p>3.2 QR code application: 550 eur</p> <p>Maintenance/optimization: 1 unit*500 eur.unit= 500 eur Implementing body:10%</p>
Subtotal for activity 1	29.700 EUR	4.950 EUR	4.950 EUR
Subtotal for activity 2	35.605 Eur	32.305 Eur	32.305 Eur

Subtotal for activity 3	15.950 Eur	9.350 Eur	9.350 Eur
and/or			
Total for the Work Package	81.255 EUR	46.605 EUR	46.605 EUR

3. Advertising			
<i>Ensure consistence with the detailed budget table (if applicable).</i>			
Duration:	M2 – M36	Lead Beneficiary:	Bio Catina Cooperativa agricola
Objectives			
<i>List the specific objectives to which this work package is linked.</i>			
-OB1: Printed materials production; OB2: Online advertising			
Activities (what, how, where) and division of work			
<p>In WP4 we will make print materials and produce the online advertising. For the print materials, the characteristics may be: Flyer: A5, DCM 200g, 4+4, 2 pages; Maps: A4 closed, pocket applied, 350g matt, 4 + 4, plasticizer, 4 pages; Catalogues: A4 dark, 250g mat, 4 + 4, 16 pag, staples; Posters: A3 200g mat 4+0, 1 page; Brochures: A5 closed, 200g mat, 4 + 4, stapling. In their content they will have information regarding the consumption of the European organic products, LOGO, organic products coming from Europe and high standards for production methods in the European Union but also about the benefits of ecological Sea Buckthorn's consumption to their bodies. We will print each year the following: 30000 flyers; 1500 maps; 1500 catalogues; 3000 posters; 1000 brochures; 1500 cotton bags. Target group print: people 25-55 years, KOL (key opinion leaders): bloggers / vloggers/ influencers, B2B</p>			

Regarding the **online advertising**, we will make 1 video campaign in each targeted country, 3 influencers campaigning in each targeted country- we will select the influencers that are relevant for our messages- In South Korea we identified a foodie blog "A fat girl's food guide" and 1 media ads FB&IG&YT campaigns in each targeted country. Target group online: people 25-55 years, KOL (key opinion leaders): bloggers / vloggers/ influencers, B2B

Task No (continuous numbering linked to WP)	Task Name	Description	Participant		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, OTHER)	
3.1	Printed materials production	For all the events of the campaign, including the fairs, we will print: catalogues, brochures, flyers, maps, presentation materials that will be used in all the events. PR & Marketing Manager will collaborate with the selected subcontractor, will send feedback to the supplier and will accept the final version of each deliverable product. All deliverables will be sent for feedback and approved by the project manager.	PMM PM Media firm	COO COO Other	Yes
3.2	Media buy	In this activity we will do: 1 video campaign, 3 influencers campaigns, 1 Media Ads FB & IG & YT campaigns. PR & Marketing Manager will collaborate with the selected subcontractor, will send feedback to the supplier and will accept	PMM PM Media firms	COO COO Other	Yes

		the final version of each deliverable product. All deliverables will be sent for feedback and approved by the project manager.			
3.3	Monitoring the results	Prepare monthly metric-based project analysis and reporting in excel format for both Instagram and Facebook	PM PMM IB	COO Other	No

Deliverables and estimated budget

Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	<p><i>For each year, please list the deliverables (linked to the output indicators in section 2.5)</i></p> <p>38.500 printed materials 1 video campaigns 3 influencers campaigns 1 Media Ads FB & IG & YT campaigns 3 Facebook Audience Report 3 Facebook Engagement Report 3 Facebook Publishing Report 3 Instagram Publishing Report 3 Instagram Engagement Report 3 Youtube Podcasts Report</p>	<p>38.500 printed materials 1 video campaigns 3 influencers campaigns 1 Media Ads FB & IG & YT campaigns 3 Facebook Audience Report 3 Facebook Engagement Report 3 Facebook Publishing Report 3 Instagram Publishing Report 3 Instagram Engagement Report 3 Youtube Podcasts Report 3 Youtube Engagement report</p>	<p>38.500 printed materials; 1 video campaigns; 3 influencers campaigns; 1 Media Ads FB & IG & YT campaigns; 3 Facebook Audience Report; 3 Facebook Engagement Report; 3 Facebook Publishing Report 3 Instagram Publishing Report; 3 Instagram Engagement Report; 3 Youtube Podcasts Report; 3 Youtube Engagement</p>

	3 Youtube Engagement report 3 Youtube Audience report 3 Google analytics report	3 Youtube Audience report 3 Google analytics report	report; 3 Youtube Audience report 3 Google analytics report
Estimated budget	<p><i>Budget must be linked to the activities undertaken in that year and WP.</i></p> <p><i>Give estimated costs per type of output indicator.</i></p> <p><i>If relevant: budget per target country</i></p> <p>Activity 1: Print Creative and illustrative services: 1 unit*5.000 eur/unit= 5.000 eur (only Year 1); Flyers: 0.2 eur/unit*30.000 units= 6.000 eur; Maps: 1 eur/unit*1.500 units=1.500 eur; Catalogs: 6 eur/unit*1.500 units= 9.000 eur; Posters: 0.70 eur/unit*3.000 units= 2.100 eur; Brochures: 3 eur/unit*1000 units=3.000 eur; Cotton bags: 1 eur/unit*1.500 units= 1.500 eur Implementing body-10%</p> <p>Activity 2:Online Korea: 21.000 eur Campanie Video: 1 unit*9.000</p>	<p>Activity 1: Print Flyers: 0.2 eur/unit*30.000 units= 6.000 eur; Maps: 1 eur/unit*1.500 units=1.500 eur; Catalogs: 6 eur/unit*1.500 units= 9.000 eur Posters: 0.70 eur/unit*3.000 units= 2.100 eur; Brochures: 3 eur/unit*1000 units=3.000 eur; Cotton bags: 1 eur/unit*1.500 units= 1.500 eur; Implementing body-10%</p> <p>Activity 2:Online Korea: 21.000 eur Campanie Video: 1 unit*9.000 eur=9.000 eur; Influencers: 3 pers*2.000 eur/pers=6.000 eur; 4 week Media:1 unit*6.000 eur=6.000 eur Singapore: 31.300 eur Campanie Video: 1 unit*16.300 eur=16.300 eur; Influencers: 3</p>	<p>Activity 1: Print Flyers: 0.2 eur/unit*30.000 units= 6.000 eur Maps: 1 eur/unit*1.500 units=1.500 eur Catalogs: 6 eur/unit*1.500 units= 9.000 eur Posters: 0.70 eur/unit*3.000 units= 2.100 eur Brochures: 3 eur/unit*1000 units=3.000 eur Cotton bags: 1 eur/unit*1.500 units= 1.500 eur Implementing body-10%</p> <p>Activity 2:Online Korea: 21.000 eur Campanie Video: 1 unit*9.000 eur=9.000 eur; Influencers: 3 pers*2.000 eur/pers=6.000 eur; 4 week Media:1 unit*6.000</p>

	<p>eur=9.000 eur; Influencers: 3 pers*2.000 eur/pers=6.000 eur; 4 week Media:1 unit*6.000 eur=6.000 eur</p> <p>Singapore: 31.300 eur</p> <p>Campanie Video: 1 unit*16.300 eur=16.300 eur; Influencers: 3 pers*2.500 eur/pers= 7.500 eur; 4 week Media:1 unit*7.500 eur=6.000 eur</p> <p>Swiss: 28.100 eur</p> <p>Campanie Video: 1 unit*14.000 eur=14.000 eur; Influencers: 3 pers*2.200 eur/pers= 6.600 eur; 4 week Media:1 unit*7.500 eur=7.500 eur; Implementing body: 10%</p>	<p>pers*2.500 eur/pers= 7.500 eur; 4 week Media:1 unit*7.500 eur=6.000 eur</p> <p>Swiss: 28.100 eur</p> <p>Campanie Video: 1 unit*14.000 eur=14.000 eur; Influencers: 3 pers*2.200 eur/pers= 6.600 eur; 4 week Media:1 unit*7.500 eur=7.500 eur; Implementing body: 10%</p>	<p>eur=6.000 eur</p> <p>Singapore: 31.300 eur</p> <p>Campanie Video: 1 unit*16.300 eur=16.300 eur; Influencers: 3 pers*2.500 eur/pers= 7.500 eur; 4 week Media:1 unit*7.500 eur=6.000 eur</p> <p>Swiss: 28.100 eur</p> <p>Campanie Video: 1 unit*14.000 eur=14.000 eur; Influencers: 3 pers*2.200 eur/pers= 6.600 eur; 4 week Media:1 unit*7.500 eur=7.500 eur; Implementing body: 10%</p>
Subtotal for activity 1	30.910 EUR	25.410 EUR	25.410 Eur
Subtotal for activity 2	88.440 Eur	88.440 Eur	88.440 Eur
and/or			
Total for the Work Package	119.350 EUR	113.850 EUR	113.850 EUR

4. Communication tools

Ensure consistence with the detailed budget table (if applicable).

Duration: M5 – M8 **Lead Beneficiary:** Bio Catina Cooperativa Agricola

Objectives

List the specific objectives to which this work package is linked.

OB1:making 3 videos and post-production

Activities (what, how, where) and division of work

3 Videos (60 seconds) and post production. Creative services, production, Adaptation and Custom-Made Voice for Every Country - 2 videos in order to create awareness on the European quality schemes. Themes: logo BIO, Health Media wise: Videos will have postcards on youtube, on social media and on the websites. The videos will amplify the trust in the European organic LOGO for consumers.

Task No (continuous numbering linked to WP)	Task Name	Description	Participant		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, OTHER)	
4.1	Making 3 videos and post-production	Making of 3 videos (one for each target country), 60 seconds and post-production. PR &	PMM PM	COO COO	Yes

		Marketing Manager will collaborate with the selected subcontractor, will send feedback to the supplier and will accept the final version of each deliverable product. All deliverables will be sent for feedback and approved by the project manager.	Media firms	Other	
4.2	Monitoring the results	Prepare monthly metric-based project analysis and reporting in excel format for both Instagram and Facebook.	PM PMM IB	COO COO Other	No
Deliverables and estimated budget					
Timeline		YEAR 1	YEAR 2	YEAR 3	
Deliverables		<i>For each year, please list the deliverables (linked to the output indicators in section 2.5)</i> 1 video/target country +adaptation services			
Estimated budget		<i>Budget must be linked to the activities undertaken in that year and WP.</i> <i>Give estimated costs per type of output indicator.</i> <i>If relevant: budget per target country</i> For each country: 11.000 eur	-	-	

	Creative services: 1 unit*3.000 eur/unit=3.000 eur; Strategic planning: 1 unit*1.000 eur/unit=1.000 eur ; Production: 1 unit*3.000 eur/unit=3.000 eur; Post production: 1 unit*2.000 eur/unit=2.000 eur; Adaption in languages: 1 unit*1.000 eur/unit=1.000 eur; Implementing body 10%		
Subtotal for activity 1	33.000 EUR	0 EUR	0 EUR
and/or			
Total for the Work Package	33.000 EUR	0 EUR	0 EUR

5. Events			
<i>Ensure consistence with the detailed budget table (if applicable).</i>			
Duration:	M9 – M27	Lead Beneficiary:	Bio Catina Cooperativa agricola
Objectives			
<i>List the specific objectives to which this work package is linked.</i>			

OB1: Increase awareness of the merits of EU agricultural products and of the high standards applicable to the production methods in the EU; OB2: Increase the competitiveness and consumption of EU agricultural products and to raise their profile outside the EU; OB3: Increase the market share of EU agricultural products and certain food products, specifically focusing on those markets in non-EU countries that have the highest growth potential : Korea, Singapore, Switzerland; OB4: Increase the awareness and recognition of EU quality schemes;;

Activities (what, how, where) and division of work

1. Participation in fairs and exhibitions- The targeted Fairs are: Coex Food Week in South Korea, SFFA – Speciality Fine Food Asia in Singapore, WORLD GOURMET SUMMIT in Singapore and VITAFood in Switzerland. WGS is widely regarded as Asia's foremost gastronomic event. It is internationally recognised, being awarded 55 times by IFEA since 2000. 1. The registration fee cover also the promotion in the fair catalogue, 2. Exhibition space rental and personalized designed and built stand, versus standard shell scheme. In our experience, few participants opt for this choice, and making a custom design for the booth allows us to gain a lot in visibility and access to potential customers. For the stand we decided to take space only 9 square meters for South Korea, 12 square meters in Singapore (minimum accepted) and 10 sqm for Switzerland. 3. For the fairs Bio Catina will order a custom design and build solution, arguments presented above. 4. Light and electricity. A socket will be needed for a central office that is used deposit personal objects and samples. 5. Professional audio-video equipment + operator for 1 hour of quality material (interviews, professional product picture, movies with small events in the booth location). 6. Staff hostesses will allow to the team members that are present to the fair to attend B2B meetings at the fair and conferences. 7. Hotel (B2B and B2C). 8. The product transport and insurance 9. Samples – a set of samples contains 9 pcs of: - Seabuckthorn oil 2 ml – 1,5 eur/ pc; - Sea Buckthorn Premium Juice : 200ml– 2,5 eur/pc; - Sea Buckthorn & Ginger Nectar : 250 ml – 1,9 eur/pc; - Capsules : little bag containing 9 capsules (daily dosage) – 1 eur/pc; - Dry seabuckthorn bag: 50 g – 3eur/pc; - Grounded seabuckthorn bag : 50 g – 3 eur/pc; - Seabuckthorn confiture with rose petals : 20 g – 0,6 eur/pc; - Seabuckthorn tea bags 60 g – 0,8 eur/pc; - Spreadable seabuckthorn 20g – 2 eur/pc. 10. Uniforms will be produced for the team members and hostesses. 11. Supplies - mainly glasses, plates for service, napkins, water needed to support product tasting. Meetings with KOL: Organizing one working conference / atelier every year in order to attract local bloggers and vloggers that can be involved in disseminating the information regarding the program. This event will take place at the same time with the fair. Vloggers and bloggers have a big online exposure and can generate a high impact results for the programme. A truly B2B event that targets operators met during the fairs and the promotional activities, as well as the main media operators and food bloggers of each country. The networking dinner will feature a

cooking show with a celebrity chef. B2B: B2B meetings will be organized by a professional consultant that knows very well the market and will cover the whole process: invitations, confirmations and assistance to the meeting in order to reach the main target, companies involved on the supply chain of demands. Every interlocutor will receive a special designed package of samples, a presentation of Bio Catina and meeting agenda will be drafted for all business meeting, together with a follow-up plan. The objective is to optimized the business contacts and to increase the future impact of project by promoting the Sea Buckthorn produced in European Union to relevant business partners. Bio Catina project works on B2B meetings in Europe with sector operators as buyers, HORECA, retail purchasing managers, wholesalers, catering managers, importers, reporters and opinion leaders. This activity aims to follow up the most promising relationships.

Task No (continuous numbering linked to WP)	Task Name	Description	Participant		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, OTHER)	
5.1	Participation in fairs and exhibitions	Arrangements for the fairs participation	PM; AO	COO	Yes
5.2	Meetings with KOL	Organization of the events	PM; AO	COO	Yes
5.3	B2B	Organization of the events	PM; AO	COO	Yes

Deliverables and estimated budget

Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	<i>For each year, please list the deliverables (linked to the output indicators in section 2.5)</i> 3 fair participation reports	4 fair participation reports 3 event reports for KOL meetings	3 fair participation reports 3 event reports for KOL meetings 3 event reports for B2B

	3 event reports for KOL meetings 3 event reports for B2B	3 event reports for B2B	
Estimated budget	<p><i>Budget must be linked to the activities undertaken in that year and WP.</i></p> <p><i>Give estimated costs per type of output indicator.</i></p> <p><i>If relevant: budget per target country</i></p> <p>Activity 1: Participation in fairs and exhibitions Korea: 29.970 eur</p> <p>Registration fee: 1 unit*1.500 eur= 1.500 eur; Space rental: 1 unit*9.000 eur= 9.000 eur; Stand design and build: 1 unit* 8.000 eur/unit= 8.000 eur; Lights and electricity: 1 unit*250 eur= 250 eur; Audio-video equipment rental: 1 unit*300 eur= 300 eur; Support staff hosstes: 200 euro*3 days*2 pers= 1.200 eur; Product transport, insurance: 1 unit*4.500 eur=4.500 eur; Uniforms: 2 unit for 2 pers*100 eur= 200 eur; Supplies: 100 eur; Local</p>	<p>Activity 1: Participation in fairs and exhibitions Korea: 29.970,00 eur</p> <p>Registration fee: 1 unit*1.500 eur= 1.500 eur; Space rental: 1 unit*9.000 eur= 9.000 eur; Stand design and build: 1 unit* 8.000 eur/unit= 8.000 eur; Lights and electricity: 1 unit*250 eur= 250 eur; Audio-video equipment rental: 1 unit*300 eur= 300 eur; Support staff hosstes: 200 euro*3 days*2 pers= 1.200 eur; Product transport, insurance: 1 unit*4.500 eur=4.500 eur; Uniforms: 2 unit for 2 pers*100 eur= 200 eur; Supplies: 100 eur; Local Specialist fee: 1 pers*3 days*500 eur= 1.500 eur; Implementing body 10%</p> <p>Singapore: 69.464,00 eur</p> <p>Registration fee: 1 unit*2.780</p>	<p>Activity 1: Participation in fairs and exhibitions Korea: 29.970,00 eur</p> <p>Registration fee: 1 unit*1.500 eur= 1.500 eur; Space rental: 1 unit*9.000 eur= 9.000 eur; Stand design and build: 1 unit* 8.000 eur/unit= 8.000 eur; Lights and electricity: 1 unit*250 eur= 250 eur; Audio-video equipment rental: 1 unit*300 eur= 300 eur; Support staff hosstes: 200 euro*3 days*2 pers= 1.200 eur; Product transport, insurance: 1 unit*4.500 eur=4.500 eur; Uniforms: 2 unit for 2 pers*100 eur= 200 eur; Supplies: 100 eur; Local Specialist fee: 1 pers*3 days*500 eur= 1.500 eur</p>

	<p>Specialist fee: 1 pers*3 days*500 eur= 1.500 eur; Implementing body 10%</p> <p>Singapore: 34.732 eur</p> <p>Registration fee: 1 unit*2.780 eur= 2.780 eur; Space rental: 1 unit*9.700 eur= 9.700 eur; Stand design and build: 1 unit* 8.600 eur/unit= 8.600 eur</p> <p>Lights and electricity: 1 unit*350 eur= 350 eur; Audio-video equipment rental: 1 unit*400 eur= 400 eur; Support staff hosstes: 230 euro*3 days*2 pers= 1.380 eur; Product transport, insurance: 1 unit*5.600 eur=5.600 eur</p> <p>Uniforms: 2 unit for 2 pers*150 eur= 300 eur; Supplies: 130 eur; Local Specialist fee: 1 pers*3 days*500 eur= 1.500 eur; Implementing body 10%</p> <p>Swiss: 25.503,50 eur</p> <p>Registration fee: 1 unit*1.000 eur= 1.00 eur; Space rental: 1 unit*5.000eur= 5.000 eur; Stand</p>	<p>eur*2 events= 5.560 eur; Space rental: 1 unit*9.700 eur*2 events= 19.400eur; Stand design and build: 1 unit* 8.600 eur/unit*2 events= 17.200 eur; Lights and electricity: 1 unit*350 eur*2 events= 700 eur; Audio-video equipment rental: 1 unit*400 eur*2 events= 800 eur; Support staff hosstes: 230 euro*3 days*2 pers*2 events= 2.760 eur; Product transport, insurance: 1 unit*5.600 eur*2 events=11.200 eur; Uniforms: 2 unit for 2 pers*150 eur*2 events= 600 eur; Supplies: 130 eur*2 events= 600 eur; Local Specialist fee: 1 pers*3 days*500 eur*2 events= 3.000 eur; Implementing body 10%</p> <p>Swiss: 25.503,50 eur</p> <p>Registration fee: 1 unit*1.000 eur= 1.00 eur; Space rental: 1 unit*5.000eur= 5.000 eur; Stand</p>	<p>Implementing body 10%</p> <p>Singapore: 34.732,00 eur</p> <p>Registration fee: 1 unit*2.780 eur= 2.780 eur; Space rental: 1 unit*9.700 eur= 9.700 eur</p> <p>Stand design and build: 1 unit* 8.600 eur/unit= 8.600 eur; Lights and electricity: 1 unit*350 eur= 350 eur; Audio-video equipment rental: 1 unit*400 eur= 400 eur</p> <p>Support staff hosstes: 230 euro*3 days*2 pers= 1.380 eur; Product transport, insurance: 1 unit*5.600 eur=5.600 eur; Uniforms: 2 unit for 2 pers*150 eur= 300 eur; Supplies: 130 eur</p> <p>Local Specialist fee: 1 pers*3 days*500 eur= 1.500 eur</p> <p>Implementing body 10%</p> <p>Swiss: 25.503,50 eur</p> <p>Registration fee: 1</p>
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	<p>design and build: 1 unit* 7.500 eur/unit= 7.500eur; Lights and electricity: 1 unit*250 eur= 250 eur Audio-video equipment rental: 1 unit*300 eur= 300 eur; Support staff hosstes: 600 euro*3 days*2 pers= 3.600 eur; Product transport, insurance: 1 unit*3.000 eur=3.000 eur Uniforms: 2 unit for 2 pers*100 eur= 200 eur; Supplies: 100 eur Local Specialist fee: 1 pers*3 days*490 eur= 1.470 eur Implementing body 10%</p> <p>Activity 2: Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools Korea: 3.926,50 eur</p> <p>Space rental1 unit*500 eur= 500 eur Chef and catering: 1 unit*3.000 eur=3.000 eur Implementing body: 10%</p> <p>Singapore: 4.201,50 eur</p> <p>Space rental1 unit*750 eur= 750 eur Chef and catering: 1 unit*3.000</p>	<p>design and build: 1 unit* 7.500 eur/unit= 7.500eur; Lights and electricity: 1 unit*250 eur= 250 eur; Audio-video equipment rental: 1 unit*300 eur= 300 eur Support staff hosstes: 600 euro*3 days*2 pers= 3.600 eur; Product transport, insurance: 1 unit*3.000 eur=3.000 eur; Uniforms: 2 unit for 2 pers*100 eur= 200 eur Supplies: 100 eur; Local Specialist fee: 1 pers*3 days*490 eur= 1.470 eur; Implementing body 10%</p> <p>Activity 2: Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools Korea: 3.926,50 eur</p> <p>Space rental1 unit*500 eur= 500 eur; Chef and catering: 1 unit*3.000 eur=3.000 eur Implementing body: 10%</p> <p>Singapore:4.201,50 eur</p>	<p>unit*1.000 eur= 1.00 eur; Space rental: 1 unit*5.000eur= 5.000 eur Stand design and build: 1 unit* 7.500 eur/unit= 7.500eur Lights and electricity: 1 unit*250 eur= 250 eur; Audio-video equipment rental: 1 unit*300 eur= 300 eur; Support staff hosstes: 600 euro*3 days*2 pers= 3.600 eur; Product transport, insurance: 1 unit*3.000 eur=3.000 eur; Uniforms: 2 unit for 2 pers*100 eur= 200 eur; Supplies: 100 eur Local Specialist fee: 1 pers*3 days*490 eur= 1.470 eur Implementing body 10%</p> <p>Activity 2: Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools</p>
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	<p>eur=3.000 eur Implementing body: 10% Swiss: 4.036,50 eur Space rental1 unit*600 eur= 600 eur Celebrity chef and catering: 1 unit*3.000 eur=3.000 eur Implementing body: 10% Activity 3: Others events- Meetings with KOL Korea: 4.445,90 eur Space rental1 unit*1.000 eur= 1.000 eur Celebrity chef and catering: 1 unit*3.000 eur=3.000 eur Implementing body: 10% Singapore: 4.995,90 eur Space rental1 unit*1.500 eur= 1.500 eur; Celebrity chef and catering: 1 unit*3.000 eur=3.000 eur Implementing body: 10% Swiss: 4.665,90 eur Space rental1 unit*1.200 eur= 1.200 eur; Celebrity chef and catering: 1 unit*3.000 eur=3.000 eur Implementing body: 10%</p>	<p>Space rental1 unit*750 eur= 750 eur; Chef and catering: 1 unit*3.000 eur=3.000 eur Implementing body: 10% Swiss: 4.036,50 eur Space rental: 1 unit*600 eur= 600 eur; Celebrity chef and catering: 1 unit*3.000 eur=3.000 eur Implementing body: 10% Activity 3: Others events- Meetings with KOL Korea: 4.445,90 eur Space rental1 unit*1.000 eur= 1.000 eur; Celebrity chef and catering: 1 unit*3.000 eur=3.000 eur; Implementing body: 10% Singapore: 4.995,90 eur Space rental1 unit*1.500 eur= 1.500 eur; Celebrity chef and catering: 1 unit*3.000 eur=3.000 eur; Implementing body: 10%</p>	<p>Korea: 3.926,50 eur Space rental1 unit*500 eur= 500 eur; Chef and catering: 1 unit*3.000 eur=3.000 eur Implementing body: 10% Singapore: 4.201,50 eur Space rental1 unit*750 eur= 750 eur; Chef and catering: 1 unit*3.000 eur=3.000 eur; Implementing body: 10% Swiss: 4.036,50 eur Space rental1 unit*600 eur= 600 eur; Celebrity chef and catering: 1 unit*3.000 eur=3.000 eur; Implementing body: 10% Activity 3: Others events- Meetings with KOL Korea: 4.445,90 eur Space rental1 unit*1.000 eur= 1.000 eur;Celebrity chef and catering: 1 unit*3.000 eur=3.000 eur; Implementing body: 10% Singapore: 4.995,90 eur</p>
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	<p>Activity 4: Other direct costs</p> <p>Stands at trade fairs</p> <p>Korea: 7.650 eur Samples: 500 unit*1.530 eur=7.650 eur</p> <p>Singapore: 9.180 eur Samples: 600 unit*1.530 eur=9.180 eur</p> <p>Swiss: 8.415 eur Samples: 550 unit*1.530 eur=8.415 eur</p> <p>Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools</p> <p>Korea: 765 eur Samples: 50 units*15.30 eur=765 eur</p> <p>Singapore: 765 eur Samples: 50 units*15.30 eur=765 eur</p> <p>Swiss: 765 eur Samples: 50 units*15.30 eur=765 eur</p> <p>Others events-Meetings with KOL</p> <p>Korea: 459 eur</p>	<p>Space rental1 unit*1.200 eur= 1.200 eur; Celebrity chef and catering: 1 unit*3.000 eur=3.000 eur; Implementing body: 10%</p> <p>Activity 4: Other direct costs</p> <p>Stands at trade fairs</p> <p>Korea: 7.650 eur Samples: 500 unit*1.530 eur=7.650 eur</p> <p>Singapore:18.360 eur Samples: 600 unit*1.530 eur*2 events=18.360 eur</p> <p>Swiss: 8.415 eur Samples: 550 unit*1.530 eur=8.415 eur</p> <p>Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools</p> <p>Korea: 765 eur Samples: 50 units*15.30 eur=765 eur</p> <p>Singapore: 765 eur Samples: 50 units*15.30</p>	<p>Space rental1 unit*1.500 eur= 1.500 eur; Celebrity chef and catering: 1 unit*3.000 eur=3.000 eur; Implementing body: 10%</p> <p>Swiss: 4.665,90 eur Space rental1 unit*1.200 eur= 1.200 eur; Celebrity chef and catering: 1 unit*3.000 eur=3.000 eur; Implementing body: 10%</p> <p>Activity 4: Other direct costs</p> <p>Stands at trade fairs</p> <p>Korea: 7.650 eur Samples: 500 unit*1.530 eur=7.650 eur</p> <p>Singapore: 9.180 eur Samples: 600 unit*1.530 eur=9.180 eur</p> <p>Swiss: 8.415 eur Samples: 550 unit*1.530 eur=8.415 eur</p> <p>Seminars, workshops, B2B meetings, trainings for</p>
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	<p>Samples: 30 units*15.30 eur=459 eur</p> <p>Singapore: 459 eur</p> <p>Samples: 30 units*15.30 eur=459 eur</p> <p>Swiss: 459 eur</p> <p>Samples: 30 units*15.30 eur=459 eur</p>	<p>eur=765 eur</p> <p>Swiss: 765 eur</p> <p>Samples: 50 units*15.30 eur=765 eur</p> <p>Others events-Meetings with KOL</p> <p>Korea: 459 eur</p> <p>Samples: 30 units*15.30 eur=459 eur;</p> <p>Singapore: 459 eur</p> <p>Samples: 30 units*15.30 eur=459 eur</p> <p>Swiss: 459 eur</p> <p>Samples: 30 units*15.30 eur=459 eur;</p>	<p>trade/cooks, activities in schools</p> <p>Korea: 765 eur</p> <p>Samples: 50 units*15.30 eur=765 eur</p> <p>Singapore:765 eur</p> <p>Samples: 50 units*15.30 eur=765 eur</p> <p>Swiss: 765 eur</p> <p>Samples: 50 units*15.30 eur=765 eur</p> <p>Others events-Meetings with KOL</p> <p>Korea: 459 eur</p> <p>Samples: 30 units*15.30 eur=459 eur</p> <p>Singapore: 459 eur</p> <p>Samples: 30 units*15.30 eur=459 eur</p> <p>Swiss: 459 eur</p> <p>Samples: 30 units*15.30 eur=459 eur</p>
Subtotal for activity 1	90.205,50 EUR	124.937,50 EUR	90.205,50 EUR
Subtotal for activity 2	12.164,50 EUR	12.164,50 EUR	12.164,50 EUR

Subtotal for activity 3	14.107,70 EUR	14.107,70 EUR	14.107,70 EUR
Subtotal for activity 4	28.917,00 EUR	38.097,00 EUR	28.917,00 EUR
and/or			
Total for the Work Package	145.394,70 EUR	189.306,70 EUR	145.394,70 EUR

6. Point-of-sale (POS) promotion			
<i>Ensure consistence with the detailed budget table (if applicable).</i>			
Duration:	M9 – M27	Lead Beneficiary:	Bio Catina Cooperativa agricola
Objectives			
<i>List the specific objectives to which this work package is linked.</i>			
OB1: Increase awareness of the merits of EU agricultural products and of the high standards applicable to the production methods in the EU ; OB2: Increase the competitiveness and consumption of EU agricultural products and to raise their profile outside the EU; OB3: ncrease the market share of EU agricultural products and certain food products, specifically focusing on those markets in non-EU countries that have the highest growth potential : Korea, Singapore, Switzerland; OB4: Increase the awareness and recognition of EU quality schemes;			
Activities (what, how, where) and division of work			
This is a central activity in our communication mix. Here we can get in touch with the consumers and we can obtain immediate feedback. It is important to try and taste the European organic Sea Buckthorn products and enjoy. We will reach 270 points of sale each year per all three			

countries, total 810 point of sale in all years and 131.220 people will try and taste. We will establish the rules to offer one product as gifts at the cash desk.

We will identify supermarkets and stores for each country from those presented in section 1.2.

Task No (continuous numbering linked to WP)	Task Name	Description	Participant		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, OTHER)	
6.1	Promotion in retail stores	Organising the events	PM; AO	COO	Yes

Deliverables and estimated budget

Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	<i>For each year, please list the deliverables (linked to the output indicators in section 2.5)</i> 3 certificates for events; 3 foto reports 300 reconnaissance and satisfaction surveys; 3 analysis report	3 certificates for events 3 foto reports 300 reconnaissance and satisfaction surveys 3 analysis report	3 certificates for events 3 foto reports 300 reconnaissance and satisfaction surveys 3 analysis report
Estimated budget	<i>Budget must be linked to the activities undertaken in that year and WP.</i>	Activity 1: Other: promotion in retailers' publications, POS advertising (shelf talkers, posters, etc.), promotion in	Activity 1: Other: promotion in retailers' publications, POS advertising (shelf talkers,

	<p><i>Give estimated costs per type of output indicator.</i></p> <p><i>If relevant: budget per target country</i></p> <p>Activity 1: Other: promotion in retailers' publications, POS advertising (shelf talkers, posters, etc.), promotion in canteens</p> <p>Korea: 34.263,50 eur</p> <p>Space rental in shop: 100 units*100 eur/unit= 10.000 eur; Micro stand design and construction: 1 unit*500 eur/unit= 500 eur ; Support staff(promoters/ logistic activities: 100 units*100 eur/unit= 10.000 eur; Product transport, insurance: 1 unit*2.000 eur/unit= 2.000 eur; Local specialist-monitorisation & control: 1 pers*3.000 eur=3.000 eur;Uniforms: 10 units*50 eur/unit= 500 eur; Banners: 1 unit*200 eur/unit= 200 eur; Foto: 1 unit*1.000 eur/unit= 1.000 eur; Others:1 unit*200 eur= 200 eur; Analysis report:1 unit*1.245 eur= 1.245 eur; Implementing body: 10%</p>	<p>canteens</p> <p>Korea: 34.263,50 eur</p> <p>Space rental in shop: 100 units*100 eur/unit= 10.000 eur; Micro stand design and construction: 1 unit*500 eur/unit= 500 eur; Support staff(promoters/ logistic activities: 100 units*100 eur/unit= 10.000 eur; Product transport, insurance: 1 unit*2.000 eur/unit= 2.000 eur; Local specialist-monitorisation & control: 1 pers*3.000 eur=3.000 eur; Uniforms: 10 units*50 eur/unit= 500 eur; Banners: 1 unit*200 eur/unit= 200 eur; Foto: 1 unit*1.000 eur/unit= 1.000 eur</p> <p>Others:1 unit*200 eur= 200 eur</p> <p>Analysis report:1 unit*1.245 eur= 1.245 eur; Implementing body: 10%</p> <p>Singapore: 34.682,50 eur</p> <p>Space rental in shop: 100</p>	<p>posters, etc.), promotion in canteens</p> <p>Korea: 34.263,50 eur</p> <p>Space rental in shop: 100 units*100 eur/unit= 10.000 eur</p> <p>Micro stand design and construction: 1 unit*500 eur/unit= 500 eur; Support staff(promoters/ logistic activities: 100 units*100 eur/unit= 10.000 eur; Product transport, insurance: 1 unit*2.000 eur/unit= 2.000 eur</p> <p>Local specialist-monitorisation & control: 1 pers*3.000 eur=3.000 eur; Uniforms: 10 units*50 eur/unit= 500 eur</p> <p>Banners: 1 unit*200 eur/unit= 200 eur; Foto: 1 unit*1.000 eur/unit= 1.000 eur; Others:1 unit*200 eur= 200 eur</p>
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	<p>Singapore: 34.682,50 eur Space rental in shop: 100 units*100 eur/unit= 10.000 eur; Micro stand design and construction: 1 unit*500 eur/unit= 500 eur; Support staff(promoters/ logistic activities: 100 units*100 eur/unit= 10.000 eur; Product transport, insurance: 1 unit*2.000 eur/unit= 2.000 eur; Local specialist-monitorisation & control: 1 pers*3.200 eur=3.200eur; Uniforms: 10 units*65 eur/unit= 650 eur; Banners: 1 unit*215 eur/unit= 215 eur; Foto: 1 unit*1.200 eur/unit= 1.200 eur; Others:1 unit*200 eur= 200 eur; Analysis report:1 unit*1.200 eur= 1.200 eur; Implementing body: 10%</p> <p>Swiss: 30.509,00 eur Space rental in shop: 70 units*125 eur/unit= 8.750 eur; Micro stand design and construction: 1 unit*515 eur/unit= 515 eur; Support staff(promoters/ logistic activities: 120 units*70 eur/unit= 8.400 eur;</p>	<p>units*100 eur/unit= 10.000 eur; Micro stand design and construction: 1 unit*500 eur/unit= 500 eur ; Support staff(promoters/ logistic activities: 100 units*100 eur/unit= 10.000 eur; Product transport, insurance: 1 unit*2.000 eur/unit= 2.000 eur; Local specialist-monitorisation & control: 1 pers*3.200 eur=3.200eur; Uniforms: 10 units*65 eur/unit= 650 eur; Banners: 1 unit*215 eur/unit= 215 eur; Foto: 1 unit*1.200 eur/unit= 1.200 eur Others:1 unit*200 eur= 200 eur Analysis report:1 unit*1.200 eur= 1.200 eur; Implementing body: 10%</p> <p>Swiss: 30.509,00 eur Space rental in shop: 70 units*125 eur/unit= 8.750 eur; Micro stand design and construction: 1 unit*515</p>	<p>Analysis report:1 unit*1.245 eur= 1.245 eur; Implementing body: 10% Singapore: 34.682,50 eur Space rental in shop: 100 units*100 eur/unit= 10.000 eur Micro stand design and construction: 1 unit*500 eur/unit= 500 eur; Support staff(promoters/ logistic activities: 100 units*100 eur/unit= 10.000 eur; Product transport, insurance: 1 unit*2.000 eur/unit= 2.000 eur Local specialist-monitorisation & control: 1 pers*3.200 eur=3.200eur; Uniforms: 10 units*65 eur/unit= 650 eur Banners: 1 unit*215 eur/unit= 215 eur; Foto: 1 unit*1.200 eur/unit= 1.200 eur; Others:1 unit*200 eur=</p>
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	<p>Product transport, insurance: 1 unit*1.500 eur/unit= 1.500 eur; Local specialist-monitorisation & control: 1 pers*3.050 eur=3.050eur Uniforms: 10 units*50 eur/unit= 500 eur Banners: 1 unit*200 eur/unit= 200 eur Foto: 1 unit*1.000 eur/unit= 1.000 eur Others:1 unit*210 eur= 210 eur Analysis report:1 unit*1.250 eur= 1.250 eur; Implementing body: 10%</p> <p>Activity 2: Other direct costs Korea: 27.540,00 eur Samples: 1.800 units*15.30 eur..unit= 27.540 eur</p> <p>Singapore: 26.010 eur Samples: 1.700 units*15.30 eur/unit= 26.010 eur</p> <p>Swiss: 26.775 eur Samples: 1.750 units*15.30 eur/unit= 26.775 eur</p>	<p>eur/unit= 515 eur; Support staff(promoters/ logistic activities: 120 units*70 eur/unit= 8.400 eur; Product transport, insurance: 1 unit*1.500 eur/unit= 1.500 eur; Local specialist-monitorisation & control: 1 pers*3.050 eur=3.050eur; Uniforms: 10 units*50 eur/unit= 500 eur; Banners: 1 unit*200 eur/unit= 200 eur; Foto: 1 unit*1.000 eur/unit= 1.000 eur Others:1 unit*210 eur= 210 eur Analysis report:1 unit*1.250 eur= 1.250 eur; Implementing body: 10%</p> <p>Activity 2: Other direct costs Korea: 27.540,00 eur Samples: 1.800 units*15.30 eur..unit= 27.540 eur</p> <p>Singapore: 26.010 eur Samples: 1.700 units*15.30 eur/unit= 26.010 eur</p> <p>Swiss: 26.775 eur</p>	<p>200 eur; Analysis report:1 unit*1.200 eur= 1.200 eur; Implementing body: 10%</p> <p>Swiss: 30.509,00 eur Space rental in shop: 70 units*125 eur/unit= 8.750 eur Micro stand design and construction: 1 unit*515 eur/unit= 515 eur; Support staff(promoters/ logistic activities: 120 units*70 eur/unit= 8.400 eur; Product transport, insurance: 1 unit*1.500 eur/unit= 1.500 eur Local specialist-monitorisation & control: 1 pers*3.050 eur=3.050eur; Uniforms: 10 units*50 eur/unit= 500 eur Banners: 1 unit*200 eur/unit= 200 eur; Foto: 1 unit*1.000 eur/unit= 1.000 eur; Others:1 unit*210 eur=</p>
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		Samples: 1.750 units*15.30 eur/unit= 26.775 eur	210 eur; Analysis report:1 unit*1.250 eur= 1.250 eur; Implementing body: 10% Activity 2: Other direct costs Korea: 27.540,00 eur Samples: 1.800 units*15.30 eur..unit= 27.540 eur Singapore: 26.010 eur Samples: 1.700 units*15.30 eur/unit= 26.010 eur Swiss: 26.775 eur Samples: 1.750 units*15.30 eur/unit= 26.775 eur
Subtotal for activity 1	99.536 EUR	99.536 EUR	99.536 EUR
Subtotal for activity 2	80.325 EUR	80.325 EUR	80.325 EUR
and/or			
Total for the Work Package	179.861,00 EUR	179.861,00 EUR	179.861,00 EUR

INDICATORS

Output and results indicators		
WP	Output indicators	Result indicators
Work package 1	1 PR & Marketing Plan, 36 reports, 3 annual reports	Project successfully implemented
Work package 2	18 press releases sent to media; 9 media kits sent to media; 9 press releases reports 9 clipping reports	90 non-paid articles in online and offline media 150.000 euro value of media clipping
Work package 3	1 website; 2 website maintenance reports; 1 online mall; 2 online mall maintenance reports; 3 concepts for Social Media (yearly); 18 original social media contents; 54 Instagram Stories Cover Photo 108 Instagram Stories; 108 Facebook transferred content; 375.000 messages Kakao Talk; 3 mobile app reports 1 QR code app; 2 QR code app reports	50.000 website visitors 20.000 Facebook likes 1.000 Instagram likes 90.000 actions made 4.500 visits on website
Work package 4	115.500 printed materials; 3 video campaigns; 9 influencers campaigns; 3 Media Ads FB & IG & YT campaigns; 9 Facebook Audience Report; 9 Facebook Engagement Report; 9 Facebook Publishing Report; 9 Instagram Publishing Report; 9 Instagram Engagement Report; 9 Youtube Podcasts Report; 9 Youtube Engagement	115.500 reached 1.000.000 reach 3.000.000 reach 1 400 000 reach

	report ;9 Youtube Audiance report 9 Google analytics report	
Work package 5	3 video developed	90.000 video likes
Work package 6	3 participations on CFW - South Korea; 3 participations VITAFOODS Fair, Swiss 3 participations (SFFA), Singapore; 10 fair participation reports ; 1 participation WGS Singapore; 9 events with KOL Min 270 attendants; 9 event reports for KOL meetings; 9 events with B2B+9 reports for B2B events	3.600 direct contacts 3.600 direct contacts 3.600 direct contacts 2.000 direct contacts 150 KOL reached 450 B2B partners meetings
Work package 7	810 No of shops with sampling actions; 9 certificates for events; 9 foto reports; 900 reconnaissance and satisfaction surveys; 9 analysis report	131 220 people tested and sampled
Work package 8	3 financial audit reports	3 financial audit reports
Work package 9	9.000 questionnaires completed online and offline 3 impact results reports	9 quantitative reports
Impact indicators		
Impact indicator description	Baseline	End of programme
Impact indicator 1 EU Logo awareness	Singapore: 48,8%, Switzerland 80%, South Korea: unknown (shall be determined in WP 9 year 1)	Singapore : 50,8% Switzerland: 80,5% South Korea: X+2%
Impact indicator 2 Economic impact : TURNOVER	Turnover Bio Catina – 2020: 553.776 EUR	1 st Year: 1.903.695 EUR 2 nd Year: 2.094.065 EUR 3 rd Year : 2.347. 891 EUR ROI: 3,506%

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																
Total																
VAT																
Total with VAT																

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																
Total																
VAT																
Total with VAT																

Submission Form²

Call of Proposals No **1/2022**

Call for proposals title Concerning a service contract for the execution of the “Enjoy Organic Sea Buckthorn! It’s from Europe!” campaign financed by EU according to Regulation (EU) 1144/2014 and implementing Regulations (EU) 2015/1829 and 2015/1831

Deadline 15/02/2022

Tenderer Composition

	Single Tenderer
	Single Tenderer with subcontractor
	Joint Tenderer
	Joint Tenderer with subcontractor

Tender Composition overview³

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

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

³ Add as many line needed

Member detailed information

	Leader
	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
-----	----

Tender/ Member name / Subcontractor			
Address			
Post code		City	
Country			
VAT registration		Registration No	
website			
email			

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>

Name		Position	
Office address			
Phone		email	

The contact person for this tender

Name		Position	
Office address			
Phone		email	

Financial data overview of the tenderer⁴

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 1	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 tenderers⁵

Economic and Financial Capacity	In currency unit	In euro
	Year 1	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		

⁴ Only for tenderers / members of a joint tender

⁵ The table will be produced only by the leader of the tenderer.

Evidence for the Technical and Professional Capacity Criteria⁶

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 years⁷ (2017 – 2021) by the legal entity or entities submitting the tender.

Reference Number	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		
						Management		

⁶ Only for tenderers / members of a joint tender.

⁷ 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:⁸

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

⁸ 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.

Date	
Full name of the authorized representative	
Signature and stamp	

ANNEX E – Declaration of Honour

Declaration of honour on exclusion criteria and selection criteria

The undersigned: _____

Representing

Role	<Tenderer> <leader> <member>
Legal name	
Legal address	
VAT registration	
Registration No	

SITUATIONS OF EXCLUSION CONCERNING THE PERSON		
(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 cannot 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.		

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) above</i>		
<i>Situation (e) above</i>		
<i>Situations (f-m) above</i>		

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 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, 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. This does not apply for the situations referred in point (a) of this declaration.

Date	
Full name of the authorized representative	
Signature and stamp	

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

Role	<Tenderer> <leader> <member>
Legal name	
Legal address	
VAT registration	
Registration No	

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:

https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/agrip/agr-contr/multi-mga_agrip_en.pdf