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Call for offers

Donau Soja is searching for a

Technical Advisory and Platform Development for the European Protein Platform (EPP)¹

The Donau Soja Organisation hereby invites organisations/individuals (hereafter: the service provider) to send in their proposal for the provision of the services described in this call for offers.

1. Background

The Donau Soja Organisation

Donau Soja Organisation is an independent, international, non-profit, multi-stakeholder organisation aiming to effectively meet protein market demand and to provide a baseline for the development of high-quality soy cultivation in the Danube Region. The Organisation's seat is in Vienna, Austria with regional offices in Novi Sad Serbia, Kyiv Ukraine and Chisinau Moldova.

The mission of the Association is to increase Europe's self-sufficiency in soybean production, to promote sustainable agricultural practices and to contribute to the development of rural areas. Its members are representatives from the entire value chain who combine efforts to change the way soya is produced and used in Europe.

More about Donau Soja here: <http://www.donausoja.org/en/home/>

Strategic Partnership Programme

Donau Soja has a long-lasting cooperation with the Austrian Development Agency (ADA) within Strategic Partnership Programme. This service will be related to implementation of this Programme.

Please find more about the Programme here <https://www.donausoja.org/projects/ada/>

European Protein Platform (EPP)

As part of its strategic development, Donau Soja is establishing the European Protein Platform- working title — a structured digital knowledge and positioning platform. The EPP is designed to consolidate Donau Soja's expertise across agronomy, markets, certification, sustainability standards, quality management and other relevant topics into a single, accessible online platform.

The EPP is not a traditional learning management system. It is a knowledge and engagement platform organised across thematic chapters, each divided into modules and sub-modules, serving a broad audience including farmers, agronomists, processors, traders, brands, retailers, teachers and consumers.

The platform will operate on a hybrid access model — open access combined with registration-based and member/paid content — and is designed to grow incrementally. Phase 1 targets a public launch before the end of 2026, with Phase 2 expanding functionality and content in 2027 and beyond.

¹ European Protein Platform (EPP) is a working title and is subject to change during the platform development process.

The EPP will serve three core strategic purposes for Donau Soja:

- A **strategic positioning tool** — demonstrating Donau Soja's authority in the European protein space
- A **structured knowledge system** — making Donau Soja's expertise accessible, searchable and scalable
- A **user engagement platform** — building a registered user base for communication, analytics and relationship management

The establishment of the EPP directly supports two core objectives of the ADA Strategic Partnership Programme: the **dissemination of knowledge** across European protein value chains, and the **digitalisation** of Donau Soja's expertise and outreach. By consolidating institutional knowledge into a structured, accessible digital platform, the EPP transforms how Donau Soja shares information with its stakeholders — moving from ad hoc communication to a scalable, digital-first knowledge system that can reach farmers, processors, educators and consumers across Europe.

This is of particular relevance for ADA target countries — Ukraine, Moldova, Serbia and Bosnia and Herzegovina — where the platform will significantly improve access to Donau Soja's expertise, technical knowledge and certification guidance, removing barriers of distance and resource constraints.

2. Objective of the assignment

The objective of this assignment is to provide **technical expertise for the design, development and launch of the European Protein Platform digital platform** — a structured knowledge and user engagement platform owned and strategically managed by Donau Soja.

The service provider is expected to:

- Assess Donau Soja's existing digital infrastructure, platforms and content assets, and provide recommendations on how the EPP can be built in a technically coherent and cost-efficient way, avoiding duplication and maximising integration with existing systems
- Propose and justify a suitable technical solution for the platform — including technology stack, hosting, content management, access model and key integrations — based on Donau Soja's requirements, timeline and budget realities
- Lead the technical development and configuration of the platform through to a functional public launch

The assignment directly contributes to the ADA Strategic Partnership Programme objectives of **knowledge dissemination and digitalisation**, by enabling Donau Soja to deliver its expertise in a scalable, accessible and sustainable digital format — with particular impact in ADA target countries Ukraine, Moldova, Serbia and Bosnia and Herzegovina.

3. Tasks of service provider

Phase 1 — Assessment and Recommendations

The service provider will review Donau Soja's existing digital infrastructure, platforms and content assets, as well as the EPP concept and requirements as defined by Donau Soja, and provide structured recommendations covering:

- Proposed technical solution for the EPP platform — technology stack, content management system (CMS), hosting and infrastructure
- Assessment of the EPP wish list and concept (as provided by Donau Soja) — what is technically feasible, what is realistic within the available timeline and budget, and what is recommended for Phase 1 vs. later phases. This includes assessment of

whether a dedicated mobile application is required or whether a mobile-first web platform sufficiently meets user needs — including a cost-benefit analysis of both options

- Integration options and recommendations for: Donau Soja Website, Donau Soja YouTube channels, CRM, newsletter tool, video hosting, analytics, webinar platform, QR code functionality, multilingual support and SEO
- Proposed approach to user registration, access model (open / registered / paid) and user data flow
- Review and recommendations on target groups and user journeys — including the onboarding experience for new users and the definition of initial touchpoints and first-screen content
- Assessment of the most practical and sustainable approach to platform management after launch — including content updates, user administration and ongoing maintenance — taking into account that Donau Soja does not have a dedicated internal IT resource, and providing clear recommendations that inform the choice of technical solution
- Technical requirements and constraints to be communicated to the Donau Soja marketing team for visual identity implementation

Phase 2 — Platform Development

Based on the agreed recommendations and decisions from Phase 1, the service provider will lead the technical development of the EPP platform in close collaboration with the Donau Soja team. The scope of Phase 2 will be formally confirmed at the end of Phase 1. Subject to that agreement, development may include:

- Platform setup, configuration and development based on the agreed technical solution
- Implementation of the content architecture (chapters, modules, sub-modules) and access model
- Implementation of the visual identity as provided by the Donau Soja marketing team
- Setup and configuration of agreed integrations (website, CRM, newsletter, analytics, video hosting, etc.)
- Configuration of user registration system and user data flows
- Mobile-first development ensuring full functionality across devices
- SEO setup including multilingual URL structure and hreflang tags
- QR code functionality enabling access to any platform page via QR code

Phase 3 — Launch

- Testing (incl. beta test) and quality assurance prior to launch
- Support during public launch
- Launch of the platform to Donau Soja including documentation and basic training for internal team members managing the platform

4. Expected outputs

The service provider is expected to deliver the following outputs:

Phase 1

- **Technical Assessment and Recommendations Document** — a structured document covering the proposed technical solution, assessment of feasibility of the EPP concept and wish list, integration recommendations (incl. user experience and journey), technical requirements for the Donau Soja marketing team, and

recommendations on the most practical and sustainable approach to platform management after launch — including content updates, user administration and ongoing maintenance.

Phase 2

- **Fully developed EPP platform** — configured, tested and ready for content upload, including all agreed integrations, user registration system, access model, visual identity implementation, mobile-first design, SEO setup and QR code functionality

Phase 3

- **Launched EPP platform** — publicly accessible Phase 1 platform with agreed content structure and initial content in place
- **Platform documentation** — technical documentation covering platform architecture, integrations and administrative procedures
- **Handover and training** — handover session with Donau Soja team members responsible for platform management, including basic training on content management and user administration

5. Time frame and organisation

The work of the service provider will start as soon as the contract is signed. The assignment is organised in three phases:

- **Phase 1** — to be completed within 4 weeks of contract signing
- **Phase 2** — duration to be proposed by the service provider based on the findings and recommendations of Phase 1, and agreed with Donau Soja prior to commencement
- **Phase 3** — the EPP is to be publicly launched before the end of 2026

The service provider is expected to use his/her own office for the assignment. Given the tight timeline, Donau Soja expects the service provider to be available for regular communication and to flag any risks to the timeline proactively. Timely delivery is also dependent on Donau Soja's internal team providing required materials — including visual identity assets and content — according to an agreed schedule.

6. Reporting

The service provider will report to the designated **Donau Soja Project Manager** who serves as the primary point of contact for all matters related to this assignment.

Reporting will follow the phase structure of the assignment:

- At the end of **Phase 1** — submission of the Technical Assessment and Recommendations Document, followed by a review meeting with the Donau Soja Project Manager to agree on the approach for Phase 2
- At the end of **Phase 2** — presentation of the developed platform for review and approval by Donau Soja prior to launch
- At the end of **Phase 3** — final handover meeting including platform documentation and training

In addition to phase-based reporting, the service provider is expected to proactively communicate any issues, risks or decisions required between reporting points. Ad hoc communication will take place as needed, in a format agreed between both parties at the start of the assignment.

7. Requirements/ Key qualifications

Offers are open to both organisations and individual consultants. The following qualifications and experience are required:

Relevant Experience

- Demonstrated experience in designing and developing digital knowledge or content platforms of similar scope and complexity

- Experience with user experience (UX) design and user-centred platform development, including onboarding flows and conversion optimisation
- Experience with hybrid access models (open access, registration-based and/or paid content)
- Experience with CMS-based platforms and content architecture (structured content organisation, multi-level navigation)
- Experience with platform integrations (CRM, newsletter tools, analytics, video hosting, multilingual/SEO setup)
- Relevant portfolio of completed projects of similar nature to be submitted as part of the proposal

Technical Expertise

- Proficiency in relevant web technologies and CMS platforms
- Experience with mobile-first development and accessibility standards
- Experience with multilingual platform setup and SEO best practices
- Knowledge of GDPR-compliant user registration and data management

Project Management

- Demonstrated ability to deliver projects within tight timelines
- Clear and proactive communication and reporting practice

Language

- Full professional proficiency in English (working language of the assignment)

Availability

- The service provider must be available to commence work immediately upon contract signing and maintain consistent availability throughout the assignment, in line with the agreed timeline and phase deadlines

Considered an advantage (not required)

- Experience working with non-profit organisations or within EU-funded projects
- Knowledge of German or other languages spoken in Donau Soja's target region

8. Payments

The service provider will work under a framework agreement. Remuneration will be based on a lump sum per deliverable, as follows:

- **Phase 1** — upon delivery and acceptance of the Technical Assessment and Recommendations Document
- **Phase 2** — upon delivery and acceptance of the fully developed EPP
- **Phase 3** — upon successful public launch, platform handover and completion of training

The detailed remuneration plan and amounts will be defined in the framework agreement based on the accepted financial offer. Payments will be made based on issued invoices.

All prices must be quoted in Euro and must clearly state the applicable VAT where relevant. The price offered must be all-inclusive, covering all costs incurred by the service provider in performing the contract, including overheads. Travel and subsistence expenses, if required, will be regulated separately.

Following the successful completion and acceptance of Phase 3, Donau Soja may consider entering into a separate maintenance and support agreement with the service provider. Tenderers are therefore invited to provide an indicative cost for basic technical maintenance and support after launch as part of their financial offer (Annex 1). This information is for planning purposes only and will not be taken into account in the evaluation of proposals.

9. Selection/ award criteria

Proposals will be evaluated based on the following criteria:

Criteria	Maximum points
<i>Technical qualifications & relevant experience</i>	<i>60</i>
<i>Availability & timeline commitment</i>	<i>10</i>
<i>Price</i>	<i>30</i>
TOTAL	100

Price scoring will be calculated using the following formula: (Lowest offered price / Offered price) \times 30

The lowest priced offer will receive the maximum score of 30 points. All other offers will receive a proportionally lower score.

Members of the evaluation committee will sign a declaration of absence of conflict of interest. The contract will be awarded to the tenderer achieving the highest overall score. Donau Soja reserves the right not to award the contract if no proposal sufficiently meets the requirements.

10. Submission of proposals

Please send the required documents in English via email.

The following documents must be included:

1. **CV or company profile** — demonstrating relevant technical qualifications and experience
2. **Portfolio** — examples of completed projects of similar nature (links or documents accepted)
3. **Financial offer** — completed using Annex 1
4. **Statement of availability** — confirming availability to commence work immediately upon contract signing and availability throughout the assignment period- Annex 2
5. **Signed Consent to the processing of personal data** — Annex 3

Please indicate "**Tender: European Protein Platform Development**" in the subject line and send your proposal to: stefanovic@donausoja.org **until 14 August 2026, 5PM CET.**

For all questions, both administrative and content-related, please contact: stefanovic@donausoja.org. Please note that, **Ms. Stefanović is available until 14 July or from 28 July 2026 onwards.**

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.

Annex 1

Financial offer template

Service providers are requested to use this template for preparing their financial offer. In doing so service providers confirm they are aware of the following facts:

- Prices must be quoted in Euro. It is for the service provider to bear the risks or the benefits deriving from any variation.
- All prices must clearly state the applicable VAT, where relevant.
- The price offered below is understood to be all-inclusive. For example any additional costs which can be incurred by the contractor in performing the contract, such as overheads should also be factored into the all-inclusive price. In addition, if the deliverables incorporate pre-existing rights, the service provider should factor into their total price the cost of licensing those pre-existing rights to Donau Soja. If travel is required, travel, subsistence/accommodation expenses, will be regulated separately.
- Payment will be based on deliverables The contractor shall be remunerated on a lump sum basis. Payment shall be made upon delivery and formal acceptance of the agreed deliverables. No timesheets are required; proof of performance shall consist of the submitted deliverables and corresponding activity reports.
- **Note on Phase 2 and Phase 3 pricing:** At the time of submission, the full scope of Phase 2 and Phase 3 cannot be precisely defined, as it will be determined based on the findings and agreed recommendations of Phase 1. Tenderers are therefore requested to provide their best estimate for Deliverables 2 and 3 based on the information available in this Call for Offers. The indicative prices for Deliverables 2 and 3 will be reviewed and formally confirmed by both sides at the end of Phase 1, and shall not exceed the amount indicated in this financial offer without prior written approval from Donau Soja.

Scope of work	Lump sum Total (Euro)
Deliverable 1 — Technical Assessment and Recommendation Document (Phase 1)	
Deliverable 2 — Fully developed EPP (Phase 2)	
Deliverable 3 — Platform launch, documentation and training (Phase 3)	
Total excl. VAT	
VAT if applicable	
ALL INCLUSIVE TOTAL PRICE	

For information purposes only — not evaluated:

	Indicative cost (Euro)
Estimated monthly/annual fee for basic technical maintenance and support after launch	

For Bidder:

Name

Company

Place/Date

Signature

Annex 2

Statement of Availability

I / We, hereby confirm that we are available to commence work on the assignment "Technical Advisory and Platform Development for the European Protein Platform (EPP)" immediately upon contract signing, and that we will maintain consistent availability throughout all phases of the assignment until final handover and platform launch, as outlined in the Terms of Reference.

We are aware of the project timeline and confirm that meeting the deadline of a public platform launch before the end of 2026 is feasible given our current workload and commitments.

For Bidder:

Name

Company

Place/Date

Signature

Annex 3

Consent to the processing of personal data

Providing personal data is voluntary. Failure to do so will result in the bidder being unable to participate in the evaluation process.

By participating in this call, the bidder acknowledges and consents to the processing of their personal data, as well as the personal data of all participating individuals, in accordance with GDPR-Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data.

The personal data provided within this call will be stored by the procuring body until the bidder revokes their consent to the processing of data, but not for less than a period of 5 years from the closing date of the ADA Strategic Partnership Project. The bidder grants the procuring body permission to retain and store their personal data for the purpose of maintaining complete project documentation.

Furthermore, the bidder authorizes the procuring body to disclose their personal data, as well as the personal data of participating individuals, to auditors and/or donors if requested for further checks and audits.

For Bidder:

Name

Company

Place/Date

Signature