



INCERHPAN - CALL FOR A SIMPLE PROGRAM, IN ACCORDANCE WITH REGULATION (EU) 1144/2014, TO PROMOTE BREAD CONSUMPTION AMONG CHILDREN IN SPAIN

In accordance with Regulation (EU) 1144/2014, INCERHPAN has decided to submit an information and promotion plan for 2018, under the scope of a Simple Program.

INCERHPAN is the Interbranch Organisation of the Grain/Flour/Bread chain in Spain, gathering all the National Associations representing the activities of agricultural production, flour milling and the production and marketing of bread, bread cereals and byproducts.

The General Assembly of INCERHPAN, held on December 12th, 2017, approved to request communication agencies to submit proposals aimed at improving the perception of bread in Spain, highlighting its nutritional benefits and how its consumption may contribute to adequate dietary patterns among the infant population.

Therefore, in order to guarantee the outmost transparency, INCERHPAN calls a competition for the pre-selection of communication agencies for the execution of a Simple European Program, as indicated below:

- The future promotion campaign aims to promote the consumption of bread among children in Spain and restore the importance it has within a balanced diet.
- The objective of the project is to improve the perception of children, their families and prescribers on how an adequate consumption of bread during childhood, thanks to its nutritional benefits, helps maintain a correct and balanced dietary pattern.
- The messages communicated in the campaign must be in accordance with Regulation (EC) 1924/2006, regarding nutrition and health claims of food.
- Likewise, the messages regarding adequate dietary practices should be in line with the European Commission White Paper on nutrition, overweight and obesity strategy (European Commission's White Paper COM (2007) 279 final).
- Agencies wishing to participate in the process must communicate in writing (preferably in Spanish or, alternatively, in English) the information requested in the section "Criteria for the selection of agencies" before January 24th, 2018 at 08:00 p.m. by e-mail to the address: info@incerhpan.es
- INCERHPAN will select a maximum of five agencies and a minimum of three on January 29th, 2018. INCERHPAN will notify all agencies the result of the selection process by email.

- INCERHPAN will send to the selected agencies a Briefing with information complementary to that included in this call.
- The selected agencies must present their proposal for an information and promotion program in Spanish before February 20th, 2018.
- The selected agencies will be invited to present their proposals at the headquarters of INCERHPAN on February 23rd, 2018.
- The final decision on the selected agency will be communicated on February 26th, 2018. The communication of the result will be made to all the agencies that have submitted their project.

CRITERIA FOR THE SELECTION OF AGENCIES

INCERHPAN invites all those EU agencies that want to participate to present their credentials and merits, in order to carry out the pre-selection to, in a second phase, carry out the final awarding of the information and promotion project submitted to the European Commission.

The candidate companies will be evaluated according to some assessable criteria and other selective criteria, as detailed below:

- Selective criteria

These criteria must be fulfilled entirely by the agencies to be selected:

- Be up to date with their labor and tax obligations.
- No conflict of interest of a personal, professional or social nature.
- No conflict of interest due to the fact that the agency is carrying out activities related to certain products and markets in the same sector.
- Financial capacity for the development of the program (annual amount of 300,000 euros per year for a period of three years).

- Assessable criteria (100 points)

The following aspects will be assessed objectively by the members of the Agency Selection Body:

- The Agency has an operational activity of more than three years: 15 points.
- Material and human resources: 25 points.
- Experience in promotion programs of the European Union (a maximum of five programs will be referenced): 30 points.
- Experience in campaigns to promote food products (a maximum of five programs will be referenced): 30 points.

For further information please contact info@incerhpan.es