

Call for expression of interest for an evaluation agency for the “EU Dehydrated fodder from Spain and Italy” communication campaign in Japan, Vietnam, Taiwan, and Indonesia

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1 Introduction

AEFA, is the Spanish Manufacturers Association of Dehydrated Alfalfa, a Project Coordinator and Beneficiary, is the only organisation representing the interests of the sector in Spain. It is constituted by more than 90% of Spanish dehydrated fodder manufacturers and works for the promotion and representation of the Spanish sector, associate members and their products. More information on AEFA can be obtained on the following website: <https://www.alfalfaspain.es/?lang=en>.

FILIERA Italiana Foraggi Soc. Consortile A R.L., a Project Beneficiary, is an organisation established in 2015, representing Italian Dried Fodder Association (AIFE) and 26 other producers of dried and dehydrated fodder in Italy. The organization is dedicated to advancing sustainability and maintaining highest quality in the production of fodder, organizing promotional and research activities, and developing presence in foreign markets among other activities, while embracing the latest developments in the industry. More information on FILIERA can be obtained on the following website: <https://filieraitalianaforaggi.it/>.

AEFA and FILIERA jointly open this call for proposals, for the selection of an evaluation body (also referred as the Agency) for the evaluation of the results from the communication campaign for the promotion of fodder in Japan, Vietnam, Taiwan and Indonesia in accordance with Regulation (EU) No. 1144/2014.

2 About the campaign

The campaign involves managing media relations, publishing articles, and newsletters, developing a multilingual website and social media presence, targeted advertising, creating promotional materials and videos, and engaging with professionals through trade fairs, seminars, workshops in the target markets, and study trips to Europe over three years. The campaign activities commenced in January 2024 and will be completed by December 2026. The overall budget is 1,18 million EUR.

The goal of this campaign is to increase awareness and knowledge of European dehydrated fodder and production practices. The focus is on highlighting the unique features of these products, particularly in regard to quality, traceability, sustainability, and safety. Considering the nature of the products, the campaign has a purely B2B approach, targeting exclusively industry professional profiles, since the product is used for animal feed.

3 Objective of the call

Under EU regulations, an external evaluation body is required to review the promotion program to ensure alignment to the proposed impact indicators. The purpose of the evaluation is to measure the effectiveness of the campaign and to ensure that the campaign is achieving its

desired goals; as well as identifying potential areas for improvement so that risks can be avoided, and corrective measures can be taken in place.

The campaign has two impact indicators that must be measured in three moments: at the end of year 1 (2025Q1); after two years of the campaign (2026Q1) to evaluate the progress; and at the end of the campaign (2027Q1). The evaluation agency must provide an evaluation report for each of these instances.

The two impact indicators of the campaign are:

Impact indicator #1:

Stimulate additional sales of dehydrated fodder from the EU in the target markets worth **EUR 7.38M** for the duration of the campaign.

The following forage exports introduced and presented during the campaign may be classified under two different HS codes

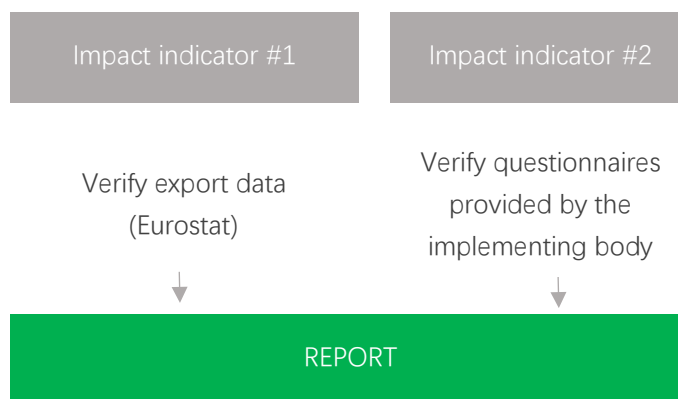
HS heading 1214 Forages (including swedes, mangolds, fodder roots, hay, lucerne (alfalfa), clover, sainfoin, forage kale, lupines, vetches and similar forage products)

- HS-6 subheading **1214.10** Lucerne (alfalfa) meal and pellets
- HS-6 subheading **1214.90** Other forage products, whether or not in the form of pellets

Impact indicator #2:

Increase awareness and knowledge of European dehydrated fodder, production methods and use in at least **1,050 industry professionals and specialised media** by the end of the campaign.

What is required from the evaluation agency:



Impact indicator #1 will be calculated by extracting export data from Spain and Italy to the target markets (as reported by Eurostat) calculating the total per year to each market and comparing against the baseline defined in the Description of Action document (information will be provided).

For impact indicator 2, the implementing body EIBENS will collect the questionnaires filled in by professionals (either digital or print) that engage with the campaign and the evaluation body will analyse the information. The objective is to influence 1,050 professionals that will be attending campaign events and receiving our newsletter, who will learn valuable information about the characteristics of European dehydrated fodder.

4 Budget

The budget for the evaluation agency is EUR 7,000 per year * 3 years = EUR 21,000 (recoverable VAT is not included). This budget includes all the costs incurred by the evaluation agency, internal and external.

5 Rules of the competition

- This call for proposals relates to the promotion programme for agricultural products co-financed by the European Union.
- The bidding agency should submit a statement of no conflict of interest duly signed, stating that there is no conflict of interest between the bidding agency and its employees with AEFA, FILIERA and its employees.
- The Intellectual Property of the action will belong to the project beneficiaries.
- The information provided on this application will be treated as confidential and will not be used in any other way.
- For expressing interest, please submit
 - company credentials and
 - examples of similar works of the past 3 yearsto promocion@alfalfaspain.es in English.
- The deadline for expressing interest is **18th October 2024**. Only the shortlisted companies will be invited to submit a proposal.

6 Timetable

Publication of the call for proposals:	27 th September 2024
Expression of interest deadline:	18 th October 2024, no later than 15:00 CET
Evaluation and shortlisting	25 th October 2024
Proposal submission by shortlisted agencies:	15 th November 2024
Decision of the selection:	No later than 22 nd November 2024

Company credentials and examples of similar works must be submitted to: promocion@alfalfaspain.es.

Any clarifications regarding the proposal should be sent one week prior to the submission deadline to the same email address: promocion@alfalfaspain.es.