

## Call for tenders for an implementing agency for the multi programme 'Promotional campaign for "Exclusive Lamb and Mutton from Europe" in Japan, Hong Kong, Emirates and Saudi Arabia

### 1.- Background

The European Union co-finances information and promotion programmes for agricultural products on the internal market and in third countries as stipulated in Regulation (EU) 1144/2014 of the European Parliament and of the Council. In this regard, in the 2022 call for proposals, the Interprofessional Organisation for Sheepmeat and Goatmeat (INTEROVIC) and Berettyovölgyi Termelői Csoport Mezőgazdasági Kft (BERETTYÓVÖLGYI Kft) submitted an application for the development of the programme for the promotion of sheep and goat consumption "Promotional campaign for "Exclusive Lamb and Mutton from Europe" in Japan, Hong Kong, Emirates and Saudi Arabia" for the years 2023, 2024 and 2025.

Regulation (EU) 1144/2014 sets out the procedure, the agricultural products covered by these programmes and the countries in which they may be carried out. The company awarded the contract must comply with the requirements of the call for European promotion programmes co-financed by the Commission in accordance with Regulation (EU) 1144/2014 of the European Parliament and of the Council, Delegated Regulation (EU) 2015/1829 of the Commission and the Regulation.

Thus, INTEROVIC and BERETTYÓVÖLGYI open the recruitment process of the implementing agency for the development of the above mentioned campaign.

The European Research Executive Agency 'REA', has informed the proposing associations of the award of the programme. The aim of this call for tender is to have a contract with the implementing agency in place before the signature of the contract with REA, with the objective of starting the promotion actions on 1 January 2023.

### 2.- Callers

Organización Interprofesional de la Carne de Ovino y Caprino – INTEROVIC y Berettyovölgyi Termelői Csoport Mezőgazdasági Kft - BERETTYÓVÖLGYI

### 3.- Objective of the programme

This programme aims at promoting European lamb and goat products and production methods by communicating and informing all. This programme aims at promoting European lamb and goat products and production methods by communicating and informing all stakeholders in the food chain (from Farm to Fork) about the specific features of agricultural products and production methods of the Union, specifically those focused on quality, traceability, sustainability and food safety.

The proposal concerns the promotion of ovine and caprine meat from Spain and Hungary to four different target countries: Japan, Hong Kong, UAE, and Saudi Arabia. All of them represent third countries, so this programme is aimed to external markets where to strengthen the European image of agricultural products.

Through 3 specific objectives this programme has been designed and elaborated through potentially beneficial activities and communication strategies:

- Increase EU origin awareness
- Recognition of EU quality schemes
- Increase EU products.

The target audience of this programme has been carefully chosen in order to maximise the results of each action and that at the end of the programme the overall objectives achieved are satisfactory both for the proposing country and for the other European operators of the same product. The programme is mainly focused on B2B promotional actions, although some actions for the end consumer have also been considered. This way, the programme will aim at:

- Final consumer
- HORECA and retail professionals
- Importers and intermediaries

This programme foresees a wide range of activities designed on the basis of three main aspects:

- Market analysis of the target countries and the challenges that can be drawn from this.
- The profile of the target audiences and the most effective channels to reach them.
- The defence of the European Union and its image.

In view of the proposed activities, there is a good prospect of growth in consumption of these products in the target countries and the proposing organisations will do their utmost to respond to these needs of the pop.

#### 4.- Objectives of the call for tender

The objective of the call for tender is the selection of the implementing body for the possible promotional programme 'Promotional campaign for "Exclusive Lamb and Mutton from Europe" in Japan, Hong Kong, Emirates and Saudi Arabia', which will run during the years 2023, 2024 and 2025.

#### 5.- Target Audience

The target public in the different target markets will be:

- Final consumer
- HORECA and retail professionals
- Importers and intermediaries

#### 6.- Actions to be developed

During the period 2023 to 2025, the tasks to be developed will be the following:

**Public relationships:** Press events will be held in order to increase our media outreach throughout the territory. In this way we will ensure that journalists and media have the correct and upto-date information with which to write their press articles.

**Web & Social Media:** Activity mainly oriented towards the more detailed part of the project, both for professionals and consumers. The website and social media accounts will serve us as a place where to share useful and interesting information of our sector in order to increase awareness among consumers and professionals.

**Advertising:** Promotional activities aimed primarily at the end consumer, where the product and its European origin will be promoted. In this way, the aim is to reach (as indicated in section 2.5) a large number of people in order to achieve a change in recognition and, therefore, an increase in consumption. This will be achieved by collaborating with influencers, advertising the sector in Social Media, in texts and banners, and through print advertising.

**Communication tools:** Promotional merchandising products will be provided to keep the programme's message close to the target audience. Promotional videos and promotional brand books will also be produced.

**Fairs:** Aimed mainly at the professional public that will be reached through the dynamisation of the stand (emailing, cooking shows or product tastings). Therefore, they are aimed at achieving the objectives with economic returns.

**B2B, Workshops & study trips:** These activities will be carried out with professionals in order to interact with them in person so that they prioritise our European meat over other origins. These activities are very important, as the decision makers.

**Point of sale:** Activities focused on consumers, where they will discover why European Lamb & Mutton have a unique quality.

## 7.- Budget

The budget of the programme is €2,100,000, with a distribution by markets of:

- Japan 34%
- Hong Kong 9%
- UAE 36%
- Saudi Arabia 21%

## 8.- Conditions of the call for tenders

- This tendering exercise is the subject of an application for European co-financing. A firm and definitive reply will not be possible before REA's communication of the award of the programme.
- In the event that EU funding is not secured, the tendering exercise will be declared null and void.
- This tendering exercise is not remunerated.
- All analyses and information contained in the information provided for the preparation of this tender must be treated as strictly confidential, and due to the institutional nature of the data, cannot be used for other clients.
- It is a precondition that the bidding company has access to an office, branch or designated partner in each market. Information on this will be provided in an annexed document at the time of submission of the proposal.
- Successful applicants must submit detailed recommendations, both overall and per country
- - Applicants' proposals should cover the following aspects:
  - Strategic analysis.
  - Creative proposals that address the objectives of the campaign.
  - Detailed action plan per country.
  - Campaign implementation schedule for each market.
  - Detailed cost estimation proposal, in Euro excluding VAT, within the budgetary framework.
  - Suggested quantifiable key performance indicators for each element of the campaign.
  - Agency credentials must be submitted in English. The proposal submission must be submitted in English or Spanish.

- If the applicant is already managing a campaign for an operator in the meat sector or in a sector or entity that may give rise to a conflict of interest, this operator or entity must give prior agreement for the applicant to participate in this tender. If this applicant is selected, advance agreement is also required before accepting future campaigns from an operator in the same sector or from a sector or entity that may give rise to a conflict of interest.
- If the applicant is running any European programmes (Regulation 1144/2014) this must be communicated.
- - Agency fees cover the payment of strategic creative work, the execution and administration of the campaign and all other services requested by tenderers for the duration of the campaign, including requested developments. These may not exceed 13 % of the budget for the proposed activities; this figure is limited to 5 % for purchases of multimedia space where necessary.
- - Expenditure may not be incurred until a detailed budget and a framework contract have been signed between the tenderers and the selected agency.
- - The selected agency will be required to sign a contract.

## 9.- Submission of applications

The proposal must be submitted in English or Spanish 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, BERETTYÓVÖLGYI 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 2022 CALL FOR PROPOSALS MULTI PROGRAMMES 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.

## 10.-Criteria for evaluation and selection process

Prior to the tendering phase, the information requested will be verified, and in the event of detecting any errors, a period of 3 days will be given to rectify them.

Likewise, it shall be verified that there is no conflict of interest between the tendering companies and their employees with INTEROVIC, BERETTYÓVÖLGYI and their employees. If a conflict of interest is found to exist, the company concerned shall be excluded from the selection procedure.

Once this phase has been completed, the applicant companies will be invited to participate in the tendering procedure. For this purpose, the information necessary to develop the technical proposal will be sent.

In order to reach an agreement on the company to which the work will be awarded, the best value for money criteria will be taken into account using quantitative and economic criteria.

### **Qualitative assessment of the proposal:75%.**

- Experience in this activity, (up to 30 points)
- Understanding of the objectives of the work to be carried out, (up to 20 points)
- Quality of the proposal submitted, (up to 20 points)
- Knowledge of the target markets of the programme actions (up to 30 points).

### **Economic evaluation of the proposal 25%.**

- Description of the estimated costs and the accuracy of the budget, balanced division of the budget in relation to the objectives and scope of activities (25 points)
- Consistency between the estimated costs and the concrete results expected (25 points)
- Estimated costs of the implementing body (25 points)
- Cost per impacto (25 points)

### 11.- About the selection process.

INTEROVIC and BERETTYÓVÖLGYI will evaluate the proposals taking into account the criteria of point 10, in an objective manner and seeking the suitability of the companies to the objectives established by the Consortium for this project.

### 12.- Allocation timetable

PRESELECTION	Publication of the contest	Septembre 28th, 2022
	Deadline for the presentation of credentials by the agencies	October 30th, 2022
	Notification to the selection agencies and sending the market research brief	November 4th, 2022
ADJUDICATION	Submission of proposals	December 4th, 2022
	Presentation of proposals	Decembre 15th, 2022

### 13.- 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.

For administrative and/or technical queries, please contact:

INTEROVIC – Spanish inter-professional association for sheep and goat meat, by mail: [interovic@interovic.es](mailto:interovic@interovic.es) or by phone 00 34 91 833 64 72.

**This document states that it will be responsible for carrying out this evaluation of the Plan's results.**

Madrid, September 28th, 2022