

**SustainableSeedsEU:  
Implementing body selection (Lot 1)**

*Support for the implementation of a promotional campaign in favour of Maize and Sorghum seeds in the French, Polish, German, Romanian and Hungarian markets.*

**CONTRACTING ORGANISATION:**

F.N.P.S.M.S. – Fédération Nationale de la production de semences de maïs et de sorgho.

Siège social: 21, chemin de Pau, 64121 MONTARDON, France.

**SUBJECT:**

The contracting organisation, together with PZPK, will implement a promotional campaign in favour of maize and sorghum seeds in the French, Polish, German, Romanian and Hungarian markets. Through various activities, the campaign will promote **Maize seeds** in the French, Polish, and German markets, and **Sorghum seeds** in French, Polish, Romanian and Hungarian markets.

**DURATION OF THE CONTRACT:**

Three 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 manage 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 the two crops:**

- Maize is the 2<sup>nd</sup> most widely grown cereal in the world. 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.
- Sorghum is the 5th most widely grown cereal in the world. The main producers in terms of tonnage are Nigeria, the United States, and Mexico. A low-input crop, sorghum combines

productivity with respect for the environment and the conservation of water resources. Sorghum is a relatively new crop in Europe, but one that is expanding rapidly. The EU has strong development potential for sorghum, both in terms of sorghum production (the EU is an importer) and seed production (the EU is in a position to increase the volume of its exports).

**Objectives of the promotional campaign:** With a promotional campaign oriented towards the specialised public ('B2B' including famers, breeders, opinion-leaders, consultants, and transformers), they key objectives are: I) Acreage cultivated in maize and sorghum: Increase maize and sorghum acreage in targeted countries; II) Consolidate and develop the EU seed market share: Promote high quality seeds within the internal market highlighting the added value of EU origin; and III) Knowledge improvement among the target public: Improve the reputation and perception of both maize and sorghum through targeted, concrete and effective messages.

The campaign will address to a professional audience specialized for agricultural sector. Farmers are the most important target; they are farmers specialized into cereal and/or milk production. The technician specialists, and distributors are also a major target for our campaign as opinion leaders for the farmers choice of crops. Our other targets includes institutions, farmers associations, feed producers and food processing industries are also targeted to influence them choice of grain for processing activities.

**Subcontracting 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 delegated to the selected agencies, and will cover the following:

The agency in charge of lot 1 will work on the implementation of events and public relation activities (WP2, and WP6). Among other things, the agency will ensure the implementation of the actions, follow the budget, follow up on subcontractors and realise the deliverables and reports for the actions implemented. It will likely be an events agency specialised in agriculture.

**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 to 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 promotion program has been selected by the EUROPEAN RESEARCH EXECUTIVE AGENCY (REA) within the framework of the call of projects **AGRIP-MULTI-2024**. 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. The creations of the agency selected are, after remuneration for the work effected, the property of the advertisers, without limitation of time or place, and for use through any communication technique and any media.
5. The contracting organisation reserves 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.

#### **BUDGET:**

The overall budget for the campaign, including fees, amounts to a total of €2.454,738 million including VAT over three years. Based on the proposed activities in the various work packages of the project campaign, the **subcontracting cost allocated for this tender will be EUR 248 000 (two hundreds forty-eight thousand euros)**.

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

A description of the activities is annexed to this call.

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

*Documents to be provided in French or English.*

**1.** A declaration on the honour of the candidate or candidates (in the case of a group), duly dated and signed by the candidate, to justify:

- a) they have satisfied the fiscal and social obligations of their country;
- b) not to have been convicted, in the course of the last five years, of any of the offences referred to in articles L 324-9, L 324-10, L 341-6, L 125-1 and L 125-3 of the Labour Code, as recorded in bulletin no. 2 of the criminal record, or of an equivalent procedure governed by foreign law;
- c) it is not in a state of compulsory liquidation within the meaning of Article L. 620-1 of the French Commercial Code or an equivalent procedure governed by foreign law;
- d) it has not been declared personally bankrupt, within the meaning of Article L. 625-2 of the French Commercial Code, or an equivalent procedure governed by foreign law; or
- e) it has not been admitted to legal redress, within the meaning of Article L. 620-1 of the French Commercial Code, or to an equivalent procedure governed by foreign law, without being able to prove that it is authorised to continue trading for the foreseeable duration of the contract.

**2.** A list of principal references of the past 2 years for similar international events and providing the aim, budget and length of services.

**3.** Presentation of the agency and its internal organisation.

**4.** The name and level of experience of the team in charge of the project.

**5.** Detailed presentation of the project team.

**6.** Justification of the agency's knowledge of European markets, in particular those targeted by the contract.

**7.** Presentation of any "local" relay structures that may be involved in the project for each of the countries concerned by the project, with details of the team in charge of the project.

These elements should enable the contracting organisation to form an idea of whether the needs of the project are matched up well with the offer proposed by each candidate agency.

## **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)**

**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

<b>PROJECT</b>	
<b>Project name:</b>	Promotion of EU seeds for a sustainable and autonomous Europe
<b>Project acronym:</b>	SustainableSeedsEU
<b>Coordinator contact:</b>	Martin GOMEZ, FNPSMS
<b>Lot and WP implemented</b>	Lot 1 – Work Package 2 (Public Relations), Work Package 6 (Events), Task 6.1 (Agricultural exhibitions), Task 6.2 (conferences)

<b>Work Package 2: Public Relations</b> <i>(identical to the headings in the Detailed budget table)</i>			
<i>Ensure consistence with the detailed budget table (if applicable).</i>			
<b>Duration:</b>	M1 – M24	<b>Lead Beneficiary:</b>	<b>FNPSMS</b>
<b>Objectives</b>			
<i>List the specific objectives to which this work package is linked.</i>			
Increase knowledge about maize and Sorghum seeds production, sustainable cultural itinerary and utilisation & processing Increase EU maize and sorghum acreage Increase EU seeds utilisation and market shares			
<b>Activities and division of work (WP description)</b>			
<i>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.</i>			
<i>Show who is participating in each task: Coordinator (COO), Beneficiaries (BEN), Subcontractors (if there is subcontracting), indicating <b>in bold</b> the task leader.</i>			
<i>Add information on other participants' involvement in the project e.g. in-kind contributions.</i>			

**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 (including target country/cities)	Participants		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, AE, AP, OTHER)	
T2.1	Study trip – Sorghum outlet	<p><b>1 Study trip in Hungary in year 1:</b> The study trip will last 3-4 days. The visit will focus on the feed processing of sorghum grain in Hungary and the production of high-quality feed using a sustainable crop. The trip will be composed of the participation to the 4<sup>th</sup> European Sorghum Congress for 1,5 day. The aim is to capitalise on the momentum of the European Congress and launch initiatives. The study trip will target high-interest profile within feed industry and technical institute in a position of decision making. Hungary and the European Sorghum Congress represent a unique opportunity to realise a study trip about the sorghum sector, as Hungary is the 2<sup>nd</sup> European sorghum producer in 2024 and has one of the most integrated sorghum processing industries. The development of the sorghum sector in Hungary represents a great example to other EU countries.</p>	FNPSMS PZPK	COO BEN	Yes, subcontractor Lot 1
T2.2	Study trip – Variety innovation sector	<p><b>1 Study trip in France in year 2:</b> The study trip will last 3-4 days and take place in a maize- and/or sorghum-growing region in France. The visit will focus on the agronomic innovation, sustainable practices and seed security for maize &amp; sorghum cultivation and outlet. The trip will be composed of visits to the technical platform set in Work Package 6, testimonies of agronomic experts, and a visit to a variety selection site.</p> <p>France was selected to host the study trip as it is the leading European producer of maize seeds, the second-largest producer of sorghum seeds in Europe, and the top global exporter of maize seeds. Additionally, its diverse climate offers an ideal setting to showcase a wide range of agricultural techniques, challenges, and crop varieties.</p>	FNPSMS PZPK	COO BEN	Yes, subcontractor Lot 1

**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
<b>Outputs</b>	<p><b><u>T 2.1</u></b> 1 study trip to Hungary for 20 participants</p>	<p><b><u>T 2.2</u></b> 1 study trip to France for 20 participants</p>	
<b>Estimated budget</b>	<p>Estimated budget covers:</p> <ul style="list-style-type: none"> <li>- Accommodation for 3 nights at European Sorghum Congress (145€ per night per participant): €8,700</li> <li>- Accommodation for 2 nights for other visits (85€ per night per participant): €3,400</li> <li>- International Travel (200€ per round trip per participant): €4,000:</li> <li>- Local transportation: €600</li> <li>- Translation 2 interpret for 4 days (300€ per interpret per day): €2,400:</li> <li>- Catering for 20 people for 3 days (Days without lunch at Sorghum Congress) (30€ per person per day): €1,800</li> <li>- Study trip programme: realisation and production of a programme: €100</li> </ul> <p><b>Total: €21,000</b></p>	<p>Estimated budget covers:</p> <ul style="list-style-type: none"> <li>- Accommodation for 5 nights in France for 20 participants, 4 translators and 2 bus drivers (110€ per night per person): €14,300</li> <li>- International Travel for 20 participants and 4 translators (400€ per round trip per participant): €9,600:</li> <li>- Local transportation for 4 days, 2 drivers each day: €7,000</li> <li>- Translation 4 interprets for 5 days (600€ per interpret per day): €12,000</li> <li>- Catering for 20 participants, 4 translators and 2 bus drivers for 5 days (45€ per person per day): €5,850</li> <li>- Study trip programme: realisation and production of a programme: €250:</li> </ul> <p><b>Total: €49,000</b></p>	



<b>Subtotal for activity 1</b>	EUR 21,000	EUR 49,000	EUR 0,00
and/or			
<b>Total for the Work Package</b>	<b>EUR 21,000</b>	<b>EUR 49,000</b>	<b>EUR 0,00</b>

<b>Work Package 6: Events</b> <i>(identical to the headings in the Detailed budget table)</i>					
<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>					
Increase Awareness about maize and Sorghum seeds production, sustainable cultural itinerary and utilisation & processing Increase EU maize and sorghum acreage Increase EU seeds utilisation and market shares					
<b>Activities and division of work (WP description)</b>					
<i>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 <b>in bold</b> the task leader. Add information on other participants' involvement in the project e.g. in-kind contributions.</i>					
<b>Note:</b>					
<i>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.</i>					
<i>The Coordinator remains fully responsible for the coordination tasks, even if they are delegated to someone else. Coordinator tasks cannot be subcontracted.</i>					
<i>If there is subcontracting, please also complete the table below.</i>					
Task No (continuous numbering)	Task Name	Description (including target country/cities)	Participants		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role	

linked to WP)				(COO, BEN, AE, AP, OTHER)	
T6.1	Agricultural exhibitions	<p>Stands dedicated to maize/sorghum and its cultivation will be set in agricultural exhibitions to create interactions with visitors and facilitate the dissemination of promotional material and communication tools (brochures or booklets, promotional video). Exhibitions will be selected for their popularity and their interest for our target audience. There will be 4 participations to exhibitions each year. This will allow to cover all countries of the programme giving particular attention to the German, Polish and French markets.</p> <p>Among the major events identified by FNPSMS to implement an effective promotion, the following are targeted for participation:</p> <ul style="list-style-type: none"> <li>• France : MecaCulturales (exhibition organized by agronomic institute Arvalis, 15,000 visitors expected), Innov'Agri (65,000 visitors expected),</li> <li>• Germany : EuroTiers (100,000 + visitors forseen), Agritechnica (100,000 + visitors expected)</li> <li>• Poland : Agroshow (100,000 + visitors expected), Polagra</li> <li>• Romania : Farm Forum (10,000+ visitors expected)</li> </ul> <p>Hungary : Agromashepo (40,000 + visitors expected)</p>	FNPSM S PZPK	COO BEN	Yes, Subcontractor Lot 1
T6.2	Conferences	<p>There is a strong demand for technical training and conferences that is not completely addressed by other events. Each technical conference would be held over half a day, and bring together a group of 50-100 targeted professionals (opinion leaders, farmers). The format and the topics will be adapted according to each audience (technical issues, highlighted varieties, weather conditions, promising outlets on that market, etc.). The importance of this dialogue is the reason why an <b>external speaker</b> (expert of the crop and knowledgeable about the audience) will be invited and budgeted for each conference. Overall:</p> <ul style="list-style-type: none"> <li>• 2 conferences will be organised per year during the participation of FNPSMS to exhibitions, congresses and other events.</li> <li>• 1 technical conference on the technical platform will be organised in year 2 and 3.</li> </ul> <p>3 technical trainings per year will be held in Poland, due to high demand of local farmers and low organisation costs (50 participants/training).</p>	FNPSM S PZPK	COO BEN	Yes, Subcontractor Lot 1

#### 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 6.1:</u></b> 4 Exhibitions</p> <p><b><u>T 6.2:</u></b> 2 Conferences</p>	<p><b><u>T 6.1:</u></b> 4 Exhibitions</p> <p><b><u>T 6.2:</u></b> 3 Conferences</p>	<p><b><u>T 6.1:</u></b> 4 Exhibitions</p> <p><b><u>T 6.2:</u></b> 3 Conferences</p>
Estimated budget	<p><b><u>T 6.1:</u></b>            €9,250 per exhibition: Booth reservation &amp; furnishing, translator fees.  <b>Total: €37,000</b></p> <p><b><u>T 6.2:</u></b>            FNPSMS: €17,000 for 2 conferences. Cost per conference (excl. Poland): €8,500            -€3,000 for the external speaker (preparation cost + speaking fee)            -€5,500 for logistics costs (room rental, catering, invitations, interpretation)  <b>Total: €17,000</b></p>	<p><b><u>T 6.1:</u></b>            €9,250 per exhibition: Booth reservation &amp; furnishing, translator fees.  <b>Total: €37,000</b></p> <p><b><u>T 6.2:</u></b>            FNPSMS: €25,000 for 3 conferences. Cost per conference (excl. Poland): €8,300            -€3,000 for the external speaker (preparation cost + speaking fee)            -€5,333 for logistics costs (room rental, catering, invitations, interpretation)  <b>Total: €25,000</b></p>	<p><b><u>T 6.1:</u></b>            €9,250 per exhibition: Booth reservation &amp; furnishing, translator fees.  <b>Total: €37,000</b></p> <p><b><u>T 6.2:</u></b>            FNPSMS: €25,000 for 3 conferences. Cost per conference (excl. Poland): €8,300            -€3,000 for the external speaker (preparation cost + speaking fee)            -€5,333 for logistics costs (room rental, catering, invitations, interpretation)  <b>Total: €25,000</b></p>
Subtotal for activity 5	EUR 54,000	EUR 62,000	EUR 62,000
and/or			
Total for the Work Package	<b>EUR 159,000</b>	<b>EUR 111,000</b>	<b>EUR 111,000</b>