



CONSULTATION PROCEDURE

GRAPHIC CHARTER, IMPLEMENTING AND EVALUATING BODIES

LOT N°1, N°2, N°3, N°4 and N°5

**FRUIT AND VEGETABLES PROMOTION CAMPAIGNS
IN THIRD COUNTRIES AMERICA AND MIDDLE EAST**

REF : COMMEXT 25-27

INTERFEL
97, Bd Pereire
75017 PARIS
FRANCE

FRESHFEL
Rue de Trèves 49-51 bte
8
B – 1040 Brussels
BELGIUM

**D.O.P. KAKI RIBERA DEL
XÚQUER**
Plaça País Valencià, 7
46250 L'Alcúdia, Valencia
SPAIN

Closing hour and date for the submission:

March 15th 2024 at 5pm (CET)

Article 1 – Purpose of the procurement

The proposing organisations **INTERFEL** (Interbranch organisation for fresh fruit and vegetables, located in France), **FRESHFEL** (European Fresh produce Association, located in Belgium) and **D.O.P. KAKI RIBERA DEL XÚQUER** (European Protected Designation of Origin, sole European regime covering kakis, located in Spain) are looking for a 3-year period for one or more marketing consultancy agencies, stand construction agencies, promotion and advertising services to design and implement actions in markets located **in South and North America** (for INTERFEL, FRESHFEL and DOP KAKI RIBERA DEL XÚQUER) and **in the Middle East** (for INTERFEL only). These promotional campaigns are designed within the framework of programs cofinanced by the European Union.

The market spans a period of 36 months from the start date of the relevant promotion campaigns.

This market is divided into 5 lots:

- One or more consultancies in order to conceive and decline **the graphic elements** for the programmes (in North and South America and in Middle East) – **LOT 1**
Indicative budget for the 3-year programme: **180 000€ (including consultancy fees and excluding VAT)**
- One or more consultancies in order to **design, construct and install stands** at trade shows in **Brazil (Fruit Attraction SP), United States (Global Fresh Produce) and Dubai (Gulfood)** – **LOT 2**
Indicative budget for the 3-year programmes: **1 695 000€ (including consultancy fees and excluding VAT)**
- One or more consultancies in order to **propose and implement media and/or non-media activities** in 2 North American countries: **Canada and the United States and in 2 South American countries: Brazil and Mexico** – **LOT 3**
Indicative budget for the 3-year programmes: **3 995 000€ (including consultancy fees and excluding VAT)**
- One or more consultancies in order to **propose and implement media and/or non-media activities** in 5 Middle Eastern countries: **United Arab Emirates, Saudi Arabia, Bahrain, Qatar and Kuwait** – **LOT 4**
Indicative budget for the 3-year programmes: **2 340 000€ (including consultancy fees and excluding VAT)**
- One or more **consultancies specialized in evaluation** in order to assess the ex-post impact of the actions within the campaigns in North and South America and Middle East – **LOT 5**
- Indicative budget for the 3-year programmes: **289 000€ (including consultancy fees and excluding VAT)**

Article 2 – Consultation method and procurement form

This tender is subject to an allotment in 5 separate lots:

- LOT 1: GRAPHIC CHARTER – Conceive and decline the graphic charter of the programmes: AMERICA and MIDDLE EAST
- LOT 2: STANDS AT TRADE FAIRS – Design, construct and install stands at trade fairs in AMERICA (Global Fresh Produce and Fruit Attraction SP) and MIDDLE EAST (Gulfood)
- LOT 3: IMPLEMENTING BODY – Design and implement the programme in North and South America
- LOT 4: IMPLEMENTING BODY – Design and implement the programme in the Middle East
- LOT 5: EVALUATING BODY – Evaluation of the programmes in AMERICA and MIDDLE EAST

Candidates can apply for one or more lots numbered from 1 to 4 and may be awarded one or more lots. Only independent evaluation firms not involved in the implementation of the programs can submit their candidacy for lot 5.

Each lot will take the form of a signed contract between the proposing organizations and each contractor after the written approval of the 3-year EU program by the European Commission.

INTERFEL is the coordinator for this procurement procedure. All the proposing organisations are jointly and severally liable except for the implementation of their activities and the payment of invoices.

In order to select the tender offering best value for money under the best possible conditions, the proposing organisations agreed with a **procurement implemented in one round which would be released on TED** (online version of the 'Supplement of the Official Journal' of the EU), on the **DEMATIC platform** (<https://interfel.e-marchepublics.com>), and on the websites of proposing organizations.

The candidates should submit within the deadline the consultation file proving that they are meeting the technical, administrative and financial requirements, as well as their offer.

The consultation file is available online on the website <https://interfel.e-marchepublics.com> .and/or upon request by writing to the proposing organization INTERFEL and consists of:

The procurement procedure and its annexes:

- Annex 1: Regulation (EU) No 1144/2014
- Annex 2: Commission delegated regulation (EU) 2015/1829
- Annex 3: Commission implementing regulation (EU) 2015/1831
- Annex 4: Call for Proposals 2024
- Annex 5: Model of Grant agreement
- Annex 6: Guide for applicants 2024
- Annex 7: Instructions of signature graphic charter

The procurement will be implemented in one round. Some agencies selected by the proposing organisations may be invited to make a presentation of their recommendations during a

selecting committee gathering representatives of the proposing organisations, **on March 20th, 2024 (to be confirmed).**

Article 3 – Consultation scope

3.1 — Clear description of the contract

In response to the Commission implementing decision of November 14th,2023 on the financing of information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and the adoption of the work programme for 2024 (see attached document #4), the proposing organizations intend to submit two straightforward programs in Third Countries:

- **AGRIP-MULTI-2024-TC-ALL:** Information provision and promotion programmes targeting any third countries and in particular United States, Canada, Brazil and Mexico (for Interfel, Freshfel and DOP Kaki)
- **AGRIP-SIMPLE-2024-TC-OTHERS:** Information provision and promotion programmes targeting other geographical areas and in particular the Middle East (for Interfel only)

The aim of these campaigns is to promote the European supply of fresh fruits and vegetables in the consumer markets located in Third Countries, in compliance with regulations.

The technical specifications associated with this consultation regulation detail the products and countries covered by the market, as well as the types of actions requested:

- **LOT 1:** Creation and provision of graphic elements for all campaigns in America (North and South) and in the Middle East
- **LOT 2:** Design, construction and installation of stands at trade shows in Brazil (Fruit Attraction SP), United States (Global Fresh Produce) and Dubai (Gulfood)
- **LOT 3:** Proposal and implementation of Media and/or Non-Media activities in Canada, the United States, Brazil and Mexico
- **LOT 4:** Proposal and implementation of Media and/or Non-Media activities in United Arab Emirates, Saudi Arabia, Bahrain, Qatar and Kuwait
- **LOT 5:** Evaluation of all promotion programs in the targeted Third Countries markets.

The selected agencies will be fully responsible for implementing the strategy and means chosen in each of the countries concerned, including the creation, production, and manufacturing, space purchase, negotiations with distribution, public relations, advertising, and, more generally, project management for each campaign.

The proposing organizations are looking for agency(ies) with significant experience in managing media and non-media projects internationally in the fast-moving consumer goods sector. For the successful execution of actions, a presence in the targeted areas would be highly appreciated.

The selected candidates must be available to assist the proposing organization in preparing the submission, particularly in writing all work lots in the format required by the European Commission until May 14th,2024:

- complete tables of activities in the final version following exchanges with the proposing organizations
- detail budget for each activity per year and per output
- define Key Performance Indicators (KPIs) and measures/objectives for results and impact for each activity and for the entire program(s)

3.2 – Bonuses and variants

No bonus or compensation will be awarded to candidates.

No variant of the first tender will be accepted.

3.3 – Contract budget and procedure

For the 3-year programme, the foreseen indicative budget per lot is indicated below¹.

These **amounts are indicative**, based on estimates realised by the proposing organisations on the date of the contract notice and may evolve.

Lot n°1 – Forecasted amounts – 180 000€

NORTH AND SOUTH AMERICA – 100 000€

LOT 1	INTERFEL	DOP KAKI	FRESHFEL	TOTAL
Year 1	29 000€	19 000€	2 000€	50 000€
Year 2	15 000€	9 000€	1 000€	25 000€
Year 3	15 000€	9 000€	1 000€	25 000€

MIDDLE EAST - 80 000€

LOT 1	INTERFEL
Year 1	40 000€
Year 2	20 000€
Year 3	20 000€

Lot n°2 – Forecasted amounts – 1 695 000€

NORTH AND SOUTH AMERICA – 1 155 000€

LOT 1	INTERFEL	DOP KAKI	TOTAL
Year 1	300 000€	85 000€	385 000€
Year 2	300 000€	85 000€	385 000€
Year 3	300 000€	85 000€	385 000€

MIDDLE EAST – 540 000€

¹ These tables show the total annual budget and the part of each partner which include 80% of EC contribution and 20% of own funding.

LOT 1	INTERFEL
Year 1	180 000€
Year 2	180 000€
Year 3	180 000€

Lot n°3 – Forecasted amounts – 3 995 000€

NORTH AND SOUTH AMERICA – 3 995 000€

LOT 1	INTERFEL	DOP KAKI	FRESHFEL	TOTAL
Year 1	740 000€	515 000€	45 000€	1 300 000€
Year 2	740 000€	515 000€	45 000€	1 300 000€
Year 3	790 000€	515 000€	90 000€	1 395 000€

Lot n°4 – Forecasted amounts – 2 340 000€

MIDDLE EAST – 2 340 000€

LOT 1	INTERFEL
Year 1	780 000€
Year 2	780 000€
Year 3	780 000€

Lot n°5 – Forecasted amounts – 289 000€

NORTH AND SOUTH AMERICA – 173 000€

LOT 1	INTERFEL	DOP KAKI	FRESHFEL	TOTAL
Year 1	28 000€	19 000€	1 000€	48 000€
Year 2	28 000€	19 000€	1 000€	48 000€
Year 3	45 000€	30 000€	2 000€	77 000€

MIDDLE EAST – 116 000€

LOT 1	INTERFEL
Year 1	30 000€
Year 2	30 000€
Year 3	56 000€

The contract will depend on the acceptance by the European Commission of the 3-year European programme, purpose of this procurement. It will be produced after a written agreement, on paper or electronically sent to the selected consultancies.

In case of rejection of the programme by the European Commission in 2024, the proposing organisations may submit again the programme prepared with the implementing bodies and

the evaluating bodies in the framework of one or more calls for proposals released by the REA until the end of 2025.

The selected consultancies should have a separate bank account and accountability in compliance with the EU regulation. The selected consultancies should comply with the provisions of the EU regulation and of any agreement produced by the EU for this programme.

The payment will be made through bank transfer, supported by relevant bank statements, according to the detailed invoices. Each proposing organisation will make its own payment to the implementing bodies and assessing bodies.

The decision of the European Commission (EC) on the programme acceptance should happen in October 2024 and may be followed by the signature of a grant agreement with the EC between October 2024 and December 2024.

If the programme is accepted by the European Commission, the grant agreement signed with the economic operators will stipulate the invoice, reporting and payment conditions and all additional information necessary to implement the agreement.

3.4 – Award conditions

Consortium of companies can submit tenders. The evolution of consortium into consortium with jointly and severally liability cannot be required for the submission of tender, but the selected consortium will have to ensure this evolution when it will sign the contract.

This evolution into a consortium with jointly and severally liability is indeed essential for the good implementation of this contract considering the economic and financial stakes of management of a European programme.

Article 4 – Contract notification and duration

4.1 - Notification

The proposing organisations will produce a contract notification for the selected candidates after a written notification of the programme acceptance by the European Commission.

The candidates are committed to maintain their tender until the written notification of the European Commission and until 3 years after reception of their tender.

4.2 - Duration

The contract is signed for a 3-year period after the signature of the Grant Agreement with the European Commission.

Article 5 – Procedure implementation

The selection procedure is as follows:

After the contract notice release, the tenderers will be able to download the consultation file, composed of the procurement procedure and its annexes **DEMATIS platform** (<https://interfel.e-marchepublics.com>).

The tenderers will provide within the deadline the consultation file proving that they meet the technical, administrative and financial requirements, as well as their offer by **March 15th 2024 at 5pm CET on the DEMATIS platform**.

Electronically: <https://interfel.e-marchepublics.com>

The files which would be delivered after the closing date and hour will not be considered. **Please submit your proposal well in advance, as even a minute of delay will result in exclusion from the tender procedure.**

The tenderer submits its tender once. If several tenders are delivered by the same tenderer, only the last tender delivered within the deadline will be opened by the buyer.

The file should necessarily consist of the followings documents:

The FIRST ENVELOPE should contain:

- The European Single Procurement Document (ESPD) fully completed, especially from part II to part VI.
 - If candidates are planning to subcontract or to use resources of external entities, they should prove that they possess the resources required for the contract implementation. For instance they could provide commitments from these external entities to make these resources available.
- Financial statements or excerpts of financial statement and income statements concerning the closed three last financial years, tax forms and also auditors reports.
- Company registration certificate (K-bis) provided no later than three months before the tender delivery date by the office of the commercial court on which the candidates depend.
- Social insurance certificate or tax certificate no older than 6 months.
- Document including the individual identification number provided according to the article 286ter of the French tax code.
- Insurance certificate allowing to guaranty the liability towards the contracting authority and third parties, if they become victims of accident or damages caused by the implementation of services, and clarifying the scope of guaranty.
- Copy of given judgement(s), if the candidate is or has been under judicial reorganisation.
- A full statement of preferential rights and pledges provided by the office of the commercial court on which the candidates depend, no older than 3 months based on the closing date of tender submission.
- The candidates should provide the following information: knowledge of situation(s) of country(ies) concerned by the programme in the corresponding field; general knowledge of corresponding products and themes, working experience with other professional organisations and/or with companies from agricultural or agrifood sectors and/or with public institutions, working experience in the scope of communication campaigns financed with EU aid.

The candidates should detail the measures they will take in their work organisation to prevent any conflict of interest with other clients and prevent any external influence on their capacity in terms of judgment.

- If candidates are planning to subcontract or to use resources of external entities, they should prove that they possess the resources required for the contract implementation. For instance they could provide commitments from these external entities to make these resources available. The tenderers should indicate the subcontracted part of the contract.
- Statement regarding the total turnover and the turnover concerning supply, services or works similar to the purpose of this procurement, which were carried out during the three last years.
- Presentation of a list of main services similar to the purpose of this procurement carried out during the three last years, indicating the amount, the date and the private or public recipient. Statement(s) of recipient(s) should prove these services achievements, or, failing that, a statement of the candidate.

These documents should be provided in English.

Before processing the applications, if the contracting authority noticed that required documents are incomplete or missing, it can ask all the concerned candidates to produce or complete these documents within five days (same deadline for all the candidates).

If a candidate or a tenderer cannot submit, does not meet the participation requirements indicated by the proposing organizations or cannot produce within the deadline supporting documents, means of evidence, additional information or explanations required by the buyer, its application will be rejected.

Any tender will be automatically rejected if the consultancy is in one of the following situations:

- Bankruptcy or liquidation, cessation of activities or suspension of activities, trial or court settlement, arrangement or compromise (or any similar measure), or any similar procedure;
- Guilty of an offence in final instance;
- Unpaid arrears in social security contributions, in taxes and duties;
- Conflict of interest with the proposing organisations considering their current clients.

At the end of the submission deadline, a pre-selection committee may gather to select some consultancies to be heard during a selection Committee.

The SECOND ENVELOPE should contain:

For lot n°1:

- The proposition of a **common graphic charter that can be used and adapted by each partner country**.
- An **estimated budget** with a clear breakdown per proposing organisation, per year and per action and indicating consultancy fees.
- A list of **potential local subcontractors**

For lot n°2:

- The **proposition of stands** at trade fairs. The agency should provide detailed and budgeted suggestions.

- An **estimated budget** with a clear breakdown per proposing organisation, per year and per action and indicating consultancy fees.
- A list of **potential local subcontractors**

For lot n°3:

- A **communication plan** answering the objectives described in the technical specifications. The agency should provide detailed and budgeted suggestions.
- A clear **description of actions**, including the proposed KPI for each action
- An **introduction of the team** dedicated to each action and of the **working methodology**
- An **estimated budget** with a clear breakdown per proposing organisation, per year and per action and indicating consultancy fees.
- A list of **potential local subcontractors**

For lot n°4:

- A **communication plan** answering the objectives described in the technical specifications. The agency should provide detailed and budgeted suggestions.
- A clear **description of actions**, including the proposed KPI for each action
- An **introduction of the team** dedicated to each action and of the **working methodology**
- An **estimated budget** with a clear breakdown per proposing organisation, per year and per action and indicating consultancy fees.
- A list of **potential local subcontractors**

For lot n°5:

- An **assessment approach** including a working methodology, a methodology to corral information and a provisional timetable. The document should clearly define indicators for each action.
- An **introduction of the team** dedicated to evaluation
- An **estimated budget** with a clear breakdown per proposing organisation, per year and per action.
- A list of **potential local subcontractors**

These documents should be provided in English.

The selection of the tender offering best value for money and quality will be based on a rating and the following criteria:

Criteria for Lot 1

1. Creativity and Originality of graphic elements for the proposed tools - 60%
 2. Fees in relation to the proposed creations - 40%
- TOTAL 100%

Criteria for Lot 2

1. Creativity and Originality of the stand - 30%
2. Operability of the stand for animations - 30%
3. Sustainability and environmental aspect of the stand - 30%
4. Fees in relation to the proposed stand - 10%

TOTAL 100%

Criteria for Lots 3 and 4

1. Strategic thinking on the proposed means - 15%
 2. Operationality of the proposed means - 15%
 3. Creativity and Originality of the proposed tools - 20%
 4. Effectiveness and impact of the proposed actions: KPIs - 20%
 5. Sustainability and environmental aspect of the proposed means - 15%
 6. Fees in relation to the announced KPIs - 15%
- TOTAL - 100%

Criteria for Lot 5

1. Understanding of the context - 40%
 2. Relevance/efficiency of the evaluation methodology - 40%
 3. Fees in relation to the proposed evaluation - 20%
- TOTAL - 100%

The consultancy fees should be justified and reasonable.

The tenders will be archived in decreasing order considering attribution criteria.

It will be possible to adjust this procurement procedure before signature.

5.3 Provisional Schedule

Release of the contract notice	February 12 th 2024
Closing date and hour	March 15 th 2024 5pm
Hearing of consultancies	March 20 th 2024
Selection of candidate and notification to unsuccessful candidates	March 2024
Planned proposal submission to the CHAFAE	May 14 th 2024
Notification by the European Commission	October 2024

5.4 – Intangibility of rules of this consultation procedure

The tender submission is an acceptance of all the provisions of this consultation. The candidates cannot modify the rules of this consultation procedure. Any modification by candidates shall thus be deemed to be unwritten and the candidate’s tender will not strictly meet the requirements of the contracting authority.

The proposing organisations, on the one hand, and the selected candidate, on the other hand, should comply with all the terms of the consultation file. In particular, the selected candidate will not change the estimated budgets of its tender during the contract implementation.

Article 6 – Applicable law

This procurement will be governed by French law.

Article 7 – Additional information

For any additional information regarding the contract, the tenderers may contact no later than 6 days before the submission deadline only by e-mail.

The answers of the proposing organizations will be centralized, anonymized and transmitted to all agencies who have requested the consultation file.

Technical and administrative information:

Daniel SOARES

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