

**TECHNICAL SPECIFICATIONS AND PROCEDURE FOR SELECTING THE IMPLEMENTING BODY  
OF PART OF THE PROGRAMME FOR INFORMATION PROVISION AND PROMOTION  
OF AGRICULTURAL PRODUCTS ON THE INTERNAL MARKET  
ITALY FRANCE GERMANY SPAIN**

**DETERMINATION No. 1 by the SRP-RUP  
OF 12.03.2024**

**AWARD DECISION**

Provided that:

- The Board of Members of the Consortium, with Minutes no. 11, on December 12<sup>th</sup>, 2023, approved and launched the Tender procedure for the selection, with an Open Competitive Procedure for the SELECTION OF THE IMPLEMENTING BODY OF THE PROGRAMME FOR THE INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN INTERNAL MARKET, through the approval of the Technical Specifications and related Annexes;

- On the same date and upon the same Minutes, the Board of Members of the Consortium delegated its President to: i) prepare the Contract Notice and transmit it to the Publications Office of the European Union by e-notice; ii) publish the Technical Specifications and the Tender Notice according to the procedures provided for by the relevant legislation; iii) appoint the Evaluation Committee, and Mr. Gianluca Agati as SRP/RUP, with full powers of modification, interpretation, and execution of any existing or future act relating to the procedure in question that may be necessary for the regular completion of the procedure itself within the established timeframe, with the premise of the fact that it is valid and valid for its work;

- On January 29<sup>th</sup>, 2024, the Call for Tenders 'PROCEDURE FOR SELECTION OF THE IMPLEMENTING BODY OF PART OF THE PROGRAM FOR INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS ON INTERNAL MARKET', was sent by e-notice from the Consortium to the Publications Office of the European Union and in the same date the Technical Specifications and attachments were published on the Consortium's institutional website;

- On February 1<sup>st</sup>, 2024, press releases informing about the Call for Tenders were sent to the following national online newspapers for adequate publicity at the national media: i) Adcgroup.it; ii) Brand-news.it; iii) Engage.it; iv) Youmark.it, and, on the following day February 2<sup>nd</sup>, 2024, the Call for Tenders was published as supplement to the Official Journal of the European Union (OJEU) and is available ever since on the TED (Tenders Electronic Daily) database with the following codes: 68511–2024 OJ S 24/2024 02/02/2024;

- By the deadline of February 23<sup>rd</sup>, 2024, at 12.00 PM, as specified in the Call for Tenders and in the Technical Specifications for the submission of bids and applications – a deadline in the manner and within the time frame provided for by law – the following 2 bids were received:

No.	Bidder	Certified email address	Date and time of reception	Modality
1	PIRENE SRL	<a href="mailto:pirene@pec.it">pirene@pec.it</a>	February 23 <sup>rd</sup> , 2024, at 11.16 AM	PEC
2	SOPEXA SA	<a href="mailto:sopexa@legalmail.it">sopexa@legalmail.it</a>	February 23 <sup>rd</sup> , 2024, at 11.22 AM	PEC

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- Mr. Gianluca Agati as SRP/RUP took note of the list participants in the procedure in question;
- The President of the Franciacorta Consortium PDO, with Resolution no. 1 of February 26<sup>th</sup>, 2024, appointed the members of the Evaluation Commission, a provision published on February 26<sup>th</sup>, 2024, on the Consortium's official website;
- On February 26<sup>th</sup>, 2024, the SRP/RUP for the Procedure and the Members of the Commission identified issued the declaration referred to in Art. 93 of Legislative Decree 36/2023 of the Republic of Italy, concerning, among other things, the non-existence of a situation of conflict of interest in accordance with the provisions of Art. 16 of Legislative Decree 36/2023, and on the same date the first Public Session of the Tender convened at 9.30 AM, in presence and with remote connection through the use of a videoconferencing platform. During the same Session – with confidential meeting – the commission evaluated the technical offers received;
- On February 29<sup>th</sup>, 2024, at 12.00 PM the Evaluation Committee met again in Public Session in order to evaluate the Economic Offer received by the bidders. Following the evaluation work, the Committee adjourned at 3.00 PM in Confidential Session, for concluding its evaluating work of the Technical Offers at 4.25 PM;

With regard to the minutes of the Evaluation Committee:

- No. 1 of the Commission of February, 26<sup>th</sup>, 2024 (Public + Confidential Session) and Annex A;
- No. 2 of the Commission of February, 29<sup>th</sup>, 2024 (Public + Confidential Session) and Annex B;

and having taken note of the contents therein;

With regard to the Commission's Minutes no. 2 of February 29<sup>th</sup>, 2024, (Public + Confidential Session) of the Economic Offer, the following scores were allocated:

Evaluation Criteria	Bidder PIRENE SRL	Bidder SOPEXA SA
1. Quality - Overall Strategy	4.50/10	7.60/10
2. Quality – Project Activities	10.92/30	20.64/30
3. Quality – Methodological Approach	20.84/45	37/45
<b>Subtotal (1+2+3)</b>	<b>36.26/85</b>	<b>65.24/85</b>
4. Economic Offer – as per Subtotal Activities	7/7	6.53/7
5. Economic Offer – as per Fee	8/8	3.30/8
<b>Subtotal (4+5)</b>	<b>15/15</b>	<b>9.83/15</b>
<b>Aggregate (Total)</b>	<b>51.26/100</b>	<b>75.08/100</b>

Taking note of what is contained therein, the Evaluation Committee proposes to award the following Economic Operator: SOPEXA SA (Legal Representative: M. PIER-FRANK MOLEY, MAIL [legalmail@sopexa.com](mailto:legalmail@sopexa.com));

Since Art. 17, Par. 5, of Legislative Decree 36/2023 of the Republic of Italy provides for the prior verification of the award proposal pursuant to Article 33, Par. 1 and the subsequent adaptation of the award measure; and Art. 17, Paragraph 6 of the same Leg. Decree prescribes that the Award is not equivalent to the Acceptance, which solely

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becomes effective following duly verification of the possession of the prescribed requirements, and that the bid of the successful bidder is revocable until the deadline established for the stipulation of the Contract;

Certifying that there is no conflict of interest;

Regarding the Minutes no 11 of December 12<sup>th</sup>, 2023, of the Board of Members of the Franciacorta Consortium PDO, which identifies Mr. Gianluca Agati as SRP/RUP of the selection procedures, and attributes to this figure the powers to carry out the activities and perform the acts necessary for the smooth running of the Tender procedures and, therefore, to approve the award measure;

Considering that it is necessary to establish that the President of the Consortium may proceed to the conclusion of the Contract following the financing agreement/contract with REA, relating to the INFORMATION AND PROMOTION PROGRAM OF AGRICULTURAL PRODUCTS IN THE INTERNAL MARKET, in accordance with the provisions of the 2024 tender, issued pursuant to EU Regulation no. 1144/2014 of the European Parliament and of the Council of 22 October 2014, on information and promotion measures concerning agricultural products carried out in the internal market and in third countries and repealing Council Regulation (EC) No. 3/2008;

Finally, it is considered necessary to establish that the SRP/RUP is able to i) release the award decision on Franciacorta PDO Consortium's website (<https://franciacorta.wine/it/magazine/>) and ii) transit the award decision to the parties participating in the procedure in accordance with the provision of art. 90, paragraph 1 letters b) and c) of Legislative Decree 36/2023 of the Republic of Italy

That being said,

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**THE SOLE RESPONSIBLE FOR THE PROCEDURES (SRP/RUP)**

**DETERMINES**

With reference to the Tender Procedure for the selection, through an Open Competitive Procedure, of implementing body in charge of carrying out the actions (activities/initiatives) aimed at achieving the objectives set out in the PROGRAMME FOR INFORMATION PROVISION AND PROMOTION OF AGRICULTURAL PRODUCTS ON THE INTERNAL MARKET: ITALY FRANCE GERMANY SPAIN, referred to in the technical specifications, approved with the Minutes no. 11, on December 12<sup>th</sup>, 2023, and in the Tender Notice sent to the Publications Office of the European Union (notice published on February, 2<sup>nd</sup>, 2024 as supplement of the Journal official of the European Union, Series S):

- 1) To take note of the Award proposal contained in the Minutes no. 2 of February, 29<sup>th</sup>, 2024 of the Evaluation Committee for the SELECTION PROCEDURE OF THE IMPLEMENTING BODY FOR THE PROGRAMME FOR INFORMATION PROVISION AND PROMOTION OF AGRICULTURAL PRODUCTS ON THE INTERNAL MARKET ITALY FRANCE GERMANY SPAIN, and reported below:

Ranking	Bidder	Final Score
1	SOPEXA SA	75.08/100
2	PIRENE SRL	51.26/100

- 2) To declare the Bidder SOPEXA SA winner of the bid;
- 3) To acknowledge that, pursuant to Art. 17, Par. 6, of Legisl. Decree 36/2023 of the Italian Republic, this Award is not equivalent to Acceptance of the offer, and will be effective after verification of the possession of the prescribed requirements, and that the successful bidder's bid is revocable until the deadline established for the stipulation of the Contract;
- 4) To acknowledge that the essential clauses of the Contract have already been included in the Technical Specification, approved by Minutes no. 11 on December 12<sup>th</sup>, 2023, and that therefore the draft contract to be submitted to the successful bidder will be defined in the basis of these contents;
- 5) To establish that the Contract will be concluded by private deed in accordance with the provisioning of 2024 Annual Notice, issued pursuant to Regulation (EU) no. 1144/2014 of the European Parliament and of the Council of October 22<sup>th</sup>, 2014 on Information and Promotion measures concerning agricultural products carried out in the Internal Market and in Third Countries and repealing Council Regulation (EC) No 3/2008;
- 6) To declare that in case of failure to stipulate the aforementioned financing agreement/contract with REA, nothing is due to the winning bid;

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# Franciacorta

- 7) To acknowledge that it has acquired by the relevant legislation, the declaration on lied of certification and notarial deed, with regard to the general and special requirement provided for the technical tender specification;
- 8) To acknowledge that the verification procedure must subsequently be activated against the selected Economic Operator;
  - the requirements of economic and financial capacity and technical and professional capacity
  - general requirements;
- 9) to acknowledge that, pursuant to art. 17, paragraph 5, of Legislative Decree 36/2023, the award becomes effective after verification of the possession of the prescribed requirements;
- 10) To acknowledge that any dispute is regulated by Art. 18 of the Technical Specifications;
- 11) To proceed with the publication of this Award Decision on the Franciacorta PDO Consortium's website, at <https://franciacorta.wine/it/magazine/>;
- 12) To transmit this Award Decision to all the Bidders, in accordance with the provisions of Art. 90, Paragraph 1, letter b) and c) of the Legislative Decree 36/2023 of the Republic of Italy;
- 13) To proceed within the terms provided for by current legislation, to the publication in the Official Journal of the European Union of the Notice relating to the contracts awarded pursuant to art. 11 of Legislative Decree 36/2023 of the Italian Republic.

Read, approved and signed in Erbusco, Italy, March 12<sup>th</sup>. 2024

The Sole Responsible for the Procedures (SRP/RUP)  
Mr. Gianluca AGATI  
The SRP/RUP

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