

CALL FOR TENDER EVALUATION BODY SELECTION PROCEDURE

This is a call for tenders for the Implementing Body of the BAC.EU* - 101251245 project. It is based upon REGULATION (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008, laying down the rules for the participation and dissemination in Promotion of agricultural products program and the Multi-programmes Call for proposal 2025.

1. General information about the campaign

BAC.EU - 101251245 is a multi-program project based upon Regulation (EU) No 1144/2014 (Promotion of Agricultural products) and managed by the following parties:

the project “coordinator”: ORGANIZACIÓN INTERPROFESIONAL DEL VINO DE ESPAÑA (OIVE), established in CALLE SANTA ENGRACIA 12, Esc. B, 2 A, MADRID 28010, Spain, VAT number: G87595328

and the “beneficiary”: VINIPORTUGAL ASSOCIACAO INTERPROFISSIONAL DO VINHO (VINIPORTUGAL), established in RUA MOUZINHO DA SILVEIRA 5, LISBON 1100-148, Portugal, VAT number: 503 736 864.

This project is a joint effort between two of the most preeminent wine associations in Europe, in terms of national production and representativeness:

OIVE: The interbranch organization of the Spanish wine industry, representing approximately an 85% of the national wine production.

VINIPORTUGAL: The interbranch organization of the Portuguese wine industry, representing approximately a 69% of the national wine production.

*BAC.EU is the acronym for “Building Awareness, Cultivating Trust: EU Quality Wines from Spain and Portugal”

As such, both integrate a consortium led by OIVE, with VINI PORTUGAL as a beneficiary. The main objective of the project is launching a campaign that aims to promote the concept of European quality-schemes, by using the wines of Spain and Portugal as representative products. The project is focused on third countries (United Kingdom, Norway and Switzerland) and the campaign seeks to increase the knowledge on EU PDO/PGI wines and to improve their competitiveness in the target markets.

The co-financed actions shall be implemented over a period of three years (2026-2028). The starting date of the project is 1st January, 2026.

The **target audiences** of the programme will be:

Primary Audience: B2B

TG1: Media and KOLs

By addressing lifestyle, digital gastronomic and wine/HORECA-specialized outlets in target countries, always accompanied by messages on EU Quality Schemes and responsible and moderate consumption messages.

TG2: Business Operators

It mainly involves professional stakeholders who work directly with wine (HoReCa, importers, retailers...)

Secondary Audience: B2C.

TG3: Consumers

Primarily Millennials (25 – 44) and Gen X (45 – 64) reached mostly by digital means

The **actions** will consist of:

Activities

Description

Public relations

Press events will be held on the first and third year of the programme, with media partnerships planned yearly. The goal being to inform about the ongoing promotion of PDO/PGI wines and to focus on the messages of the campaign

Website and social media

It is an activity mainly focussed on the project's information both for professionals and consumers. The target public will be reached by work done by a SEO strategy and social network management so that the information reaches the desired contact's profile.

Advertising

This activity will mainly target the professional audience. It will consist of print and online advertising in specialized media, and outdoors advertising at trade events.

Events: B2B events

This activity aims to increase and deepen the awareness of the professional target on the EU PDO/PGI wines quality schemes through workshops and masterclasses

Events. Study travel

European wine professionals, media and/or KOLs will be invited to visit the wine-producing and PDO/PGI regions of both state members. This activity seeks to inform and show, to the relevant stakeholders, the excellence of the European production model.

Other events. VIP Dinners

Paired dinners at high-level restaurants for trade/media professionals, KOLs and high-profile guests, focused on showcasing the quality of EU PDO/PGI wines

2. Information on the required services and budget

A mix of promotional and informative activities has been designed through a strategy adapted to each target country and target groups: consumers and professionals.

Promotion and information provision actions consist of the following activities:

a) WP1 - Management of the project

b) WP2 - Public Relations

- PR activities

Throughout the three-year programme, the PR Office will manage relations with media and trade operators in the UK, Switzerland, and Norway, promoting key campaign messages through press releases, annual media clippings, and digital content. A total of 34 media partnerships are planned: Year 1 & 3 → 3 in UK and CH, 2 in NO; Year 2 → 8 in UK and CH, 2 in NO. Each partnership shall include articles, social content, and event participation with KOLs and influencers.

The media and influencer database will be updated yearly to broaden B2B and B2C outreach

- Press events

Press conferences will be held in Year 1 and Year 3 in all target countries (UK, Switzerland, Norway), targeting selected media representatives and KOLs. Each event will include presentations of the programme and a tasting of the promoted wines.

Year 1: 1 press conference per country (15 participants in UK, 10 in CH, 10 in NO) presenting objectives and products.

Year 3: 1 per country (same participants) presenting achieved results.

c) WP3 - Website, social media

- Website setup, updating, maintenance,

A bilingual **website (EN/DE)** will be created and maintained for three years, following a **mobile-first design** and linked to partners' portals. It will include sections on EU quality schemes, programme objectives, news, events, and a media gallery. Regular updates and an **SEO strategy** will ensure online visibility and synergy with social media. The site will serve as a **central communication hub** for all target audiences (media, operators, consumers). The website will focus on clear, static content while social media will drive interactive engagement.

- Social Media (accounts setup, regular posting and sponsorship campaign)

Social media accounts will be launched (Instagram/Facebook) during the first semester. Over three years, **288 posts** will promote EU quality wines through rotating weekly themes (food pairing, origin, sustainability, news). A **sponsorship campaign** and **social listening** will enhance reach and optimize content.

Target: mainly **consumers (Target 3)**, with relevance for professionals and media.

Social media will act as the most dynamic channel, amplifying all project messages.

d) WP4 - Advertising

- Print/online media advertising

A cross-media print campaign will promote EU quality schemes and PDO wines through storytelling in leading B2B wine & food magazines.

4 ads/year are planned in UK and CH, and 2 ads/year in NO.

Content will highlight product origin, uniqueness, and regional identity.

Publication timing will align with key industry events to maximize impact.

Target: business operators, media, and consumers.

- Google Ads campaign

The online campaign will include banners and advertorials on major wine & food platforms, plus a Google Ads campaign in all countries.

Planned yearly: 4 ads in UK 8 in CH, 4 in NO. Ads will raise awareness and drive traffic to the project's website and social media. The activity targets professionals, media, and consumers interested in quality wines. Timing and hosting platforms will follow editorial calendars and performance metrics.

- Outdoors advertising at trade events/fairs

Two outdoor campaigns per year will run during key trade fairs in the UK.

Large-format posters (≈2m×4m) will ensure strong visibility in high-traffic areas for 7–10 days per event. The design will align annually with the project's creative concept. The campaigns target both professionals and consumers, enhancing brand recall and event presence.

e) WP5 - Communication tools

- Visual campaign, publications, media kits, promotional merchandise

The programme will design and produce editorial, informational, and promotional materials for events and communication activities. Content and layout will be based on the key visual, ensuring consistency across countries and activities. Materials include backdrops, roll-ups, tote bags, tasting booklets, and other branded items. Production will follow sustainable principles and be aligned with the estimated number of direct contacts per country. Centralized design and localized printing will reduce costs and environmental impact.

- Promotional videos

Three promotional videos will be produced to support digital campaigns and events (WP2, WP6). The main video will highlight European quality wines, their origin, sensory excellence, and authenticity. It will be adapted and translated for the Swiss and Norwegian markets to ensure local relevance.

Videos will be used on digital platforms and broadcast as TV commercials, maximizing emotional impact.

f) WP6 - Events

- Seminars/workshops

A total of 41 B2B educational events (masterclasses/workshops) will be organized over three years in UK, Switzerland, and Norway.

Each event will include presentations and guided tastings led by experts, targeting media and trade professionals.

Yearly plan: UK – 5/6 events, CH – 4, NO – 4; total direct contacts: UK 425, CH 240, NO 240.

Events will take place in Ho.Re.Ca. venues (restaurants, wine bars, hotels) with

localized food pairings.

Influencers may participate to amplify visibility via digital channels (WP2).

Activities will align with local calendars and tourism flows to maximize participation

- Study trips to Spain and Portugal

Each year, three study trips per target market will be organized for wine and food professionals, journalists, and influencers.

Participants (8 per market) will spend 4 days in Spain or Portugal visiting wineries, vineyards, and production sites.

Each trip includes an institutional welcome, product tastings, and guided tours to discover EU-quality wines and sustainable practices.

Annually: 6 trips to Spain, 3 to Portugal, for a total of 72 participants per year.

Experts/influencers will lead masterclasses promoting campaign wines.

Overall, the activity will involve 324 operators across three years

- Other events: VIP Dinners

An exclusive VIP Dinner format will showcase Spanish and Portuguese EU-quality wines in elegant venues for media, KOLs, and professionals.

The evening includes guided tastings, live storytelling, and show-cooking by renowned chefs to highlight wine origin and quality.

Visuals and materials will follow the “*Enjoy – It’s from Europe*” identity, ensuring coherence and impact.

Influencers will share the event live to extend digital reach and engagement.

Each year: 3 dinners in UK, 3 in Norway, 4 in Switzerland, with 15 guests per event.

Total direct contacts: UK 135, NO 135, CH 180 participants over the project period.

g) WP7 – Evaluation of results

All of the previous activities comply to Regulation (UE) No 1144/2014 and to Article 6 of 2025 Call for proposals – Multi programmes. WP1 to WP7 activities will be managed by the proposing organisations or the Implementing Body; the selected Evaluation Body must cooperate with them to ensure the accurate implementation of its tasks.

The total budget of the project, including the implementation of all the actions described above, is **4,067,265.80 €**.

Both the OIVE and VINI PORTUGAL have the necessary resources and expertise to carry out the project on their own. However, in order to ensure the best implementation of the BAC.EU – 101251245 actions, independent companies will be subcontracted to support the implementation and evaluation of the campaign.

The present call is launched for the **SELECTION OF A CAMPAIGN EVALUATION BODY** to carry out the above-mentioned **Work Package 7 - Evaluation of Results**.

The project defines the costs directly related to the implementation of the activities and the fees of the evaluation body. In case of award, a statement from a third party (credit institution or insurance agency) may be required from applicants before the signature of the contract.

The **TOTAL MAXIMUM BUDGET** allocated to the **EVALUATION OF RESULTS** is **135.000 €**, with 15.000 € allocated annually to each target market (UK, Norway and Switzerland).

3. Implementation of evaluation tasks by subcontractor

As reported in the proposal, proposing organisations have to define and select an evaluation body. The evaluation agency must be a **company specialised in results measurements (ReM) & market research** and will be in charge of **evaluating the whole campaign** providing reports in its first and last year of the project, as well as a mid-campaign report.

This agency has to demonstrate and guarantee its technical and operational expertise in measuring the results of information and promotion campaigns in simple and multiple programmes, targeting both internal and third countries.

The **main objective** of this activity is to **measure the impact and effectiveness of the promotion and information campaign** based on qualitative data (product knowledge, consumption habits, etc.) and quantitative data (exports, product demand, price, etc.) in each target country.

A study will be carried out every year, in order to establish the evaluation framework for each country and set up the basis for the yearly evaluation report. The last study will be carried out in the third year with the objective of evaluating the final impact of all the activities implemented during the programme.

The studies will be based on:

- Brand awareness questionnaires collected during WP2 to WP6 events. These questionnaires will consist of 10 questions focusing on key messages and objectives of the programme.
- Consumer surveys in each target country to measure percentage of awareness of the promoted brands and, indirectly, of European quality schemes.
- Operator and media interviews during events.

Specifically, the outputs of the evaluation body will be:

YEAR 1: Initial evaluation report. Month 12.

Report on the programme development with yearly deliverables:

- Methodology /actions
- Output / results
- Impact Indicators

YEAR 2: Mid-term evaluation report. Month 24.

Report on the programme development with yearly deliverables:

- Methodology /actions
- Output / results
- Impact Indicators

YEAR 3: Final evaluation report. Month 36.

Report on the programme development with yearly deliverables:

- Methodology /actions
- Output / results
- Impact Indicators

The evaluation body will also be required to cooperate with the consortium and attend to the reviews, audits and controls performed by the relevant authorities.

4. Call for tender

Interested companies are invited to participate and submit their offers, following the detailed arrangements described below.

5. Selection process

Following the above:

1. OIVE and VINI PORTUGAL submitted BAC.EU - 101251245 proposal in April 2025 that it has been awarded in September 2025;

2. The selection procedure will be aligned with the following principles and provisions:

- It will respect the principles of non-discrimination, equal treatment and full transparency of the selection and evaluation criteria of the proposals;

- “open call” has been selected by the Parties as the best procedure in order to allow all the interested companies in participating to the call to submit their own proposals;

- Although several variables will be evaluated, cost effectiveness will be the most weighted criteria complying at all times with the best-value-for-money requirement.

The selection process will be carried out in accordance with the following instructions:

a) Publication

The tender will be published making sure that the maximum number of applicants is reached. To this effect, the tender will be published at least on the website of the beneficiaries.

Interested companies will have 30 days from the publication date of this briefing for the submission of all the required documentation.

b) Phase 1: Selection and Evaluation. Criteria

At this stage, the agencies that have submitted the required documentation within the deadline will be selected attending to the following criteria:

Selection criteria
1. Minimum operational capacity for the execution of the programmes to be presented
2. Minimum technical capacity for the development of the programme, experience in the execution of simple and multi EU programmes, equipment, resources, among others.
3. Minimum financial capacity for the execution of the programme. Classification of the agency, solvency, among others.
4. The non-existence of conflict of interest, personal, social with the requesting entity
5. The non-existence of conflict of interest in the markets and/or products to be promoted

The candidate that does not meet the full selection criteria, will not be eligible.

Among the agencies that have fulfilled the selection requirements (credentials), their technical and economic proposals will be evaluated according to the following criteria:

Evaluation criteria	
<i>Technical Documentation</i>	<i>45 points max</i>
1. Project evaluation capabilities	15 points max
2. Development of the offered services and overall comprehensiveness	15 points max
3. Working group quality, experience in similar projects	10 points max
4. Financial capabilities	5 points max
<i>Economic offer – Cost efficiency to the proposal</i>	<i>55 points</i>
1. Cost of activities	30 points
2. Evaluation body coordination costs	25 points

The evaluation will be carried out by a committee of professionals from the proposing entities.

Although several variables will be evaluated, cost effectiveness will be the most weighted criteria complying at all times with the best-value-for-money requirement.

c) Phase 2: Award

The results of the tender will be formally reported by email to all participants. Besides, all documentation related to the selection process and submitted by the selected agency will be sent to the relevant authority for approval of the selection.

6. Required documents for the submission of the offer

a) Administrative documentation

- 1) Declaration on Honour ([Attachment 01](#)).
- 2) Legal entity Form ([Attachment 02](#)), supported by the extract of the company from the official journal.
- 3) Balance sheets of the last past 3 years;
- 4) Certificate of liability to VAT, signed by the relevant revenue agency;

b) Technical documentation

- 1) A description of the profiles involved in the proposed working group and a general description of the company and its internal structure.
- 2) A description of the experience in the evaluation and monitoring of EU programmes and a brief description of the experience in evaluating similar programmes (with reference to the last years, from 2016 to 2025).

c) Technical proposal

- 1) A detailed description of the methodology and organization which are intended to be deployed during evaluation of results for the campaign.

d) Economic proposal

The economic proposal will consist in a declaration, signed by the legal representative, stating the economic offer of the applying company. This will have to be comprehensive of both direct costs and coordination costs.

It is further specified that the submission of the administrative and technical documentation requested in this point 6.1 is mandatory and an eligibility condition.

7. Participation method

Described documents in **point 6** will have to be sent via email to the following email address:

info@oive.org / internacional@oive.org

indicating the following Subject:

“Proposal for the selection of the implementing body of BAC.EU - 101251245 Project”.

Documents must be sent within 22 February 2022 at 2.00 p.m.

In order to guarantee a proper, neutral and not discriminatory assessment, avoiding any possible conflict of interests, the evaluation of the proposals will be determined by an ad hoc constituted team of professionals. Members will be appointed and the Committee will be constituted before the submission deadline has expired.

Committee will take into consideration the overall coherence of the proposals with regard to the Project structure and the specific contents

reported in the Description of Action of the Programme (activities and detailed budget).

In case of no proposal is sent within the established dead-line, the Coordinator reserves the right to appoint autonomously the evaluation body, with duly respect of the applicable procedures referred to the Regulation EU No 1144/2014.

8. Applicable law and settlement of disputes

The Call for tender is governed by the applicable EU law supplemented, if necessary, by the law of Spain.

Any dispute or controversy arising from the interpretation, application or validity of the present Call for Tender shall be settled as far as possible amicably or by mediation (Madrid Court of Arbitration), in accordance with the applicable EU law supplemented, if necessary, by the law of Spain.

9. Privacy Statement

The *Coordinator* respects your privacy and takes seriously the protection of your personal information. The privacy policy on our website (www.interprofesionaldelvino.es) describes how we collect and use your personal information through our website and related activities. By participating in the selection, you consent to the collection and processing of your personal data, in the meaning of the European Regulation 679/2016. We collect your information in an effort to communicate with you about this selection. OIVE recognizes that it must maintain and use your information responsibly.

10. Other information

For any doubts or questions, please contact the Coordinator through the e-mail address: internacional@oive.org / info@oive.org

Answer will be provided in the shortest time possible, by answering to the same email address which sent the question.

Madrid January 28th, 2022