

OPEN CALL FOR EVALUATION BODY

SustainableSeedsEU:

Selection of the evaluation body

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

CONTRACTING ORGANISATIONS:

FNPSMS – Fédération Nationale de la production de semences de maïs et de sorgho.

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

SUBJECT:

The contracting organisations plan 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 PZPK: PZPK is the Polish Association of Maize Producers, and it is the representative Agricultural Industry Association for maize and maize seeds. PZPK has been operating since 1984 throughout the country and is the only organisation representing maize producers in Poland. PZPK has in its ranks both producers of corn as well as producers of seed maize represented by 18 foreign breeding companies and 2 breeding companies in Poland.

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. 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).

Objectives of the promotional campaign: With a promotional campaign oriented towards the specialised public 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. T

his programme aims at promoting the following products on the following markets:

Group 1	Group 2	Group 3
France & Poland	Germany	Romania & Hungary
<p>Promotion of sustainable production techniques in maize and sorghum.</p> <p>Promotion of maize and sorghum European genetics adapted to local climate and agronomic challenges.</p> <p>Development of the use of those cereals into feed and food production to contribute to a more sustainable and sovereign nutrition in EU.</p>	<p>Promotion of sustainable production technics in maize.</p> <p>Promotion of maize European genetics adapted to local climate and agronomic challenges.</p> <p>Development of the use of this cereal into feed and food production to contribute to a more sustainable and sovereign nutrition in EU.</p>	<p>Promotion of sustainable production technics in sorghum.</p> <p>Promotion of sorghum European genetics adapted to local climate and agronomic challenges.</p> <p>Development of the use of this cereal into feed and food production to contribute to a more sustainable and sovereign nutrition in EU.</p>

Scope of activities: 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 31/12/2027, a date after which all costs will be final and the final ex post evaluation can take place.

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**”.

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 nevertheless be sent** to Anna KOLAKOWSKA at anna.kolakowska@fnpsms.fr, and Martin GOMEZ at martin.gomez@fnpsms.fr.

For additional context on the background of the programme, the full text of section part B 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 the deadline (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:

13th of December 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 promotion program has been selected by the EUROPEAN RESEARCH EXECUTIVE AGENCY (REA) within the framework of the call of projects **AGRIP-MULTI-2024**. 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.** Agencies wishing to apply must have a French-speaking contact.
- 3.** 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.

4. 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.

6. Once the agency's work has been paid, the creations of the selected agency will become property of the contracting organisations with no limit of time or location, for use through all communications techniques and media.

7. The contracting organisations reserve 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.

8. The overall budget for the campaign, including fees, amounts to a total of €2.454,738 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:

- **Year 1** (01/01/2025 – 31/01/2025): Preparation of evaluation report covering Year 1 of the promotion programme: EUR 18,000 V.A.T excl.
- **Year 2** (01/01/2026 – 31/01/2026): Preparation of evaluation report covering Year 2 of the promotion programme: EUR 18,000 V.A.T excl.
- **Year 3** (01/01/2027 – 31/01/2027): Preparation of evaluation report covering Year 3 and realization of a final report covering the complete promotion programme: EUR 21,000 V.A.T excl.

Please note that most actions planned in the promotion programme will be delegated to three separate implementing bodies.

9. 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 REA (European Research Executive Agency) and the European Commission.

10. A contract will be prepared following the announcement of results of this tender.

DESCRIPTION OF THE ACTIVITIES TO BE PERFORMED:

A description of the activities is annexed to this call for all evaluation activities (WP7).

COMPULSORY SUPPORTING DOCUMENTS TO BE PRODUCED BY CANDIDATES:

Besides the elements listed in the conditions of this tender, additional supporting documents to be provided in English include:

- 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:
 - 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 APPLICATIONS (OUT OF 100 POINTS):

- Sound budget of the organisation (turnover and equity) **10 points**
- Relevance of references presented **20 points**
- Quality of evaluation methodology **15 points**
- Quality/price ratio **30 points**
- Capacity to convince of motivation **10 points**
- Experience level of the team working on the project **15 points**

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

CONTACT FOR QUESTIONS:

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

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

20th of December 2024

DATE OF PUBLICATION OF THE CALL FOR APPLICATIONS:

18th of November 2024

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
WP implemented	WP 7 (Evaluation), Task 7.1 (Evaluation)

Work Package 7

Work Package 7: Evaluation <i>(identical to the headings in the Detailed budget table)</i>			
<i>Ensure consistence with the detailed budget table (if applicable).</i>			
Duration:	M1 – M36	Lead Beneficiary:	FNPSMS
Objectives			
<i>List the specific objectives to which this work package is linked.</i>			
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)			
<i>Provide a concise overview of the work (planned tasks). Be specific and give a short name and number for each task. Indicate which target groups are targeted with the activities of this work package.</i>			

Show who is participating in each task: Coordinator (COO), Beneficiaries (BEN), Subcontractors (if there is subcontracting), indicating **in bold** the task leader.

Add information on other participants' involvement in the project e.g. in-kind contributions.

Note:

In-kind contributions: in-kind contributions against payment are allowed (in-kind contributions for free are not prohibited, but they are cost-neutral, i.e. cannot be declared as cost). Please indicate clearly whether in-kind contributions are against payment or free-of-charge.

The Coordinator remains fully responsible for the coordination tasks, even if they are delegated to someone else. Coordinator tasks cannot be subcontracted.

If there is subcontracting, please also complete the table below.

Task No (continuous numbering linked to WP)	Task Name	Description (including target country/cities)	Participants		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, AE, AP, OTHER)	
T7.1	Evaluation	The Evaluation will be used to improve practices and implementation of the actions during the campaign.	FNPSMS	COO	Yes, Evaluation body

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	T 7.1: 1 Evaluation report	T 7.1: 1 Evaluation report	T 7.1: 1 Evaluation report
Estimated budget	T 7.1: Report: €18,000	T 7.1: Report: €18,000	T 7.1: Report + Final Report: €21,000
Subtotal for activity 1	EUR 18,000	EUR 18,000	EUR 21,000