



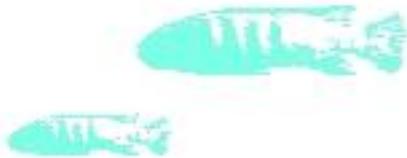
4

TENDER

REQUIREMENTS

The tender document comprises all the components needed to understand the group's strategic and local development directions.

The tender document will apply throughout the programming period until 2013.



Format of the Tender

The **tender must follow the format outlined** (see below) and must include a number of appended documents. It must be submitted in paper and electronic (PDF/Word/Excel) format.

The components below describe the standard layout to be used in preparing the tender. The groups are free to choose the format they wish to use to deal with each section, insofar as each key point is approached.

The tender must include a summary of no more than four pages, outlining:

- > the key points of the analysis and the issues identified;
- > the objectives of the local strategy chosen to implement axis 4 of the EFF;
- > the added value of the expected local development strategy on this territory in relation to other initiatives.

- > the key points of the development plan (consisting of the action sheets) and financing plan;
- > the main terms of partnership and methods of implementation envisaged.

The tender document must not exceed fifty pages including the development plan but excluding the appendices. It shall follow the action sheet template attached to this Request for Proposals for the construction of the development plan. Several documents must be appended. These are the list of the municipalities chosen, the detailed composition of the partnership and a table of the socio-economic data for the zone chosen.

The project submitted must demonstrate throughout the added value that it brings in relation to the territorial initiatives and local development initiatives already underway in the zone that it intends to cover.



4

TENDER REQUIREMENTS

Standard Layout

The tender document must include the following components:

I. PRESENTATION AND ANALYSIS OF THE ZONE CONCERNED

The purpose of this first section is to describe the geography, economy, history and social, cultural and environmental aspects of the zone concerned.

The list of the municipalities concerned, with their INSEE code and population census, must be provided in the appendix.

This section mainly provides the components needed to understand the proposed strategy in order to ascertain its strengths, weaknesses, opportunities and threats (SWOT analysis) and to determine the development issues: key socio-economic data, physical features of the territory, valuable heritage components, presentation of the local economy, particularly the fishing and/or aquaculture sector and a review of the policies implemented to date at territorial level and, more particularly, connected with the fishing and/or aquaculture industries. If relevant, existing analyses may be used (their source must be given whenever possible).

Particular focus must be placed on examining the industries more particularly concerned by the dynamics of the project and on the connections that may already exist between them. The same applies to projects that may have been conducted already or that are underway and with which synergies could be developed.

The stakeholders representative of the territory, their method of organization and the types of partnership existing between them must be presented, particularly for those that will have a role to play in steering the proposed development strategy. Resulting from the analysis, the development issues to be dealt with and the partnership



practices, the tenderer shall describe the relevance of the choice made by placing particular focus on the relationship between these three areas (territory, development issues and partnership). Where, given the chosen development strategy, the zone does not have organised territories or existing territorial organisations, support from these levels of organisation shall be sought (letters of support and approval of the project).

II • ISSUES AND STRATEGIES OF TERRITORIAL, FISHING AND AQUACULTURE DEVELOPMENT

Dealing with the previous point should help establish a summary of the strengths, weaknesses, opportunities and threats of the zone, categorized by key themes.

This analysis must clearly explain the major development issues in the zone and the more specific issues that will be dealt with under the development strategy sponsored by the group. The convergence between these two levels of issue must be clarified and justified with regard, notably, to other policies implemented in the zone. It may highlight, in particular, the connection between Land and Sea.

This analysis will lead the group to propose a clear, concise strategy that will be divided into operational objectives, as per the development plan.

III • PRESENTATION OF THE DEVELOPMENT PLAN

The development plan is the operational version of the group's strategy and objectives in the form of a concrete action plan.

This action plan must demonstrate the experimental nature of this initiative for the fishing and aquaculture industries in connection with the key objectives of France's NSP.

The development plan shall include, at a minimum:

> a general summary presentation of the development plan and the financing raised which should show, in particular, the direct connection with the chosen development issues and strategy.

The presentation may take the form of diagrams;

> a sheet per action envisaged with a financial evaluation for each.

An action sheet template is appended to this document.





4

TENDER REQUIREMENTS

The initiatives planned for:

- the acquisition of skills,
- the operating costs of the groups and coordinating structure,
- cooperation,
- Article 2 of Article 44 of the EFF regulation,

must be given in separate action sheets, where the group wishes to mobilise these types of support.

The other action sheets may be organised as wished, either resorting to one type of support provided for under Article 44 or several of them (in the second instance, the methods for tracking these various types of support, in terms of indicators in particular, should be planned).

IV • CONVERGENCE AND SYNERGY WITH OTHER INITIATIVES IN THE ZONE

Wherever possible, the tender document shall describe any other public initiative in the territory. Without giving a detailed report of the policies implemented, a status report of the measures and programmes that might concern the project stakeholders and sponsors addressed by this Request for Proposals, shall be drawn up.

If the tenderer is also a beneficiary Local Action Group of axis 4 of the EAFRD, it will clarify the envisaged points of convergence in the implementation of the two programmes and the expected synergies.

Lastly, the tenderer may clarify, where necessary, their goals with regard to mobilising the other axes of the EFF in their territory along with the possible synergies between the development strategy they are proposing under axis 4 of the EFF and the other axes of the EFF.



If, however, a new Request for Proposals regarding Integrated Coastal Zone Management (ICZM) should be launched, and certain stakeholders or the group itself should submit a tender for this Request for Proposals, the envisaged levels of convergence between these two public policies should be covered at this point. This only applies when the objectives of this possible ICZM Request for Proposals are known before the tender submission date.

V • STAKEHOLDER INVOLVEMENT PROCESS AND PARTNERSHIP IMPLEMENTATION

The objective is to explain how the territory stakeholders were involved in defining the strategy and will be involved in its implementation.

The stakeholder involvement process shall be presented for each of the following stages:

- > during the tender preparation: what methods were used to involve the stakeholders in defining the strategy? What was their level of involvement in the project? What were the key stages in preparing the tender?
- > during the composition of the programming committee (decision-making partnership): what composition is envisaged (members: status, structure, public or private, if possible names of members and alternates, method of verifying quorum and majority rules)? What are the connections with the organised bodies in the territory? What implementation methods are envisaged?

so that the programming committee can be a forum for discussion regarding the directions taken, a dynamic forum for action and exchange?

- > during the implementation and tracking of the project: the methods envisaged between the stakeholders for the actual steering of the project.
- > during evaluations (mid-term and final).

Stakeholder involvement in terms of the exchange of practices and the transfer of experiences vis-à-vis the other groups shall also be covered. Tenderers must append the composition of the programming committee.

VI • IMPLEMENTATION METHODS

The objective is to present the aspects relating to the organisation planned for steering the project: whether at the level of the organisation of the group, its coordination, tracking or evaluation.

The tenderer will describe, in particular, the system it intends setting up at every stage of the lifecycle of its strategy (coordination – support with setting up the submission – legality control and instruction in opportunity - tracking - control - evaluation, etc.) and the tools, skills and human resources that they envisage mobilising. If discussions at local level are sufficiently advanced, the sponsoring body (the legal body that will sponsor the project and will sign contracts with the managing and certifying authorities) can be described at this stage.





4

TENDER REQUIREMENTS

VII • FINANCIAL PLAN

The financial plan shall present the actions financed by the EFF. This plan shall take the form of the Excel spreadsheet shown below, structured by action sheet. It must show the contributions of the various financial backers per action and/or overall. Any letter of support or of intent from the financial backers, notably local backers, would demonstrate the soundness of the financing plan envisaged.



In euros	EFF amount (a)	Public, national and local contributions (b)			Other public (c)	Total public cost (d)	Any private total (e)	Total cost (a+b+c+d+e)	EFF cofinancing (= a/d)
		Backer 1	Backer 2	Backer n					
Action sheet 1									
Action sheet 2									
.....									
Action sheet n									
Skills acquisition action sheet									
Operation action sheet									
Cooperation action sheet									
Article 44 Paragraph 2* action sheet									
TOTAL									

* where necessary.

This plan is purely a presentation tool to be used at the tender submission stage only.



Operating expenses must not exceed a maximum of 10% of the EFF contribution allocated. These expenses must be given in a specific action sheet.

If the group wishes to present actions regarding cooperation, it must also identify these in a specific sheet. The same applies to support provided for under Paragraph 2, Article 44 of the EFF regulation and for the acquisition of skills. With the latter type of support it is possible, in particular, to envisage reimbursement of the expenses incurred in preparing the tender. Given the relatively modest level of the EFF contribution, it is advisable to keep these expenses to the minimum necessary. This payment will only apply if the group is selected and within the bounds of eligible expenses (as provided for in the EFF decree of eligibility). Moreover, only expenses incurred from the official launch of the Invitation to Tender and up to the date the groups are selected will be taken into account.

National reimbursements may be made by:

- > the state;
- > local authorities (regions, *départements*, inter-municipal cooperation groups);
- > bodies governed by public law and listed in Directive 2004/18/EC, as provided in Article 3 m) of Regulation (EC) No 1198/2006.

CONCLUSION

To conclude the tender, the group may summarise the expected effects of the strategy and the means used by the group to produce these effects. It shall summarise its goals for 2013 in the zone in which it intends implementing the development strategy that it wishes to sponsor.

APPENDICES

The group must append, at a minimum:

- > the list of the municipalities (Excel format);
- > the composition of the programming committee;
- > a document summarising the key components and quantitative data of the territory;
- > contracts from the main partners of the tender reflecting the current status of the partnership.

Any other document deemed pertinent to understanding the tender may also be provided in the Appendix.

² The terms of operation and of any dispensations along with the scope of expenses eligible for this type of action will be clarified in the weeks following the launch of the Request for Proposals.

[These specifications have been prepared by the Ministère de l'Agriculture et de la Pêche \(MAP; French Ministry of Agriculture and Fishing\), in close consultation with Cnasea \(ASP; Agence de Services et de Paiement\)](#)

