



PROMOTION AND COMMUNICATION PROGRAMME:

European basket of products from Romania to Middle East & India

CALL FOR TENDERS FOR THE SELECTION OF THE IMPLEMENTING BODY
FOR AN EU CO-FINANCED PROGRAMME (Regulation EU 1144/2014)

13-02-2026



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1.INTRODUCTION

Inter-Bio's activities focus on advancing Romania's organic agriculture through research, policy engagement, cluster development, export and international networking. Inter-Bio's activities blend EU project participation, cluster coordination, export international networking, and grassroots innovation to drive Romania's organic sector into the European mainstream.

Key Activity Areas

- EU-funded projects:
 - Active partner in OrganicTargets4EU (Horizon Europe), supporting the EU's *Farm to Fork* strategy and the target of 25% organic farmland by 2030.
 - Contributor to Agroecology-TRANSECT, which develops agroecological indicators, co-creates policies, and validates sustainable practices across Europe.
- Events & Awareness Campaigns:
 - Celebrates the European Organic Day with public campaigns on health, fairness, and environmental benefits of organic farming.
 - Organizes and participates in Organic Innovation Days in Brussels, showcasing innovation and policy dialogue.
 - Hosts webinars and roadshows on transdisciplinary research and agroecological change.
- Living Labs & Clusters:
 - Coordinates Bio Danubius Living Lab, a European-recognized hub for agroecological innovation, testing bioeconomy solutions, and integrating biodiversity into rural development.
 - Supports cluster initiatives like Bio Concept Valea Prahovei, Bio Nest, and Bio Oltenia, strengthening regional organic ecosystems.
- International Partnerships:
 - **Regular presence in fairs at Seoul Food (Republic of Korea) Expo Kavala (Greece) or economic missions (Albania, Morocco)** to consolidate cross-border collaborations and promote Romanian organic products.
 - Engages with European research institutes (e.g., Wageningen University, INRAE, ÖMKi) through Agroecology-TRANSECT.
- **Knowledge Transfer & Policy Dialogue:**
 - Facilitates **Smart Village forums** and technology transfer festivals (e.g., FesTT-SE Tulcea), linking research, SMEs, and local administrations.
 - Promotes participatory governance and evidence-based frameworks for rural regeneration.

Strategic Impact

- **Export promotion and development** blending different types of facilities (national export promotion schemes with EEN services) in order to ensure soft landing for our exporters.
- **Policy influence:** Shapes EU and national strategies for agroecology and organic farming.
- **Capacity building:** Provides training and knowledge-sharing for farmers, SMEs, and researchers.
- **Visibility:** Positions Romania as a contributor to Europe's green transition and bioeconomy.
- **Innovation:** Uses Living Labs to test, validate, and scale sustainable practices in real communities.



INTER-BIO (hereinafter “the Contracting Organisation”) is launching an **Open Competitive Procedure** for the selection of an **Implementing Body (IB)** responsible for carrying out information and promotion activities co-financed by the European Union under **Regulation (EU) No 1144/2014, Commission Delegated Regulation (EU) 2015/1829 and Commission Implementing Regulation (EU) 2015/1831**

The Programme “European basket of products from Romania to Middle East & India” is submitted under **AGRIP-SIMPLE-2026-TC-ORGANIC**, and will be implemented in **Saudi Arabia, United Arab Emirates & India**.

The present Specifications follow the competitive procedure principles described in the European Commission guidance and Romanian regulatory framework.

All terms, conditions and documentation requirements outlined here are binding for bidders.

2.- OBJECT OF THE TENDER

The purpose of this tender is to select an Implementing Body that will carry out the communication, promotion and public relations activities foreseen in the Programme.

The selected IB will implement the actions listed in **Annex B** (technical specifications), including but not limited to:

- *Public relations and continuous press office activities*
- **Website management and social media actions**
- *Advertising (online, print, outdoor, broadcast)*
- *Promotional tools and audiovisual content*
- *Events, B2B meetings, trade fairs and tastings*
- *Cooperation with Key Opinion Leaders*

Programme duration: 36 months

Estimated contract value: 3 million euros (1 million euros per year)

Target markets: Saudi Arabia, United Arab Emirates & India

The Programme aims to:

- Increase awareness and recognition of EU quality schemes
 - Promote organic honey and by products 0409, organic beverages, 2202 and 2204 dried organic product (0813, 0804.0712.0713, 0902, organic milk and by products 0401,0402,0406
- and their EU origin, safety, traceability and sustainability
- Improve competitiveness and market opportunities in the target countries
- Strengthen consumer and trade understanding of EU standards



3. LEGAL CONTEXT

This procedure is governed by:

- Regulation (EU) No 1144/2014
- Commission Delegated Regulation (EU) 2015/1829
- Commission Implementing Regulation (EU) 2015/1831
- Guidance “Indications for Competitive Procedure” (DG AGRI)
- Applicable Romanian procurement and civil legislation

The European Commission **is not a party** to this tender.

4. CONTRACTING ORGANISATION

Official name: Asociatia Inter-Bio

Postal address: Strada Eternității 11A, Breaza, Prahova, Romania

Email: clianu@gmail.com

Contact person: Costin Lianu

Bids must be submitted to the above email.

5. PROCEDURE

5.1. Type of Procedure

Open Competitive Procedure, in line with Regulation (EU) 1144/2014 and Romanian procurement principles: transparency, equal treatment, non-discrimination, proportionality.

5.2. Language

Bids may be submitted in **English** and/or **Romanian**.

Administrative documents (Annex D/E) must be provided **in any of both languages**.

6. STRUCTURE OF THE OFFER

The bid must include:

6.1. Administrative Offer

Required documents:

1. **Letter of intent signed by the authorised representative**



2. **Submission Form (Annex D)**
3. **Declaration of Honour (Annex E)**
4. **Certificate of registration in the professional/commercial registry**
5. **Financial statements (last fiscal year)**
6. **Tax + Social security compliance certificates**
7. **Financial Identification Form**
8. **Legal Entity Form**
9. **Consortium Agreement (if applicable)**
10. **Quality assurance certifications (ISO or equivalent)**
11. **Bid guarantee (if required)**
12. **Power(s) of Attorney (if applicable)**
13. **Letters of Intent from subcontractors (if applicable)**

6.2. Technical Offer

Must include:

- Bidder profile, experience and references
- Understanding of the programme and objectives
- Methodology for each activity
- Team structure, roles and communication mechanisms
- Action plan + detailed schedule

6.3. Financial Offer

Must include:

- Overall price (EUR, excl. VAT)
- Annex C tables
- Detailed budget breakdown per activity
- Allocation of costs per entity (consortium/subcontractors)

7. SELECTION CRITERIA

7.1. Exclusion Criteria

Declaration of Honour confirming absence of:

- conflicts of interest
- bankruptcy, criminal convictions, fraud, corruption
- unpaid taxes or social contributions



7.2. Legal & Regulatory Capacity

7.3. Financial Capacity

Minimum

Annual turnover / revenue \geq 90 000 EUR

requirement:

7.4. Technical & Professional Capacity

Minimum:

- At least **5 European campaigns as Implementing Body** in last **5 years** in EU or third countries
- Project Manager with **\geq 5 years** experience (English fluent)
- Promotion Manager with **\geq 3 years** experience (English fluent)

8. AWARD CRITERIA

Total: 100 points

1. **Quality of methodology – 30 points (min. 50% required)**
2. **Effectiveness & efficiency of actions – 30 points (min. 50% required)**
3. **Organisation & quality assurance – 40 points (min. 50% required)**
4. **Price – weighted 20%** (best-price formula as in page 16)

Final score = (Quality score \times 60%) + (Price score \times 40%)

9. CALENDAR

- Publication of tender: **13-02-2026**
- Deadline for questions: **20-02-2026**
- Deadline for Administrative offer: **14-03-2026**
- Evaluation for Administrative offer: **16-03-2026**
- Deadline for Technical & Financial offer: **22-03-26**
- Notification to bidders for final presentations (online): **24-03-26**
- Notification to bidders for final results: **31-03-26**
- Signing of Grant Agreement (if programme is awarded by EU): **December 26 - January 27**



10. CONDITIONS OF THE TENDER

The applicant must acknowledge:

- This tender is linked to an EU funding procedure; if the Programme is **not financed**, the tender becomes **void**.
- No contract will be signed before EU award.
- No costs may be incurred before signing.
- All information is confidential.
- Creative concepts, once paid, become the property of the Contracting Organisation.
- The IB must maintain the validity of the proposal until February 2028.

11. ANNEXES

- **Annex A: Bid Guarantee Template**
- **Annex B: Description of Services (Technical Specifications)**
- **Annex C: Financial Offer Forms**
- **Annex D: Submission Form**
- **Annex E: Declaration of Honour**
- **Annex F: Power of Attorney Template**
- **Annex G: Subcontractor Letter of Intent**



ANNEX A – Technical Specifications (Template)

TECHNICAL OFFER – TEMPLATE

1. Bidder Profile & Experience

The bidder must provide:

- General presentation of the company
- Experience in public relations, advertising, marketing and event organisation
- Overview of technical, human and logistical resources
- Description of infrastructure and assets
- Relevant references (minimum 5 campaigns as IB in EU or third countries within the last 5 years)

Insert here detailed company profile, references and capacity.

2. Understanding of the Programme & Methodology

The bidder must demonstrate:

- Understanding of Programme goals and EU Regulation 1144/2014
- Clear methodology for each activity
- Adaptation to each target market
- Procedures for coordination with the Contracting Organisation
- Procedures for implementing activities in **INSERT TARGET COUNTRIES**

Insert here methodology, narrative approach, tools, KPIs and activity-by-activity plan.



3. Project Team & Management Procedures

The bidder must include:

- Organisational chart
- CVs or professional summaries
- Workflows, internal management processes
- Communication procedures with Contracting Organisation, subcontractors and EU-level stakeholders

Insert here the team description, roles, responsibilities and management structure.

4. Action Plan & Detailed Programme

The bidder must provide:

- A complete timeline for **INSERT DURATION months**
- Detailed scheduling and coordination
- Workload distribution among consortium members/subcontractors (if applicable)

Insert here Gantt chart / timeline / phases of implementation.



ANNEX C – Financial Offer Forms

1. Introductory Statement

We, **INSERT BIDDER NAME**, submit the following financial proposal for the implementation of the Programme “**INSERT PROGRAMME TITLE**”, with a total value of:

TOTAL PRICE (excl. VAT): EUR <INSERT AMOUNT>

This price includes:

- all direct and indirect costs,
- staff, travel, production, logistics, overheads, subcontracting,
- full delivery of all actions as per Annex B.

2. Table 1 – Summary Budget (excl. VAT)

Activity Category	Cost (EUR)
Public Relations	
Website & Social Media	
Advertising (online/print/outdoor/broadcast)	
Promotional Tools & Videos	
Events, Trade Fairs, B2B	
POS Promotion	



Project Management & Reporting	
Subcontracting Costs (if applicable)	
TOTAL (excl. VAT)	

3. Table 2 – Detailed Budget Breakdown

Provide a breakdown per activity, showing:

- unit costs
- quantities
- frequency
- responsible entity (bidder / consortium member / subcontractor)

Insert detailed breakdown here.

4. Subcontracting Table (if applicable)

Subcontractor Name	Role	% of Contract Value	Amount (EUR)



ANNEX D – Submission Form

OPEN COMPETITIVE PROCEDURE No. **INSERT**
SUBMISSION FORM

Bidder	Name:	INSERT	FULL	LEGAL	NAME
Address:		INSERT	FULL		ADDRESS
VAT/Registration			Number:		INSERT
Website:					INSERT
Email:					INSERT
Phone:					INSERT
Authorised Representative:	INSERT NAME + POSITION				

If applying as a consortium:

- Lead entity: **INSERT**
- Members: **INSERT**

We hereby submit our offer for the Programme “**INSERT TITLE**” and declare that:

- All information provided is accurate and complete
- We meet all exclusion, selection and technical criteria
- We accept the tender conditions
- We commit to maintaining the validity of the offer until **INSERT DATE**

Signed:

Date:

Signature: _____



ANNEX E – Declaration of Honour

DECLARATION OF HONOUR ON EXCLUSION AND SELECTION CRITERIA

I, the undersigned:

Name:

Position:

Representing **INSERT COMPANY NAME**

**INSERT
INSERT**

Declare that:

- The company is not bankrupt, insolvent or being wound up
- The company has no unpaid taxes or social contributions
- The company and its managers have not been convicted of fraud, corruption, money laundering or similar criminal offences
- There is no conflict of interest in relation to this tender
- The company complies with all legal, financial and professional requirements
- All information provided in our tender is true and complete

Signed:

Name:

Position:

Date:

Signature: _____



ANNEX G – Subcontractor Letter of Intent

LETTER OF INTENT FROM SUBCONTRACTOR

To:

INSERT NAME OF CONTRACTING ORGANISATION
INSERT ADDRESS

We, **INSERT SUBCONTRACTOR NAME**, established at **INSERT ADDRESS**, hereby declare our intention to collaborate with:

INSERT NAME OF BIDDER

as subcontractor for the implementation of the Programme “**INSERT PROGRAMME TITLE**”, within the following scope:

- Role:
- Activities:
- Estimated share of contract value: %

We confirm that:

- We meet all applicable legal and professional requirements
- We commit to providing the services as described in the bidder’s proposal
- We are aware that the Contracting Organisation has no direct contractual obligation towards us

Signed:
Name:
Position:
Date:

Signature: _____

