

IOC

INTERNATIONAL OLIVE COUNCIL

**PR AGENCY FOR THE IOC 2018-2020
PROMOTION CAMPAIGN IN CHINA**

Document No 1

TENDER SPECIFICATIONS

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1. Purpose of the contract

1.1. – Background

The International Olive Council (IOC), based in Madrid, Spain, is an intergovernmental organisation created in 1959 under the auspices of the United Nations. It is in charge of implementing the International Agreement on Olive Oil and Table Olives, 2015, the purpose of which is to promote trade, consumption and international cooperation in the fields of olive oil and table olives.

Promotion activities are one of the general objectives of the IOC under Chapter I, article 1.3 of the 2015 International Agreement. According to these objectives, promotion and economic activities include the following:

- To enhance the role of the International Olive Council as a world documentation and information centre about the olive tree and its products and as a meeting point for all the operators in the sector;
- To promote the consumption of olive products, the expansion of international trade of olive oil and table olives and information in relation to the trade standards of the International Olive Council;
- To support international and regional activities encouraging the dissemination of generic scientific information on the nutritional, health and other properties of olive oil and table olives with a view to improving consumer information;
- To examine the world balances for olive oil, olive pomace oils and table olives, undertake studies and propose appropriate measures;

1.2. General objectives IOC promotion activities

The general objectives of the IOC's promotion campaign are:

- ✓ To enhance collaboration between China and the IOC
- ✓ To provide information about IOC standards
- ✓ To facilitate international trade
- ✓ To protect consumer rights
- ✓ To increase consumption of olive oils

1.3 General rules and guidance applying to the IOC promotional campaigns

- The campaign will be totally generic and will not be orientated towards promoting particular trademarks or firms. Promotion will be carried out without reference to the country or region of origin of the product and only positive messages will be transmitted. The campaign needs to benefit the whole product category and be of help to the various players in the sector.
- Though campaign implementation will have to be assigned primarily to external agencies, the IOC Executive Secretariat will retain control of the following at all

times: contents, methods and timing of implementation and impact assessment, and updating and focus of campaign targets. In addition, qualified members of the Secretariat will participate actively as control and support officers, as speakers and as information sources at each scheduled event.

- The IOC Executive Secretariat will be involved in, approve and control all activities.
- A cost-effectiveness report will be drawn up for each activity in addition to a final report incorporating quantitative and qualitative remarks for assessing promotion and laying the groundwork for future programmes.
- Full, detailed interim and final reports will be issued. These will contain a qualitative analysis based on the monitoring of press and news media and multi-media coverage and answers to “feedback forms” distributed to participants at each planned event (if any).

2. Description of work to be performed for the promotion campaign in China

2.1 Scope and duration of the programme

The draft contract for the provision of the services requested under the call for tender exclusively covers activities from November 2018 to June 2021. Subject to budgetary availability, it may run from July 2019 to June 2020, and from July 2020 to June 2021.

2.2 – Global themes and messages to be conveyed

The general objectives of the IOC’s promotion campaign are initially to **strengthen the leadership of the IOC in China as the world reference institution on olive oil** (IOC membership accounts for 94 percent of Olive Oil and table oil global production) which contributes the sustainable and responsible development of olive growing. The campaign therefore seeks to enhance the collaboration between China and the IOC. The sub-objectives can be summed up as follow:

1. Raise awareness and engage IOC with key Chinese stakeholders
2. Provide information on IOC standards as the sole means of ensuring regular trade in olive oil between IOC member countries and China.
3. Ensure that IOC is recognised as the reference on consumer protection.
4. Provide education on the health benefits of the olive oil, raising awareness and promoting consumption of olive oil in China through the combined gastronomy –health message (olive oil is a healthy product that can be used raw and cooked to flavour everyday Chinese cuisine)
5. Highlight the role of the IOC at the forefront of technical cooperation in Olive Oil sector and researches in sustainability in the olive oil sector.

2.3. - Target audience

The campaign should target Ministries responsible for national trade standards and production of olive products, opinion leaders among trade decisions makers, and influencers. In particular: 1) Departments responsible of national trade standards; 2) Opinion leaders/ influences (doctors, scientists, health and beauty journalists, food and gastronomy journalists, writers, famous personalities, chefs, bloggers, nutritionists, dieticians, etc), decision makers (retail & food service); 3) Local Producers.

As regards health aspects, the campaign can build on the existing awareness of many members of these groups.

A combination of education and information activities is suggested. The campaign should be focused more on a **public relations approach**, owing to the nature of the IOC, an advertising or in-store promotion approach is not recommended.

Recommended action usually includes:

- Public relations targeted at the media [Media targets should not be restricted to the specialised top-of-the-market media. They should also try to include more regional media and general, food, culinary and nutrition media and even lifestyle media, etc., to reach a wider range of consumers];
- Collaboration with industry players: seminars, focus groups, etc.

3. Campaign objectives

- **Product:** Olive oil (edible oil market) and IOC trade standard.
- **Marketing objectives and communication strategy:**

All tenders must demonstrate their ability of communicating to a range of audiences including government, business and trade bodies, international audiences, academia and general public. This requires an understanding of the cutting-edge technologies and forward looking nature of the work IOC does.

On the basis of the general themes and messages described before (2.2) , the marketing subtasks can be submitted as follow

1. To raise awareness and engage the IOC with key Chinese stakeholders.
2. To provide information about IOC standards as the sole means of ensuring regular trade in olive oil between IOC member countries and China:

Encouraging China to set up IOC –recognised laboratories and sensory analysis panels to promote sensory attributes of olive oil among consumers via opinion leaders.

3. Ensure that IOC is recognised as the reference of consumer protection.

Provide information about the different categories of olive oil according to IOC trade standards making the issue of consumer protection the main argument.

4. To increase consumption of olive oil.

Educate on health benefits of the Olive Oil, stimulating therefore the awareness and consumption of Olive Oil in China as well as the gastronomy–health combination (olive oil is a healthy product that can be used raw and cooked to flavour everyday Chinese cuisine)

The general messages objectives to be conveyed in this point should take into consideration the distinctive features of olive oil, namely: The history, Its unique taste, the range and different qualities of products available, its health aspects and benefits compared with the most common oils used in China and the gastronomy–health combination by promoting its credibility as a great ingredient for inclusion in consumption habits and cuisine.

5. Highlight the role of the IOC at the forefront of technical cooperation in Olive Oil sector and researches in sustainability.

To highlight the latest research conducted by the IOC which demonstrates the contribution of the Olive tree in combating climate change.

- **Geography:** Major cities or Regional Capitals (Beijing, Shanghai, Guangzhou, Chengdu, Wuhan etc) and producer regions.

Means: The campaign should be geared towards: (1) Ministries responsible for national trade standards and production of olive products (2) Opinion leaders/ influencers (doctors, scientists, health and beauty journalists, food and gastronomy journalists, writers, personalities, chefs, bloggers, nutritionists, dieticians, etc.), decision makers (retail & food service); and (3) Regional Governments in the producers areas and local Producers. (4) Chefs and cookery schools. It may integrate digital support (blogs, website). It would be good to look for potential partnerships and/or “cross branding” opportunities. While the IOC does not wish to hold a stand at trade shows, the organisation of half-day seminars for retailers and others at such events is an option.

4. **Campaign development (main activities)**

The creativity of the proposal will be assessed. When framing proposals for these activities, agencies must provide details on how they will be organised, potential venues, how participants will be attracted, number of participants, costs, etc... Among other, IOC proposed:

(a) Activities that could be included in the programme (November 2018-June 2019)

- **Launch event:** The campaign should include a launch event at the start of the campaign. This should be held at an emblematic venue in Beijing and be attended by people from the target groups in the cities listed in section 3 (Geography). It should preferably take place in February/March and serve as a platform for announcing the campaign and presenting the campaign website (if any) and campaign slogan.
- **Sensory analysis training course:** Dirigido a los oficiales de la administracion China, productores y importadores etc. con una duración de 4 dias en Beijing, y que preferiblemente se iniciara justo despues de Launch Event. La agencia cubrirá los gastos del experto de viaje en business class, alojamiento en un hotel de 4 estrellas etc.

Digital activities: Tenders creativity will be highlighted assessed.. They must demonstrate their ability to deliver the requirements for the services they are tendering for: digital; graphic design; PR and media relations; copy writing; event organization; photography, videography, and general marketing support. A website in Chinese could be run during the campaign, which will be prepared for presentation during the abovementioned launch event. The agency would be responsible for updating and maintaining it (February 2019–June 2021).

(b) Other optional activities by agencies

- **Workshop – B2B:** During the campaign, at least one workshop could be organised in one or more main cities, for people in the target groups (journalists, bloggers, nutritionists, chefs, importers, distributors, etc.) with the participation of at least two experts (experts must have been previously approved by the IOC) specialising on olive oil, health and sensory testing. Those experts will give participants information in relation with their area of expertise.
- **Media Tour:** During the campaign, media tours may organised in producer countries for representatives of the target groups (total of 8-10 people, depending on the budget available), preferably sending people who have participated in previous campaign events. The duration of this activity could be of four or five days (excluding travel), preferably in the months of November and December, travelling in business class and providing accommodation in four-star hotels. The agencies will take measures to ensure that participants publish articles related to olive oil on their return.
- **Spokesperson:** During the campaign, it would be advisable to have a campaign spokesperson with a high-profile in the areas of nutrition, olive oil, health, the versatility of olive oil, etc.

(c) Optional activities at the agency's discretion

Depending on the cost of the abovementioned activities and depending on the budgetary availability for each period, agencies may make their own proposals to complement the aforementioned activities. Tenders are requested to clearly indicate which services they are looking to offer.

(d) Ex ante and ex post evaluation

Agencies must provide a means of measuring the impact of each activity. To this end, they must carry out an ex ante and ex post evaluation generating valid information on the impact of each period, with a clear identification of the previously established evaluation criteria. This will contribute to the overall evaluation of the proposal.

5. Timing

In principle, this call for tender covers the period up to 30 June 2021.

6. Requirements and deliverables

For the purposes of providing the services covered by this contract, the contractor will have to put in place a team of adequate size to perform the necessary tasks and will have to indicate the number of persons who will work in the team. The Agency's team will need to include a specialist on olive oil, who will be responsible for revising all documents and media insertions targeted at the public, all of which should receive prior IOC approval.

The contractor will be expected to set up a cost accounting system which will clearly show the costs of the tasks carried out in performance of the contract. It will also be required to provide justifications of those costs and in particular providers' invoices.

The tender should provide a good and well-thought-out methodology and a summary of the campaign including the list of activities to be conducted.

7. Budget

The budget allocated for this campaign is: €238. 000 for November 2018 – June 2019 (All taxes included).

The expected budget for July 2019 – June 2020 is €225.000 and € 300.000 for July 2020 – June 2021, all taxes included

All the above mentioned budgets are subject to modification on the basis of budgetary availability

This budget covers all expenditures related to the implementation of the campaign, such as administrative and travel costs, the contractor's fees, and all taxes, where applicable.

- All tenders are to be expressed in Euros at a fixed rate established according to the following:
- For October 2018 – June 2019: the average exchange rate € / ¥ (Chinese Yuan) of the months July, August and September 2019 will be taken, and the average of these three data will be used as exchange rate
- For the period July 2019 - June 2020: the average exchange rate € / ¥ (Chinese Yuan) of the months March, April and May 2019 will be taken, and the average of these three data will be used as exchange rate.
- For the period July 2020 – June 2021: average exchange rate € / ¥ (Chinese Yuan) of the months March, April and May 2020 will be taken, and the average of these data will be used as exchange rate.

The exchange rate will be taken from: <http://www.ec.europa.eu>

Any risk linked to exchange rates is covered by the selected contractor. In no event may the maximum accepted budgets in service contracts be revised upwards. The final amounts negotiated between the IOC and the contractor shall appear in the programmes to be contracted.

The IOC shall not be responsible for any tax payments for which the contractor may be liable while carrying out the campaign. Proposals must therefore be calculated on the basis of all taxes included.

8. Details of the contract

8.1. - General terms and conditions applicable to the call for tender

8.1.1. - Joint tenders

Joint tenders or tenders from consortia are accepted. The nature and organisation of such tenders is at the discretion of the tendering party.

In any event, such tenders will be treated no differently from any other type of tender, each being assessed on its own merits in relation to the exclusion, selection and award criteria contained in these specifications.

8.1.2. – Subcontractors

Any intention to subcontract part of the contract must be clearly stated in the tender. In any event, the main contractor retains sole responsibility for the contract.

Where appropriate, during performance of the contract the contractor may, if unable to provide a specific part of the work, call on the services of subcontractors, provided that, in each case, the IOC grants advance approval in writing.

Where subcontractors are to be used, the contractor must specify their qualifications and be able to demonstrate that they meet the same criteria as the contractor.

8.1.3. - Replies

All documents submitted by tendering parties become the property of the IOC and will be regarded as confidential. Expenditure on preparing and submitting tenders will not be reimbursed by the IOC.

8.1.4. - Contact point

The authorised contact point for questions relating to this call for tenders is:

International Olive Council
c/Príncipe de Vergara 154
28002 Madrid, Spain
Fax: +34 915 631 263/E-mail: iooc@internationaloliveoil.org

Tendering parties should put their questions in writing and send them to the contact.

8.1.5. Validity

Proposals remain valid for three months from the deadline for their presentation. Tenderers must explicitly indicate in their proposals that they accept such a condition.

9. Documentation

The documentation shall be presented in three sealed envelopes containing:

- Envelope 1 - Administrative dossier:
 1. Details of tenderer: Name of tenderer. Business name and address. Telephone and fax numbers. E-mail address. Contact person. Cover letter and completed annexes.
 2. Proof of economic and financial capacity (see point 10.2.1)
 3. Proof of technical and professional capacity,(see point 10.2.2)
- Envelope 2: Financial offer (see point 7)

The total price for the tender will be denominated in Euros (stated in figures and letters) and shall be inclusive of all taxes and charges applicable. It shall include all the entitlements and obligations specified in this tender specifications.

- Envelope 3: Technical dossier –The tender must give a full, clear and detailed description of all the services tendered, in addition to an implementation schedule (see points 1 to 6), without any information related with financial cost.

10. Evaluation of tenders and award of the contract

Tenders will be evaluated on the basis of the information provided by the bidding parties in their tenders under this call for tenders.

The evaluation will be carried out in the stages detailed below. Only tenders that meet the requirements of each stage will pass on to the next. The final stage will end with the award of the contract to the tendering party offering the best price/quality ratio.

10.1. Exclusion criteria

Tenderers shall be excluded from participation in a procurement procedure if:

- (a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- (b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of *res judicata*;
- (c) they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;
- (d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed;
- (e) they have been the subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the financial interests of the IOC;
- (f) following another procurement procedure, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

Tenderers must certify that they are not in one of the situations listed above.

Contracts may not be awarded to tenderers who, during the procurement procedure:

- (a) are subject to a conflict of interest;
- (b) are guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation in the contract procedure or fail to supply this information.

Tenderers who have been guilty of making false declarations shall receive financial penalties representing 10% of the total value of the contract being awarded. Contractors who have been found to have seriously failed to meet their contractual obligations shall receive financial penalties representing 10% of the total value of the contract in question. That rate shall be increased to 20% in the event of a repeat offence within five years of the first infringement.

The IOC shall accept, as satisfactory evidence that the tenderer is not in one of the situations described above in point (a), (b) or (c), production of a recent extract from the judicial record or, failing that, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied.

The IOC shall accept, as satisfactory evidence that the tenderer is not in the situation described in point (d), a recent certificate issued by the competent authority of the State concerned. Where no such certificate is issued in the country concerned, it may be replaced by a sworn or, failing that, a solemn statement made by the interested party before a judicial or administrative authority, a notary or a qualified professional body in his/her country of origin or provenance.

Depending on the national legislation of the country in which the tenderer is established, the documents shall relate to legal persons and/or natural persons including the person with powers of representation, decision-making or control in relation to the tenderer.

10.2. Selection criteria

The capacity of tendering parties will be assessed in the light of the criteria below. In the case of joint tenders (consortia), the selection criteria will be applied to each member of the consortium and to the consortium itself.

The tenderers have to prove that they are authorised to perform the contract under national law, as evidenced by inclusion in a trade or professional register, or a sworn declaration or certificate, membership of a specific organisation, express authorisation, or entry in the VAT register.

10.2.1. – Economic and financial capacity

Proof of economic and financial capacity shall be furnished by the following documents:

- (a) appropriate statements from banks;
- (b) the presentation of balance sheets or extracts from balance sheets for the last three years for which accounts have been closed, where publication of the balance sheet is required under the company law of the country in which the economic operator is established;
- (c) a statement of overall turnover and turnover concerning the services covered by the contract during the last three financial years.

Tenderers may rely on the capacities of other entities, regardless of the legal nature of the links which they have with them. They must in that case prove to the contracting authority that they will have at their disposal the resources necessary for performance of the contract, for example by producing an undertaking on the part of those entities to place those resources at their disposal.

10.2.2. – Technical and professional capacity

Evidence of the technical and professional capacity of the tenderer shall be furnished on the basis of the following documents:

1. The educational, professional and linguistic qualifications of the service provider or contractor and/or those of the firm's managerial staff and, in particular, those of the person or persons responsible for providing the services or carrying out the work;

A list of:

- the principal services provided in the past three years, with the sums, dates and recipients, public or private;
 - the work carried out in the last five years, with the sums, dates and place. The list of the most important work shall be accompanied by certificates of satisfactory execution, specifying whether they have been carried out in a professional manner and have been fully completed;
2. A description of the technical equipment and tools to be employed by the firm for performing the contract;

3. A description of the measures employed to ensure the quality of services, and a description of the similar activities implemented by the firm and the facilities available to it for this purpose;
4. A statement of the average annual manpower and the number of managerial staff of the service provider or contractor in the last three years;
5. An indication of the proportion of the contract which the service provider may intend to subcontract.

Where the list of services referred to in point 2 is provided to the contracting authority, evidence of performance shall be in the form of certificates issued or countersigned by the competent authority.

11. Award criteria

Each tender will be evaluated separately and exclusively on the basis of the specific market characteristics. The tender offering the best value for money shall be the one with the best price–quality ratio.

In their tender, agencies must provide a clear distinction between the costs of activities and their fees, providing a breakdown of fees per hour and team member.

In order to ensure the price-quality ratio of the services, the following evaluation criteria will be applicable:

	<u>POINTS</u>
PRICE (The aggregate cost of the four headings must (4 a,b, c and d) tally with the total campaign budget until June 2021)	60
Cost of activities under section 4 (a) (b) and (c)	30
Cost and scope of activities proposed by the agency	10
Total fees applied to the campaign	20
QUALITY	40
Overall understanding of the objectives of the call, of the subject matter concerned, of the issues to be examined, and the technical and organisational challenges involved	10
Coherence, clarity, practicality, originality, relevance, comprehensiveness of the service to be provided, in particular the methodological approach, the strategic thinking	20
Operational approach (specification of the objectives of the various actions, definition of the criteria which will be used to measure the success.	10
TOTAL	100

12. Performance guarantee

The IOC shall require the contractor to lodge a security in advance in order to ensure full performance of the contract.

The guarantee shall be denominated in euros and shall be supplied by a bank or an authorised financial institution with the effect of making the bank or financial institution or the third party stand as irrevocable collateral security, or first-call guarantor of the contractor's obligations.

The performance guarantee shall be lodged by the successful tenderer upon the signature of the contract and shall represent 10% of the total value of the contract. It shall expire, at the earliest, upon the finalisation of the contract. In the event of poor contract performance, the guarantee in full shall be retained (in annex).

Madrid, 17 July 2018


Abdellatif Ghedira
Executive Director