

## **MaizePromotionKU:**

### **Selection of the implementing body**

*Support for the implementation of a promotional campaign in favour of Maize seeds in the Kazakhstan and Uzbekistan.*

#### **CONTRACTING ORGANISATION:**

**FNPSMS** – Fédération Nationale de la production de semences de maïs et de sorgho.

Headquarters: 21, chemin de Pau, 64121 MONTARDON, France.

#### **SUBJECT:**

The contracting organisation, together with PZPK, plans the realisation of a promotional campaign via the support of the European Commission's "Promotion of EU Agricultural Products" (AGRIP) fund. To implement part of the activities of the campaign, the contracting organisation seeks the support of an implementation agency.

#### **DURATION OF THE CONTRACT:**

3 years (01/01/2025 – 31/12/2027)

#### **DESCRIPTION:**

**About the FNPSMS:** The FNPSMS (the French National Federation of Maize and Sorghum Seed Production) is an interprofessional organisation that includes all operators involved in the production of maize and sorghum seed in France – namely seed companies and multiplication growers. They all share the same objective: to enhance French production in technical and economic terms, to contribute to the development of the industry in France and abroad, and to act together as a representative body before the French and EU authorities.

**About Maize:** Maize is the 2nd most widely grown cereal in the world. The biggest producers in terms of tonnage are the United States, China, Brazil, and the European Union. A versatile crop, maize is used in many forms including as animal feed, food for human consumption, as well as non-food uses such as starch, oil, biogas, bioethanol, biomaterials, etc. In 2022, maize was grown on 15,15 million hectares of land in the EU-27 (representing 15% of the EU's arable land and 7% of global maize acreage). In Europe, variety innovation through selection made by seed companies allowed for impressive genetic improvements in EU-grown maize. Resistance to certain diseases, more resilience to climate accidents, upgraded efficiency in carbon capture, and optimisation in water consumption are among the main benefits of such selection.

**Objectives of the promotional campaign:** With a promotional campaign oriented towards the specialised public, the key objectives are: **I)** Acreage cultivated in maize: Increase maize acreage in targeted countries; **II)** Consolidate and develop the EU seed market share: Increase the market share

of high-quality EU seeds in Kazakhstan and Uzbekistan; and **III**) Knowledge improvement among the target public: Improve the reputation and perception of maize through targeted, concrete and effective messages.

**Scope of activities:** Given its experience in implementing agricultural promotion programmes, the contracting organisation will itself carry out some of the actions included in the promotion programme. The remainder of the actions will be carried out by the beneficiaries (FNPSMS and PZPK) with the exception of the project evaluation, which needs to be executed by an external evaluation body in application of EU regulations. *Inter alia*, the implementing agency will be responsible for activities under Work Packages 3 (Website), 4 (Advertising), and 5 (Communication Material). **A more detailed explanation of activities is found in the annex to this tender.**

#### **WHO CAN PARTICIPATE AND MODALITIES FOR SUBMISSION:**

One agency will be selected for this call. It will be selected following the rule of best value for money, the respect of the conditions mentioned here below and the respect of the deadline to provide all document mentioned in section “**COMPULSORY SUPPORTING DOCUMENTS TO BE PRODUCED BY CANDIDATES**”.

Application will be sent using registered mail with a return receipt or delivered in person against a return receipt at the following address:

FNPSMS  
23-25 Avenue de Neuilly  
75116 PARIS

A **digital version should nevertheless be sent** to Anna KOLAKOWSKA at [anna.kolakowska@fnpsms.fr](mailto:anna.kolakowska@fnpsms.fr), and Martin GOMEZ at [martin.gomez@fnpsms.fr](mailto:martin.gomez@fnpsms.fr).

For additional context on the background of the programme, the full text of section part B of the application file (Description of activities and analysis of budget positions) will be made available to all candidates requesting it by email to [martin.gomez@fnpsms.fr](mailto:martin.gomez@fnpsms.fr). All applications sent after the deadline (normal mail, registered mail, Chronopost, courier, or any other delivery method) will not be taken into account by the announcers. The applicant is responsible for the proper sending of their application before the deadline.

#### **DEADLINE FOR THE RECEIPT OF APPLICATIONS:**

13th of December 2024

#### **CONDITIONS:**

**1.** This tender concerns an agricultural promotion programme cofinanced by the European Union under the Promotion of EU Agricultural products funding instrument (AGRIP). The actions listed in this

tender will be only subject to completion if the responsible services from the Commission confirm the receipt of the grant by the beneficiaries and following the signature of the Grant Agreement.

2. Agencies wishing to apply must have a French-speaking contact.

3. If the agency considers that it is managing a budget for an operator in the same sector or a sector or organisation that may present a conflict of interest, prior agreement authorising the agency to compete must be given by the advertiser. In the event that the agency is selected, prior agreement will also be required before accepting a budget for an operator in the same sector or from a sector or organisation that may present a conflict of interest.

4. Once the agency's work has been paid, the creations of the selected agency will become property of the contracting organisations with no limit of time or location, for use through all communications techniques and media.

5. The contracting organisations reserve the right to use the concepts, materials and creations (visuals, logos, slogan, domain name), as part of all its campaigns and collective structures without time limitation.

6. The overall budget for the campaign, including fees, amounts to a total of €812,524.80 including VAT over three years. Based on the proposed activities in the various work packages of the project campaign, estimated costs for subcontracting will under this tender will amount €322,200.

7. Expenses can only be put forward after a detailed quote and a framework contract have been signed between the announcers and the selected agency. Invoicing will have to follow the accounting rules set by REA (European Research Executive Agency) and the European Commission.

9. A contract will be prepared following the announcement of results of this tender.

#### **DESCRIPTION OF THE ACTIVITIES TO BE PERFORMED:**

A description of the activities is annexed to this call for all evaluation activities.

#### **COMPULSORY SUPPORTING DOCUMENTS TO BE PRODUCED BY CANDIDATES:**

**Besides the elements listed in the conditions of this tender**, additional supporting documents to be provided in English include:

- A dated and signed motivation letter accepting the conditions of the competition, as described in the call for proposals.
- A solemn declaration of the candidate or candidates (in case of a grouping), dated and signed, on the following points:
  - a) Having met its social and fiscal obligations in their home country;
  - b) Not having received, over the past five years, a conviction registered on the police record for violations of the articles L 324-9, L 324-10, L 341-6, L 125-1 and L 125-3 of the French labour law, or the equivalent procedure in another country's national law.
  - c) Not being in liquidation under the meaning of article L. 620-1 of the French trade law, or the equivalent procedure in another country's national law;

- d) Not being in a situation of personal bankruptcy under the meaning of article L. 625-2 of the French trade law, or the equivalent procedure in another country's national law
  - e) Not being in legal redress under the meaning of article L.620-1 of the French trade law or the equivalent procedure in another country's national law, without providing a clearance to continue its activities during the foreseen length of the programme.
- The list of principal references of the past 2 years for similar actions over several countries (evaluation of agricultural sector, collective or institutional communication campaign) and providing the aim, budget and length of services.
  - The presentation of the agency and its internal organisation.
  - The name and experience level of the team in charge of the project.
  - The presentation of local offices/relay structures (if any) who could play a role in the project for all countries concerned by the programme, as well as a presentation of the team in charge of the project.

These elements will help the announcers decide how adequate the agency's offer is compared to the needs of the campaign.

#### **SELECTION CRITERIA FOR APPLICATIONS (OUT OF 100 POINTS):**

- Sound budget of the organisation (turnover and equity) **(10 points)**
- Relevance of references in organisation of similar events **(20 points)**
- Quality of global strategic and creative recommendation **(15 points)**
- Quality/price ratio **(30 points)**
- Capacity to convince of motivation **(10 points)**
- Experience level of the team working on this project **(15 points)**

In case of a tie, the candidate with the best quality/price ratio will be selected.

#### **CONTACT FOR QUESTIONS:**

**Martin Gomez** – *International Promotion Officer* – [martin.gomez@fnpsms.fr](mailto:martin.gomez@fnpsms.fr)

#### **DATE OF COMMUNICATION OF THE ADVERTISER'S DECISION TO THE CANDIDATE AGENCIES:**

20<sup>th</sup> of December 2024

#### **DATE OF PUBLICATION OF THE CALL FOR APPLICATIONS:**

18<sup>th</sup> of November 2024

## ANNEX TO THE CALL FOR TENDER

PROJECT	
<b>Project name:</b>	EU maize for a better and more sustainable agriculture in Central Asia
<b>Project acronym:</b>	MaizePromotionKU
<b>Coordinator contact:</b>	Martin GOMEZ, FNPSMS
<b>WP implemented</b>	WPs 3 (Website), 4 (Advertising), and 5 (Communication Material, T5.2, T5.3, and T5.4)

### Work Package 3

Work Package 3: Website			
<i>Ensure consistence with the detailed budget table (if applicable).</i>			
<b>Duration:</b>	M1 – M36	<b>Lead Beneficiary:</b>	FNPSMS
<b>Objectives</b>			
<i>List the specific objectives to which this work package is linked.</i>			
<ul style="list-style-type: none"><li>▪ Increase knowledge about maize production, sustainable cultural itinerary and utilisation &amp; processing</li><li>▪ Increase EU maize seeds market share</li><li>▪ Increase Maize acreage</li></ul>			

### Activities and division of work (WP description)

Provide a concise overview of the work (planned tasks). Be specific and give a short name and number for each task. Indicate which target groups are targeted with the activities of this work package.

Show who is participating in each task: Coordinator (COO), Beneficiaries (BEN), Subcontractors (if there is subcontracting), indicating **in bold** the task leader.

Add information on other participants' involvement in the project e.g. in-kind contributions.

#### Note:

In-kind contributions: in-kind contributions against payment are allowed (in-kind contributions for free are not prohibited, but they are cost-neutral, i.e. cannot be declared as cost). Please indicate clearly whether in-kind contributions are against payment or free-of-charge.

The Coordinator remains fully responsible for the coordination tasks, even if they are delegated to someone else. Coordinator tasks cannot be subcontracted.

If there is subcontracting, please also complete the table below.

Task No (continuous numbering linked to WP)	Task Name	Description	Participants		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, AE, AP, OTHER)	
T3.1	Website maintenance and development	The existing websites " <a href="#">Kukuruza Urojainost</a> " will be reused for this campaign. Based on the expertise of the implementing body and the knowledge of the proposing organisation on the targeted markets and their specificities, the existing content will be updated and enriched nt. Among other things, events will be advertised via the pages, and all public material created during the campaign (articles, leaflets, videos, event reports, etc) will be published on the websites. The website will be updated and maintain in Russian version as this language is widely used in both Kazakhstan and Uzbekistan.	<b>FNPSMS</b> PZPK	COO BEN	Yes, Subcontractor
T3.2	Social media	The <a href="#">existing Facebook pages</a> "Кукуруза Урожайность" and Youtube Channel " <a href="#">Kukuruza Urojainost</a> " will also be updated and regularly enriched with 2 publications per month and 4 new videos per year respectively. They will be used to address a population made of users of the crop and the seed industry. Based on the principle of affinity with a subject, the targeted audience achieved offers the assurance of reaching individuals who have declared a strong interest in the proposed content.	<b>FNPSMS</b> PZPK	COO BEN	Yes, Subcontractor

### Outputs and estimated budget

List the outputs for each year. Refer only to major outputs. Do not include minor sub-items, internal working papers, meeting minutes, etc. Limit the number of outputs to max. 10 per year.

<i>Show the budget for each year (ensure consistency with the Detailed budget table).</i>			
Timeline	YEAR 1	YEAR 2	YEAR 3
<b>Outputs</b>	<p><b><u>T 3.1</u></b> 1 Websites updated with all content created during the year.</p> <p><b><u>T 3.2</u></b> 1 Facebook page – 2 publications per month 1 YouTube Channel – 4 new videos per year</p>	<p><b><u>T 3.1</u></b> 1 Websites updated with all content created during the year.</p> <p><b><u>T 3.2</u></b> 1 Facebook page – 2 publications per month 1 Youtube Channel – 4 new videos per year</p>	<p><b><u>T 3.1</u></b> 1 Websites updated with all content created during the year.</p> <p><b><u>T 3.2</u></b> 1 Facebook page – 2 publications per month 1 Youtube Channel – 4 new videos per year</p>
<b>Estimated budget</b>	<p><b><u>T 3.1:</u> Website €12,000</b> <b><u>T 3.2:</u> Social Media €9,000</b></p>	<p><b><u>T 3.1:</u> Website €12,000</b> <b><u>T 3.2:</u> Social Media €9,000</b></p>	<p><b><u>T 3.1:</u> Website €12,000</b> <b><u>T 3.2:</u> Social Media €9,000</b></p>
<b>Subtotal for activity 1</b>	EUR 12 000	EUR 12 000	EUR 12 000
<b>Subtotal for activity 2</b>	EUR 9 000	EUR 9 000	EUR 9 000
and/or			
<b>Total for the Work Package</b>	<b>EUR 21 000</b>	<b>EUR 21 000</b>	<b>EUR 21 000</b>

#### Work Package 4

<b>Work Package 4: Advertising</b>			
<i>Ensure consistence with the detailed budget table (if applicable).</i>			
<b>Duration:</b>	M1 – M36	<b>Lead Beneficiary:</b>	FNPSMS

## Objectives

List the specific objectives to which this work package is linked.

- Increase knowledge about maize production, sustainable cultural itinerary and utilisation & processing
- Increase EU maize seeds market share
- Increase Maize acreage

## Activities and division of work (WP description)

Provide a concise overview of the work (planned tasks). Be specific and give a short name and number for each task. Indicate which target groups are targeted with the activities of this work package.

Show who is participating in each task: Coordinator (COO), Beneficiaries (BEN), Subcontractors (if there is subcontracting), indicating **in bold** the task leader.

Add information on other participants' involvement in the project e.g. in-kind contributions.

### Note:

In-kind contributions: in-kind contributions against payment are allowed (in-kind contributions for free are not prohibited, but they are cost-neutral, i.e. cannot be declared as cost). Please indicate clearly whether in-kind contributions are against payment or free-of-charge.

The Coordinator remains fully responsible for the coordination tasks, even if they are delegated to someone else. Coordinator tasks cannot be subcontracted.

If there is subcontracting, please also complete the table below.

Task No (continuous numbering linked to WP)	Task Name	Description	Participants		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, AE, AP, OTHER)	
T4.1	Web Advertising	<p><b>Social media sponsoring:</b> Use of “sponsored posts” to reach a broader readership targeted for its likely interest in the topics of the campaign: use of these tools for the Facebook page and for the YouTube page hosting the videos. Estimate number of impressions and views/year on YouTube (at a cost of €0.30/view).</p> <p><b>SEO/SEA plan:</b> The websites will be adapted to the SEO/SEA (Search Engine Optimisation / Search Engine Advertising) objective, so that the website can proactively capture all natural questions around the subject. Concretely, this would be implemented through a “sponsored link” appearing on relevant Google</p>	<b>FNPSMS</b> PZPK	COO BEN	Yes, Subcontractor



		<p>searches and leading to the campaign website. A total of 9,800 clicks and redirections to websites are estimated per year (at a cost per click of €0.80) on average.</p> <p><b>Purchasing advertising space on specialised website:</b> Web space purchasing is planned in key moments (“ad wave”) of the crop year on specific websites visited by professional audiences.</p> <p>Publication of a quarterly newsletter for Russian-speaking audience in both countries of interest. The newsletter will consist of specialised articles with relevant information regarding crop production, announcement of upcoming events and testimonies to convince farmers through experience sharing from other farmers or agronomists. The distribution of the Newsletter will engage the readership to visit the website and it is a strong asset to the campaign’s communication.</p> <p>4 Newsletter Publication / year.</p>			
T4.2	Print Advertising	<p>Sponsored articles will be published in specialised agricultural press (print or web as per country). These articles will feature original technical and market content on agronomic innovation, sustainable practices, and seed security for maize cultivation, tailored to the target audience. Experts will draft articles aligning technical expertise with strategic messaging defined by the implementing body. Translations will ensure comprehension by the audience</p> <p>7 articles will be published each year in each country.</p>	FNPSMS PZPK	COO BEN	Yes, Subcontractor

#### Outputs and estimated budget

List the outputs for each year. Refer only to major outputs. Do not include minor sub-items, internal working papers, meeting minutes, etc. Limit the number of outputs to max. 10 per year. Show the budget for each year (ensure consistency with the Detailed budget table).

Timeline	YEAR 1	YEAR 2	YEAR 3
Outputs	<p><b><u>T 4.1</u></b></p> <p>Facebook sponsoring YouTube sponsoring SEO/SEA plan 4 Newsletter distributed</p>	<p><b><u>T 4.1</u></b></p> <p>Facebook sponsoring YouTube sponsoring SEO/SEA plan 4 Newsletter distributed</p>	<p><b><u>T 4.1</u></b></p> <p>Facebook sponsoring YouTube sponsoring SEO/SEA plan 4 Newsletter distributed</p>

	<b><u>T 4.2</u></b> 7 articles published	<b><u>T 4.2</u></b> 7 articles published	<b><u>T 4.2</u></b> 7 articles published
<b>Estimated budget</b>	<b><u>T 4.1</u></b> Facebook & YouTube sponsoring SEO/SEA plan Web advertisement <b>€20,000</b>  4 Newsletter per year: € 23,000  <b>Total: €43,000</b>  <b><u>T 4.2</u></b> Realisation and publication of 7 articles per year: 4 in Kazakhstan and 3 in Uzbekistan Total FNPSMS: € 5,000 Total PZPK: € 810  <b>Total: €5,810</b>  <b>Total: €5,810</b>	<b><u>T 4.1</u></b> Facebook & YouTube sponsoring SEO/SEA plan Web advertisement <b>€20,000</b>  4 Newsletter per year: € 23,000  <b>Total: €43,000</b>  <b><u>T 4.2</u></b> Realization and publication of 7 articles per year: 4 in Kazakhstan and 3 in Uzbekistan Total FNPSMS: € 5,000 Total PZPK: € 810  <b>Total: €5,810</b>  <b>Total: €5,810</b>	<b><u>T 4.1</u></b> Facebook & YouTube sponsoring SEO/SEA plan Web advertisement <b>€20,000</b>  4 Newsletter per year: € 23,000  <b>Total: €43,000</b>  <b><u>T 4.2</u></b> Realization and publication of 7 articles per year: 4 in Kazakhstan and 3 in Uzbekistan Total FNPSMS: € 5,000 Total PZPK: € 810  <b>Total: €5,810</b>  <b>Total: €5,810</b>
<b>Subtotal for activity 1</b>	EUR 43 000	EUR 43 000	EUR 43 000
<b>Subtotal for activity 2</b>	EUR 5 810	EUR 5 810	EUR 5 810
and/or			
<b>Total for the Work Package</b>	<b>EUR 48 810</b>	<b>EUR 48 810</b>	<b>EUR 48 810</b>

*Work Package 5*

## Work Package 5: Communication Material

Ensure consistence with the detailed budget table (if applicable).

<b>Duration:</b>	M1 – M36	<b>Lead Beneficiary:</b>	FNPSMS
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### Objectives

List the specific objectives to which this work package is linked.

- Increase knowledge about maize production, sustainable cultural itinerary and utilisation & processing
- Increase EU maize seeds market share
- Increase Maize acreage

### Activities and division of work (WP description)

Provide a concise overview of the work (planned tasks). Be specific and give a short name and number for each task. Indicate which target groups are targeted with the activities of this work package.

Show who is participating in each task: Coordinator (COO), Beneficiaries (BEN), Subcontractors (if there is subcontracting), indicating **in bold** the task leader.

Add information on other participants' involvement in the project e.g. in-kind contributions.

**Note:**

In-kind contributions: in-kind contributions against payment are allowed (in-kind contributions for free are not prohibited, but they are cost-neutral, i.e. cannot be declared as cost). Please indicate clearly whether in-kind contributions are against payment or free-of-charge.

The Coordinator remains fully responsible for the coordination tasks, even if they are delegated to someone else. Coordinator tasks cannot be subcontracted.

If there is subcontracting, please also complete the table below.

Task No (continuous numbering linked to WP)	Task Name	Description	Participants		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, AE, AP, OTHER)	

T5.2	Promotional merchandise and leaflet	<p>The material will be made available during agricultural exhibitions, study trips and conferences. A budget is planned for each year, to enable more flexibility to answer to the visitors' demands in fairs or participants in the press, study trips and trainings.</p> <p>The exact choice of promotional objects will be discussed in coordination with the implementing body, but as an example, a mix of small goodies such as notebooks and pens (average unitary cost €/1.5) and medium size goodies like tote bags (average unitary cost of €2.5) is foreseen.</p> <p>Leaflet: 1 press kit/ year, 1 publication on sustainable maize production, 1 presentation of the campaign, 1 publication on each study trip. Also, the translation of 3 already existing leaflet during the first year.</p>	<b>FNPSMS</b> PZPK	COO BEN	Yes, Sub-contractor
T5.3	Realisation of promotional videos	<p>Over the whole programme, we foresee the production of 4 short video clips on the whole crop cycle, cultivation itinerary and the different outlets. They will take the form of testimonials from farmers, advisers, processors from the different countries, subtitled in both languages of the campaign and English.</p>	<b>FNPSMS</b> PZPK	COO BEN	Yes, Sub-contractor
T5.4	Communication Strategy	<p>The communication strategy will be defined by the implementation bodies. They will provide guidelines and methods to optimise the delivery of the different messages of the campaign on 2 levels. First, the redaction of the content of the message and its construction; and second, the proposition of relevant ways to implement the activities, the selection of the communication channels and the optimisation of the interactions between all work packages.</p>	<b>FNPSMS</b> PZPK	COO BEN	Yes, Sub-contractor

<b>Outputs and estimated budget</b>			
<i>List the outputs for each year. Refer only to major outputs. Do not include minor sub-items, internal working papers, meeting minutes, etc. Limit the number of outputs to max. 10 per year. Show the budget for each year (ensure consistency with the Detailed budget table).</i>			
<b>Timeline</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Outputs</b>	<p><b>T 5.2:</b> +/- 3000 goodies and exhibition material production 2 leaflet creation per year. 500 impressions total.</p> <p><b>T 5.3:</b> 4 videos created per year</p> <p><b>T 5.4:</b> Communication strategy book</p>	<p><b>T 5.2:</b> +/- 3000 goodies and exhibition material production 2 leaflet creation per year. 500 impressions total.</p> <p><b>T 5.3:</b> 4 videos created per year</p> <p><b>T 5.4:</b> Communication strategy book</p>	<p><b>T 5.2:</b> +/- 3000 goodies and exhibition material production 2 leaflet creation per year. 500 impressions total.</p> <p><b>T 5.3:</b> 4 videos created per year</p> <p><b>T 5.4:</b> Communication strategy book</p>
<b>Estimated budget</b>	<p><b>T 5.2:</b> +/- 3000 goodies and exhibition material production: €8,000 Leaflet: including drafting, layout, translation, printing, local production and transport to fair.): €10,400</p> <p><b>Total: €18,400</b></p> <p><b>T 5.3:</b> Realisation of 4 videos: <b>€10,000</b></p> <p><b>T 5.4:</b> Communication strategy: <b>€10,000</b></p> <p><b>Total: €48,900</b></p>	<p><b>T 5.2:</b> +/- 3000 goodies and exhibition material production: €8,000 Leaflet: including drafting, layout, translation, printing, local production and transport to fair.): €10,400</p> <p><b>Total: €18,400</b></p> <p><b>T 5.3:</b> Realisation of 4 videos: <b>€10,000</b></p> <p><b>T 5.4:</b> Communication strategy: <b>€10,000</b></p> <p><b>Total: €48,900</b></p>	<p><b>T 5.2:</b> +/- 3000 goodies and exhibition material production: €8,000 Leaflet: Including drafting, layout, translation, printing, local production and transport to fair.): €10,400</p> <p><b>Total: €18,400</b></p> <p><b>T 5.3:</b> Realisation of 4 videos: <b>€10,000</b></p> <p><b>T 5.4:</b> Communication strategy: <b>€10,000</b></p> <p><b>Total: €48,900</b></p>

<b>Subtotal for activity 2</b>	EUR 18 400	EUR 18 400	EUR 18 400
<b>Subtotal for activity 3</b>	EUR 10 000	EUR 10 000	EUR 10 000
<b>Subtotal for activity 4</b>	EUR 10 000	EUR 10 000	EUR 10 000
and/or			
<b>Total for the Work Package</b>	EUR 48 900	EUR 48 900	EUR 48 900