

## CONSULTATION PROCEDURE

The proposing organisations **INTERFEL** (Interbranch organisation for fresh fruit and vegetables, located in France), the **national APO** (Association of Producer Organisations) **Tomatoes and cucumbers of France**, the French interbranch organisation for bananas (**AIB**), the **NAK - NEMZETI AGRÁRGAZDASÁGI KAMARA** (National chamber of agriculture, located in Hungary) and the **APAQ-W – AGENCE WALLONNE POUR LA PROMOTION D'UNE AGRICULTURE DE QUALITE** (Public administration unit created by Walloon decree) are looking for a three-year period

In France, Belgium and Hungary, all partners are looking for a three-year period for:

- One or more **consultancies** specialized in **creation and printing of communication tools** in order to conceive a creative platform for a three-year European information provision and promotion programme for fresh fruit and vegetables in the internal market (France, Belgium and Hungary) and to print/buy communication tools for the French and Belgian partners only – **LOT 1**  
Indicative budget for the three-year programme: **1 130 000€ (including consultancy fees and excluding VAT).**

In France, INTERFEL and AIB are looking for a three-year period for:

- one or more **agencies specialized in media campaigns** in order to purchase advertising space on or off TV for a short programme - **LOT 2**  
Indicative budget for the three-year programme: **1 220 000€ (including consultancy fees and excluding VAT).**

In France and Belgium, INTERFEL, the national APO tomatoes and cucumbers of France and APAQ-W are looking for a three-year period for:

- one or more agencies specialized in **press relations and community management** in order to create a dedicated PR strategy and PR tools, as well as a community management plan for the three-year programme - **LOT 3**  
Indicative budget for the three-year programme: **303 000€ (including consultancy fees and excluding VAT).**

In France and Belgium, INTERFEL and APAQ-W are looking for a three-year period for:

- one or more agencies specialized in the **organization of events** in order to manage all events in school restaurants and public events of the European information provision and promotion programme - **LOT 4**  
Indicative budget for the three-year programme: **1 579 300€ (including consultancy fees and excluding VAT).**

In Hungary, NAK is looking for a three-year period for:

- one or more specialized agencies for the **implementation of a 360° communication campaign in Hungary** in order to conceive and implement the three-year European provision and promotion programme, except the creation of the graphic charter- **LOT 5**  
Indicative budget for the three-year programme: **840 000€ (including consultancy fees and excluding VAT).**

In France, Belgium and Hungary, all partners are looking for a three-year period for:

- one or more consultancies specialized in **evaluation** in order to assess the ex-post impact of the actions within the European information provision and promotion programme – **LOT 6**  
Indicative budget for the three-year programme: **291 500€ (including consultancy fees and excluding VAT).**

**The economic operators can submit a tender for one or several lots, except for the lot “evaluation” which has to be implemented by an independent evaluating body. Furthermore, only operators demonstrating specific capacities and aptitudes in the field of media buying are eligible to bid for lot #2.**

The procurement will be implemented in one round.

After the contract notice release, the tenderers will be able to download the consultation file, composed of the procurement procedure and its annexes, on the DEMATIS website (<https://interfel.e-marchespublics.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 **February 24<sup>th</sup> 2025 at 5pm CET electronically** allowing to clearly identify the date and hour of reception.

**Electronically: on DEMATIS website (<https://interfel.e-marchespublics.com>)**

The files which would be delivered after the closing date and hour will not be considered.

For any additional information regarding the contract, the tenderers may contact no later than **6 days** before the submission deadline via the DEMATIS platform.

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