

## Call for pre-selection implementing bodies promotion campaign for sheepmeat and goatmeat on the internal market (2025-2027)

### Tenderers:

1. INTEROVIC – Spanish interbranch association for sheepmeat and goatmeat – C/Agustín de Betancourt nº 17, 6ª Planta, 28003 Madrid, Spain
2. JKAE – Juh és Kecske Ágazatért Egyesület (Association for the Sheep and Goat Sector), 16 Lóportár Street, Budapest H-1134

\*Open tender to other possible markets.

### Main objective:

Selection of implementing body promotion campaign for sheepmeat and goatmeat on the internal market, for the markets of Spain and Hungary, although there is the possibility of widening the markets.

### Period:

Three years (2025, 2026 and 2027).

### Programme Budget

The programme will have a total budget of EUR 2.250.000, within the topic: AGRIP-MULTI-2024-IM-SUSTAINABLE

### Specific objective:

Design and implementation of a promotion campaign, funded by at least two organisations, to be developed in the internal market in order to improve the image of sheep and goat meat products, as well as to encourage their consumption. The campaign will include the development of public relations, actions in social networks and campaign web, advertising, development of communication tools, events, actions at point of sale and other activities that may be necessary to develop.

### Maximum number of candidates accepted for the final tendering process:

Three

## Stages of the selection process:

The selection process will consist of two phases:

1. **Pre-selection phase:** for which it will be necessary to present credentials and merits by all those EU agencies that are interested in the development of the project.  
Following the delivery of credentials, three agencies will be selected to submit proposals for the final award of the project.
2. **Tender phase,** in this second period will be sent to the preselected companies an information document with the basis for the development of the campaign.  
It will be necessary to present the proposal in Madrid to the tenderers to defend the proposal.

<b>TIMETABLE FOR THE AWARD PROCESS OF THE IMPLEMENTING BODY</b>		
<b>Pre-ELECTION Phase</b>	Publication of the call for tenders	29 January 2024
	Deadline for the submission of credentials by agencies	25 February 2024
	Communication of the outcome of this first phase to the agencies participating in the competition.	26 February 2024
<b>Enforcement Phase</b>	Briefing submission	27 February 2024
	Submission of proposals	20 March 2024
	Communication of the results of the competition	21 March 2024

## Pre-selection phase, presentation of credentials

Credentials must be sent by **e-mail** to:

**interovic@interovic.es**

The **subject** of the mail must include the following concept:

**“TENDING INTEROVIC - JKAE 2025-2027”**

The agency must ensure that your application is successfully delivered before the closing date for acceptance.

Any request received after this date will not be taken into account by the tenderers.

The **deadline** for submission of credentials is the next day:  
**February 25, 2024, 23:59 pm.**

## Presentation of credentials

Credentials will be presented in English and Spanish and in digital format  
Information to provide:

1. A dated and signed letter of request accepting the tender conditions described above.
2. An affidavit duly dated and signed by the applicant declaring any possible conflict of interest with the proposing entities.
3. A declaration on honour duly dated and signed by the applicant declaring any possible conflict of interest arising from the work carried out by an operator in the meat sector on any of the markets covered by the marketing year.
4. Declaration on honour by one or all applicants (in case of joint application) duly dated and signed by the applicants to declare that they did not meet any of the exclusion criteria listed in Article 136 of Regulation (EU, Euratom) 2018/1046.
5. A list of main references in comparable multinational operations in the European Promotion Programmes in the food sector, indicating the purpose, amount and duration of the services provided.
6. An overview of the agency and its internal structure, demonstrating the ability to successfully develop this project.
7. Detailed description of the team in charge of the project.
8. The name and level of experience of the person responsible for coordinating services in general and the details of their experience in conducting multi-market campaigns funded by multiple organisations. Ideally, the agency will have experience in implementing campaigns co-financed by the European Union.
9. Detailed description of the team in charge of the project.
10. Evidence of knowledge of European markets, in particular those that are oriented in this exercise.
11. An overview of the local companies/offices that will participate in the project in each of the countries concerned, with details of the teams that will be in charge of the project.

**Points 1, 2, 3 and 4 are mandatory.** If you do not receive any of these documents, the credentials will not be considered valid.

This information is intended to give tenderers a fair idea of the match between their needs and the agencies' offers and the ability of the agencies to manage a campaign co-financed by the European Union at both technical and

administrative level.

## Criteria for the assessment of applications

- Relevance of the references provided and the European programmes, 20 points
- Knowledge of European target markets, 20 points
- Ability of the Agency to demonstrate experience in the implementation and coordination of multinational projects, 20 points
- Presence in each of the target markets, 20 points
- Level of experience of the team assigned to the project, 20 points

These criteria will be evaluated in advance by the technical team of the interprofessional for later, in the case of receiving more than 3 validated applications, on the proposal of a score enhanced by the technicians of INTEROVIC will be reviewed by the Interprofessional Promotion Committee and the consortium formed by INTEROVIC and JKAE.

## Conditions for tendering

Candidates who pass the pre-selection phase must take into account the following questions:

- 1.** The purpose of this competition is the application for a promotion programme with European co-financing. The deadline set by the European call means that a final and firm response will not be possible before November 2024. The selected agency undertakes to maintain the validity of its tender until that date and it will not be possible to sign a contract before it.  
If European Union funding is not guaranteed, the competition shall be declared void.
- 2.** This tendering exercise is not remunerated: no financial compensation is provided to applicants whose offers are unsuccessful. However, compensation of EUR 2,500, including tax, will be paid to the selected agency(s) if the tender process is not completed because the bidders cancel the project. No compensation will be paid if the tendering process is not successful because none of the bodies' tenders meet the requirements of the tenderers and another tendering exercise is organised.
- 3.** All information forwarded to the selected applicants is strictly confidential and due to the institutional nature of the data cannot be used for other clients.
- 4.** It is a precondition that all companies wishing to apply for this tender must have access to an office, branch or nominated partner in each market at the time of submission of the proposal. If they open themselves to a new market, they will have the obligation to look for a local partner.

5. Selected candidates must submit detailed recommendations, both general and by country.
6. Applicants' proposals should cover the following aspects:
  - Strategic analysis
  - Creative proposals that address the objectives of the campaign
  - Detailed action plan by country
  - Campaign implementation schedule for each market
  - Estimated detailed costs, in euro excluding VAT, within the budgetary framework
  - Suggested quantifiable KPIs for each campaign element
7. The credentials of the agency must be presented in English and Spanish. The presentation of the proposal must be in English and Spanish.
8. If the applicant already manages a campaign of an operator in the same sector or of a sector or entity that may give rise to a conflict of interest, that operator or entity shall give an advance agreement for the applicant to participate in this tender. If this applicant is selected, an advance agreement is also required before accepting any future campaign from an operator in the same sector or from a sector or entity that may give rise to a conflict of interest.
9. If the applicant is running a European campaign, it must also be communicated.
10. The approximate annual budget of the campaign (including agency fees) is EUR 2.350.000, of which 80 % will be financed by the EU, with this distribution:

Entidad	Mercado	% por mercado	Aportación anual	Ayuda UE	Total anual	Total campaña
INTEROVIC	España	86%	400.000 €	1.600.000 €	2.000.000 €	6.000.000 €
JKAE	Hungría	14%	65.000 €	260.000 €	325.000 €	975.000 €
				<b>Total</b>	<b>2.325.000 €</b>	<b>6.975.000 €</b>

11. Agency fees cover payment for strategic creative work, implementation and administration of the campaign and all other services requested by bidders for the duration and justification of the campaign, including any requested developments. The Fee may not exceed 13 % of the programme budget; this figure is limited to 5 % for purchases of media spaces where necessary.
12. Expenditure may not be incurred until a framework contract and a framework contract have been signed between the tenderers and the selected agency.
13. The selected agency must sign a contract.

## Bidding phase

The final briefing of the campaign and the score scale for this phase of the competition will be sent to the three finalist applications on 28 February. Likewise, each company will be invited to a telematics meeting to solve all those doubts that may arise.

In order to facilitate knowledge of the proposal, the following information is attached:

- [Briefing](#) of the campaign developed by INTEROVIC and JTT in the period 2021-2023, for the development of a program similar to this.
- Campaign reference website in Spain and Hungary.
  - <https://barihus.hu/>
  - <https://www.canalcordero.com/>
- Strategic study of marketing and communication of the Spanish market for sheepmeat and goatmeat that can serve as guidance for the approach of the campaign, available from this [link](#).

**For administrative or technical inquiries, please contact:** INTEROVIC – Spanish sheep and goat meat interbranch association, by e-mail: [interovic@interovic.es](mailto:interovic@interovic.es) or by telephone 00 34 91 833 64 72.

Date of publication: 29 January 2024.