



**Le kiwi  
des producteurs  
français**



# **CONSULTATION PROCEDURE IMPLEMENTING AND EVALUATING BODIES LOT N°1, 2 and 3**

**PROMOTION AND INFORMATION CAMPAIGN ON  
FRESH FRUIT AND VEGETABLES IMPLEMENTED  
IN THE INTERNAL MARKET IN FRANCE &  
GERMANY**

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**FRANCE**

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**Closing hour and date for the submission– 1<sup>st</sup> round:**  
**May 6<sup>th</sup> 2024 at 5 pm (CET)**

## **Article 1 – Purpose of the procurement**

The proposing organisations the **French interprofessional office of the kiwi** (BIK) and the **PDO Kaki Ribera del Xuquer** (Protected Designation of Origin) are looking for a three-year period for several implementing and evaluating bodies for a three-year European information provision and promotion programme to be implemented in France and in Germany. Partners are concerned by one or several lots according to the activities they develop within the European programme.

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

This market is divided into 3 lots:

- One or more consultancies in order to conceive and decline **the graphic elements** for the programme – **LOT 1**  
Indicative budget for the 3-year programme: **100 000€ (including consultancy fees and excluding VAT)**
  
- One or more consultancies in order to **design, propose and implement media and non-media activities** – **LOT 2**  
Indicative budget for the 3-year programmes: **2 630 000€ (including consultancy fees and excluding VAT)**
  
- One or more **consultancies specialized in evaluation** in order to assess the ex-post impact of the actions – **LOT 3**  
Indicative budget for the three-year programme: **30.000 € (including consultancy fees and excluding VAT).**

## Article 2 – Consultation method and procurement form

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

- LOT 1: GRAPHIC CHARTER – Conceive and decline the graphic charter of the programme
- LOT 2: IMPLEMENTING BODY – Design and implement of the programme
- LOT 3: EVALUATING BODY – Evaluation of the programme

**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.

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

BIK 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 Dematis**, 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. Due to the very short submission deadlines, they must also write part B.

The consultation file is available online on the website Dematis and/or upon request by writing to the proposing organization BIK and consists of:

The procurement procedure and its annexes:

1. The following regulations:
  - 1.1. Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014;
  - 1.2. Commission delegated regulation (EU) 2015/1829 of 23 April 2015;
  - 1.3. Commission implementing regulation (EU) 2015/1831 of 7 October 2015;
2. Commission **implementing decision** of November 14<sup>th</sup> 2023 on the adoption of **the work programme for 2024** of information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and **its annexes and summary of annexes**;
3. The **model of Grant Agreement** between CHAFEA and the proposing organisations that the implementing and assessment bodies should respect;
4. The « **Guide for applicants** » for multi programmes;
5. The signature « **Enjoy it’s from Europe** » which should be used in every communication material of the programme.
6. A **brief presentation** of proposing organizations.

The procurement will be implemented in one round. The consultancies will send technical, financial files and part B, they will make a presentation of their recommendations during a

selection committee gathering representatives of the proposing organisations. A candidate will be selected for each lot on the basis of the documents a that should comply with the tendering specifications established by the proposing organisations and the project submitted.

### Article 3 – Consultation scope

#### 3.1 — Clear description of the contract

Within the framework of the different lots of this procurement, the objective will be to select one or more specialized marketing and communication consultancies as implementing bodies in order to conceive and implement a three-year European promotion and information programme for fresh fruit and vegetables in the internal market (France and Germany), as well as one or more specialized assessment bodies in order to assess the ex-post impact of actions of the programme. This programme will be submitted to the CHAFEA, within the framework of the call for proposals of 2024 based on the 2024 annual work programme written by the European Commission (*cf. annex 2*).

This promotion and information provision campaign aims at promoting the European supply of fruit and vegetables in the internal market, i.e. in France and in Germany.

The target group for this programme is mainly the consumers (with a main focus on 25-65 years old French and German consumers).

The programme will consist of online and offline media communication actions, content creation and fun and pedagogical digital material, events organization and public relations actions in order to reach the previously identified target groups. Some graphic creations of this new three-year programme will pursue the previous communication implemented from 2024 by BIK.

The programme management will have to comply with the applicable European and national regulations. The selected implementing and assessment bodies will be fully responsible for the implementation of the strategy and for the means and more broadly for the management of each action.

The actions carried out by the implementing bodies will be assessed by an independent assessment body. The European programme could be jointly built by the proposing organisations, the implementing bodies and the assessment body.

The selected assessment body will have to write the final evaluation report of the programme, considering the requirements of the European Commission as indicated in the Commission implementing regulation (EU) 2015/1831 of 7 October 2015 (*cf. annexes*). The evaluation will be based on a system of indicators produced by the European Commission:

- Output indicators shall measure the degree of implementation of the activities foreseen in each programme;
- Result indicators shall measure the direct and immediate effects of the activities;
- Impact indicators shall measure the benefits beyond the immediate effects.

The proposing organisations are looking for consultancies with a significant experience in European project management, in media and non-media information provision and promotion

campaigns in the internal market and/or in third countries in the sector of mass consumption, with sufficient human and material resources for the services delineated in this procurement. Besides, the consultancies should be strongly established at the European level in order to coordinate the programme in France and in Germany.

The tendering specifications will be provided to consultancies selected after the first round of consultation. These specifications will provide guidelines regarding the programme approaches and especially its objectives, strategy and the description of planned actions. **The consultancy fees should of the implementing and evaluating bodies should be justified and reasonable.**

### 3.2 – Bonuses and variants

No bonus or compensation will be awarded to candidates, even if the program is ultimately not submitted.

No variant of the first tender will be accepted.

### 3.3 – Contract budget and procedure

For the three-year programme, the foreseen indicative budget per lot is indicated below<sup>1</sup>. These **amounts are indicative**, based on estimates realised by the proposing organisations on the date of the contract notice and may evolve.

#### WP n°1 – Indicative amounts

	<b>BIK</b>	<b>DOP KAKI</b>
<b>Year 1</b>	30 000€	30 000€
<b>Year 2</b>	10 000€	10 000€
<b>Year 3</b>	10 000€	10 000€

#### WP n°2 – Indicative amounts

	<b>BIK</b>	<b>DOP KAKI</b>
<b>Year 1</b>	465 000€	385 000 €
<b>Year 2</b>	485 000€	405 000 €
<b>Year 3</b>	485 000€	405 000 €

#### WP n°3 – Indicative amounts

	<b>BIK</b>	<b>DOP KAKI</b>
<b>Year 1</b>	5 000€	5 000 €
<b>Year 2</b>	5 000€	5 000 €
<b>Year 3</b>	5 000€	5 000 €

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

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

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

The selected organisations 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 statement, 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 (decision should happen in October 2024), 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 two years after reception of their tender.

### **4.2 - Duration**

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

## Article 5 – Procedure implementation

*The selection procedure is in one round.*

*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 **DEMATIC platform**.

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 **May 6<sup>th</sup> 2024 at 5pm CET on [the DEMATIC platform](#)**.

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:

### 1. Administrative documents – Economic and financial capacity

- 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.

If the candidate is located outside France, it will provide an excerpt of relevant registration certificate or, failing that, a corresponding document provided by a competent judicial or administrative authority of its country of origin or of establishment.

These documents should be provided in French and/or in English.

2. **Administrative documents – Technical capacity**

- The letter of motivation for this contract, showing the motivation of the candidate to be selected for this procurement (no longer than two pages).
- The presentation of the candidate and its internal organisation. The candidates should prove that they possess sufficient human and technical resources to achieve the indicated tasks (the curricula vitae of the project team members should be added).
- 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 French and/or in English.

3. **Recommendations for the programme**

Kiwi and Persimmon are fruits more or less known to the French. They are considered exotic fruits and many consumers do not know that they are produced in France and Spain. The campaign should emphasize the exotic and the local, in line with the BIK's 2023/2024 campaign. These documents should be provided in English.

4. **Part B**

In view of the deadlines, a first draft of part B is expected. This document 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 buyer or cannot produce within the deadline supporting documents, means of evidence, additional information or explanations required by the buyer, its application will be rejected.



At the end of the submission deadline, a selection committee will gather to select one consultancy per lot.

**This one consultancy per lot will be selected as follows:**

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.

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. 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 Lots 3**

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	April 16 <sup>th</sup> 2024
Closing date and hour of the first round	May 6 <sup>th</sup> 2024 5pm
Selection committee	May 7 <sup>th</sup> 2024
Selection of candidate and notification to unsuccessful candidates	May 2024
Planned proposal submission to the CHAFEA	May 14 <sup>th</sup> 2024
Notification by the European Commission	October 2024

*\* Postponed deadline of 5 days in the cases provided for in Article 5.1*

### 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:**

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