



TENDER SPECIFICATIONS

Reference: BeeLife/EUBEELOVERS/2022/02

Subject: Implementation of a promotion campaign in Belgium from 2022 to 2024 around the topic of sustainable farming and consumption of European honey

Procurement procedure: Negotiated procedure with publication

Tender specifications purpose:

1. specify what BeeLife will buy under the contract resulting from this procurement procedure;
2. announce the criteria which BeeLife will use to identify the successful contractor;
3. guide tenderers in the preparation and sending of their offer;



PROCEDURE TIMETABLE

Milestone	Date ¹	Comments
Launch date	02/01/2022	Tenders interested in taking part in the competition, please send an email to BeeLife (info@bee-life.eu) notifying your interest.
Deadline for sending request for clarification to BeeLife	29/01/2022	Requests for clarification may be submitted to simon@bee-life.eu. BeeLife will reply with clarifications in the three following working days.
Deadline for BeeLife to reply to clarification questions	30/01/2022	
"Receipt Time Limit" - Closing date and time for receipt of offers	09/02/2022 at 16:00	Refer to the Invitation letter. Proposals must be sent in digital format to the email address info@bee-life.eu.
Opening session	10/02/2022 at 09:30	
Notification of evaluation results	11/02/2022	The outcome of the procurement procedure will be communicated to all tenderers exclusively using the e-mail address indicated in their offer. Please check regularly the inbox in question.
Contract signature	Estimated mid March 2022	
Starting of the contract	At kick-off meeting	
End of the contract	31 December 2024	

For queries related to the competition, the contact persons will be Noa Simón Delso simon@bee-life.eu. Notifications for submission of tenders must be sent to info@bee-life.eu. When communicating, state the reference to the call for tenders (BeeLife/EUBELOVERS/2022/02).

¹ All times are in the time zone of Belgium, the country in which BeeLife is based.



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PART 1: ADMINISTRATIVE PROVISIONS

1.1. PROVISIONS GOVERNING THE MARKET

The award of this contract is governed by:

- The Law of 17 June 2016 regarding public procurement contracts.
- The Law of 17 June 2013 regarding the motivation, the information and the legal means regarding public procurement contracts and some contracts regarding contracting for Works, Supplies and Services.
- The Royal Decree of 18 April 2017 regarding public procurement in traditional sectors.
- The royal Decree of 14 January 2013 regarding general implementation rules of public procurement contracts.
- All adaptations of the law and of the previously mentioned decrees that are applicable on the day of sending these Terms of Reference by the Contracting Authority to the Potential Candidates.
- The present terms of reference

For this Contract, the negotiation procedure with public announcement has been chosen (Article 41 of the Belgian Law of 17 June 2016).

1.2. THE MARKET

1.2.1. OBJECT OF THE CONTRACT

The present contract aims to find an Implementing Body (IB) who helps BeeLife with implementing a communication campaign to support EU honey consumption in Belgium and awareness raising about the importance of agricultural sustainability to support pollinators.

The IB will have the task of carrying out the following activities:

- Event organisation: of a press conference, seminar and gala dinner on the occasion of the World Bee Day (20th May)
- Creation and management of the campaign's social media (on Facebook, Instagram and YouTube)
- Design and creation of newsletters and webinars
- Development of online advertising campaigns

1.2.2. DURATION

The contract is concluded for a period of approx. 3 years, time of duration of the project EUBEELOVERS.

1.3. AUTHORITY

BeeLife European Beekeeping Coordination (hereafter BeeLife)

Rue des Aulnes 25

1435 Mont-Saint-Guibert

Belgium

Contacts: - Noa SIMON DELSO, Director

Tel. : +32 (0)486 973 920

e-mail: simon@bee-life.eu

1.4. MODE OF PROCUREMENT

This contract is awarded by negotiated procedure with publication on the basis of Article 41 of the Law of 17 June 2016.

1.5. QUALITATIVE SELECTION

For the qualitative selection, the bidder shall submit with its bid a sworn statement attesting that they are not in any of the cases referred to in Article 61 of the Royal Decree of 18 April 2017 on public procurement in traditional sectors (tenders can use the following document as inspiration: https://curia.europa.eu/jcms/upload/docs/application/pdf/2016-12/tra-doc-en-div-c-0000-2016-201611416-05_00.pdf).

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Interested tenders, please submit additionally with your offer the following documents:

- Recent (less than 6 months old) certificate of being up to date with payments of taxes of the country concerned.
- Recent (less than 6 months old) proof of their official registration in one EU country.
- Recent (less than 6 months old) certificate issued by the VAT authorities.

1.6. SUBCONTRACTING

The contractor may entrust part of the benefit to a subcontractor. To this end, it shall in its offer provide the following information:

- Identity of the subcontractor(s);
- The market share outsourced;
- List of reference(s) of the subcontractor(s) in connection with the market share outsourced.

The contractor may not assign a portion of the benefit to a subcontractor not initially mentioned, except with the prior written consent of the Authority. To this end, the contractor shall provide the Authority the information mentioned above.

1.7. VARIANTS

Variants are allowed.

1.8. CRITERIA FOR AWARD

The award is made on the basis of the offer considered most interesting technically, functionally and financially based on the following weighted criteria:

- proven experience, authority and specialization in the implementation of communication campaigns (list of the staff profiles assigned to the project with a detailed CV);
- experience with dealing with promotion projects (AGRIP) is an asset;
- best value for money;
- absence of conflict of interest (Declaration of Conflict of Interest. For inspiration, the tender can use the format proposed by EFSA: <https://www.efsa.europa.eu/en/procurement/toolbox>).

The bidder meets the minimum technical provisions described below and agrees to meet deadlines for the provision of test results.

Tenders will be rejected if they:

- do not comply with minimum requirements laid down in the tender specifications;
- propose a set of actions different from the ones requested;
- propose a price above the fixed maximum set in the specification.

The bids will be evaluated following the following grid (total 100 points):

ACTIVITIES (50 points)	Conceptualisation, design and realisation of the events happening during the World Bee Day	15 points
	Conceptualisation, design and realization of the newsletters and social media	15 points
	Strategy and impact of the online advertisement	20 points
PROJECT ORGANISATION (15 points)	Clear and detailed information on the distribution of the tasks among the project team (if any); in case of joint offer & subcontractors, clarity on who does what, when and why (justify why the partner/subcontractor is proposed to do the particular task/work package);	5 points

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	The communication with BeeLife; in case of joint offers & subcontractors also the communication between joint offer partners and subcontractors;	10 points
RISK MANAGEMENT, QUALITY OF ACTIONS AND DELIVERABLES AND DEADLINES (15 points)	Risk identification & risk mitigation actions and their likely effectiveness;	5 points
	Role of team leader/leading partner in quality assurance and/or special additional measures for quality assurance;	5 points
	Measures to ensure the meeting of the deadlines and availability of proposed team members (if any) and mitigation strategies to cover absences;	5 points
PRICE (20 points)	The price offer is made within the stipulated maximum budget for financial offers indicated in the tender specifications and the financial offer satisfies the formal requirements of the tender specifications.	20 points

1.9. OFFER

1.9.1. CONTENT OF THE OFFER

The applicant to the offer shall present an offer answering to the activities and objectives included into appendix 1.

The offer shall include:

- An example proposal for conceptualisation, design and realisation of the three events happening during the World Bee Day;
- An example proposal of conceptualisation, design and realisation of the newsletters and social media strategy;
- An example of a possible online advertisement, strategy and measurement of impact;
- Information about the project team (if any), showing their expertise and the task that each member will develop;
- The ways of communication with BeeLife, mainly in case of joint offers and subcontractors exist;
- Risk identification & risk mitigation actions and their likely effectiveness, including the role of team leader/leading partner in quality assurance and/or special additional measures for quality assurance;
- Measures to ensure the meeting of the deadlines and availability of proposed team members (if any) and mitigation strategies to cover absences;

In addition, the following documents shall be attached to the offer:

- the documents required for the qualitative selection mentioned in section 1.5 of these terms of reference;
- proof that the tenderer has fulfilled its obligations related to the payment of social security contributions in accordance with Article 62 of the Royal Decree of 18 April 2017 on public procurement in traditional sectors;
- in case of subcontracting, an indication of the identity of the subcontractor(s) and the market share of the subcontractor and the list of references of the subcontractor(s) in relation to the share market entrusted to it/them.

1.9.2. PRESENTATION OF THE OFFER

The financial offer is made in the English (or French) language on the document provided for this purpose and attached to this terms of reference. This document is available in electronic format at the Authority.

1.9.3. DISCOUNT OFFER

The offer shall be sent via email to the Authority at the email address info@bee-life.eu, before 9th February

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2022 at 16:00 hours. The email with the offer must have the Subject "BeeLife/EUBEELOVERS/2022/02"

1.9.4. OPENING TENDERS

The non-public opening shall take place on 10st February at 09:30 at the offices of the Authority. Only the offers of the submitted tenders within the prescribed period will be considered.

1.9.5. AWARD OF CONTRACT

An analysis of the bids received is made by the Board members of BeeLife, who will make an evaluation report from the bids.

A notification shall be written and sent to each unsuccessful bidder, a letter of notification to the winner, and a purchase order.

The selected bidder will be informed on 11th February 2022.

The fact of submitting an offer does not confer any right to the bidder as long as it has not received the written designation as bidder notification.

Tenderers' attention is drawn to the fact that the fulfilment of the negotiated procedure does not necessarily mean the award. The Authority reserves itself the right, in accordance with the law, not to proceed with this consultation.

1.9.6. VALIDITY OF OFFERS

For the purposes of Article 58 of the Royal Decree of 18 April 2017 on public procurement in traditional sectors, the period during which the Tenderers are bound by their submission of 45 (forty five) calendar days, starting the day after the opening offers.

1.10. PRICE

The applicant will present the global price for performing the service. The maximum budget BeeLife has available is **367,500 €**. Any offer exceeding this maximum will be excluded from further assessment during evaluation. Prices shall be expressed in euros excluding VAT and are firm and final. There is no accepted revision of the elements of price.

The prices include:

- The costs of performing the activities of the project;
- The cost of participating to quarterly meetings to follow up the development of the project;
The cost of performing the reporting of the activities developed;

1.11. DEPOSITS

This contract does not require a guarantee.

1.12. CONTROL

Following the notification of the contract award, the bidder will be invited to a kick off meeting.

1.13. PAYMENT

Payment is made within sixty days from the delivery of the annual implementation report, on presentation of a corresponding invoice, amount including VAT.

No	Payments	Linked to BeeLife approval of deliverable in months
1	Interim payment 1 of 30 %	M12
2	Interim payment 2 of 30 %	M24
3	Payment of the balance of 40 % of the interim payment	M36

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These payments may be negotiated with the bidder following its selection. The invoices should be sent to BeeLife European Beekeeping Coordination, via email: info@bee-life.eu

1.14. PRIVACY - RESERVE AND DISCRETION

The Contractor agrees to comply with the discretion of facts, information, knowledge, documents or other materials for which communication has occurred and to maintain or preserve confidentiality, incl. its personnel and, where applicable, by the subcontractor(s).

1.15. PROPERTY RESULTS

All results from the successful bidder in the performance of this contract become the sole property of BeeLife European Beekeeping Coordination.

1.16. RESPONSIBILITY OF THE CONTRACTOR

The applicant assumes full responsibility for errors or gaps that may be committed in the execution of this contract.

1.17. LITIGATION

In case of dispute, only the courts in Nivelles are competent. Belgian law applies to the exclusion of all others.

PART 2 TECHNICAL SPECIFICATIONS - WHAT DOES BEE LIFE NEED TO BUY THROUGH THIS PROCUREMENT PROCEDURE?

2.1 INTRODUCTION

BeeLife European Beekeeping Coordination, hereafter BeeLife, is a non-profit organisation, based in Belgium, consisting of beekeeping and farming organisations from different countries in the European Union. It currently has 24 members from eleven different EU Member States: Austria, Belgium, France, Germany, Ireland, Italy, Luxembourg, Romania, Slovakia, Spain, and Sweden. BeeLife represents, at Union level, 51% of honey production (131,064 tons of honey in 2018), 52% of beekeepers (320,000 beekeepers) and 69% of the average value of pollination. It has a network within the beekeeping sector that goes far beyond these countries.

BeeLife works for the protection of bees, beekeepers, pollinators and biodiversity. Its action is based on the principle that 'bees and beekeepers serve as the canary in the gold mine, sounding the alarm when something goes wrong in the environment'.

Beekeepers, bees and other pollinating insects are at the centre of BeeLife's work. Understanding and protecting the health of bees ensures a better environment, which can be transformed into good yields for beekeepers and farmers. Protecting bees and pollinators also means protecting biodiversity and ensuring the pollination of plants and crops. Bees are ideal indicators of environmental health, but they are also necessary for the safety of our food. Their decline endangers the way we produce and eat food in Europe, especially considering that 84% of crops that depend on insects for pollination. Furthermore, bearing in mind the strong bond that has existed between humans and bees for thousands of years, BeeLife insists on the cultural value of bees and beekeeping. BeeLife is working continuously so that sustainable practices are mainstream and Europe (and the world) can achieve a new agricultural model that puts bees, pollinators and life at the core of its objectives. BeeLife's activities aim to have a direct impact on EU policies and legislation, so that beekeepers, their products and lifestyle can thrive.

2.2 BACKGROUND

The European Commission established a line of aid for the development of agri-food product promotion programmes that can be carried out both within the European Union and outside it (third countries). The aim of these programmes is to "*increase awareness of the merits of Union agricultural products and of the high standards applicable to the production methods in the Union*" and to "*increase the competitiveness and*

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consumption of Union agricultural products and certain food products and to raise their profile inside the Union”, but also to “highlight the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability, and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions” (Regulation (UE) 1144/2014, Articles 2,a) and b) and 3,a)).

In this framework, BeeLife won a MULTI project with title EUBEELOVERS. EUBEELOVERS is an awareness campaign that wants to influence a change, through information and education of different audiences. The program pursues the aim to (1) enhance the role of bees and pollinators as bio-indicators of the state of health of the environment, to (2) contribute to biodiversity conservation and climate change mitigation and/or adaptation, (3) to promote beekeeping as an essential economic and social activity for the preservation of the ecosystem and Biodiversity and to (4) support European honey consumption. The promotional campaign to be carried out in Belgium lays under these scopes, which is why the agencies participating in the competition must be familiar with and accept all the terms of the legislations that regulate them, which are summarised below:

- Regulation 1144/2014 of 22 October on information provision and promotion measures for agricultural products on the internal market and in third countries.
- Delegated Regulation 2015/1829 of 23 April 2015 supplementing Regulation 1144/2014 of 22 October.
- Implementing Regulation 2015/1831 of 7 October laying down implementing rules for implementing Regulation 1144/2014 of 22 October.

Finally, it is important to highlight that the competition for which this document is provided aims to select the agency that from 2022 to 2024 will execute the actions included in these tender specifications, being part of the campaign approved by the European Commission within the framework of the mentioned lines of aid. The main characteristics of this campaign are set out below, for the information of agencies interested in participating in this selection process.

2.3 OBJECTIVES

Objective 1 – AGRICULTURAL COMMUNITY: FARMERS AND BEEKEEPERS

The campaign wants to create a common consciousness, a sense of belonging, cohesion, and pride to be part of the avant-guard that will lead the transformation towards a more sustainable agriculture.

The key campaign message towards farmers is to value pollinators and their potential in helping both farmers and the environment. By improving support for pollinators, we help nature ensure our food security and stabilize crop yields. At the same time, it aids in the protection and recovery of biodiversity in rural areas. All measures multiplying the nutritional and habitat resources for biodiversity need to be implemented in parallel with a reduction of pesticide and fertiliser use. This message will take the form of training, practical advice, support, and exchange of best practices on how bee-friendly agriculture can be implemented individually, adopting as many pollinator-friendly measures as possible. The direct target of the project is to have at least 100 farmers joining the “European Bee Lovers” network every year. The network will not be managed by the IB, but the activities of the IB may help the network to increase.

Another segment of Agricultural community to be reached is the one of beekeepers. The direct target of this project is 150 new beekeepers that will join the “European Bee Lovers” network every year. The apiculture sector suffers from a particularly serious demographic and aging problem, with only a small percentage of beekeepers aged under 50, which jeopardises the future of the sector. The key messages of the project to this target are to (1) provide information, update and theoretical knowledge combined with practical suggestions; (2) promote EU beekeeping as a type of husbandry that respects the environment, contributes to nature and crop pollination and a sustainable agricultural model, and produces healthy products. Beekeepers help the farmers to produce in line with sustainability; (3) explain that pollination is the relationship between beekeepers and farmers; (4) explain that farmers who work with and for bees, pollinators and biodiversity will produce higher-quality products, and be more sustainable to the environment.

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Specific activities targeting the agricultural community are thematic online webinars (simultaneously translated into EN, FR, DE, NL) aiming at educating and inspiring farmers on, for example, setting a number of good practices that are bee-friendly. Newsletters will also contribute to further education and trigger this target. The IB will be in close contact with BeeLife for the design of the content or speakers of the webinars and newsletters.

Objective 2 – CONSUMERS

Towards consumers, which are overwhelmed by information and options, the campaign has the approach of ecological restoration: conservation is most successful when it involves local communities, engaging thousands of people with science and nature, and building strong connections between communities and ecosystems in their backyards. The campaign will focus on tips and suggestions, both regarding honey consumption or other actions like planting wildflowers, for individuals to play a full part. Individual private gardens and public green spaces play an important role in supporting pollinating insects. The project may also include tips and suggestions to the public to increase habitat heterogeneity and use a plurality of crops that can provide greater flower availability.

The campaign will define emotional messages to drive consumers' behaviour change. The aim is to build broad and deep consumer empathy on the issue. In this context, explaining to the public the incomparable role played by pollinators and incentivising consumers to consciously choose beekeeping products will achieve as main consequence an increased awareness among consumers themselves of how much their food choices may have direct consequences for the climate, the environment, and the community.

The project specifically targets the adult population in Belgium (18-64 years old) for a total of 6,976,123 people (60.7% of total population), the population segment most relevant to cultural and consumption pattern changes because it includes both current and future decision makers and it's actually the part of population which consume less honey.

When planning the activities, both for traditional and new media information campaigns, the demographic cohort to be covered will be Millennial, Gen X and Baby boomers. The key messages towards consumers are to (1) emphasize with the role and the importance of pollination and the bee + bee-friendly agriculture + beekeeping activity; (2) inform about how to help bees and pollinators; (3) underline the honey nutritional properties (is one of the most valued and appreciated nutraceutical, it strengthens the immunity and helps to maintain health); (4) encourage them to purchase/support beekeeping products (consuming European honey is good for your health and your community).

Specific activities targeting consumers will be through the set up of social media campaigns, newsletters and online advertisement carried out through Google Ads, facebook and Instagram Ads. Some consumers will be interested to follow the newsletters of the campaign. The tender will be in contact with BeeLife to agree on the communication planning.

Objective 3 – MEDIA AND DECISION MAKERS

BeeLife defined a project aimed at directly or indirectly influencing the decision-making process, acting also as a bridge between the European Union institutions to continue the lobby/PR activities about sustainability, mainly to the EU institutions and at national and regional level. In particular, through the campaign BeeLife wants to build a permanent relationship with media and stakeholders, both "vertically", towards Belgian decision-makers and journalists, and "horizontally", addressing all European decision makers and influencers.

The campaign intends to involve the media, dedicated both to current affair/world/customs and traditions, such as The Brussels Time or Trends, cuisine and natural magazines (Elle à table, Marmiton, Régal, tous les plaisir de la table, Cuisine Actuelle, cuisine revue, Bon appetit, etc.), involving the entire editorial system of the publications (paper and online). The portals, structurally linked to the printed publications, count on their own content and readership, and in fact reach high numbers and represent a preferential channel for addressing consumers. The main agricultural media in Belgium are Boer&Tuinder, Landbouwen, Management &Techniek, www.vilt.be (Flemish language), le Sillon Belge, Plein Champs (French). Brussels it's also the headquarter of the European Network of Agricultural Journalists, founded in 2011, connects the agricultural journalists of Europe with one another (agriculture, horticulture, food, rural themes). The target population accounts of 3000 journalists (contacts provided to the IB), considering who are the ones directly

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involved in the agricultural sector, food and general/lifestyle, that could be more interested and committed to the topic of the campaign. The key messages toward media are mostly the same of consumers, i.e. to emphasize the role and the importance of pollination and the bee + bee-friendly agriculture + beekeeping activity and to ask them in playing active role in promoting a new awareness and growth of culture of the importance of European beekeeping sector.

The other segment of this target group is made of decision makers, stakeholders and experts concerned with bees and pollinators' health. It includes European agencies, European policymakers and national representatives from permanent representations of the EU member states. Moreover, we will consider commercial enterprises involved with bee-related research or marketing, Beekeeping Associations, scientists, environmental or industrial associations, etc. It can be estimated that the community of stakeholders more directly involved in the issue and reachable with the project counts on 600 people, if we consider the local, regional, national and European levels.

Specific activities targeting media and decision-makers will be through the organisation of press conferences, seminars and gala dinners on the occasion of the World Bee Day (20th May). These events will be organised in collaboration with BeeLife for the content and format.

2.4 TASKS AND ACTIONS TO BE CARRIED OUT, DELIVERABLES, TIMELINE AND PAYMENTS

No	Tasks & deliverables	Can be subcontracted?	Deadline
1	<p>Tasks: PRESS CONFERENCE WORLD BEE DAY. Once every year on the occasion of the World Bee Day (20th May, M5 - M17 - M29, or different depending on the political context related to the topic, to be agreed with BeeLife). The Implementing Body will be in charge of (1) the location rental (Natural History Museum in Bruxelles), setup and cleaning, with necessary equipment and decoration; (2) the production of a media kit; (3) the setup of all necessary arrangements for the event to be live-streamed; (4) the design of the invitation of the press conference; and (5) the distribution of the graphic invitation to a media list and follow up.</p> <p>Deliverables: Annually, a report on the event organised will be provided in December (M12, M24, M36).</p>	Yes	<p>Press events: M5 - M17 - M29 of project</p> <p>Reporting: M12 - M24 - M36 of the project</p>
2	<p>Tasks: SEMINAR WORLD BEE DAY. Once every year on the occasion of the World Bee Day (20th May, M5 - M17 - M29, or different depending on the political context related to the topic, to be agreed with BeeLife). The Implementing Body will be in charge of (1) designing and drafting the seminar content and organising the seminar; (2) providing the audio and video services for web-streaming and recording the seminar; (3) organising a Bee light lunch catering (for around 100 guests); (4) gathering pictures and graphic material of the event; (5) the design of the invitation of the press conference;</p> <p>Deliverables: Annually, a report on the event organised will be provided in December (M12, M24, M36).</p>	Yes	<p>Press events: M5 - M17 - M29 of project</p> <p>Reporting: M12 - M24 - M36 of the project</p>
3	<p>Tasks: GALA DINNER WORLD BEE DAY. Once every year on the occasion of the World Bee Day (20th May, M5 - M17 - M29, or different depending on the political context related to the topic, to be agreed with BeeLife). The Implementing Body will be in charge of (1) organising a gala dinner for 25 people (20 guests, 3 representatives of BeeLife and 2 representatives from the Implementing Body) including a bartender that can prepare cocktails/drinks with beekeeping products, with the collaboration</p>	Yes	<p>Press events: M5 - M17 - M29 of project</p> <p>Reporting: M12 - M24 - M36 of the project</p>

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	<p>of a restaurant and expert chef for the menu design; (2) providing the audio and video services for the speeches; (3) guest invitation and follow up; (4) gathering pictures and graphic material of the event.</p> <p>Deliverables: Annually, a report on the event organised will be provided in December (M12, M24, M36).</p>		
4	<p>Tasks: SOCIAL MEDIA. The Implementing Body will be in charge of (1) setting up the campaign accounts in Facebook (FB), Instagram (IG) and YouTube (YT); (2) design and drafting of social media content, materials and factsheets; (3) translating the content into EN, FR, NL, DE; (4) design the graphics of the posts; (5) update the content; (6) managing the social community.</p> <p>Deliverables: Annually, a report on the social media published will be provided in December (M12, M24, M36).</p>	Yes	Reporting: M12 - M24 - M36 of the project
5	<p>Tasks: NEWSLETTERS AND WEBINARS. The Implementing Body will be in charge of (1) newsletter design and creation (5 units on the first year, 6 units on years 2 and 3 (bi-monthly)); (2) design and drafting of webinar contents, informative materials and factsheets (3 webinars per year); (3) audio and video services for recording the webinar, technical support; (4) design the invitations for the webinars; (5) organise the interpretation into FR, DE, EN, NL).</p> <p>Deliverables: Annually, a report on the newsletters published and webinars organised will be provided in December (M12, M24, M36).</p>	Yes	Reporting: M12 - M24 - M36 of the project
6	<p>Tasks: ONLINE ADVERTISEMENT. The Implementing Body will be in charge of developing online advertising campaigns through Google, Facebook and Instagram Ads (n=9 on year 1; n=12 on years 2 and 3) in the languages of the campaign (FR, DE, EN, NL).</p> <p>Deliverables: Annually, a report on the ads published will be provided in December (M12, M24, M36).</p>	Yes	Reporting: M12 - M24 - M36 of the project

MINIMUM EXPECTED INDICATORS

ACTION	OUTPUT INDICATOR	EXPECTED RESULT INDICATORS
PRESS CONFERENCE WORLD BEE DAY	3 Press conferences (1x/year)	300 attendees* to the Press Conference (100 attendees/year)
SEMINAR WORLD BEE DAY	3 Seminars	300 attendees* to the Seminars (100 attendees/year)
GALA DINNER WORLD BEE DAY	3 Gala Dinners	60 guests of the Gala Dinners
SOCIAL MEDIA	3 social media channels (FB, IG, YT)	15,000 fan of the Facebook page, 10,000 followers of the Instagram account, 15,000 views of the YouTube channel

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NEWSLETTERS AND WEBINARS	17 Newsletters and 9 Online webinars	2,000 newsletter subscribers and 540 attendees to the online webinars
ONLINE ADVERTISING	3 online Google Ads, FB, IG advertising campaigns (33 ads)	5,000,000 impressions of the online advertising campaign

*Note. Journalists and other invitees

2.5 MEETINGS

No	Meetings	Deadline for finalisation
1	Kick-off meeting: physical meeting in Brussels – half day ² OR teleconference in case of COVID restrictions. During this meeting, in addition to operational implementation, the administrative and financial matters related to contract implementation will be discussed.	kick-off meeting (possibly in M1 of the project, January 2022)
2	Interim meetings during the first year (3x) half day teleconference with the coordinator. To discuss/review the evolution of activities during year 1.	M4, M6, M9, M12 of the project
3	Interim meetings during the second year (4x) half day teleconference with the coordinator. To discuss/review the evolution of activities during year 2.	M15, M18, M21, M24 of the project
4	Interim meetings during the third year (3x) half day teleconference with the coordinator. To discuss/review the evolution of activities during year 3.	M27, M30, M33, M36 of the project
5	Final meeting: physical meeting in Brussels – one/half day OR teleconference in case of COVID restrictions. To discuss/review final deliverable 3	M36 of the project

The working language for contract implementation including the execution of tasks and deliverables shall be English. Meetings may be in French. Any written deliverables must be to a high standard of English which does not require proofreading.

² One day = 8 hours, half day = 4 hours



ANNEX 1 - FINANCIAL OFFER TEMPLATE

Tenderers are requested to use this template for preparing their financial offer. In doing so tenderers confirm they are aware of the following facts:

- The maximum budget BeeLife has available for this assignment is **367,500 €**. Any offer exceeding this maximum will not be retained for contract award.
- Prices must be quoted in Euro. It is for the tenderer to bear the risks or the benefits deriving from any variation.
- All prices given in the financial breakdown should be free of VAT.
- The price offered below is understood to be all-inclusive. For example any additional costs which can be incurred by the contractor in performing the contract, such as overheads, travel, subsistence/accommodation expenses, etc. should also be factored into the all-inclusive price. In addition, if the deliverables incorporate pre-existing rights, the tenderer should factor into their total price the cost of licensing those pre-existing rights to BeeLife.

<p>ALL INCLUSIVE TOTAL PRICE to be used for the evaluation and for contract implementation in the case of award.</p>	<p>..... €</p>
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Tenderer name:

Name of person signing the financial offer:

His/her position in the company:

His/her signature:

Date: