



CALL FOR TENDERS

The **AREFLH** (Assembly of European Horticultural Regions), the **Associations of Tomato/Cucumber and Strawberry Producers' Organisations** (France), the **Interprofession des Fruits et Légumes d'Alsace** (France), **Afrucat** (Association of Producers' Organisations of Catalonia, Spain) and **APROA** (Association of Producers' Organisations of Andalusia, Spain) are looking for:

- A **communication agency in France in charge of implementing an information and promotion programme** for fresh fruit and vegetables on the internal market (France) for a period of three years.
- A **communication agency in Spain in charge of implementing an information and promotion programme** for fresh fruit and vegetables on the internal market (Spain, Germany) for a period of three years.
- An **agency in charge of evaluating an information and promotion programme** for fresh fruit and vegetables on the internal market (France, Spain, Germany) for a period of three years.

Description of the call for tenders and activities

Proposing organisation: AREFLH, Assembly of European Fruit, Vegetable and Horticultural Regions.

LOT N°1 - Execution of the project, 360° communication device

The selected communication agencies will be in charge of the joint execution of the programme and will be able to propose and deploy a **360° communication device on the following actions in France, Spain and Germany.**

- **Public Relations:** press office, press trips.
- **Website and social networks:** creation of a website dedicated to the project, updating and maintenance, creation of accounts on social networks and creation of regular content, working in collaboration with influencers.
- **Advertising:** press, television, radio, online, outdoors.
- **Communication tools:** creation of a press kit, publications and promotional objects, creation of promotional videos.
- **Events:** stand at trade fairs and other events for general public.
- **Other activities:** point-of-sale promotion.

The selected agencies will be in charge of the joint execution of the project.

LOT N° 2 - Evaluation of the project

The selected agency will have to evaluate the ex-post impact of the actions under the European Information and Promotion Programme.

Total estimated project budget: 5-6 million euros

Duration of the project: 3 years

Conditions of the call for tenders:

This call for tender is part of a promotion programme with European co-financing.
This call for tender is not remunerated.

Full proposals from applicants should be sent in English and should include:

- A signed and dated covering letter.
- A declaration certifying the absence of conflict of interest with the AREFLH;
- A presentation of the agency, including information on its knowledge of the rules on EU-funded promotion programmes;
- Some examples of projects carried out in the agro-food sector.
- Administrative and financial documents: KBis, balance sheet and turnover statement in the last three years (complete list is available in the call for tenders procedure).

How the call for tenders is carried out :

The competition takes place in **two rounds**:

1. First round :

The tender dossier, which stipulates all the conditions for participation, is available on double trade website <https://aapc.doubletrade.net/> and on written request to the following address: s.general@areflh.org.

**Deadline date and time for submission of offers:
20 January 2021 at 6 pm**

Candidates submit the application in electronic and/or paper format between 9.00 and 18.00 hrs:

- Electronic format: double trade <https://aapc.doubletrade.net/> or by email : s.general@areflh.org.
- Paper format, at the following address

AREFLH
A l'attention de Pauline Panegos
MIN de Brienne,
110 Quai de Paludate - BP 26
33800 Bordeaux
France

The outer envelope will be marked with the compulsory information:
PROMOTION CAMPAIGN AND INFORMATION ON THE INTERNAL MARKET
- LOT N° ...

Applications that are submitted or for which the acknowledgement of receipt is issued after the deadline set out above will not be accepted.

The consortium partners will work together to evaluate the agencies' proposals and will communicate the results of the first selection round on **25 January 2021**.

2. Second round :

The consortium partners will organise a videoconference meeting on **8 February 2021** to allow the agencies to present their proposal to them.

The final result will be communicated to the participating agencies on **11 February 2021**.

Calendar:

Publication of the call for tenders	22 December 2020
Deadline for applications	20 January 2021
Communication of the results of the first selection round	25 January 2021

AREFLH

MIN-110 quai de paludate-BP26 - 33800 BORDEAUX
Tel : +33.5.33.89.10.19
www.areflh.org – contact@areflh.org

Presentation of proposal to the selection committee
Communication of the final result

8 February 2021
11 February 2021

For any further information concerning the contract, candidates may contact the contact person indicated below, at least 6 days before the deadline for submission of tenders by email only. Responses will be centralised, anonymised and sent to all the agencies that requested the consultation file.

Ms Pauline Panegos
s.general@areflh.org