



## TENDER SPECIFICATIONS

**Reference:** BeeLife/EUBEELOVERS/2025/01

**Subject:** Implementation of a promotion campaign in Belgium from 2026 to 2028 around the topic of sustainable farming and consumption of European honey

**Procurement procedure:** Open call (Article 164(1) (a) of the Financial Regulation)

**Project/Process code:** EUBEELOVERS

**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. Template for the financial offer.



## PROCEDURE TIMETABLE

Milestone	Date <sup>1</sup>	Comments
Launch date	09/12/2025	Tenders interested in taking part in the competition must send an email to BeeLife notifying their decision to take part during December 2025.
Deadline for sending request for clarification to BeeLife	23/12/2025 at 14:30	Requests for clarification may only be submitted to <a href="mailto:info@bee-life.eu">info@bee-life.eu</a> . BeeLife will reply with clarifications in the 3 following working days.
Deadline for BeeLife to reply to clarification questions	30/12/2025	
"Receipt Time Limit" - Closing date and time for receipt of offers	<b>09/01/2026 at 14:30</b>	Refer to the Invitation letter. Proposals must be sent in digital format to the following email address <a href="mailto:info@bee-life.eu">info@bee-life.eu</a> .
Opening session	12/01/2026 at 14:30	
Notification of evaluation results (1)	14/01/2026	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. Selected candidates will be invited to pitch their offer between 15/01/2026 and 19/01/2026.
Notification of evaluation results (2)	21/01/2026	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 06/02/2026	
Starting of the contract	10 February 2026	
End of the contract	31 December 2028	

For queries related to the competition, the contact persons will be Noa Simón Delso [simon@bee-life.eu](mailto:simon@bee-life.eu) and Andrés Salazar Abello [salazar@bee-life.eu](mailto:salazar@bee-life.eu). Notifications for submission of tenders must be sent to [info@bee-life.eu](mailto:info@bee-life.eu). When communicating, state the reference to the call for tenders (BeeLife/EUBEELOVERS/2025/01).

---

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



## **TABLE OF CONTENTS**

<b>TABLE OF CONTENTS</b>	<b>3</b>
<b>PART 1 TECHNICAL SPECIFICATIONS - WHAT DOES BEELIFE NEED TO BUY THROUGH THIS PROCUREMENT PROCEDURE?</b>	<b>4</b>
1.1 INTRODUCTION	4
1.2 BACKGROUND	5
1.3 OBJECTIVES	5
Objective 1 – AGRICULTURAL COMMUNITY: FARMERS AND BEEKEEPERS	6
Objective 2 – CONSUMERS	7
Objective 3 – MEDIA AND DECISION MAKERS	7
1.4 CREATIVE APPROACH	8
1.5 TASKS AND ACTIONS TO BE CARRIED OUT, DELIVERABLES, TIMELINE AND PAYMENTS	8
1.6 MEETINGS	11
1.7 INFORMATION ON THE CONTRACT	11
1.8 OWNERSHIP, INTELLECTUAL PROPERTY RIGHTS, USE OF RESULTS	12
1.9 PERSONAL DATA AND CONFIDENTIALITY	13
<b>PART 2 EVALUATION - HOW WILL YOUR OFFER BE ASSESSED?</b>	<b>13</b>
2.1 CRITERIA OF THE SELECTION PROCEDURE	13
EXCLUSION CRITERIA	13
SELECTION CRITERIA	14
AWARDING CRITERIA	14
<b>ANNEX 1 - FINANCIAL OFFER TEMPLATE</b>	<b>16</b>
<b>ANNEX 2. PROPOSAL FOR DISTRIBUTION OF EXPENSES FOR THE SERVICE</b>	<b>17</b>



## **PART 1 TECHNICAL SPECIFICATIONS - WHAT DOES BEELIFE NEED TO BUY THROUGH THIS PROCUREMENT PROCEDURE?**

### **1.1 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.

### **The honey sector in Europe and Belgium**

Beekeeping is practised in almost every country in the world, albeit with greater or lesser intensity and with specific characteristics that reflect the different environmental and social conditions that are embodied in the professional level of operators, technology, farming methods and prevailing production patterns. The EU is the second largest honey producer in the world (280,000 tonnes in 2019) after China. According to the latest European Commission report on the sector (autumn 2020), in 2019 the European Union counted more than 18.2 million hives (+5.1% from 2018) managed by about 612 thousand beekeepers. The countries with the most hives are Spain, Romania, Poland and Italy. In terms of the number of beekeepers, Germany is the leading country with over 129,000 and a constantly growing trend, followed by Poland, Czechoslovakia and Italy. The average number of hives varies greatly between countries, with peaks of over 100 (in Greece and Spain). Honey consumption in the EU exceeds production: it is only 60% self-sufficient. The main suppliers are currently Ukraine (accounting for almost 30% of EU imports) and China (with 22% of EU imports). Imports from China dropped significantly in the first eight months of 2020, by 18.5% compared to the same period in the previous year. There are serious concerns at international and European level regarding the quality of Chinese honey, and the figures of Ukraine and Turkish production indicate that Chinese honey may be entering Europe through these routes. In the first eight months of 2020, European exports to non-EU countries increased by 21%: this positive trend is present in almost all countries, with the exception of Italy (-46.7%), Bulgaria (-26.6%) and France (-13.8%). The EU trade balance for honey is very negative: in 2019 imports exceed exports by more than EUR 252 million, underlining the EU's ability to satisfy only 60% of its consumers' demand with its own production.

### **BeeLife European Beekeeping Coordination**

BE 92 0688 9824 8723 – BIC: GKCC BE BB - VAT No. BE 0540.608.912.

VAT not Applicable. RPM Nivelles



Belgian beekeepers produce on average about 1.3 to 1.5 tonnes of honey per year. The main beekeeping region is Wallonia, followed by Flanders and the Brussels region. In Belgium, the average number of hives per beekeeper is estimated to be 7, compared with a European average of 21. 3,500 tonnes are consumed on average in the country each year, so more than half of demand is covered by imports. Belgium is the third Member State to import honey from third countries and acts as a hub for trade in this product on the European market, making it the second largest intra-Community exporter. It should be remembered that, in addition to honey, the country re-exports pollen, propolis, beeswax and royal jelly, which play an essential role as components used in the cosmetics and health industries. Belgium imported 21,229.9 tonnes of honey from third countries in 2019. In the period from January to August 2020 (latest data available from the European Commission) it imported 14,822.7, an increase of + 10.8% compared to the same period in 2019.

## 1.2 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 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 aiming at raising awareness about the importance of bees, pollinators, the importance of bee-friendly farming and the consumption of European honey (see Point 1.3). 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 2026 to 2028 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.

## 1.3 OBJECTIVES

This tender aims to select a Communications Agency to work with BeeLife in the implementation of the campaign European Bee Lovers.

This 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 final aim is for people to remember to be mindful of bees, educate themselves on the importance of bees and pollinators, commit to reducing pollutants and reduce factors that negatively affect insect populations, honey bees in particular, and increasing natural honey consumption as a concrete act of critical consumption and support for the sector.

To achieve these objectives, **three main target audiences are identified**, which will be the target of specific actions:

- **The agricultural community**, especially farmers and beekeepers.
- Belgian Adult **Consumers**
- **Media and decision makers** (at European level)

### **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.

Belgium could be considered a unicum and, thanks to its dimension, would be suited to develop a pilot project aimed at involving the farmers: in Belgium there are 30.990 holders: 10% of them, i.e 3,100 farm holders, is the target of this project. Belgian farmers are not yet among the most sensitive to environmental impact issues (as the performance by indicators of Europe Sustainable Development Report 2020 show). However, progress is being made, which this project seeks to accelerate and encourage. In Belgium, the agroecological practices are much more prevalent in Wallonia than in Flanders. In Flanders, farming is characterized by intensive industrial production aimed at export.

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.

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.

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, training on useful insects, not to use pesticides preventively, only when pests went above the threshold of concern, if a farmer needed to use pesticides, he/she chose non persistent pesticides and did it only at/after sunset, etc. Newsletters will also contribute to further educate and trigger this target. The tender will be in close contact with BeeLife for the design of the content or speakers of the webinars and newsletters.

#### **BeeLife European Beekeeping Coordination**

BE 92 0688 9824 8723 – BIC: GKCC BE BB - VAT No. BE 0540.608.912.

VAT not Applicable. RPM Nivelles



## **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 than 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, Régat, 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, Landbouwleven, Management &Techniek, [www.vilt.be](http://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, considering who are the ones directly 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

### **BeeLife European Beekeeping Coordination**

BE 92 0688 9824 8723 – BIC: GKCC BE BB - VAT No. BE 0540.608.912.

VAT not Applicable. RPM Nivelles





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.

## 1.4 CREATIVE APPROACH

Being a European Bee Lovers means "do your part" to help bees and the environment, a strong exhortation to act now, to empower changemakers to show that small acts of love can make a big impact, addressed to each of the three targets as far as they are concerned. Become a European bee lover, join a team of passionate, committed and innovative environment and food lovers. Another trigger feeling that the Campaign wants to stimulate is pride. This emotion is intended for all consumers who want to look smart and be proud of making a good choice.

The campaign promotes a conscious use of honey as an ally for biodiversity and the increase in consumption that will result is absolutely in line with the Belgian dietary recommendations.

Based on these concepts and philosophy, BeeLife is open to creative proposals from agencies participating in this competition, as long as they comply with the requirements established in the European regulations governing this programme (Article 4 of Regulation 1144/2014)<sup>2</sup>.

## 1.5 TASKS AND ACTIONS TO BE CARRIED OU, DELIVERABLES, TIMELINE AND PAYMENTS

No.	Tasks & deliverables	Can be subcontracted?	Deadline
1	<b>Tasks:</b> 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	Yes	Press events: M5 - M17 - M29 of project Reporting: M12 - M24 - M36 of the project

---

<sup>2</sup> NOTE: It is recommended to carefully study all the limitations that exist when mentioning the country of origin in the creative elements






	<p>list and follow up.</p> <p><b>Deliverables:</b> Annually, a report on the event organised will be provided in December (M12, M24, M36).</p>		
2	<p><b>Tasks:</b> 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><b>Deliverables:</b> 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><b>Tasks:</b> 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 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><b>Deliverables:</b> 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>
4	<p><b>Tasks:</b> 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><b>Deliverables:</b> Annually, a report on the social media published will be provided in December (M12, M24, M36).</p>	Yes	<p>Reporting: M12 - M24 - M36 of the project</p>



5	<p><b>Tasks:</b> 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><b>Deliverables:</b> 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><b>Tasks:</b> 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><b>Deliverables:</b> 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	RESULT INDICATOR
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
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

## 1.6 MEETINGS

No.	Meetings	Deadline for finalisation
1	Kick-off meeting: physical meeting in Brussels – half day <sup>3</sup> 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 M2 of the project, February 2026)
2	1 hour monthly update meetings with the coordinator	Each month after M2 until the end of project
3	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
4	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

---

<sup>3</sup> One day = 8 hours, half day = 4 hours



5	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
6	Final meeting: physical meeting in Brussels – one/half day To discuss/review final deliverable during year 3	M36 of the project

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

## 1.7 INFORMATION ON THE CONTRACT

**Nature of expense:** services

**Type of contract:** direct

**Place of performance:** contractor's premises

**Duration of tasks in direct contract**

Until 31 December 2028.

### **Budget information**

The maximum budget BeeLife has available is **367,400 €**. Any offer exceeding this maximum will be excluded from further assessment during evaluation. This amount includes all the fees of the Implementing Body and the costs incurred during implementation. Annex 2 provides a proposal for distribution of expenses for the different activities.

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

## 1.8 OWNERSHIP, INTELLECTUAL PROPERTY RIGHTS, USE OF RESULTS

As regards any product or delivery commissioned by BeeLife and developed by the contractor in the context of the contract resulting from this call for tenders, the intellectual property rights (IPR) will be owned by BeeLife only in its capacity as a financial source of the contract. The contractor cannot file a trademark, patent, copyright or other IPR protection scheme in relation to any of the results or rights obtained by BeeLife in the performance of the contract unless the contractor requests BeeLife ex-ante authorisation and obtains from BeeLife written consent in this regard.

In addition, the contractor selected as a result of the present procurement procedure shall be solely

**BeeLife European Beekeeping Coordination**

BE 92 0688 9824 8723 – BIC: GKCC BE BB - VAT No. BE 0540.608.912.

VAT not Applicable. RPM Nivelles



responsible and liable for the following:

- To ensure that terms and conditions asserted by any copyright holder of publications or information referred to in the final deliverable for BeeLife are fully satisfied;
- To make the necessary arrangements enabling BeeLife to reproduce and make non-commercial use of publications and information referred to in the final deliverable it commissioned. As needed, the contractor shall consult with copyright licensing authorities (i.e. at the national level) for guidance on purchasing copyright licenses to reproduce any publications provided to BeeLife. The contractor remains solely responsible and liable for obtaining all necessary authorizations and rights to use, reproduce and share the publications provided to BeeLife.

## **PARTS OF RESULTS PRE-EXISTING THE CONTRACT**

If the results are not fully created for the purpose of the contract this should be clearly pointed out in the tender. Information should be provided about the scope of pre-existing materials, their source and when and how the rights to these materials have been or will be acquired.

### **Unit managing call to decide on this option.**

BeeLife does not acquire ownership or any license of pre-existing rights not incorporated in the deliverables. The full ownership is limited to the deliverables, which might include licensed pre-existing rights on excerpts, parts, texts etc., if fully or partially incorporated in the final deliverables.

The draft contract in Annex 2 contains further provisions on ownership of intellectual property rights. All quotations or information the tenderer provides in the technical and financial offer for BeeLife which originates from other sources to which third parties may claim rights, have to be clearly marked in the offer in a way allowing easy identification (source publications, including date & place, creator, number, full title etc.). The tenderer shall take account of the above specification on ownership and copyrights in their technical and financial offer.

### **Use of results**

BeeLife is committed to the publication of contract deliverables - such as supporting evidence in the form of datasets, reports, etc. in order to improve transparency, reproducibility and evidence reuse. Any part of the output resulting from this contract may be published (at BeeLife's discretion), and several deliverables can be cross-linked among them and to the published final Report.

## **1.9 PERSONAL DATA AND CONFIDENTIALITY**

### Processing of personal data by the selected contractor

In case tasks and activities under this call relate to the processing of personal data, Article II.9.2 of the draft contract in Annex 2 shall be observed.

### Confidentiality

Tender bids will be treated confidentially. This does not prevent that specific parts of the submitted tender may be subject to disclosure when applicable law so requires. Unless there is an overriding public interest in disclosure, BeeLife will refuse full access to the submitted tender, redacting the parts that contain confidential information, the disclosure of which would undermine the protection of commercial interests and intellectual property of the tenderer.

Accordingly, BeeLife will disregard general statements that the whole tender or substantial parts thereof are confidential information. Tenderers need to mark clearly the specific parts of their tender bid they consider confidential, providing an explanation why the information should not be disclosed, which may be subject to BeeLife's further assessment in accordance with applicable law.

## **BeeLife European Beekeeping Coordination**

BE 92 0688 9824 8723 – BIC: GKCC BE BB - VAT No. BE 0540.608.912.

VAT not Applicable. RPM Nivelles



## **PART 2 EVALUATION - HOW WILL YOUR OFFER BE ASSESSED?**

### **2.1 CRITERIA OF THE SELECTION PROCEDURE**

#### **EXCLUSION CRITERIA**

Implementing bodies will be excluded from participating in the selection process if they are subject to any of the exclusion article 67 of Law from 17 June 2016 on Public Markets or if they are not registered in the EU. Tenders do not comply with the tender specifications and 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.

Documents to be submitted:

- Signed declaration attesting to compliance with article 67 of Law from 17 June 2016 on Public Markets. As a template, 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](https://curia.europa.eu/jcms/upload/docs/application/pdf/2016-12/tra-doc-en-div-c-0000-2016-201611416-05_00.pdf)
- Certificate of being up to date with Social Security payments.
- Certificate of being up to date with payments of taxes of the country concerned.
- Certificate of being in order in terms of juridical records.
- Proof of their official registration in one EU country.

#### **SELECTION CRITERIA**

In addition to the evidence requested below, BeeLife has the right, during the evaluation process, to request further evidence on the tenderer's compliance with the economic, financial, technical and professional capacity requirements.

##### **A) Economic and financial capacity**

The tenderer must have generated an overall annual turnover of at least 220,000 € in each of the last two closed financial years (2023 and 2024).

Tenderers must declare they fulfil the economic and financial capacity by providing the annual accounts for the last 2 closed financial years, in particular the profit and loss accounts. In the case of a joint offer from a group of economic operators, the turnover of each such entity may cumulatively contribute to reaching the turnover requirement.

During contract implementation, in case of a request for the addition of new subcontracting or assignment of the contract to a new legal entity, the economic and financial capacity will be checked for the last 2 most recent closed financial years and not necessarily the financial years published with the call.

##### **B) Technical and professional capacity**

The tender must have the professional capacity to perform the contract. The tender will provide a team of experts with the technical capacity to perform the different tasks described in these technical specifications.

The tender will provide a list of the staff profiles assigned to the project to perform the above mentioned tasks together with a detailed CV of the project team members proposed for the assignments. A list of three

**BeeLife European Beekeeping Coordination**

BE 92 0688 9824 8723 – BIC: GKCC BE BB - VAT No. BE 0540.608.912.

VAT not Applicable. RPM Nivelles



promotion projects (AGRIP) in which the tender has participated. Should the tender not have participated in AGRIP projects before, a list of three campaigns developed by the tender in the last 5 years.

### **C) Conflict of interest**

The tender must submit a signed Declaration of Conflict of Interest. For inspiration, the tender can use the format proposed by EFSA: <https://www.efsa.europa.eu/en/procurement/toolbox>

## **AWARDING CRITERIA**

Tenders will be evaluated against the below award criteria. The award criteria serve to identify the most economically advantageous offer. Each proposal will be evaluated using a scoring system similar to the one used by the European Commission to evaluate the proposals of the proposing organisations.

Bearing in mind that we have a campaign defined and approved by the European Commission, both in terms of actions and their budget, in general terms, the adaptation to the approved project will be assessed according to the budget items set out in the previous section.

Tenderers must provide a detailed technical offer addressing all points in the technical specifications and each of the quality award criteria.

Offers must score at least 70% of maximum possible total points against the quality award criteria and at least 60% of the maximum total points for each of the award criteria. Tenders that do not reach this minimum quality threshold will be eliminated from subsequent stages of the evaluation process.

### **1. ACTIVITIES AND MESSAGES (50 points - minimum threshold 60%)**

The quality, reliability and scope of the proposed activities, and their coherence with the main lines designed in the project, as described in these tender specifications.

- Conceptualisation, design and realization of the events happening during the World Bee Day; **15 points**
- Conceptualisation, design and realization of the Newsletters; **10 points**
- Conceptualisation, design and realisation of the thematic webinars; **10 points**
- Strategy and impacts of online advertising. **15 points**

### **2. PROJECT ORGANISATION (15 points – minimum threshold 60%)**

- Clear and detailed information on the distribution of the tasks among the project team; 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**
- Propose measurement mechanisms to be used to evaluate the evolution of the campaign; **5 points**
- The communication (with internal team and BeeLife); in case of joint offers & subcontractors also the communication between joint offer partners and subcontractors; **5 points**

### **3. RISK MANAGEMENT, QUALITY OF ACTIONS AND DELIVERABLES AND DEADLINES (15 points)**

To assess the risk management awareness of the tenderer, in particular the ability to identify any potential risks to the achievement of the project objectives, assess risk impact & likelihood, and ability to foresee effective mitigating actions:

- Risk identification & risk mitigation actions and their likely effectiveness; **5 points**

To assess the quality assurance mechanisms put in place to guarantee the high quality of deliverables:

- Role of team leader/leading partner in quality assurance and/or special additional measures for

## **BeeLife European Beekeeping Coordination**

BE 92 0688 9824 8723 – BIC: GKCC BE BB - VAT No. BE 0540.608.912.

VAT not Applicable. RPM Nivelles





quality assurance; **5 points**

To assess the mechanisms put in place to guarantee availability of contractor for assignment and to meet the agreed deadlines for deliverables:

- Measures to ensure the meeting of the deadlines and availability of proposed team members and mitigation strategies to cover absences; **5 points**

#### **4. PRICE (20 points)**

Tenders which passed the quality thresholds will be further assessed to ensure:

- I. the price offer is made within the stipulated maximum budget for financial offers indicated in the tender specifications and;
- II. the financial offer satisfies the formal requirements of the tender specifications.

**The sum of all quality award criteria gives a maximum possible total of 100 points.**



## 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:

- As referred to in part 1.4, the maximum budget BeeLife has available for this assignment is **367,400 €**. 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.

<b>ALL INCLUSIVE TOTAL PRICE</b>  to be used for the evaluation and for contract implementation in the case of award.	..... €
--	---------

Tenderer name: .....

Name of person signing the financial offer: .....

His/her position in the company: .....

His/her signature: .....

Date: .....



## ANNEX 2. PROPOSAL FOR DISTRIBUTION OF EXPENSES FOR THE SERVICE

ACTIONS	Year 1	Year 2	Year 3	TOTAL
PRESS CONFERENCE	3%	3%	3%	8%
SEMINAR	5%	5%	5%	15%
GALA DINNER	4%	4%	4%	11%
SOCIAL MEDIA CAMPAIGNS	7%	7%	7%	20%
NEWSLETTERS	2%	2%	2%	7%
WEBINAR	7%	7%	7%	22%
ONLINE ADVERTISING	5%	6%	6%	17%
<b>TOTAL</b>	<b>32%</b>	<b>34%</b>	<b>34%</b>	<b>367,400.00 €</b>

NOTE - IB: Implementing Body