Q&A

European mushroom promotion programme

Request for proposals for implementation services in nine country lots 2028 to 2030

Q: Lots: which lots would you like us to work on? Lot 3 (France) is our priority. If you do not already have a partner for French-speaking Belgium, we could also cover that market.

A: You may apply for any lots you consider appropriate. It is important to have strong public relations services in the countries where the activities will be implemented. We will not know which proposals we will receive for each country until the 25th.

Q: Contracting entity: the document refers to "the contracting entity identified in the invitation" without naming it. Could you confirm which organisation this is?

A: The contracting organisation is **Groupement Européen des Producteurs de Champignons Promo**, and the contract notice reference is **OJ S 210/2026, published on 29 October 2026**.

Q: 3. Other partners: is ATLAS also bidding directly, or are other agencies being consulted on the same lots? Have you already identified partners for each country? We could also consider other lots by drawing on our partner network.

A: This is an open and transparent public tender, so any interested company that meets the required eligibility and capacity criteria may submit a bid.

Q: 4. Agency fee: what level of agency fee do you expect? Under the scoring formula (40 × lowest fee ÷ evaluated fee), any offer with a fee receives 0 points as soon as an admissible zero-fee offer is submitted. In addition, should our team's time spent delivering the activities (PR, influencer partnerships, retail activations) be quoted as direct activity costs or included in the agency fee?

A: The agency fee must be clearly stated in the corresponding section of the financial proposal, as hidden fees are not permitted under EU regulations. It is important to bear this in mind, as during project implementation, all invoices related to each activity must be retained for a minimum period of five years for auditing and compliance purposes. Each agency must determine its own fee based on its financial offer.

Q: Central services: which elements will be provided centrally (campaign identity, creative content, key messages, media buying)? How will coordination between local agencies and central services work?

A: Atlas has extensive experience in coordinating activities and working with local partners who provide specific services. As a general rule, Atlas will manage the overall campaign design, as well as any necessary adaptations. Regular coordination meetings will be held, and Atlas will provide the local service provider with all the assets required to ensure the successful implementation of the activities.

Q: Contract terms: could you share the payment terms, the invoicing schedule and the expected start date in 2028?

A: Not at this stage of the proposal. However, as a general rule, and in compliance with late payment legislation, invoices must be paid within a maximum of 30 days.

Once Atlas has been selected, implementation schedules and payment plans will be agreed upon with each service provider. For ongoing activities, payments will be made regularly upon delivery of the agreed work, while for events, payments will be structured to include both advance payments and payments following the completion of the activities.

Q. Partner office: Section 5 contains an incomplete sentence ("…and, for a partner office."). Could you specify what evidence is expected in that case?

A: Provide registration, occupancy or representation evidence and, for a partner office, a signed agreement confirming the bidder's right to use the office and access the local resources required to deliver the lot.

Q: Deadlines? Please check the tender producer where dates are included. Do you want me to fill in the Tender with my details? https://atlasmarketingstudio.com/procurement/request-for-proposals-for-implementation-services-in-nine-country-lots-2028-to-2030/

Q: Or are you combining all agencies into one?

A: Each company must submit its own proposal. Atlas will evaluate and select the most competitive offers to prepare and submit the overall project proposal, incorporating the selected subcontractors.

Q: What is the Client,

A: The contracting organisation is **Groupement Européen des Producteurs de Champignons Promo**.

Q: Year Scope and value Reference Contact?

A: Please check de document tender.
https://atlasmarketingstudio.com/procurement/request-for-proposals-for-implementation-services-in-nine-country-lots-2028-to-2030/

Q: Can we submit an offer that covers WP7 through a subcontractor to be named afterwards, subject to your prior approval, without the offer being considered incomplete?

A: You may submit your proposal even if you subcontract that part of the work.

Q: can WP7 be excluded from our offer, or would you advise against bidding?

A: No part of the proposal or budget may be excluded. The selected agency must be able to provide all the required services in each country for which it submits a bid.