


REPORT ON SUBCONTRACTING

For NON-PUBLIC BENEFICIARIES

Instructions: to be submitted to CHAFEA by non-public beneficiaries in case of subcontracting expenses above EUR 60 000.

CHAFEA disclaimer: the approval of this deliverable in the system does not imply the confirmation of the eligibility of any of the costs related to the implementation of the related task. The assessment of the costs' eligibility will be completed following the submission of the relevant report, financial statement and related supporting documents. Moreover, the submission and approval of this deliverable does not prevent the Agency from asking additional information during other stages of the implementation of the action or afterwards.

As stipulated in Article 135.4 of the Financial Regulation, the amount of the grant shall not become final until after the authorising officer responsible has approved the final reports and accounts, without prejudice to subsequent checks. Therefore, the approval of the present deliverable does not preclude the outcome of potential checks, reviews, audits and investigations that could lead to the rejection of ineligible costs, reduction of the grant, recovery of undue amounts or to any other measures as described in the Grant Agreement.

Project ID	874747
Beneficiary name	Interporc and Agrupalto
Work packages concerned by subcontracting	WP2, WP3, WP4, WP5, WP6, WP7
Subcontracting amount (value of the procurement procedure)	
Did national rules apply? If yes, please add the reference	<p>Yes</p> <p>The procedure of the Implementing Body has been developed according to the guidelines of the competitive process described by the EU Brussels, 7.7.2016 DDG1.B5 / MJ / db D (2016) 3210777 - GUIDELINES OF THE COMPETITIVE PROCEDURE and the mandatory of the member state, in this case Royal Decree 38/2017, of January 27, on provisions for the application of European Union regulations on information and promotion actions related to agricultural products in the domestic market and in third countries. Specifically, for this topic Articles 5 and 6.</p>
Did customary practices apply? If yes, please add the reference	No

Was the best value for money criterion ensured?	<p>Yes.</p> <p>Please see further details below.</p>
Was the qualitative award criterion evaluated?	<p>Yes.</p> <p>Please see further details below.</p>
Was the procedure documented?	<p>Yes.</p> <p>The selection process was done in 2 stages and all was documented.</p> <p>The first stage was the launch of a call for agencies interested in participating in Agency contest for the implementation of this Promotion Plan.</p> <p>Based on the assessment of the merits and experience information sheets, received from 9 agencies, the proposing entities made a shortlist of 4: [REDACTED]. All of them described their experience in projects, specifying their material resources and human resources, especially in relation to Offices and relations in the target countries.</p> <p>The proposals from the agencies were evaluated by the proposing organizations according to a ‘fact sheet on proposals evaluation’ that includes the following award criteria: creativity, ROI, reasonable costs, quality, best market analysis and strong EU message.</p> <p>Based on the scores obtained and resulting on these criteria of each of the attendees, it was unanimously agreed to select the [REDACTED] to implement this EU Promotion Plan in Third Countries (China), 2020 -2022.</p> <p>All this selection process was documented.</p>

<p>Was the absence of conflicts of interest ensured?</p>	<p>Yes</p> <p>There's no conflict of interests from the beneficiary's representatives that took part in the selection process.</p> <p>The proposing entities also have no conflicts of interest.</p> <p>All this selection process is documented.</p>
<p>If there is subcontracting to an entity with a structural link with the beneficiary, is it ensured that the price is limited to the actual costs incurred by the entity (absence of profit margin)?</p>	<p>N/A</p>


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As stipulated in Article 135.4 of the Financial Regulation, the amount of the grant shall not become final until after the authorising officer responsible has approved the final reports and accounts, without prejudice to subsequent checks. Therefore, the approval of the present deliverable does not preclude the outcome of potential checks, reviews, audits and investigations that could lead to the rejection of ineligible costs, reduction of the grant, recovery of undue amounts or to any other measures as described in the Grant Agreement.

Project ID	874747
Beneficiary name	Interporc and Agrupalto
Work packages concerned by subcontracting	WP8
Subcontracting amount (value of the procurement procedure)	 €
Did national rules apply? If yes, please add the reference	Yes The procedure of the Evaluation Body has been developed according to the guidelines of the competitive process described by the EU Brussels, 7.7.2016 DDG1.B5 / MJ / db D (2016) 3210777 - GUIDELINES OF THE COMPETITIVE PROCEDURE and the mandatory of the member state, in this case Royal Decree 38/2017, of January 27, on provisions for the application of European Union regulations on information and promotion actions related to agricultural products in the domestic market and in third countries. Specifically, for this topic Articles 5 and 6
Did customary practices apply? If yes, please add the reference	No

Was the best value for money criterion ensured?	<p>Yes.</p> <p>Please see further details below.</p>
Was the qualitative award criterion evaluated?	<p>Yes.</p> <p>Please see further details below.</p>
Was the procedure documented?	<p>Yes.</p> <p>The selection process was done in 2 stages and all was documented.</p> <p>The first stage was the launch of a call for agencies interested in participating in Agency contest to perform an evaluation of a Communication Campaign in the internal market.</p> <p>Based on the assessment of the merits and experience information sheets, received from 8 agencies, the proposing entities made a shortlist of 4: [REDACTED]</p> <p>[REDACTED] All of them described their experience in projects, specifying their material resources and human resources, especially in relation to Offices and relations in the target countries.</p> <p>The proposals from the agencies were evaluated by the proposing organizations according to a ‘fact sheet on proposals evaluation’ that includes the following award criteria: Quality and feasibility of the proposed methodology, Previous experiences evaluating similar campaigns, Clarity on how the budget will be allocated.</p> <p>Based on the scores obtained and resulting on these criteria of each of the attendees, it was unanimously agreed to select the [REDACTED] to evaluate this EU Promotion Plan in Third Countries (China), 2020 -2022.</p>

	All this selection process was documented.
Was the absence of conflicts of interest ensured?	<p>Yes</p> <p>There's no conflict of interests from the beneficiary's representatives that took part in the selection process.</p> <p>The proposing entities also have no conflicts of interest.</p> <p>All this selection process is documented.</p>
If there is subcontracting to an entity with a structural link with the beneficiary, is it ensured that the price is limited to the actual costs incurred by the entity (absence of profit margin)?	N/A