CALL FOR THE PRE-SELECTION OF THE IMPLEMENTING BODY FOR THE EUROPEAN CAMPAIGN FOR THE PROMOTION OF SHEEPMEAT AND GOATMEAT IN THE INTERNAL MARKET

(2028–2030)

PROPOSING ORGANIZATIONS

1. INTEROVIC – Spanish Interprofessional Organization of Sheep and Goat Meat.

2. JKAE – Sheep and Goat Interbranch Organization, Hungary.

MAIN OBJECTIVE

Selection of the implementing body responsible for the design, development and implementation of a European campaign to promote sheep and goat meat in the internal market for the period **2028-2030**, presented jointly by INTEROVIC and JKAE within the future European agri-food promotion programme.

The campaign will have **Spain and Hungary as its main markets**, without prejudice to the possible incorporation of other markets during the development of the proposal.

Given the integrated nature of the campaign across both markets, the contract will not be divided into lots, in order to guarantee strategic and creative consistency. This is without prejudice to the participation of local teams or offices in each target market.

PROGRAM PERIOD

Three years (2028, 2029 and 2030).

EXPECTED BUDGET

The final budget will depend on the corresponding European call and will be communicated to the pre-selected agencies together with the briefing of the competition, and is expected to be in the range of EUR 2–3 million per campaign year.

SPECIFIC OBJECTIVE

Design and implement a promotional campaign co-financed by the European Union aimed at improving the image of sheep and goat meat and promoting its consumption through integrated communication, public relations, advertising, digital media, social networks, events, point-of-sale promotion, development of communication tools and any other action necessary to achieve the objectives of the programme.

MAXIMUM NUMBER OF CANDIDATES SELECTED

A maximum of **three agencies** will be to participate in the final tender phase.

PHASES OF THE SELECTION PROCESS

The process will consist of two phases:

1. Pre-Selection Phase

Interested agencies will have to submit their credentials, experience and technical capacity to develop a multinational European programme.

After the evaluation of the documentation received, up to three agencies will be selected to move on to the next phase.

2. Bidding Phase

The pre-selected agencies will receive a full briefing of the programme, will have approximately **one month to prepare their strategic and economic proposal**, and will then defend their proposal before the evaluation committee.

EXPECTED CALENDAR

Phase	Date
Publication of the call	July 28th, 2026
Deadline for receipt of credentials	**September 15, 2026**
Communication to pre-selected agencies	Second half of September 2026
Sending the briefing	End of September 2026
Period for the preparation of proposals	About a month
Presentation and defense of proposals	Late October / Early November 2026
Communication to the selected agency	November 2026

(The dates may be adjusted according to the final calendar of the European call.)

PUBLICATION OF THE CALL

This call will be published on the eTED platform (Tenders Electronic Daily) and on the websites of INTEROVIC and JKAE, in order to ensure the widest possible publicity and equal access for all interested agencies.

The call may additionally be disseminated through sector-specific platforms and professional media in Spain and Hungary.

The proposing organizations will keep documentary proof of each publication, including the platform or medium used and the date of publication.

PRESENTATION OF CREDENTIALS

Credentials must be sent by email to:

interovic@interovic.es

Subject:

"TENDER INTEROVIC – JKAE 2028–2030"

Documentation must be received by **11:59 p.m. on September 15, 2026**.

Credentials shall be submitted in digital format, in both English or Spanish.

Information to be provided:

1. A dated and signed letter of application from all applicants (in case of joint application) agreeing to the bidding conditions described herein.
2. Affidavit, duly dated and signed by one or all applicants (in case of joint application), including:
    a. The declaration of any possible conflict of interest with the entities proposing this tender.
    b. List of works with other products/companies in the meat sector, in case of moving on to the next phase of the competition, a declaration of any possible conflict of interest arising from the work carried out by an operator in the meat sector in any of the markets covered by the campaign.
    c. A declaration that the applicant is not in any of the exclusion situations referred to in Article 138 of Regulation (EU, Euratom) 2024/2509 and, where applicable, that none of the grounds for rejection referred to in Article 143 of the apply.
3. A list of main references in comparable multinational operations in the European Food Promotion Programmes, indicating the client or contracting body, the purpose of the project, the amount and duration of the services provided.

4. Organizational and technical team capacity:
    a. Overview of the agency and its internal structure, demonstrating its ability to develop this project successfully.
    b. Detailed description of the team assigned to the project.
    c. Name and experience of the general coordinator, including their experience in multi-market campaigns funded by multiple organisations and, ideally, in campaigns co-financed by the EU.
    d. Local companies/offices that will participate in each target country, with the details of their teams.
5. Evidence of knowledge of European markets, in particular of the target markets of this campaign (Spain and Hungary).
6. Evidence of economic and financial capacity, consisting of the audited annual accounts for the last two financial years.
7. A declaration stating whether the applicant intends to subcontract any part of the services to other providers and, where this is the case, identifying those subcontractors and the services concerned.

This information aims to give proposing organizations a fair idea of the match between their needs and the agencies' offers and the agencies' ability to manage a campaign co-financed by the European Union at both technical and administrative level.

CRITERIA FOR THE EVALUATION OF APPLICATIONS

Points 1, 2 and 6 of the requested documentation (letter of application, affidavit and evidence of economic and financial capacity) constitute admissibility requirements. They will be assessed on a pass/fail basis only and will not be scored. Their absence or incomplete submission will render the application inadmissible, regardless of the score it may obtain under the evaluation criteria.

Only applications declared admissible will proceed to the scoring stage. The 100-point scale set out below is used exclusively to rank the admissible applications and to draw up the short list of up to three agencies to be invited to the bidding phase.

Points 3, 4 and 5 will be assessed according to the following criteria:

1. Experience in European programmes — 25 points. The information provided in point 3 (information to be provided) will be assessed.
2. Knowledge of European target markets — 15 points. The information provided in point 5 will be assessed.
3. Agency's ability to demonstrate expertise in the implementation and coordination of multinational projects — 25 points. The information provided in points 4.a and 4.c will be assessed.
4. Presence in each of the target markets — 10 points. The information provided in point 4.d will be assessed.

5. Experience level of the team assigned to the project — 25 points. The information provided in points 4.b and 4.c will be assessed.

Evaluation Considerations

- Minimum score threshold: 60/100 to move on to the next phase.
- Tie-breaking criterion: the score obtained in "Capacity to coordinate multinational projects" (criterion 3) used as the tie-breaking criterion.
- If fewer than three candidates achieve the minimum score of 60 points, the procedure may continue with those candidates that have reached the minimum threshold, provided that the Joint Evaluation Committee considers that sufficient competition is ensured.
- Any questions submitted by candidates during the pre-selection procedure, together with the corresponding answers and clarifications, shall be communicated simultaneously to all candidates in order to ensure equal treatment and transparency.
- Should additional target markets be incorporated into the proposal, they shall be identified and confirmed before the launch of the final tender phase and shall be reflected in the briefing provided to the pre-selected candidates.

Applications will be evaluated by a Joint Evaluation Committee composed of representatives of INTEROVIC and JKAE, with balanced representation from both proposing organisations. The Committee shall be formally appointed in writing by INTEROVIC and JKAE before the deadline for receipt of credentials, and shall include a chairperson and a minimum of three members. Before taking part in the evaluation, all evaluators shall sign a Declaration of Absence of Conflict of Interest and Confidentiality. The Evaluation Committee shall assess the applications in accordance with the published evaluation criteria and submit its recommendations. The final decision regarding the pre-selection of candidates shall be adopted jointly by INTEROVIC and JKAE.

Any preparatory technical work, including the compilation and administrative verification of the documentation received, may be carried out by the technical team of the consortium, but shall be expressly subordinate to the Joint Evaluation Committee. The Joint Evaluation Committee is the only body competent to award the scores and to decide on the pre-selection of candidates.

Requests for clarification during the evaluation

After the tender submission deadline, the Evaluation Committee may, where necessary, request clarifications from tenderers regarding the content of their tenders. Such requests will be sent in writing to the contact e-mail address indicated in the tender. Tenderers shall submit their reply within two (2) working days from the date of communication of the request. Clarifications may not alter, complete or improve the substance of the tender; failure to reply within the deadline may result in the tender being evaluated solely on the basis of the information initially submitted, or rejected where the missing clarification prevents its assessment. All tenderers will be treated equally, and any clarification requested and provided will be documented in the evaluation report.

RECORD KEEPING AND NOTIFICATION

In accordance with Article 20 of the Model Grant Agreement, INTEROVIC and JKAE will keep complete and verifiable records of this selection procedure, including: proof of publication of the call; the applications and offers received, with the date and time of receipt; the written appointment of the Joint Evaluation Committee; the signed declarations of absence of conflict of interest and confidentiality; the evaluation report, with the scores awarded and the reasons for them; the award decision; the notification letters; and the correspondence exchanged with candidates.

All candidates, including those not selected, will receive written notification of the outcome of the procedure, stating the reasons for the decision. Candidates may request clarifications or submit complaints in writing to the proposing organizations, which will reply in writing within a reasonable period.

TENDER CONDITIONS

Candidates who pass the pre-selection phase must take into account the following issues:

1. The purpose of this competition is to select the executing agency that will design and submit, together with INTEROVIC and JKAE, the proposal for the promotion programme to the European call managed by the European Research Executive Agency (REA), corresponding to the financial year 2027, the resolution of which will be known in November 2027. Consequently, although the executing agency will be notified in November 2026, it will not be possible to obtain a firm and definitive response from the European Commission, nor to formalise the contract with the selected agency, before November 2027. The selected agency undertakes to maintain the validity of its offer until that date.
   Following the notification of the award and until the signature of the final implementation contract, INTEROVIC, JKAE and the selected agency shall enter into a Preliminary Cooperation Agreement. This agreement shall govern the preparation and submission of the proposal to the European Commission and shall define the respective roles and responsibilities of the parties, confidentiality obligations, intellectual property rights, exclusivity commitments, and the conditions governing their collaboration during this period. The Preliminary Cooperation Agreement shall not constitute the implementation contract, which will

only enter into force if the programme is approved and funded by the European Commission.

If funding from the European Union is not guaranteed, the tender will be declared null and void.

2. Participation in this tender procedure shall not give rise to any financial compensation for unsuccessful applicants. However, if, after the selection of the successful agency, the proposing organisations (INTEROVIC and JKAE) decide to cancel the project or not to proceed with the submission of the proposal for reasons not attributable to the selected agency, the selected agency shall be entitled to compensation of EUR 2,500 (VAT included) for the work already carried out during the preparation phase. No compensation shall be payable to unsuccessful applicants or where the cancellation results from the selected agency's failure to comply with the tender requirements or from the non-selection of any proposal following the evaluation process.
3. Any information sent to the selected agency is strictly confidential and, due to the institutional nature of the data, may not be used for other clients.
4. Applicants' proposals must cover the following aspects:
    a. Strategic analysis, with general and country recommendations.
    b. Creative proposals that address the objectives of the campaign.
    c. Detailed action plan by country.
    d. Campaign implementation schedule for each market.
    e. Detailed cost estimates, in euros excluding VAT, within the budgetary framework.
    f. Criteria to be followed to guarantee the best value for money in the proposal.
    g. Suggested quantifiable KPIs for each campaign element.
    h. A declaration of whether the applicant intends to subcontract any of the services covered by the proposal to other providers, identifying those subcontractors and the services concerned.
5. Both the agency credentials and the proposal must be submitted in English or Spanish.
6. If the applicant is already managing a campaign by an operator in the same sector or by a sector or entity that may give rise to a conflict of interest, that operator or entity must provide prior written consent for the applicant to participate in this tender. If this applicant is selected, prior written consent is also required before accepting any future campaign from an operator in the same sector or from a sector or entity that may give rise to a conflict of interest.
7. Applicants must also disclose any European campaign they are currently implementing.
8. Agency Fees:
    a. The fees will cover the creative, strategic, implementation, coordination, administration and justification work of the

campaign, as well as all other services requested by the proposing organizations during the execution of the program, including any additional development that may be necessary.

   b. The agency may submit its financial proposal by means of a percentage fee on the programme budget or, alternatively, by means of a cost structure based on fees for technical dedication (technical secretariat, coordination and management). In the latter case, it must expressly detail the calculation methodology, the professional categories, the expected dedication and the associated costs.
   c. In any of the proposed modalities, the total amount of the agency's fees for creative, strategic, implementation, coordination, administration and management services shall not exceed 13% of the total programme budget. In addition, remuneration for media buying services may be charged separately and shall not exceed 5% of the value of the corresponding media purchases.

9. Expenditure may not be incurred until the implementation contract has been signed by INTEROVIC, JKAE and the selected agency.
10. The selected agency will need to sign a contract.

BIDDING PHASE

At the end of September 2026, INTEROVIC will send the final briefing of the campaign to up to three pre-selected agencies, as well as the scoring scale for this phase of the competition.

The specification accompanying the briefing will set out predefined award criteria, weighted between 30 % and 40 % for price and between 60 % and 70 % for quality. Price and quality will be evaluated separately. The indicative budget of EUR 2–3 million per campaign year does not constitute a target amount, and offers below that figure are accepted and encouraged. Previous experience in AGRIP MULTI campaigns will not account for more than 20 % of the award criteria.

Any questions submitted by the pre-selected agencies during the bidding phase, together with the corresponding answers and clarifications, shall be communicated simultaneously to all pre-selected agencies in order to ensure equal treatment and transparency.

To facilitate understanding of the project, it is recommended to visit the website of the current campaign: www.interovic.es

For administrative and/or technical enquiries, please contact: INTEROVIC - Spanish Interprofessional Association of Sheep and Goat Meat, by email: interovic@interovic.es or by telephone 00 34 91 833 64 72. Publication date: July 28h 2026.