

Implementation of a promotion campaign in favour of MAIZE, SORGHUM and MAIZE and SORGHUM SEEDS on the EU internal market – Lot 1

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 It has been replaced by “Call for tenders” in this version of the document.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.

The deadline was postponed from 30 November 2020 at 6pm to 9 December 2020 at 6pm. The date on which the announcer’s decision will be communicated to applicants was postponed from 16 December to 18 December 2020. This is explained due to the COVID-19 situation in France and difficulties of teleworking, as well as the delayed recruitment of a new international development officer within the FNPSMS.

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 implementation of a promotion campaign on the merits of European maize, sorghum cultures and maize and sorghum seeds on the EU internal market. This call for tenders specifically targets Lot 1 of the call for tenders.

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.

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 campaign plans to promote:

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

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

		Maize seeds	Sorghum seeds
Group 1	France		
	Italy		
	Spain		
Group 2	Germany		
	Poland		
Group 3	Bulgaria		
	Romania		

The application prepared by FNPSMS and PZPK 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.

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

Lot 1 is the subject of this call for tender. It deals mainly with the graphic and communication parts as well as some specific events during the 3 years of the programme. The total value of Lot 1 is **€1,578,000 (all taxes included)**, divided over 3 years.

Lot 2 - covering only the organisation of the 3rd European Sorghum Congress in autumn 2021. The selection of the Lot 2 agency was already done in June-July 2020 in an open and transparent call for tenders.

This call for tenders is conditional to the signature of the Grant Agreement between the CHAFEA agency and FNPSMS / PZPK in December 2020.

DEADLINE AND ADDRESS TO SEND APPLICATIONS:

9 December 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, Valérie BROCHET at valerie.brochet@fnpsms.fr and to Teresa Nowacka 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 section B6 of the application file (*Description of activities and analysis of budget positions*) will be made available to all candidates requesting it by email to 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 global strategic and creative recommendation for the global campaign (3 years)
- A reverse planning for the organisation of the global campaign
- 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 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 (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 campaign, the organizational calendar and the available budget (**all taxes included**) are as follows:

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
Study trips for specialised journalists and opinion leaders	Study trip (2-3 days) for 8 participants (+2 translators) of Group 3 in France (focus sorghum) €28,000	Study trip (2-3 days) for 10 participants (+2 translators) of Group 2 in France (focus maize) €34,000	Study trip (2-3 days) for 12 participants (+2 translators) of Group 1 in France (focus maize-sorghum complementarity) €40,000
Website	Adaptations of 2 existing websites (1 on maize and 1 on sorghum) – includes technical adaptations, translations, updates & maintenance Creation of a common support maize/sorghum for Group 1 (ex. common landing page) – includes creation/hosting and translation €53,600	Adaptations of 2 existing websites (1 on maize and 1 on sorghum) – includes technical adaptations, translations, updates & maintenance Adaptation of the common support maize/sorghum for Group 1 (ex. common landing page) – includes creation/hosting and translation €30,000	Adaptations of 2 existing websites (1 on maize and 1 on sorghum) – includes technical adaptations, translations, updates & maintenance Adaptation of the common support maize/sorghum for Group 1 (ex. common landing page) – includes creation/hosting and translation €30,000
Social media	Updates of 2 existing facebook pages (Maize-yields	Updates of 2 existing facebook pages (Maize-yields	Updates of 2 existing facebook pages (Maize-yields

	and Sorghum ID) – includes animation/ community management, translation €30,000	and Sorghum ID) – includes animation/ community management, translation €30,000	and Sorghum ID) – includes animation/ community management, translation €30,000
Web advertising	Facebook & YouTube sponsoring budget: €20,000 SEO/SEA plan: €15,000 Web advertisement: -Group 1: € 50,000 - Group 2: € 48,334 - Group 3: € 6,000	Facebook & YouTube sponsoring budget: €20,000 SEO/SEA plan: €15,000 Web advertisement: -Group 1: € 50,000 - Group 2: € 48,333 - Group 3: € 6,000	Facebook & YouTube sponsoring budget: €20,000 SEO/SEA plan: €15,000 Web advertisement: -Group 1: € 50,000 - Group 2: € 48,333 - Group 3: € 6,000
Print advertising	Drafting and translation of 14 articles (9 in Group 1 + 4 in Group 2 + 1 in Group 3) + negotiation of press partnerships in FR, DE, ES, IT, RO and BG €79,000	Drafting and translation of 14 articles (9 in Group 1 + 4 in Group 2 + 1 in Group 3) + negotiation of press partnerships in FR, DE, ES, IT, RO and BG €79,000	Drafting and translation of 14 articles (9 in Group 1 + 4 in Group 2 + 1 in Group 3) + negotiation of press partnerships in FR, DE, ES, IT, RO and BG €79,000
Promotional merchandise	Visual creation and content production: €25,000 Leaflets (incl. drafting, layout, translation, printing) and promotion objects and exhibition material: €20,000 for Group 1, €15,000 for Group 2, €10,000 for Group 3	Visual creation and content production: €25,000 Leaflets (incl. drafting, layout, translation, printing) and promotion objects and exhibition material: €20,000 for Group 1, €15,000 for Group 2, €2,500 for Group 3	Visual creation and content production: €25,000 Leaflets (incl. drafting, layout, translation, printing) and promotion objects and exhibition material: €20,000 for Group 1, €15,000 for Group 2, €2,500 for Group 3
Promotional videos	Production of 16 videos (2-3 min): crop cycle, farmers testimonials, zoom on specific country... to be	Production of 15 videos (2-3 min): crop cycle, farmers testimonials, zoom on specific country... to be	Production of 15 videos (2-3 min): crop cycle, farmers testimonials, zoom on specific country... to be

	used on social media and for the website. Budget includes shooting the video (€2,000 per video) and subtitles/ translations (€1,400 per video) €54,400	used on social media and for the website. Budget includes shooting the video (€2,000 per video) and subtitles/ translations (€1,400 per video) €51,000	used on social media and for the website. Budget includes shooting the video (€2,000 per video) and subtitles/ translations (€1,400 per video) €51,000
Agricultural exhibitions	Organise maize/ sorghum stands in 4 agricultural exhibitions (€8,000/stand) and cover invitation and fee of external speakers (€3,000/speaker) 2 in Group 1 2 in Group 2 €44,000	Organise maize/ sorghum stands in 5 agricultural exhibitions (€8,000/stand) and cover invitation and fee of external speakers (€3,000/speaker) 2 in Group 1 2 in Group 2 1 in Group 3 €55,000	Organise maize/ sorghum stands in 5 agricultural exhibitions (€8,000/stand) and cover invitation and fee of external speakers (€3,000/speaker) 2 in Group 1 2 in Group 2 1 in Group 3 €55,000
Technical conferences	Organise 2 half-day conferences / year with 50-100 targeted participants. Incl. preparation cost and speaking fee of external speaker (€3,000/ conference) and logistics costs – room rental, catering, invitations, interpretations (€4,000 / conference) €14,000	Organise 2 half-day conferences / year with 50-100 targeted participants. Incl. preparation cost and speaking fee of external speaker (€3,000/ conference) and logistics costs – room rental, catering, invitations, interpretations (€4,000 / conference) €14,000	Organise 2 half-day conferences / year with 50-100 targeted participants. Incl. preparation cost and speaking fee of external speaker (€3,000/ conference) and logistics costs – room rental, catering, invitations, interpretations (€4,000 / conference) €14,000
Communication strategy	Argument toolbox (talking points & briefings on identified communication	Communication strategy: definition of main communication axes (logo,	Communication strategy: definition of main communication axes (logo,

	deficiencies) - €10,000 Communication strategy: definition of main communication axes (logo, character, motto, messages, markets specificities...), adaptation of previous campaigns, development of original messaging on maize/sorghum complementarity - €20,000 [Agency fee for the rest of the campaign can be included in this activity, or divided between the other activities, on condition that all budgets and deliverables are respected]	character, motto, messages, markets specificities...), adaptation of previous campaigns, development of original messaging on maize/sorghum complementarity - €20,000 [Agency fee for the rest of the campaign can be included in this activity, or divided between the other activities, on condition that all budgets and deliverables are respected]	character, motto, messages, markets specificities...), adaptation of previous campaigns, development of original messaging on maize/sorghum complementarity - €20,000 [Agency fee for the rest of the campaign can be included in this activity, or divided between the other activities, on condition that all budgets and deliverables are respected]
Total (all taxes included)	€542,334	€514, 833	€520,833
Total of Lot 1 (all taxes included)	€1,578,000		

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.

The budget also includes regular reporting and the following deliverables (word doc format):

- **End of March 2021:** report on key communication concepts of the campaign
- **End of December 2021:** reports on public relations (study trips) during Year 1, on web and social media during Year 1, on advertising (web and print) during Year 1, on communication material (strategy, argument toolbox, promotional merchandise, promotion videos) during Year 1, and on events (technical conferences, agricultural

exhibitions) during Year 1. This will also include a report on IPR Rights during Year 1.

- **End of December 2022:** reports on public relations (study trips) during Year 2, on web and social media during Year 2, on advertising (web and print) during Year 2, on communication material (strategy, argument toolbox, promotional merchandise, promotion videos) during Year 2, and on events (technical conferences, agricultural exhibitions) during Year 2. This will also include a report on IPR Rights during Year 2.
- **End of December 2023:** reports on public relations (study trips) during Year 3, on web and social media during Year 3, on advertising (web and print) during Year 3, on communication material (strategy, argument toolbox, promotional merchandise, promotion videos) during Year 3, and on events (technical conferences, agricultural exhibitions) during Year 3. This will also include a report on IPR Rights during Year 3.

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:
 - 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 campaigns 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 campaigns **20 points**
- Quality of global strategic and creative recommendation **10 points**
- Quality/price ratio **30 points**
- Capacity to convince of motivation **10 points**
- Experience level of the team working on this 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

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

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

18 December 2020

PUBLICATION DATE OF THE CALL FOR TENDERS:

1st October 2020