

FAQ - 5/2/2025

EUROPEAN OPEN CALL FOR TENDERS FOR THE EXECUTION OF PART OF THE PROGRAMME INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES 101194420 CALLED ECCEUKCH "THE EXCELLENCE OF EUROPEAN OLIVE GROWING IN THE UNITED KINGDOM AND SWITZERLAND

Q. 1 - Should the logo, name and/or specific products by OL.MA. and the three tendering organisations appear in the communication proposals? If so, which ones?

A.1 - With regard to logos, names and/or specific products, please refer, as indicated in the Tender Specifications, to the provisions of the relevant European legislation regarding the appropriateness and obligations of the display of trademarks, logos, names, etc. When compiling proposals, please comply with the provisions and regulations therein.

Q. 2 - We know the OL.MA. brand, are there other brands we are supposed to communicate?

A. 2 - The answer is the same as in the previous question (n. 1)

Q.3 - Should a specific EU logo be used in communications?

A.3 - The use of logos and any European disclaimers is regulated at EU level. In this regard, it is advisable to visit both the European portal dedicated to AGRIP <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/agrip2027>, and REA's general portal on the communication of EU-co-funded promotional campaigns https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0/communicating-your-eu-funded-promotional-campaign-promotion-agricultural-products_en

Q.4 - What is the difference between the "Company CV" in Envelope 1 and the "Presentation of economic operator" in Envelope 2?

A.4 - The company CV of Envelope 1 concerns a presentation of the overall Company on all the activities carried out.

The company CV of Envelope 2 refers mainly to activities carried out in the agri-food sector and, in particular, to activities similar to those subsidized by EU Reg. no. 1144/14

Q.5 - Is there a maximum number of pages and/or any specific requirements in terms of font/format we should follow?

A.5 - There are no limits. A logical consistency between what is detailed in the tender specifications and the proposal that will be presented is desirable.

Q.6 - Should communications focus around "Extra Virgin Olive Oil from Europe" or should we refer to Olive Oil from Europe in general?

A.6 - In this regard, reference must be made to the general objectives of the Programme set out in the Technical Specifications.

Q.7 - For Switzerland, is there a leading language among German, French and Italian that you prefer for the communication activities (namely press office and social media)?

A.7 - It is up to the Company to define whether and which language preferences to prefer on the basis, above all, of the strategic choices optioned and the areas of implementation of the promotional activities.