



Open call for evaluation body: Evaluation of the promotion campaign EU AGRI-MULTI-2020

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1/ Announcers:

This multi program promotion campaign will be run together with following proposing organisations:

- **The BIP – Bureau national Interprofessionnel du Pruneau d’Agen PGI:** The BIP is the interbranch organisation that brings together the French Prune producers and processors.
- **The APAQ-W** - Agence Wallone pour la promotion d’une agriculture de qualité

The APAQ-W is a Walloon state organisation that promotes high quality agriculture with the promotion of the 10 categories of Walloon PDOs

- **The Consorzio Prosciutto di Carpegna**

The Consortium Prosciutto di Carpegna PDO is the Italian organisation aimed at preserving and monitoring the production process of the cured ham “Prosciutto di Carpegna” through strict disciplinary rules and guidelines.

2/ Subject of the contract:

The evaluation of the results, as required by the project, will be entrusted to a separate and independent third party. This evaluation body will be responsible for carrying out the periodic evaluation and quantification of the impact at the end of the campaign on the basis of the parameters identified below.

3/ Outline of the project :

This programme aims to increase the recognition and awareness of European quality scheme PDO-PGI (Protected Denomination of Origin & Protected Geographical Indication) in 3 target countries, France, Belgium and Italy, focusing on traditional products of their homeland: Pruneau d’Agen PGI (Agen prunes), Prosciutto Di Carpegna PDO (Carpegna ham) and a basket of 10 PDO-PGI products from Belgium (Wallonia).

The consumption and sales for the Pruneau d’Agen IGP recently decreased in the targeted markets and are facing ageing of their consumer target and competition from non – European competitors.

With 68% of the commercialization of Pruneau d’Agen IGP, **France** is a vital market for the French producers. Consumption and sales recently decreased and current consumers are mostly over 60 years old. The main challenge is to raise consumption again and rejuvenate the target group. **Belgium** is after Spain the most important export market for Pruneau d’Agen IGP. Prune consumption and imports from France are decreasing. The main challenge for French producers is to defend their pool position against new non-European competitors. In **Italy**, the third most important export destination for Pruneau d’Agen IGP, the main challenge for France is to emerge and make the Italians go for the European choice.

For Prosciutto di Carpegna PDO the consumption in its major market is stagnating. 92,9% of Prosciutto di Carpegna DOP is sold on the domestic market and sales are stagnating. Awareness and purchase frequency is still low compared to other PDO hams and a strong competition comes from non-labelled products or distributor brands at lower prices. France and at a lower level Belgium offer some interesting export opportunities that have to be turned from one-shot to long term.

The main challenge for Prosciutto di Carpegna DOP is to capture first the potential offered by the Italian market and to strengthen its profile as a premium ham.

The PGI label offers an important added value and competitive advantage on the three markets where consumers are more and more interested in local know-how and tradition. As awareness is still low, it has to be highlighted and explained.

The PDO label offers an important added value in a country where consumers consider quality more important than price. The competitive advantage is its’ excellence due to its’ small production site and selection of the raw materials. The growth potential will come from a higher purchase frequency in quality supermarkets and an increased presence in the high-end hotel & restaurant segment starting from its region moving towards Italy and finally to France and Belgium.

The 10 participating PGI-PDO products from Wallonia are unique ambassadors of the Union quality schemes. They have to raise their awareness and sales in a first step in Belgium – both

Wallonia and Flanders. For some products France – and at a lower level – Italy offer interesting export niches that have to be developed by a very tailored strategy.

The main challenge is to raise consumption by rejuvenating the aging target group. The competitive advantage is the unique taste and the guarantees provided by the labels that match with current consumer needs. The program is supposed to strengthen the quality schemes in general, create added value for all producers and motivate new Walloon producers to join and develop production capacity in all implicated sectors. The growth potential will come from enlarging the distribution channels from currently mostly specialized shops to more supermarket sales. The trendy restaurant scene offers opportunities to bond with younger targets.

4/ Objective of the call: selection of an evaluation agency for the campaign

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 implementing agency will determine a methodology to evaluate the correct implementation and effectiveness of the activities. The agency will evaluate the effectiveness of the campaign, especially on the targeted groups determined by the objectives and strategy. The selected evaluation body will have to take into account for each planned action the output, result and impact indicator. They will gather data using appropriate means and use the data collected during the campaign to reach an appropriate level of information.

Each year, the evaluating agency will prepare a report including data on every action implemented during the year which will be turned in to the proposing organisation for

The promotion programme should end on 31/12/2023, a date after which all costs will be final and the final ex post evaluation can take place.

5/ Budget and actions expected:

Activity	Evaluation of results		
Description of activity/ies	The evaluation of the results, as required by the project, will be entrusted to a separate and independent third party which will be identified at the start of the project through the selection procedure described in section 8. This body will be responsible for carrying out the periodic evaluation and quantification of the impact at the end of the campaign on the basis of the parameters identified and described in section 7 below.		
Timeline	YEAR 1	YEAR 2	YEAR 3
Deliverables	1 evaluation report each year		
Budget analysis			

1 evaluation of programme results on 3 countries	30.000€ (pro rata per country: 18.000 € FRA, 8.100 € BEL, 3.900 € ITA)	30.000€ (pro rata per country: 18.000 € FRA, 8.100 € BEL, 3.900 € ITA)	30.000€ (pro rata per country: 18.000 € FRA, 8.100 € BEL, 3.900 € ITA)
Sub-total for the activity	30.000 €	30.000 €	30.000 €
Total of the Work Package	30.000 €	30.000 €	30.000 €
Implementation	Evaluation body		

MEASUREMENT OF RESULTS AND ACTION INDICATORS :

1. Outcome and results indicators

The following indicators are aligned with the principles exposed in article 22 of the commission implementing regulation (EU) 2015/1831. They rely on the activities implemented.

		Total 3 Year FRANCE	Total 3 Year BELGIUM	Total 3 Year ITALY	Total
2.1. Continuous PR activities (PR Office)	Output indicators	France	Belgium	Italy	3 markets
	Number of press offices	3	3	3	9
	Number of press releases	12	10	12	34
	Number of press kits	3	3	3	9
	Number of influencer partnerships (ambassadors)	3	6	3	12
	Number of clipping reports	2	3	3	8
	Result indicators	France	Belgium	Italy	3 markets
	Number of non-paid articles generated via press office	90	24	90	204
Number of contacts generated via press office & influencer partnerships	15.000.000	1.300.000	15.000.000	31.300.000	
2.2. Press events	Output indicators	France	Belgium	Italy	3 markets
	Number of press/influencer events organized	1	1	0	2
	Number of journalists/influencer invited to press event	50	40	0	90
	Number of press/influencer trips	1	3	1	5
	Number of journalists/influencer invited to press trip	1	9	1	11
	Result indicators	France	Belgium	Italy	3 markets
	Number of journalists/influencer attending to the press event	10	10	0	20
	Number of non-paid publications generated via press event	25	25	0	50
	Number of contacts generated via press event	500.000	250.000	0	750.000
	Number of journalists/influencer attending to the press trip	1	10	1	12
Number of non-paid publications generated via press trip	10	18	10	38	
Number of contacts generated via press trip	450.000	360.000	450.000	1.260.000	
3.1. Website setup, updating, maintenance	Output indicators	France	Belgium	Italy	3 markets
	Number of website created/updated		1		1
	Result indicators	France	Belgium	Italy	3 markets
Number of website unique visitors	3.000	3.000	3.000	9.000	
3.2. Social media (accounts setup, regular posting)	Output indicators	France	Belgium	Italy	3 markets
	Number of social media accounts created and animated	2	2	1	5
	Number of posts	450	450	450	1.350
	Number of posting plan				0
	Result indicators	France	Belgium	Italy	3 markets
	Number of fans and followers	3000	3000	3000	9000
Engagement Rate	4,5% on Facebook			4,5%	

4.1. Advertising Print	Output indicators	France	Belgium	Italy	3 markets
	Number of published print ads in specialized professional magazines	0	7	0	7
	Number of published print ads in consumer magazines	0	15	0	15
	Result indicators	France	Belgium	Italy	3 markets
	Total circulation of the specialized professional magazines	0	15.898	0	15.898
	Number of professionals reached	0	0	0	0
	Number of consumers reached	0	338.000	0	338.000
4.2. Advertising TV	Output indicators	France	Belgium	Italy	3 markets
	Number of TV programs sponsored	9	0	0	9
	Result indicators	France	Belgium	Italy	3 markets
	Number of consumers reached	25.200.000	0	0	25.200.000
4.3. Advertising Radio	Output indicators	France	Belgium	Italy	3 markets
	Number of radio programs sponsored	0	10	0	10
	Number of spots aired on radio	500	1.050	0	1.550
	Result indicators	France	Belgium	Italy	3 markets
	Number of consumers reached	11.700.000	1.000.000	0	12.700.000
	Total coverage on the target	37%	55%		
4.4. Advertising Online	Output indicators	France	Belgium	Italy	3 markets
	Number of published prof. online ads	0	6	24	30
	Number of published consumers online ads	0	15	0	15
	Number of SMO (Social Media Optimisation) campaigns		36		36
	Result indicators	France	Belgium	Italy	3 markets
	Number of professionals reached	0	34.786	5.800.000	5.834.786
	Number of consumers reached	0	1.125.729	0	1.125.729
	Number of consumers reached through SMO campaigns		2.400.000		2.400.000
5.1. Publication, media kits, promotional merchandise	Output indicators	France	Belgium	Italy	3 markets
	Communication concept	1	1	1	1
	Number of brochures for consumers produced	60000	60000	154600	274600
	Number of Stand POS produced	270	60	340	670
	Number of Roll Up produced	270	40	12	322
	Number of Apron produced	270	60	310	640
	Number of Shopper bags produced	0	80	900	980
	Number of Pickers produced	0	0	3000	3000
	Number of bloc notes			900	900
	Result indicators	France	Belgium	Italy	
Number of consumers reached with material	60000	38800	153000	251800	
Number of professionals reached with material	270	3000	900	4170	
6.4. Sponsorships of events	Output indicators	France	Belgium	Italy	3 markets
	Number of event sponsored	3	3	3	9
	Result indicators	France	Belgium	Italy	3 markets
	Number of professionals who participated in event (indirect contacts)	3.000	3.000	30.000	36.000
	Number of professionals who came to the campaign booth (direct contacts)	450	450	900	1.800
	Number of contacts via advertisement in the event channels	0	495.000	0	495.000
6.6 Other Events	Output indicators	France	Belgium	Italy	3 markets
	Number of event created for the campaign	0	20	0	20
	Result indicators	France	Belgium	Italy	3 markets
	Global number of participants	0	2.000	0	2.000
7.1. Tasting days	Output indicators	France	Belgium	Italy	3 markets
	Number of tasting days at point of sales organised	270	300	612	1.182
	Result indicators	France	Belgium	Italy	
	Number of consumer contacts (direct)	54.000	60.000	153.000	267.000
	Number of consumer contacts (indirect)	162.000	120.000	306.000	588.000
7.2. Other: POS advertising	Output indicators	France	Belgium	Italy	3 markets
	Number of shops animated / targeted	100	0	0	100
	Number of days of promotional activities	28	0	0	28
	Result indicators	France	Belgium	Italy	3 markets
	Number of consumer contacts	26.000.000	0	0	26.000.000

In order to monitor the achieved results indicators, the implementing body will be called upon to produce a report on the activity carried out (at the end or in several steps depending on the duration of the activity), complete with detailed information on how it was carried out, the timing and the targets achieved. For example:

- For the press office activity, a press review complete with press clippings and web will be provided at the end of each year. The number, type of titles and quality of outputs will be used to monitor the effectiveness of the activity and the level of achievement targets for the press and bloggers.
- For the digital social media campaign, comprehensive and detailed evaluations will be used, which, in addition to the campaign's numerical data, will provide socio-demographic, behavioral and affinity insights, so as to provide not only a picture of the campaign but also enrich the knowledge of the target audience.

The information collected will be systematically classified and analyzed in order to obtain 2 annual reports and 1 final report that will define the level of achievement of the project objectives, in terms of improving the degree of knowledge of the merits of PDO and PGI labels.

2. Impact indicator

For both objectives defined in section 3, impact indicators have been chosen considering EU guidelines. They will be another way to make sure objectives will be achieved.

Objective 1 To improve awareness about PDO PGI labels among the European consumers of the targeted countries.		
Impact indicators	Baseline	End of the programme
Increase of the awareness rate among European consumers of the programme's targeted countries	Awareness in France: 45% for PDO, 38% for PGI Awareness in Italy: 32% for PDO, 33% PGI Awareness in Belgium: 9% for PDO, 13% for PGI	Awareness in France: 50% for PDO, 43% for PGI Awareness in Italy: 38% for PDO, 39% PGI Awareness in Belgium: 18% for PDO, 22% for PGI
Number of people reached by the campaign	0 at the beginning of the campaign	4.064.529 consumers directly reached 101.612.529 indirect contacts to consumers 6.000 professionals directly reached 5.886.978 indirect contacts to professionals

For objective 1 it is not possible to establish a precise reference value for the project target for this a T0 knowledge assessment will be carried out at the beginning of the campaign as described above so that the impact at the end of the third year can be assessed with major precision.

Objective 2

To support sales of the testimonial products in the targeted countries by reaching an Average Annual Growth Rate of 15% for Pruneau d'Agen IGP in France and +10% in Belgium and Italy ; of +10% for Prosciutto di Carpegna DOP in Italy and +5% in France and Belgium ; of 15% for PDO-PGI Walloon products in Belgium and 5% in France and Italy.

Impact indicators	Baseline	End of the programme
To enhance competitiveness and consumption of EU agri-food promoted products	<p>Average Annual Growth Rate Pruneau d'Agen IGP: -1.9% in France -10.6% in Italy -11.1% in Belgium</p> <p>Average Annual Growth Rate Prosciutto di Carpegna DOP: 0,4% in Italy -4,7% in France 1% in Belgium</p> <p>Average Annual Growth Rate PDO-PGI Walloon products: 0% in Belgium 0% in France 0% in Italy</p>	<p>2021-2023</p> <p>Annual growth rate targets Pruneau d'Agen IGP: 13% in France -1% in Italy -1% in Belgium</p> <p>Annual growth rate targets Prosciutto di Carpegna DOP: 10% in Italy 0% in France 6% in Belgium</p> <p>Annual growth rate targets PDO-PGI Walloon products: 15% in Belgium 5% in France 5% in Italy</p>
Sales generated by the programme	0 at the beginning of the campaign	<p>13.152.516 € sales generated for Pruneau d'Agen IGP in the 3 markets</p> <p>993.732 € sales generated for Prosciutto di Carpegna DOP in the 3 markets</p> <p>13.102.182 € sales generated for PDO-PGI Walloon products in the 3 markets</p>

3. Methodology

The programme envisages performing an assessment study by an independent external organisation.

Measurement of the increase of awareness and image

The measurement of the awareness objectives of the programme described above will be performed by an independent external organisation, according to the following methodology, compliant with that specified in Annex 3 of the applicant guide:

- **Information collection method**

The collection method will be an online collection, which will be most appropriate to gather the most reliable and extrapolated results. It will aim at contacting a representative sample of European consumers via their email address. They then answer the self-administered questionnaire on their computer and the independent external body analyses the answers.

- **Survey sample**

Representative People from the population of the 3 targeted countries will be interviewed. Quota on gender, age, social class, region etc. will be applied to ensure the representativeness of the sample. Before the start of the activities' implementation, the study will aim at refining the objective and making sure that the baseline is relevant. At the end, it will control that the objective has been achieved in due time.

- **Draft of the questionnaire**

The survey will last less than 15 minutes in order to collect the more answers as possible. It will have the following structure:

- Socio-demographics questions: Gender, age, profession, revenue level
- Awareness on European logos (Enjoy and UE Logo) and quality labels PDO PGI
- Understanding of the meaning of UE quality schemes and role on the purchasing criteria for Agri-food
- Perception of the testimonial products: recognition, image of testimonial products on several items: Image of excellent quality product, Controls/Traceability/High level of safety, Animals' welfare* (*where applicable), Taste, High nutritional values* (*where applicable), Healthy food* (*where applicable), Inspiration of culinary tradition, Traditional method of production

- **Reading of results**

This sample size will allow a detailed reading of the campaign impact. Results will be communicated by country and globally for the entire programme to see that the impact was well-distributed between the different targeted countries.

- **Planning**

The survey will be carried out **3 times** during the duration of the programme:

- * at **T0** (at the start of the programme),
- * at **T2** (end of the 2nd year),
- * at **T3** (end of the 3rd year).

Measurement of increased consumption of the PDO PGI testimonial products of the programme

The programme's impact with regard to the objective of the increase of sales, and so of consumption of the testimonial products of the campaign, should be of 27M€ generated as explained in section 3. The measurement of the annual growth rate sales of the testimonial products of the programme in each of the Targeted countries will be done by the Evaluation Agency selected. It will rely on the following tools:

- **Quantitative data collection system:**

Each organisation will communicate annually to evaluation agency:

- Sales data of the Testimonial Products in the targeted market and in the EU
- The average price of each Testimonial Product

These data will be based on the official annual declarations of each Interprofession/Consortium of PDO or PGI labels with the public authorities.

The evaluation agency will analyze and draw conclusions.

The selected Evaluation Agency will analyze yearly the data available and draw conclusion in order to increase sales the next year.

- **Planning**

This measure will be carried out **4 times** during the duration of the programme:

- * at **T0** (before the start of the programme),
- * at **T1** (end of the 1st year),
- * at **T2** (end of the 2nd year),
- * at **T3** (end of the 3rd year).

6/ Rules of the competition:

1. This call for proposals concerns the promotion programme for agricultural products co-financed by the European Union.
2. Agencies wishing to apply must have English-speaking contact people to exchange with CHAFEA and in French with the BIP.
3. The application file will include the following elements:
 - A presentation of the evaluation methodology;
 - A reverse planning for the evaluation of the campaign;
 - A detailed quote presented in Euro's, all taxes included, respecting the broad budgetary framework.
4. The evaluation agency will have to bring guarantees on the absence of conflict of interests to take part in this call.
5. Once the evaluation 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. Expenses can only be put forward after a detailed quote and a framework contract have been signed between the announcers and the selected agency.

7/ Documents to be provided by the applicants:

The detailed proposition should be sent in English to Ms Nathalie BARLAND (nathalie.barland@pruneau.fr) and should include:

- A dated and signed motivation letter accepting the conditions of the competition, as described in the call for proposals.

-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 (FRANCE, ITALIE and BELGIUM)

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

7/ PLANNING

- 10th of November 2020 by 18.00: Deadline for sending application to the tender (all applications sent after this date will not be considered).
- 13th of November 2020 by 18h00: notification of the chosen agency and detailed notification to the other agencies of non-selection.

After the selection, the BIP will sign a bilateral agreement with the selected evaluation agency. The contract will stipulate everyone's tasks and responsibilities.

8/ SELECTION CRITERIA

The selection will be done by a jury composed of the communication officer of the BIP, the communication and marketing manager of Consorzio Prosciutto di Carpegna and the Promotion Manager to the APAQ-W Agence Wallonne pour la promotion d'une agriculture de qualité.

Selection criteria:

1. Quality and coherence of the proposal (20 points)
2. Quality and pertinence of the suggested methodology (20 points)
3. Qualifications of the evaluation agency's team (10 points)
4. Agency's experience with EU programmes (20 points)
5. Financial viability of the agency (10 points)
6. Respect of the budget and best value for money (20 points)

10/ CONTACTS

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