

CALL FOR TENDERS FOR THE SELECTION OF AN AGENCY TO EVALUATE
THE RESULTS OF THE EUROPEAN PROGRAM 'CELEBRATE EU LAMB.

Project number: 101194253
Project name: Celebrate the Everyday with Sustainable Lamb from Europe
Acronym: Celebrate-EULamb
Countries: Spain and Hungary
Project duration: 36 months (2025, 2026, and 2027)

BACKGROUND

This call aims to select an independent agency specialized in results evaluation and market studies for the “Celebrate EU Lamb” program (grant agreement no. 101194253), co-financed by the European Union and promoted by INTEROVIC (Spain) and JKÁSz (Hungary), under Regulation (EU) No. 1144/2014 of the European Parliament and of the Council, Commission Delegated Regulation (EU) 2015/1829, and Commission Implementing Regulation (EU) 2015/1831.

These regulations outline the procedure, target agricultural products, and eligible countries. The selection procedure for the evaluation agency must comply with the requirements for co-financed promotion programs, as set out in Commission Delegated Regulation (EU) 2015/1829.

The program will run for 36 months (2025–2027) and will be implemented in Spain and Hungary.

PROPONENT ORGANIZATIONS

- **INTEROVIC** – Interprofessional Agri-Food Organization of Sheep and Goat Meat (Spain)
- **JKÁSz** – Juh és Kecske ágazati Szakmaközi Szervezet (Hungary)

PROGRAM OBJECTIVES

The primary goal of the "Celebrate EU Lamb" program is to position sheep and goat meat as a sustainable, natural product aligned with the EU's environmental values. It emphasizes its connection to traditional pastoralism and the benefits this practice provides to rural areas and biodiversity.

Additional objectives include:

- Promoting new formats for consuming sheep and goat meat tailored to current consumer demands, with more accessible, quick, and easy-to-prepare options.
- Boosting product presence in the HORECA channel, encouraging its inclusion on restaurant menus and hospitality services, and strengthening its position among food professionals and key influencers.

OBJECTIVES OF THE CALL

This action aims to monitor the implementation and effectiveness of program activities. Indicator measurement will be entrusted to an independent external body responsible for tracking the impact of promotional efforts on program goals.

Progress reports will be compiled every six months. If results are unsatisfactory, proponent organizations will prepare reports to request timely intervention. The report will also include a self-evaluation section by the activity coordinator.

To ensure goal achievement, direct surveys will be conducted in target markets to measure awareness of European agricultural sustainability, products, and production methods—necessary for properly assessing target values for impact indicators.

Additionally, comprehensive market research will be conducted annually with end consumers and businesses (professionals) after each year of the campaign.

This research will validate and contextualize advertising impact data and confirm whether program goals were met.

TARGET AUDIENCE

End consumers and professionals in meat distribution and the HORECA channel.

ACTIVITIES TO BE DEVELOPED

Results will be measured annually for each of the three campaign years, targeting both B2B and B2C audiences in Hungary and Spain.

BUDGET

The total budget available for evaluating the “Celebrate EU Lamb” program results over three years (2025–2027) is **€120,000**.

This includes all costs for designing, implementing, analyzing, and delivering studies and reports. It also covers the requirement to present results from one campaign year in person to REA.

The financial proposal must be detailed and justify resource allocation in accordance with project goals and territorial distribution.

SUBMISSION OF PROPOSALS

Proposals must be submitted via email to: **interovic@interovic.es**
Email subject: CelebrateEULamb_Evaluation_Agency_2025

PROCEDURE

PRE-SELECTION PHASE

To pass this phase, applicants must submit the following documents by email:

- Signed cover letter confirming acceptance of the tender conditions.

- Sworn statement declaring absence of conflict of interest with the proponent entity.
- Certificates of compliance with tax and social security obligations.
- Certification that no conflict of interest exists with INTEROVIC, JKÁSZ, their employees, or member associations.

Technical capacity:

- List of key references in agri-food market studies, indicating purpose, value, and service duration.
- Experience of coordinators in internal market campaigns.
- Overview of the evaluation body and its internal structure.
- Detailed description of the evaluation team.
- Evidence of knowledge of the target market.

Financial capacity: latest fiscal year accounts.

All materials must be digitized and submitted appropriately.

Evaluation Criteria – Pre-Selection Phase:

Technical Capacity (up to 85 points), minimum 50 points:

Criteria	Max. Score	Evaluation Details
Experience in agri-food market studies	20 pts	Number and relevance of similar projects, sectoral/international scope
Team coordinator experience	15 pts	Level of responsibility, experience years, sectors worked
Evaluation team profile	15 pts	Training, specialization, relevance to contract
Organization structure	15 pts	Operational strength, methodology, logistics
Target market knowledge	20 pts	Market understanding and adaptation

Financial capacity (up to 15 points):

Criteria	Max. Score	
Demonstrated financial solvency	10 pts	Based on revenue, financial stability, absence of recurring losses

Maximum Total Score: 100 points. The minimum technical score threshold: To qualify for the award, proposals must obtain at least 50 points in the Technical Capacity block.

In this way, in case of a tie, priority will be given to the highest score in experience in agri-food market studies and the highest score in economic solvency.

COMPETITION PHASE

A detailed briefing and evaluation criteria will be provided to agencies that pass the first phase. This phase ensures **Best Value for Money**.

Final Proposal Evaluation:

INTEROVIC and JKÁSz technical teams will objectively and transparently evaluate proposals. Final award decisions will be confirmed by the Promotion Group experts.

TIMELINE

- **Call publication:** May 22, 2025
- **Proposal deadline:** June 12, 2025 (before 12:00 CET)
- **Pre-selection results:** June 16, 2025
- **Briefing sent to finalists:** June 16, 2025
- **Proposal submission:** June 30, 2025 (before 12:00 CET)
- **Final award announcement:** July 5, 2025

TENDER CONDITIONS

- This tender is for evaluating the results of an EU co-financed promotional program.
- It is **not remunerated**: unsuccessful applicants will not receive compensation.
- All information shared with selected applicants is confidential and may not be reused.
- Selected candidates must present detailed recommendations in their proposals.
- The agency's proposal must be submitted in **Spanish and English**.

- Once accepted and paid, the agency's work becomes the property of the proponent without time or geographic limitation, including use across all media.
- No expenses may be incurred before signing a framework contract with the selected agency.

REGULATORY FRAMEWORK

The selected agency must comply with all requirements of EU co-financed promotion program calls in accordance with:

- **Regulation (EU) 1144/2014**
- **Delegated Regulation (EU) 2015/1829**
- **Implementing Regulation (EU) 2015/1831**