

Call for competition for the selection of the company for the evaluation of results of the multi-European program “EU Program in Ruminants Animal Welfare in Spain and Hungary (2022-2024)”

1.- Background

The European Union co-finances information and promotion programs for agricultural products on the internal market and in third countries as provided for in Regulation (EU) 1144/2014 of the European Parliament and of the Council. In this sense, in the 2021 call, the European Commission approved the programs “EU Program in Ruminants Animal Welfare in Spain and Hungary (2022-2024)”, coordinated by the Inter-Professional Organization of Sheep and Caprine Meat (INTEROVIC) and developed together with JTT — Hungarian Sheep and Goat Products’ Board and PROVACUNO — Spanish Inter-professional Association for Beef Meat. The campaign has an execution period of three years, 2022, 2023 and 2024, and is developed in the markets of Spain and Hungary.

Regulation (EU) 1144/2014 lays down the procedure, the agricultural products covered by these programs and the countries in which they may be developed. The successful company must comply with the requirements of the call for European promotion programs co-financed by the Commission in accordance with the provisions of Regulation (EU) No 1144/2014 of the European Parliament and of the Council, Commission Delegated Regulation (EU) 2015/1829 and Regulation.

Thus, INTEROVIC has signed Grant Agreement 101048553 — Welfare_Ruminant_EU with European Research Executive Agency -REA for the development of the “EU Program in Ruminants Animal Welfare in Spain and Hungary (2022-2024)” program. One of the actions to be carried out within the framework of this Grant Agreement is the evaluation of the program, for which INTEROVIC, PROVACUNO and JTT call this competition aimed at agencies of evaluation of results and market studies.

2.- Tenderers

Interprofessional organization of sheep meat and goatmeat — INTEROVIC, Interprofessional Meat Beef Organization — PROVACUNO and Juh-es Kecske Terméktanács is Szakmakozi Szervezet — JTT

3.- Objective of the program

The main objectives of the program are:

- Inform consumers about the European production model, in particular about animal welfare in the sheep, goat and beef sector in Spain and Hungary, so that they are aware of the animal welfare requirements that are met in the production process.
- In Spain, disseminate information on animal welfare certificates Welfare INTEROVIC Spain and Provacuno Animal Welfare Spain, which certify good animal welfare practices in the Spanish sheep, goat and beef sector and make it possible to distinguish these products at the point of sale.
- In Hungary, work on the development of information tools related to Animal Welfare.
- Inform and help sheep, goat and beef farmers in Spain and Hungary to work their farms by reconciling their productivity with the protection of the environment, the rational use of natural resources and animal welfare.

4.- Objectives of the call

The objective of the competition is the selection of the results evaluation and market study agency to contrast the effectiveness of the “Program in Ruminants Animal Welfare in Spain and Hungary (2022-2024)”. The studies will seek to measure and analyze awareness for Spain and Hungary regarding animal welfare, as well as to measure the objectives set out in the program.

5.- Public Objective

The target audience of the different analyses will be:

- The production chain, composed of livestock farmers and the meat industry.
- Commercial distribution.
- Final consumer.

6.- Actions to be developed

During the period 2022 to 2024, the tasks to be carried out shall be as follows:

1. A questionnaire will be carried out in the livestock sector and the meat industry to know the degree of achievement of the implementation of the BAIE and PAWS and AWHU certifications
2. Post-test study of the communication campaign in commercial distribution: a study will be carried out in the commercial food distribution channel to know the increase of animal certification in bovine, ovine and caprine meat and specifically with the BAIE and PAWS seals.

Two information-gathering techniques will be used:

- On the one hand, in years 1 and 3, a survey using a semi-structured questionnaire, which will deal with the degree of knowledge of animal welfare certifications in general, and in particular, of the BAIE and PAWS seals, the degree of assessment of the BAIE and PAWS certifications, and the degree of presence at the point of sale of products with animal welfare certifications.
 - On the other hand, in year 2, focus group interviews or in-depth interviews with experts from the commercial distribution sector will be conducted to obtain more detailed information on the subject of the study.
3. Post-test study of the communication campaign and consumption habits: the degree of knowledge of animal welfare certifications in general and in particular the BAIE and PAWS, and the habits of buying and consuming certified animal welfare meat will be determined.

7.- Budget

The total maximum budget of the project, for both markets, will be EUR 43,000.

Country	Agency	Budget
Spain	Evaluation agency	EUR 28.000
Hungary	Evaluation agency	EUR 15.000

8.- Presentation of candidatures

Proposals must be submitted by e-mail to the following address: interovic@interovic.es, Subject: WREU_EVALUATION_OF_RESULTS, before September 30, 2022 at 12:00h.

The proposal must be submitted in English and include at least the following information:

1. A dated, signed application letter accepting the tender conditions outlined above.
2. A sworn statement from the applicant, duly signed, stating that there is no conflict of interest between the bidding company and its employees with INTEROVIC, PROVACUNO or JTT and its employees. Persons related to the employees are considered to be parents, siblings, minor children, spouses or persons with equivalent affective relationship, representatives, attorneys-in-fact, agents or controlled companies.
3. A sworn statement from one or all applicants (in case of a joint application), duly dated and signed by applicants to declare that it does not incur in any of the exclusion criteria listed in Article 7 Exclusion criteria of 2021 CALL FOR PROPOSALS MULTI PROGRAMES Grants

to information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries in accordance with Regulation (EU) No 1144/2014, (2020/C 12/08)

4. An overview of the agency and its internal structure.
5. The name and level of experience of the person in charge of coordinating services in general, and details of his/her experience in running measuring results. Ideally, the agency will have experience of running campaigns co-financed by the European Union.
6. Detailed overview of the team in charge of the project.
7. Evidence of knowledge of European markets, particularly those targeted in this exercise.
8. An overview of the local companies/offices to be involved in the project in each of the countries concerned, with details of the teams who will take charge of the project.

9.-Valuation Criteria

Prior to the competition phase, the requested information will be verified, and in the case of detecting an error, a period of 3 days will be given to rectify it.

Likewise, it will be verified that there is no conflict of interest between the request companies and their employees with INTEROVIC, PROVACUNO or JTT and their employees. If it is found that there is a conflict of interest, the undertaking concerned will exclude it from the selection process.

Once this phase is over, the applicant companies will be invited to participate in the competition. For this purpose, the necessary information will be sent to develop the technical proposal.

For the conclusion of the agreement of the company to which the work will be awarded, criteria of the best value for money will be taken into account using quantitative and economic criteria.

- Qualitative assessment of the propuesta:75%
 - Experience in this activity, (up to 30 points)
 - Understanding the objectives of the study, (up to 20 points)
 - Quality of the proposal submitted (up to 20 points)
 - Knowledge of the markets of Spain and Hungary (up to 30 points)
- Economic valuation of the proposal 25 %
 - Description of estimated costs and accuracy of the budget, balanced division of the budget in relation to objectives and scope of activities (34 points)
 - Consistency between estimated costs and expected concrete results. (33 points)
 - Estimation of the implementing body's costs (33 points)

10.- Selection process.

The staff of INTEROVIC, PROVACUNO and JTT will evaluate the proposals taking into account the criteria set out above, in an objective way and seeking the suitability of the companies to the objectives established by the Consortium for this project.

The staff of INTEROVIC, PROVACUNO and JTT will present the evaluation of the different applications and the proposal of the successful company to the experts of the promotion group with the aim of ratifying the decision.

11.- Calendar of award

PRESELECTION	Publication of the Answer	July 15th, 2022
	Deadline for the presentation of credentials by the agencies	September 30th, 2022
	Notification to the selection agencies and sending the market research brief	October 5th, 2022
ADJUDICATION	Submission of proposals	November 7th, 2022
	Presentation of proposals	November 10th, 2022

12.- Regulatory scope of the campaign.

The successful company must comply with the requirements of the call for European promotion programs co-financed by the Commission in accordance with the provisions of Regulation (EU) No 1144/2014 of the European Parliament and of the Council, Commission Delegated Regulation (EU) 2015/1829 and Regulation.

This document gives publicity to the call for selection of the Agency that will be responsible for carrying out this evaluation of the results of the Plan.

Madrid, 15 July 2022