



Invitation to quote

European FlowerBulbs

Evaluation Agency Brief

Brief date: December 8, 2023
Latest date quote: December 31, 2023
Project organizer: Royal Anthos

OBJECTIVES QUOTE EVALUATION AGENCY

1. To get an idea of agency's activities regarding audits of project evaluations;
2. To understand the agency's audit evaluation approach and how they would bring the different audits of the evaluations of the projects to life;
3. To see if evaluation agency can execute all audits of project evaluations within budget;
4. To find an evaluation agency fit versus the selection criteria below:
 - audit possibilities of project evaluations throughout the US
 - Quality of audit skills of evaluations
 - Price
 - Flexibility
 - Possibility to readjust audit of evaluation approach (if needed) after first year try-outs
 - Knowledge of the flower bulb sector and target groups
 - Familiar with the Dutch code of conduct regarding research and statistics ([Netherlands Code of Conduct for Research Integrity | NWO](#))
 - Accustomed to working with the Dutch Personal Data Protection Act ([Netherlands - Data Protection Overview | Guidance Note | DataGuidance](#))

EVALUATION AGENCY SELECTION PROCESS

At least three parties will be sent information about the grant application for evaluation information, requesting their potential interest in the project. After writing to at least three potential evaluation organizations for the project, their positive responses are assessed according to established (set) criteria.

The selected evaluation agency must be independent of the proposing organization(s), have a financially sound capacity and preferably have experience with similar audit of project evaluations.

The offers are then weighted, using the following award criteria:

1. Quality: the service provided must be clear and transparent, entirely consistent with the job description and meet the requirements of the contract documents;
2. Experience with similar (promotion/evaluation) projects: the provider must demonstrate that they have carried out similar projects in the past (references) and is capable to do so now. Expertise in the sustainability domain is a benefit;
3. Price: the total price and/or partial prices, billing terms and conditions of supply are compared;
4. Flexibility: in case of unexpected events (such as extreme disturbances in the economy, e.g. Covid19) the project should be allocated in a flexible manner;

5. Knowledge of and/or involvement in the flower bulb sector, its sustainability goals, the region in which this promotion will take place (the US) and the communication field.

For this the following weighting scale is used:

1. Quality 40%
2. Experience 10%
3. Price 30%
4. Flexibility 10%
5. Knowledge sector 10%

A value is assigned between 1 and 10 for each of the criteria. These numbers are multiplied by the percentages of the weighting. The tendering party with the highest final score obtains the contract. After the selection of a party an explanation is provided on the process to reach that decision.

LEGAL REQUIRED INFORMATION

- Registered company details
- Credentials in order (last 3 annual or financial reports, articles of association, and extract Chamber of Commerce)

PROJECT OVERVIEW

See Enclosure

Work Package 9: Evaluation of results

Duration:

M7 – M32

Lead Beneficiary:

Royal Anthos

Objectives

The objective of WP5 is to periodically evaluate the progression of the project and the reached intermediate goals to ensure proper use of EU funds. The evaluation will ensure that EU funds are spent in an effective way and so that activities are aligned with the descriptions in this proposal (barring any later agreed upon changes).

Activities and division of work (WP description)

Task No (continuous numbering linked to WP)	Task Name	Description	Participants		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, AE, AP, OTHER)	
T9.1	Evaluation	The evaluation of this project will be conducted by keeping track of the performed activities (8h per week for monitoring); by gathering data, by producing bi-annual reports with the performed activities and the projections for the following six months of the project and by conducting bi-annual interviews with key actors within Anthos and project leads from subcontractors.	TBD 3 rd party	COO	Yes, Subcontracting from Royal Anthos to Evaluation Agency

Outputs and estimated budget

Timeline	YEAR 1	YEAR 2	YEAR 3
Outputs	<ul style="list-style-type: none"> Annual report including overview of activities – 1 	<ul style="list-style-type: none"> Annual report including overview of activities – 1 	<ul style="list-style-type: none"> Annual report including overview of activities – 1
	<ul style="list-style-type: none"> End-of-year interviews – one for each party connected to the project 	<ul style="list-style-type: none"> End-of-year interviews – one for each party connected to the project 	<ul style="list-style-type: none"> End-of-year interviews – one for each party connected to the project
Estimated budget	<p>T9.1 Evaluation 3rd Party evaluation, gathering data, conducting interviews and writing annual report</p> <ul style="list-style-type: none"> Gathering data € 32.000 Performing interviews € 3.000 Writing annual report € 10.000 	<p>T9.1 Evaluation 3rd Party evaluation, gathering data, conducting interviews and writing annual report</p> <ul style="list-style-type: none"> Gathering data € 32.000 Performing interviews € 3.000 Writing annual report € 10.000 	<p>T9.1 Evaluation 3rd Party evaluation, gathering data, conducting interviews and writing annual report</p> <ul style="list-style-type: none"> Gathering data € 32.000 Performing interviews € 3.000 Writing annual report € 10.000

Subtotal for activity	A. Direct personal costs: € 0 B. Direct cost of subcontracting: € 45.000 C. Other Direct Costs: € 0	A. Direct personal costs: € 0 B. Direct cost of subcontracting: € 45.000 C. Other Direct Costs: € 0	A. Direct personal costs: € 0 B. Direct cost of subcontracting: € 45.000 C. Other Direct Costs: € 0
Total for the Work Package	€ 45.000	€ 45.000	€ 45.000