

France, Belgium, Italy, Netherlands – Promotional services – Competitive bidding notice - Design and implementation of a promotion campaign in support of veal in France, Belgium and Italy
OJ S 7/2025 10/01/2025
Prior information notice or a periodic indicative notice used as a call for competition – standard regime
Services

1. Buyer

1.1. Buyer

Official name: INTERBEV - National interprofessional association for livestock and meat

Email: m.ramassamy@interbev.fr

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

Activity of the contracting authority: Economic affairs

1.1. Buyer

Official name: VLAM - Flanders Agricultural Marketing Board

Email: lieselotte.desimpelaere@vlam.be

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

Activity of the contracting authority: Economic affairs

1.1. Buyer

Official name: Assocarni - National association for the meat and livestock industry and trade

Email: tomei@assocarni.it

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

Activity of the contracting authority: Economic affairs

1.1. Buyer

Official name: SBK - Interprofessional foundation for the veal sector

Email: hbekman@kalversector.nl

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Competitive bidding notice - Design and implementation of a promotion campaign in support of veal in France, Belgium and Italy

Description: Design and implementation of a multi-funding and multi-market promotion and information campaign to improve the image of calf production in public opinion. It will highlight calf rearing as an exemplary model of the circular economy. This campaign will reach both opinion leaders and consumers. Actions will include press and public relations, influence, awareness raising to reinforce the message among identified targets. The contract is the subject of a joint procedure In the event of a joint procedure involving different countries, applicable national procurement legislation: France

Procedure identifier: d06d5c0b-33eb-44d4-8cb7-fceaecca8db1

Type of procedure: Restricted

Main features of the procedure: The procedure concerns the selection of an agency to design and implement a European promotion and information campaign for veal on the French, Belgian and Italian markets. The contract covers a three-year period (2026-2028), with a total budget of EUR 3,794,660 excluding VAT, including European co-financing. The procedure comprises: 1. An open competition to select the candidate agencies. 2. The limitation to a maximum of 4 candidates who may submit an offer after pre-selection. 3. Selection criteria based on the relevance of references, knowledge of target markets, understanding of the brief, multi-country organization and team experience. 4. A conditional validation stage: the final award depends on the acceptance of European co-financing, scheduled for November 2025. If co-financing is refused, the procedure will be cancelled.

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342200 Promotional services

2.1.2. Place of performance

Postal address: Tour Mattéi - 207 rue de Bercy

Town: Paris

Postcode: 75012

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.3. Value

Estimated value excluding VAT: 3 794 660,00 EUR

2.1.4. General information

Additional information: 1. This tender exercise will form the subject of a request for European joint financing. The lead time involved in national and European consultations does not allow for a firm and definitive response before November 2025. The winning applicant has to undertake to maintain their bid validity until that date, and it will not be possible to sign a contract before that date. Should financing by the European Union fall through, the tender exercise shall be declared null and void. 2. This tender exercise is unremunerated: no financial compensation is provided to applicants. Nevertheless, a compensation (2500 EUR tax included) will be paid to companies if INTERBEV decides to give up the project (excluding the case INTERBEV decides to launch a new tender because recommendations don't meet campaign objectives). A compensation (2500 EUR tax included) will be paid to the one successful agency in case EU refuses to finance the project. 3. All analyses and information contained in the instruction booklet given to the selected applicants are to be treated as strictly confidential, and by reason of the institutional nature of the data they may not be used for other clients. 4. It is a precondition that all agencies wishing to apply for this tender must have access to an office, branch or nominated partner in each market. 5. The selected applicants are required to present detailed recommendations, both general and by individual country. 6. Proposals by applicants should cover the following aspects: • Strategic analysis • Creative proposals addressing the campaign objectives • A detailed action plan by country • Proposed timeline for campaign implementation • Suggested detailed cost estimate excluding VAT drawn up in Euros within the budget framework Suggested quantifiable KPIs for each element of the campaign . 7. The agency proposal must be submitted in English AND in French. 8. If the applicant is already managing a campaign from an operator in the same sector or from a sector or entity that might give rise to a conflict of interest, that operator or entity must give advance agreement for the applicant to take part in this tender. If this applicant is selected, advance agreement is also required before accepting any future campaigns from an operator

in the same sector or from a sector or entity that might give rise to a conflict of interest. 9. Once the creative work by the selected applicant has been agreed and paid for it becomes the property of the tenderers without limitation as to time or place, and this includes use for all communication methods and media channels. 10. The tenderers reserve the right to make use of creative concepts (visuals, logos, slogans and domain names) within the context of their other campaigns and/or by their collective bodies without limitation as to time within the EU. 11. The total budget for the campaign, including fees, is €3 794 660 (VAT excluded) for the three years, including European co-funding. 12. The agency fees cover payment for the strategic creative work, the campaign implementation and administration and all other services requested by the tenderers during the duration of the campaign, including any requested developments. 13. Expenditure may not be incurred until a detailed quote and framework contract have been signed between the tenderers and the selected agency. 14. The selected agency will be required to sign a contract. Mandatory documents to be submitted by applicants (in English and in French): - A dated, signed application letter accepting the tender conditions outlined above. - A duly dated, signed sworn statement by the applicant declaring any possible conflicts of interest arising from work being carried out for an operator in the meat sector and listing budgets by operator. - A sworn statement from one or all applicants (in case of a joint application), duly dated and signed by applicants to declare that: a) they have met all tax and social contribution obligations for their country; b) they have not, during the last five years, been subject to a conviction recorded on bulletin no. 2 of police records for offences referenced in articles L 324-9, L 324-10, L 341-6, L 125-1 and L 125-3 of French labour legislation or of a comparable procedure under foreign law; c) they are not in compulsory liquidation as defined in article L. 620-1 of French trade legislation or of a comparable procedure under foreign law; d) they have not declared personal bankruptcy as defined in article L. 625-2 of French trade legislation or a comparable procedure under foreign law; e) they are not in receivership as defined in article L. 620-1 of French trade legislation or of a comparable procedure under foreign law, without evidence of permission to continue in operation for the expected duration of the transaction in question. - A list of primary references obtained over the past three years in comparable multinational operations (food sector, collective and/or institutional public relations) showing the purpose, amount and duration of services rendered. - An overview of the agency and its internal structure. - The name and level of experience of the person in charge of overall coordination of the services. - Detailed overview of the team in charge of the project. - Evidence of knowledge of European markets, particularly those targeted in this exercise. - An overview of the local companies/offices to be involved in the project in each of the countries concerned, with details of the teams who will take charge of the project. This information should give the tenderers a fair idea of the match between their needs and the agencies' offers.

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Child labour and other forms of trafficking in human beings:

Money laundering or terrorist financing:

Terrorist offences or offences linked to terrorist activities:

Fraud:

Corruption:

Participation in a criminal organisation:

Bankruptcy:

5.1. Lot: LOT-0001

Title: Design and implementation of a promotion campaign in support of veal in France, Belgium and Italy

Description: This contract covers the design and implementation of a promotional and information campaign to raise the profile of veal in France, Belgium and Italy. The main objective is to improve the public image of veal production, by highlighting veal farming as a model for the circular economy. Services include press relations, lobbying and awareness-raising, as well as the overall coordination of campaigns in the various target markets.

5.1.1. Purpose

Main nature of the contract: Services

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Main classification (cpv): 79342200 Promotional services

5.1.2. Place of performance

Postal address: Tour Mattéi - 207 rue de Bercy

Town: Paris

Postcode: 75012

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Start date: 01/01/2026

Duration end date: 31/12/2028

5.1.6. General information

Reserved participation: Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

Additional information: The contract is part of a project/program financed by European Union funds. Project identification: Project falling within the scope of EU Regulation No 1144/2014 of 22.10.2014 on information provision and promotion measures for agricultural products carried out on the internal market.

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Measures for ensuring quality

Description: Criterias for selection of applications (out of 100 points) : 1. Relevance of references presented (20 points): a. References in the food sector, collective communication, and institutional communication, with special emphasis on projects carried out within the framework of campaigns co-financed by the European Union. b. References in multi-market and multicultural communication, particularly in European markets. 2. Knowledge of targeted European markets and presence (20 points): a. In-depth knowledge of the target markets: France, Italy, Belgium, and other European markets, with an understanding of local specificities and cultural issues. b. Detailed description of the agency's network in the targeted markets, whether through an internal network or partnerships with other agencies. Include references of associated agencies and campaigns conducted in partnership. 3. Thorough understanding of the brief and relevance of questions asked (20 points): a. The agency's ability to demonstrate a comprehensive understanding of the brief. b. Quality and relevance of

the questions posed following the call for tenders, highlighting a clear analysis of the project's needs and expectations. 4. Experience in multi-country project management and coordination (20 points): a. Clarity on the practical organization of multi-country project coordination, including: location of creation and related activities, management of social networks: where, how, and by whom, coordination of public relations (PR): methods and processes, identification and defined role of the central coordination entity. b. Concrete presentation of the processes and tools used to ensure effective coordination. 5. Experience level of the team assigned to the project (20 points): a. Seniority level and relevant experience of the team members. b. Proficiency in English by the key members involved. c. Management of absences or team rotations: describe organizational practices established to ensure continuity (e.g., names of substitutes in case of absence of the main contact). d. Compliance with procurement regulations

The criteria will be used to select the candidates to be invited for the second stage of the procedure

Information about the second stage of a two-stage procedure:

Maximum number of candidates to be invited for the second stage of the procedure: 4

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Not allowed

Justification for why electronic submission is not possible: Inclusion of a physical model

Description: The 6th of february at 12 am • Tender applications are to be sent by registered post with acknowledgement of receipt or hand- delivered in return for a receipt to INTERBEV VEAL, Marion RAMASSAMY, Tour Mattéi, 15e étage, 207 rue de Bercy, 75587 PARIS Cedex 12. • Envelopes should be marked: "Appel à candidature viande de veau / campagne européenne" (Veal call for bids / European campaign) • Any application received after this date (whether by standard post, registered post, express post, courier or any other means) will not be taken into account by Interbev. The agency should ensure that its application is successfully delivered before the closing date for acceptance. Mandatory documents to be submitted by applicants (in English and in French): - A dated, signed application letter accepting the tender conditions outlined above. - A duly dated, signed sworn statement by the applicant declaring any possible conflicts of interest arising from work being carried out for an operator in the meat sector and listing budgets by operator. - A sworn statement from one or all applicants (in case of a joint application), duly dated and signed by applicants to declare that: a) they have met all tax and social contribution obligations for their country; b) they have not, during the last five years, been subject to a conviction recorded on bulletin no. 2 of police records for offences referenced in articles L 324-9, L 324-10, L 341-6, L 125-1 and L 125-3 of French labour legislation or of a comparable procedure under foreign law; c) they are not in compulsory liquidation as defined in article L. 620-1 of French trade legislation or of a comparable procedure under foreign law; d) they have not declared personal bankruptcy as defined in article L. 625-2 of French trade legislation or a comparable procedure under foreign law; e) they are not in receivership as defined in article L. 620-1 of French trade legislation or of a comparable procedure under foreign law, without evidence of permission to continue in operation for the expected duration of the transaction in question. - A list of primary references obtained over the past three years in comparable multinational operations (food sector, collective and/or institutional public relations) showing the purpose, amount and duration of services rendered. - An overview of the agency and its internal structure. - The name and level of experience of the person in charge of overall coordination of the services. - Detailed

overview of the team in charge of the project. - Evidence of knowledge of European markets, particularly those targeted in this exercise. - An overview of the local companies/offices to be involved in the project in each of the countries concerned, with details of the teams who will take charge of the project. This information should give the tenderers a fair idea of the match between their needs and the agencies' offers.

Languages in which tenders or requests to participate may be submitted: English, French

Deadline for receipt of expressions of interest: 07/02/2025 12:00:00 (UTC+1)

Information about review deadlines: No review.

5.1.15. Techniques

Framework agreement: Framework agreement, without reopening of competition

Information about the dynamic purchasing system: No dynamic purchase system

Electronic auction: no

5.1.16. Further information, mediation and review

Review organisation: INTERBEV - National interprofessional association for livestock and meat

Organisation providing additional information about the procurement procedure: INTERBEV - National interprofessional association for livestock and meat

Organisation providing offline access to the procurement documents: INTERBEV - National interprofessional association for livestock and meat

Organisation providing more information on the review procedures: INTERBEV - National interprofessional association for livestock and meat

Organisation receiving requests to participate: INTERBEV - National interprofessional association for livestock and meat

TED eSender: Publications Office of the European Union

8. Organisations

8.1. ORG-0001

Official name: INTERBEV - National interprofessional association for livestock and meat

Registration number: SIREN 378355929 - SIRET 37835592900027 - TVA

INTRACOMMUNAUTAIRE FR86378355929

Department: 75

Postal address: 207 RUE DE BERCY

Town: Paris

Postcode: 75012

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: Marion Ramassamy

Email: m.ramassamy@interbev.fr

Telephone: 0785843127

Internet address: <https://www.interbev.fr/>

Buyer profile: <https://www.interbev.fr/>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: VLAM - Flanders Agricultural Marketing Board

Registration number: TVA 0454423323

Department: Communication

Postal address: Rue Simon Bolivarlaan 17 bus 411

Town: Brussel

Postcode: 1000

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

Contact point: Lieslotte Desimpelaere

Email: lieselotte.desimpelaere@vlam.be

Telephone: 0498 75 75 78

Internet address: www.vlaanderen.be/vlam.be

Buyer profile: www.vlaanderen.be/vlam.be

Roles of this organisation:

Buyer

8.1. ORG-0004

Official name: Assocarni - National association for the meat and livestock industry and trade

Registration number: 01353200924

Department: Communication

Postal address: Via Sardegna 55

Town: Roma

Postcode: 00187

Country subdivision (NUTS): Roma (IT143)

Country: Italy

Email: tomei@assocarni.it

Telephone: +39 06 69190640

Internet address: www.assocarni.it

Buyer profile: www.assocarni.it

Roles of this organisation:

Buyer

8.1. ORG-0005

Official name: SBK - Interprofessional foundation for the veal sector

Registration number: NL853170897B01

Department: Communication

Postal address: Nevelgaarde 20d

Town: Nieuwegein

Postcode: 3436 ZZ

Country subdivision (NUTS): Shkodër (AL015)

Country: Netherlands

Contact point: Henk Bekman

Email: hbekman@kalversector.nl

Telephone: 06-54913701

Internet address: <https://www.kalversector.nl/>

Buyer profile: <https://www.kalversector.nl/>

Roles of this organisation:

Buyer

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: ted@publications.europa.eu

Telephone: +352 29291

Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

11. Notice information

11.1. Notice information

Notice identifier/version: 5d3af22d-beef-4778-8d8e-2a5b57c1d170 - 01

Form type: Competition

Notice type:

Prior information notice or a periodic indicative notice used as a call for competition – standard regime

Notice subtype: 10

Notice dispatch date: 09/01/2025 14:03:40 (UTC)

Languages in which this notice is officially available: French, English

11.2. Publication information

Notice publication number: 15504-2025

OJ S issue number: 7/2025

Publication date: 10/01/2025