



Effective subcontracting: experiences in contracting an implementing body

Katrien De Nul - VLAM

Coordinator Multi fresh potatoes 2

Programme Presentation

- ‘Multi Fresh Potatoes II’ - 101095538
- CALL: AGRIP-MULTI-2022-IM - Support for multi programmes – Union quality schemes OR merits of Union agricultural products
- 3 organisations: **VLAM (coordinator), Europatat, and Bord Bia**
- 3 target countries: **Belgium, France and Ireland**
- Objective: stimulate consumption of fresh potatoes, in line with the specific features of agricultural methods in the Union and the characteristics of EU agri-food products.
- Target group: 18-34 year

Subcontracting

- Plan your procedure well in advance according to the provisions of the Grant agreement and the AGRIP programme taking into account the needs and the expectations of the consortium.
- 3 different types of agencies for MFP: communication agency, media agency and evaluation agency
- All contracts were announced publicly on TED (<https://ted.europa.eu/en/>)
- Communication agency: 1 procedure with 4 different lots
 - 1 common agency
 - Concept
 - Look & feel
 - Common activities
 - 3 local agencies
 - Develop and implement local activities
 - Considering the common look & feel

Subcontracting

- Media agency: per country
- Evaluation agency: 1 agency for all evaluations
 - Zero measurement
 - Post-test end of each campaign year per target country
 - 1 comprehensive evaluation report, considering all KPIs