



## 1. Bidders

- **DOP RUEDA – Protected Designation of Origin Rueda**
- **GRASEVINA CROATICA - A variety of high-quality wines from Croatia**

## 2. Purpose

The purpose of this call for tenders is to appoint an agency to design and implement a Programme for the Promotion of EU wines in the internal market. The objective of the project is to participate in a call for proposals to be co-financed within the framework of the European Commission's programmes for information and promotion of agricultural products in the internal market.

## 3. General information on the legal framework of the programme: Information and promotion programmes for agricultural products under Regulation (EU) No 1144/2014

The information and promotion programme on EU wines being prepared by the tenderers will be presented and developed within the framework of the Work Programme for 2025 under Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information and promotion measures relating to agricultural products on the internal market and in third countries.

The European Union co-finances information and promotion programmes for agricultural products in the internal market and in third countries as stipulated in Regulation (EU) 1144/2014 of the European Parliament and of the Council, Commission Delegated Regulation (EU) 2015/1829 and Commission Implementing Regulation (EU) 2015/1831.

The conditions for the presentation, evaluation, contracting, execution and justification of the programme are those established by the Community and national regulations and guidelines for these programmes, as well as the explanatory documentation available to interested parties on the websites of the European Commission and the Ministry of Agriculture, Fisheries and Food of Spain (see links below):

[https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/marketmeasures/promotion-eu-farm-products\\_en](https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/marketmeasures/promotion-eu-farm-products_en)

<https://www.mapa.gob.es/es/alimentacion/temas/promo-alimentos/programas-euro/>

The executing body will be selected to ensure the best quality/price ratio, ensuring transparency, guaranteeing equal treatment, as well as the absence of conflicts of interest.

#### **4. Period**

Three years (2026/2027/2028).

#### **5. Presentation and objectives**

The European Model of agri-food production is based on European regulations on agriculture and food production and marketing, with the highest standards of animal health and welfare, food safety and quality and low environmental impact, all in line with consumer demands.

Furthermore, the European Commission's political priorities for 2019-2024, in particular the European Green Deal and the Farm to Fork Strategy, are the basis for the evolution and development of the EU's agri-food policy.

The EU wine sector information and promotion programme should therefore:

-To highlight the specific features of agricultural methods in the Union and the characteristics of Union agri-food products and quality systems referred to in Article 5(4)(d) of Regulation (EU) No 1144/2014. The objective is to highlight at least one of the specific features of agricultural production methods in the Union, in particular in terms of:

To improve consumer knowledge about the nutritional value of eggs and their role as part of a balanced diet, in line with food safety, traceability, authenticity, labelling, nutritional and health aspects, respect for the environment and sustainability (including climate benefits such as reduced greenhouse gas emissions and/or increased carbon removals) and the characteristics of agricultural and food products, in particular in terms of their quality, taste, diversity or traditions.

-The expected impact is to increase consumer awareness of the advantages of Union agricultural products and to improve the competitiveness and consumption of the Union agri-food products concerned, increasing their profile and market share.

#### **6. Deadline and place for submission of bids**

The deadline for submitting applications is until March 26, 2025,

Tender requests must be sent by email [comunicacion@dorueda.com](mailto:comunicacion@dorueda.com)

The subject of the email must include the following: "Request for pre-selection of implementing agencies for a MULTI European WINE Programme 2026 - 2028".

Applications received after this date and time will not be considered by the tenderers. The agency must ensure that its application is successfully received before the deadline for acceptance.

## 7. Selection process timeline

<b>Exclusion phase</b>	Publication of the call for tenders	February 26, 2025
	Deadline for submission of credentials by agencies	March 26, 2025
	Communication of the result of this first phase to the agencies participating in the contest	March 28, 2025
<b>Selection phase</b>	Opening of the award process. Communication to the agencies that have passed the award process selection.	March 28, 2025
	Deadline for submission of proposals	April 14, 2025
	Resolution of the awarding of the tender via email and final communication to the agencies participants.	April 15, 2025

## 8. Conditions oftender

This tendering process is unpaid: no financial compensation is offered to applicants whose bids are unsuccessful. No compensation will be paid if the tendering process is unsuccessful because none of the agencies' bids meet the bidders' requirements and another tendering process is organised.

All analyses and information contained in the briefing given to selected applicants are strictly confidential and due to the institutional nature of the data cannot be used for other clients.

All companies wishing to participate in this tender must have access to a designated office, branch or partner in each market.

Selected candidates will be required to submit detailed recommendations, both general and by country, for the programme. They should cover the following aspects in their proposals for the programme:

- 1.Strategic analysis.
2. European message addressing the campaign objectives.
- 3.Detailed action plan by country.
4. Campaign implementation schedule for each country.
- 5.Suggested detailed cost estimate, in euros excluding VAT, within the budgetary framework.
6. Quantifiable key performance indicators (KPIs) are suggested for each element of the campaign.

Agency credentials must be submitted in English and/or Spanish. The proposal submission must be submitted in English and/or Spanish.

Certificate demonstrating that the requesting agency does not have a conflict of interest with the proposing organization(s) for reasons of economic interest, political or national affinity, family or emotional ties or any other shared interest.

Tenderers will not accept any expenditure from the applicant before a detailed framework contract has been signed between the tenderers and the selected agency to implement the selected programme.

The selected agency must sign a contract with the bidders for the execution of the programme.

**9. Mandatory documents to be submitted by applicants (in English and/or Spanish):**

1. A dated and signed letter of request accepting the tender conditions described above.
2. Affidavit from the applicant, duly dated and signed, stating any potential conflict of interest arising from the work carried out for an egg sector operator in any of the countries covered by the campaign and detailing the budgets per operator.
3. An affidavit from one or all applicants (in the case of a joint application), duly dated and signed by the applicants, declaring that they are not affected by the exclusion criteria listed in point 7.
4. Financial and operational capacity.
5. A list of references in comparable multinational contracts in European Promotion Programmes in the food sector, detailing the purpose, financial amount and duration of the services provided.
6. An overview of the agency and its internal structure.
7. Name and level of experience of the person(s) responsible for coordinating the services in general, and details of their experience in managing multi-market campaigns funded by multiple organisations. Ideally, the agency should have experience in managing campaigns co-funded by the European Union.
8. Detailed description of the team involved in the implementation of the project.
9. Evidence of knowledge of European markets, particularly those targeted by this programme.
10. An overview of the local companies/offices that will be involved in the project in each of the countries involved, with details of the teams that will be responsible for the project.

All this material must be sent in digital format via email.

This information should give tenderers a fair idea of the correspondence between their needs and the agency's offers, and of the agency's capacity to manage a campaign co-financed by the European Union both at technical and administrative level.

#### **10. Criteria for evaluating applications (out of 100 points)**

- 20 points: Relevance of the references provided related to the agri-food sector and European programmes.
- 20 points: Knowledge of European target markets.
- 20 points: Agency's ability to demonstrate experience in carrying out and coordinating multinational projects.
- 20 points: Presence in each of the target countries.
- 20 points: Experience level of the team assigned to the project.

#### **11. Budget**

The total budget for the project will be **€3,450,000**. This amount must include the agency service, with VAT NOT INCLUDED. The budgets must be clearly broken down by the activities to be executed, in order to compare the budgets of each executing agency. Packages 1 (program coordination), 9 (results evaluation) and 10 (other costs) are included, establishing for each package the following total budget: **€3,250,000**

For administrative and/or technical queries, please contact:

DO RUEDA–by email: [comunicacion@dorueda.com](mailto:comunicacion@dorueda.com)