

CALL FOR THE SELECTION OF THE EXECUTING BODY FOR THE SHEEP AND GOAT PROMOTION CAMPAIGN

Programme for Information and Promotion of Agricultural Products in Third Countries (2027–2029)

1. Introduction and beneficiaries

The Spanish Agri-Food Sheep and Goat Meat Interprofessional Organisation (**INTEROVIC**) and the Hungarian Berettyóvölgyi Termelői Csoport Mezőgazdasági (**BERETTYÓVÖLGYI**) will jointly act as **beneficiaries** in the presentation of a **multiple programme** for the information and promotion of European sheep and goat meat in third countries for the period **2027–2029**.

In accordance with Regulation (EU) No 1144/2014 and associated legislation, beneficiaries must engage an **implementing body** through an open, transparent and non-discriminatory procedure.

This call constitutes **Phase 1: Selection of credentials**, which aims to identify agencies with sufficient capacity to move on to the subsequent phase.

2. Applicable regulatory framework

This tender is governed by:

- Regulation (EU) No 1144/2014 of the European Parliament and of the Council.
- Commission Delegated Regulation (EU) 2015/1829.
- Commission Implementing Regulation (EU) 2015/1831.
- Latest calls and guides published by the European Commission for multiple programmes.
- Principles of public procurement:
 - Best quality/price ratio.
 - Equal treatment.
 - Maximum transparency.
 - No conflict of interest.

3. Objective of the call

Select the **implementing body** that will carry out the communication and promotion activities foreseen in the European programme to be submitted to the Commission by INTEROVIC and BERETTYÓVÖLGYI in April 2026.

The programme will be implemented in the following **target markets**:

- United Arab Emirates
- Saudi Arabia
- Philippines
- Hong Kong

4. Program Overview

The selected body shall be able to implement, coordinate and manage a three-year programme in third countries, including:

- Global communication strategy.
- Public relations, press office and institutional communication.
- Digital actions: RR.SS., web management and online campaigns.
- Digital, outdoor and media advertising.
- Professional events: trade fairs, showrooms, tastings, reverse missions.
- Commercial activities at the point of sale.
- Technical, administrative and financial coordination.
- Reporting in accordance with EU requirements, KPIs, etc.

The final details of the actions will be specified in Phase 2.

5. Phase 1: Presentation of credentials

Agencies will be required to submit **administrative and technical documentation** that allows grantees to assess their eligibility and ability to implement the program.

5.1 Mandatory documentation

A) Administrative documentation

1. **Letter of application**, signed by the legal representative, accepting the conditions of this call.
2. **Declaration of honour** affirming the non-existence of grounds for exclusion according to Article 7 of the European call 2017/C 9/07 and current regulations.
3. **Declaration of absence of conflicts of interest**, including previous work in the meat sector in the target markets.
4. **Legal document of the company** (commercial registry or equivalent).
5. **Tax certificate / NIF / VAT**.
6. **Declaration of financial capacity** (in case of award, additional documentation may be required).

B) Technical documentation

7. **General profile of the agency** and internal structure.
8. **Detailed list of European promotional campaigns** (single or multiple), indicating:
 - Program name.
 - Sectors and products.
 - Countries.
 - Amount managed.
 - Duration.
 - Functions performed.
9. **Experience in international markets**, especially the Middle East and Asia.
10. **Proposed task force**, including specific experience in EU and third country campaigns.
11. **Description of local offices or partners** in each target market, with their functions.

6. Selection criteria – Phase 1 (pre-selection)

Each application will be evaluated on a scale of 100 points:

Criterion	Top score
Relevance and quality of the references provided	20
Knowledge and experience in target markets	20
Experience in multinational projects	20
Demonstrated presence in the program's markets	20
Experience, qualification and strength of the team	20

Only agencies that pass this phase will be invited to submit a **full technical and economic proposal** (Phase 2).

7. Deadlines and procedure

Beneficiaries will be required to complete the selection process prior to the official submission of the programme to the European Commission.

Credential Submission Deadline: December 19, 2025

8. Submission of applications

Applications must be sent by email to:

interovic@interovic.es ; and include the following asunto_ PRESENTATION OF CAMPAIGN CREDENTIALS THIRD COUNTRIES INTEROVIC

9. Confidentiality and data protection

All documentation received will be treated as strictly confidential. The submission of the application implies full acceptance of the content of this call and the EU legal framework.

10. Rights of beneficiaries

INTEROVIC and BERETTYÓVÖLGYI reserve the right to:

- Request additional information.
- Modify the calendar.
- Exclude incomplete candidacies.
- Declare the procedure void if no application meets the requirements.
- Invite only agencies that pass Phase 1.

11. Next Steps – Phase 2

Shortlisted agencies will receive the **full program briefing**, including:

- Detailed action plan.
- Administrative requirements.
- Framework budget.
- Indications for preparing the technical and economic proposal.

Phase 2 will be the subject of a new call restricted to the selected agencies.

Table of equivalence between Bases and Evaluation Criteria

Evaluation criteria (20 points each)	Sections of the technical documentation that are valued	Things to be considered
1. Relevance and quality of the references provided	• 7. General Agency Profile • 8. European campaigns executed	– Adequacy of the campaigns carried out – Volume managed and results – Experience in EU programmes and the agri-food sector
2. Knowledge and experience in target markets	• 9. International experience (Middle East and Asia) • 11. Local offices or partners	– Activity history in the programme countries – Knowledge of the institutional and commercial environment – Operational network of local collaborators
3. Experience in multinational projects	• 8. Single and multiple EU campaigns • 7. Internal structure and trajectory	– Simultaneous management in several markets – Coordination of consortia or multi-Member State programmes – Administrative and reporting capacity
4. Demonstrated presence in the program's markets	• 11. Local offices and partners • 9. Previous experience in target countries	– Delegations, staff or standing arrangements – Continuity of local implementation – Logistical and operational capacity at destination
5. Experience, qualification and solidity of the work team	• 10. Proposed equipment • 7. Internal structure	– Specific experience in EU and third country campaigns – Technical skills and languages – Clarity of the organizational chart and roles