



CONTRACT NOTICE
IMPLEMENTING AND EVALUATING BODIES FOR A THREE-YEAR
PROMOTION CAMPAIGN ON FRESH FRUIT AND VEGETABLES
IMPLEMENTED IN THE INTERNAL MARKET
(Belgium, France, Germany, Italy and Poland)

The proposing organizations **FRESHFEL EUROPE** (European Fresh Produce Association) based in Belgium and **APRIFEL** (French Agency for Research and Information on fruit and vegetables) based in France are looking for a three-year period for:

LOT N°1 - One or more **marketing and communication consultancies** in order to create the communication tools for a three-year European information provision and promotion programme.
Indicative budget for the three-year programme: **€ 29 000 (including consultancy fees and VAT)**.

LOT N°2 - One or more **marketing and communication consultancies** in order to map the e-influencers and execute community management for the abovementioned programme.
Indicative budget for the three-year programme: **€ 130 000 (including consultancy fees and VAT)**.

LOT N°3 - One or more **marketing and communication consultancies** for implementation of the other actions of the program (press files, workshops, videos, media coverage, translation, etc.)
Indicative budget for the three-year programme: **€ 917 500 (including consultancy fees and VAT)**.

LOT N°4 - A **consultancy specialized in evaluation** in order to assess the ex-post impact of a three-year European information provision and promotion programme for fresh fruit and vegetables in the internal market
Indicative budget for the three-year programme: **€ 78 000 (including consultancy fees and VAT)**.

The contractors do not recover VAT for contracted service

The economic operators can submit a tender for one or several lots, with the exception of lot n°4, which cannot be combined with other lots.

The competition for each of the lots takes place **in two rounds**.

The **consultation file**, composed of the consultation procedure and its annexes, is available upon request by writing to FRESHFEL EUROPE: helene@freshfel.org and/or nicola@freshfel.org

Closing hour and date for the submission– 1st round:
LOT 1, 2, 3 and 4: 21 November 2018 at 5 pm (CET)

The tenderers submit their files on paper **and electronically via a USB stick of a CD included in the folder** at the postal address:

Freshfel Europe
Rue de Trèves 49-51, box 8
1040 Brussels
BELGIUM

The following mandatory information should be written on the outer envelope:
PROMOTION AND INFORMATION CAMPAIGN IN THE INTERNAL MARKET -
LOT (N°1 or N°2 or N°3 or N°4) – DO NOT OPEN



The files which are delivered or the receipt which is produced after the closing date and hour will not be considered.

For any additional information regarding the contract, the tenderers may contact the contractor 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.

CONTACT:

FRESHFEL EUROPE

helene@freshfel.org / nicola@freshfel.org