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Call for offers

Donau Soja is seeking a

Service provider for market development in Germany (with focus on egg market development)

The Donau Soja Organisation hereby invites tenders (the service provider) from organisations and/or individuals (consultants/experts) to work on the development of Donau Soja physical flow into the German market with special focus on the *German egg market sector*.

1. Background

The Donau Soja Organisation

The Donau Soja Organisation is an independent, international, non-profit, multi-stakeholder organization aiming to effectively meet protein market demand and to provide a baseline for the development of high quality soy cultivation in the Danube region (www.donausoja.org). The Organization seat is in Vienna, Austria.

Strategic Partnership Programme

Beginning of 2017, Donau Soja and Austrian Development Agency (ADA) started the Strategic Partnership Programme in Moldova, Ukraine, Serbia and Bosnia and Herzegovina over a period of 5 years (2017-2021).

The overall objective of the program is to build sustainable, inclusive and well-functioning value chains (local, regional and international) for Non-GM soya and organic soya in Bosnia and Herzegovina, Moldova, Serbia and Ukraine until 2021.

The Program proposes measures in nine areas (components: Production and processing, Value chain development, Awareness raising and sensitisation, Certification and labelling, Business environment and policy framework, International market development, Knowledge and technology management and transfer, Project development and Technical assistance, General administration and programme management) planned to be implemented by Donau Soja through numerous measures and activities. All Program activities are to be implemented according to General Contract Conditions (Allgemeine Vertragsbedingungen), guidelines and requirements described in Guidelines for Visibility, considering DS and standards in international development, with special emphasis of DECD Standard (<http://www.enterprise-development.org/dced-guidance/>)

2. Context of the assignment

Within the framework of the Strategic Partnership Programme, Donau Soja supports market development and development of value chains with aim to support the supply (i.e. beneficiaries) from target countries. By developing short supply-chains in Europe, Donau Soja strengthens rural development and also contributes to reducing CO2 emissions of the agri-food system in Europe. The shift of the Austrian egg production to regional soya

(Donau Soja) is seen today by farmers, industry and by retailers as a great success for the whole sector. This case is an outstanding example of short value chains that enabled new secure markets for beneficiaries from target countries. In order to build up on this success and further develop new markets for beneficiaries from target countries, within the Strategic Partnership Programme, Donau Soja aims to replicate the successful Austrian egg sector example to Germany.

Germany was selected as the biggest European egg sector market. There there are 3.100 egg packing companies for shell eggs and all trade brands/private labels and packing companies have already „Non-GM“ eggs in their range. Therefore switching to Donau Soja is considered more likely as economically speaking it is much more feasible than transferring sectors where GM soya is still the benchmark. And both consumers and egg producers & marketers are already more sensitized to sustainability issues.

3. The work of the expert/service provider

The objective of the engagement of the service provider is to work on the development of the German egg market. The work should include cooperation and advocating for Donau Soja, and its values by diverse stakeholder groups with special focus on retailers to switch their egg brands to Donau Soja/Europe Soya feed. While doing this the provider supports market development and development of value chain in Germany to promote Danube Soya and Europe Soya certified soya products from suppliers from the target countries to create a pull effect to the German egg market.

Value chain projects have to be established along the soy value chain. These projects should comprise the following main tasks:

- 1.** counselling of new partners regarding the importance of certification,
- 2.** development of egg labelling programs with food retailers and brand owners,
- 3.** Implementation of Donau Soja/Europe Soya licenced soy in the new programs.

Specifically the assignment includes both consulting to Donau Soja as well as operational work, direct contacts and consulting and advocating for Donau Soja by:

- Egg producers,
- Egg packing stations,
- Retailers and
- Other relevant organizations/stakeholders and influencers like Verband Lebensmittel Ohne Gentechnik (VLOG) and Handelsverband Deutschland (HDE)

with the long term goals to switch the whole German shell eggs market in the retail sector to DS/ES soya, as it is the case in Austria already.

The provider will work in close cooperation and coordination

- with the quality management of Donau Soja, in order to ensure the smooth establishment of the supply and supply chains,
- With the communications department of Donau Soja to coordinate relevant marketing information and press work,
- With the DS internal project management

4. Expected outputs

1. 30 personal meetings (or zoom meetings, depending on the travel and company policy situation with Corona) meetings with relevant stakeholders in Germany in egg sector etc.,
2. Minimum 20 presentation documents tailor- made for relevant stakeholders like retailers and egg packing stations in Germany,
3. Donau Soja positioned as the new standard in egg retailing and subsequently in all laying hen farms in Germany
4. Minimum one German retailer switched to Donau Soja/Europe Soya labelled shell eggs in the period of the contract, corresponding with a volume of approximately 2 billion eggs produced by using approximately 50.000 t Donau Soja/Europe Soya certified soybeans in newly established DS/ES value chains.

5. Reporting

The service provider will report directly to the Executive Director Susanne Fromwald. Close cooperation with Donau Soja team as defined in point 3 of the ToR.

The service provider is expected to have regular updates on a weekly basis, the service provider will send a monthly report on the status directly to Donau Soja ED Susanne Fromwald.

The service provider is expected to keep records of time, cost and activities spent on the project.

Additionally, outputs will be considered as proof of service provider's work.

6. The requirements

1. 5 - 10 years of experience in egg production, brand development and marketing in the egg sector
2. Excellent network with retailers, particularly in Austria and Germany.
3. Trustful links with key stakeholders in Germany including NGOs
4. Very good project management knowledge

7. Remuneration

The service provider will work under a framework agreement up to 12 months.

Remuneration installments will be based on offer and agreement between Donau Soja and the service provider. The detailed remuneration plan will be defined in the framework agreement.

Payments will be done based on issued invoices.

The fees will be paid based on services provided - against agreed terms.

Travel costs and other cost can be paid directly by the contractor or by the service provider - against proof of evidence- (incl. written confirmation of contractor, invoices for transportation, tickets/boarding passes, hotel invoices, entrance tickets- participation costs for events etc.)

8. Selection criteria

The evaluation will be done based on following criteria:

1. Price
2. Approach description and time line
3. Knowledge of the eggs sector in Germany and Austria
4. Knowledge of the retail sector in Germany and Austria
5. Knowledge in brand development and marketing of shell eggs
6. Knowledge of the Donau Soja organization and its Standards
7. Existing network with key stakeholders in Germany, including NGOs
8. Fulfilment of the formal requirements defined in the ToR

9. Documents to be provided

Tenders are to be sent by email to office@donausoja.org by September 23st , indicating "Service provider for market development in Germany (with focus on egg market development)" in the subject, with the following documents (in English):

1. Financial offer
2. Approach description and time line
3. References (list of contacts)