

**CALL FOR PROPOSALS AND BASIS FOR THE
SELECTION PROCESS FOR PROMOTION AGENCIES:
EU PROMOTION MULTI PROGRAMME launched by INTERCUN**

Madrid, 20th December 2024

The Inter-professional Organization for Promoting the Rabbit Sector INTERCUN, an organisation which integrates the rabbit meat producer and processor sector in Spain, together with the Hungarian Rabbit Meat Production Council, launches a competitive procedure for the selection of the executing agency for the activities of a MULTI program for information and promotion of rabbit meat in Spain and Hungary, regulated according to Regulation (EC) 1144/2014. The duration of the referred program is 3 years covering from 2025 to 2027.

From today until 17th January 2025 the deadline is open to submit the required documentation for all agencies wishing to compete.

This call does not cover the remuneration of the work and time spent by the competing non-winning agencies. The successful tenderer shall be selected by competitive tendering.

The proposal should be presented in English and include promotional activities throughout the work packages outlined, and a media plan. It also should include the objectives and other indications of the briefing provided and shall be sent to **info@intercun.org** within the deadline set out in this call. Together with the proposal, the agencies must attach certificates of knowledge of the tax and social security liabilities.

The document attached to support the preparation of the proposal is the campaign briefing which includes the details of the markets, the targets, the activities and the budget.

For further information, please contact info@intercun.org and/or phone +34 646 46 63 97.

The campaign proposal shall be aligned with the Work Programme for 2025 and within the framework of Regulation 1144/2014 of the European Parliament and of the Council of 22 October 2014, on information and promotion measures concerning agricultural products applied in the internal market and in third countries.

The deadlines are as follows:

- Deadline for submission of proposals: until 17th January 2025 (23:59 hours, GMT+1 hour).
- Deadline for communication of the results: 27th January 2025 (23:59 hours, GMT+1 hour).

Rejected promotion agencies shall be notified as soon as possible and in accordance with the timetable laid down for the process.

There will be a specific programme in each country for the promotion of their rabbit meat. This means that all material must be adapted to both countries and edited in the appropriate language.

The assessment criteria that will be used for the evaluation of projects for the promotion of rabbit meat shall be as follows:

- Technical quality of the campaign.
- Degree of adjustment to campaign objectives.
- Value for money (best return on investment).
- Experience in European campaigns.
- Experience in European rabbit campaigns.
- Experience in rabbit campaigns.

The budget for the campaign will be EUR 1,425.500 per year and the campaign will last for three years. That means a campaign budget of EUR 4,276.640 over three years. The budget available to the implementing body will be approximately EUR 1,297.674 per year, so that it will have €3,893.000 to distribute over three years. The distribution will be 70% for INTERCUN and 30% for Hungarian Rabbit Production Council.

For more information you can visit the following sites:

REA: https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0_en

INTERCUN: www.carnedeconejo.es

*: C/ Agustín de Betancourt, 17, 6th floor; 28003 Madrid

Hungarian Rabbit Production Council: <http://www.nyultermektanacs.hu/>