

# **Evaluation of a promotion campaign in favour of MAIZE, SORGHUM and MAIZE and SORGHUM SEEDS on the EU internal market**

## **HISTORY OF CHANGES (UPDATE: 10/11/2020)**

The inaccurate terminology “Call for proposals” was used throughout this call document instead of “Call for tenders”. It has been replaced by “Call for tenders” in this version of the document. This does not change the rest of the document or of the procedure.

## **ANNOUNCERS:**

**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.

And

**PZPK**, ul. mickiewicza 33 pok. 43 60-837 Poznań

## **SUBJECT OF THE CONTRACT:**

The announcers are launching a call for tenders on the evaluation of a promotion campaign on the merits of European maize, sorghum cultures and maize and sorghum seeds on the EU internal market.

## **LENGTH OF THE MISSION:**

Three years (01/01/2021 – 31/12/2023).

## **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.

PZPK is the Polish organization of maize growers and maize seeds producers.

FNPSMS and PZPK prepared together an application to implement a promotional campaign on the merits of maize, sorghum cultures and maize and sorghum seeds on the EU internal market. 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 FNPSMS is the coordinator of this project.

The 7 countries have been divided in 3 Groups as follows:

		Maize seeds	Sorghum seeds
<b>Group 1</b>	France		
	Italy		
	Spain		
<b>Group 2</b>	Germany		
	Poland		
<b>Group 3</b>	Bulgaria		
	Romania		

The application has been selected by the CHAFEA agency for Grant Preparation in September 2020, with the signature of the Grant Agreement planned for December 2020. The programme will be implemented from 1 January 2021 for a period of 3 years (until 31 December 2023). The FNPSMS is the coordinator of this project.

FNPSMS and PZPK, with the support of an implementing body (advertisement / communication agency) – whose selection is the topic of another call for tenders – will implement over a period of 3 years (01/01/2021 – 31/12/2023) the agricultural promotion programme. **The activities and campaign results need to be evaluated by an independent evaluation body, which is the aim of this call for proposal.** The implementation and evaluation of this promotion programme is therefore conditional to the signature of the Grant Agreement with CHAFEA in December 2020.

In application of the EU regulations, the promotion programme must be evaluated by an external evaluation body, in order to **guarantee the respect of planned deliverables, costs and objectives.** The selected evaluation body will have to take into account for each planned action the output, result and impact indicator. This call for proposals covers 3 annual reports (one at the end of each programme year, each showing the situation at the start and at the end of the programme year in terms of the chosen impact indicators/programme objectives), as well as a final global report covering all 3 years of the report, synthesising the 3 annual reports and showing how the programme reached its objective compared to a “point zero” at the beginning of the campaign before the start of promotion activities.

The promotion programme should end on 31/12/2023, a date after which all costs will be final and the final ex post evaluation can take place.

## **DEADLINE AND ADDRESS TO SEND APPLICATIONS:**

**16 November 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 Justine NAVARRO at [Justine.navarro@fnpsms.fr](mailto:Justine.navarro@fnpsms.fr)  
Ms Valérie Brochet – [valerie.brochet@fnpsms.fr](mailto:valerie.brochet@fnpsms.fr) and to Teresa Nowacka  
[pzpk@kukurydza.info.pl](mailto:pzpk@kukurydza.info.pl)

The full application file tabled by PZPK and FNPSMS to CHAFEA in June 2020 is not published online as it contains personal data and business-sensitive information. For additional context on the background of the programme, the full text of sections B3 (*Action objectives*), B6 (*Description of activities and analysis of budget positions*) and B7 (*Measurement of results and action indicators*) of the application file will be made available to all candidates requesting it by email to [Justine.navarro@fnpsms.fr](mailto:Justine.navarro@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 tenders concerns the promotion programme for agricultural products co-financed by the European Union. The granting of this co-funding is subject to the signature of a Grant Agreement with CHAFEA. The FNPSMS is the coordinator of this project.

2. Agencies wishing to apply must have French-speaking and English-speaking contact people.

3. The application file will include the following elements in English:

- A presentation of the evaluation methodology
- A reverse planning for the evaluation of the campaign
- A detailed quote 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 tenders 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 in all their campaigns and the campaigns of their collective structures with no limit in time.

7. The budget of the evaluation of the campaign including fees, is 45,000 € all taxes included over a total of three years

The repartition of the total evaluation budget per year is the following:

- Year 1 (01/01/2021 – 31/12/2021): 10 000€ all taxes included
- Year 2 (01/01/2022 – 31/12/2022): 10 000€ all taxes included
- Year 3 (01/01/2023 – 31/12/2023): 25 000€ all taxes included

Most actions planned in the promotion programme will be delegated to the implementing body (a communication or advertisement agency, see separate call for tenders on same website). The evaluation body will be in charge of the following activities, for a total budget of 45 000€:

– **Year 1 (01/01/2021 – 31/12/2021): 10,000€ all taxes included:**

Preparation of evaluation report covering Year 1 of the promotion programme: **10,000€**

– **Year 2 (01/01/2022 – 31/12/2022): 10,000€ all taxes included:**

Preparation of evaluation report covering Year 2 of the promotion programme: **10,000 €**

– **Year 3 (01/01/2023 – 31/12/2023): 25,000€ all taxes included:**

Preparation of evaluation report covering Year 3 of the promotion programme: **10,000€**

Preparation of final global evaluation report (synthesis of Year 1, Year 2 and Year 3 reports and of level of completion of programme objectives compared to “point zero” of the campaign): **15,000€**

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

In each report, the evaluation body will have to be mindful of:

- **Output indicators:** deliverables of the campaign (number of TV clips, number of conferences, number of print articles...)
- **Result indicators:** measuring the reach of each action (viewership of TV clips, participants in conferences and readership of print articles...)
- **Impact indicators:** measure of how the campaign has increased awareness / image of the product and created a tangible economic return thanks to its various

promotion actions, compared to the situation before the campaign and a baseline scenario without the campaign being implemented

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.

9. A contract will be prepared for the agency.

## **DOCUMENTS TO BE PROVIDED BY THE APPLICANTS:**

*Documents to be provided in English:*

- A dated and signed motivation letter accepting the conditions of the competition, as described in the call for tenders.
- A solemn declaration of the candidate or candidates (in case of a grouping), dated and signed, on the following points:
  - a) Having met its social and fiscal obligations in their home country;
  - b) 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.
  - c) 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;
  - d) 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
  - e) 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 actions over several countries (evaluation of agricultural sector, collective or institutional communication campaign) 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 local offices/relay structures (if any) who could play a role in the project for all countries concerned by the programme, as well as a 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 presented **20 points**
- Quality of evaluation methodology **10 points**
- Quality/price ratio **30 points**

- Capacity to convince of motivation **10 points**
- Experience level of the team working on the project **20 points**

In case of a tie, the candidate with the best quality/price ratio will be selected.

**ADMINISTRATIVE AND/OR TECHNICAL QUESTIONS MAY BE ADDRESSED TO:**

General inquiries about the project : FNPSMS, 23-25 Avenue de Neuilly, 75116 Paris – Ms Justine Navarro – [justine.navarro@fnpsms.fr](mailto:justine.navarro@fnpsms.fr)

Questions specifically about Poland: PZPK, ul. mickiewicza 33 pok. 43 60-837 Poznań – Ms Teresa Nowacka [pzpk@kukurydza.info.pl](mailto:pzpk@kukurydza.info.pl)

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

16 December 2020

**PUBLICATION DATE OF THE CALL FOR TENDERS:**

1st October 2020