

## Promotional Campaign for Animal Welfare Ruminants

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### Tenderers:

1. INTEROVIC – Spanish inter-professional association for sheep and goat meat - C/ Agustín de Betancourt nº 17, 6ª Planta, 28003 Madrid, Spain
2. PROVACUNO - Spanish inter-professional association for Beef meat. C/ Av. de Pío XII, 6, 3º, 28016 Madrid, Madrid
3. HUNGARIAN SHEEP AND GOAT PRODUCTS' BOARD - 7 Veszprémi út. Várpalota 8100 Hungary

### Purpose:

The purpose of this tender is to appoint an agency to design and implement Promotional Campaign for Animal Welfare Ruminants in EU, internal markets.

### Period:

Three years (2022/ 2023/ 2024).

### General Objective:

The European production model follows the highest quality and food safety standards in the world, controlled by a traceability system from farm to table, guaranteeing healthy, safe, top quality food produced with low environmental impact. Regarding Animal Welfare, the EU has also the most demanding legislation in the world.

Today consumers are especially aware of these issues and the sheep, goat and cattle IBOs of Spain and Hungary have taken note and have joined with the commitment to promote animal welfare policies that are collected both globally, through the FAO and the UN's SDGs, as well as those that are framed within the EU's sustainability policies. This commitment has materialized in Spain in an animal welfare certification that allows the consumer to distinguish these products at the point of sale. In Hungary it is in the process of being implemented.

The aim of this project is to:

- Inform consumers about the European production model, specifically about animal welfare in the sheep, goat and beef cattle sector in Spain and Hungary, so that they can learn about the animal welfare requirements that are met in the production process.
- In Spain, to disseminate information on the animal welfare certificates Animal Welfare INTEROVIC Spain and Provacuno Animal Welfare Spain, which certifies good animal welfare practices in the Spanish sheep, goat and beef cattle sector and enables these products to be distinguished at the point of sale.
- In Hungary, to work on the development of informative tools related to Animal Welfare.
- To inform and help sheep, goat and beef cattle farmers in Spain and Hungary to work their farms reconciling their productivity with the protection of the environment, the rational use of natural resources and animal welfare..

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**Maximum number of applicants accepted for the bid process:**

Three

**Latest date and place for bid submissions:**

**November 10th, 2021, at 8:00 p.m.**

- Tender applications should be sent by email to: [interovic@interovic.es](mailto:interovic@interovic.es)
- In the subject of the email must include the following concept: "Proposed application for the European Multi-Country Welfare Campaign 2022 - 2024".
- Any application received after this date will not be taken into account by the tenderers.
- The agency should ensure that its application is successfully delivered before the closing date for acceptance

SCHEDULE		
PRESELECTION	Publication of the contest	October 8th, 2021
	Deadline for the presentation of credentials by the agencies	November 10th, 2021
	Notification to the selection agencies	November 14th, 2021
ADJUDICATION	Briefing Submission	November 15th, 2021
	Presentation of proposals	December 16th, 2021

**Tender conditions:**

1/ This tender exercise is unremunerated: no financial compensation is provided to applicants whose bids are unsuccessful. However, compensation at a flat rate of €2,500 including tax will be paid to the agencies selected should the tender process not be completed because the tenderers cancel the project or because EU funding is not obtained. No compensation will be paid if the tender process is unsuccessful because none of the agencies' bids meet the tenderers' requirements and another tender exercise is organised.

2/ All analyses and information contained in the instruction booklet given to selected applicants are to be treated as strictly confidential, and by reason of the institutional nature of the data they may not be used for other clients.

3/ It is a precondition that all companies wishing to apply for this tender must have access to an office, branch or nominated partner in each market.

4/ The selected applicants are required to present detailed recommendations, both general and by individual country.

5/ Proposals by applicants should cover the following aspects:

- Strategic analysis
- Creative proposals addressing the campaign objectives
- Detailed action plan by country
- Campaign implementation timeline for each market
- Suggested detailed cost estimate, in euros excluding VAT, within the budget framework
- Suggested quantifiable KPIs for each element of the campaign

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6/ The agency credentials must be submitted in English and Spanish. The proposal presentation must be given in English or Spanish.

7/ If the applicant is already managing a campaign from an operator in the same sector or from a sector or entity that might give rise to a conflict of interest, that operator or entity must give advance agreement for the applicant to take part in this tender. If this applicant is selected, advance agreement is also required before accepting any future campaigns from an operator in the same sector or from a sector or entity that might give rise to a conflict of interest.

8/ If the applicant is running a European campaign it must be communicated

9/ The overall annual budget for the campaign (including agency fees), will be around €1.000.000, 80% of which will be funded by the EU, with this distribution: 92% in Spain and 8% in Hungary

The agency fees cover payment for the strategic creative work, the campaign implementation and administration and all other services requested by the tenderers during the duration of the campaign, including any requested developments. Fees may not exceed 13% of the programme budget; this figure is limited to 5% for media space purchases where required.

10/ Expenditure may not be incurred until a detailed quote and framework contract have been signed between the tenderers and the selected agency.

11/ The selected agency will be required to sign a contract.

**Mandatory documents to be submitted by applicants (*both in English or in Spanish*):**

1. A dated, signed application letter accepting the tender conditions outlined above.
2. A duly dated, signed sworn statement by the applicant declaring any possible conflict of interest arising from work being carried out for an operator in the meat sector in any of the markets covered by the campaign and listing budgets by operator.
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 2020 CALL FOR PROPOSALS MULTI PROGRAMMES Grants implemented in the internal market and in third countries in accordance with Regulation (EU) No 1144/2014 of the European Parliament and of the Council to information provision and promotion measures concerning agricultural products (2017/C 9/07)
4. A list of primary references in comparable multinational operations in European Programs of Promotion in food sector, showing the purpose, amount and duration of services rendered.
5. An overview of the agency and its internal structure.
6. The name and level of experience of the person in charge of coordinating services

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in general, and details of his/her experience in running multi-market campaigns financed by multiple organisations. Ideally, the agency will have experience of running campaigns co-financed by the European Union.

7. Detailed overview of the team in charge of the project.
8. Evidence of knowledge of European markets, particularly those targeted in this exercise.
9. 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.

All this material must be delivered digitally by email

This information should give the tenderers a fair idea of the match between their needs and the agencies' offers, and the ability of the agencies to manage a European Union co-funded campaign both on a technical and administrative level.

**Criteria for assessment of applications (out of 100 points)**

- Relevance of references provided to the food industry and European programs 20 points
- Knowledge of European target markets 20 points
- Agency's ability to demonstrate experience in undertaking and coordinating multinational projects 20 points
- Presence in each of the target markets 20 points
- Level of experience of the team allocated to the project 20 points

**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.

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