

CALL FOR PROPOSALS

SELECTION PROCESS FOR EVALUATION AGENCIES

'PORK IN STYLE'

Communication campaign

Call launched by:

FILPORC (Portuguese Inter-branch organisation for the pigmeat sector). filporc.pt/pt
INAPORC (The French Interprofessional Pork Council that gathers the French pig sector Unions from the entire food chain) <https://www.leporc.com/inaporc>

The purpose of this call is to provide guidance on the application of the competitive procedure for the evaluation of a **Multi programme in third countries markets: Singapore and South Korea** 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 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

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.

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 Singapore and South Korean populations.

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.

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.

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

- Impact indicator #1 (economic return)

Consolidate an EU market share greater than 45.42% (+0.4%) in South Korea and 29.59% (+1%) in Singapore by the end of the project.

Impact indicator #1 will be calculated by extracting export data from the statistics systems of the target markets (as reported by them) calculating the total per year to each market and comparing against the baseline. We will use the most updated data available by the time of reporting.

- Impact indicator #2 (informative return)

Increase knowledge of the features of EU pork and its production methods in at least 1,300 F&B professionals (working with pork) by the end of the campaign.

The baseline is 0 because this indicator measures only the specific impact of the campaign, disregarding any spontaneous changes that would happen in the market, which are irrelevant in this instance and cannot be measured. Without this action, there is no impact of the campaign in the number of professionals to assess, making the baseline zero.

Budget for the evaluation agency: EUR 15,000 per year * 3 years = EUR 45,000 (VAT not included). This budget includes all the costs incurred by the evaluation agency, internal and external.

Deadline for expressing interest: **24th February 2025**. For expressing interest, please write to filporc@filporc.pt 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*

22/01/2025

**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:
filporc@filporc.pt

Yours sincerely,

FILPORC & INTERPORC

DRAFT