

## ALMENDRAVE-CNCFS

**OPEN CALL FOR THE SELECTION OF THE EXECUTION BODY for the  
PROJECT TO PROMOTE IBERIAN ALMONDS ON THE DOMESTIC MARKET  
CALL 2021 – MULTI PROGRAMME**

### 1. INTRODUCTION

**ALMENDRAVE (Agrupación de Exportadores de Almendra y Avellana de España, Association of Almond and Hazelnut Exporters of Spain)**, is a Spanish private non-profit association and professional agri-food organisation, whose central offices are located in Madrid. It has advocated and promoted the marketing, sale and export of almonds since 1947. It is made up of nine state-of-the-art firms in the almond and hazelnut industry, which represent 65% of national exports of almonds and hazelnuts.

**CNCFS (National Competence Centre for Nuts and Dried Fruits)** is a non-profit association whose purpose is to promote the development of the nut and dried fruit sector in Portugal, specifically chestnuts, almonds, walnuts, hazelnuts, carob beans and pistachios, by strengthening research, promoting innovation and transfer and disseminating knowledge. The CNCFS brings together over 50 organisations linked to the production, marketing and sale and R&D, and other organisations throughout the country, as well as other sub-sectors of dried fruits and nuts.

**ALMENDRAVE and CNCFS** have started to work on applying for an information and promotion plan for 2021, which the European Union is driving via its MULTI Programmes, information and promotion programmes for agricultural products in the domestic market and third countries, pursuant to Regulation (EU) 1144/2014.

The Almendrave General Assembly, held on 27 October 2020, approved the initiative to request communication agencies to submit proposals to improve the perception of almonds in **Spain, Germany, France and Portugal**, highlighting their nutritional benefits, as well as the fact that eating them can contribute to suitable dietary patterns among the population.

To this end, as a previous step and to imbue the call with the greatest transparency possible, ALMENDRAVE and CNCFS are opening a competitive call for proposals to preselect communication agencies for the execution of an **EU MULTI Programme**, in accordance with that which is set out below.

### 2. PRESENTATION OF ALMENDRAVE AND CNCFS:

ALMENDRAVE is the *Association of Almond and Hazelnut Exporters of Spain*, which is made up of these nine partner companies:

- Almenbras Llopis, SA
- Borges Agricultural & Industrial Nuts (BAIN)

- Unió Nuts SCCL
- Coselva, SCCL
- Importaco Ingredients, SL
- Consorcio Exportador Andaluz, SL
- Mañan Sociedad Cooperativa
- Sanchis Mira, SA
- Bolschare

CNCFS is the *National Competence Centre for Nuts and Dried Fruits*, which has three partner companies that process and sell almonds:

- AMENDOURO - COM. IND. FRUTOS SECOS, SA
- PABI, SA
- Migdalo, SA

### 3. PURPOSE OF THE COMPETITION

The future promotion campaign, primarily centred on the snacking and industrial sectors, aims to publicise the differential properties of the Iberian almond, in order to increase its use and consumption, for the markets in: Spain, Germany, France and Portugal. And, more concretely, to address the actions to these target markets: 1. Snacking: retailers, distributors and packagers; 2. Industrial: Chocolate companies, ice-cream, breakfast, plant-based beverage, nougat, marzipan and biscuit companies, as well as fourth and fifth range products.

To this end, the nutritional features of the Iberian almond will be strengthened and developed, which contribute to a balanced diet ideally framed within the Mediterranean diet. Product quality will also be highlighted, including traceability and freshness associated with strategic positioning due to the proximity of European markets, as well as having a sustainable supply chain, in which ensuring low carbon and water footprints are essential.

Virtues that endorse this promotion programme and will help increase the demand for Iberian almonds.

The messages to be communicated in the campaign will meet the stipulations of Regulation (EC) 1924/2006 on nutrition and health claims on food.

The messages related to suitable dietary practices will also be in line with the European Commission's White Paper entitled Strategy on Nutrition, Overweight and Obesity-Related Health Issues (COM 2007, 279-end).

### 4. PHASES OF PROCESS TO SELECT AGENCIES

The agencies that want to participate in the process must submit in writing (preferably in Spanish or Portuguese and, otherwise, English) the **information requested in the section 'Agency selection criteria' before 11 January 2021 at 10.00pm by sending an email to: [almendrave@almendrave.com](mailto:almendrave@almendrave.com)**

ALMENDRAVE and CNCFS will then **select at most five and at least three agencies by 15 January 2020**. ALMENDRAVE and CNCFS will notify all agencies by email of the decision of the selection contest. ALMENDRAVE and CNCFS will send the selected agencies a briefing containing complementary information to that included in the present call.

**The selected agencies must submit their proposals for the information and promotion programme in Spanish, Portuguese and English before the deadline of 5 February 2021.**

The selected agencies must submit their proposals at ALMENDRAVE offices on 12 February 2021 or, if the situation does not allow it, *may need to be planned by videocall format*.

**The decision of the awarding of the competition will be announced on 19 February 2021.** The notification of the result will be made to all agencies that submitted a project.

| PROCESS PHASES |   | DEC. 20 | JAN. 21 | FEB. 21 |
|----------------|---|---------|---------|---------|
| SELECTION      | Publication of the competition notice for the selection of agencies           | 28      |         |         |
|                | Deadline for submission of credentials and merits for selecting agencies      |         | 11      |         |
|                | Decision of selection and sending of briefing by SAB to the selected agencies |         | 15      |         |
| ADJUDICATION   | Deadline for submitting proposals   |         |         | 5       |
|                | Public presentation of proposals to SAB-CNCFS                                 |         |         | 12      |
|                | Communication announcing the awarding of the selected agency                  |         |         | 19      |

## 5. AGENCY SELECTION CRITERIA

ALMENDRAVE and CNCFS will call the process for selecting agencies to work on developing the project to promote almonds in the domestic market and invite all EU agencies that want to participate to submit their credentials and merits, with the aim of making a preliminary selection. In the second phase, the final awarding will be made of the information and promotion project that will be presented to the European Commission.

Candidate companies will be evaluated according to assessable criteria and other excluding criteria, such as those detailed below:

### 5.1 Excluding criteria

These criteria must be completely met by the agencies in order to be selected:

- Be up-to-date with labour and tax obligations

- Have no personal, professional or social conflicts of interest
- Have no conflicts of interest for developing actions for specific products and markets in the same sector
- Financial capacity to undertake the programme (annual amount of 60,000 euros for a three-year period)

## 5.2 Assessable criteria (100 points)

The factors below will be evaluated objectively by the members of the agency selection body:

- The agency must have been operational for over three years: 15 points.
- Material and human resources: 25 points.
- Experience with European Union promotion programmes (referencing at most five programmes): 30 points.
- Experience in campaigns to promote food products (referencing at most five programmes): 30 points.

A maximum of five and minimum of three agencies will be selected to be invited, in phase two, to submit a promotion project.

## 6. AGENCY SELECTION BODY

The agency selection body will be made up of these members:

- ALMENDRAVE president
- CNCFS president
- ALMENDRAVE first vice-president
- CNCFS vice- president
- Ana Santos, from CNCFS
- Gaspar Alapont, from ALMENDRAVE
- Dimas Antúnez, from ALMENDRAVE

## 7. TENDER CONDITIONS

The selected agencies will write and submit their promotion proposals to ALMENDRAVE and CNCFS. This competitive work will not be remunerated, so the applicant agencies whose projects are not selected will not receive financial compensation.

The agency whose bid is selected accepts that the sole purpose of this competition is to submit the application for a promotion project to the 2021 call for a MULTI Programme. If approved by CHAFEA, it will receive the pertinent European Union co-funding. To this end and given the timelines established in the European call.

If European co-funding is not obtained, which for MULTI Programmes represents 80% of the total project budget, the competition will be declared null and void.

## **8. PROJECT ADJUDICATION CRITERIA**

ALMENDRAVE and CNCFS will send the selected agencies a briefing containing complementary information to that included in the present call.

The selected agencies will outline the solution they consider most suitable to obtain the proposed objectives. The agency must present a concept for the almond promotion campaign in Spain, Germany, France and Portugal that is innovative and attractive to the media, as well as to the general population and opinion leaders.

The messages to be communicated in the campaign must meet the stipulations of Regulation (EC) 1924/2006 on the nutrition and health claims on food.

The messages related to suitable dietary practices will also be in line with the European Commission's White Paper entitled Strategy on Nutrition, Overweight and Obesity-Related Health Issues.

The timeline for the campaign is three years. If the project is approved by the European Commission at the end of 2021, execution will take place in the years 2022 to 2024.

The total annual budget for the campaign is 60,000 euros for each of the three years in the overall project.

If European co-funding is received, the complete campaign must be executed between 2022 and 2024.

These additional criteria will be taken into account for the awarding:

- Adaptation of contents to scientific criteria
- Adaptation of the messages to the general population
- Creativity and originality of the proposal
- Technique features of the programme and suitability of the proposed actions
- Budgetary balance of all actions and adaptation of the resources and actions to the annual budget
- Selection of the bid with the best value for money
- Expected results
- Assessment of the return on investment

The weighting of the previous awarding criteria will be determined in the briefing that ALMENDRAVE and CNCFS will communicate to the selected agencies.

## 9. PROJECT SELECTION BODY

The agency selection body will be made up of these members:

- ALMENDRAVE president
- CNCFS president
- ALMENDRAVE first vice-president
- CNCFS vice- president
- Ana Santos, from CNCFS
- Gaspar Alapont, from ALMENDRAVE
- Dimas Antúnez, from ALMENDRAVE

*SAB-ALMENDRAVE and CNCFS also invite scientific organisations to participate that work in the field of nutrition so that they can contribute their professional assessments.*

Madrid, 28 December 2020