



TECHNICAL SPECIFICATOINS AND SELECTION PROCEDURE OF THE IMPLEMTNING BODY OF THE INFORMATION AND PROMOTION PROGRAM OF AGRICULTURAL PRODUCTS IN THE THIRD MARKET: USA

Approved by the Board of Directors of Consorzio per la Tutela del Formaggio Pecorino Romano DOP with Resolution of the 18th of November 2021

1 Introduction and preliminary information

Consorzio per la Tutela del Formaggio Pecorino Romano (hereinafter the Contractng authority), with registered office in Macomer (NU) – Corso Umberto I 226, P. IVA e C.F. 00958190910, is considering submitting a **Three-year information and promotion program (2023-2024-2025)**, under the Regulation EU n. 1144/2014 of the European Parliament and of the Council, in particular on the next Call 2022 for simple programs

ANNOUNCES

pursuant to the reference articles of Regulation (EU) no. 1144/2014, of the Delegated Regulation (EU) no. 2015/1829, of the Implementing Regulation (EU) no. 2015/1831 **a call for tenders for the selection through an Open Competitive Procedure of an Implementing Body** in charge of carrying out the actions (activities/initiatives) aimed at achieving the objectives envisaged within the Program which will be submitted and which, if the application is accepted, will take place in the following target countries: **USA** and will concern the following products with a EU recognition name:

Product of origin recognition code – File number	Product
04069063	Pecorino Romano DOP

Economic operators who meet the requirements indicated in the aforementioned EU Regulations, as specified in the following paragraphs, are invited to submit a bid strictly following the instructions contained in these "Technical specifications".

Please note as of now that, being this call for proposals aimed to pursue a promotional program which has not yet been the subject of an application for EU funding (Regulation EU no. 1144/2014), if the Consorzio per la Tutela del Formaggio Pecorino Romano is not among the proposing organizations selected within the aforesaid Call for proposals, **the award of the services covered by this tender will be considered null and ineffective. The successful bidder cannot claim any right or expectation from the Consorzio per la Tutela del Formaggio Pecorino Romano, which cannot be the subject of any request for reimbursement or claim for damages.**

The proposals received under this selection procedure will be considered valid for 12 months.

The proposal formulated by the selected operator will be used by the Consorzio per la Tutela del Formaggio Pecorino for the submission of the grant application under the call for proposals AGRI-SIMPLE - 2022 under EU Reg. 1144/2014



1.1 Reference regulatory framework

The framework of regulatory references essential for the execution of the Program and this procedure includes:

- **Regulation (EU) no. 1144/2014 of the European Parliament and of the Council of 22 October 2014** on information and promotion actions concerning agricultural products carried out in the internal market and in third countries and which repeals Regulation (EC) no. 3/2018 of the Council;
- **Commission Delegated Regulation (EU) 2015/1829 of 23 April 2015**, which supplements Regulation (EU) no. 1144/2014 of the European Parliament and of the Council, relating to information and promotion actions concerning agricultural products made in the internal market and in third countries;
- **Commission Implementing Regulation (EU) 2015/1831 of 7 October 2015** laying down detailed rules for applying Regulation (EU) no. 1144/2014 of the European Parliament and of the Council relating to information and promotion measures concerning agricultural products carried out in the internal market and in third countries.
- **Guidelines on the tender procedure** referred to in the note of the European Commission DDG1.B5/MJ/DB D (2016) 321077 of 7 July 2016;
- **Decree of the Director General** of the Department of Competitive Policies, Agri-food Quality, Horse Racing and Fisheries, Directorate General for the Promotion of Agri-food and Horse Racing Quality PQAI V of the Ministry of Agricultural, Food and Forestry Policies (DG PQAI - PQAI 05 - Prot. Uscita N.0639624 del 06/12/2021)

2

The Consorzio per la Tutela del Formaggio Pecorino Romano **is not a body governed by public law** within the meaning of Article 2, paragraph 1, point 4, of Directive 2014/24/EU and, therefore, as indicated in the aforementioned legislation, it is not required to apply the national rules implementing the European Directives on public procurement (in Italy, the Legislative Decree no. 50/2016). However, the Consorzio must select the implementing bodies through an open tender procedure in compliance with the principles of cross-border interest, transparency, publicity, impartiality, equal treatment of candidates, as well as the conditions previously indicated in the Guidelines of the European Commission and Article 2 of the Decree of the Ministry of Agricultural, Food and Forestry Policies. 06/12/2021

The Directive 2014/24/EU and the Italian Legislative Decree no. 50/2016 will therefore be applied only if and to the extent that they are expressly referred to in the tender documents (notice and technical specifications and related annexes).

The competitive procedure will in any case ensure compliance with the principles of non-discrimination, equal treatment, transparency, publicity, proportionality, clarity and consistency of the selection and award criteria provided for the purposes of the services requested and with the value of the same, best value for money and absence of conflicts of interest.

This procedure does not provide for an articulation into lots, as it is more efficient and effective for the execution of the service, the identification of a single contractor, who can carry out all the activities provided for by the Program in question.

Indeed, the work packages and related activities are strictly connected to each other and to be carried out according to a logical and functional sequence, that can be optimized only by having a single contractor, who must ensure the coordination and integration of the work group and the different professional skills necessary and involved in the implementation of the service.



2. Program key information

Products to be promoted

Product of origin recognition code - File number	PRODUCT
04069063	Pecorino Romano DOP

Contracting authority: Consorzio per la tutela del Formaggio Pecorino Romano DOP

Target countries: USA

Target groups:

- Consumers
In the technical proposal, the final consumer target (age, sex, family status, income, etc ...) is promptly defined based on the target market, the geographical area. The definition of the final consumer target as well as from objective analysis data can also be motivated by the professional experience of the proposer on the market itself
- Media operators (journalists, influencers and bloggers). In the technical proposal it is requested to indicate the methods of research and selection of the media operators

General Objective: strengthen the competitiveness, recognition and consumption of quality European agri-food products on the US market, as well as the increase and dissemination of knowledge towards European quality schemes, European products that have a recognition of quality and towards the values expressed from the European system of designations of origin as attributes of quality and safety, through the examples represented by the products covered by the program.

In particular, the general objective can be defined as follows:

- Increase the competitiveness of quality European branded products through actions aimed at facing competition from products with lower quality and lower nutritional elements.
- Increase the recognition of European PDOs by final consumers and by sector operators through specific information and promotion actions.
- To raise awareness of European quality schemes and their recognition on the US market

Specific objectives: With reference to the specific testimonial product and its positioning on the target market, the following specific objectives can be defined:

Target market: USA

Geographical area of greatest interest following the analysis of internal export data:

- New York
- Florida - Miami
- Massachusetts – Boston
- Illinois – Chicago
- California – Los Angeles
- Any other target geographic areas can be adequately justified in the technical proposal

The USA is one of the main export markets for Pecorino Romano. During the first half of 2021, after the negative effect of the Covid-19 pandemic diminished, sales grew by 25%. The production value is equal to €



230 million, which becomes € 480 million at the end of the commercial chain. Exports represent the main item, equal to 70% of the total. The main target area is the United States market, in particular the Northern area, with 52%; 24% remain in the European Union and the rest goes to other countries, with prevalence towards Japan, Canada and Australia.

Pecorino Romano is the most important PDO sheep's milk cheese in Europe. Despite the projections and positive data, there is ample room for development within the US area. The USA is one of the markets in which the phenomenon of "Italian sounding" is most present and Pecorino Romano - especially in terms of grated product - is among the most imitated in the world. It is necessary to aim at product diversification, increasing product knowledge to win over end consumers and quality-conscious audiences. The communication plan must highlight the qualities of Pecorino Romano PDO compared to other generic "Romano cheese".

This project intends to go to:

- Inform consumers about the characteristics of the product and its production cycle in terms of food safety, traceability, nutritional and health aspects, animal welfare, respect for the environment and sustainability
- Spread the consumption of the product in the target areas of the project
- Inform the final consumer about the characteristics of Pecorino Romano PDO compared to other "Italian sounding" grated products
- Inform the final consumer about the characteristics of the product from the point of view of respect for the environment and the characteristics of farming based on the use of wild and semi-wild grazing. Furthermore, communicate the peculiarity of the area of origin defined as the Blue Zone and characterized by an important presence of centenarians

The subjects who will participate in this call around a corpus of activities and initiatives (informative and promotional) that is developed in a clear and precise oriented towards markets and target groups, aimed at achieving the above objectives and consistent with the expected duration and the financial resources made available.

Types of eligible activities (**Work Package -WP**) and activities that must be present within the proposals, according to the procedures described in detail within the technical specifications:

- WP 2 Public relations
- WP 3 Website, Social media
- WP 4 Advertising
- WP 5 Communication tools
- WP 6 Events

Duration of the Program: 36 months (3 annual phases), with indicative start on 1 February 2023.

Budget for the Implementing Body actions: up to a maximum of 2.420.00,00,00 € plus VAT according to the law. This amount must also include the economic operator's fee, while it must not include other charges that will be incurred directly by the proposing organizations.

Target Country: USA

Please refer to paragraph 5 below for more detail.



TECHNICAL SPECIFICATION

3 Object of the contract

3.1 General description of the service

The service consists in the implementation of a part of the Program of information and promotion.

The Implementing Body will therefore have to ensure:

- The project development implementation of the agreed parts of the three-year Program, starting from the signing of the contract and in coordination with the beneficiaries;
- the operational activation of the promotional actions and activities foreseen for the period established by the Program, on the basis of the objectives set by the communication strategy, and aimed at achieving the expected results and impact, including through constant monitoring of the activities carried out and their effects, always in constant coordination with beneficiaries;
- the financial-administrative management of the agreed parts of the Program, including periodic technical reports and the final technical report, and all the documents necessary for reporting.

The service will have to be characterized by qualified technical and operational support, a high quality of the outputs produced, and distinguished by the innovativeness of the messages, the tools with which to convey them and the method of involvement of the target audience. The development and execution of the agreed activities of the Program must take place in a manner consistent with the general and specific objectives and the communication strategy, taking into consideration the priorities and objectives of the Regulation (EU) 1144/2104, ensuring a clear recognition of the Program and related promoters.

3.2 Method of execution

The Implementing Body must establish and arrange, for the duration of the contract, a Working Group, in compliance with the participation requirements, which is responsible for managing and implementing the Program. All the activities of the working group must be agreed and shared with the contracting authority.

It is envisaged that one or more members of the Working Group are available for periodic monitoring meetings at the headquarters of the Contracting authority, to provide operational support to the activities of the plan that need to be carried out in close coordination with the reference structure. The coordination and exchange of information with the contracting authority may also provide for different and articulated methods: meetings, telephone contacts, video calls, email correspondence, exchange of materials and documents through online sharing systems.

3.3 Staff and working group

The Implementing Body must ensure the provision of the services entrusted with integrated personnel under legitimate employment relationships and having the professional and technical qualifications appropriate for the employment and the Program implementation. The working group will have to be characterized by a flexible organizational approach to respond to the needs that may arise in the course of carrying out the activities.

Particularly, the staff of the dedicated working group must have a range of skills mainly in the following fields: project management, team working, communication, graphics, events, knowledge and experience of activities carried out in relation to the markets of the target countries.

Over the term of the Contract, the Implementing Body undertakes to:



- a) set up and make available an adequate Program team (the people who will directly take care of the work to be done), in compliance with the participation requirements;
- b) agree and share all the team's activities with the Contracting authority;
- c) assign suitable personal service, of proven ability, honesty, morality and proven confidentiality, which must maintain the most absolute confidentiality as to what it came to know in performing the service;
- d) guarantee the stability and continuity of the service in all circumstances, ensuring staff who are quantitatively and qualitatively adequate to the needs and complying with the contents of the technical bid;
- e) comply, in respect of its staff, with employment contracts for wages, regulations, social security and insurance;
- f) provide for a Program contact person who will attend the monitoring meetings at the Contracting authority's headquarters (these will have a periodicity defined by the Contracting authority), to give operational support to the Program activities;
- g) make available all possible means of communication that can simplify the coordination, monitoring and control of the Program.

4 Duration of the service

The service has a duration of 36 months, starting from the date of stipulation of the contract, which will be stipulated between the client and the successful bidder within 60 days from the signing of the grant agreement between the beneficiary body and the paying agency (AGEA) and will have as its object the performance of the activities indicated in this announcement under the conditions indicated therein.

The client reserves the right to request a postponement of the service execution deadline for a maximum further 6 months, in order to ensure the completion of the activities envisaged by the Program, at the same economic conditions.

5 Types of activities and initiatives under the Program

The activities and initiatives that will make up the promotional program are similar to the classic information and promotion of high quality agricultural and food and wine products, taking the issues to be discussed and the objectives listed above into account. They fall into the following categories:

- WP2 - Public relations
- WP3 - Website, Social media
- WP4 - Advertising
- WP5 - Communication tools
- WP6 – Events

Below are the general indications relating to the information and promotional activities that will have to compose the proposals presented as part of this selection procedure.

It should be noted that the bidder within the indicated WPs has some general indications, but is free to formulate and deepen the proposed actions as well as to modify the related budget, in any case always according to the methods to allow the achievement of the objectives set by the program.

The offer is required to be accompanied **by a presentation of the general strategy of the program** based on the information provided in art. 2:

The strategy is required to be based on:

- Ability to respond to the information needs of the targets;



- Communicative effectiveness of the message and contents;
- Ability to involve target subjects;
- Integration with the existing communication ecosystem of the consortium

The strategy is required to describe the characteristics with which the proposal is suitable to effectively convey the message and contents of the program.

The general strategy is required to identify geographic areas of the US market giving reasons for the choice.

For each individual WP developed, an indication of the expected results and a specification of the implementation methods are required.



WP2 – Public relation
Ongoing public relations activity
The main objective of the action in question is to strengthen the recognition of the PDO quality mark (and of the testimonial product in particular) on the US market by focusing the message on the quality, on the characteristics of the product and on its production cycle in terms of food safety. , traceability, nutritional aspects, animal welfare, respect for the environment and sustainability. Communication actions must also disseminate and increase the recognition of the community logo.
The proposing operator is requested to describe the organization and management methods in detail of the proposed activities and for each activity indicate the expected results.
THREE-YEAR INDICATIVE BUDGET: 170.000,00

WP3 - Web site, social media
Online communication
Website .It is planned to create a website of Consorzio per la Tutela del Formaggio Pecorino Romano DOP dedicated to the promotion on the target country USA. It is requested to provide a layout and graphic idea
Social It is required to define a strategy for communication on the social networks of the target country, highlighting and motivating the characteristics for which it is considered suitable and functional for communicating the themes of the information campaign and the messages identified. The proposal is requested to include activities aimed at increasing media coverage, for example through collaborations with platforms / influencers, etc The strategy is required to contain descriptive indications of the editorial plan and the expected results.
THREE-YEAR INDICATIVE BUDGET: 170.000,00

WP4 - Advertising
Advertising
You are asked to present your best proposal in terms of media advertising strategy (print, on-line channels, TV etc ...) in order to achieve the communication objectives of the program, explaining how the efficiency and effectiveness requirements are achieved. The goal is to intercept the greatest number of final consumers through a media plan capable of stimulating the consumption of Pecorino Romano PDO in families and among young Americans with a communication strategy in line with American culture.



Participating subjects are asked to present their best proposal in terms of publications and channels, in order to achieve the expected results with respect to the pre-established promotional objectives and the individual defined targets.

The proposal must also highlight in detail the reasons for the media plan presented.

THREE-YEAR INDICATIVE BUDGET: 1.350.000,00

WP5 - Communication tools

Communication tools and merchandise

The materials necessary for the realization of the planned activities are of substantial importance for an effective transmission of the message of the promotional campaign.

The proposing party is requested to submit at least two proposals with key message and key visual, these elements are required to have the ability to express transparency-credibility-authenticity.

The proposals must be consistent with the general strategy of the Program, can be integrated into the existing communication ecosystem and adequate for an effective transmission of the message. It is required that the tone and style of the language are distinctive and consistent with the identity of the Consortium and the brand and consistent with the subject matter and functional to the communication of complex and articulated contents.

The presentation of some indicative declinations of contents and of the main materials for the implementation of the activities is also requested.

THREE-YEAR INDICATIVE BUDGET: 130.000,00

WP6 – EVENTS

It should be noted that participation in international fairs must not be proposed as the consortium for the protection of pecorino Romano provides for participation in 2 fairs for each year of the project. Summer Fancy Food and Winter Fancy Food through direct internal organization of the consortium itself.

The proposed events, falling into the categories set out below, must be suitable for creating contact with the target subjects of the program, creating content and disseminating the timing of the promotional campaign with the use of different media.

It is required to formulate the best proposal for an event plan for each year of the project which may include, for example:

- Seminars, workshops, training for cooks, activities in schools
- Restaurant week
- Sponsorship of event
- Other events

THREE-YEAR INDICATIVE BUDGET: 600.000,00



SELECTION PROCEDURE FOR THE PROGRAM IMPLEMENTING BODY

6. Requirements for participation in the tender

6.1 Inexistence of causes of exclusion from participation in the tender

Participation in this tender procedure is reserved to economic operators who on the date of submission of the offer declare that there are no reasons for their exclusion pursuant to Directive 2014/24/EU, or reasons for exclusion related to:

- criminal convictions;
- the payment of taxes or social security contributions;
- insolvency, conflict of interest or professional misconduct.

The non-existence of these reasons for exclusion must be attested by the attached declaration (Attachment B), signed by the legal representative.

In the event of a temporary grouping not yet established, each operator must produce the above declaration.

6.2 Requisiti di capacità economica e finanziaria

The economic operator who intends to participate in this selection tender:

- must have achieved, in the five-years period 2017-2018-2019-2020-2021, a total turnover of not less than 3,000,000.00 (in words: three million/00 euros) net of VAT, resulting from VAT or equivalent tax returns in the EU;
- must attach a declaration of its Bank on the possession of the financial resources necessary to guarantee the execution of the actions provided in the Program (suitable bank references);
- must attach the Chamber of Commerce report or registration in another register of companies kept in the Member State where the economic operator is based.

The possession of these requirements must be certified by means of the attached declaration (Annex B), signed by the legal representative. These requirements must be possessed by the economic operator as a whole, or as a subject in a temporary grouping of companies.

6.3 Technical and professional capacity requirements

The economic operator (single or in a temporary grouping of companies) who intends to participate in this selection tender must:

- having carried out, in the five-years period 2017-2018-2019-2020-2021, services similar to those who are the subject of the tender for an amount not less than Euro 1,500,000.00 overall (in words: one million five hundred thousand/00 euros) net of VAT;
- attach the list of the main services performed (company's CV);
- attach the CVs of the staff employed in the possible implementation of the Program, which demonstrate a proven experience in services similar to the subject of the tender.

Similar services include (by way of example only and not limited to):

- management of complex international promotion projects/programs;
- management of groupings of companies and coordination of work groups;
- planning and management of public contribution programs;
- event and incoming organization activities;
- press office management;
- communication activities, PR, etc. also online;
- promotional activities in the agri-food industry.



These requirements must be certified by means of the attached declaration (Annex B) signed by the Legal Representative of the proposing party and the sending of the CVs of the professional figures envisaged in the execution of the assignment. These requirements must be possessed by the economic operator or by the temporary grouping of companies as a whole, except that in the latter case the agent must in any case possess the requirements and perform the services in a majority measure.

7 Award Criteria

The contract is awarded on the basis of the criterion of the most economically advantageous offer, pursuant to art. 95 of Legislative Decree 50/2016 and subsequent amendments, according to the breakdown of scores described below, taking into account the technical offer and the economic offer.

10

The qualitative service and the price aspects will be taken into account jointly, therefore, the total 100 points will be evaluated in the following proportions:

- TECHNICAL OFFER: MAXIMUM 85 POINTS;
- ECONOMIC OFFER: MAXIMUM 15 POINTS

(TOTAL AWARDABLE SCORE: MAXIMUM 100 POINTS)



For the assignment of the score, the following criteria are established with their subcriteria.

TECHNICAL OFFER: MAXIMUM 85 POINTS		
Criteria	Subcriteria	Max score
1. QUALITY OF THE TECHNICAL OFFER - OVERALL STRATEGY	Quality of the articulation of the overall strategy and of the activities, and their consistency with the specifications provided in the contract and in the reference Program	Up to 5 points
	Ability to produce the expected results and achieve the objectives set in the Program	Up to 5 points
Maximum points achievable		10
2. QUALITY OF THE TECHNICAL OFFER - PROGRAM OUTPUT	Creativity and innovation of the communication tools proposed (e.g. press office management, creation of the promotional video, creation of the information material and the online communication, organization of events and incoming, etc.)	Up to 7 points
	Effectiveness and ability of the expected outputs to communicate the Program message	Up to 7 points
	Quality of graphic design and concept	Up to 7 points
	Quality of the proposal for carrying out the positioning analysis and related definition on the target consumers	Up to 3 points
	Quality of the working group dedicated to communication, graphics, event management, etc. within the Programme (evaluation of the CVs of the dedicated work group)	Up to 6 points
Maximum points achievable		30
3. QUALITY OF THE TECHNICAL OFFER - METHODOLOGICAL APPROACH	Adequacy in the implementation and execution of the actions	Up to 18 points
	Adequacy of planning in terms of consistency with the objectives of the communication strategy and consistency with the timing of the programming: in particular, consistency between the schedule of the proposed activities and effectiveness of the implementation of the individual actions, also in relation to the professional resources involved	Up to 7 points
	Adequacy of the control mechanisms to monitor the correct economic-financial execution of the Program and compliance with the time schedule: quality and effectiveness of the procedures for carrying out the actions envisaged	Up to 7 points
	Quality of the work group dedicated to the Program management activity (evaluation of the CVs of the dedicated work group)	Up to 6 points
	Additional services/activities proposed to improve the service	Up to 3 points
	Assistance activities provided to the Consorzio	Up to 4 points
	Maximum points achievable	
Maximum points Technical offers:		85



The evaluation of the technical offers will be carried out by an Evaluation Commission appointed after the date of submission of the offers. The Commission will evaluate each technical offer, assigning a qualitative coefficient for each sub-criterion:

not verifiable	0
evaluation: insignificant	0.1
evaluation: just enough	0.2
evaluation: enough	0.3
evaluation: between enough and fair	0.4
evaluation: fair	0.5
evaluation: between fair and good	0.6
evaluation: good	0.7
evaluation: between good and very good	0.8
evaluation: very good	0.9
evaluation: excellent	1.0

12

ECONOMIC OFFER: MAXIMUM 15 POINTS		
Criteria	Subcriteria	MAX SCORE
ECONOMIC OFFER	Economic analysis of the proposed initiatives, according to market prices	Up to 8 points
	Economic offer for the fee of the participating economic operator according to the formula below	Up to 7 points
Maximum achievable score		15

As for the economic offer for the activities (maximum of 8 points out of 100) the score will be assigned on the basis of the following formula:

“Economic offer for activities” score considered =

$$\frac{\text{Offer X}}{\text{Max Offer}} \quad \boxed{* 8}$$

where:

Maximum bid: is the highest economic offer for the activities (SUBTOTAL ACTIVITIES) among those submitted;

Offer X: is the economic offer for the activities (SUBTOTAL ACTIVITIES) of the economic operator considered.

As concerns the economic offer for the fee of the participating economic operator (max 7 points out of 100), the score will be awarded based on the following formula:

Economic offer score for the economic operator fee considered =

$$\frac{\text{Minimum fee \%}}{\text{Fee \% x}} \quad \boxed{*7}$$

where:

Minimum fee%: is the percentage on the economic offer for the lowest participating economic operator fee among those submitted;

Fee% X: is the percentage on the economic offer for the economic operator fee considered.



For the purposes of attribution and calculation of scores, any non-integer values will be rounded to the second decimal place.

Upside bids are not permitted.

The opening of the PEC [certified email] C carrying the economic offer **will take place at the end of the evaluation work** carried out by the aforesaid Commission.

Based on the scores assigned to the offers, the ranking will be drawn up.

The award will be made to the competitor who has submitted an offer which, having all the minimum mandatory requirements, will result in having a highest overall score (technical offer score + economic offer score).

13

In the event of a tie score, the contract will be awarded to the competitor who will receive the highest score in the technical offer. In the event of a tie between the economic offer and the technical offer, a draw will be held.

The Contracting Authority is not required to pay any compensation to competing companies, for any reason whatsoever, for the bids submitted.

Once the required checks on the possession of the prescribed requirements have been completed, the contract will be awarded.

The award immediately binds the entrant entrusted with the tender, while the Contracting Authority will be definitely committed only when, pursuant to the law, all the consequent deeds necessary for the performance of the tender will have achieved full legal effect.

In the event that the assignee is not present for the stipulation of the contract or in which the falsity of the declarations given is ascertained, the Contracting Authority reserves the right to confer the task on the following economic operator in the ranking, having carried out the necessary checks.

The Consorzio per la Tutela del Formaggio Pecorino Romano DOP will proceed with the award even if only one valid offer is submitted, provided it is fair.

In application of art. 95, paragraph 12, of Legislative Decree 50/2016 and subsequent amendments the contracting body will not proceed with the award if no offer is convenient or suitable in relation to the subject of the contract.

The results will be communicated via certified e-mail to the participants and will be published on the website of the Consortium of the Consorzio per la Tutela del Formaggio Pecorino Romano DOP.



8 Presentation

8.1 Method of submitting proposals

The bodies interested in participating in the call for tenders for the selection of the implementing body must, under penalty of exclusion, send all the necessary documentation through:

- PEC through 3 different certified e-mail messages (PEC) as indicated below;
- Mail or hand delivery with responsibility for delivery within the terms provided for in these specifications, to be paid by the sender, in a closed envelope containing 3 envelopes equally closed and sealed with adhesive tape or other suitable means, and presented in electronic format (CDs and USB sticks)

14

PEC A/ENVELOPE A - administrative documentation, which must contain:

- a) application to participate in the procedure according to the form in Annex A, completed and signed by its legal representative;
- b) declarations required according to the form in Annex B, completed and signed by its legal representative;
- c) signatory(s)' identity document;
- d) declaration of the Bank of the possession of the necessary financial resources to guarantee the execution of the actions provided in the Program (suitable bank references);
- e) Chamber of Commerce report or registration in a register of companies kept in the Member State where the economic operator is established;
- f) CV(s) of the economic operator(s) interested in participating in the selection procedure and submitting their offer (company's CV);
- g) copy of the latest approved budget and/or VAT return.

PEC B/ENVELOPE B - technical offer, which must contain:

- a) technical report containing a detailed description of the activities, using the references indicated in the following chapter: PROCEDURE FOR THE PREPARATION OF THE TECHNICAL OFFER – CERTIFIED EMAIL B;
- b) presentation of the working group and professionals/figures with their skills
- c) Time Schedule
- d) Annex C containing the activities proposed on the different WPs in Italian and English

PEC C/ENVELOPE C - economic offer, which must contain the indication of the economic offer for the activities (SUBTOTAL ACTIVITIES) and the fee of the economic operator considered according to the model described in the following chapter: METHOD OF PREPARING THE ECONOMIC OFFER – CERTIFIED EMAIL C.

The following sections (Methods for preparing the technical offer and Methods for preparing the economic offer) provide information on how the technical and economic offers must be drawn up.

The documentation must be drawn up in Italian and English where required by the specifications, and must be adequately signed and presented in electronic format - non-editable, printable and copyable PDF - as aftermentioned, by the tender participant no later than on 7 March 2022 at 12.00.

All documents must be signed with a digital or handwritten signature by the legal representative of the economic operator participating in the Selection Procedure, in the case of a temporary grouping already established it must be signed by the legal representative of the competitor designated as the Parent Company; in the case of a temporary grouping that has not yet been established, the offer must be signed by all the parties that will make up the aforementioned grouping



PEC address to which the proposals must be sent within the aforementioned deadline:
amministrazione@pec.pecorinoromano.com

Postal address to which proposals must be sent within the aforementioned deadline:
Consorzio per la tutela del formaggio Pecorino Romano DOP
Corso Umberto I, 226
08015 Macomer (NU)
For the attention of Daniela Murgia.

15

In the case of mailing or hand delivery, the following must be indicated on the outside of the package, in addition to the indication of the sender (single or grouped subjects):

CALL FOR SELECTION USING AN OPEN COMPETITIVE PROCEDURE FOR THE SELECTION OF A BODY IN CHARGE OF THE EXECUTION OF A PART OF THE INFORMATION AND PROMOTION PROGRAM FOR AGRICULTURAL PRODUCTS - US MARKET - DO NOT OPEN

In the subject of each PEC / ENVELOPE the following wording must be indicated:

- PEC A / ENVELOPE A- ADMINISTRATIVE DOCUMENTATION - NOTICE FOR SELECTION OF A BODY IN CHARGE OF THE EXECUTION OF A PART OF THE INFORMATION AND PROMOTION PROGRAM FOR AGRICULTURAL PRODUCTS - US MARKET
- PEC B / ENVELOPE B- TECHNICAL OFFER - NOTICE FOR SELECTION OF A BODY IN CHARGE OF THE EXECUTION OF A PART OF THE INFORMATION AND PROMOTION PROGRAM FOR AGRICULTURAL PRODUCTS - US MARKET
- PEC C / ENVELOPE C- ECONOMIC OFFER - NOTICE FOR SELECTION OF A BODY IN CHARGE OF THE EXECUTION OF A PART OF THE INFORMATION AND PROMOTION PROGRAM FOR AGRICULTURAL PRODUCTS - US MARKET

8.2 Procedures for opening tenders

The sessions of the evaluation commission may take place in person or remotely via a videoconference platform and the relative procedures will be communicated to the bidders; this method is envisaged following the entry into force of urgent measures regarding the containment and management of the epidemiological emergency from COVID-19.

Date **8/03/2022**

Local time **15.00**

The Evaluation Commission's Session for the verification of the documentation required by the PEC A (administrative documentation) and by the PEC B (technical offer).

The evaluation commission will meet in one or more reserved sessions in order to carry out the procedures aimed at evaluating the technical offers. The work of the commission will be adequately recorded with indications of the reasons in support of the assessments carried out.

The economic proposal will be evaluated in public session at the conclusion of the evaluation work of the technical offers carried out by the commission. The date and time will be published on the website of the



Consorzio per la tutela del formaggio Pecorino Romano.

- The legal representatives of the bidders or persons delegated by the legal representative of the economic operators can participate in the public sessions, through the remote connection to the link that will be communicated at the request of the bidders to the Consorzio per la Tutela del Pecorino Romano participants.

The request for connection and any proxy must be sent by email by 12.00 on March 8, 2022 to the following addresses d.murgia@pecorinoromano.com; giangaias@pecorinoromano.com;

For any questions and / or clarifications, it is possible to contact EXCLUSIVELY by e-mail to:

- Daniela Murgia: d.murgia@pecorinoromano.com
- Gianfranco Gaias: giangaias@pecorinoromano.com

The communications by the Contracting Authority will be made by certified e-mail (PEC) to the certified e-mail address indicated by the bidder.

9 Tender documents

9.1 Indications regarding irregularities in administrative documentation - PEC A

Pursuant to art. 83, paragraph 9, of Legislative Decree 50/2016 and subsequent amendments the shortcomings of any formal element of the application can be remedied through the preliminary aid procedure. In particular, in the event of lack, incompleteness or any other essential irregularity of the documentation presented, with the exclusion of those relating to the economic offer and the technical offer, the contracting body assigns the bidder a term, not exceeding ten days, so that the necessary declarations are made, integrated or regularized, indicating their content and the subjects who must make them. In case of useless expiry of the regularization period, the competitor is excluded from the race. Deficiencies in the documentation that do not allow the identification of the content or of the person responsible for the same constitute essential irregularities that cannot be remedied

9.2 Method of preparation of the technical offer - PEC B

A. Technical report

The operator must indicate his initiatives for each point listed below and the related method of execution and achievement of the results.

The technical proposal must be written in Italian in free mode.

The proposal relating to the concept and content of the promotional messages must be in English / American language suitable for the US market

As specified in art. 8.1 the technical offer must be accompanied by: CV of the staff employed, time schedule and Annex C containing the plan of activities proposed on the different WPs in Italian and English.

1. Overall strategy

The economic operator must describe the general strategy of the program in an articulated and detailed manner, in response to the general objectives indicated in art. 2, highlighting the methods for achieving the objectives indicated above and the consistency between the overall strategy and the individual activities.





2. Activities

The economic operator will have to articulate its proposal by proposing types of activities and the implementation method that it deems most effective for the production of the Program outputs, using the following indications:

- a) Activity plan description: it must contain a detailed description of each activity, with justification for the choice in relation to the effectiveness in achieving the objectives of the Program, the issues to be shared and dealt with and the type of countries and target groups, demonstrating weighted selection for the maximum achievable impact; it must include a graphic proposal and the concept and content of the promotional messages, describing and justifying their consistency with the objectives of the Program; it must indicate the expected kpi for each activity; it must indicate the number and type of contacts expected (direct and indirect);
- b) Presentation of the working group responsible for carrying out communication and promotion activities and demonstration of the working group's ability to effectively carry out the actions.

18

Moreover, he must also complete Annex C

3. Methodological approach and articulation of the activities

For each type of activity indicated in the specifications, the specific interventions that are intended to be implemented to achieve the Program objectives must be described. The activities and related interventions must be consistent with the strategies proposed for the individual target countries and with the relative target groups identified and must be declined according to the points below:

- a) procedures for carrying out the actions: description of the operating method used for the provision of the services and their consistency with the aims and objectives of the proposed communication campaign and with the Program;
- b) indication of the expected kpi;
- c) time schedule: adequacy of time and resources, provided for in the time schedule and its consistency with the program which will have to be articulated over a period of three years;
- d) consistency with the general strategy;
- e) description of the monitoring mechanisms and the correct execution of the activities;
- f) presentation of any further activities/services proposed and of the assistance methods provided to the Consorzio
- g) description of the working group and specific responsibilities in relation to the various activities.

The previous points must be organized and presented according to the criteria and subcriteria described in article 7 and by activity.

The aforementioned documents must be included in the **PEC B - Technical offer**.

9.3 Method of preparation of the economic offer - CERTIFIED EMAIL C (PEC C)

ECONOMIC OFFER

The costs must be detailed for each activity and type of activity necessary for the organization and implementation of the service (SUB-TOTAL ACTIVITY) with an indication of the value of the economic operator's fee considered according to the following scheme which must be completed for each individual project year (1 year, 2 year, 3 year).

Below is an example table for year 1. This table must be completed for year 1, year 2, year 3



TARGET COUNTRY	USA					
YEAR	Year 1					
Activities description	Cost description	item	Number or quantity	Unit value	Total	Expected kpi
WP 2 – PUBLIC RELATION				€	€	
WP 2.1				€	€	
WP 2.2				€	€	
.....				€	€	
SUBTOTAL ACTIVITY WP 2 FOR YEAR 1				€	€	
ECONOMIC OPERATOR FEE WP 2				€	€	
WP 3 – Web site, social media				€	€	
.....				€	€	
.....				€	€	
.....				€	€	
SUBTOTAL ACTIVITY WP 3 FOR YEAR 1				€	€	
ECONOMIC OPERATOR FEE WP 3				€	€	
WP 4 - Advertising				€	€	
.....				€	€	
.....				€	€	
.....				€	€	
SUBTOTAL ACTIVITY WP 4 FOR YEAR 1				€	€	
ECONOMIC OPERATOR FEE WP 4				€	€	
WP 5 – Communication tools				€	€	
.....				€	€	
.....				€	€	
.....				€	€	
SUBTOTAL ACTIVITY WP 5 FOR YEAR 1				€	€	
ECONOMIC OPERATOR FEE WP 5				€	€	
WP 6 – Events				€	€	
.....				€	€	
.....				€	€	
.....				€	€	
SUBTOTAL ACTIVITY WP 6 FOR YEAR 1				€	€	
ECONOMIC OPERATOR FEE WP 6				€	€	
A) GENERAL SUBTOTAL ACTIVITY				€	€	



FOR YEAR 1 (WP2 + WP3 + WP4 + WP5 + WP6)					
B) GENERAL SUBTOTAL ECONOMIC OPERATOR FEE FOR YEAR 1 (WP2 + WP3 + WP4 + WP5 + WP6)			€	€	
*A + B) ECONOMIC OFFER TOTAL COUNTRY TARGET USA FOR YEAR 1			€	€	

*N.B.: THE TOTAL OF THE ECONOMIC OFFER must be at most equal to the total amount of this selection procedure (€ 2.420.000,00 excluding VAT).

The Implementing Body's fee (economic operator's fee) must be at most equal to 13% of the total cost referred to the actions (GROSS SUBTOTAL ACTIVITIES).

The economic operator must also fill in the following summary table given by way of example.

TARGET COUNTRY	USA			Total	% fee
	Year 1	Year 2	Year3		
A) GENERAL SUB-TOTAL OF ACTIVITIES FOR EVERY SINGLE YEAR (SUB TOTAL ACTIVITY WP2 + SUB TOTAL ACTIVITY WP3 + SUBTOTAL ACTIVITY WP4 + SUBTOTAL ACTIVITY WP5 + SUBTOTAL ACTIVITY WP6)	€	€	€	Enter addition Year1 + Year 2+ Year3	
B) SUB-TOTAL OVERALL FEE ECONOMIC OPERATOR FOR EACH SINGLE YEAR (ECONOMIC OPERATOR FEE WP2 + ECONOMIC OPERATOR FEE WP3 + ECONOMIC OPERATOR FEE WP4 + ECONOMIC OPERATOR FEE WP5 + ECONOMIC OPERATOR FEE WP6)	€	€	€	Enter addition Year1 + Year 2+ Year3	Enter value B) / A) in% (with value approximated to max 3 digits after the comma)
A + B) TOTAL ECONOMIC OFFER FOR EVERY SINGLE YEAR	€	€	€	Enter addition Year1 + Year 2+ Year3	

The set of tables above as an example (tables relating to the 3 years of the Program by target country + 1 summary table), will form the economic offer and will be included in the PEC C - Economic offer in .pdf and .xls format.

10 Work Group

The working group indicated in the offer cannot be changed, neither in the total number of members nor in the person of the individual members, without the prior consent of the client. For this purpose, the successful tenderer must formulate a specific and justified request indicating the names and curricula of the members proposed to replace those indicated in the offer. The substitution will be admitted only if the proposed substitutes have a similar or more qualified curriculum than that of the substituted persons. The replacement or change of the work group without the client's consent is cause for termination of the contract.



The contractor assumes all legal insurance and social security charges, undertakes to comply with the regulations in force on safety at work and the remuneration of employees and, in general, undertakes to comply with all obligations deriving from laws, regulations, collective and supplementary company agreements on employment relationships, in relation to all persons who carry out activities in favor of the same, both in a regime of direct dependence, and in an occasional form, with contracts of any kind.

The entrusted subject assumes all responsibility for damages or injuries that may be caused to said persons or be caused by said persons in the execution of any activity, directly or indirectly, inherent to the services covered by this procedure

11 Obligations of the Implementing Body

The selected Implementing Body undertakes to collaborate with the Contracting Authority in drafting the Program which will be presented under the Call 2022 - Simple Programs - Regulation (EU) no. 1144/2014.

In case of approval of the Program that will be presented under the Simple Programs Announcement Year 2022 of Reg. (EU) n. 1144/2014, of the delegated regulation (EU) n. 2015/1829, of the Implementing Regulation (EU) no. 2015/1831 and following the signing of the relevant contract, the following elements will be borne by the Contractor / Implementing Body:

- the performance of the services covered by the contract, in agreement and collaboration with the Contracting Authority and in full and unconditional acceptance of the contents of these specifications;
- adequate and timely information on the implementation of the Program activities and achievement of the related deliverables and outputs;
- compliance with all indications contained in these specifications even if not specifically referred to in this article, with rules and regulations in force both at national and EU level, as well as those that may be issued during the contractual period;
- the entire technical and financial responsibility of the actions referred to in Articles 3 and 5, including that relating to their compliance with current European Union legislation, that of the Program's target countries and with the applicable competition rules in this respect;
- oversee the administrative/financial monitoring of the Program, including the keeping of records, the collection and keeping of documents and supporting materials, and the preparation of payment requests.

The Implementing Body must:

- for a period of three years after the payment of the balance, keep records and supporting documents, in order to prove the correct implementation of the action and the costs declared eligible;
- if inspections, audits, investigations, disputes or legal actions are underway under the agreement, keep records and supporting documents until the end of these procedures;
- make the above documentation available upon request or in the context of controls, audits or investigations;
- make available to the Contracting Authority all the documentation produced during the performance of the service, as well as all the data processed, used or collected during the execution of the activities, including the data necessary for a correct assessment of the effectiveness of the program, in accordance with the regulatory framework and all the information necessary for the preparation of regular and final reports;
- keep the original documents.



12 Confidentiality and non-disclosure

The successful tenderer may not use, directly or indirectly, either for his own benefit or for that of third parties, the mandate entrusted and the information he will become aware of in relation to it and this also after the expiry of the contract. To this end, the successful tenderer may not disclose, communicate or disseminate the information and data of which it will become aware during the performance of the activities.

The assignee undertakes to respect, in the performance of the activities covered by this procedure, all the principles contained in the current regulatory provisions, relating to the processing of personal data and in particular those contained in the Italian Legislative Decree no. 196/2003, as amended and in the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 containing the European General Data Protection Regulation (hereinafter also "GDPR") and to ensure that personal, asset, statistical, registry data and/or of any other kind, of which it will become aware as a result of the services rendered, in any way acquired, are considered confidential and treated as such, while at the same time ensuring transparency of the activities performed.

The service provider must formally commit himself to give instructions to his staff so that all data and information are treated in compliance with the applicable legislation.

The contractor of the service undertakes to use the aforementioned data and information exclusively for the purposes and within the scope of the activities provided in this specification.

13. Conflicts of interest

The contracting Authority will take appropriate measures to prevent, identify and effectively remedy conflicts of interest in the conduct of this selection procedure so as to avoid any distortion of competition and ensure equal treatment of all economic operators, in compliance of the provisions of article 24 of Directive 2014/24/EU and article 42 of the Italian Legislative Decree no. 50/2016.

14 Amendments to the contracts – quantitative and qualitative variations of services and unilateral withdrawal

In case of approval of the Program, which will be presented under the Simple Programs Announcement Year 2022 of Reg. (EU) n. 1144/2014, of the delegated regulation (EU) n. 2015/1829, of the Implementing Regulation (EU) no. 2015/1831 and following the signing of the related contracts, the contracting body, if during the execution of the contract it is necessary to increase or decrease the performance up to one fifth of the contract amount, reserves the right to request the contractor for execution under the same conditions set out in the original contract. Furthermore, changes to the contract may be envisaged during the period of effectiveness in compliance with the conditions set out in Article 106 of Legislative Decree 50/2016.

The Contracting authority also reserves the right to terminate, for reasons not attributable to the Implementing Body, the contract in whole or in part by granting the Implementing Body an indemnity in accordance with the law on the part of the contract not performed. If extraordinary interventions not covered in these specifications are requested, the relative conditions will be agreed from time to time between the contracting body and the implementing body.

15 Relations between the contractor and the Administration of the Commissioning Body

The successful economic operator must identify a contact person responsible for the service, who will have the obligation to collaborate closely with the contact personnel of the contracting body and the Single Process



Manager (RUP) in the realization of the service object of the contract, as well as the resolution operational problems relating to particular needs of the activities.

16 Transfer and subcontracting

The successful tenderer is required to perform the services under the contract on his own and may not transfer the contract under penalty of nullity, except in the cases provided for by law.

Subcontracting is allowed within the limits and according to the methods indicated in article 105 of the Italian Legislative Decree no. 50/2016, as amended.

17 Method of payment

In case of approval of the Program, which will be presented under the Simple Programs Announcement Year 2022 of Reg. (EU) n. 1144/2014, of the delegated regulation (EU) n. 2015/1829, of the Implementing Regulation (EU) no. 2015/1831 and following the signing of the related contracts, the award amount will be paid as follows:

- deferred installments based on service progress reports submitted at the deadlines set by the Program and by the reference legislation, up to a maximum of 80% of the contractual amount, following presentation of a regular invoice, to which appropriate reports must be attached on the activities carried out and the products released and the related reporting of expenses incurred in accordance with the relevant regulatory provisions;
- balance of the contractual amount, at the end of all the activities envisaged following the presentation of a regular invoice, to which a final report on the activities carried out and the products released and the related reporting of expenses incurred in accordance with the relevant regulatory provisions must be attached.

The invoice, together with the required documentation, must be submitted to the contact person of the Contracting Body and to the Sole Processor (RUP) in order to obtain the approval regarding the correct execution of the contract.

18 Defaults

The contracting body has the right to challenge the services rendered that do not comply in whole or in part with the requirements of the specifications or the offer proposed in the tender. In the event of a dispute, the contracting body may request the supplier to replace personnel inadequate to perform the services. In the event of delay or refusal, as well as in any other case of non-compliance with the contractual obligations assumed by the economic operator, the Contracting Body will contest the non-compliance in writing to the Implementing Body.

19 Express termination clause

In addition to the provisions of Article 1453 of the Italian Civil Code for cases of non-fulfillment of contractual obligations, the following cases constitute grounds for termination of the assignment, pursuant to Article 1456 of the Italian Civil Code:

1. serious non-compliance with the rules relating to the payment of insurance and social security charges of the law, as well as with the regulations in force on workplace safety and the remuneration of employees;
2. manifest non-fulfillment of the commitments undertaken with the contract;
3. unjustified interruption of the service;
4. failure to comply with the project guidelines presented and any additional indications regarding the quality of the service;



5. unauthorized disclosure of data or information relating to users, companies and services or their non-compliant use and, in general, violation of the duty of confidentiality;
6. failure to comply with the prohibition to transfer the contract;
7. non-compliance with the rules relating to subcontracting.

In the cases indicated above, the assignment will be terminated by law with immediate effect following the declaration of the contracting body that it wishes to make use of the termination clause; this declaration will be sent by certified e-mail (PEC) to the contractor's PEC address.

In the event of termination of the contract, the contracting body has the right to forfeit the final deposit. Following any rulings, even of an interim nature, of the Regional Administrative Court or the Council of State, if an appeal is lodged, the contracting body may adopt the consequent measures, including those of revocation and / or cancellation of the assignment with consequent right to terminate and / or withdraw and / or declaration of ineffectiveness of the contract and call for a new tender or entrust the service to another person. The contractor, in the event of termination and / or withdrawal and / or ineffectiveness of the contract, can claim nothing, even in derogation from art. 1671 of the civil code, by the client for any reason - contractual, pre-contractual and extra-contractual - without prejudice to the remuneration for the activities carried out up to the moment of receipt of the notice of termination and / or withdrawal and / or ineffectiveness.

24

20 Controls

The contracting body has the right to check and verify the proper execution of the service with the help of appointees chosen at its discretion. Since the contract is financed with European Union resources, checks may be ordered by the competent services of the European Union and / or national authorities.

21 Contractual expenses

Revenue stamps, stipulation, registration and any other ancillary expense for the contract are charged 50% to the Implementing Body and the remaining 50% to the Contracting authority.

22 Litigation

For the resolution of all disputes that may arise in relation to this procedure, the competent court is the Regional Administrative Court of Sardinia.

For the resolution of all disputes that may arise in the execution of the service, which cannot be defined briefly by the contracting parties, the competent court is that of Oristano.

23 Rights of ownership and use

The rights of ownership and/or use and economic exploitation of the documents prepared or created by the Implementing Body, by its employees and collaborators in the framework or during the execution of this service will remain the exclusive property of the Contracting authority. Therefore, it may make a free use of them. Said rights, pursuant to the Italian Law 633/41 "Protezione del diritto d'autore e di altri diritti concessi al suo esercizio" (Protection of copyright and other rights granted to its exercise)", as amended and supplemented by the Italian Law 248/00, shall be understood as sold, acquired and licensed in a perpetual, unlimited and irrevocable manner. The Implementing Body undertakes to deliver all the products in an open and modifiable format and expressly undertakes to provide the Contracting Authority with all the documentation and material necessary for the actual exploitation of the exclusive ownership rights, as well as to sign all the documents necessary for the possible transcription of said rights in favour of the Contracting Authority in any public registers or lists.



The Implementing Body undertakes to comply with the current legislation on the collection and processing of personal data and the protection of databases.

24 Data processing

Pursuant to the Italian Legislative Decree no. 196/2003 and the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 containing the European General Data Protection Regulation (hereinafter also "GDPR"), the data collected are intended for the choice of the contractor and their conferment is optional, provided that the competitor who intends to participate in the procedure or be awarded the contract must provide the Contracting Authority with the documentation required by current legislation. The rights of the interested party are those provided for by the aforementioned legislation. These rights can be exercised pursuant to and for the purposes of the Italian Legislative Decree no. 196/2003 and the GDPR. The data collected can be communicated to the personnel of the Contracting Authority who are in charge of the procedure and to any other person who is interested in it pursuant to the Italian Law 241/1990, as amended.

25

In particular, with regard to the procedure established by this procedure:

- a) the purposes to which the data collected are held pertain to the verification of the competitors' ability to participate in the tender in question;
- b) the data provided will be collected, recorded, organized and stored for the purpose of managing the tender and will be processed, both on paper and magnetic support, also after the possible establishment of the contractual relationship, for the purposes of the relationship;
- c) the provision of the requested data is a responsibility under penalty of exclusion from the tender;
- d) the subjects or categories of subjects to whom the data may be communicated are: 1) the personnel of the Contracting authority; 2) the competitors participating in the public tender; 3) any other person who has an interest under the Italian Law no. 241/1990, as amended;
- e) the rights of the interested party are those set forth in article 7 of the Italian Legislative Decree no. 196/2003, as amended and articles from 15 to 22 GDPR, to which reference is made;
- f) the active party of the collection is the Contracting Authority and the person in charge is its General Manager Giovanni Maoddi

The data controller is the General Manager, Giovanni Maoddi, pursuant to article 28 of the European General Data Protection Regulation ("GDPR") and article 29 of the Italian Legislative Decree no. 196/2003, as well as the Italian legislation for adaptation to the GDPR.

For any further aspect in this regard, please refer to the "Information on the processing of personal data to the customer" of the Consorzio per la tutela del Formaggio Pecorino Romano DOP and address the requests to: Consorzio per la tutela del Formaggio Pecorino Romano DOP, in Macomer (NU), Corso Umberto I 226, by registered letter or by e-mail to: info@pecorinoromano.com, oppure con richiesta telefonica al numero 0785 70537.

25 Sole Manager of the procedure

Sole Manager of the procedure pursuant to article 31 of the Italian Legislative Decree no. 50/2016 is Dott.ssa Daniela Murgia.