



Call for tenders for the selection of the agency for the evaluation of results of the multi-European program number 101095599

Project name: EUROPEAN EGG GAMES

Project acronym: EUEG

Countries: Spain, France and Hungary

Duration: 36 months (years 2023, 2024, 2025)

**BRIEFING FOR EVALUATION AGENCIES**

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## 1. Background

The European Union co-financed programs for agricultural information and promotion of agricultural products in the internal market and in third countries are defined in the Regulation (EU) 1144/2014 of the European Parliament and of the Council, in the Delegated Regulation (EU) 2015/1829 of the Commission and in the Commission Implementing Regulation (EU) 2015/1831.

The information and promotion program on the EU eggs in 2022 submitted by the tenderers (named “EU Egg Games” (EUEG in acronym) is developed under the scope of the Work Program for 2022 in the framework of 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. ([Available HERE](#)). Call: AGRIP-MULTI-2022. Topic: AGRIP-MULTI-2022-IM

The program has to comply with the specific rules set for the EU campaigns, and the administrative, execution and management requirements of the same. This means, as example, the use of the EU logo for agricultural promotional activities (with the claim “Enjoy, it’s from Europe”), the restrictions for the use of private label/brand logos, not promoting the national eggs but the EU production, explain the dietary recommendations under the national entities’ requirements, and the EU dimension.

The EU dimension of the program is needed, and means both, in terms of content of its messages and impact. In addition, the program must be of significant scale, notably in terms of cross-border impact. There should be benefits resulting from the action at EU level, thereby justifying co-financing by the EU.

In 2022 call, the European Commission approved the project number 101095599, named “EUROPEAN EGG GAMES”, acronym: EUEG, coordinated by the Spanish ORGANIZACION INTERPROFESIONAL DEL HUEVO Y SUS PRODUCTOS ASOCIACION (INPROVO), with the Hungarian BAROMFI TERMEK TANACS ES SZAKMAKOZI SZERVEZET (PPB) and the French SYNDICAT NATIONAL DES INDUSTRIELS ET PROFESSIONNELS DES OEUFES (SNIPO) as beneficiaries.

The campaign has an execution period of 36 months, comprising the three years 2023, 2024 and 2025, and is developed in Spain, France 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 selected evaluation agency 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.

After the signature of the Grant Agreement of the EUEG program with European Research Executive Agency -REA-, one of the actions to be carried out within the framework of this Grant Agreement is the evaluation of the program, for which INPROVO, SNIPO and PPB call this competition aimed at agencies of evaluation of results and market studies.

## 2. Abstract of the program

The European Model defines how eggs are produced in the EU. It takes the form of about 70 regulations covering, among others, the environmental impact, animal welfare and health, food safety and marketing conditions.

The EU Model meet the demands of European consumers on high standards of food safety, quality and the way of production in the EU. EU production systems and marketing standards offer different types of eggs produced in a sustainable way, with a very low environmental impact and generally from local origin.

Egg consumption is part of the traditional diet in all EU countries and is included in the national recommendations and guidelines for a healthy and sustainable diet. EU eggs are a nutritious, safe, fresh, versatile and affordable staple food. Eggs offer important advantages for modern consumers' diet: high nutritional density, low in calories and healthy lipids (mostly unsaturated, that's say, good for the cardiovascular system).

Eggs are also very convenient: easy to prepare, consumed in multiple forms and integrated into almost every culinary tradition and diet. It is important to improve consumer awareness of both aspects: the EU model of egg production (characteristics and costs), and the relevance of eggs in our diet to promote a good nutrition and health status.

The aim in the campaign is to give consumers the information and answers they need to overcome restrictions and misinformation, in order to choose the type of eggs they prefer and to include more eggs in their diets, mainly in the target groups with less consumption: families with children and independent young without children.

This campaign will contribute to improve consumer knowledge about the EU Model of egg production and the relevance of EU eggs in our diet to promote good nutrition and health status.

In brief, the campaign wants consumers to learn more about EU eggs, choose their favorite type of eggs and enjoy them to contribute to a more sustainable and balanced diet.

## 3. Tenderers

ORGANIZACION INTERPROFESIONAL DEL HUEVO Y SUS PRODUCTOS (INPROVO) – Spain.

BAROMFI TERMEK TANACS A BAROMFIESTOJASTERMELOK SZOVETSEGE (PPB) - Hungary.

SYNDICAT NATIONAL DES INDUSTRIELS ET PROFESSIONNELS DES ŒUFS (SNIPO) – France.

As the tenderers have signed a Consortium Agreement for the implementation of the project, the name to refer to all of them can be “the Consortium”.

## 4. Objectives of the EUEG program

The specific aims of the EUEG program are to **increase awareness and recognition among European consumers** of:

- **The merits of the agricultural EU model of egg production**, to enhance competitiveness, regarding the following features:
  - o **Food safety & traceability:** animal, feed and food controls, good practices in egg handling.
  - o **Quality:** marketing regulations (system of production, labelling, stamping of egg...)
  - o **Animal Health and Welfare:** sanitary controls, systems of production, “End the Cage Age”.
  - o **Sustainability:** environmental, economic and social.
- **The nutritional aspects of the eggs:** composition, nutritional value and health claims, related to the dietary recommendations and guidelines in each country.

## 5. Objective of the call

The objective of the call is **the selection of the agency for the evaluation of results and market study, to objectively measure the effectiveness of the “EU Egg Games” program to be developed in 2023, 2024 and 2025 in Spain, France and Hungary.**

The agency will seek to measure and analyze awareness and recognition of the merits of the agricultural EU model of egg production and of the nutritional aspects of eggs, for Spain, France and Hungary.

## 6. Actions to be developed by the evaluation agency and project indicators

### 6.1 Measurement of awareness indicators for Spain, France and Hungary

Scope:

Spain, France and Hungary

Targets:

Families with children under 15 years old.

Young independent households with no children (millennials –all countries- + Gen Z -just in Hungary-)

Objective:

Measurement of awareness, recognition, and competitiveness indicators of the campaign in the 3 target countries.

The expected impact is to increase the awareness of the merits of EU eggs by the consumers, that meet their demands, and to enhance the competitiveness and consumption of the EU eggs, raising their profile and increasing their positive perception and market share.

The agency will organize a research work in order to get impact indicators regarding the main targets of the campaign in each country: families with children under 15 years old and young households (millennials) and Gen Z.

The duration of the program is 3 years, with analyses being carried out from the following perspectives:

**- Ongoing analysis:**

Momentum 0 = baseline. Before the execution of the Egg Games campaign (year 1)

Momentum 1 = after the Egg Games of year 1

Momentum 2 = after the Egg Games of year 3.

- Evolutional analysis:** With the data from the studies carried out in year 1 and 3 of the campaign, it will be possible to evaluate the evolution of the impact of the campaign and the degree of achievement of the planned objectives.

**The objective of the work is to evaluate the impact of the campaign in terms of:**

- Recall (both spontaneous & aided, showing the executional elements of the campaign)
- Message (spontaneous & profile of the campaign)
- Change of habits (extent to what individuals declare to have changed habits or their intention to do so)

**The work contemplates the following studies:**

1. **Online interviews (SP, FR & HU):** carried out in the consumer targets of the campaign to find out the degree of achievement of the knowledge and awareness of the campaign.
2. **Social listening (SP, FR & HU):** carried out in the digital environment (social networks, digital media and Keyword Search) of the egg mentions and consumption/non-consumption drivers as well as of the campaign elements.
3. **Personal interviews in events (FR):** carried out in situ (at the events themselves) with the aforementioned target, based on a structured questionnaire of about 3-4 minutes in length.

**6.2 Project indicators**

In Spain, France and Hungary, the performance of the program will be measured taking in account the following indicators:

WP	DESCRIPTION	OUTPUT INDICATORS									RESULTS INDICATOR	
		SPAIN			FRANCE			HUNGARY			TOTAL	KPI's
		YR 1	YR 2	YR 3	YR 1	YR 2	YR 3	YR 1	YR 2	YR 3	Outputs	
WP 2 - PUBLIC RELATIONS	Continuous RP activities (PR Office)	12	30	30	5	7	7	2	2	3	98	52.200.000,00
	Influencers (unit: posts)	17	17	17	18	18	18	10	10	10	135	18.072.000,00
	Press event	109			21			31	31	60	252	13.700.000,00
WP 3 - WEBSITE, SOCIAL MEDIA	Website setup, upadating, maintenance	33	49	49	26	37	37	26	37	37	331	100.000,00
	Social media (accounts setup, regular posting)	128	175	175	128	175	175	53	64	64	1137	4.200.000,00
WP 4 - ADVERTISING	Radio							1	1	1	3	1.500.000,00
	Online	2	2	2	1	1	1	2	2	2	15	106.690.919,00
	Outdoor		2	2							4	3.199.490,00
WP 5 - COMMUNICATION TOOLS	Publications, press dossier, merchandising	122	120	120	121	120	120	1013	1012	1013	3761	4.306,00
	Promotional videos*	5	1	2	4	1	1	5	1	1	21	
WP 6 - EVENTS	Other events				1	1	1				3	100.090,00
WP 8 - OTHER ACTIVITIES	Other activities*	3			3			3			9	

## 7. Budget

The maximum budget for the works to develop by the evaluation agency in order to evaluate the program effectiveness and the achievement of the campaign targets for the different markets (countries), will be **50.000,00 € (FIFTY THOUSAND EUROS)** in total.

The forecasted budget for each year and country is detailed in the table:

Country	Budget year 1	Budget year 3
Spain	10,734 €	5,266 €
France	9,000 €	9,000 €
Hungary	8,000 €	8,000 €
<b>TOTAL</b>	<b>27,734 €</b>	<b>22,266 €</b>

## 8. Presentation of proposals

- The **13<sup>th</sup> of February, 2023, at 8:00 p.m. is the deadline for receiving the proposals.**
- The proposals should be sent by email to: [inprovo@inprovo.com](mailto:inprovo@inprovo.com)
- The subject of the email must include the following: **“Application for the evaluation of results of the EUEG program”**

Any proposal received after this date will not be taken into account by the tenderers. The agency should ensure that its application is successfully received before the closing date for acceptance.

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/s, duly signed, stating that there is no conflict of interest between the bidding company and its employees with INPROVO, SNIPO, PPB 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 applicant/s to declare that it does not incur in any of the exclusion criteria listed in Article 7, Exclusion criteria, of the 2022 CALL FOR PROPOSALS MULTI PROGRAMES Grants to information provision and 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/s in charge of the project.
7. Evidence of knowledge of European markets, particularly those targeted in this program.

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. Detailed technical proposal.
10. Detailed budget.

## 9. Selection process and valuation criteria

The information sent by the applicants in the points 1 to 8 of their proposals (see point 8) will be verified by the Consortium in the first part of the selection process before evaluating the technical proposal and the budget.

- A period of 3 days will be given to receive additional information in case of detecting errors or the need of clarifications. In case of not receive a proper answer to the required points, the affected company(s) will be excluded from the selection process.
- It will be check that there is no conflict of interest between the applicant companies and their employees with the bidders and their employees. In the event of detect a conflict of interest, the affected company(s) will be excluded from the selection process.

To evaluate the proposals of the applicants, the criteria of the best value for money will be taken into account using qualitative and economic factors, as detailed:

- **Qualitative assessment of the proposal: 70%, based in**
  - Experience in the activity, up to 20%
  - Understanding of the objectives, up to 20%,
  - Quality of the proposal submitted, up to 20%
  - Knowledge of the markets of Spain, France and Hungary, up to 10%
- **Economic valuation of the proposal: 30%, based in**
  - Description of estimated costs and accuracy of the budget, balanced division of the budget in relation to objectives and scope of activities, up to 15%
  - Consistency between estimated costs and expected concrete results, up to 15%

The Consortium will evaluate the proposals and reach an agreement on the selected applicant taking into account the criteria set out above, in an objective way and seeking the suitability of the applicants to meet the objectives established by the Consortium for this project.

**The result of the selection process will be communicated to the applicants the 28<sup>th</sup> of February, 2023.**

## 10. Calendar of the selection process

The dates set for the phases of the selection process are

Publication of the call for tenders	13 <sup>th</sup> of January, 2023 - 8:00 p.m.
Deadline for the presentation of proposals	13 <sup>th</sup> of February, 2023 - 8:00 p.m.
Decision making and communication to applicants	28 <sup>th</sup> of February, 2023 - 8:00 p.m.



## 11. Regulatory scope of the campaign.

The selected applicant/s 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 tenders to select the evaluation agency responsible for carrying out the evaluation of the results of the multi-European program number 101095599 (Project name: EUROPEAN EGG GAMES).

Madrid, 13<sup>th</sup> of February, 2023

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## CONTACTS

- For administrative and/or technical queries related this process and the presentation of the proposals, please contact:

**INPROVO – Spanish Interbranch Organization of Eggs and Egg Products**

e-mail: [inprovo@inprovo.com](mailto:inprovo@inprovo.com)

- For specific queries related the countries/markets involved in the program, please contact:
  - **For Spain:** María del Mar Fernández (INPROVO) – [mar.fernandez@inprovo.com](mailto:mar.fernandez@inprovo.com)
  - **For France:** Thomas Bartlett (SNIPO) – [snipo@snipo.com](mailto:snipo@snipo.com)
  - **For Hungary:** Györgyi Molnár (PPB) – [molnar.gyorgyi@magyarbaromfi.hu](mailto:molnar.gyorgyi@magyarbaromfi.hu)