

OPEN CALL FOR TENDER:

Tender for the selection of an Implementing Agency for the development of a multi-Programme REA EU 1144/2014 for the promotion of poultry products

EURSPO: PROMOTION PROGRAMME IN FRANCE, POLAND, GERMANY AND SPAIN

1/ CONTEXT

The Partnership:

CIPC - French Interprofessional Committee for Broiler Chickens (Coordinator)

Since its origins in 2007, CIPC is a French Poultry association representing 85% of the broiler sector and each of its fields: hatchery, farmers, animal nutrition, slaughterhouses. CIPC allocates its means and resources to broiler production, with a dedicated board member and study activities. Based in Rennes, close to major poultry production areas, CIPC represents the interests of its members on a wide range of topics as animal welfare, sustainable production, food safety, exports and social affairs, therefore its employees actively participate in various working groups and consult with, for example, members, ministries, The French Food and Consumer Product Safety Authority (DGCCRF), universities and others. CIPC also contributes to disseminating all innovative results to foster investments in the poultry sector. At EU level, CIPC follows the works of the AVEC, the voice of the European poultry sector. At National level, CIPC developed an Observatory on the reasoned use of antibiotics in poultry and contributes to the valorial cluster on Agri-food who is one of the 3 leading agribusiness clusters and is engaged in Avipole Formation (the national training center for poultry).

KRD-IG - The National Poultry Council – Chamber of Commerce

KRD-IG is a leading poultry sector organization in Poland, based in Warsaw, aiming at protecting the interests of poultry farmers, producers and processors. Currently KRD consists of 110 members of various specializations from the poultry industry. KRD members include agricultural universities, associations of poultry farmers and producers, poultry meat processing plants, feed production plants and individual poultry farmers and producers. They represent every field of the Polish poultry business sector. KRD members produce approximately 70% of the total slaughter poultry production volume and approximately 80% of Polish exported poultry products. The organization actively stimulates Polish poultry sector growth and modernization and represents the poultry industry in relations with the Polish government, administration and non-public organizations. KRD coordinates promotional and communication projects for the poultry industry and maintains a wide range of educational and informational initiatives. KRD actively represents the Polish poultry industry in Europe and worldwide.

BVH - Bundesverband bäuerlicher Hähnchenerzeuger e.V.

The BVH is the Federal Association of Farmer Chicken Producers and it is responsible for the agricultural operations at all stages of production of German chicken meat. The task of the association is bundling information about broiler production, providing competent information to all those involved, as well as authorities and institutions, and thus making the German broiler industry internationally competitive. With currently around 1000 members, 95% of the German chicken industry is organized in the BVH. As a specialized branch focusing on the topics of the poultry processing industry, BVH is a member of the umbrella and topmost organization of the German poultry industry, the ZDG – Zentralverband der Deutschen Geflügelwirtschaft e. V. (German Poultry Association). On an EU and international level, BVH is a member organization of AVEC and the International Poultry Council. BVH is the acknowledged contact for Germany's Federal Ministry of Food and Agriculture on all issues regarding poultry meat production. BVH's tasks cover a wide variety of topics representing the interests of its member companies, such as animal welfare, food safety, promotion of export activities and marketing standards.

AVIANZA - the Spanish Poultry Meat Association

The Spanish Poultry Meat Association AVIANZA has 43 companies associated, integrating more than 95% of the poultry meat market, with currently more than 5000 farms, 281 slaughterhouses and cutting plants, as well as more than 40.000 employees working for the meat poultry industry in Spain. AVIANZA's commitment is developing innovation and market access to associates looking for equal promotion activities, enabling them to develop in a constantly changing world. Avianza

focuses on the promotion of all poultry meat products, specifically on quality, environmental and sustainable consumption measures. Poultry meat production in Spain is technologically advanced and fully integrated, representing the 23% of the national meat production. Around 80% of Spain's total poultry meat comes from chicken.

EURSPO - the Programme:

The EURSPO Programme focuses on the promotion and information of European sustainable poultry products and the benefits of the consumption of European poultry meat with a strong emphasis on the efforts of the industry towards more sustainable European production systems and more sustainable consumption trends (zero food waste).

The market analysis identifies and justifies the need for such an important programme, both for the European Union and the proposing organizations alike (CIPC, BVH, AVIANZA, KRDI) and it is aligned with the Farm to Fork and Green Deal strategies and Work Plan 2023 and complies with FBDG (Food Based Dietary Guidelines), reinforcing all efforts made by the European Commission itself.

The programme's main goal is to provide general information and to raise awareness on the sustainability strategies that the European poultry meat industry has been and will continue to be implementing, most significantly in terms of the negative impact of food waste on the environment, the economy and the society.

The general objectives of this proposal are:

1. to highlight the specificities of the European Unions, in particular in terms of environmental friendliness and sustainability in order to highlight the sustainable strategies that the European poultry meat industry has been implementing for many years;
2. to increase the awareness of the benefits of choosing EU products in order to promote a healthy lifestyle;
3. to increase the competitiveness and consumption of European poultry products, thereby increasing the European market share in Germany, France, Spain and Poland.

This proposal has a pan-European identity with a unified European image in all target markets, adapting the message to the individual challenges that they are facing and inspiring and motivating action all stakeholders.

EURSPO programme focuses on three main target audience: young people, family decision makers (both of which would form the end consumer section) and key opinion leaders, in France, Poland, Germany, and Spain. By selecting these segments, the promotion campaigns plan on targeting the generations who are seeking information, learning about food choices and making their mind; those who make food decisions for themselves and their families, shaping our consumer trends; and those who can spread our sustainability message.

With an overall budget of over €4 mill and many promotion and information activities in France, Poland, Germany, and Spain the partnership will not only use online and offline channels to communicate the message but will also organize different events, tasting days and workshops to reach the highest number of consumers possible. The impact that this programme will have for the European poultry sector will also encourage other industry key players to work on their sustainability and approach to food waste.

2/ CALL FOR TENDER

The recruitment of a specialized Implementing Agency is necessary, to plan and execute the actions covered in this program once CIPC and its partners will have signed the Grant Agreement. The partners expect a sustainable partnership with the Implementing Agency, based on high mutual confidence, considering the budget involved and the need to sustain the partners' confidence via the proposed programme.

The Agency will interact with CIPC as Coordinator, but also with all the partners individually to implement the program in their respective target countries.

Open Tender Conditions:

1. The objective of this tender is the application for a promotion programme co-financed by the EU REA agency. If the European funds are not guaranteed, the tender will be considered void.

2. This tender is not remunerated. Unsuccessful applicants will not receive any economic compensation.
3. All the information sent to the selected applicants shall be treated as strictly confidential, and due to the institutional character of the data, it cannot be used for other clients.
4. CIPC will send applicants on demand a briefing including technical information related to the selection of the target markets and the programme's objectives for the preparation of their proposals.
5. The selection criteria will ensure the best value for money in accordance with Regulation (EU) No 1144/2014 of the European Parliament.
6. Once the creative work by the applicant has been sent, it becomes property of the contracting entities without limitations of time and space, and this includes its use for all communication methods and media.
7. The contracting entities reserve the right to use creative concepts (images, logos, slogans and domain names) within the context of other campaigns of their own and without limitation of time.
8. The selected agency shall sign a contract with the contracting entities.
9. Expenses will not be incurred before a framework agreement has been signed between the contracting entities and the European Commission, and a framework agreement between the contracting entities and the implementing body.

Mandatory elements to be submitted by the applicants:

The candidates should propose a strategic plan for the development of a multi promotion REA programme in the above-mentioned markets with the objective of improving the image of Poultry products and boosting their consumption.

The detailed proposition (PowerPoint format preferred) should be sent imperatively in English to the Coordination Team (cipc.poulet@orange.fr) and Mr. Yann Brice (yann.brice@cidef.fr) and should include:

1. An Application letter dated and signed accepting the tender conditions.
2. A Presentation of the agency including the proof of being up to date with tax payment, information on its financial viability, on its competences for accompanying the partnership with these missions and on its knowledge on rules concerning EU-funded promotion programmes
3. A Proposal based on the knowledge of the target countries regarding production, consumption, sustainability aspects and consumer habits of poultry meat. The agency should be able to propose a range of actions based on the different criteria set in the proposal, by providing outcomes and impact (not lower than those given in the Programme description).
4. The agency should describe the objectives, the target audience, as well as the expected deliverables and should include a budgetary proposition for each action within the general frame defined for that campaign.
5. Taking into account the main message of the campaign, the agency should design an alternative to the general creative concept of the campaign, in particular, the initial design (1 to 3 variants) of the identification visual campaign (campaign graphic sign (logo), master layout, homepage of the website, design of advertising (both offline and online), examples of post in social media, promotional materials, stand design for trade fair, POS and other events foreseen by the programme.
6. Sworn declaration duly dated and signed by the applicant which declares any possible conflict of interest derived from the works done by an institution in the Poultry sector in any of the markets covered by the campaign.

The proposal should consider the compulsory EU signature and other graphic elements as stipulated in Regulation EC/1144/2014 and related legislation. The selected Implementing Agency will need to strictly adhere to these criteria for all actions planned and carried out, as non-compliance with these EU rules would lead to non-eligibility of the actions and loss of funding. In case our application would not reach the signature of the grant agreement, the implementation of the campaign should of course have no purpose and this tender would be null and void.

3/ SUPPORT ACTIONS

The selected Implementing agency will support the beneficiaries in implementing the following actions foreseen in this programme:

- Public relations activities (PR office & press releases)

- Digital communication (social media campaign, online advertising, digital events, etc.
- Organisation of Points of Sale and different types of Events (B2B, B2C) and activities targeting consumers (restaurant weeks, sponsorships,...)
- Advertising in different media (press, online, outdoor,...)
- ...

The Candidate will have to propose how to articulate and adapt all these actions to the different target countries, as well as demonstrate their experience in the different fields of activities.

CIPC will send applicants on demand a briefing including technical information related to the selection of the target markets and the programme's objectives for the preparation of their proposals.

An Evaluation Agency will also be selected to audit the programme and its activities. The selected body will be expected to facilitate the work of the evaluation agency as required throughout the project, e.g. provide information requested by the evaluation agency, participate in occasional meetings and take on board its recommendations.

4/ SELECTION CRITERIA

The selection will be done by a jury composed of the 4 national poultry associations (CIPC, KRDI-IG, BVH, AVIANZA) which are involved in the project.

Selection criteria:

1. Quality, Creativity and coherence of the strategy, argumentation of proposed actions (35 points)
2. Experience in EU promotion projects, comprehension and strict respect of EU promotion rules (15 points)
3. Experience in Communication actions, particularly on food promotion, sustainability aspects and food waste (15 points)
4. Quality of the information provided on financial viability of the agency and value for money (20 points)
5. Qualifications of the project management team and experience in the participating countries (15 points)

5/ PROPOSED PLANNING

- 30 November by 18h00: Deadline for sending application to the tender.
- 15 December by 18h00: Notification of the chosen agency and detailed notification to the other agencies of non-selection

7/ CONTACTS

The Coordination Team and Mr Yann Brice (Executive Officer of CIDEF-CIPC-CICAR-ATM Avicole) are available to answer any questions candidates might have by email at cipc.poulet@orange.fr and yann.brice@cidef.fr. Each email written in the framework of this Call for Tender shall be in English and mention "EURSPO: Call for Tender – Implementing Agency" in the email subject.