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## **Call for offers**

Donau Soja is seeking a

### **Service provider for Public Relations and Stakeholder Relations Services for promotion of Europe Soya certified Soya Protein Concentrate (SPC) in Aquaculture Sector in Norway**

The Donau Soja Organisation hereby invites tenders (the service providers) from organisations and/or individuals (consultants/experts) to work on the Public Relations (PR) and Stakeholder Relations Services to support promotion and communication of Europe Soya certified Soya Protein Concentrate (SPC) to Aquaculture Sector in Norway.

#### **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](http://www.donausoja.org)). The Organisation is based in Vienna (Austria) with Regional offices in Serbia, Ukraine and Moldova.

##### Strategic Partnership Programme

At the 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 diverse 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 CO<sub>2</sub> emissions of the agri-food system in Europe. One of the most important developments that supports farmers and cooperatives in target countries is value chain that starts with sustainable production of Non-GM soybeans in target countries and ends in Norwegian aquaculture sector. This value chain consists of more than 3000 farmers and more than 50 cooperatives in Serbia for example. 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 this value chain for beneficiaries from target countries, within the Strategic Partnership Programme, Donau Soja aims to strongly promote benefits of Europe Soja (ES) certified soybean products (in particular Soybean Protein Concentrate (SPC)) produced from beans originating from project target countries.

Norway was selected as the world's largest producer of Atlantic salmon (1.282.000 mt)<sup>1</sup>. Salmon farming is an industry which is experiencing exponential growth and aquaculture is the fastest-growing animal protein production sector in the world. In 2018, Norway imported 323.638,8 tonnes of SPC and majority of this import is used in feed in aquaculture.

Norwegian aquaculture sector is works intensively towards environmentally and socially safe production. Topics as no deforestation, sustainability, reduced pesticide use, no land use change and human rights, in general are high on the sector agenda. Therefore, use of Europe Soya certified products is the best possible solution as it guarantees all these values. Specifically, as the recent research proofs Europe Soya certified SPC reduces significantly CO<sub>2</sub> emission (the research data is subject of PR activities and will be shared with interested tenderers).

### **3. The work of the expert/service provider**

The work should include communication via diverse media channels of Europe Soya certified SPC values for the aqua sector in Norway, to diverse stakeholder groups with special focus on following target groups:

- 1.** Seafood producers (salmon and trout businesses) and sector associations and groups,
- 2.** Relevant governmental institutions (such as Ministries and other relevant institutions and bodies) and non-governmental organizations - decision/opinion makers and
- 3.** General public/ general media in Norway (pressure group).

The tasks are focused on raising stakeholders' awareness about Europe Soya benefits (special focus of CO<sub>2</sub> emission savings and recent research) in Norway and must include:

- PR/Communication activity plan proposal,
- Proposal and organisation/engagement of relevant local stakeholder(s)/decision-opinion maker(s) to support communication with local voice supportive to the initiative,
- Write and send out communication materials (press release, PR text, fact sheets...) in local language (adjusted to different angles depending on actual situation in media) and secure media coverage? in all relevant local media both general and professional B2B media,
- Translation of communication materials (Press release and Fact Sheet) from English to Norwegian,

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<sup>1</sup> Final data for 2018, ssb.no

- Organisation of online meetings for Donau Soja representatives with:
  - Seafood producers (salmon and trout) businesses and professional associations
  - Governmental institutions (such as ministries and other relevant institutions and bodies) and non-governmental organizations (such as, civil society and round tables)- decision/opinion makers

The service provider will work in close cooperation and coordination with responsible executive director in Donau Soja and DS internal project team.

#### **4. Time frame**

The service provision is foreseen for 3 Months starting from mid-September.

#### **5. Expected outputs**

1. PR/Communication activity plan
2. High media coverage by both professional and general media
3. Communication materials in English translated into Norwegian (2 press releases, fact sheet and other)
4. Minimum 1 guaranteed external relevant local stakeholder(s)/decision-opinion maker(s) to support communication
5. Meetings with relevant stakeholders organised
6. Final report with analyses and press clippings

#### **6. Reporting**

The service provider will report directly to the responsible Executive Director. 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. Outputs will be considered as proof of service provider's work.

#### **7. Requirements**

The service provider must have a proven track record of high quality campaigns with multiple segment audiences by using traditional, as well as digital media to reach campaign targets. The Donau Soja is interested in obtaining a reliable partner which is able to understand the values, brand standards and core of our Organisation, as well as the goals of the programme and efforts to achieve them. Specifically, the chosen service provider is required to have following characteristics:

1. Minimum five years of professional experience in communications, public relations, journalism, marketing or a related field.
2. Capability and proven experience creating high impact content in various formats (press releases, storytelling, ability to spot a newsworthy story, etc.) targeting different audience segments regarding the single project.
3. High proficiency in recognizing the news-worthy stories and ability to take initiative and proactive attitude in finding the creative ways to communicate with the desired audiences.

4. Ability to understand the brand, programme goals and deliver high quality outputs within the agreed timeframes.
5. Exceptional copywriting skills, excellent knowledge of media landscape in Norway.
6. Preferably experience in Norwegian aquaculture sector and in sustainability communication and PR.
7. Knowledge of English and Norwegian language is a must.

## **8. Remuneration**

The service provider will work under a framework agreement up to 3 months.

Remuneration instalments 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.)

## **9. Selection criteria**

The evaluation will be done based on following criteria:

1. Financial offer Price/Budget
2. Approach and output description and time line
3. General terms and conditions
4. References in the Norwegian Aquaculture sector
5. Fulfilment of the formal requirements defined in the ToR

The quality part of the offer (above points 2-4) has a weighting of 60%, the financial part weights 40% (above point 1).

## **10. Documents to be provided**

Tenders are to be sent by email to [project\\_admin@donausoja.org](mailto:project_admin@donausoja.org) by September 18<sup>th</sup>, with the following documents (in English):

1. Financial offer
2. Approach description and time line
3. General Terms and Conditions
4. References