

Call for offers

Donau Soja is seeking a

Service provider for execution of B2B communication campaign for Donau Soja/Europe Soya certified soya products targeting plant-based food industry in Europe

The Donau Soja Organisation hereby invites the service providers for public relation (PR) and digital marketing communication to raise awareness about Donau Soja/Europe Soya certified food relevant soya protein concentrates- T(SPC) to plant-based food sector in Europe.

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 with regional offices in Novi Sad (Serbia), Kiev (Ukraine) and Chisinau (Moldova).

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 planned to be implemented until August 2023.

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.

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 implement 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 (i.e Serbia). By developing short supply-chains in Europe, Donau Soja strengthens rural development and contributes to reducing CO₂ emissions of the agri-food system in Europe. To support farmers and cooperatives in target

countries development of value chain, that starts with sustainable production of non-GM soybeans in target countries and ends in European market, is essential. This value chain includes several thousands farmers and many agri-cooperatives. This way development of value chains enables new markets for beneficiaries from target countries.

Soya protein concentrates are important protein ingredients, widely used in production of plant-based food in Europe. Plant-based food sector has fast growing trend. [Nielsen data](#) shows that retail sales of plant-based foods in Europe reached €3.6 billion in 2020 – 28% higher than 2019, and 49% higher than 2018. The plant-based alternatives market in the EU and the UK is set to be worth €7.5 billion by 2025, compared to €4.4 billion in 2019 , a 70% increase ([Ing study,2020](#)). Significant part of this achievement can be attributed to the introduction of new products and the underlying trend among consumers to consider health, animal welfare and sustainability in their decision making. Soya is a critical ingredient, since its overseas production is very often related to environmental destruction and social challenges, so environmental sustainability and social responsibility in soya sourcing are main requirements from the European market. Leading market players, soya users, need to show commitment to sustainable and traceable non-GM, deforestation-free, responsible soya supply chains. Donau Soja (DS) and Europe Soya (ES) standards, through certification scheme, provide such added value to soya product.

Within the Strategic Partnership Programme, to foster demand in buying European markets (UK, Benelux (mostly Netherlands), Scandinavia (Norway, Sweden, Denmark), Germany and Spain), Donau Soja aims to promote benefits of Donau Soja (DS)/Europe Soja (ES) certified soybean products (Texturized Soybean Protein Concentrates- (T)SPCs) produced from beans originating from target countries (i.e., Serbia) and processed by Serbian companies (i.e. Sojaprotein).

Communication target is to draw attention of plant-based food market in Europe to DS/ES certified (T)SPC produced to increase visibility and strengthen current and gain new market share of DS/ES certified soy products.

3. The work of the service provider

The work of service provider includes specific tasks as following:

3.1. WORK PACKAGE 1: Public relation service

The work includes B2B communication in the leading European food business media about Donau Soja/Europe Soya certified (T)SPC products, targeting food industries in focus regions/countries: UK, Benelux (mostly Netherlands), Scandinavia (Norway, Sweden, Denmark), Germany and Spain.

Industry target groups are:

1. Plant-based food business (producers and distributors)
2. Meat industry (working in vegetarian and vegan alternatives)
3. Retailers
4. Business Associations relevant for plant-based food industry

Media target groups are:

- International European Food business media
Specific Plant-based food/Vegan Media

- # Retail Media
- # Media for the Meat industry
- # Food Technology Media
- # General Food Industry Media

- Main national food related business media in focus regions/countries (specific plant-based food/vegan media, retail media, media for the meat industry, food technology media, general food industry media)
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The tasks are focused on raising awareness about Donau Soja/Europe Soya benefits of (T)SPCs and should include:

- Development of PR/Communication plan
- Identification of leading food business media outlets (international and main national in focus regions/countries as listed in media target group above) and delivery a list of media and key journalist to be approached
- Media relation work, organisation of interviews, preparation, and distribution of communication materials (press releases, pr texts...) in English and if necessary, in local languages (for main national business media)
- Securing PR text placement and media appearance in all relevant international and main national food business media*.

*No additional budget is planned for advertising in media (no additional paid PR placement).

3.2. WORK PACKAGE 2: Creative content and digital marketing campaign

3.2.1. Development of social media (SM) strategy (definition of target groups, channels, formats, tone of communication, key messages, timeline for placement, proposal of advertisement budget) and work plan with timeline for project implementation

3.2.2. Production of creative content and different communication formats about Donau Soja/Europe Soya benefits of certified food relevant Soya Protein Concentrates -T(SPC) including*:

3.2.2.1 Slogan for communication campaign

3.2.2.2 Factsheet design and copywriting based on inputs provided by Donau Soja

3.2.2.3. Video production in duration of 30-60 seconds and post-production (sound editing, colour grading, music/voice over if applicable)

3.2.2.4. Creative design and copywriting for all formats (design of infographics and SM posts)

3.2.2.5 Other additional formats if confirmed in social media strategy (i.e., landing page etc.)

3.2.3. Management of social media campaign on Donau Soja SM channel with media buying**, community management and reporting

All materials should be delivered in English language professionally proofread.

The service provider will work in close cooperation and coordination with responsible project manager and Donau Soja team.

Service provider's approach to deliver this task is expected to be presented in pitch which should be delivered with offer. Donau Soja is available to provide supporting information to service provider and organise a briefing meeting upon request.

* Number of communication materials will be confirmed in social media strategy

** Budget for social media advertising will be decided and provided by Donau Soja organisation as separate budget and is not subject of this offer.

Offers can be submitted either for both work packages (PR and Creative&Digital) or just for one working package in case service provider can not provide both services.

4. Time frame

The service provision is planned for a period of approximately 3 Months starting after contracting is completed. Detailed timeline will be defined in approved Social Media strategy.

5. Expected outputs

5.1. Work package 1: Public relation service

- PR activity plan with the list of identified key media and journalists to be approached.
- Press releases and other press communication materials in English and if necessary, in local languages produced and delivered.
- Significant editorial media coverage in leading international and main national business media.
- Final report with analyses and press clippings.

5.2. Work package 2: Creative content and digital campaign campaign

- Social media strategy and work plan.
- Creative content and various communication formats defined in 3.2.2. produced and delivered.
- Social media campaign conducted.
- Report of social media campaign results and analysis delivered.

6. Reporting

The service provider will report directly to the Project manager Ms. Jovana Djisalov.

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. The requirements

The service provider must have a proven track record of high-quality communication campaigns with multiple segment audiences by using digital media to reach campaign targets. The Donau Soja is interested in getting a reliable partner that can understand the values of standards and core of our organisation as well as the goals of the programme and efforts to achieve them. The following selection criteria will be applied to the tenderers:

1. Minimum five years of professional experience in international communications, public relations, creative work, digital marketing or a related field.
2. Capability and proven experience in crafting and implementing international public relations and digital communications strategies/plans.
3. Capability and proven experience crafting high quality and creative content in various formats (press releases, stories, factsheets, infographics, photo, video, animations, landing pages, presentations) targeting different audience segments
4. 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.
5. Capability and proven experience in management of social media campaigns, including advertising management, budget optimization, target group segmentation, analytics, and reporting.
6. Ability to conduct PR and digital communication activities in 5 focus European regions/countries.
7. Excellent copywriting skills.
8. Preferably experience in food sector and sustainability communication
9. Professional knowledge of English is a must.

8. Remuneration

The service provider will work under a framework agreement planned for 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.

Other cost can be paid directly by the contractor or by the service provider - against proof of evidence- (incl. written confirmation of contractor and invoices).

9. Selection criteria

The evaluation will be done based on following criteria:

1. Financial offer
2. Quality of proposal (approach description and timeline for PR service package and/or pitch deck for creative & digital campaign package)
3. Agency presentation with references in previous relevant campaigns (aligned with point 7.)
4. Fulfilment of the formal requirements defined in the ToR.

The quality part of the offer (above points 2-4) has a weighting of 70%, the financial part weights 30% (above point 1).

10. Documents to be provided

Tenders are to be sent by email to project_admin@donausoja.org indicating subject "Tender documentation: B2B communication campaign Donau Soja" by January 15th 2022, with the following documents provided in English:

1. Financial offers as indicated in template below
2. Approach description and timeline for PR service package
3. Pitch deck (presentation) for creative & digital campaign package
4. Agency presentation with references in previous relevant campaigns (aligned with point 7.)

For the Financial offers please use following:

1. WORK PACKAGE1- PR Service

| Service | Per Unit (Euro) |
|-------------------------------------|-----------------|
| 3.1. Public Relation service | |
| Total (NET) | |
| Total (Including VAT) | |

2. WORK PACKAGE 2: Creative and Digital marketing

| Service | Per Unit (Euro) |
|---|-----------------|
| 3.2.1. Social media strategy and workplan | |
| 3.2.2. Creative content production | |
| 3.2.2.1 Slogan for communication campaign | |
| 3.2.2.2 Factsheet design and copywriting based on inputs provided by Donau Soja | |
| 3.2.2.3. Video production in duration of 30-60sec and post-production (sound editing, colour grading, music/voice over if applicable) | |
| 3.2.2.4. Creative design and copywriting for all formats (design of infographics and SM posts) | |
| 3.2.2.5. Landing page | |
| 3.3. Management of social media campaign with media buying community management and reporting | |
| Total (NET) | |
| Total (Including VAT) | |

Workforce diversity

"Donau Soja is committed to achieving diversity within its workforce, and encourages all qualified applicants, irrespective of gender, nationality, disabilities, sexual orientation, culture, religious and ethnic backgrounds to apply. All applications will be treated in the strictest confidence."