

CALL FOR PROPOSALS

SELECTION PROCESS FOR PROMOTION AGENCIES:

EU PROMOTION PROGRAMME launched by INTERCUN

Madrid, 30th December 2019

The Inter-professional Organization for Promoting the Rabbit Sector INTERCUN, an organisation which integrates the rabbit meat producer and processor sector in Spain, together with the Portuguese Association of Rabbit Breeders (ASPOC), launches a competitive procedure for the selection of implementing bodies for the promotion of rabbit meat in Spain and Portugal.

From today until 31 January 2020 the deadline is open to submit the required documentation for all agencies wishing to compete.

This call does not cover the remuneration of the work and time spent by the competing non-winning agencies. The successful tenderer shall be selected by competitive tendering.

The campaign proposal should include promotion, creativity and media plan as well as point-of-sale actions, shall meet the objectives and other indications of the briefings provided and shall be sent to info@intercun.org within the deadline set out in this call. Together with the proposal, the agencies must attach certificates of knowledge of the tax and social security liabilities.

The documents attached to support the preparation of the proposal are the campaign briefings and the market study and positioning of rabbit meat carried out by BMC Innovation.

For further information, please contact info@intercun.org and/or phone 679185021.

The campaign proposal shall be aligned with the Work Programme for 2020 and within the framework of Regulation 1144/2014 of the European Parliament and of the Council of 22 October 2014, on information and promotion measures concerning agricultural products applied in the internal market and in third countries.

The deadlines are as follows:

- Deadline for submission of proposals: until 31 January 2020 (23:59 hours, GMT+1 hour).
- Presentation of proposals at INTERCUN's office (*): 5 February 2020 .

Rejected promotion agencies shall be notified as soon as possible and in accordance with the timetable laid down for the process.

*: C/ Agustín de Betancourt, 17, 6th floor; 28003 Madrid

There will be a specific programme in each country for the promotion of their rabbit meat. This means that all material must be adapted to both countries and edited in the appropriate language.

The working language will be English.

The assessment criteria that will be used for the evaluation of projects for the promotion of rabbit meat shall be as follows:

- Technical quality of the campaign.
- Creativity and innovative idea.
- Degree of adjustment to campaign objectives.
- Value for money (best return on investment).
- Experience in European campaigns.
- Experience in European rabbit campaigns.
- Experience in rabbit campaigns.

The budget for the campaign will be EUR 2 million per year and the campaign will last for three years. That means a campaign budget of EUR 6 million over three years. The budget available to the implementing body will be approximately €1,900,000 per year, so that it will have €5,700,000 to distribute over three years. The budget will be presented according to Annex B available on the Chafea website below. The distribution will be 75% for INTERCUN and 25% for ASPOC.

For more information you can visit the following sites:

CHAFEA: <https://ec.europa.eu/Chafea/agri/news/2019-calls-proposals-published> EUROPEAN COMMISSION-Promotion of EU farm products: https://ec.europa.eu/info/promotion-eu-farm-products_en

INTERCUN: www.carnedeconejo.es

ASPOC: www.aspoc.pt