

CALL FOR TENDER

IMPLEMENTING BODY SELECTION PROCEDURE

EU-BEEF ASIA

PROVACUNO (Interprofesional de la carne de vacuno de España) together with ASSOCARNI (Associazione Nazionale Industria e Commercio Carni e Bestiame) submitted to the EU commission a promotion campaign of beef meat products for third countries under the topic **AGRIP-MULTI-2021-TC-ALL**. This campaign was successfully evaluated and selected by the commission in December 2021 (<https://ec.europa.eu/chafea/agri/en/funding-opportunities/evaluation-and-selection>).

Therefore, the purpose of this open tender is to evaluate and select a **promotion/communication agency to be the unique implementing body** of the co-financed campaign during 2022-2025.

TENDER PROCEDURE

The selection procedure will be aligned with the following principles and provisions:

- It must respect the principles of non-discrimination, equal treatment and full transparency of the selection and evaluation criteria of the proposals.
- “open call” has been selected by both parties as the best procedure in order to allow all the interested companies in participating to the call to submit their own proposals.
- Although several variables will be evaluated, cost effectiveness will be the most weighted criteria complying at all times with the best-value-for-money requirement.

The selection and evaluation process will be carried out in accordance with the following phases:

a) Selection Phase

In a first phase, technical and financial resources will be evaluated. The requesting agencies will be selected if they pass the requirements detailed in the evaluation criteria of this call for the selection phase.

Deliverables:

- Experience: detailed experience management of EU co-financed promotion programs.
- Technical/Human Capacity: it will be required a description of human and material resources proposed for this campaign.
- Financial Capacity: companies will be required to present Balance sheet of the last year that guarantees financial solvency to implement the campaign

b) Adjudication phase

Agencies selected in the previous phase will be informed by email no later than 3 days from the deadline, and therefore they will also be requested to submit the documents for the adjudication phase. Description of Actions will be provided to all shortlisted agencies so that they can prepare their proposals with full knowledge of the project details and budget.

This phase will assess the quality of the technical projects submitted by the selected agencies. Therefore, the criteria to be used will be linked to aspects such as the originality or creativity of the project, the best quality/price ratio, the scope of the proposal, the approach to the objectives of the campaign, etc.

At least one month will be given to the selected agencies to prepare their proposals.

If needed, a virtual presentation would be requested to all agencies to explain their proposals.

The results of the tender will be formally reported by email to all participants (Awarded and not awarded) within 3 days from the deadline.

Deliverables:

- Communication/promotion plan proposal including creativity (Slogan, logo, visuals, etc) methodology of all the activities, target audience and KPIs achieved with each proposed activity.
- Detailed budget of all the activities including implementing body fee

EVALUATION CRITERIA

Selection phase: exclusion criteria only

In this phase, the evaluation will be carried out only by exclusion criteria, therefore the applicants will not be selected in the following cases:

- Proposals are not delivered within the deadline
- Missing documentation from the deliverables required in the selection phase
- For not exceeding the established scales on capability of the applicant company: the technical or operational and financial capacity of the measurement agencies will be assessed. Technical or operational capacity shall be understood as the availability of sufficient human and technical resources with the necessary professional qualifications to carry out the proposed actions. The following aspects will be considered in this section:
 - o Professional experience of the applicant.
 - o List of material, technical and human resources available for this project.
 - o Availability of stable and sufficient financial sources, considering at least the annual accounts corresponding to the last financial year.

- In any case, it will be grounds for exclusion, any request from agencies that are involved in any of the exclusion criteria provided in article 71 of Law 9/2017, of November 8, Public Sector Contracts by the Spanish government.

Adjudication phase

The evaluation will be carried out by a committee of professionals from the proposing organization, according to the following criteria:

1.-European dimension (15 points)
Compliance and adaptation of the program to European regulations
European message
Impact of the project at EU level
2.- Technical quality of the proposal (35 points)
Knowledge of target markets
Partners and/or offices in the target countries of the project
Proposal of measurable and results-oriented actions
Are the proposed actions compatible with what is established within the European regulation?
Innovation and quality of content proposed within the strategic plan
Assessment of proposed activities:
o Public relations
o Website and social networks
o Advertising
o Communication tools
o Promotion activities
o Events
o Other activities
3.- Project management (15 points)
Management structure
Project coordination and work team
Outsourcing level
4.-Cost efficiency (35 points)
Budget breakdown of the actions proposed
Impacts to be achieved with each of the proposed activities. The cost per impact ratio will be assessed
Implementing body fee

The committee of professionals from the proposing organization will score the above criteria from 0 to the maximum score per variable.

Exclusion criteria

- Non-compliance with the contents of the present call, such as target countries, budgets, or activities.
- Proposals are not delivered within the deadline

ABOUT THE CAMPAIGN

Abstract

This campaign is proposed by two of the most important beef association in Europe in terms of production and representativity:

- PROVACUNO: The Spanish beef association representing 85% of the beef production in Spain.
- ASSOCARNI: The Italian Meat association representing 53% of the beef production in Italy.

Together, as a consortium, they have designed a promotional campaign aimed to increase the competitiveness and consumption of UE Beef meat in China and South Korea. China as the biggest meat importer in the world and South Korea as one of the main markets in Asia, are markets with the greatest potential in Asia for the European Beef right now. However, at the same time they are quite demanding when it comes to authorizing imports of meat products from other countries, that is why there are only few EU members states authorized to export beef meat to these two countries. Therefore, the consortium has decided to take on this great challenge in order to increase the market access of the European Beef producers in the mentioned countries, among other specific objectives.

A mix of promotional and informational activities has been designed through a strategy adapted to each target country and target groups: distribution & import channel, Government figures and consumers. The activities chosen for the program have been: - Public Relations Services - Web and social media - Online advertising - Events such as seminars, Trips to Europe and participation in Trade Fairs.

Budget

Total program: 2,350,768.13 EUR

Subcontracting part (Implementing body): 2,050,496.00 EUR

Budget allocation per target country

- China: 54%
- South Korea: 46%

Duration

36 months (from June 1st 2022 to May 31st 2025)

Target Markets

China and South Korea

Objectives

Informative

1. Increase the competitiveness, appreciation and propensity to consume EU beef across the two markets.
2. Increase awareness of the merits of UE meat products and of the high standards applicable to the production methods in the UE especially for beef products.

Economic

3. Increase of beef meat exports in the target markets.
4. Increase of market share of European beef meat in target countries.

Target audience

- ***Primary Audience: B2B & B2G***

TG1: Distribution and import channel. It involves importers, suppliers, wholesalers, supermarkets, restaurants or any other establishment involved in buying/selling meat products. We also in this group include chefs, as KOL of the product. This is the preferred public, since they hold the key to the increase in European exports in the target markets, it is essential that the campaign helps these contacts generate more awareness about the product, more visibility and give sellers more tools to define its attributes.

TG2: Government. This group is also crucial in this campaign since they are the decision makers in terms of market access of exports of EU beef. Ministry of Agriculture and Rural Affairs (MARA), The General Administration of Customs (GACC) or State Administration of Market Regulation (SAMR) are some of the organizations targeted in this campaign.

- ***Secondary Audience: B2C.***

TG3: Consumers. The programme in less extent will focused on consumers of 21 to 60 years of age, with a medium purchasing power and cuisine lovers, who are searching for authentic, quality products and which give security in their shopping habits. Open-minded people and with blog and social networks reading habits in general. They are concerned with responsible production, animal well-being and environmentally friendly.

Activities

a) WP2 - Public Relations

- PR activities

b) WP3 - Website, social media

- Website setup, updating, maintenance,

- Social Media (accounts setup, regular posting)

c) WP4 - Advertising

- Online

d) WP5 - Communication tools

- Visual campaign, publications, media kits, promotional merchandise

- Promotional videos

e) WP6 - Events

- Stands at trade fairs
- Seminars, workshops
- Study trips to Europe

f) Other activities: Market research in both countries

Action strategy

Activities	Description	Objectives	Target Groups
Public Relations	Through a continued work, the PR assigned to each country will have an important role intermediating with the government but also, they will be in constant interaction with the press which will target both distribution agents and consumers. Therefore, these activities will be directed to all the target groups. It is a transversal activity which will back up the rest of activities.	1,2,3 and 4	TG1, TG2 and TG3
Website and social media	It is an activity mainly focussed on the project's information both for professionals and consumers. The target public will be reached by work done by a SEO strategy and social network management so that the information reaches the desired contact's profile.	1 and 2	TG1 and TG3
Advertising	Advertising will have two formats: <ul style="list-style-type: none"> • On display and adds in Social networks: through online banners and promoted posts, this activity will reinforce the achievement of the informative objectives. • Paid articles: it will be aimed to professionals through paid articles in specialized media (meat industry or food in general) which main readers are professional of the sector. This activity will reinforce the image among TG1. 	1, 2 and 3	TG1 and TG3
Events. Stand in Trade Fairs	Focused mainly on the professional public who will be reached bolstering the stand (emailing, cooking shows or product tasting). Therefore, it is focused on achieving objectives with economical performances.	3 and 4	TG1
Events. Showrooms and VIP dinners	This activity aims to strengthen relationships with both professional and governments. It will be a presentation of the campaign and products to a selected group of stakeholders with a great influence in the market and sector. This will help to achieve the economic objectives but also the informative ones since in the presentation, the great benefits and features of the product will be highlighted.	1,2,3 and 4	TG1 and TG2
Events. Study travel/trip	Importers, government representatives and/or media will be invited to visit the productive facilities of both state members. This activity seeks to inform and show the key contacts the excellence of the European production model, to increase the market access of EU beef suppliers and to enhance to EU beef exports in the target countries. To reach these contacts, a previous analysis of the key variables such as role in the government, purchasing capacity, turnover and levels of import will be carried out to ensure we reach the right stakeholders.	1, 2, 3 and 4	TG1 & TG2

EU Regulations

- Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008, laying down the rules for the participation and dissemination in Promotion of agricultural products programme (hereinafter referred to as “Rules for Participation”);
- COMMISSION IMPLEMENTING REGULATION (EU) 2015/1831 of 7 October 2015 laying down rules for application of Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in the third countries
- COMMISSION DELEGATED REGULATION (EU) 2015/1829 of 23 April 2015 supplementing Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries

TIMELINE

- **Tender publication:** February 7th through the websites www.provacuno.es and www.assocarni.it
- **Selection phase:** deadline for document submission is **February 28th**. Results will be communicated within the next 3 working days.
- **Adjudication phase:** deadline for proposal submission (only for selected agencies) is **March 30th**
- Communication of **awarded agency:** **April 1st**

CONTACT INFORMATION

All submissions must be formally sent by email to administracion@provacuno.es indicating the following Subject: “Tender EU-BEEF ASIA”.

For any doubts or questions, please contact the proposing body through the same e-mail address: administracion@provacuno.es. Answers will be formally replied in the shortest time possible.