

**Subject: invitation to tender and competition bases for the selection of a company for the evaluation of the results campaign “\_Exclusive\_EU\_Lamb” (2023-2025)”**

## 1.- Background

The European Union co-finances information and promotion programmes for agricultural products in 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 regard, in the 2020 call, the European Commission approved the programme presented by the Interprofessional Organisation of sheepmeat and Caprino (INTEROVIC). A Multi campaign to implement in Spain and Hungary during the years 2021, 2022 and 2023.

Regulation (EU) 1144/2014 lays down the procedure, the agricultural products covered by these programmes and the countries in which they may be developed. The successful undertaking shall comply with the requirements of the call for European promotion programmes co-financed by the Commission in accordance with Regulations (EU) 1144/2014 of the European Parliament and of the Council, Commission Delegated Regulation (EU) 2015/1829 and Regulation (EU) No 1144/2014. Within the framework of these regulations and for the evaluation of the programme, INTEROVIC calls for a competition for agencies for the evaluation of results and market studies.

## 2.- Tenderer

Interprofessional organisation of sheep and goatmeat – INTEROVIC and BERETTYOVOLGYI Termelői CSOPORT MEZOGAZDASAGI KFT – BTS from Hungary

## 3.- Objective

The aim of the competition is the selection of an agency for the evaluation of results and market research to contrast the effectiveness of the European campaign for the promotion of sheepmeat and goatmeat in the countries of destination during the years 2023-2025. The studies will try to know the situation and the evolution of our products during the development of the campaign in these markets, the qualitative and quantitative variables that can add useful information for the correct development of the project and its perception by the target audience.

## 4.- Objective public

Main audience: Professionals (importers, distributors).

Secondary audience: final consumer.

## 5.- Target markets

Japan, Hong Kong, Arab Emirates and Saudi Arabia.

## 6.- Actions to be developed

A total of **3 evaluation reports** (one at the end of each year) will be produced, including the measurement of the results of each of the countries where the promotion campaign is carried out.

The studies will contain detailed, tabulated and analytical, quantitative and qualitative information on the presence of these products in each of the markets, the trend of consumption and perception of our products and an analysis of the campaign.

## 7.- Budget

The maximum annual budget to carry out the preparation, coordination and drafting of the study is **EUR 18.500.00.**

## 8.- Submission of proposals

Proposals must be submitted to the following e-mail address:

**[interovic@interovic.es](mailto:interovic@interovic.es)**

subject: Contest Results Measurement \_Exclusive Lamb\_

From 4 **September to 6 October 2023.**

## 9.- General documentation to be submitted

1. A letter of request dated and signed accepting the conditions of this invitation to tender.
2. Affidavit of the applicant, duly signed, stating that there is no conflict of interest between the tenderer and its employees with INTEROVIC, BTS and their employees. Persons linked to employees are parents, siblings, minor children, spouses or persons with similar relationships of affectivity, representatives, proxy, agents or controlled companies.
3. Sworn declaration by one or all applicants (in case of joint application), duly dated and signed by the applicants to declare that they do not meet any of the exclusion criteria listed in Article 7 Exclusion criteria of 2022 Multiprogramme CONVOCATORY Grants for information and promotion actions for 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 responsible for coordinating services in general, and details of their experience in implementing the measurement of results. Ideally, the agency would have experience in managing campaigns co-financed by the European Union.

6. Detailed description of the project team.
7. An overview of the local companies/offices that will participate in the project in each of the affected countries, with details of the teams that will take over the project

## 10.-Valuation criteria

For the taking of the agreement of the company to which the work will be awarded, the following criteria will be taken into account, out of 100 puntos:

- Experience in this activity: maximum 20 points
- Detailed description of the work to be carried out, understanding of the objectives of the study and methodology: maximum 30 points
- Quality of proposal submitted and timetable for work: Maximum 20 points
- Economic proposal, maximum 30 points

## 10.- Selection process

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

## 11.- Date of award

The selection of the company will be made before the day of October 10, 2023. The decision of the contest will be communicated to all participants through the same way that the proposal was submitted.

## 12.- Regulatory field of the campaign

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

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

In Madrid on 30 August 2023.