



TENDER RULES

**IMPLEMENTATION OF A COLLECTIVE
INFORMATION AND PROMOTIONAL CAMPAIGN
FOR EUROPEAN CHEESES
IN
BRAZIL, ARGENTINA AND CHILE
2020 – 2022**

PURCHASER: CNIEL

Point of contact:

CNIEL/French Cheese Board
428 Broadway
New York, NY 10013
USA

Attention: Charles DUQUE

+1 646 645 0220

cduque@cniel.com

CONSULTATION METHOD: OPEN TENDER

Article 1: Purpose of the contract

The CNIEL is an association created in the cow's milk sector, in 1974, by the national organisations representing milk production and processing. Acknowledged by the European Union and French law as an interprofessional organisation, the CNIEL helps to promote cow's milk and its derivative products (cheese, cream, etc.) in France and abroad.

The information and communication programme that is the subject of this contract is co-financed by the European Union and the CNIEL.

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 first quarter of 2019. This campaign 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.

The services will be performed in Brazil, Argentina & Chile.

Article 2: Term of the contract

The period of the contract is THREE (3) years. The contract is not renewable.

The contract, which is entered into 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 contract to be concluded between the CNIEL and the Member State.

Article 3: Composition of the tender file

The tender file includes the following documents:

- The notice of the competitive public tender,
- These tender rules,
- The brief (tender specifications).

Article 4: Division into lots

The contract is not divided into lots.

Article 5: Deadline for receipt of applications and bids (or tenders)

The deadline for receipt of applications and bids is 02 February 2019 at 12 noon ET (U.S. Eastern Standard Time, New York).

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 6: Period of validity of bids

Bids will be valid for (90) ninety days as from the deadline for submitting bids.

Article 7: 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*; (A declaration concerning the name and capacity of the person authorized to commit the agency and, where appropriate, the mandate entitling him to do so and a certificate of incorporation, if applicable.)
- 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.

Article 8: Presentation of the bids

The bid must be written in French or 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 actions 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 (written and Web press);
 - **Professional training for the programme's priority target;**
 - **A press and public relations strategy with the target press and influencers;**
 - **A viral digital strategy.**
 - **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;
- An estimate of the result for all of the programme's actions.

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

WORK PACKAGE	PRESS RELATIONS ACTIONS		
SPECIFIC OBJECTIVES	Objectives: <i>specify</i> XX press releases (PR)/year across all geographical areas, split as follows: <ul style="list-style-type: none"> - XX PR Middle Eastern countries / XX recipient journalists - XX PR Mainland China / XX recipient journalists - XX PR Hong Kong / XX recipient journalists - XX PR Taiwan / XX recipient journalists XX basic press kits across all geographical areas, split as follows: XX Mainland China / XX Hong Kong / XX Taiwan XX United Arab Emirates / press delivery service / year across the Asian area, split as follows: 1 Mainland China / XX core target journalists – 1 Hong Kong / XX core target journalists – XX Taiwan / XX core target journalists XX media and blogger demo workshops - based on XX participants across all geographical areas, split as follows: XX workshops in the Middle Eastern Countries / XX workshops in Mainland China / XX workshops in Hong Kong / XX workshops in Taiwan Value of the action: € XXXXXXXXXXXX		
DESCRIPTION OF THE ACTIVITY	Ongoing annual press relations action – Drafting of press tools – press database follow-ups – logistical management of press events		
TIMELINE	YEAR 1	YEAR 2	YEAR 3
DELIVERABLES	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): € XXXXXXXX / year Press kits (Content, translation, digitalisation, dissemination): € XXXXXXXX / year Delivery service: € XXXXXXXX / year Press launches (coordination, logistics, arrangements, press reception): € XXXXXXXX / year Media and blogger demo workshops (coordination, logistics, arrangements, press reception): € XXXXXXXX / year Etc. 74 man hours / € XXXXXXXX / year: € XXXXXXXX (junior assistant – € XXXXXXXX / 46 man hours) Etc.		

SUBTOTAL FOR ACTIVITY			
IMPLEMENTATION			

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

Language	EN					
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						
	Year 1					
	Year 2					
	Year 3					
	Year 1					
	Year 2					
	Year 3					
	TOTAL					
2. Strategy						
	Year 1					
	Year 2					
	Year 3					
	Year 1					
	Year 2					
	Year 3					
	TOTAL					
3. Public relations						
	Year 1					
	Year 2					
	Year 3					
	Year 1					
	Year 2					
	Year 3					
	TOTAL					

- a summary budget according to the following template (*the actions are given as an example*):

ACTIONS	YEAR 1	YEAR 2	YEAR 3	TOTAL
Action 1 Graphic creation				
Action 2 Website				
Action 3 Press inserts				
Action 4 Professional training				
Action 5 Press relations				
Total of the advertising space purchasing costs (1A)				
Total of the costs of the actions, excluding the advertising space purchasing costs (1B)				

TOTAL OF THE ACTIONS				
Fees of the implementing body for the purchasing of advertising space (maximum 5% of (1A), appendix III, point B.1.2, of the contract)				
Fees of the implementing body (maximum 15% of (1B), appendix III, point B.1.2, of the contract)				
Evaluations of the results of the actions (maximum 3% of (1), appendix III, point C.5, of the contract)				
TOTAL direct costs for the programme (2)				
General expenses (maximum (3/5% for the internal market)(4/6% for the third countries) of (2), appendix III, point A.1, of the contract)				
PROGRAMME TOTAL				

The proposed budget must include and show separately, for each country:

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

Please note also that the total budget allocated to the project, as stated in the tender specifications, includes the programme evaluation costs (3% of the Activities Budget and of the Space Purchasing Budget in years 1 and 2, and 5% in year 3).

Article 9: 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 10: How to obtain the tender file

The tender is provided free of charge and can be requested from Charles DUQUE by **email**:

CNIEL/French Cheese Board
 BAC CHEESE
 428 Broadway
 New York, NY 10013
 USA
cduque@cniel.com

Article 11: Deadline for amending the tender file

Six days at the latest before the deadline for the receipt of applications and bids, the CNIEL 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 12: Rules on submitting applications and bids

Applications and bids must be submitted electronically.

Applications and bids shall be sent to the following address: cduque@cniel.com

It is recommended that 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.

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
- ✓ For grouped applications, the lead company shall be responsible for the security and authenticity of the information provided on behalf of the members of the grouping.

Article 13: Review of applications

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

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 14: Review of bids

Bids must comply with the requirements set forth in the tender documents and, in particular, 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:

14.1 Bid selection criteria

ACTION PROPOSAL

1 - Technical Value of the offer XX/60

- a. Project Understanding – Weighted Criteria - XX/15
- b. Quality of proposal/project angle, viewpoint – Weighted Criteria - XX/15
- c. Quality of digital tools/digital strategy – Weighted Criteria - XX/10
- d. Quality of the proposed coordination to execute contract - Weighted Criteria - XX/10
- e. Relevance and Feasibility of the proposed actions – Weighted Criteria - XX/10

2 - Budget: Budget analysis by actions - Weighted Criteria - XX/20

3 - Fees: - Weighted Criteria – XX/20

14.2. Total mark

The total mark for each applicant 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 applicant whose bid was ranked first will therefore be awarded the contract.

Article 15: Documents to be provided by the preferred bidder

The applicant 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 CNIEL 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 CNIEL 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 applicant shall also provide the CNIEL 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 16: Additional information

In order to obtain all the additional administrative or technical information they need, applicants must make a request, ten days before the deadline stipulated for the receipt of the bids, by email to the following address: cduque@cniel.com

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