



CALL FOR TENDER

Selection of an Implementing Organisation
Regulation (EU) No 1144/2014**

1. Contracting Organisations

Greek Wine Federation
34, Nikis street
Athens, 10557
Tel. +302103226053

CRDOP Jumilla
C. San Roque, 15
30520 Jumilla, Murcia
968781761

2. Subject of the Contract

The purpose of this call for tender is to select an **implementing organisation** responsible for carrying out the activities of the promotion programme titled “European Wine Treasures: Greece and Jumilla, where Tradition meets Innovation”, submitted and approved in the call AGRIP-MULTI-2025 under the topic AGRIP-MULTI-2025-TC-ALL based upon REGULATION (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008, laying down the rules for the participation and dissemination in Promotion of agricultural products program and the Multi-programmes Call for proposal 2025

The selected implementing organisation shall provide technical, professional, and logistical support required for the execution of the multiannual program, in accordance with EU rules and the Grant Agreement concluded with the European Research Executive Agency (REA).

3. General information about the campaign

The project proposal “European Wine Treasures: Greece and Jumilla, where tradition meets innovation” is a joint initiative between two prominent organizations in the European wine sector: GREEK WINE FEDERATION (GWF) – the trade organization of the Greek wine industry, recognized by the National Ministry of Agriculture, representing over half of Greece’s total wine production and covering all major PDO and PGI regions of the country. CONSEJO REGULADOR DE LA DOP JUMILLA (CRDOP Jumilla) – the Regulatory Board of the Jumilla PDO, is the official body overseeing the region’s wine producers and quality, promotion, and certification of its wines. Together, these two entities will form a consortium led by GWF, with CRDOP Jumilla as a beneficiary, to carry out a comprehensive information and promotion campaign in the United States, a strategic third country market and one of the world’s leading importers of wine. The proposed campaign aims to increase awareness and appreciation of EU quality schemes (PDO/PGI) through the promotion of European wines from Greece and Jumilla (Spain). The focus is on enhancing perceived value, visibility, competitiveness, and market share of EU wines of certified origin, while also highlighting their authenticity, quality, and cultural significance. The 3 years program targets both professional operators and consumers, and will include a combination of strategic activities such as:



WP2.1 PRESS EVENTS: One annual press event will be held in a key U.S. city (NYC, Chicago, Miami), gathering 10 selected media/KOLs for a high-level presentation of the campaign's regions and wines. Each event will feature an expert-led tasting, food pairings, and branded materials, reinforcing PDO values and the European Mediterranean identity. Audience selection will rely on curated media lists, with individual invitations to ensure relevance. A follow-up press release will be issued and distributed by the Implementing Body, supported by targeted outreach and media monitoring, with an expected 20 publications per event. Events will be strategically scheduled each year to maximize visibility and amplify campaign momentum.

Total Budget WP2.1: 34,200€

WEBSITE: A dedicated campaign website will be launched with a unified visual identity and sections covering the EU campaign, PDO/PGI wine education, regional content, event highlights, and a trade/media center with downloadable materials. The platform will function as the central hub for information, visibility, and stakeholder engagement. The site will be developed in Year 1 and continuously updated with fresh content (2 updates per month), integrating SEO best practices, Google Analytics tracking, and technical maintenance to ensure accessibility, responsiveness, and strong performance. The website will remain aligned with all campaign activities and messaging, supporting both consumer and professional audiences. **Total Budget WP3.1: 30,500€**

SOCIAL MEDIA CAMPAIGNS: The campaign will operate official Facebook, Instagram, and LinkedIn accounts to reach consumers, trade, and industry professionals with tailored content. Regular posts will feature visuals from the regions, educational materials, and industry-focused insights, supported by stories, reels, and community interaction. A 30-episode podcast series (10 per year) will complement the social strategy, featuring sommeliers, winemakers, and KOLs to deepen storytelling and reinforce PDO messaging. Content calendars, professional production, and active community management will ensure consistent quality and engagement. Paid campaigns (awareness, engagement, lead generation, traffic) will boost reach and drive audiences to the campaign website. Setup will occur in Year 1, with continuous posting, advertising, and podcast releases across all three years. **Total Budget WP3.2: 171,000€**

ONLINE ADVERTISING: A three-year digital advertising plan will target distinct segments of the U.S. market through Provi, VinePair, and Wine.com: Year 1 – Provi (trade): Sponsored email, ads, and a dedicated landing page to reach a large network of verified buyers. Year 2 – VinePair (consumer): Custom editorial article, newsletter feature, boosted social posts, and display banners to engage wine-interested consumers through storytelling. Year 3 – Wine.com (high-intent buyers): Custom URL, newsletters, banners, blog post, and social posts to reach premium online shoppers with strong purchase potential. All creative assets will be tailored to campaign themes (PDO values, authenticity, sustainability). Each platform will provide performance metrics to monitor reach and engagement. Campaign rollout will follow the scheduled timeline across Years 1-3. **Total Budget WP4.1: 182,400€**

PRODUCTION OF COMMUNICATION TOOLS AND MERCHANDISE: The campaign will develop a unified visual identity, core messaging, and a digital media kit to support all PR and promotional activities. The communication framework will highlight EU PDO values, sustainability, regional heritage, and the quality attributes of Greek and Jumilla wines. Promotional and educational materials will be produced, including tasting mats, guides, roll-ups, drop-stops, and branded gadgets, distributed across all in-person events to enhance visibility and engagement. Quantities and gadget types will be aligned with annual targets and operator profiles. The Implementing Body will manage design, production, and logistics, prioritizing sustainable materials and efficient distribution. Year 1: creation of visual identity, media kit, and initial materials. Years



2-3: continued deployment and replenishment in line with campaign needs. **Total Budget WP5.1: 41,070€**

PARTICIPATION IN FAIR EXHIBITIONS: The campaign will participate in two editions of the TEXSOM Conference (Years 2-3) with two branded display tables dedicated to Greek and Jumilla PDO wines. The aim is to showcase selected wines, communicate the EU quality schemes, and engage with a highly qualified professional audience. Tables will be fully branded and staffed for the duration of the event, featuring up to 18 wines per region with technical sheets and importer details to facilitate business contacts. Educational materials and digital touchpoints will support visibility. Participation in TEXSOM (Dallas, August) in Years 2 and 3 will strengthen campaign awareness, enhance networking, and create follow-up opportunities aligned with broader market activities. **Total Budget WP6.1: 57,000€**

EVENTS: MASTERCLASSES, TASTINGS AND B2B MEETINGS: A structured set of professional activities will be implemented across three years, including: Virtual and In-person Masterclasses in major U.S. markets to introduce PDO wines and educate trade/media through guided tastings ; B2B matchmaking meetings connecting EU producers with vetted U.S. buyers to support commercial opportunities ; Walk-around tastings in NYC and Chicago, gathering 40+ producers and a wide trade/media audience ; Wine school trainings in top U.S. sommelier programs (WSET/CMS) to reach future industry professionals ; Events will be hosted in premium venues, led by accredited experts (MS, MW), and supported by tailored educational materials. Attendance recruitment will rely on curated databases, targeted outreach, and campaign communication assets. Activities will be distributed over Years 1-3, ensuring continuous market presence and deeper professional engagement. **Total Budget WP6.2: 348,840€**

STUDY TRIPS TO EUROPE: U.S. wine professionals (importers, distributors, sommeliers, media) will be invited on five 8-day trips to the Greek and Jumilla PDO regions. The activity will showcase production processes, native varieties, sustainability practices, and the PDO quality model through winery visits, technical sessions and cultural experiences. Selection will involve key U.S. markets using validated trade/media databases. Trips will be scheduled across three years to ensure continuous engagement and strengthen long-term business relations between EU producers and U.S. stakeholders. **Total Budget WP6.3: 262,200€**

For each activity proposed the KPIs should be clearly established.

4. Scope of Work

The implementing organisation will be required to plan, coordinate and implement the promotional activities included in the program, which includes:

- Press Events
- Web and social media campaigns
- Online Advertising
- Production of Communication tools and merchandise
- Participation in fair exhibitions
- Events: Masterclasses, Tastings and b2b meetings
- Study trips to Europe
- Support for Project management, reporting, and financial administration

All activities must comply with:

- Regulation (EU) No 1144/2014
- Commission Implementing Regulation (EU) 2015/1829
- Commission Delegated Regulation (EU) 2019/1827
- Commission Implementing Regulation (EU) 2015/1831
- Applicable EU communication guidelines
- Grant Agreement for Project 101251430-EU-WIT

Aiming at ensuring a high-quality and on-time project execution, the Implementing Body will be responsible for the following activities:

- Managing human, technical, and financial resources to carry out planned project activities, ensuring proper budget allocation, and proposing adjustments where necessary.
- Providing periodic reports on the project's progress and preparing all necessary technical and financial documentation to support monitoring activities.
- Ensuring compliance with procedural standards, reporting any non-conformities, risks, or deviations, and proposing corrective actions.
- Assisting beneficiaries in reporting phases, developing administrative procedures, and supporting audit processes.
- Maintaining a shared cloud-based and paper archive of all project-related documentation.
- Facilitating transparent communication through continuous interaction with beneficiaries.
- Ensuring compliance with the grant agreement and all contractual obligations with the beneficiaries.

To ensure the proper execution of the program, a formal contract will be established between the proposing entities and the implementing body. This contract will clearly define the scope of services, work procedures, obligations, budget, remuneration, payment terms, as well as technical and financial controls. Additionally, it will outline key aspects such as confidentiality, exclusivity, and quality standards, ensuring compliance with contractual commitments. In order to make sure and guarantee that all planned actions will be effectively implemented with good quality and to prevent underperformance by the implementing body, a robust control and monitoring framework will be established by the Consortium. This includes:

- Selection of a single implementing body to minimize communication gaps, language barriers, and inconsistencies in execution.
- Close, day-to-day oversight of the implementing body's activities, with regular performance evaluations.
- Regular meetings with the agency to review the status of all project activities.
- Mandatory monthly reports from the implementing body to track project progress, ensuring adherence to timelines and budget.
- Quarterly expenditure statements and financial status updates to monitor fund allocation.
- Pre-approval of all materials (informative and promotional merchandising) and contents (ie. social media post, press releases) by the beneficiaries to ensure compliance with EU guidelines and programme requirements.
- A detailed schedule for each activity, including submission deadlines, shipping timelines, and key project milestones. This schedule will be shared with beneficiaries at least two weeks before the activity starts.
- Penalty clauses in the agreement with the implementing body to enforce timely and proper execution of activities.

- Corrective measures for possible deviations from the expected outcome, including the possibility of applying penalties or replacing subcontractors if necessary.

Beyond the initial control measures, the project will also incorporate a post-implementation performance monitoring after each activity's completion, that will include the following documents to be received by the Implementing body:

- Final report, summarizing the execution and impact of the activity.
- Documents for the Submission of project deliverables, including: attendance lists at the events, press clippings of publications, geo-localized photos, quotations and supplier invoices, management reports, creative and graphic visuals recommendations for future improvements
- Performance evaluation report, comparing actual outcomes with projected results in terms of timing, budget, impact and effectiveness.

In conclusion, during the whole program, real-time data collection will track progress at different levels:

- Activity progress (timely execution of tasks)
- Financial progress (budget adherence)
- Procedural progress (compliance with regulatory requirements)
- Annual results measurement (impact assessment)

5. Duration of the Contract

The contract will be valid for the full duration of the EU-funded program, estimated at **36 months**, starting from January 2026.

6. Budget

The maximum available budget for the implementing organisation is **1,157,210.00 EUR (excluding VAT)**, corresponding to the costs foreseen in the 3 years program proposal

7. Participation Requirements

Participation is open to any natural or legal person with proven experience in:

- Implementation of EU promotion programs or similar large-scale communication campaigns
- Project management and financial administration under EU rules
- Communication, marketing, PR, or event organisation
- Working in international and multicultural environments

8. Exclusion and Selection Criteria

Tenderers must demonstrate:

a) Exclusion criteria

- a) Do not comply with the specific and general terms, of the present

- b) Proposals received after the indicated deadline
- c) Missing documents (Detailed in point 10 of the present document)
- d) The economic offer does not clearly indicate the price offered or it is higher than the estimated value of the contract

b) Selection criteria

- **Technical and operational capacity:** relevant references about experience in the execution of simple and multi EU programs from the last three years, structure of implementing organization, resources, qualifications of staff
- **Economic and financial capacity:** financial statements or other evidence of economic stability.

9. Award Criteria

The contract will be awarded to the value-for-money best offer, based on:

- **Quality of the technical offer** (e.g. Analysis of the Development and detail of the offered services and overall coherence) — 40 points
- **Experience and competence of the team** (CV of the organization, previous experience on similar projects successfully executed: *EU co-funded campaigns within the wine sector in the US market will get the maximum of points %*) — 30 points
- **Economic offer** — 30 points

Selection criteria	Weighting	Assessment Criterion
Quality of the technical offer	40 points	Rating from 1 – 40. Development and detail of the offered services and overall coherence
Experience and Competence of the team	30 points	Rating from 1-30 CV of the organization, previous experience on similar projects successfully executed: <i>EU co-funded campaigns within the wine sector in the US market will get the maximum of points %</i>
Economic offer	30 points	Rating from 1-30 Up to 30 points will be assigned based on the competitiveness of the financial proposal. The lowest-priced offer will receive the maximum score.

10. Requested documents



Tenderers must submit:

a) Administrative documentation

1. Declaration on Honour
2. Extract of the company from the official journal/registry.
3. Certificate of liability to VAT, signed by the official tax agency;
4. Balance Sheets of the last past three years

b) Technical documentation

1. **TECHNICAL PROPOSAL:** A detailed and coherent description of the proposed services, outlining the methodology, operational approach, and execution strategy for each action of the project. The section should demonstrate full alignment with the Program Strategy and Objectives and clearly articulate how the proposed solutions ensure high-quality delivery, efficiency, and measurable impact¹.
2. **AGENCY EXPERIENCE:** A structured overview of the organization's credentials, highlighting relevant experience in EU co-funded promotional programs, especially in the wine sector and specifically in the U.S. market. This section will include a concise presentation of past projects, with emphasis on at least three campaigns successfully delivered as an implementing body, demonstrating proven capability and sector-specific expertise.
3. **PROPOSED WORKING GROUP:** A presentation of the team designated for the project, including roles, responsibilities, and competencies directly linked to the activities to be performed. This section should outline how the team structure ensures effective project management and high-level execution, supported by CVs and evidence of professional experience consistent with the project's requirements.

c) Economic Proposal

The financial offer, detailing the cost structure for each activity and services proposed. The proposal must demonstrate value for money, internal consistency with the technical plan, and adherence to the project's budgetary framework².

11. Deadline and Procedure

Tenders must be submitted before **February 6th at 18:00 (EET)** electronically to info@greekwinefederation.gr or by courier or post to the following address:

Greek Wine Federation
34 Nikis street
Athens, 10557
Greece
Attention Ms Kornilia Alexiadou

¹ The full Description of Action (DoA) will be made available, upon formal request, to tenderers who have expressed their interest in participating and provided the necessary company credentials, ensuring equal access to all relevant programme information for the preparation of their technical proposal

² Economic proposals must present a clear, realistic and sustainable pricing structure. Offers that exceed the estimated contract value, fail to explicitly state the final price, or apply disproportionately high discounts that may compromise the feasibility, quality, or reliability of the services will be considered non-competitive.



We remain at your disposal for any clarification or additional information at the following email address info@greekwinefederation.gr

Athens, January 7th, 2026