

SustainableSeedsEU:

Selection of the implementing body S2

FNPSMS
maiz'EUROP'

Support for the implementation of a promotional campaign in favour of Maize and Sorghum seeds in the French, Polish, German, Romanian and Hungarian markets.

CONTRACTING ORGANISATION:

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

Siège social: 21, chemin de Pau, 64121 MONTARDON, France.

SUBJECT:

The contracting organisation, together with PZPK, plans the realisation of a promotional campaign in favour of maize and sorghum seeds in the French, Polish, German, Romanian and Hungarian markets. Through various activities, the campaign will promote Maize seeds in the French, Polish, and German markets, and sorghum seeds in French, Polish, Romanian and Hungarian markets.

DURATION OF THE CONTRACT:

3 years (01/01/2025 – 31/12/2027)

DESCRIPTION:

About the FNPSMS

The FNPSMS (the French National Federation of Maize and Sorghum Seed Production) is an interprofessional organisation that includes all operators involved in the production of maize and sorghum seed in France – namely seed companies and multiplication growers. They all share the same objective: to enhance French production in technical and economic terms, to contribute to the development of the industry in France and abroad, and to act together as a representative body before the French and EU authorities.

About the two crops

Maize is the 2nd most widely grown cereal in the world. The biggest producers in terms of tonnage are the United States, China, Brazil, and the European Union. A versatile crop, maize is used in many forms including as animal feed, food for human consumption, as well as non-food uses such as starch, oil, biogas, bioethanol, biomaterials, etc. In 2022, maize was grown on 15,15 million hectares of land in the EU-27 (representing 15% of the EU's arable land and 7% of global maize acreage). In Europe, variety innovation through selection made by seed companies allowed for impressive genetic improvements in EU-grown maize. Resistance to certain diseases, more resilience to climate accidents, upgraded efficiency in carbon capture, and optimisation in water consumption are among the main benefits of such selection.

Sorghum is the 5th most widely grown cereal in the world. The main producers in terms of tonnage are Nigeria, the United States, and Ethiopia. A low-input crop, sorghum combines productivity with respect for the environment and the conservation of water resources. Sorghum is a relatively new crop in Europe, but one that is expanding rapidly.

Institut

GERM-

AGENCIJA

C.E.P.M.

■ F.N.P.S.M.S.

**Fédération Nationale de la Production
des Semences de Maïs et de Sorgho**

Siège social : 21 chemin de Pau - 64121 MONTARDON
Tél. : + 33 (0)5 59 12 67 00 - Fax. + 33 (0)5 59 12 67 10
SIRET : 782 356 992 00019

Site de Paris :
23-25 avenue de Neuilly - 75116 PARIS
Tél. : + 33 (0)1 47 23 48 32
Fax. : + 33 (0)1 40 70 93 44
SIRET : 782 356 992 00035

www.maizeurop.com
APE : 9411Z
TVA : FR12 782 356 992
SIREN : 782 356 992



The EU has strong development potential for sorghum, both in terms of sorghum production (the EU is an importer) and seed production (the EU is in a position to increase the volume of its exports).

FNPSMS
maiz'EUROP'

Objectives of the promotional campaign

With a promotional campaign oriented towards the specialised public ('B2B' including farmers, breeders, opinion-leaders, consultants, and transformers), **they key objectives are: I)** Acreage cultivated in maize and sorghum: Increase maize and sorghum acreage in targeted countries; **II)** Consolidate and develop the EU seed market share: Promote high quality seeds within the internal market highlighting the added value of EU origin; and **III)** Knowledge improvement among the target public: Improve the reputation and perception of both maize and sorghum through targeted, concrete and effective messages.

The campaign will address to a professional audience specialized for agricultural sector. Farmers are the most important target; they are farmers specialized into cereal and/or milk production. The technician specialists, and distributors are also a major target for our campaign as opinion leaders for the farmers choice of crops. Our other targets includes institutions, farmers associations, feed producers and food processing industries are also targeted to influence them choice of grain for processing activities.

Subcontracting activities

Given its experience in implementing agricultural promotion programmes, the contracting organisation will itself carry out some of the actions included in the promotion programme. The remainder of the actions will be delegated to the selected agencies, and will cover the following: ¹

- The **agency in charge of lot 2** will work on the implementation of communication and material production activities (WP3, WP4, WP5). Like in the case of the previous agency, the agency in charge of lot 2 will be responsible for the implementation of the actions, follow the budget, ensure the follow up on subcontractors and realise the deliverables and reports for the actions implemented.

WHO CAN PARTICIPATE AND MODALITIES FOR SUBMISSION:

One agency will be selected for this call. It will be selected following the rule of best value for money, the respect of the conditions mentioned here below and the respect of the deadline to provide all document mentioned in section "**COMPULSORY SUPPORTING DOCUMENTS TO BE PRODUCED BY CANDIDATES**".

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

GERM-
FNPSMS

A 23-25 Avenue de Neuilly,

75116 PARIS.

¹ A description of the proposed Work Packages and the tasks associated with the mis presented in the annex to this call.



FNPSMS
maiz'EUROP'

A digital version should also be sent to Anna KOLAKOWSKA at anna.kolakowska@fnpsms.fr, Valérie BROCHET at valerie.brochet@fnpsms.fr, Martin GOMEZ at martin.gomez@fnpsms.fr and to Teresa Nowacka at pzpk@kukurydza.info.pl

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 martin.gomez@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.

DEADLINE FOR THE RECEIPT OF APPLICATIONS:

12th of April 2024

CONDITIONS:

1. This tender concerns an agricultural promotion programme cofinanced by the European Union under the Promotion of EU Agricultural products funding instrument (AGRIP). The possible award of the cofinancing will be based on the submission of the dossier by the FNPSMS and its co-beneficiary PZPK by the proposed deadline of 14 May 2024 and subsequent evaluation by the Commission. The actions listed in this tender will be only subject to completion if the responsible services from the Commission confirm the receipt of the grant by the beneficiaries and following the signature of the Grant Agreement.

2. In case of a negative responsive by the responsible services of the Commission on the award of the grant, this tender will be considered null and void.

3. Agencies wishing to apply must have a French-speaking contact.

4. If the agency considers that it is managing a budget for an operator in the same sector or a sector or organisation that may present a conflict of interest, prior agreement authorising the agency to compete must be given by the advertiser. In the event that the agency is selected, prior agreement will also be required before accepting a budget for an operator in the same sector or from a sector or organisation that may present a conflict of interest.

5. The creations of the agency selected are, after remuneration for the work effected, the property of the advertisers, without limitation of time or place, and for use through any communication technique and any media.

Institut GERM- 6. The contracting organisation reserves the right to use the concepts, materials and creations (visuals, logos, slogan, domain name), as part of all its campaigns and collective structures without time limitation.

Al 7. The overall budget for the campaign, including fees, amounts to a total of €1.969 million including VAT over three years. Based on the proposed activities in the various work packages of the project campaign, estimated costs for subcontracting will be as follows:

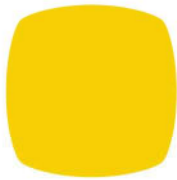
- Lot 2 - Communication: EUR 839 500 over three years

F.N.P.S.M.S.

**Fédération Nationale de la Production
des Semences de Maïs et de Sorgho**
Siège social : 21 chemin de Pau - 64121 MONTARDON
Tél. : + 33 (0)5 59 12 67 00 - Fax. + 33 (0)5 59 12 67 10
SIRET : 782 356 992 00019

Site de Paris :
23-25 avenue de Neuilly - 75116 PARIS
Tél. : + 33 (0)1 47 23 48 32
Fax. : + 33 (0)1 40 70 93 44
SIRET : 782 356 992 00035

www.maizeurop.com
APE : 9411Z
TVA : FR12 782 356 992
SIREN : 782 356 992



FNPSMS
maiz'EUROP

The costs are mentioned as an indicative basis and will be adjusted during the finalization of the description of the different actions in agreement between the implementing body and the coordinator.

DESCRIPTION OF THE ACTIVITIES TO BE PERFORMED:

A description of the activities is annexed to this call for all work packages and the tasks associated included in lot 2.

COMPULSORY SUPPORTING DOCUMENTS TO BE PRODUCED BY CANDIDATES:

Documents to be provided in French or English.

1. A declaration on the honour of the candidate or candidates (in the case of a group), duly dated and signed by the candidate, to justify:

- a) they have satisfied the fiscal and social obligations of their country;
- b) not to have been convicted, in the course of the last five years, of any of the offences referred to in articles L 324-9, L 324-10, L 341-6, L 125-1 and L 125-3 of the Labour Code, as recorded in bulletin no. 2 of the criminal record, or of an equivalent procedure governed by foreign law;
- c) it is not in a state of compulsory liquidation within the meaning of Article L. 620-1 of the French Commercial Code or an equivalent procedure governed by foreign law;
- d) it has not been declared personally bankrupt, within the meaning of Article L. 625-2 of the French Commercial Code, or an equivalent procedure governed by foreign law; or
- e) it has not been admitted to legal redress, within the meaning of Article L. 620-1 of the French Commercial Code, or to an equivalent procedure governed by foreign law, without being able to prove that it is authorised to continue trading for the foreseeable duration of the contract.

2. A list of the main references acquired over the last 2 years for comparable multi-country operations (agricultural sector, collective and/or institutional communication), indicating the purpose, amount and duration of the services.

3. Presentation of the agency and its internal organisation.

4. The name and level of experience of the person in charge of coordinating the general service.

5. Detailed presentation of the project team.

6. Justification of the agency's knowledge of European markets, in particular those targeted by the contract.

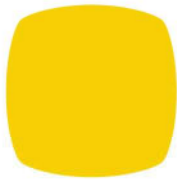
7. Presentation of any "local" relay structures that may be involved in the project for each of the countries concerned by the project, with details of the team in charge of the project.

Institut

GERM-

These elements should enable the contracting organisation to form an idea of whether the needs of the project are matched up well with the offer proposed by each candidate agency.

A



FNPSMS
maiz'EUROP'

SELECTION CRITERIA FOR APPLICATIONS (OUT OF 100 POINTS):

- Budgetary solidity (chiffre d'affaire and equity) **(10 points)**
- Creativity **(10 points)**
 - Knowledge of target markets **(20 points)**
 - Ability to demonstrate *motivation* **(10 points)**
 - Ability of the agency to demonstrate its experience in monitoring and coordinating multi-country projects **(10 points)**
 - Establishment in each of the target markets **(10 points)**
 - Level of experience of the team dedicated to the project **(10 points)**
 - Relevance of references presented from agricultural promotion projects **(20 points)**

CONTACT FOR QUESTIONS:

Martin Gomez – *International Promotion Officer* – martin.gomez@fnpsms.fr

DATE OF COMMUNICATION OF THE ADVERTISER'S DECISION TO THE CANDIDATE AGENCIES:

19th of April 2024

DATE OF PUBLICATION OF THE CALL FOR APPLICATIONS:

15th of March 2024

A.G.P.M.

ARVALIS-
Institut du végétal

GERM-Services

AGPM-GIE

C.E.P.M.

■ **F.N.P.S.M.S.**

**Fédération Nationale de la Production
des Semences de Maïs et de Sorgho**
Siège social : 21 chemin de Pau - 64121 MONTARDON
Tél. : + 33 (0)5 59 12 67 00 - Fax. + 33 (0)5 59 12 67 10
SIRET : 782 356 992 00019

Site de Paris :
23-25 avenue de Neuilly - 75116 PARIS
Tél. : + 33 (0)1 47 23 48 32
Fax. : + 33 (0)1 40 70 93 44
SIRET : 782 356 992 00035

www.maizeurop.com
APE : 9411Z
TVA : FR12 782 356 992
SIREN : 782 356 992



FNPSMS
maiz'EUROP'

ANNEX TO THE CALL FOR TENDER

PROJECT	
Project name:	Promotion of EU seeds for a sustainable and autonomous Europe
Project acronym:	SustainableSeedsEU
Coordinator contact:	Martin GOMEZ, FNPSMS
Lot and WP implemented	Lot 2 – WP 3, 4 and 5

A.G.P.M.

ARVALIS-
Institut du végétal

GERM-Services

AGPM-GIE

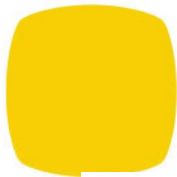
C.E.P.M.

■ F.N.P.S.M.S.

**Fédération Nationale de la Production
des Semences de Maïs et de Sorgho**
Siège social : 21 chemin de Pau - 64121 MONTARDON
Tél. : + 33 (0)5 59 12 67 00 - Fax. + 33 (0)5 59 12 67 10
SIRET : 782 356 992 00019

Site de Paris :
23-25 avenue de Neuilly - 75116 PARIS
Tél. : + 33 (0)1 47 23 48 32
Fax. : + 33 (0)1 40 70 93 44
SIRET : 782 356 992 00035

www.maizeurop.com
APE : 9411Z
TVA : FR12 782 356 992
SIREN : 782 356 992



4.2 WORK PACKAGES INCLUDED IN THE CALL FOR TENDERS

FNF WORK PACKAGE 3
maiz'EUROP'

Work Package 3: [Website] *(identical to the headings in the Detailed budget table)*

*

Duration:	M1 – M36	Lead Beneficiary:	FNPSMS
------------------	----------	--------------------------	--------

Objectives

Increase Awareness about maize and Sorghum seeds production, sustainable cultural itinerary and utilisation & processing
Increase EU maize and sorghum acreage
Increase EU seeds utilisation and market shares

Activities and division of work (WP description)

Task No (continuous numbering linked to WP)	Task Name	Description	Participants		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, AE, AP, OTHER)	
T3.1	Webs ite maint enan ce and devel opme nt	<p>The two existing websites (“Maize for Future” and “Sorghum ID”) will be reused for this campaign. Based on the expertise of the implementing body and the knowledge of the proposing organisation on the targeted markets and their specificities, the existing content will be updated and enriched. Among other things, 2 new pages per language will be created per year, and per languages (FR, PL, DE, RO, HU) events will be advertised via the pages, and all public material created during the campaign (articles, leaflets, videos, event reports, etc) will be published on the websites.</p> <p>The existing landing page will be also reused and updated in all different language of the campaign to present the campaign and its objectives towards the promotion of sustainable agricultural</p>	FNP SMS PZP K	COO BEN	Yes, Subcontr actor Lot 2

A.C.P.M.

ARVALIS-
Institut du végétal

GERM-Services

AGPM-GIE

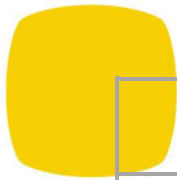
C.E.P.M.

■ F.N.P.S.M.S.

**Fédération Nationale de la Production
des Semences de Maïs et de Sorgho**
Siège social : 21 chemin de Pau - 64121 MONTARDON
Tél. : + 33 (0)5 59 12 67 00 - Fax. + 33 (0)5 59 12 67 10
SIRET : 782 356 992 00019

Site de Paris :
23-25 avenue de Neuilly - 75116 PARIS
Tél. : + 33 (0)1 47 23 48 32
Fax. : + 33 (0)1 40 70 93 44
SIRET : 782 356 992 00035

www.maizeurop.com
APE : 9411Z
TVA : FR12 782 356 992
SIREN : 782 356 992



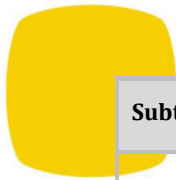
FNPSMS
maiz'EUROP'

		practices, crop diversity, climate change adaptation and sovereign agriculture.			
T3.2	Social media	<p>2 existing Facebook pages (“Maize for future” and “Sorghum ID”) will be reused for this campaign. They will be used to address a population made of users of the crop and the seed. Based on the principle of affinity with a subject, the targeted audience achieved offers the assurance of reaching individuals who have declared a strong interest in the proposed content. The management of the content, publications on a regular basis and moderation of the comments.</p> <p>A new discussion group will be created and managed on another social media more adapted to the discussion format and focused on sorghum promotion. The Application will be WhatsApp, Telegram or other similar network.</p>	FNP SMS PZP K	COO BEN	Yes, subcontractor Lot 2

Outputs and estimated budget

Timeline	YEAR 1	YEAR 2	YEAR 3
Outputs	<p><u>T 3.1</u> 2 Websites 1 Common landing page (In all languages of the campaign FR, PL, DE, RO, HU)</p> <p><u>T 3.2</u> 2 Facebook pages</p>	<p><u>T 3.1</u> 2 Websites 1 Common landing page (In all languages of the campaign FR, PL, DE, RO, HU)</p> <p><u>T 3.2</u> 2 Facebook pages 1 Discussion Group</p>	<p><u>T 3.1</u> 2 Websites 1 Common landing page (In all languages of the campaign FR, PL, DE, RO, HU)</p> <p><u>T 3.2</u> 2 Facebook pages 1 Discussion Group</p>
Estimated budget	<p><u>T 3.1: Website</u> €30,000</p> <p><u>T 3.2: Social Media</u> €20,000</p>	<p><u>T 3.1: Website</u> €30,000</p> <p><u>T 3.2: Social Media</u> €25,000</p>	<p><u>T 3.1: Website</u> €30,000</p> <p><u>T 3.2: Social Media</u> €25,000</p>
Subtotal for activity 1	EUR 30,000	EUR 30,000	EUR 30,000

A.C
ARV
Institut du v
GERM-Ser
AGPM
C.E



FNPS
maiz'EU

Subtotal for activity 2	EUR 20,000	EUR 25,000	EUR 25,000
and/or			
Total for the Work Package	EUR 50,000	EUR 55,000	EUR 55,000

WORK PACKAGE 4

Work Package 4: [Advertising] <i>(identical to the headings in the Detailed budget table)</i>					
Duration:	M1 – M36	Lead Beneficiary:	FNPSMS		
Objectives					
<p>Increase Awareness about maize and Sorghum seeds production, sustainable cultural itinerary and utilisation & processing Increase EU maize and sorghum acreage Increase EU seeds utilisation and market shares</p>					
Activities and division of work (WP description)					
Task No <small>(continuous numbering linked to WP)</small>	Task Name	Description	Participants		In-kind Contributions and Subcontracting <small>(Yes/No and which)</small>
			Name	Role <small>(COO, BEN, AE, AP, OTHER)</small>	
T4.1	Web Advertising	<p>Social media sponsoring: Use of “sponsored posts” to reach a broader readership targeted for its likely interest in the topics of the campaign: use of these tools for each Facebook page and for the YouTube page hosting the videos. Estimate number of additional followers per sponsoring campaign: 7,500 fans / year on Facebook and 16,668 views/year on YouTube (at a cost of €0.30/view).</p> <p>SEO/SEA plan: The websites will be adapted to the SEO/SEA (Search Engine Optimisation / Search Engine Advertising) objective, so that the website can proactively capture all natural questions around the subject. Concretely, this would be implemented through a “sponsored link” appearing on relevant Google and Youtube searches on defined periods and</p>	FNPSMS PZPK	COO BEN	Yes, Subcontractor Lot 2

- A.C.P.M.
- ARVALIS- Institut du végétal
- GERM-Services
- AGPM-GIE
- C.E.P.M.

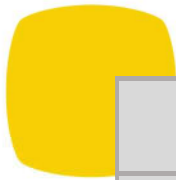


FNPSMS
maiz'EUROP

		<p>leading to the campaign website. A total of 9,800 clicks and redirections to websites are estimated per year (at a cost per click of €0.80) on average.</p> <p>Purchasing advertising space on specialised website: For each Group of the campaign, web space purchasing is planned in key moments (“ad wave”) of the crop year on specific websites visited by professional audiences (at least 2 ads per targeted country per ad wave).</p>			
T4.2	Print Advertising	<p>Publication and Purchase advertising space on specialised press: Publication of sponsored articles in the specialised agricultural press (print or web according to country specificities) of each Group of countries. On the basis of a strategic message to be communicated to the readership, original technical and market-related contents will be created on the agronomic innovation, sustainable practices and seed security for maize and sorghum cultivation and outlet depending on the target. Original articles will be drafted by experts in English or French, who will ally their technical expertise with a strategic message defined with the implementing body. Articles will be translated to be understood by the specialized audience.</p>	FNP SMS PZPK	COO BEN	Yes, Subcontractor Lot 2

Outputs and estimated budget

Timeline	YEAR 1	YEAR 2	YEAR 3
<p>Outputs</p>	<p><u>T 4.1</u> Facebook sponsoring YouTube sponsoring SEO/SEA plan (Websites and Youtube channels)</p> <p><u>T 4.2</u> 20 articles published</p>	<p><u>T 4.1</u> Facebook sponsoring YouTube sponsoring SEO/SEA plan (Websites and Youtube channels)</p> <p><u>T 4.2</u> 20 articles published (incl. 4 in Poland)</p>	<p><u>T 4.1</u> Facebook sponsoring YouTube sponsoring SEO/SEA plan (Websites and Youtube channels)</p> <p><u>T 4.2</u> 20 articles published (incl. 4 in Poland)</p>



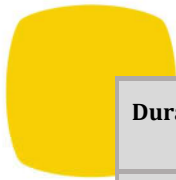
FNPSI
maiz'EU

	(incl. 4 in Poland)		
Estimated budget	<p>T 4.1</p> <p>Facebook & YouTube sponsoring budget: € 30,000 SEO/SEA plan: € 20,000 Web advertisement: €10,000</p> <p>Total: €60,000</p> <p>T 4.2</p> <p>ALL countries except PL (16 articles): -FR: 30,000€ -DE: 30,000€ -Group 3: 5,000€</p> <p>PL only (4 articles): €8,000 (€2,000/article)</p> <p>Total: €73,000</p>	<p>T 4.1</p> <p>Facebook & YouTube sponsoring budget: € 30,000 SEO/SEA plan: € 20,000 Web advertisement: €10,000</p> <p>Total: €60,000</p> <p>T 4.2</p> <p>ALL countries except PL (16 articles): -FR: 30,000€ -DE: 30,000€ -Group 3: 5,000€</p> <p>PL only (4 articles): €8,000 (€2,000/article)</p> <p>Total: €73,000</p>	<p>T 4.1</p> <p>Facebook & YouTube sponsoring budget: €30,000 SEO/SEA plan: €20,000 Web advertisement: € 10,000</p> <p>Total: €60,000</p> <p>T 4.2</p> <p>ALL countries except PL (16 articles): -FR: 30,000€ -DE: 30,000€ -Group 3: 5,000€</p> <p>PL only (4 articles): €8,000 (€2,000/article)</p> <p>Total: €73,000</p>
Subtotal for activity 1	EUR 60,000	EUR 60,000	EUR 60,000
Subtotal for activity 2	EUR 73,000	EUR 73,000	EUR 73,000
and/or			
Total for the Work Package	EUR 133 000	EUR 133 000	EUR 133 000

WORK PACKAGE 5

AGPM-GIE

Work Package 5: [Communication Material] (identical to the headings in the Detailed budget table)



Duration:	M1 – M36	Lead Beneficiary:	FNPSMS
------------------	----------	--------------------------	--------

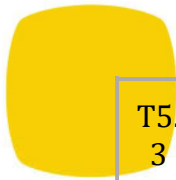
Objectives

Increase Awareness about maize and Sorghum seeds production, sustainable cultural itinerary and utilisation & processing
 Increase EU maize and sorghum acreage
 Increase EU seeds utilisation and market shares

Activities and division of work (WP description)

Task No (continuous numbering linked to WP)	Task Name	Description	Participants		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, AE, AP, OTHER)	
T5.1	Technical studies	To optimise the promotional campaign, the proposing organisations will need to constantly study in-house the specificities of each market, the practices, challenges and opportunities as well as the economic aspects. This will help in the refinement and understanding of the markets to reach optimal campaign results.	FNPSMS	COO	No
T5.2	Promotional merchandise and leaflet	<p>The material will be made available during agricultural exhibitions, study trips and conferences. A budget is planned for each year, to enable more flexibility to answer to the visitors' demands in fairs or participants in the press, study trips and trainings.</p> <p>The exact choice of promotional objects will be discussed in coordination with the implementing body, but as an example, a mix of small goodies such as notebooks and pens (average unitary cost €/1.5) and medium size goodies like tote bags (average unitary cost of €2.5) is foreseen.</p> <p>Leaflet: 1 press kit/ year, 1 publication on sustainable maize and sorghum production, 1 presentation of the campaign, 1 highlight publication on the study trip</p>	FNPSMS PZPK	COO BEN	Yes, Subcontractor Lot 2

A.C.P.M.
 ARVALIS-
Institut du végétal
 GERM-Services
 AGPM-GIE
 C.E.P.M.



FNPSMS
maiz'EUROP

T5.3	Realisation of promotional videos	Over the whole programme, production of short video clips (3min) on the whole crop cycle, cultivation itinerary and the different outlets is planned. They will take the form of testimonials from farmers, advisers, processors from the different countries, subtitled in English and all 5 languages of the campaign. The implementation body will be in charge of the preparation of the scenario and the whole realization of the videos and diffusion.	FNPSMS PZPK	COO BEN	Yes, Subcontractor Lot 2
T5.4	Communication Strategy	The communication strategy will be defined by the implementation bodies. They will provide guidelines and methods to optimise the delivery of the different messages of the campaign on 2 levels. First, the redaction of the content of the message and its construction; and second, the proposition of relevant ways to implement the activities, the selection of the communication channels and the optimisation of the interactions between all work packages.	FNPSMS PZPK	COO BEN	Yes, Subcontractor Lot 2

Outputs and estimated budget

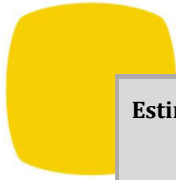
List the outputs for each year. Refer only to major outputs. Do not include minor sub-items, internal working papers, meeting minutes, etc. Limit the number of outputs to max. 10 per year.

Show the budget for each year (ensure consistency with the Detailed budget table).

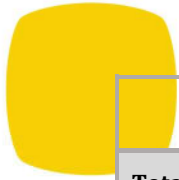
Timeline	YEAR 1	YEAR 2	YEAR 3
Outputs	<p>T 5.2: +/- 5000 goodies, 3 leaflets, and Exhibition material</p> <p>T 5.3: 6 videos created and subtitled in 6 languages</p> <p>T 5.4: Communication strategy book</p>	<p>T 5.2: +/- 5000 goodies, 3 leaflets, and Exhibition material</p> <p>T 5.3: 6 videos created and subtitled in 6 languages</p> <p>T 5.4: Communication strategy book updates</p>	<p>T 5.2: +/- 5000 goodies, 3 leaflets, and Exhibition material</p> <p>T 5.3: 6 videos created and subtitled in 6 languages</p> <p>T 5.4: Communication strategy book updates</p>

C.E.P.M.

A.C.
ARV
Institut du v
GERM-Ser
AGPM



Estimated budget	<p>T 5.2: Visual creation and content production: €20,000</p> <p>Leaflet (including drafting, layout, translation, printing) and Promotional objects and exhibition material: €40,000</p> <p>Additional budget line for Poland-specific exhibition material and additional technical brochure: €5,000</p> <p>Total: €65,000</p> <p>T 5.3: Realisation and subtitles of 6 videos: €21,500</p> <p>T 5.4: Argument toolbox: €10,000 Communication strategy: €20,000</p> <p>Total: €30,000</p>	<p>T 5.2: Visual creation and content production: €20,000</p> <p>Leaflet (including drafting, layout, translation, printing) and Promotional objects and exhibition material: €40,000</p> <p>Additional budget line for Poland-specific exhibition material and additional technical brochure: €5,000</p> <p>Total: €65,000</p> <p>T 5.3: Realisation and subtitles of 6 videos: €21,500</p> <p>T 5.4: Communication strategy: €20,000</p>	<p>T 5.2: Visual creation and content production: €20,000</p> <p>Leaflet (including drafting, layout, translation, printing) and Promotional objects and exhibition material: €40,000</p> <p>Additional budget line for Poland-specific exhibition material and additional technical brochure: €5,000</p> <p>Total: €65,000</p> <p>T 5.3: Realisation and subtitles of 6 videos: €21,500</p> <p>T 5.4: Communication strategy: €20,000</p>
Subtotal for activity 1	EUR 0	EUR 0	EUR 0
Subtotal for activity 2	EUR 65 000	EUR 65 000	EUR 65 000
Subtotal for activity 3	EUR 21 500	EUR 21 500	EUR 21 500
Subtotal for activity 4	EUR 30 000	EUR 20 000	EUR 20 000



FNPSMIS
maiz'EUROP'

and/or			
Total for the Work Package	EUR 116 500	EUR 106 500	EUR 106 500

A.G.P.M.

ARVALIS-
Institut du végétal

GERM-Services

AGPM-GIE

C.E.P.M.

■ F.N.P.S.M.S.

**Fédération Nationale de la Production
des Semences de Maïs et de Sorgho**
Siège social : 21 chemin de Pau - 64121 MONTARDON
Tél. : + 33 (0)5 59 12 67 00 - Fax. + 33 (0)5 59 12 67 10
SIRET : 782 356 992 00019

Site de Paris :
23-25 avenue de Neuilly - 75116 PARIS
Tél. : + 33 (0)1 47 23 48 32
Fax. : + 33 (0)1 40 70 93 44
SIRET : 782 356 992 00035

www.maizeurop.com
APE : 9411Z
TVA : FR12 782 356 992
SIREN : 782 356 992