

BRIEF

RESTRICTED PROCEDURE

Creation and development of a multi country information and educational programme on Milk as part of a healthy and sustainable food coordinated by EMF implemented by DDB (Denmark) and CNIEL (France) targeting the internal markets

in response to a call for proposals from the EU Commission

EU Regulation 1144/2014 on information provision and promotion measures concerning agricultural products implemented in the internal market

TED e-notice 2019-175001 and 175109 sent on 13 &15/12/2019

The participating agencies must send their applications at the latest by 20th January 2020 before 12 noon (UTC+1) in digital format to Louise Poulsen lpo@mejeri.dk dpoisson@cniel.com prochard@cniel.com and skane@cniel.com and by post with one print copy and one memory stick to Siobhan Kane, EEIG EMF 42 Rue de Chateaudun 75009 Paris, tel: +33 1 49 70 71 71

SPECIFICATIONS

ARTICLE 1 PURPOSE OF THE CONTRACT

The purpose of the brief is the selection of a communication agency for the creation and development of a multi country information and educational programme targeting internal markets in Denmark and France on milk as part of a healthy and sustainable food aimed at enhancing the competitiveness of the Union agricultural sector.

This contract comprises two (2) tranches, one firm tranche and one conditional tranche.

A co-financing application will be made to the European Union during the second quarter of 2020. This programme may only be officially launched after full acceptance of the application and written agreement from the European Union.

The acceptance of the co-financing application by the European Union evidenced by a written agreement from the European Union is a condition precedent to the performance of the conditional tranche dealing with the implementation of the information and communication programme. Should the European Union refuse, the promotional campaign will not be implemented, and no contract will be entered into by the CNIEL for the conditional tranche.

This contract comprises two tranches:

- A firm tranche: support in preparing the application to be filed with the European Commission before April 2020;
- A conditional tranche: implementation of the information and communication programme.

The conditional tranche will be performed if the following condition is met: the European Union fully accepts the application and gives its agreement in writing to the information and communication programme. Upon receipt of the European Union's written agreement, the CNIEL will notify the successful tenderer of the decision to confirm the conditional tranche.

ARTICLE 2: DOCUMENTS MAKING UP THE CONTRACT

The documents making up the contract are as follows, in order of priority:

- The deed of commitment signed by the parties, to which is attached the schedule of unit prices (SUP),
- These specifications and its appendices,
- The successful tenderer's bid.

ARTICLE 3 CONTEXT OF THE CONTRACT

PRESENTATION OF THE PROPOSING ORGANISATIONS

Two dairy organisations: Danish Dairy Board (Denmark) and CNIEL, French Dairy Interbranch (France) coordinated by EMF intend to engage the services of a creative/communication agency that will be responsible for the creation and development of a generic multicountry programme to promote information and educational activities on milk. The selected proposal will be part of an application that will be submitted in April 2020 to the EU Commission under the Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market.

Founded in 2011, EMF today gathers the dairy organisations from 8 European countries: Austria, Belgium, Denmark, France, Northern Ireland (UK), Republic of Ireland, The Netherlands and Norway. All dairy organisations are involved in generic marketing activities in Europe, to promote milk and dairy products. They represent farmers and/or dairy companies.

The legal status of the EMF is a European Economic Interest Grouping, founded in accordance with Council Regulation (EEC) No 2137/85 of 25 July 1985, registered with the Paris Trade Registry on 29 November 2011. The EEIG - EMF is a solid legal entity, perfectly suited to implement its members' common European programmes, ensuring efficiency for the European Commission and Member States. **This programme is presented by the European Milk Forum (EMF), coordinator of the project together with two EMF Members, the Danish Dairy Board (Denmark) and Cniel (France).**

The Danish Dairy Board (DDB), Denmark : The DDB (Mejeriforeningen) is the Danish dairy industry association and was established in 1913. The members of the Danish Dairy Board are both cooperative and private dairies as well as commercial enterprises and include 98.6% of all Danish milk. The mission of the Danish Dairy Board expresses the obligations the association has to the Danish dairy industry and its members: We create a basis and framework to ensure that the dairy industry in Denmark has optimum development opportunities in Denmark and internationally. The Danish Dairy Board safeguards a number of common interests in Denmark and abroad in relation to national and international dairy policies, particularly EU policies. The Danish Dairy Board co-operates with other agricultural organisations in the Danish Cattle Federation to create optimum conditions for the cattle sector.

Centre National Interprofessionnel de l'Economie Laitière (CNIEL), France: Created in 1973, the Centre National Interprofessionnel de l'Economie Laitière is managed by a Board of Directors and a General Assembly composed of representatives of the three member Federations: The National Federation of Dairy Farmers, The National Federation of Dairy Cooperatives and The National Federation of Dairy Enterprises. It is the French dairy interbranch organisation and representative of the dairy sector. It is an association according to the French 1901 law, approved by the Public Authorities under the law specifically relating to the organisation of the dairy economy of July 12 1974. CNIEL's Presidency rotates: every three years, a President-in-Office of one of the three Federations is elected by unanimous vote. Each Federation is given one vote. CNIEL's financial resources come from a contribution from dairy farmers and enterprises, based on the collected milk.

PRODUCTS/SCHEMES AND MARKET ANALYSIS OUTLINES

OVERALL COMMON CONTEXT

Milk is an excellent agricultural product of the Union, produced to the highest standards in terms of agricultural methods, food safety, nutritional and health aspects, traceability and authenticity, as well as quality and taste. Milk is a popular product, appreciated by European consumers and deeply anchored in food habits and dietary model in the Union and in the two participating countries. Additionally, it is an affordable product.

But both Denmark and France are experiencing declining milk consumption, and the belief among consumers that milk is healthy and sustainable is deteriorating. This seems to be partly caused by the general public debate about health, sustainability and animal welfare, and is affecting all levels of society and people of all ages, including families with young children. **There is a need to increase consumers' awareness of the merits of the Union's agricultural in Denmark and French internal markets**

The EU School Milk Scheme is available in both Denmark and France. In Denmark, the majority of the offer is administered by the Danish Dairy Board, In France, the EU School Milk programme concerning all French Schools is administered by the Ministry of Agriculture.

The present programme is an application in response to the call from the EUC on on information provision and promotion measures concerning agricultural products implemented in the internal market (Regulation /2014 of the European Parliament and of the Council of

22 October 2014) . This application therefore is completely distinct from the ‘EU school fruit, vegetable and milk schemes programmes’ but both programmes are complementary

According to the European Commission “The Consumption of fresh fruit and vegetables and of milk in the European Union does not meet international or national nutritional recommendations. On the other hand, consumption of processed food, which is often high in added sugar, salt, fat or additives is on the rise. Unhealthy diets, together with low physical activity, result in obesity. This is why the European Union takes action to help children follow a healthy diet and lifestyle.”

In addition to offering school milk, the scheme also supports educational measures. According to the European Commission “Their objective is to reconnect children to agriculture and teach them about healthy eating habits. Issues such as local food chains, organic farming, sustainable production or food waste may also be covered. Educational activities may also involve teachers and parents as they are role models for children’s healthy eating habits and lifestyles.”

The purpose of this application is to support the latter part concerning educational measures in combination with communication to parents.

In addition, according to European Commission forecasts, domestic milk consumption may continue to fall in the coming years. As this market has no perspective for strong growth, it is essential to bolster demand and encourage consumption on the domestic market. The many consumers who have abandoned milk and dairy products represent a market to win back. *Source: “Prospects for EU agricultural markets and income 2015-2025” published by the General Agriculture and Rural Development Department in December 2015.*

Two strong findings are the motivation for a multi country educational programme dedicated to the place of milk in a balanced and sustainable diet :

1/ A lack of information for teachers in schools to educate children about health and sustainability and a lack of information of consumers, leading to a loss of consumers confidence and even a distrust in milk and dairy products

Education about healthy and sustainability food is a fundamental part of the national school programme in both Denmark and France. However, this is being challenged by the debate about animal based versus plant-based foods, causing schools to renounce school milk programmes and families to lack important knowledge about children’s healthy eating habits.

Families with young children want to make healthy choices – but are uncertain how to. The debate in the recent years about what’s considered a healthy diet has created an uncertainty among parents. They question whether it’s still a smart choice to follow the official recommendations from authorities, or whether they should listen to amateur influencers or so called “diet experts” instead. The children are influenced in their eating habits from their parents, and the influence lasts all through life. Therefore, it is important to educate both children (in schools) and parents in a healthy diet that fulfils the need for the proper nutrients in order for children to grow and develop.

Schools lack resources and knowledge to educate children about health and sustainability. In both Denmark and France school are challenges by lack of resources. This means, that the basic education in healthy eating habits is downsized, and that the schools do not consider children’s health their responsibility. Only few pupils are for instance taken to farm visits or offered knowledge about farming and dairy. Furthermore, the issue of sustainability is a quite new topic for schools and teachers, and they lack education materials concerning the issue. There is a need to create educational measures and offer activities within the topics of health and sustainability to ensure, that schools have the proper tools to educate children, and that today’s young generation is provided with proper and diverse education on the topics.

In Denmark, the schools in general lack focus on health and food. They believe that health is only the responsibility of the parents, resulting in poorly managed lunch breaks and lack of knowledge about food and nutrition among teachers. Furthermore, the school milk programme is challenged, partly due to lack of resources at schools and partly due to parents being uncertain as to whether milk is healthy and sustainable or not.

In France, there is a lack of knowledge on milk and dairy, dairy farming practices and dairy processing methods, which are all high quality and standards. This leads to misconception and choices not favourable to milk and dairy products. There is a need to provide pupils new positive information on milk and dairy in a pedagogical context.

2019 French Barometer showed that 80% of the French survey respondents have confidence in dairy farmers, but there is a tendency in the last 5 years to lose this confidence progressively (score 7,4/10 in 2019 vs 8,1 in 2010). The perception of breeding in general is deteriorating (score 6,4 in 2019 vs 7,2 in 2010). Consumers less and less consider that dairy farmers respect the environment. Regarding the impact of dairy cows on the environment, 71% of the respondents think that they have a positive impact, but as for the confidence, the tendency is to erode this feeling (minus 5% between 2011 and 2019).. Regarding the dairy products : 81% consumers trust the dairy products in 2019 vs 85% in 2016.

Basically, more and more French consumers lack information about the effects of dairy products on health and sustainability.

Source: CNIEL-IFOP Barometer 2019

Evaluation score of milk

It is regularly decreasing since 2010 especially since 2013 where the score fell below the score 6, which is not a positive indicator

2010	2011	2012	2013	2014	2016	2017	2018
7,8	7,5	7,2	6,9	6,8	6,8	6,6	6,7

Source CSA barometer on milk and dairy products image 2019

Milk is an essential food

2010	2016	2017	2018
8,0	6,8	6,7	6,7

2/ A decrease in milk consumption

Per capita consumption and consumption trends on the medium term for milk

The figures in the tables below highlight the drastic downward trend in per capita milk consumption as well as in volume and evolution, in the two internal markets. These data provided by Euromonitor may be slightly different from national market data. However, they allow a comparison between countries and provides mid term forecasting data until 2023.

A decline in milk sales, retail, liters per capita

Market Sizes Historical/Forecast		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Geography	Category													
Denmark	Milk	71,4	73,3	73,1	72,1	71,1	69,2	66,6	65,3	63,8	62,1	60,3	59,1	58,1
France	Milk	47,9	47,0	46,1	44,7	43,3	42,1	41,0	40,0	38,8	37,6	36,3	35,0	33,6

Source Euromonitor 2019

A decline in milk sales in volume (Volume, thousand liters) Forecast 2023

Market Sizes Historical/Forecast		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Denmark		403 019,3	396 908,4	409 035,0	409 686,0	405 577,9	402 518,7	394 756,8	383 113,2	377 691,2	370 211,6	361 965,5	353 270,0	347 630,8	342 876,2
France		3 070 983,6	3 022 263,6	2 979 556,8	2 934 061,6	2 859 563,4	2 781 472,1	2 711 310,9	2 650 999,7	2 586 525,1	2 516 388,7	2 444 047,7	2 367 224,4	2 284 007,4	2 197 232,7

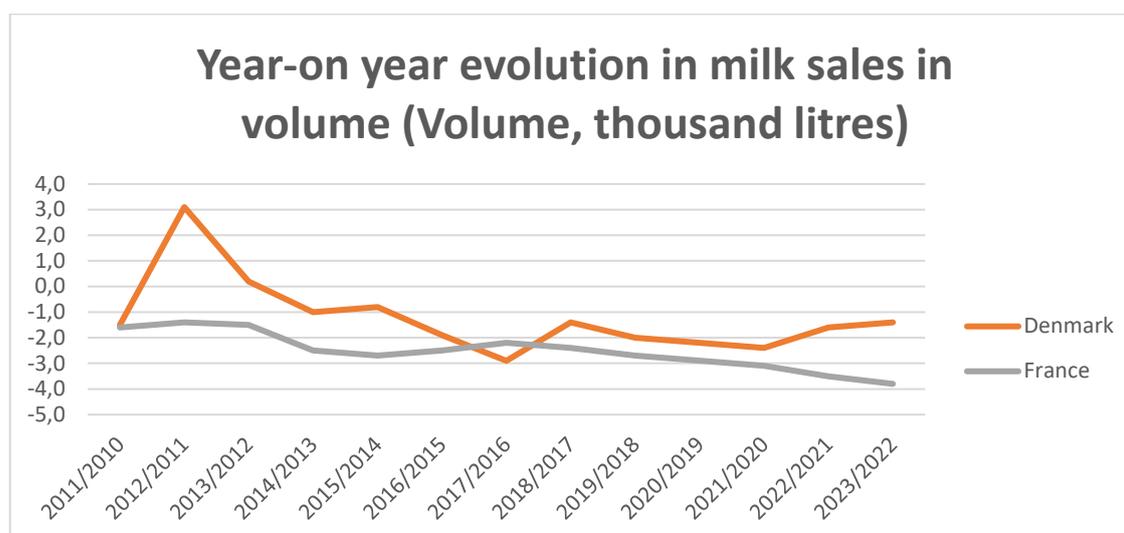
Source Euromonitor 2019

A decline in milk sales retail volume year-on-year growth (Volume, thousand liters)

Market Sizes Historical/Forecast Year-on-year growth (%)		2010 - 2011	2011 - 2012	2012 - 2013	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021	2021 - 2022	2022 - 2023
Denmark	Milk	-1,5	3,1	0,2	-1,0	-0,8	-1,9	-2,9	-1,4	-2,0	-2,2	-2,4	-1,6	-1,4
France	Milk	-1,6	-1,4	-1,5	-2,5	-2,7	-2,5	-2,2	-2,4	-2,7	-2,9	-3,1	-3,5	-3,8

Source Euromonitor 2019

Evolution -a decline in milk sales in % in volume (liters per capita)



Research Sources: Packaged Food: Euromonitor from trade sources/national statistics 2019

MARKET ANALYSIS – SPECIFICITIES FOR DENMARK

The Danish dairy industry consists of the international dairy group Arla Foods and 30 smaller dairy companies, together processing 4.7 billion kg milk from a total of 61 production plants in Denmark.

Cooperatively owned by Danish and Swedish milk producers, Arla Foods is Europe's largest dairy group. The Arla group processes more than 90 percent of the Danish milk pool. The remaining 30 Danish dairies are evenly distributed between cooperatively and privately-owned companies.

Milk sales in Kg per capita- Evolution

2010	2011	2012	2013	2014	2015	2016	2017	2018
90,4	90,2	91,1	90,7	89,2	88,0	86,5	83,4	80,5

Milk sales in volume, 1000 ton- Evolution

2010	2011	2012	2013	2014	2015	2016	2017	2018
501	502	509	509	503	499	495	480	466

Source : Dairy Statistiques, The Danish Agriculture and Food Council. 2018

The School Milk Scheme

The Dairies' School Milk Scheme is administered by the Danish Dairy Board which is a trade organisation for Danish dairies. 75% of all schools in Denmark participate in the scheme which started as a pilot project in 1991 and became permanent in 1994. The objective was to make an effort to give children healthy drinking habits and to create a scheme which made it simple for the schools, the parents and the pupils. The Dairies' School Milk Scheme handles all practical aspects, such as registration, payment, EU subsidies, cool bags, refrigerators, deliveries and order changes. In addition to the Dairies' School Milk Scheme, various municipal schemes and a few independent school schemes exists.

The Dairies' School Milk Scheme offers the school a wide range of various milk types. The schools can choose from 11 different variants reflecting the various needs of the pupils. The pupils may choose pure conventional products, organic products and lactose-free mini milk. The Danish Dairy Board helps market generic school milk in Denmark. As a consequence, the schemes in addition to the Dairies' School Milk Scheme benefit from the information and marketing in connection with school milk.

The Danish Dairy Board is experienced in developing educational programs for teachers, primary school children and their parents. From 2017-2018 the DDB ran the 'Healthy Schools Project', financed by the European Union, and other educational projects about health are continuously made available through the DDB on the website Edutainmenthuset.dk.

Consumers' attitude to milk

Danish milk producers and dairies are challenged as a result of several social factors, but mainly because of consumers' attitude to milk. As milk consumption falls, the risks of lower intakes of calcium and other essential nutrients increase, which may contribute negatively to public health in the long term.

In Denmark, milk has a strong and mainly positive image based on the perception of milk as an essential and life-giving food with a scientifically documented health value. However, in recent years this perception has come under pressure, partly from non-scientific media-driven hype that milk is decidedly harmful in relation to health, partly from the global megatrend concerning sustainability and animal welfare, where

milk is given a bad reputation due to the contribution of CO2 emission from dairy cows. This hype has spread to consumers and must be assumed to affect milk sales negatively. In the Danes' milk attitudes survey we see that less Danes consider milk healthy – in 2009 34% considered milk to be healthy, whereas in 2018 only 30% answered positive.

The consumption of milk is to a great extent founded in childhood. Milk therefore has an innate childishness which leads to increased dissociation from milk the older the children are and the more they disengage from their home. This dissociation also appears in terms of school milk where penetration decreases steadily, even from the lower school classes.

MARKET ANALYSIS – SPECIFICITIES FOR FRANCE

In France, supply represents more than 24 billion litres of milk and turnover of 27 billion euros. Exports represent 7.3 billion euros. In 2013, the dairy sector generated over €3.6 billion surplus trade for France. The dairy sector represents 13% of the country's total agricultural production. As a dairy country (from farming to production), France is the second largest European milk producer after Germany and, as such, represents nearly 20% of cow's milk in Europe.

Source www.maisondulait.com.

In France, the EU School Milk Scheme is managed by the Ministry of Agriculture. This programme covers children and teenager schools that join the EU School Milk Scheme. Town halls manage the programmes regarding 3-10 yr children schools, on behalf of the schools. The other schools for 11-18 yr pupils are managing the EU scheme programme by themselves and receive the grants directly.

All schools must implement educational programmes like dairy farms visits, plant visits etc for a better understanding on where the products come from, how they are produced. Schools can also propose educational activities on these themes inside the schools.

The last decade's young parents are less and less passing on the habit of drinking milk as part of a healthy diet. In a context of various products with all kinds of claimed health benefits and contradictory information, parents fail/forget to bring up the habit of drinking milk as part of a healthy diet. The consumption of milk ends up in a downwards spiral: the parents who don't have the habit of drinking milk themselves, do not pass the good food pattern on to their children.

FACTORS EXPLAINING THE FALL IN CONSUMPTION

- Lifestyle changes with less focus on breakfast where over 70% of milk is consumed. Note that for milk, 49% of people say they have milk at breakfast (77% in 1994). For children, breakfast is a meal that is increasingly missed. Fewer and fewer children take milk every day of the week. children 56% of children from 3 to 5 does not have milk at breakfast every day (67% in 2010), 40% from 6 to 11 (54% in 2010), 38% from 12 to 14 (32% in 2010)
- A move towards other product categories, coffee or tea and fruit juices or vegetable alternatives. 11% of French people who have problems digesting milk have turned to vegetable juices. The range of vegetable juices available grew 22% in 2015 (vs -2.6% for the milk category).
- Dairy products are once again competing with new consumer trends such as vegan and lactose-free diets.
- French people have lost faith in the benefits of cow's milk and its quality.
- Young teenage girls turn away from it because they believe it has a high fat content.

Source : *CNIEL CCAF 2016*

State of consumer awareness

THE MEDIA CONVEYS A NEGATIVE IMAGE

- **Growing negative messages in traditional and social media have a negative impact on milk and dairy products image that have a negative impact on their image and convey confusion and distrust**
- The distrust in dairy products is part of a general defiance around food but the negative message around dairy products and dairy sector is progressing faster. They may not be a majority, but these conviction-based messages increasingly impact consumers and affect all dairy product categories in different ways. There has been a noticeable growth in the number of French people who say they have heard criticisms about milk: 33%% in 2018 compared to 18% in 2012, or a 15-point increase in 6 years. The knowledge of dairy farming debates continues to grow. 56% of French people have heard about it (industrialization, environmental impact, animal welfare ...). **At the same time, there has been a rise in veganism, questioning the legitimacy of farming and, consequently, the consumption of meat and dairy products.**

Less than 2% of French people say they are vegan, yet vegan activists represent 10% of messages on social media. This movement benefits from the activism of its militants and the support of public figures. It is a deep and lasting trend and these messages have an impact on the image of dairy products.

A DETERIORATING IMAGE WITH THE GENERAL PUBLIC

The image of dairy products, **in constant decline** since 2010, with a **score** of 7,5 out of 10 compared to 8.1 in 2010.

18% of French people (vs 9% in 2010) question whether dairy products (cheese, yoghurt, milk) are an **essential part** of their diet. Many also state that they can live without these products. This doubt affects people under 35 in particular those who have a more negative perception than their elders. People aged 25-34 today have a very poor image of milk with a score of 5.7/10.

Furthermore, the **healthy appeal** of dairy products is in decline (a score of 6,9 in 2019 versus 8.4 in 2010)

61% of French consumers (versus 77% in 2010) consider they are informed about milk

Source: *Kantar Worldpanel 2016 study, CNIEL CSA 2016 survey and IFOP 2019*

Market analysis in a nutshell

Consumers still have a good overall image of milk, of dairy farming and its impact on the environment.

But **this confidence has been slowly eroding**, because of the general trend to lose confidence in food production and the lack of information.

This means **that it is important to maintain this level of confidence by providing positive information to consumers.**

It also shows that each countries do not have the same channel of information, or the same level of awareness, which means **communication should be adapted to both country's specific context.**

The conclusion is that there is obviously a need for a greater consumer knowledge and understanding of dairy products and dairy agricultural and process practices, that could be created as a result **of increased information of the dairy sector. This increased knowledge will increase awareness of the merits of EU dairy products and high standards applicable to the production methods in the Union.**

Swot Denmark

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • With its nutritional content, milk contributes to a complete school milk meal. • Milk in general has a strong and positive image and is seen as a food with a high health value. • School milk is recognized in schools as an objective, valuable and respectful partner. • The School Milk Scheme is considered part of the school. • School milk has national distribution and ensures the entire cooling chain from the dairy till school table. • High market share. • Strong position with parents and children during introductory schooling. • Loyal customers see milk as healthy and important in a healthy diet. • Some school leaders see school milk as a signal of the school's focus on health and actively support the scheme. • 	<ul style="list-style-type: none"> • The number of Danes who regard milk as part of a healthy diet is decreasing. • Low penetration after introductory schooling – withdrawals start as early as in year 1. • drop-out phenomenon once people hit adolescence, once they have dropped out, they don't just automatically come back again (milk rejected as it is the symbol of parental authority) • Milk every day or not at all – little flexibility. • Not a matter of impulse. • Same marketing to all age groups. • School milk depends on the schools making staff available. • Some schools find administration of the scheme cumbersome and time-consuming. • opinion about milk is getting worse • growing doubts about health benefits • doubts about the need to consume it throughout life • taste (adults sometimes stop drinking it because of the taste) •
OPTIONS	THREATS
<ul style="list-style-type: none"> • Increase penetration. • Increase focus on recruiting year 0 pupils. • Increase communication to school leaders to make school milk's value visible to each school. • Use the business model platform for new products. • Segmenting pupils into age groups. • Segmented product range and marketing. • Develop meal solutions. • Increase partnership with public authorities. • Enter nutrition, sustainability, learning, activity and creativity into a context. 	<ul style="list-style-type: none"> • Non-scientific, media-driven hype about milk's disadvantages. • Aversion to milk with stakeholders. • milk alternatives such as soya drinks, almond, coconut milks • Soft drink suppliers finding their way into the schools. • Schools' focus on savings. • Increased pressure on school leaders and teachers lower the priority of school milk. • large advertising budgets for other non-dairy drinks • Anti-milk and anti-cow breeding debates • Exaggerated perception of intolerance and allergy

Swot France

<p>Strengths</p> <ul style="list-style-type: none"> + Strong French educational programme about food and sustainability in schools + Existing Cniel partnership agreements with several French National Education structures since 35 years of partnership at regional level + Strong adequacy of the present topics to educational standards and to the programs. + Milk is a major product for the growth of children + milk is rich in essential nutrients, calcium and it is full of nutrients, improves stamina + appropriate as part of a balanced diet + omnipresent (nearly everyone has milk and dairy products at home) + can be used in many ways and many times, alone, bases for cooking and widely used in French recipes (main courses, recipes, desserts) + Renewed interest in origin of food – back to basics + Locally produced 	<p>Weaknesses</p> <ul style="list-style-type: none"> - Attacks from vegan and animal movement groups - drop-out phenomenon once people hit adolescence, once they have dropped out, they don't just automatically come back again (milk rejected as it is the symbol of parental authority) - Negative messages leading to confusion and distrust on dairy products and agriculture - Lack of awareness from teachers on the positive rôle of EU agriculture and livestock breeding - white milk is a 'low involvement' product, - a decrease of the breakfast consumption, a lack of diversification of consumption moments - milk is regarded as "non-thirst-quenching" (certainly if not drunk cool) in the same way that some other drinks are - the number of mothers drinking milk has decreased (children don't see their parents drinking milk any more) - opinion about milk is getting worse - growing doubts about health benefits - doubts about the need to consume it throughout life - taste (adults sometimes stop drinking it because of the taste)
<p>Opportunities</p> <ul style="list-style-type: none"> + Existing programmes from the Ministry of National Education implementing educational activities on food, School milk Schemes and Education for Sustainable development. + 13 million of young people in French Schools + Education as early as possible is the basis for acquiring knowledge and behaviors for life. The school environment is a unique place for communication and information. + Milk is a convenient product : it can be consumed at many times: breakfast and a lot of new moments (lunch, on the go, evening meal... + Milk can be consumed as such or as in ingredient in food + in rehydration after exercise and physical activity 	<p>Threats</p> <ul style="list-style-type: none"> - milk alternatives such as soya drinks, almond, coconut milks - fortified and calcium enriched drinks such as orange juices - large advertising budgets for other non-dairy drinks - parents no longer a role model for children - a number of doctors recommend not drinking milk - emerging sports drinks and a supply of all kinds of 'healthy' drinks (waters, fruit juices) and calcium-enriched drinks (e.g. certain waters, soya drinks etc.) - increased consumption outside the home (fast food). Milk less available in this channel - Continued misconception regarding fat content of milk - Anti-milk and anti-cow breeding debates - Exaggerated perception of intolerance and allergy - Milk is increasingly questioned in consumers' opinion with regard to its quality and safety in relation to animal feed, treatments with antibiotics, GMO, intensive milk production. -

ARTICLE 4 DESCRIPTION OF THE SERVICES

4.1 CONTENT OF THE SERVICES

4.1.1. FIRM TRANCHE

Firm tranche must be completed by April 2020 by noon ET.

The successful tenderer shall contribute to the preparation of the application which will be submit to the European Commission

The preparation of the application includes:

- drafting of all the work packages according to the model imposed by the European Union and consequently provided by EMF:
 - o definition of the work packages and activities
 - o precise and detailed description of the activities
 - o precise list of deliverables for the 3 years of the programme
 - o quantification of deliverables
 - o key performance indicators
 - o budget analysis/costing by entry
- assistance in writing and proofreading the entire file before submission.

The application will have to be ready before April 2020.

4.1.2. CONDITIONAL TRANCHE

GENERAL OBJECTIVES

According to articles 2 and 3 of the EU Regulation 1144/2014, the general objectives of this programme are a) to increase awareness of the merits of Union agricultural products and of the high standards applicable to the production methods in the Union b) to increase the competitiveness and consumption of the EU agricultural products.

In addition, the EUC Annual Work programme for 2020 objective is to support ” programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare...) and the characteristics of EU products in terms of quality, taste, diversity or traditions”

COMMUNICATION OBJECTIVES

The objectives of the project are these:

- o To educate children and parents in healthy and sustainable eating habits.
- o To promote the health benefits of dairy (Danemark) and increase schools, pupils' awareness/knowledge of the merits and qualities of milk and dairy, agricultural products and on production methods and dairy processing (France) and of their benefits and the advantages of consuming milk
- o To communicate at eye level with the children, making dairy relevant and fun, creating likeability, preferal and peer effect
- o To strengthen the relationship to schools and teachers, and indirectly with the parents

PROGRAMME STRATEGY

The increase of awareness and knowledge is the best protection against doubts, negative opinions, attacks, oversights and indifference.

The strategy is to create activities that renews the focus on health and sustainability and dairy by school management, teachers and parents. The project aims to increase the take-up on school milk while having a clear purpose in terms of providing information and addressing attitudes.

We would like to offer school management a practical and elementary management tool to enable them to focus on the quality and content of meal breaks, school milk and the pupils' health (DK) and sustainability (FR) for learning.

In Denmark, DDB would like to include sustainability to some extent too and not necessarily animal welfare, as farm visits and production methods are already in place.

In France, with a teaching body of close to 900,000 people instructing and training close to 12 million pupils, and with study programmes on the production of food, its nutritional value, its uses, history, geography, science and techniques, and its consumption, the school environment represents a unique place of communication and information. It is a place of knowledge transfer from an economic sector to the world of learning.

Dairy products are a topic of study and discovery and even of research for educators and for children big and small, [and even bigger still when they move on to secondary school]. Milk allows us to approach a range of subjects that are extremely varied, from biology to history, from techniques to economics, from earth and life sciences to Education on Sustainability, from the perspective of culinary and nutritional professions. Also, keeping the possibility of chemistry experiments, nutritional games, active awareness of nutrition, farm and company visits....

The project will have a two-string strategy, on one hand focusing on schools and education, on the other hand recognizing and encouraging the role of parents for children's attitudes and the fact that children at a very early age are decision makers when it comes to the family's eating habits.

EUROPEAN DIMENSION OF THE PROGRAMME

This planned programme concerning education on milk will have a strong European dimension

- A cooperation between economic operators in two Member States, Denmark and France, that will contribute to increasing the Union added value and to highlighting the diversity of Union agricultural products
- A strong European tagline
- Showing that milk and dairy are part of a healthy and sustainable diet in the two countries DK and FR and in the Union
- Demonstrating common European high qualities
- Continuous information about the values of excellence associated with European dairy products.

PROGRAMME TARGETS

The targets of the projects will be:

- o Schools, teachers and pupils (by creating educational material about food and drinks, particularly dairy)
- o Pupils, through visits and relevant educational material about animal welfare and health.
- o Parents to help them manage the difficult role of parenthood when it comes to healthy and sustainable eating and drinking habits (by creating educational and inspirational content).

ACTIVITIES

	Activities	Budget EUR			
		Year 1	Year 2	Year 3	Total
Communication agency	1. Other costs of project coordination	1 015 388	1 015 388	1 015 388	3 046 164
	2. Public relations				
	2. Press events				
	3. Website / social media				
	4. Advertising				
	5. Communication tools				
	6. Events				
	7. Point of sale promotions				
8. Other activities					
Eval° agency	Evaluation of results	40 616	40 616	40 616	121 847
DDB & CNIEL	Costs of proposing bodies (Personnel costs, financial etc)	44 000	44 000	44 000	132 000
Total		1 100 004	1 100 004	1 100 004	3 300 011

Budget breakdown per country and sharing key

	By year ('000 €)	3 years ('000 €)	% budget
	Total	Total	
DK	500	1500	45,45
FR	600	1800	54,55
Total	1100	3300	

For the communication agency, the above table shows a choice of activities (From Activity 2 to Activity 8) allowed by the EU Regulation the agency could potentially propose according its strategic recommendation.

It is not mandatory to propose all activities, but every proposed activity should be relevant to the market strategy and the programme objectives.

Regarding Activity 3, DDB and Cniel will used the existing websites for communication on this programme: the agency should not recommend a new website. For social media, the agency can leverage on the existing accounts of each proposing organisation. It's not mandatory to recommend the creation of owned social media accounts. Special attention will be paid to a viral digital strategy of influence adapted to the various markets.

The agency will have to recommend a budget breakdown by targeting countries. The agency should justify this breakdown in regard with markets trends, proposed activities.

4.2 PERFORMANCE OF THE SERVICES

4.2.1. In order to allow EMF to monitor the progress of the activities and compliance with the obligations arising from the co-financing by the European Union, the successful tenderer shall produce and attach to each of its invoices, during the entire term of the contract, within 30 days from the end of each quarter as from the time the contract takes effect:

- A **“quarterly technical report”**, to be drafted in English in accordance with the template that will be provided by the EMF, containing (i) a description of the activities planned and carried out with justifications, as the case may be, for any discrepancy vis-à-vis the activities planned and (ii) copies of the materials and visual media used;
- A **“quarterly financial report”**, to be drafted in English in accordance with the template that will be provided by the EMF, breaking down the costs and/or expenses actually incurred by the successful tenderer per activities; and
- **Supporting documentation for each of such costs and/or expenses and proof of their payment by the successful tenderer and in particular:**
 - o (i) the invoices of the successful tenderer’s subcontractors to which shall be appended proof of payment of said invoices by the successful tenderer (copy of the successful tenderer’s bank statements),
 - o (ii) the invoices of the subcontractors of the successful tenderer’s subcontractors to which shall be appended proof of payment of said invoices by the successful tenderer’s subcontractors (copy of the bank statements of the successful tenderer’s subcontractors),
 - o (iii) If appropriate, the itemised timesheets of the successful tenderer’s operators (one timesheet per budget line) and of the operators of the successful tenderer’s subcontractors.

At the end of each 12-month period (Phase), the successful tenderer shall produce and attach to the last invoice, within 30 days from the end of the Phase:

- o A **“annual technical report”**, to be drafted in English in accordance with the template that will be provided by EMF, containing (i) a description of the activities planned and carried out, with justifications, as the case may be, for any discrepancy vis-à-vis the activities planned and (ii) copies of the materials and visual media used;
- o A **“annual financial report”** to be drafted in English in accordance with the template that will be provided by EMF containing (i) an expenditure reporting table per activity and (ii) a financial statement for reporting Phase.

At the end of the contract, the successful tenderer shall produce and attach to the last invoice, within 30 days from the end of the contract a “final technical report” **to be drafted in English** in accordance with the template that will be provided by EMF, containing (i) an overview of the activities carried out and the results of the actions and (ii) a summary to be published.

4.2.2. In addition, to allow the progress of the activities to be monitored, the successful tenderer shall submit, each action and/or deliverable to the prior written approval of EMF within a reasonable time that will be defined by agreement, before they are performed, produced and/or published.

ARTICLE 5 PRICE OF THE CONTRACT

The prices are all-inclusive. They are detailed in the deed of commitment per type of action proposed with the corresponding fees. These prices are expressed in euros and include all tax and other charges applicable to the services as well as all associated expenses.

- Firm tranche: the successful tenderer will be compensated for the hours spend on preparing the application. The exact amount will be negotiated with the selected agency.

- Conditionnal tranche

The amount of the contract is: € 1 015 388,00 excluding VAT/year

The amount of the programme is € 1 015 388.00 excluding VAT/year, including all communication activities, media buying (if any), evaluation, coordination charges and fees.

The amount of the agency's fees cannot exceed 15% of the total amount of the activities done and/or coordinated, excluding the purchasing of space, and the amount of the agency's fees for the purchasing of space cannot exceed 5% of the amount of the Space Purchasing budget, if any.

ARTICLE 6: INVOICING AND SETTLEMENT TERMS AND CONDITIONS

6.1 Invoicing terms

EMF will make payment upon production of the invoice and provided the successful tenderer has performed its obligations and delivered the deliverables described in Clause 4.1.1 of these Specifications, within 30 (thirty) days from the end of the month in which the invoice is received.

Unless otherwise agreed between the parties, the successful tenderer will invoice its fees and expenditures in connection with the programme on a quarterly basis.

Each of the invoice shall **in all cases** be accompanied by all elements described in the article 4.2.1.

6.2 Payment terms

Subject to performance of all its obligations, the successful tenderer's invoices will be paid by EMF within a period of 30 (thirty) days end of month from receipt thereof.

The invoices shall be sent to the following address:

EMF – *service comptabilité* (Accounting Department) 42 rue de Châteaudun 75 314 PARIS Cedex 09

ARTICLE 7: PERIOD OF THE CONTRACT

The period of the contract is 3 years. The contract is not renewable.

The contract, which is entered into is subject to written co-financing authorisation being obtained from the European Union, will take effect on the first day of the month following the signature date of the Grant Agreement to be concluded between EMF and the European Union.

ARTICLE 8: PLACE WHERE THE CONTRACT WILL BE PERFORMED

The services that are the subject of this contract shall be carried out in: Denmark and France (hereinafter the "Territory(ies)").

ARTICLE 9: OBLIGATIONS OF THE SUCCESSFUL TENDERER

The successful tenderer undertakes:

- To perform the contract in accordance with the regulations in force in the Territory(ies) for which they are intended or in which they are meant to be disseminated, and in compliance with the best practices specific to the services that are the subject of the contract;
- To ensure that the creations comply with the provisions governing co-financing set by regulation no. 2015/1831 of 7 October 2015 laying down rules for applying regulation no. 1144/2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in the third countries (appended hereto in Annexes 1 and 3) and in particular, but not limited to, Article 4 of EU Regulation no. 1144/2014 and Articles 2 to 8 of implementing regulation no. 2015/1831 (appended hereto in Annexes 1 and 3);
- For health claims (i.e. information on the impact of a product on health): To ensure that the health claim complies with the regulation (CE) no. 1924/2006 and is approved by national authorities charged of the public health of the member state where the activities are implemented or with any similar regulation applicable in non-European countries;

- Not to disclose any information that is confidential by its nature, the context in which it was obtained, or by virtue of its being reported as confidential, about which it would have been aware in connection with the performance of the services under the contract, and which relates to the resources to be used for the performance of the contract. Where applicable, the successful tenderer must advise its subcontractors of the obligations of confidentiality incumbent on it for the performance of the contract. It must ensure that these obligations are complied with by its subcontractors. The information, documents or data already accessible to the public when they are brought to the knowledge of the parties are not covered by this obligation of confidentiality. The other information relating to the performance of the contract can only be passed on to third parties with the EMF's express agreement;
- To comply and ensure that subcontractors comply with the principles of data protection in accordance with the Data Protection Agreement;
- Not to use, in any form whatsoever, the results obtained during the performance of the services under this contract for any other campaign;
- Not to submit an application to benefit from Community or national aid for actions carried out for the campaign forming part of this contract;
- To indicate clearly and legibly on all materials - regardless of the medium thereof - that it will produce in respect of the contract, and also in its media relations, that the European Union has been involved in financing the Programme and the Actions, on pain of not being eligible for the expenses incurred and, unless otherwise instructed by EMF, to reproduce the logos detailed below:
 - **Logo of the European Union** (flag) plus the phrase: *CAMPAIGN FINANCED WITH THE ASSISTANCE OF THE EUROPEAN UNION* translated into the language of the target countries
 - **European "Enjoy, It's from Europe" logo**
 - **Logo of DDB and CNIEL**
 - **Logos of the EUC**



Downloading of the European logos and the charters:

http://ec.europa.eu/agriculture/promotion/procedure/enjoy-instructions_fr.htm

The "Enjoy! it's from Europe" slogan will be used in English. The Agency can use a translation of this slogan in the form of a footnote at the bottom of the visual material (advertisement, poster, etc). GRAPHIC CHARTER:

http://ec.europa.eu/agriculture/promotion/procedure/enjoy-instructions_fr.htm

- To make all reasonable efforts to obtain the best rates from media if any. EMF will have the benefit of all commissions, discounts, rebates and/or reimbursements that the Agency may obtain in connection with the implementation of the contract. Likewise, the Agency undertakes to credit to EMF account any income arising directly or indirectly by the implementation of the Contract and, in particular, any interest that the Agency collects from the investment of any amount from EMF.

- Not to be bound, during the period of the contract, by an agreement with a third-party concerning campaigns that are likely to denigrate dairy products.

ARTICLE 10: SUBCONTRACTING

The successful tenderer may also call on sub-contractors provided that it first informs purchaser in writing by providing it with their name, address and registration number on the trade and companies registry and/or SIRET number.

The successful tenderer is responsible for paying all invoices of subcontractors that it has commissioned to implement the activities of the contract on behalf of purchaser. Purchaser may not be held liable for the successful tenderer's late payments to its subcontractors.

In the event of subcontracting, the successful tenderer shall be solely responsible for the performance of the subcontracted parts. In this regard, the failings of the subcontractors arising from non-compliance with their commitments or the cessation of activity shall be treated as failings of the successful tenderer.

The obligations incumbent on the successful tenderer in respect of this contract apply de jure to the subcontractors. The successful tenderer undertakes to advise them of said obligations.

ARTICLE 11: CHECKING THE PROPER PERFORMANCE OF THE SERVICES UNDER THE CONTRACT

EMF reserves the right to have any type of check carried out during the performance of the contract to ensure that the services performed comply with the contractual requirements. It can either expedite checks on site or ask the successful tenderer to send it documents proving that the proposed actions have been carried out.

Should EMF note a breach of the requirements of these specifications, it shall send the successful tenderer a formal demand to rectify it within a specific time frame. Once the time frame set has passed, EMF can either decide to terminate the contract in accordance with the conditions of Article 15 or decide not to pay the sums corresponding to the actions that do not comply with these specifications.

Any proposed amendment to the activities must be notified by the successful tenderer and validated by EMF.

The periodic reports (see Article 4.2.1) shall also be subject to verifications. The successful tenderer is obliged to carry out the corrections requested by EMF, where applicable.

Checking the proper performance of the contract also obliges the successful tenderer to undertake to keep the records and other supporting documents proving the proper performance of the programme and the costs declared as acceptable, in accordance with the conditions laid down by Regulation no. 2015/1831 of 7 October 2015 laying down rules for applying regulation no. 1144/2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in the third countries.

Accordingly, the successful tenderer shall:

- open a specific bank account dedicated exclusively to the program. The successful tenderer undertakes to keep copies of all bank statements relating to said bank account during the entire term of the contract and, after its end, during a period to be indicated by EMF;
- keep analytical accounting specific to the contract and separate from its general accounting allowing the revenue and expenditures relating to the performance of the contract to be identified, and to keep it available to EMF (in full or by extracts) upon simple request. The successful tenderer undertakes to archive said accounting during the entire term of the contract and, after its end, during a period to be indicated by the EMF.

Finally, the successful tenderer is reminded that checks, reviews and audits, in particular on the successful tenderer's premises, can be expedited by EMF, , the Commission, the European Court of Auditors (ECA), the European Anti-Fraud Office (OLAF) and/or any body, agent or expert appointed by them for the full period of the contract and six (6) years after the contract has ended.

ARTICLE 12: INTELLECTUAL PROPERTY

The successful tenderer assigns, on an exclusive basis, all of the rights or titles to intellectual property of any nature relating to its services and/or to the results of its services, allowing EMF to use them freely in Austria, France and in third countries.

This assignment relates in particular to the work carried out both by the successful tenderer and by directly or indirectly associated persons under this contract (freelance writers, associated rights of performers, right to reproduce the image of models and persons represented, etc.).

Ownership is transferred to EMF as the services scheduled in the contract are carried out.

The assigned rights include, but are not limited to:

- *the right to reproduce all or part of the creations on any medium, particularly analogue or digital, in any forms and formats known or anticipated on the date that the contract is signed or subsequently discovered,*
- *the right to reproduce all or part of the creations by any processes (known or anticipated on the date that the contract is signed or subsequently discovered and contemplated),*
- *the right to adapt all or part of the creations in all formats and to translate all or part of them into any languages,*
- *the rights to distribute, lease, loan, make freely available and sell for any marketing, internal or external communication operation and any other means of using the creations falling within the activity of the EMF.*

The media and processes include in particular any hard copy, computer or digital medium, any means of communication, direct or indirect, via space or land, by satellite, cable or radio waves, and any wired or wireless network, including the Internet in particular.

This assignment is valid for the legal period of protection of intellectual property rights, including any legal extension, regardless of the reason therefor, and on a worldwide basis. It includes the possibility for the EMF and the European Union to benefit from all of the rights to use the results of the actions that are the subject of this contract.

The successful tenderer shall also transfer to EMF title to all physical media containing the works.

ARTICLE 13: INSURANCES

The successful tenderer represents and warrants that its professional public liability is insured with a creditworthy insurance company and that said insurance covers all its services and/or the contract and persons involved, directly and/or indirectly, in carrying out and/or the implementing the contract.

ARTICLE 14: TERMINATION

14.1 Termination of the contract in full by the Parties

Should one of the Parties breach any one of the obligations provided under the contract, the other Party(ies) may, after formal notice sent by recorded delivery letter with acknowledgement of receipt to remedy the recorded breach(es) which has/have not been remedied in full or in part within the

thirty (30) days of the receipt thereof, terminate, in full, the contract without other formality, without prejudice to any damages which might be owed.

14.2 Termination of the contract in full or in part by EMF

EMF may also terminate this contract at any time and without the successful tenderer being entitled to any indemnity and/or compensation other than:

-the reimbursement, on presentation of justifying documents, of all the expenditures and expenses incurred by the successful tenderer,

-the payment of the remuneration of the successful tenderer for the activities carried out,

until the date of the termination or of its operative event (where the successful tenderer has failed to inform EMF of said operative event in the cases provided for in paragraphs a) and b) mentioned below), in the following cases:

- a) When the successful tenderer, during the implementation of this Contract, is placed in one of the situations mentioned in Articles L. 2141-1 to L. 2141-11 et L. 2341-3 of the Public Procurement Code
- b)
- c) When administration proceedings (Articles L. 631-1 *et seq.* of the French Commercial Code (*Code de commerce*)), compulsory liquidation proceedings (articles L. 640-1 *et seq.* of the French Commercial Code) or a like measure provided for under a foreign law is commenced against the successful tenderer and subject to the public policy provisions applicable to such proceedings;
- d) When CHAFEA terminates the Grant agreement or the participation of one or more proposing organisations, regardless of the reason for said termination.
- e) In the event the public authorities fail to extend or call into question the extension of the inter-branch agreement entered into between the bodies that form EMF setting the amount of the inter-trade contribution.

ARTICLE 15 DISPUTES AND CONFLICTS

The parties shall endeavour to settle amicably any disputes and conflicts which might arise during the performance of this contract. If the parties are unable to reach an amicable resolution, suit shall be brought before the Paris Regional Court (Tribunal de grande instance), which shall have sole jurisdiction.

Appendix available online:

1 - (EU) Regulation no. 1144/2014 of 22 October 2014: <https://publications.europa.eu/en/publication-detail/-/publication/cd6b3f8f-63f6-11e4-9cbe-01aa75ed71a1>

2- Delegated (EU) Regulation no. 2015/1829 of 23 April 2015: <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX%3A32015R1829>

3 - Implementing (EU) Regulation no. 2015/1831 of 7 October 2015: <https://publications.europa.eu/en/publication-detail/-/publication/e33c36d2-7173-11e5-9317-01aa75ed71a1>

TENDER RULES

ARTICLE 16: COMPOSITION OF THE TENDER FILE

The tender file includes the following documents:

- the notice of the competitive public tender,
- these tender rules,
- the tender specifications
- the data protection agreement.

ARTICLE 17: DIVISION INTO LOTS

The contract is not divided into lots.

ARTICLE 18: DEADLINE FOR RECEIPT OF APPLICATIONS

The deadline for receipt of applications is **at the latest by 20th January 2020 before 12 noon (UTC+1)**

Any files that are received by the purchaser after the date and time stipulated above, as well as those that do not comply with the formal requirements listed in Article 11, will not be accepted.

ARTICLE 19: PERIOD OF VALIDITY OF BIDS

Bids will be valid for 120 days as from the deadline for submitting bids.

ARTICLE 20: PRESENTATION OF APPLICATIONS

Applicants must submit the presentation file for their application, which shall include, in the following order:

- Forms DC1 and DC2, duly completed, dated and signed, or the European Single Procurement Document (ESPD) – *or the equivalent document for service providers from outside the European Union*;
- the extract of profit/loss account for the last three years and, as applicable, the revenue for the business segment that corresponds to the purpose of the contract, over the last three financial years for which information is available;
- A list of similar services provided during the last three years. The applicant shall state the amount, the date and the name of the public sector or private sector client, in compliance with any confidentiality requirements.
- In the event of an application by a grouping, the applicant shall specify the form of the grouping (whether the members are jointly liable or jointly and severally liable), designate the grouping's lead company and the authorisation that empowers the lead company to make valid commitments on behalf of the grouping.
- Proof of insurance for professional risks;
- A declaration stating the applicant's average annual headcount and the proportion of management personnel for each of the last three years;
- A description of the applicant's material and human resources that provide the rationale for its capacity to perform the required services.
- The data protection agreement duly filled out and signed.

ARTICLE 21: PRESENTATION OF THE BIDS

The bid must be written in English and contain a technical and financial memorandum made up of the following elements:

- **The successful tenderer's technical file, comprising:**

- A communication and promotional strategy, justifying its choices with figures and calibrated data whilst proposing precise objectives over the 3 years of the programme;
 - Details of the pointers for all of the activities defined (to be adapted depending on the target countries). The actions proposed will be based on strong messages to be communicated to the target audiences;
 - Time frame for the programme: the successful tenderer will propose a time frame over 3 years based on specific elements;
 - A press insert / professional press strategy (print and/or digital medias), if necessary
 - Professional training for the programme's priority target, if necessary
 - Point of sales activities promotion planning, if necessary
 - A press and public relations strategy with the target press/medias and influencers
 - A viral digital strategy relying on influencers from target markets with short and medium-term partnerships
- **For each action, the tenderer shall propose:**
- the organisation of each action (objectives, messages to be communicated, action plan for logistics, materials produced, budget);
 - a precise scheduling for each action;
 - shall give **specific effectiveness indicators (KPIs)** per target which will be used as the basis for any evaluation;
 - **All the deliverables** per activity and per action line
 - **an estimate of the result** for all of the programme's activities.

The tendered shall submit a summary chart for each of its actions according to the following template (information in italic is given as an example):

TITLE OF THE ACTIVITY/NATURE	PRESS RELATIONS ACTIONS		
SPECIFIC OBJECTIVES	Objectives: <i>specify</i> Given as an example: XX press releases (PR)/year across all geographical areas, XX basic press kits across all geographical areas, split per country XX media and blogger demo workshops - based on XX participants across all geographical areas, split per country		
DESCRIPTION OF THE ACTIVITY	Ongoing annual press relations action – Drafting of press tools – press database follow-ups – logistical management of press events		
	YEAR 1	YEAR 2	YEAR 3

ELEMENTS TO BE DELIVERED	XX press releases per year XX annual press kit per year XX delivery service XX annual press events XX press workshops per year Etc.	XX press releases per year XX annual press kits per year XX delivery service XX annual press events XX press workshops per year Etc.	XX press releases per year XX annual press kits per year XX delivery service XX annual press events XX press workshops per year Etc.
BUDGET ANALYSIS	Press releases (Content, translation, dissemination): € XXXXXXXXX / year Press kits (Content, translation, digitalisation, dissemination): € XXXXXXXXX / year Delivery service: € XXXXXXXXX / year Press launches (coordination, logistics, arrangements, press reception): € XXXXXXXXX / year Media and blogger demo workshops (coordination, logistics, arrangements, press reception): € XXXXXXXXX / year Etc. XXX man hours / € XXXXXXXXX / year: € XXXXXXXXX (junior assistant – € XXXXXXXXX / 46 man hours) Etc.		
EXECUTION			

- **The proposed budget must include:**
 - a precise budget for the 3 years of the programme per action and per country (a graphic creation line, and an implementation line – adaptation for each tools / country shall be provided for in the budget proposed) according to the following template:

Language

Detailed Budget Table					
Acronym		ID Proposal			
Headings	Years	A. Direct personnel costs	B. Direct cost of subcontracting	C. Other direct costs	TOTAL
1. Project coordination					
Personnel cost of the proposing organisation(s)					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
Other costs of project coordination					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
	TOTAL	0.00	0.00	0.00	0.00
2. Public relations					
Continuous PR activities (PR office)					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
Press events					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
	TOTAL	0.00	0.00	0.00	0.00

3. Website, social media					
Website setup, updating, maintenance					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
Social media (Accounts setup, regular posting)					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
Other (mobile apps, e-learning platforms, webinars, etc.)					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
TOTAL		0.00	0.00	0.00	0.00
4. Advertising					
Print					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
TV					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
Radio					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
Online					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
Outdoor, cinema					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
TOTAL		0.00	0.00	0.00	0.00
5. Communication tools					
Publications, media kits, promotional merchandise					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
Promotional videos					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
TOTAL		0.00	0.00	0.00	0.00
7. Events					
Stands at trade fairs					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
Seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
Restaurant weeks					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
Sponsorship of events					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
Study trips to Europe					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
Other events					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
TOTAL		0.00	0.00	0.00	0.00
7. Point-of-sale (POS) promotion					
Tasting days					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
Other: promotion in retailers' publications, POS advertising (shelf talkers, posters, etc.), promotion in canteens					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
TOTAL		0.00	0.00	0.00	0.00
8. Other activities					
Other activities					
	Year 1				0.00
	Year 2				0.00
	Year 3				0.00
TOTAL		0.00	0.00	0.00	0.00

The proposal must show separately, for each targeting country:

- the total budget for the activities (hereinafter the “Activities Budget”);
- the total budget for the activities excluding the costs of purchasing advertising space;
- the agency fees for the activities excluding the costs of purchasing advertising space, which cannot exceed 15% of the Budget of the Activities done and/or coordinated
- If any : the total budget for the costs of purchasing advertising space if any (hereinafter the “Media Buying Budget”);
- the agency fees for the Media Buying Budget, which cannot exceed 5% of the Budget of the Media Buying.
- The agency coordination fees and the agency fees that are specific to an activity.

ARTICLE 22: REQUIRED LEGAL FORM FOR THE GROUPING OF ECONOMIC OPERATORS THAT WILL BE AWARDED THE CONTRACT

Groupings of economic operators can submit bids, regardless of their legal form. If the contract is awarded, the economic operators in the grouping must be jointly and severally liable.

ARTICLE 23: DEADLINE FOR AMENDING THE TENDER FILE

Six days at the latest before the deadline for the receipt of applications and bids, the EMF reserves the right to make minor changes to the tender file.

It will inform all the applicants who requested the tender file of such amendments, under conditions that respect the principle of equality. Said applicants must then bid on the basis of the amended file, without being able to make any claims in this regard.

ARTICLE 24: RULES ON SUBMITTING APPLICATIONS

It is recommended that applicants/bidders avoid submitting their application and their bid at the “last minute” and that they first carry out a test to ensure that they are completely familiar with how the electronic submission process works.

24.1 Submission in printed form

Applications have to be sent together **at the latest by 20th January 2020 before 12 noon (UTC+1)** in a sealed envelope one print copy and one memory stick to the following address:

EMF
Siobhan Kane
42 rue de Chateaudun
75314 PARIS Cedex 09
FRANCE

and must obligatorily state the subject of the tender:

EMF Multi programme Education on Milk - "DO NOT OPEN"

Applications must be sent by any method that makes it possible to know for certain the date and the time of receipt (e.g. registered letter with return receipt, courier, etc.), to the address stated above; they must be sent in a timely manner so that they reach the place to which the bids must be delivered before the closing date and time stipulated in these tender rules.

24.2 Electronic transmission

Applications have to be sent by email **at the latest by 20th January 2020 before 12 noon (UTC+1) in digital format** to Louise Poulsen lpo@mejeri.dk, dpoisson@cniel.com, prochard@cniel.com and skane@cniel.com

Applicants/Bidders should note the following additional information:

- ✓ The compatible formats that the contracting authority can read are: .zip, .xls, .doc and .pdf. Applicants are requested:
 - not to use certain formats, such as .exe files
 - not to use certain tools, in particular macros
 - to ensure that the bid file is not too large
- ✓ An acknowledgement receipt will be sent for applications that are submitted electronically, which states the date and time of receipt.

ARTICLE 25: REVIEW OF APPLICATIONS

Application files will be reviewed by the Evaluation Committee in light of the administrative documents required.

The meeting of the Evaluation Committee for reviewing the application files is scheduled for the fourth week of January 2020 (TBC).

Applicants will be eliminated if their economic and financial capacity and their technical and professional capacities are insufficient in light of the documents provided.

Applications for which the documents requested are absent or incomplete will not be accepted.

The purchaser may ask applicants to complete or explain the supporting documents or means of proof that are provided or obtained.

ARTICLE 26: REVIEW OF BIDS

The selected applicants will be invited by EMF to send their bid in a certain time-limit.

The meeting of the Evaluation Committee for reviewing the bids is scheduled on early March 2020. (tbc)

Bids must comply with the requirements set forth in the tender documents and in the tender specifications. Bids will be eliminated if they are deemed to be unacceptable, inappropriate or non-compliant.

The purchaser reserves the possibility of asking applicants to provide details on their bid.

The other bids will be ranked and the bid that is the best value for money will be chosen on the basis of the following criteria:

26.1 Bid selection criteria

Bids must comply with the requirements set forth in the brief documents. Bids will be eliminated if they are deemed to be unacceptable, inappropriate or non-compliant.

The proposing organisations reserves the possibility of asking bidders to provide details on their bid.

Criteria for the evaluation of the proposal and scoring

- Answer to the briefing, rationale, understanding of the general and specific objectives of the programme, ... (20%)
- Technical quality of the programme including strategic recommendation, relevance of the strategy to targets and market, creative including originality, clear and detailed description of the activities, suitability of the activities to the programme, content development (40%)
- Cost effectiveness (including costs of productions, fees) (20%)
- Project organisation and structure specific to a multi country programme Experience of management of EU co-financed programmes (20%)

26.2 Total mark

The total mark for each bidder will be the sum of the marks obtained for each of the criteria.

The bid that obtains the highest mark will be ranked first. The bid that obtains the lowest mark will be ranked last. The bidder whose bid was ranked first will therefore be awarded the contract.

ARTICLE 27: DOCUMENTS TO BE PROVIDED BY THE PREFERRED BIDDER

The bidder to which it is planned to award the contract must also provide:

- an official record of criminal convictions; if the preferred bidder is located abroad, that bidder must provide the relevant record, or, in the last resort, an equivalent document issued by the relevant judicial or administrative authority of its country of origin or establishment, attesting that the bidder is not excluded from tender procedures;
- the documents provided for in Articles D. 8222-5 or D. 8222-7 and D. 8222-8 or D. 8254-2 to D. 8254-5 of the French Labour Code, which must be provided every six months until the end of the performance of the contract;
- the attestations and certificates issued by the relevant administrations and organisations which prove that the bidder has complied with its tax and social security obligations. If the preferred bidder is established abroad, the bidder must provide a certificate issued by the administrations and bodies of its country of origin or establishment.
- form ATTR11 (contract agreement form) dated and signed by the person who is empowered to make binding commitments on behalf of the bidder (for groupings, the contract agreement form must be a single document) that the EMF will duly complete and send.
 - ⇒ In the event of the use of sub-contracting that is declared when the bid is submitted, the applicant must provide the EMF with a declaration that states:
 - The nature of the services that are sub-contracted;
 - The name of the person, the commercial name or the corporate name and the address of the proposed sub-contractor;
 - The maximum amount of the monies to be paid to the sub-contractor;
 - The payment conditions provided for in the draft sub-contracting agreement and, as applicable, any price variation terms;
 - As applicable, the sub-contractor's capacities on which the applicant has based its choice.

The bidder shall also provide the EMF with a declaration by the sub-contractor which states that the sub-contractor is not subject to a prohibition on bidding.

The notification of the contract to one of the bidders shall entail acceptance of the sub-contractor and approval of the payment conditions.

The preferred bidder shall provide these documents to the purchaser within the deadline that will be notified to it.

If these documents are not provided within the stipulated time-limit, the selected applicant's bid will be rejected, and the applicant eliminated. The following applicant in the ranking of the bids will then be asked to provide these documents before the contract is awarded to it.

ARTICLE 28: ADDITIONAL INFORMATION

In order to obtain all the additional administrative or technical information that they need, applicants must make a request, ten days before the deadline stipulated for the receipt of the applicants, either by email to the following email address

Louise Poulsen lpo@mejeri.dk
prochard@cniel.com
dpoisson@cniel.com,
skane@cniel.com

An answer will then be sent to all the applicants/bidders under the same conditions, at the latest six calendar days before the deadline set for the receipt of the applications/bids.

Annex Data protection Agreement

DATA PROTECTION AGREEMENT

ARTICLE 01 - OBJECT

This agreement defines the conditions under which the applicant _____ undertakes to perform, as subcontractor, on behalf of the CNIEL as controller, the processing operations of personal data defined in this agreement, where the applicant is retained for the contract which is the subject of the consultation and thereby becomes the successful tenderer (hereinafter 'the Successful tenderer').

In accordance with the provisions of Regulation (EU) No 2016/679 and French Law No 78-17 of 6 January 1978, the CNIEL and the Successful tenderer (hereinafter collectively referred to as the "Parties") undertake to take all precautions useful in order to uphold the rights of the persons concerned by the processing of personal data and to preserve, in all circumstances, the security and confidentiality of personal data. Each Party is responsible to the other Party and to third parties for compliance with the regulations on the protection of personal data as part of its activities under the contract.

For the purposes of this Agreement, the following words shall be understood as "personal data", "processing", "controller", "processor", "recipient", "consent", and "personal data breach" as defined in Article 4 of Regulation (EU) No 2016/679.

ARTICLE 02 - DESCRIPTION OF THE DATA PROCESSINGS

The Successful tenderer is responsible for performing the service subject of the contract (hereinafter the "Service").

To perform the Service, the personal data processing operations carried out by the Successful tenderer and its possible subcontractors are as follows:

- | | | | |
|-------------------------------------|---------------------------------------|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> collection | <input type="checkbox"/> hosting | <input type="checkbox"/> extraction | <input type="checkbox"/> consultation |
| <input type="checkbox"/> locking | <input type="checkbox"/> organisation | <input type="checkbox"/> use | <input type="checkbox"/> change |
| <input type="checkbox"/> Exchange | <input type="checkbox"/> Sharing | <input type="checkbox"/> Crossing | <input type="checkbox"/> Deletion |

If other(s), please specify : _____

The categories of persons whose personal data are collected are:

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> CNIEL employees | <input type="checkbox"/> Industry professionals | <input type="checkbox"/> General Public/Consumers | <input type="checkbox"/> Other (specify) _____ |
|--|---|---|--|

The categories of personal data (hereinafter the "Data") processed relate to:

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> directly identifying data | <input type="checkbox"/> Personal life | <input type="checkbox"/> Professional life | <input type="checkbox"/> Economic and financial data |
| <input type="checkbox"/> Connection data (internet, app) | <input type="checkbox"/> special categories of personal data | <input type="checkbox"/> Other (specify) _____ | |
| | If yes, specify _____ | | |

ARTICLE 03 – OBLIGATIONS OF THE SUCCESSFUL TENDERER

3.1. In all circumstances, the Successful tenderer undertakes to comply with all the following measures and enforce them by its employees as well as any other person(s) assisting her/him:

ESENDER_LOGIN:	ENOTICES
CUSTOMER_LOGIN:	POISSON
NO_DOC_EXT:	2019-175001
SOFTWARE_VERSION:	9.11.2
ORGANISATION:	ENOTICES
COUNTRY:	EU
PHONE:	/
E_MAIL:	dpoisson@cniel.com

LANGUAGE:	EN
CATEGORY:	ORIG
FORM:	F02
VERSION:	R2.0.9.S03
DATE_EXPECTED_PUBLICATION:	/

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1) **Name and addresses**

Official name: GEIE European Milk Forum (EMF)

Postal address: 42 rue de Chateaudun

Town: PARIS

NUTS code: FR101

Postal code: 75009 Paris

Country: France

Contact person: Dominique Poisson

E-mail: dpoisson@cniel.com

Telephone: +33 149707155

Internet address(es):

Main address: <http://www.milknutritiousbynature.eu>

I.2) **Information about joint procurement**

I.3) **Communication**

Access to the procurement documents is restricted. Further information can be obtained at: <http://www.milknutritiousbynature.eu>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4) **Type of the contracting authority**

Other type: Dairy organisations

I.5) **Main activity**

Other activity: Agri-food

Section II: Object

II.1) **Scope of the procurement**

II.1.1) **Title:**

Creation and development of a multi country information and educational programme on Milk as part of a healthy and sustainable food

II.1.2) **Main CPV code**

15500000

II.1.3) **Type of contract**

Services

II.1.4) **Short description:**

Creation and development of a multi country information and educational programme on Milk as part of a healthy and sustainable food coordinated by EMF implemented by DDB (Denmark) and CNIEL (France) targeting the internal markets.

This programme will be an application in response to a call for proposals from the EU Commission - EU Regulation 1144/2014 on information provision and promotion measures concerning agricultural products implemented in the internal market.

II.1.5) **Estimated total value**

Value excluding VAT: 1 015 388.00 EUR

II.1.6) **Information about lots**

This contract is divided into lots: no

II.2) **Description**

II.2.1) **Title:**

II.2.2) **Additional CPV code(s)**

II.2.3) **Place of performance**

NUTS code: DK

NUTS code: FR

II.2.4) **Description of the procurement:**

EMF intends on submitting an application for EU funding for a programme on education on milk. As part of this application process, EMF wishes to engage the services of a communication agency that will be responsible for the creation, development and implementation of a generic campaign to increase the awareness on milk as part of a healthy and sustainable food in each of the two markets: Denmark and France. The proposal should take into account the different production systems of the two EMF member countries, with a European dimension. The agency selected through this competitive procedure will be asked to contribute to the preparation of the application.

II.2.5) **Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) **Estimated value**

Value excluding VAT: 1 015 388.00 EUR

II.2.7) **Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 36

This contract is subject to renewal: no

II.2.9) **Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 5

II.2.10) **Information about variants**

Variants will be accepted: no

II.2.11) **Information about options**

Options: no

II.2.12) **Information about electronic catalogues**

II.2.13) **Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds: yes

Identification of the project:

The procurement is related to a project and/or programme financed by European Union funds: yes Identification of the project: Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014.

II.2.14) **Additional information**

The tender will be submitted to the European Commission agency CHAFEA for a request for co-financing. If the proposal is accepted, it will start at the beginning of 2021 for a duration of 12 months. It can be renewed for 2 periods of 12 months each maximum. If the proposal is not accepted by the Commission, the current tender will be cancelled.

Section III: Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.1.2) Economic and financial standing

List and brief description of selection criteria:

- Form DC1 and DC2 duly completed, dated and signed or the European Single Procurement Document;
- Extract of profit/loss account for the last 3 years;
- Statement concerning the overall turnover of the candidate and, if applicable, the turnover of the field of activity covered by the contract for the last three financial years available ;

III.1.3) Technical and professional ability

List and brief description of selection criteria:

- Declaration concerning the name and capacity of the person authorized to commit the agency and, where appropriate, the mandate entitling him to do so;
- List of similar services provided over the last three years. The tenderer will indicate the amount, the date and the name of the client in compliance with any obligations of confidentiality.
- In case of application in the form of a consortium, the tenderer specifies the form of the consortium (joint and several liability consortium or as joint-liability-only consortium), appoints the representative of the consortium and produces the mandate empowering the representative to validly engage the consortium.
- A description of the material and human resources of the tenderer justifying his capacity to perform the services requested; in particular, staff and resources in the participating countries through branches, affiliates or partners in each of the participating countries.

III.1.5) Information about reserved contracts

III.2) Conditions related to the contract

III.2.1) Information about a particular profession

III.2.2) Contract performance conditions:

III.2.3) Information about staff responsible for the performance of the contract

Section IV: Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.1.6) Information about electronic auction

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

- IV.2.2) **Time limit for receipt of tenders or requests to participate**
Date: 20/01/2020
Local time: 12:00
- IV.2.3) **Estimated date of dispatch of invitations to tender or to participate to selected candidates**
Date: 24/01/2020
- IV.2.4) **Languages in which tenders or requests to participate may be submitted:**
English
- IV.2.6) **Minimum time frame during which the tenderer must maintain the tender**
Duration in months: 12 (from the date stated for receipt of tender)
- IV.2.7) **Conditions for opening of tenders**

Section VI: Complementary information

- VI.1) **Information about recurrence**
This is a recurrent procurement: no
- VI.2) **Information about electronic workflows**
- VI.3) **Additional information:**
The participating agencies must send their applications at the latest by 20th January 2020 before 12 noon (UTC+1) in digital format to Louise Poulsen lpo@mejeri.dk dpoisson@cniel.com , prochard@cniel.com and skane@cniel.com and by post with one print copy and one memory stick to Siobhan Kane, EEIG EMF 42 Rue de Chateaudun 75009 Paris, tel: +33 1 49 70 71 71
- VI.4) **Procedures for review**
- VI.4.1) **Review body**
Official name: Tribunal de Grande Instance de Paris
Postal address: 4 boulevard du Palais
Town: Paris
Postal code: 75001
Country: France
Telephone: +33 144325151
Internet address: <http://www.ca-paris.justice.fr>
- VI.4.2) **Body responsible for mediation procedures**
- VI.4.3) **Review procedure**
Precise information on deadline(s) for review procedures:
The invitations to tender will be sent to the selected candidates on approximately 24/27th January 2020.
The evaluation committee for the tenders review will take place in Copenhaguen, on the early days of March 2020. Venue and precise date tbc
- VI.4.4) **Service from which information about the review procedure may be obtained**
Official name: Tribunal de Grande Instance de Paris
Postal address: 4 boulevard du Palais
Town: Paris
Postal code: 75001
Country: France
Telephone: +33 144325151
Internet address: <http://www.ca-paris.justice.fr>
- VI.5) **Date of dispatch of this notice:**

13/12/2019

ESENDER_LOGIN:	ENOTICES
CUSTOMER_LOGIN:	POISSON
NO_DOC_EXT:	2019-175109
SOFTWARE_VERSION:	9.11.2
ORGANISATION:	ENOTICES
COUNTRY:	EU
PHONE:	/
E_MAIL:	dpoisson@cniel.com

LANGUAGE:	EN
CATEGORY:	ORIG
FORM:	F14
VERSION:	R2.0.9.S03
DATE_EXPECTED_PUBLICATION:	/

Corrigendum

Notice for changes or additional information

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority/entity**I.1) Name and addresses**

GEIE European Milk Forum (EMF)

42 rue de Chateaudun

PARIS

75009 Paris

France

Contact person: Dominique Poisson

Telephone: +33 149707155

E-mail: dpoisson@cniel.com

NUTS code: FR101

Internet address(es):

Main address: <http://www.milknutritiousbynature.eu>

Section II: Object**II.1) Scope of the procurement****II.1.1) Title:**

Creation and development of a multi country information and educational programme on Milk as part of a healthy and sustainable food

II.1.2) Main CPV code

15500000

II.1.3) Type of contract

Services

II.1.4) Short description:

Creation and development of a multi country information and educational programme on Milk as part of a healthy and sustainable food coordinated by EMF implemented by DDB (Denmark) and CNIEL (France) targeting the internal markets.

This programme will be an application in response to a call for proposals from the EU Commission - EU Regulation 1144/2014 on information provision and promotion measures concerning agricultural products implemented in the internal market.

Section VI: Complementary information**VI.5) Date of dispatch of this notice:**

15/12/2019

VI.6) Original notice reference

Original notice sent via eNotices:

TED eSender login: ENOTICES

TED eSender customer login: POISSON

Notice reference: 2019-175001

Date of dispatch of the original notice: 13/12/2019

Section VII: Changes

VII.1) Information to be changed or added

VII.1.1) Reason for change

Publication on TED not compliant with original information provided by the contracting authority

VII.1.2) Text to be corrected in the original notice

Section number: II.2.6

Instead of:

Value excluding VAT: 1 015 388.00 EUR

Read:

Value excluding VAT: 3 046 164 EUR

VII.2) Other additional information:

Value excluding VAT: 1 015 388.00 EUR (budget/year)

Value excluding VAT: 3 046 164 EUR (Budget for 3 years)