
Implementation of a promotion campaign in favour of MAIZE, SORGHUM and MAIZE and SORGHUM SEEDS on the EU internal market – Lot 2

ANNOUNCER:

F.N.P.S.M.S. – Fédération nationale de la production de semences de maïs et de sorgho.

Headquarters : 21, chemin de Pau, 64121 MONTARDON, France.

SUBJECT OF THE CONTRACT:

The announcer is launching a call for proposals on the implementation of a promotion campaign on the merits of European maize, sorghum and maize and sorghum seeds on the EU internal market. This call for proposals specifically targets Lot 2 of the call for proposals. Lot 1 will be published in the autumn of 2020 in case of selection by the CHAFEA agency.

LENGTH OF THE MISSION:

One year (01/01/2021 – 31/12/2021).

OUTLINE OF THE PROJECT:

The F.N.P.S.M.S. brings together seed companies and maize and sorghum seed producers with the aim of managing production and contributing to its development in France, Europe and the world.

The promotional campaign is aimed at professionals and not at the general public ("B2B"), as it is focused on informing producers and guaranteeing outlets for their production. The targets of the promotion campaign include farmers likely to buy maize and sorghum seeds, but also livestock feed manufacturers and other processors and opinion leaders.

The campaign plans to promote:

- maize and sorghum in France, Spain and Italy
- maize only in Poland and Germany
- sorghum only in Romania and Bulgaria

FNPSMS plans to submit its promotion plan to the European Commission before the deadline of 3 June 2020; the results are expected from the CHAFEA agency in autumn 2020 (October 2020). If the programme is selected, it will be implemented from 1 January 2021 [or at a later date for the start of the programme, depending what is set out in the Grant Agreement between FNPSMS and CHAFEA] for a period of 3 years (until 31 December 2023).

The advertiser, given its experience in implementing agricultural promotion programmes, will carry out part of the actions provided for in the promotion programme itself. The remainder of the actions will be delegated to two implementing bodies.

Lot 1 will be subject to a separate call for tender published in autumn 2020 only in case of selection of the programme by CHAFEA, and will deal mainly with the graphic and communication parts as well as some specific events during the 3 years of the programme.

Lot 2 - referred to in this call for tender - covers only one specific action, concretely the organisation of the 3rd European Sorghum Congress in autumn 2021 in the south-west of France (Toulouse region), bringing together European professionals of the sector. There are two possible scenarios concerning the 3rd Sorghum Congress:

- **Scenario 1:** the FNPSMS does not obtain European co-funding. The total budget available is therefore lower and the event less ambitious (in terms of length, number of participants, number of thematic workshops, number of languages available for interpretation...).
- **Scenario 1+:** the FNPSMS obtains European co-funding. The total budget available is therefore higher and the event more ambitious (longer, more participants, more thematic workshops, more languages available for interpretation...). The basis foreseen in scenario 1 is maintained, but **an additional budget is made available** for the increase in ambition of the event, starting from 1 January 2021 [or at a later date for the start of the programme, depending what is set out in the Grant Agreement between FNPSMS and CHAFEA].

CHAFEA's decision on whether or not to award the FNPSMS the co-financing of the promotion programme will not be known until October 2020; however, preparations for a Congress in the autumn of 2021 must be launched more than a year in advance. Moreover, this Congress will take place regardless of whether the FNPSMS gets the European co-financing (scenario 1+) or not (scenario 1). Consequently, the organisation of the Congress under scenario 1 will have to start in the summer of 2020, and possibly be switched to scenario 1+ from 1 January 2021 [or at a later date for the start of the programme, depending what is set out in the Grant Agreement between FNPSMS and CHAFEA] in case of a positive response from the CHAFEA agency in October 2020.

DEADLINE AND ADDRESS TO SEND APPLICATIONS:

15 June 2020 at 6pm, date as per postmark.

Application will be sent using registered mail with a return receipt or delivered in person against a return receipt at the following address:

FNPSMS
23-25 Avenue de Neuilly,
75116 PARIS.

A digital version should also be sent to Charles-Antoine COURTOIS at Charles-Antoine.COURTOIS@fnpsms.fr .

All applications sent after this date (normal mail, registered mail, Chronopost, courier, or any other delivery method) will not be taken into account by the announcers. The applicant is responsible for the proper sending of their application before the deadline.

RULES OF THE COMPETITION:

1. This call for proposals concerns the promotion programme for agricultural products co-financed by the European Union. The granting of this co-funding will be confirmed in October 2020, subject to the signature of a Grant Agreement with CHAFEA.
2. Agencies wishing to apply must have French-speaking and English-speaking contact people.
3. The application file will include the following elements in French:
 - A global strategic and creative recommendation for the Congress (scenario 1 and 1+)
 - A reverse planning for the organisation of the Congress
 - A detailed quote, action per action, presented in Euros all taxes included, respecting the broad budgetary framework.
4. If the agency thinks it is managing a budget for an operator of the same sector, or a sector or organisation with a potential conflict of interests, a preliminary agreement authorising the agency to take part in the call for proposals will have to be given by the announcer. Should the agency be successfully selected, a preliminary agreement will also be necessary before accepting a budget for another operator of the same sector, or a sector or organisation with a potential conflict of interests.
5. Once the agency's work has been paid, the creations of the selected agency will become property of the announcers with no limit of time or location, for use through all communication techniques and media.
6. The announcers will reserve the right to use concepts and creations (visuals, logos, mottos, domain names) in all their campaigns and the campaigns of their collective structures with no limit in time.
7. The outline of the Congress, the organizational calendar and the available budget (**all taxes included**) are as follows:

Scenario 1: one day duration, 150 participants, 10 external speakers, interpretation into a maximum of 1 language (English-French)

- Organization starting from **summer 2020**
- Budget :
 - **€15,000** renting of the congress room
 - **€5,000** technical services related to the rental of the Congress room (screen, translation equipment, microphone...)
 - **€10,000** catering, cafés, buffets
 - **€15,000** intervention costs + travel + accommodation for external speakers (€1,500 x 10 external speakers)
 - **€4,000** participation fee for interpreters
 - **€5,000** expenses related to invitations, welcome and security, creation and management of the registration platform, financial management or registrations, communication material (kakemono...)
 - **€7,000** agency fees

Scenario 1+: 2-3 days, 250 participants, 30 external speakers, interpretation into 4 languages, thematic workshops

- Increase in ambition subject to co-financing by CHAFEA (October 2020) - eligibility of costs **from 1 January 2021 only** [or at a later date for the start of the programme, depending what is set out in the Grant Agreement between FNPSMS and CHAFEA].
- Keep the budget for scenario 1
- Add the additional budget specific to scenario 1+ :
 - €25,000 Congress room rental **(+€10,000** compared to scenario 1)
 - €10,000 technical services related to the rental of the Congress room (screen, translation equipment, microphone...) **(+€5,000** compared to scenario 1)
 - €27,000 catering, cafés, buffets **(+€17,000** compared to scenario 1)
 - €48,000 intervention costs + travel + accommodation of external speakers **(+€33,000** compared to scenario 1), divided between :
 - €18,000 travel expenses + travel + accommodation for external speakers
 - €15,000 intervention costs of some external speakers
 - €15,000 participation fees for the interpreters **(+€11,000** compared to scenario 1)
 - €8,000 expenses related to invitations, welcome and security, creation and management of the registration platform, financial management or registrations **(+€3,000** compared to scenario 1)
 - **€5,000** video technician + equipment to interview participants
 - €10,000 agency fees **(+€3,000** compared to scenario 1)

Budget summary:

- **Scenario 1:** €61,000 all taxes included
- **Scenario 1+:** €148,000 (€87,000 more than Scenario 1) (all taxes included)

This budget includes fees covering the processes of researching, strategy, creating and implementing the campaign as well as the administrative follow-up and all other missions given to the agency with potential modifications required by the announcers.

8. Expenses can only be put forward after a detailed quote and a framework contract have been signed between the announcers and the selected agency.

Invoicing will have to follow the accounting rules set by the CHAFEA agency and the European Commission.

In case CHAFEA selects the promotion programme and the scenario 1+ is implemented, corresponding costs can only be put forward from 1st January 2021 onwards [or at a later date for the start of the programme, depending what is set out in the Grant Agreement between FNPSMS and CHAFEA].

9. A contract will be prepared for the agency.

DOCUMENTS TO BE PROVIDED BY THE APPLICANTS:

Documents to be provided in English or in French:

- A dated and signed motivation letter accepting the conditions of the competition, as described in the call for proposals.
- A solemn declaration of the candidate or candidates (in case of a grouping), dated and signed, on the following points:
 - Having met its social and fiscal obligations in their home country;
 - Not having received, over the past five years, a conviction registered on the police record for violations of the articles L 324-9, L 324-10, L 341-6, L 125-1 and L 125-3 of the French labour law, or the equivalent procedure in another country's national law.
 - Not being in liquidation under the meaning of article L. 620-1 of the French trade law, or the equivalent procedure in another country's national law;
 - Not being in a situation of personal bankruptcy under the meaning of article L. 625-2 of the French trade law, or the equivalent procedure in another country's national law
 - Not being in legal redress under the meaning of article L. 620-1 of the French trade law, or the equivalent procedure in another country's national law, without providing a clearance to continue its activities during the foreseen length of the programme.
- The list of principal references of the past 2 years for similar international events and providing the aim, budget and length of services.
- The presentation of the agency and its internal organisation.
- The name and experience level of the team in charge of the project.
- The presentation of the team in charge of the project.

These elements will help the announcers decide how adequate the agency's offer is compared to the needs of the campaign.

SELECTION CRITERIA FOR APPLICANTS (OUT OF 100 POINTS):

- Sound budget of the organisation (turnover and equity) **10 points**
- Relevance of references in organisation of similar events **20 points**
- Quality/price ratio **30 points**
- Capacity to convince of motivation **20 points**
- Experience level of the team working on this project **20 points**

ADMINISTRATIVE AND/OR TECHNICAL QUESTIONS MAY BE ADDRESSED TO:

FNPSMS, 23-25 Avenue de Neuilly, 75116 Paris – M. Charles-Antoine COURTOIS (charles-antoine.courtois@fnpsms.com) or +33 (0) 7 71 37 44 44

DATE ON WHICH THE ANNOUNCER'S DECISION WILL BE COMMUNICATED TO APPLICANTS:

1st July 2020

PUBLICATION DATE OF THE CALL FOR PROPOSALS:

15 May 2020

