



21/01/2025

CALL FOR PROPOSALS

SELECTION PROCESS FOR EVALUATION AGENCIES

'EUROPEAN PORK FOR A GREENER WORLD'

Communication campaign

Call launched by:

INTERPORC (Spanish Inter-professional Agri-Food Organization for White Pork that represents the entire Spanish white pork sector) www.interporc.com / www.interporcspain.org

INAPORC (The French Interprofessional Pork Council that gathers the French pig sector Unions from the entire food chain) <https://www.leporc.com/inaporc>

FILPORC (Portuguese Inter-branch organisation for the pigmeat sector). filporc.pt/pt

The purpose of this call is to provide guidance on the application of the competitive procedure for the evaluation of a **Multi programme in the internal market: Spain (Interporc), France (Inaporc) and Portugal (Filporc)** in accordance with Regulation (EU) No. 1144/2014, which will be developed by the three Organizations above mentioned during **2025, 2026 and 2027**.

In accordance with EU Regulation 2015/1831 and in particular the common framework for assessing the impact of information and promotion campaigns based on an indicator system, we are looking for an independent evaluation agency which expertise in collecting consumer data in those target markets. The evaluation agency must meet the following criteria:

- Provide the service in the target markets, to ensure consistency. Parts of it could be subcontracted but they must be responsible for integrating and analysing the data obtained.
- Have a proven track record in similar programmes
- Be cost-effective

BRIEFING

The programme has only **awareness and information objectives**, and not the increase in terms of purchase/sale of the product. What we want is to change the negative trend in consumption and stop the decrease, by explaining the consumers the added value given by the European production model. We would like to make sustainability arguments to be motivational drivers for consumption. We seek a long-term commitment to product choice based on the positive social, environmental, and animal welfare aspects of our product compared to that of third countries.

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Objective for the evaluation agency: to measure the fulfilment of the objectives and the impact indicators to improve our aim and working methods and justify the use of resources.

In addition, the study will measure the image of the product and the change in product perception, consumption and reasons for consumption, visibility, recall and campaign messages in both spontaneous and suggested.

For the correct fulfilment of the objectives set for the study, the evaluation company will carry out both qualitative and quantitative analyses through mainly online interviews with a representative sample of the Spanish, French and Portuguese populations, as well as face-to-face interviews at the physical events that take place during the programme.

Annual evaluation reports will be submitted at the end of each year and the final campaign study will be submitted at the end of month 38.

The objectives of the research will be structured around the achievement of the different KPIs determined in the programme and will be evaluated and reviewed annually including possible corrective measures for both activities and measurement. These objectives will be set at the beginning.

Budget for the evaluation agency: EUR 36,000 per year (EUR 12,000 per country) * 3 years = EUR 108,000 VAT not included. This budget includes all the costs incurred by the evaluation agency, internal and external.

The first evaluation would be before month 4 to establish the base of all the campaign indicators, and year to year evaluation of the activities and impact indicators; ending with a final report that will include not only the results for the 3 years but conclusions and recommendations.

Exports and market share will also be measured at the beginning of the programme (to establish the base) and year to year through Eurostat and Beneficiaries reports.

The two **impact indicators** of the campaign are:



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Impact indicators		
Impact indicator description	Baseline	End of programme
Impact indicator 1: Economic Value	<p>Spain: Based on the estimated sales in Spain at €7,746,100,000 according to a stable sales trend of 0% annual growth.</p> <p>France: Based on the estimated sales in France at €3,136,000,000 according to a stable sales trend of 0% annual growth.</p> <p>Portugal: Based on the estimated in Portugal at €770,663,000 according to a stable sales trend of 0% annual growth.</p>	<p>Spain: We expect to achieve in Spain of €7,901,022,000. Therefore, the expected increase in sales in Spain represents approximately 2% over sales based on the natural trend.</p> <p>France: We expect to achieve in France of €3,198,720,000. Therefore, the expected increase in sales in France represents approximately 2% over sales based on the natural trend.</p> <p>Portugal: We expect to achieve in Portugal of €786,076,000. Therefore, the expected increase in sales in Portugal represents approximately 2% over sales based on the natural trend</p>
Impact indicator 2: Awareness	<p>Spain target total impacted over the 3 years of the program: 240,680,385</p> <p>France target total impacted over the 3 years of the program: 100,556,000</p> <p>Portugal target total impacted over the 3 years of the program: 91,648,000</p> <p>Total Europe (3 countries): Target population impacted: 432,385,385.</p>	<p>In Spain: Increase awareness among the 20-40 age group by 20.25% by the end of 2027 (Indicator: T0 data + 20.25%) Target population impacted: 48,748,447.</p> <p>In France: Increase awareness among the 20-40 age group by 31.76% by the end of 2027 (Indicator: T0 data + 31.76%) Target population impacted: 31,939,100.</p> <p>In Portugal: Increase awareness among the 20-40 age group by 16.25% by the end of 2027 (Indicator: T0 data + 16.25%) Target population impacted: 14,891,100.</p>



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Deadline for expressing interest: 30th January, 2025. For expressing interest, please write to internacional@interporc.com and attach examples of similar works in the past.

Working language: English.

**Intellectual properties of the action will belong to the Consortium formed by the 3 proposing Organizations*

**The information provided on this application will be treated as confidential and will not be used in any other way.*

We remain at your disposal to provide further information at the email address: internacional@interporc.com

Yours sincerely,

INTERPORC, INAPORC & FILPORC