

## TERRES UNIVIA-PSPO

### OPEN CALL FOR EVALUATION BODY

---

# Evaluation of a promotion campaign in favour of European rapeseed and sunflower seed oils in France and in Poland.

## **ANNOUNCERS:**

**Terres Univia** – the inter-branch organisation of vegetal oil and protein

Headquarters : 11 rue de Monceau, CS 60 003, 75 378 PARIS Cedex 8, France

**PSPO** – The Polish Association of Oil Producers

Headquarters : ul. Grzybowska 2 lok. 49, 00-131 Warszawa

## **SUBJECT OF THE CONTRACT:**

The announcers are launching a call for proposals on the evaluation of a promotion campaign on the merits of European rapeseed and sunflower seed oils on the French and Polish markets.

## **LENGTH OF THE MISSION:**

Three years (01/02/2020 – 31/01/2023).

## **OUTLINE OF THE PROJECT:**

Terres Univia is the inter-branch organisation of vegetal oils and proteins in France, created in 2015 from the fusion of UNIP and ONIDOL. Terres Univia is recognised as an inter-branch body by the decree of 20 February 2015. The organisation brings together the main trade associations and federations concerned by the production, trade, transformation, and use of oilseed (rapeseed, sunflower, soy, flax, olive) and protein-rich plants (peas, field beans, lupin, alfalfa, beans).

PSPO is a sector organisation representing oilseed processing industry in Poland that brings together all the leading fat industry players. The Mission of the Polish Association of Oil Producers is by acting to establish conditions for competitive development of the Polish oilseed industry. Established in 2007. More info: [www.pspo.com.pl](http://www.pspo.com.pl)

Terres Univia and PSPO, with the support of an implementing body (advertisement / communication agency) – whose selection is the topic of another call for proposals – will implement over a period of 3 years (01/02/2020 – 31/01/2023) an agricultural promotion programme submitted to the European Union in April 2019 and with expected results in October 2019. The activities and campaign results need to be evaluated by an independent evaluation body, which is the aim of this call for proposal. The implementation and evaluation of this promotion programme is therefore conditional to the selection of the programme by CHAFEA in October 2019.

The promotion programme would be implemented in the French and Polish markets. It would be a B2C programme. The message on the “oils” product will be targeted towards consumers and opinion-leaders. The mix of activities will include web, social media, TV, media actions, as well as some targeted events with opinion-leaders.

The promotion programme aims at:

- Improving the knowledge level of consumers on vegetal oils, as well as the image of the product.
- Increasing oils sales in the targeted countries and therefore increasing the market shares of EU companies

In application of the EU regulations, the promotion programme must be evaluated by an external evaluation body, in order to guarantee the respect of planned deliverables, costs and objectives. The selected evaluation body will have to take into account for each planned action the output, result and impact indicator. This call for proposals covers 3 annual reports (one at the end of each programme year, each showing the situation at the start and at the end of the programme year in terms of the chosen impact indicators/programme objectives), as well as a final global report covering all 3 years of the report, synthesising the 3 annual reports and showing how the programme reached its objective compared to a “point zero” at the beginning of the campaign before the start of promotion activities.

The promotion programme should end on 31/01/2023, a date after which all costs will be final and the final ex post evaluation can take place.

### **DEADLINE AND ADDRESS TO SEND APPLICATIONS:**

**22 March 2019 at 12am, date as per postmark.**

Application will be sent using registered mail with a return receipt or delivered in person against a return receipt at the following address:

For the attention of Céline LE GUILLOU  
Terres Univia  
CS 60 003  
11 rue de Monceau  
75378 Paris Cedex 8  
France

It is compulsory to also send also a digital version at [c.leguillou@terresunivia.fr](mailto:c.leguillou@terresunivia.fr) by the same deadline as indicated above.

All applications sent after this date (normal mail, registered mail, Chronopost, courier, or any other delivery method) will not be taken into account by the announcers. The applicant is responsible for the proper sending of their application before the deadline.

## **RULES OF THE COMPETITION:**

1. This call for proposals concerns the promotion programme for agricultural products co-financed by the European Union. The granting of this co-funding will be confirmed in October 2019, subject to the signature of a Grant Agreement with CHAFEA in late 2019/early 2020. The implementation and evaluation of this promotion programme is therefore conditional to the selection of the programme by CHAFEA.

2. Agencies wishing to apply must have English-speaking and French-speaking contact people, as all exchanges with CHAFEA will be in English.

3. The application file will include the following elements in English and in French and in Polish:

- A presentation of the evaluation methodology
- A reverse planning for the evaluation of the campaign
- A detailed quote presented in Euros all taxes included, respecting the broad budgetary framework.

4. If the agency thinks it is managing a budget for an operator of the same sector, or a sector or organisation with a potential conflict of interests, a preliminary agreement authorising the agency to take part in the call for proposals will have to be given by the announcer. Should the agency be successfully selected, a preliminary agreement will also be necessary before accepting a budget for another operator of the same sector, or a sector or organisation with a potential conflict of interests.

5. Once the agency's work has been paid, the creations of the selected agency will become property of the announcers with no limit of time or location, for use through all communication techniques and media.

6. The announcers will reserve the right to use concepts and creations in all their campaigns and the campaigns of their collective structures with no limit in time.

7. The budget of the evaluation of the campaign including fees, is 200,000 € all taxes included over a total of three years

The repartition of the total evaluation budget per year is the following:

- Year 1 (01/02/2020 – 31/01/2021): 70 000€ all taxes included
- Year 2 (01/02/2021 – 31/01/2022): 50 000€ all taxes included
- Year 3 (01/02/2022 – 31/01/2023): 80 000€ all taxes included

Most actions planned in the promotion programme will be delegated to the implementing body (a communication or advertisement agency, see separate call for proposals on same website). The evaluation body will be in charge of the following activities, for a total budget of 200,000€:

– **Year 1 (01/02/2020 – 31/01/2021): 70,000€ all taxes included:**

2 Quantitative studies of French consumers on edible oils (at the beginning of the program and at the end of the first year): **40,000€**

Preparation of evaluation report covering Year 1 of the promotion programme: **30,000€**

– **Year 2 (01/02/2021 – 31/01/2022): 50,000€ all taxes included:**

Quantitative study of French consumers on edible oils: **20,000€**

Preparation of evaluation report covering Year 2 of the promotion programme: **30,000 €**

– **Year 3 (01/02/2022 – 31/01/2023): 80,000€ all taxes included:**

Quantitative study of French consumers on edible oils: **20 000€**

Preparation of evaluation report covering Year 3 of the promotion programme: **30,000€**

Preparation of final global evaluation report (synthesis of Year 1, Year 2 and Year 3 reports and of level of completion of programme objectives compared to “point zero” of the campaign): **30,000€**

This budget includes fees covering the processes of researching, creating and delivering the reports as well as the administrative follow-up and all other missions given to the agency with potential modifications required by the announcers.

In each report, the evaluation body will have to be mindful of:

- **Output indicators:** deliverables of the campaign (number of TV clips, number of press releases, number of social media articles...)
- **Result indicators:** measuring the reach of each action (viewership of TV clips, readership of press releases and of social media articles...)
- **Impact indicators:** measure of how the campaign has increased awareness / image of the product and created a tangible economic return thanks to its various promotion actions, compared to the situation before the campaign and a baseline scenario without the campaign being implemented

8. Expenses can only be put forward after a detailed quote and a framework contract have been signed between the announcers and the selected agency.

9. A contract will be prepared for the agency.

## **DOCUMENTS TO BE PROVIDED BY THE APPLICANTS:**

*Documents to be provided in English and in French and in Polish:*

- A dated and signed motivation letter accepting the conditions of the competition, as described in the call for proposals.
- A solemn declaration, dated and signed, where the applicants will provide a list of budgets they manage in the same sector and/or sectors or organisations where there may be a conflict of interests with the rapeseed/sunflower oil value chains on the same target markets.
- A solemn declaration of the candidate or candidates (in case of a grouping), dated and signed, on the following points:
  - a) Having met its social and fiscal obligations in their home country;
  - b) Not having received, over the past five years, a conviction registered on the police record for violations of the articles L 324-9, L 324-10, L 341-6, L 125-1 and L 125-3 of the French labour law, or the equivalent procedure in another country's national law.
  - c) Not being in liquidation under the meaning of article L. 620-1 of the French trade law, or the equivalent procedure in another country's national law;
  - d) Not being in a situation of personal bankruptcy under the meaning of article L. 625-2 of the French trade law, or the equivalent procedure in another country's national law
  - e) Not being in legal redress under the meaning of article L.620-1 of the French trade law or the equivalent procedure in another country's national law, without providing a clearance to continue its activities during the foreseen length of the programme.
- The list of principal references of the past 2 years for similar actions over several countries (evaluation of agricultural sector, collective or institutional communication campaign) and providing the aim, budget and length of services.
- The presentation of the agency and its internal organisation.
- The name and experience level of the team in charge of the project.
- Justification of knowledge of European markets, and in particular the markets targeted by the programme.
- The presentation of local offices/relay structures who could play a role in the project for all countries concerned by the programme, as well as a presentation of the team in charge of the project.

These elements will help the announcers decide how adequate the agency's offer is compared to the needs of the campaign.

### **SELECTION CRITERIA FOR APPLICANTS (OUT OF 100 POINTS):**

- Sound budget of the organisation (turnover and equity) 20 points
- Capacity to convince of motivation 20 points
- Experience in evaluation of European projects 25 pts
- Experience level of the team working on the project 20 points
- Relevance of references presented 15 points

### **ADMINISTRATIVE AND/OR TECHNICAL QUESTIONS MAY BE ADDRESSED TO:**

Terres Univia, 11 rue de Monceau, 75006 Paris – Ms Céline LE GUILLOU  
[c.leguillou@terresunivia.fr](mailto:c.leguillou@terresunivia.fr) +33 (0)1 77 45 70 99.

**DATE ON WHICH THE ANNOUNCER'S DECISION WILL BE COMMUNICATED TO APPLICANTS:**

29 March 2019.

**PUBLICATION DATE OF THE CALL FOR PROPOSALS:**

18 February 2019.