



## **TECHNICAL SPECIFICATIONS AND SELECTION PROCESS OF THE IMPLEMENTING BODY OF THE PROGRAMME FOR INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES**

The Consorzio del Prosciutto di Parma (also “the Consortium” or “Proposing organisation”), having its legal headquarters in Largo Calamandrei n. 1/A, 43121 Parma (PR) – ITALY, VAT Number IT00252820345, e-mail address: [info@prosciuttodiparma.com](mailto:info@prosciuttodiparma.com), in its quality of Proposing Organisation, shall present, in partnership with the Grana Padano Protection Consortium, a Programme for Information and Promotion activities within the framework of the 2020 Call for proposals – Simple programmes “Grants to information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries in accordance with Regulation (EU) No 1144/2014 of the European Parliament and of the Council”, and, for this reason,

**hereby announces,**

in accordance with the articles of reference of the Regulation (EU) no. 1144/2014, of the Delegated Regulation (EU) no. 2015/1829 and of the Implementing Regulation (UE) n. 2015/1831, a **Public Notice of Tender for the selection, by means of an Open Competitive Procedure, of an “Implementing Body” engaged for the realisation of the Actions (activities/initiatives) directed at the attainment of the objectives that are provided by the Programme that will be presented and which shall be carried out in the following third countries: JAPAN, CHINA, HONG KONG and TAIWAN, using as testimonial products:**

- 1) Parma Ham PDO;**
- 2) Grana Padano Cheese PDO.**

Companies/agencies in possession of the requirements that are indicated in the aforementioned EU Regulations (including, but not limited to: agencies or companies that are experts in activities of public relations, promotion, information, event organisation, advertising and press campaigns, as well as activities at restaurants) are invited to present an offer (a technical proposal) on the basis of the indications that are described in this document under the paragraph entitled "**TECHNICAL SPECIFICATIONS**".

The Consorzio del Prosciutto di Parma intends to carry out the selection of the Implementing body through an Open Competitive Procedure in compliance with the principles of cross-border interest, non-discrimination, equal treatment, transparency, publicity, proportionality, clarity and consistency of the established selection and award criteria on the purpose of the requested services and with the value of the same, best value for money and absence of conflicts of interest, in accordance with the conditions indicated by the relevant European Regulations and the last version available of the Decree of the General Director of the Ministry of Agriculture, Food, Forestry and Tourism n. 14513 of 01/03/2019.

It is hereby specified that, since this invitation to tender is aimed at the execution of a soon-to-be-presented European project, should the Proposing Consortium not be approved as the beneficiary of said project by the EU entities, the winning of this tender shall be considered void and ineffective, and that, in such a case, the Proposing Consortium shall have no responsibilities whatsoever and shall not be subject to any claims and/or damages requests.





**The proposals presented within the Tender for the Selection are considered as valid for 12 months.**

## **PRIMARY INFORMATION**

LEADING PROPOSING ORGANISATION THE CONSORZIO DEL PROSCIUTTO DI PARMA

PARTNER ORGANISATION GRANA PADANO PROTECTION CONSORTIUM

TARGET MARKETS: JAPAN, CHINA, HONG KONG, TAIWAN

TESTIMONIAL PRODUCTS: (to be used within the framework of the proposed activities and initiatives)

- 1) Parma Ham PDO;
- 2) Grana Padano Cheese PDO.

PROGRAMME DURATION: 36 months (3 years), starting approximately from the month of February 2021

TARGET GROUPS OF THE ACTIVITIES: (in the target markets of the Programme)  
Consumers  
Food & agricultural and HO.RE.CA. sector operators and professionals  
Journalists, bloggers, commentators

FINANCIAL RESOURCES: **€ 5,140,000.00 – plus VAT.**  
**These resources are intended for the realisation of the activities and initiatives, and must also include the fee for the Implementing Body;** however, **they do not include** other administrative expenses which have to be borne exclusively by the Proposing Organisation.

**Percentage division of the overall costs (Activities + Fee) divided by target country:**

- Japan - 65%
- China - 28%
- Hong Kong - 3%
- Taiwan - 4%





## TECHNICAL SPECIFICATIONS

### MAIN OBJECTIVES OF THE PROGRAMME

The main objectives of the Programme that will be presented regard the reinforcement of the competitiveness of the agricultural sector of the European Union as well as the increase and spread of knowledge about the European quality schemes, about European products that have been provided with a designation of quality, and about the value of the European system of designations of origin as an attribute of quality and safety, by means of the example of excellence established by testimonial products that have been provided with PDO certification.

The focus in particular in the target countries is on:

- 1. Increase the awareness of the merits of the agricultural products of the European Union and of the high standards applicable to the production methods in the European Union.**
- 2. Enhance the competitiveness and consumption of European Union agricultural products and certain food products, raise their profile outside the European Union, including the testimonial products of the Programme.**
- 3. Increase the awareness and recognition of the European Union quality schemes.**
- 4. Increase the market share of agricultural products and certain food products from the European Union, including the testimonial products of the Programme.**
- 5. Contribute to countering more and more widespread phenomena of agricultural-food product pirating relating to European agricultural products, including the testimonial products of the Programme, allowing consumers to make more informed and aware purchase choices.**

The bodies (companies, agencies, etc.) that participate in this Call for tender for the selection of the implementing body shall draw up a body of activities and initiatives (including informational and promotional materials) that are consistent with a well-identified and targeted strategy, in consideration of the goals to be achieved, the typology of the target countries, the target groups of the initiatives, the duration of the programme, and the financial resources that are available.

### MAIN SUBJECTS TO BE HANDLED

In order to achieve the Programme's objectives and fulfil the requirements of the reference EU Regulations (the EU Regulations cited above), the main thematic areas to be considered are the following:

- For the purpose of increasing the competitiveness of **European agriculture** in the target markets, it is necessary to go into detail on the **distinctive characteristics of the latter**, and thus to generically and technically go into depth (depending upon the typology of the target groups that are the recipients of the specific initiatives) on **the meaning that “quality” holds for the European Union**.
- Within the framework of the concept of “quality”, utilising and presenting the Programme's testimonial products which are provided with PDO certification, as an example of the **value which the European system of quality confers upon the products from the various territories in the European Union**. That value is explained not only in the rigorous standards relating to production methods and inspections of the chain, but also in the increase in value of the European cultural heritage and in the promotion of the diversity of agricultural production and the maintaining of rural spaces. Within that framework, it will furthermore be





possible to go into depth on concepts such as the traditional character of the production methods and of the raw materials, as well as the originality of the productions themselves.

- The thematic areas that are indicated above provide the opportunity to introduce in-depth analyses that are **more specific on the meaning and functioning of the European certifications of quality** of which the testimonial products of the Programme are a concrete example of excellence.
- The EU logos that express **the certifications of European quality are symbols (in the graphic expression) that are common to all Member States** and thus may be searched for on the labels of all of the agricultural products and agricultural foods of quality that originate in the European Union.
- One part of the project's thematic areas will also have to do with **becoming aware of the phenomena of agricultural/food piracy**.

#### **TYPES OF ELIGIBLE ACTIVITIES AND INITIATIVES**

The activities and initiatives that are eligible within the framework of the Programme that will be presented by the Consortium, in respect of the reference EU Regulations, are similar to those classic activities and initiatives of information and promotion of high-quality agricultural, wine, and food products, taking into account the thematic areas to be handled and the objectives as indicated above (above all else in terms of the contents of the communication):

- **PUBLIC RELATIONS:** Continuous PR activities (PR office), organisation of press events.
- **WEBSITE, SOCIAL MEDIA:** Setup, updating, maintenance of a website dedicated to the Programme; social media (accounts setup, regular posting).
- **ADVERTISING:** print; TV; on-line.
- **COMMUNICATION TOOLS:** definition of the distinctive key visual of the programme, preparation of publications, media kits, promotional merchandise; promotional videos.
- **EVENTS:** stands at trade fairs; organisation of seminars, workshops, B2B meetings, trainings for trade/cooks and HO.RE.CA. professionals, activities in schools; restaurant weeks; sponsorship of events; study trips to Europe - study trips in the production areas of testimonial products; other events.
- **POINT-OF-SALE (POS) PROMOTION:** tasting and informational days.
- **OTHER ACTIVITIES:** e.g. storage, shipping and logistics; market researches; Brand Ambassador; ...)





## **SELECTION PROCEDURE FOR THE IMPLEMENTING BODY OF THE PROGRAMME**

### **REQUIREMENTS FOR PARTICIPATING IN THE TENDER**

#### ***Absence of causes for exclusion from participation***

Participation in this competitive procedure is reserved for economic operators who, on the date of the presentation of the offer, declare that no reasons for exclusion exist in accordance with the Directive 2014/24/EU, or else reasons for exclusion that are associated with:

- Criminal convictions;
- Payment of taxes or social security contributions;
- Insolvency, conflict of interest or criminal business acts.

The absence of these reasons for exclusion shall be attested to by means of the attached declaration (Annex A) signed by the legal representative.

#### ***Requirements of economic and financial capacity***

The economic operator that intends to participate in this tender for selection must have realised in the three year period of 2016-2017-2018 (there will be considered only the last three approved budgets) total global revenues of no less than 2,500,000.00 Euros (in words: twomillionsfivehundredthousand Euros) net of VAT, resulting from VAT declarations or the tax equivalent within the EU.

The possession of these requirements shall be attested to by means of the attached declaration (Annex A) signed by the legal representative.

#### ***Requirements of technical and professional capacity***

The economic operator that intends to participate in this tender for selection must have realised in the three year period of 2016-2017-2018 (there will be considered only the last three approved budgets) services which are analogous to those that are the subject of this tender for a total amount of no less than 1,000,000.00 Euros (in words: onemillion Euros) net of VAT, including the realisation of at least one structured project in communications, promotion, and the related advertising campaign.

The possession of these requirements shall be attested to by means of the attached declaration (Annex A) signed by the legal representative.





## ADJUDICATION CRITERIA AND METHOD

The contract will be awarded with the criteria of **the best value for money**, via application of the **aggregative compensating method**, also taking quality criteria into account.

In the presence of only one valid offer, the Consortium shall have the option of proceeding or not with the awarding of the tender.

In the event of a single submitted offer, the evaluation of the offer cannot be done with the below described methods, as they are based on a comparison between the different (at least 2) submitted proposals (considering the functioning of the aggregative-compensator method). In the event that the Consortium still decides to entrust the contract, even in case of a single submitted proposal, this proposal will be anyway evaluated with regard to its convenience, suitability and adequacy, according to established criteria.

In the event of a tie in the points attained between two or more proposals, the contract shall be awarded to the competitor that has achieved the highest number of points in the technical offer. In the event of a tie in the points in both the financial offer and the technical offer, a random drawing shall be held.

**Aspects of both the quality of service and price shall be jointly taken into account, and therefore the total 100 points shall be evaluated with the following proportions:**

<b>QUALITY (TECHNICAL OFFER)</b>	<b>MAXIMUM POINTS: 80</b>
<b>PRICE (FINANCIAL OFFER)</b>	<b>MAXIMUM POINTS: 20</b>
<b>TOTAL POINTS TO BE ASSIGNED</b>	<b>MAXIMUM POINTS: 100</b>

The points shall be assigned according to the following criteria:

### **QUALITY: TECHNICAL OFFER (80 POINTS)**

The Selection Committee shall examine the technical offer and shall assign the points on the basis of what will be declared, up to a maximum of 80 points, according to the subdivision indicated below:

<b>QUALITY OF THE TECHNICAL OFFER</b>		
<b>CRITERIA</b>	<b>SUBCRITERIA</b>	<b>MAXIMUM POINTS</b>
<b>c. <u>OVERALL STRATEGY</u></b> <b>20 points</b>	<b>a)</b> Adequate planning in terms of coherence with the objectives of the Communication strategy and the goals related to the timing of planning.	10
	<b>b)</b> Coherence between the overall project strategy and the single activities.	10
<b>2. <u>CONCEPTION AND DEVELOPMENT GRAPHIC</u></b>	<b>a)</b> Creativity in planning the proposal for visual materials for the Programme and appeal of the proposal's visual impact.	10
	<b>b)</b> Efficacy of the graphic proposals for the proposed	5





<b>QUALITY OF THE TECHNICAL OFFER</b>		
<b>CRITERIA</b>	<b>SUBCRITERIA</b>	<b>MAXIMUM POINTS</b>
<b><u>COMMUNICATION FORMAT</u></b>  <b><u>35 points</u></b>	visual materials and of the communication concepts in order to guarantee that the aims defined for the Programme can be reached.	
	<b>c)</b> Ability to use advanced technologies applied to communication.	5
	<b>d)</b> Flexibility and reproducibility of the coordinated image: Assessment of the degree of flexibility (scalability) and reproducibility of the graphic format in the various applications; assessment of the effectiveness and communicative immediacy of the proposal.	5
	<b>e)</b> Graphic promotional materials proposal (such as, e.g. Web site, brochure, recipe books, gadgets or others).	10
<b><u>3. METHODOLOGICAL APPROACH</u></b>  <b><u>25 oints</u></b>	<b>a)</b> Creation and description of the work group and of operational modalities: Quality of the organisational structure and of the professional characteristics of the work group, proposed in terms of the competences that they possess; Efficiency level of the proposed operational and organisational methods.	15
	<b>b)</b> Timeline: evaluation of the proposed planning in relation to the carrying out of the activities, adequacy of the proposed timing and consistency with the duration of the Program (3 years).	5
	<b>c)</b> Proposed methods for supervision and examination of the realisation of the initiatives and of goals meeting: Description of the analysis of the proposed activities, measurement and evaluation of the effectiveness of the communication actions, in relation to the aims of the Programme and the type of target groups.	5
<b>TOTAL</b>		<b>80</b>





The Selection Committee shall evaluate each proposal, and shall assign a qualitative coefficient for each criterion/sub-criterion with a variable value between zero and one, attributed according to the judgment of individual commissioners on the basis of the following table:

QUALITATIVE JUDGEMENT	COEFFICIENTS
Evaluated unverifiable	0
Evaluated insignificant	0,1
Evaluated just enough	0,2
Evaluated enough	0,3
Evaluation between enough/passable	0,4
Evaluated passable	0,5
Evaluation between passable/good	0,6
Evaluated good	0,7
Evaluation between good/very good	0,8
Evaluated very good	0,9
Evaluated excellent	1

For the purposes of score attribution and calculation, any incomplete values will be rounded off to the second decimal number.

The method thus foresees the following steps:

- Attribution of a coefficient for every proposal, or a value of between 0 and 1 for each criterion by each commissioner;
- Calculation of an assigned coefficients average for every proposal by all commissioners for each criterion – provisional average;
- Transformation of these provisional averages into definitive averages (identifying the maximum score among those assigned for each criterion in all the proposals, setting this value as equal to 1 and then making the initially-calculated provisional averages proportional to this maximum average).

These coefficients will then be multiplied by the importance (score) attributed to each individual criterion indicated in the above table (pages 6 – 7), according to the following formula:

$$C(a) = \sum_n [W_i * V(a)_i]$$

Where:

**C(a)** = evaluation index of proposal “a”

**n** = total requirements/criteria number

**W<sub>i</sub>** = requirements/criteria score attributed (i)

**V(a)<sub>i</sub>** = coefficient of the proposal of the offer “a” in comparison to the requirement (i)







### PRICE: FINANCIAL OFFER (20 POINTS)

PRICE: FINANCIAL OFFER		
CRITERIA	SUBCRITERIA	MAXIMUM SCORE
<b>1. FINANCIAL ANALYSIS</b> <b>14 points</b>	a) Analysis of the costs-effectiveness of the proposed initiatives, according to market prices.	7
	b) Analysis of the unitary cost of every action expressed through the ratio between total costs of the action (including the fee) and the number of direct contacts expected.	7
<b>2. FEE</b> <b>6 points</b>	a) Assessment of the congruity of the fee, expressed in days/person, required for the realisation of every action, on the basis of the cost of every action and of the expected benefits.	6
<b>TOTAL</b>		<b>20</b>

The “Financial Analysis” criterion score, which is that of its two sub-criteria a) and b), will be assigned on the basis of the same procedure followed for the evaluation of the technical proposal.

The “Fee” criterion score will instead be assigned as follows:

- calculation of the percentage depreciation of each proposal, taking as base value the proposal with the highest sum;
- calculation of the coefficient to be attributed to each percentage depreciation according to the following formula:

$$V(a) = R_a / R_{max}$$

Where:

**V(a)** = coefficient of the “a” proposal attributed to the “fee” criterion

**R<sub>a</sub>** = percentage depreciation of the “a” proposal

**R<sub>max</sub>** = depreciation of the lowest proposal

- calculation of the score to be attributed to this criterion through the following formula:

$$P(a) = W_p * V(a)$$

Where:

**P(a)** = score attributed for the “fee” criterion to proposal “a”

**W<sub>p</sub>** = maximum score attributed to the “fee” criterion (= 6 points)

**V(a)** = proposal “a” coefficient attributed to the “fee” criterion

The total score attributed to each contribution will be obtained by adding the derived technical proposal evaluation score with the score derived from evaluation of the financial proposal.

Final selection and identification of the winning contestant will be drafted on the basis of scores attributed to the proposals.





## **METHOD OF PRESENTATION OF THE PROPOSALS**

With a failure to comply resulting in exclusion from the competition, the bodies that are interested in participating in the Tender for the selection of the Implementing Body shall deliver all of the necessary documentation in a unique packet containing three envelopes:

### **ENVELOPE A – Administrative documentation, which shall contain:**

- Annex A filled out and signed by the legal representative;
- Subscriber's current and valid identity document;
- Current and valid Company Registration Report or the registration in a commercial register held by the Member State in which the economic operator is established.

### **ENVELOPE B – Technical offer, which shall contain:**

- Detailed description of the activities/initiatives proposed
- Indicative timeline of the proposed Programme activities
- Presentation (as much detailed as possible) of the economic operator taking part in the Tender for Selection
- Presentation of the work group and detailed description of the professional operators involved and of their competences

### **ENVELOPE C – Financial offer, which shall contain:**

- Detailed financial plan for each proposed activity/initiative and related fee – to be provided in Excel format
- Summarized budget for the three-year period to be provided in Excel format

In the subsequent sections (Instructions for the presentation of the technical offer and Instructions for the presentation of the financial offer), indications shall be provided on how the technical offer and the financial offer shall have to be drawn up.

The documentation may be drawn up in either Italian or English, and it **shall have to be presented** by the participant in the competition both in paper format and in electronic format – printable and copyable – on a USB stick, **within and no later than November 27<sup>th</sup> 2020 at 5:00 pm.** The delivery of the packet shall remain at the exclusive risk of the sender in the event that, for any reason whatsoever, it does not reach the destination within the aforementioned final deadline.

### **Mailing address to which proposals have to be delivered by the afore-mentioned deadline**

#### **CONSORZIO DEL PROSCIUTTO DI PARMA**

Largo Calamandrei n. 1/A  
43121 – PARMA (PR)  
c.a. dott. Paolo Tramelli

On the envelope containing the paper documentation please write the following: “**Call for Tender for the selection of an Implementing Body – DO NOT OPEN**” – **and the name of the body/agency/company participating in the Tender for Selection.**

**The Selection Committee**, an *ad hoc* body that will be created specifically after the deadline for submission of tenders, **will be charged for the evaluation and selection of the proposals received, will be composed of representatives of the Proposing Organisations, and**





**shall meet at the headquarters of Consortium: Largo Calamandrei n. 1/A – CAP 43121 Parma (PR) – ITALIA, on November 29<sup>th</sup> 2020 at 10:30 am for the purpose of carrying out the selection procedure.**

The opening of the envelopes (Envelope A) containing the administrative documentation of the participants to the Tender for the selection – in order to be admitted at the selection – will take place **at the headquarters of Consortium del Prosciutto di Parma on November 29<sup>th</sup> 2020 at 10:30 am** in public session. The legal representative of each of the participating agencies/economic operators will be allowed to assist to the public session, presenting an identification document. Therefore, a private session will proceed for the evaluation of the Technical Proposals (Envelope B) and of the economic proposals (Envelope C).

#### **NOTICE ON THE OUTCOME OF THE TENDER**

Timely notice on the results of the Tender for Selection shall be provided by e-mail to all participants. The results shall also be published on the Website of the Consortium **no later than December 6<sup>th</sup> 2020.**

#### **Notice to eventual ineligible participants in the tender:**

Any eventual participants in the selection procedure who have been excluded as unsatisfactory one or more requirements for participation in the tender and indicated in the Technical Specifications, will be notified via email, within the aforesaid term:

- the reason for exclusion from the tender procedure;
- the name and address of the awarded operator.

#### **Communication to the participants admitted to the tender (winner and non-contractors):**

Within the aforesaid term, it will be communicated by e-mail, both to the winning participant and to those not awarded:

- the name and address of the winning participant, with an indication of the overall vote received;
- the respective evaluation form of the recipient of the communication

#### **Publication on the results of the tender procedure:**

Within the aforesaid term, on the Consortium's website shall be published the outcome of the Tender for Selection. Furthermore, the results will be timely published on the TED portal (<https://ted.europa.eu/TED/main/HomePage.do>), online version of the supplement to the Official Journal of the European Union dedicated to European public procurement.

Additional information may be requested exclusively to the following e-mail addresses:

Dott. Paolo tramelli, email: [paolo.tramelli@prosciuttodiparma.com](mailto:paolo.tramelli@prosciuttodiparma.com)

#### **COMPETITION DOCUMENTS**

- PUBLIC NOTICE
- TECHNICAL SPECIFICATIONS
- ANNEX A





## **INSTRUCTIONS FOR THE PRESENTATION OF THE TECHNICAL OFFER – ENVELOPE B**

As was indicated at the previous paragraph “Instructions for the presentation of proposals”, Envelope B – Technical Offer will have to include the following documents:

### ***Detailed description of the activities/initiatives:***

The financial operator taking part in the Tender for Selection shall define the promotional and informational plan, proposing the activities/initiatives that it considers to be most effective and structuring them according to what was indicated in the previous paragraph.

The choice of the activities/initiatives that are proposed shall be motivated, in relation to the effectiveness in achieving the Programme objectives, to the thematic areas to be disseminated and treated and to the typology of the target countries and groups, demonstrating a well-considered reflection in view of the maximum impact that can be attained.

It is advisable to propose initiatives of critical mass (with a broad capacity) capable of achieving the envisioned goals at the highest levels.

A description of the Programme of proposed activities will have to be supplied, with the indication of the activities / initiatives plan which shall be carried out in each target country during each of the three years.

The description needs to be supplied for each individual proposed activity/initiative and it shall indicate at least:

- The title of the activity/initiative
- Target group/groups of the proposed activity
- A description of the activity
- Main results and the number and the type of expected (direct and indirect) contacts, divided into target groups.

Please notice that the information supplied for each activity/initiative will then be compared to the relative costs indicated in the Financial Offer – Envelope C, in order to evaluate their economic viability and consistency.

### ***Approximate timeline for the proposed Programme***

The economic operator who will take part in the Tender for Selection will have to supply an approximate timeline of the proposed activities/initiatives, divided by country/year/month.

### ***Presentation of the economic operator taking part in the Tender for Selection:***

The economic operator who will take part in the Tender for Selection will have to provide a **general presentation** in terms of its: contacts, experiences completed within the sector of the promotion/information on high quality agricultural products, experience in the realisation of events in general, PR and Press Office activities, organisation of tastings at points of sale and press campaigns, development of promotional/informational materials, management of websites and social media.





**Information on the economic operator's belonging to networks** of similar bodies operating within the same field, at a European and international level and, in particular, **in the countries target of the Programme** may be provided here.

***Presentation of the Work Group:***

The economic operator who will take part in the Tender for Selection will have to provide a **presentation of the work group**, including a **detailed description of the professional operators** used and of their competences.

The description of the activities/initiatives, the timeline, the presentation of the economic operator and of the work group shall together form the technical offer, on the basis of which the quality of the proposal will be evaluated.

**INSTRUCTIONS FOR THE PRESENTATION OF THE FINANCIAL OFFER –  
ENVELOPE C**

As was indicated at the previous paragraph “Instructions for the presentation of proposals”, Envelope C – Financial Offer, will have to include the following documents:

***Detailed financial plan for each proposed activity/initiative***

The economic operator who will take part in the Tender for Selection will have to provide a detailed financial plan for each proposed activity/initiative, divided by country and by year, structured by the following table (Table “**DETAILED FINANCIAL PLAN**”). The Detailed Financial Plan shall be provided even electronically in EXCEL-format.

Each proposed activity will have to include the expected costs in as much detail as possible, and said costs will have **to be indicated net of VAT**.

Costs must be organized and presented in a table (called Detailed Financial Plan) including the name of the initiative and the single items which make up the initiative, in order to reach a total amount (total cost of the Actions), made up of the costs of the single initiatives, which in turn must be made up of the single cost items.

For each action, it is possible to include costs for supervision activities in the target countries by the Implementing body, such as, for example, flights, accommodation and meals.

With regards to the **costs relating to the fee for the Implementing Body**, they may be presented in the **form of days/person in relation to each individual initiative**, detailing the methods and the data necessary to quantify them. These costs regard all of the activities that are necessary for the organisation and realisation of the initiatives (such as the selection of and contacts with suppliers, price research, the selection of the location, reservations, organisation of events, defining of operative strategies, etc.)





Not included in the fee is any activity carried out directly by the executing body – including using its own staff – for example: translations, creation of the website, creation of social media and subsequent posting activities, creation of press releases, staff briefing activities or sub-suppliers, etc. This kind of cost, since it corresponds to real activities, falls within the budget plan as a budget line.

For this reason, a table is expected to be filled in for each country and divided by year, with the outline of the total costs of the proposed activities and the relative costs of the agency's fees, including an indication of the number of days envisioned and of the cost per day. It is shown below an example of budget table

<b>DETAILED FINANCIAL PLAN</b>			
<b>COUNTRY X</b>			
<b>Public Relations – Press Event</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
Room renting	XXX €	XXX €	XXX €
Audio/video setup	XXX €	XXX €	XXX €
Catering (light dinner for ___ people)	XXX €	XXX €	XXX €
Supporting staff (___ event hosts)	XXX €	XXX €	XXX €
Other (to be detailed)	XXX €	XXX €	XXX €
<b>Yearly total amount per activity</b>	<b>XXXXX €</b>	<b>XXXXX €</b>	<b>XXXXX €</b>
Agency fees ( <b>unitary cost per day</b> for a senior consultant or for a junior consultant)	XXX €	XXX €	XXX €
<b>Number of days expected</b>	XX	XX	XX
<b>Total agency fee (unitary cost x number of days)</b>	<b>XXXX €</b>	<b>XXXX €</b>	<b>XXXX €</b>
<b>Yearly total per action, including the fees</b>	<b>XXXXX €</b>	<b>XXXXX €</b>	<b>XXXXX €</b>
<b>EVENTS – Seminars</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
Room renting	XXX €	XXX €	XXX €
Audio/video setup	XXX €	XXX €	XXX €
Speaker	XXX €	XXX €	XXX €
Other (to be detailed)	XXX €	XXX €	XXX €
<b>Yearly total amount per activity</b>	<b>XXXXX €</b>	<b>XXXXX €</b>	<b>XXXXX €</b>
Agency fees ( <b>unitary cost per day</b> for a senior consultant or for a junior consultant)	XXX €	XXX €	XXX €
<b>Number of days expected</b>	XX	XX	XX
<b>Total agency fee (unitary cost x number of days)</b>	<b>XXXX €</b>	<b>XXXX €</b>	<b>XXXX €</b>
<b>Yearly total per action, including the fees</b>	<b>XXXXX €</b>	<b>XXXXX €</b>	<b>XXXXX €</b>

**The total amount of 5,410,000.00 € available to carry out the actions, including the cost of the fee for the Implementing Body, must be divided as follows between the target countries:**

**Japan - 65%**  
**Hong Kong - 3%**

**China - 28%**  
**Taiwan - 4%**





### **Summary budget per Year**

The economic operator who will take part in the Tender for the Selection will have to supply a **summary table for the three-year period**, which will have to include details, for each proposed activity/initiative, the total cost of the activity, and the related cost of the fee. The global budget must be structured on the basis of the following table and must also be attached to the proposal in EXCEL-format:

<b>SUMMARY BUDGET</b>	
<b>COUNTRY 1</b>	
<b>Public Relations – Press Event</b>	<b>Three-year period</b>
Cost for the execution of the activity/initiative	
Cost of the fee	
<b>Total per action + fee for the three-year period</b>	
<b>EVENTS – Seminars</b>	
Cost for the execution of the activity/initiative	
Cost of the fee	
<b>Total per action + fee for the three-year period</b>	
<b>Other Activities....</b>	
Cost for the execution of the activity/initiative	
Cost of the fee	
<b>Total per action + fee for the three-year period</b>	
<b>COUNTRY 2</b>	
<b>Public Relations – Press Event</b>	<b>Three-year period</b>
Cost for the execution of the activity/initiative	
Cost of the fee	
<b>Total per action for the three-year period</b>	
<b>EVENTS - Seminars</b>	
Cost for the execution of the activity/initiative	
Cost of the fee	
<b>Total per action for the three-year period</b>	
<b>Other Activities....</b>	
Cost for the execution of the activity/initiative	
Cost of the fee	
<b>Total per action + fee for the three-year period</b>	
<b>COUNTRY 3</b>	
<b>Public Relations – Press Event</b>	<b>Three-year period</b>
Cost for the execution of the activity/initiative	
Cost of the fee	
<b>Total per action for the three-year period</b>	
<b>EVENTS - Seminars</b>	
Cost for the execution of the activity/initiative	
Cost of the fee	
<b>Total per action for the three-year period</b>	
<b>Other Activities....</b>	





Cost for the execution of the activity/initiative	
Cost of the fee	
<b>Total per action + fee for the three-year period</b>	
<b>COUNTRY 4</b>	
<b>Public Relations – Press Event</b>	<b>Three-year period</b>
Cost for the execution of the activity/initiative	
Cost of the fee	
<b>Total per action for the three-year period</b>	
<b>EVENTS - Seminars</b>	
Cost for the execution of the activity/initiative	
Cost of the fee	
<b>Total per action for the three-year period</b>	
<b>Other Activities....</b>	
Cost for the execution of the activity/initiative	
Cost of the fee	
<b>Total per action + fee for the three-year period</b>	
	<b>Three-year period</b>
<b>Total cost – actions only – in the three-year period (Country 1 + Country 2 + Country 3 + Country 4) = A</b>	
<b>Total cost – fee only – in the three-year period (Country 1 + Country 2 + Country 3 + Country 4) = B</b>	
<b>Fee cost as a percentage of total cost - actions only</b>	<b>= B/A*100</b>
<b>Overall costs in the 3-year period (Country 1 + Country 2 + Country 3 + Country 4)</b>	<b>5,410,000.000 €</b>

The tables, **Detailed Financial Plan** and **Summary Budget**, will make up the economic offer on the basis of which the price of the presented proposal will be evaluated.

