Questions and Answers

Tender information	Details
Call for offers:	Selection of an Evaluation Partner for an EU Sustainable Soya Awareness Campaign Funded by the EU Agriculture Promotion Fund (AGRIP)
Reference	Donau Soja/EU Sustainable Soya/2026/02
Subject	Independent Evaluation of an Awareness Campaign in Austria & Germany on EU-grown Soya and its environmental and sustainability impact (2027–2029)
Date and Place	Vienna, 11/11/2026

Consumer surveys

1. **Target population: Who is the target population for the consumer surveys? Section 1.4.1 refers to consumers aged 18-40, while Section 1.3 only states that the sustainability-conscious segment is skewed towards this age group. Is there also a definition of the two consumer segments (e.g. screening criteria), or should we propose one?**

   The target population is consumers in Germany and Austria, in the two segments described in Section 1.3. The sustainability-conscious segment is described as skewed towards consumers aged 18–40, and no age range is set for the less sustainability-conscious segment. For the less sustainability-conscious segment, tenderers shall propose the target population and sampling approach and justify them in the technical offer. The minimum sample sizes in Section 1.4.2 remain unchanged.

   The ToR does not prescribe standardised screening criteria, attitudinal statements or index questions. The Evaluation Partner should propose its own operationalisation of the two segments, based on socio-demographic and attitudinal variables and, where relevant, behavioural questions. This may include the screening questions, quotas, weighting and the rule for assigning respondents to a segment, reflecting the segment descriptions in Section 1.3.

2. **Sampling: Section 1.3 requires the samples to reflect both segments in line with the target group sizes. Does this mean quotas by segment, or a sample representative of the general population within the age range?**

   Both. The samples must reflect the two consumer segments in proportion to their estimated sizes in Section 1.3. The segment sizes are estimates, and the ToR does not fix them as hard quota targets. The sampling plan must set out quotas and weighting, and the Evaluation Partner should propose whether the segment split is achieved through quotas during fieldwork, through weighting afterwards, or both (Section 1.4.1).

Section 1.3 does not define "representative" in more detail, so bidders should state the reference population they represent in their methodology.

3. **Exposed consumers: Will the campaign materials and media plan be provided by the Implementing Partner to support the measurement of campaign exposure?**

   Information needed to measure campaign exposure will be agreed with the Evaluation Partner after contract signature, subject to the Grant Agreement (Section 1.3) and the data protection terms in Section 1.7.

4. **Campaign launch and baseline timing: When is the campaign launch (first consumer-facing activities) planned? According to the timetable, the inception report is due by the end of February 2027 and must be approved within 10 working days. Baseline fieldwork could therefore start in mid-March 2027 at the earliest. If the campaign starts before the baseline is completed, the baseline would no longer reflect a pre-campaign situation.**

   The ToR does not set a fixed launch date. The Implementing Partner's set-up will run in parallel with the inception report and baseline preparation, and we expect it to take one to two months after contract signature. Donau Soja will ensure that the first consumer-facing campaign activities start only after the T0 baseline fieldwork is complete, so that the baseline reflects a pre-campaign situation. We will confirm the exact launch date once the Grant Agreement is signed and the Implementing Partner has finalised its schedule.

5. **Final survey timing: The final consumer survey is scheduled for Q3 2029, while the campaign runs until December 2029. Will the main campaign activities be completed before the final survey?**

   The post-campaign (T1) survey is planned for Q3 2029, as the contract period runs until 31 December 2029 (Sections 1.3 and 1.4.2). The ToR does not specify the timing of campaign activities in 2029. Tenderers should state their assumptions about campaign timing in the work plan and identify any dependencies on it, including how these affect the T1 fieldwork calendar (Section 1.4.1). Further operational details regarding the T1 fieldwork timing may be agreed in the inception report and the contract, within the deadlines set out in these Terms of Reference. The methodology should enable comparison of the T1 results with the T0 baseline and the interim check (Section 1.3).

B2B interviews

6. **Baseline: Will roundtables or campaign events take place before or during Q1 2027? If not, how should baseline interviewees be identified?**

   Roundtables and campaign events take place after the baseline. Donau Soja can provide contact details of participants and network contacts (Section 1.4.3). The Evaluation Partner is responsible for recruiting and securing the participation of interviewees. The first contact approach will be agreed at inception stage. Where the

available contacts are not sufficient to reach the targets, the Evaluation Partner may propose additional recruitment for Donau Soja's review.

7. **Interviews: Are there any minimum sample sizes required for the B2B interviews at baseline and follow-up, or should we propose these as part of our design? Should the same persons be interviewed both times? Is a specific distribution across Austria and Germany expected?**

   The ToR does not set a minimum number of B2B interviews. It sets dialogue and engagement targets: at least 10 decision-makers in dialogue in Year 1 and at least 30 engaged by Year 3, as defined in Section 1.4.3. The Evaluation Partner should propose the interview sample size and its split across Germany and Austria, and across target groups, in the sampling plan. The ToR does not fix a split by country or professional category, but findings must be reported by target group and country where the sample allows. Because change is measured per respondent (Section 1.4.3), the design should allow baseline and follow-up responses from the same decision-makers to be matched where possible.

8. **Recruitment: Will Donau Soja provide sufficient (for the expected Nr. of interviews) B2B contacts for the interviews, including the baseline? Is the Evaluation Partner expected to recruit additional decision-makers independently?**

   Donau Soja can provide contact details of participants and network contacts (Section 1.4.3). The Evaluation Partner is responsible for recruiting and securing the participation of interviewees. The first contact approach will be agreed at inception stage. Where the available contacts are not sufficient to reach the targets, the Evaluation Partner may propose additional recruitment for Donau Soja's review.

9. **Comparison group: Section 1.4.3 refers to assessing change beyond campaign participants. Is an additional B2B comparison group required or optional?**

   A comparison group is not required by the ToR. The Evaluation Partner should propose a suitable approach to assess change beyond campaign participants, which may include a comparison group, for Donau Soja's review (Section 1.4.3).

10. **B2B KPI responsibilities: We assume that Donau Soja and the Implementing Partner are responsible for engaging the targeted decision-makers through campaign activities, while the Evaluation Partner conducts the B2B interviews and verifies the KPI achievement. Please confirm.**

    Confirmed. Donau Soja and the Implementing Partner are responsible for engaging the targeted decision-makers through campaign activities. The Evaluation Partner is responsible for the evaluation: designing and conducting the B2B interviews and analysing the results.

General

11. Language: We assume that questionnaires and reports are to be delivered in English, while fieldwork will be conducted in German, with separate versions for Austria and Germany. Please confirm.

Confirmed. All reports and other deliverables shall be delivered in English. Surveys and B2B interviews shall be carried out with respondents in German. Tenderers may describe any proposed country-specific adaptations for Austria and Germany in the technical offer. Final adaptations shall be included in the inception report for Donau Soja's approval, and all related costs shall be included in the financial offer. Results shall be reported separately by country as required in Section 1.4.3.

12. Reporting: Section 1.5 refers to annual evaluation reports as well as separate findings reports for the consumer surveys and B2B interviews. Should these be delivered as separate reports, or can the findings be integrated into the annual evaluation reports?

The ToR requires an annual evaluation report for each project year, e.g. for 2027, 2028 and 2029, covering both the consumer surveys and the B2B assessment. A final consumer survey evaluation report is due within two months after each consumer survey (Section 1.5). Additional reports should be delivered in line with the timetable in Section 1.5. The ToR does not set specific dates for the annual reports; tenderers should propose them in the work plan.

Definition and Screening Criteria for the Target Segments

13. The Terms of Reference (ToR) distinguish between two target consumer groups: *"sustainability-conscious"* and *"less sustainability-conscious"*. Could you please clarify if there are predefined, standardized screening criteria, specific behavioural/attitudinal statements, or index questions that the evaluation partner must use to operationalize and screen for these two segments? Or is the selected evaluation partner expected to propose their own screening and segment-defining methodology based on standard socio-demographic and attitudinal market research variables?

The ToR does not prescribe standardised screening criteria, attitudinal statements or index questions. The Evaluation Partner should propose its own operationalisation of the two segments, based on socio-demographic and attitudinal variables and, where relevant, behavioural questions. This includes the screening questions, quotas, weighting and the rule for assigning respondents to a segment, reflecting the segment descriptions in Section 1.3.

Scope and Age Constraints of the Segments

14. In Section 3 of the ToR, the *"sustainability-conscious"* segment is described as *"primarily Gen Y & Z, age 18–40"*.

Does the age range of 18–40 apply strictly to both segments, or is the *"less sustainability-conscious"* segment representative of the broader general population (e.g., ages 18–65+ years)?

The target population is consumers in Germany and Austria, in the two segments described in Section 1.3. The sustainability-conscious segment is described as skewed towards consumers aged 18–40, and no age range is set for the less sustainability-conscious segment. For the less sustainability-conscious segment, tenderers shall propose the target population and sampling approach and justify them in the technical offer. The minimum sample sizes in Section 1.4.2 remain unchanged.

Should the quantitative sampling (n≥ 500 in AT; n≥1,000 in DE) be conducted strictly within the 18–40 age bracket, or should it reflect the overall adult population in both countries?

The consumer sample is defined as consumers in Germany and Austria (Section 1.4.1). The sustainability-conscious segment is described as skewed towards consumers aged 18–40, and no age range is set for the less sustainability-conscious segment (Section 1.3). The minimum sample sizes in Section 1.4.2 remain unchanged.

Quota Allocation and Weighting Specifications

15. **The ToR states that *"quotas and weighting must reflect the segment proportions*" (e.g., 1M vs. 2M in Austria; 5M vs. 8M in Germany).**

    Are these segment sizes (and the resulting roughly 1:2 ratio) intended to act as hard, pre-defined quotas for the sample recruitment (e.g., aiming for exactly ~167 sustainability-conscious and ~333 less sustainability-conscious respondents in Austria)?

    The ToR does not require hard quotas. Hard quotas per segment, such as a fixed number of sustainability-conscious and less sustainability-conscious respondents per country, are one option the Evaluation Partner can propose in its sampling plan. The proposal should show how the segment split follows the target group sizes in Section 1.3.

    Alternatively, should we aim for a natural, unweighted fallout during national representative screening and apply statistical weighting post-fieldwork?

    The ToR does not exclude this approach. The Evaluation Partner can propose natural fallout during screening, with statistical weighting after fieldwork, as long as the weighted sample reflects the segment sizes in Section 1.3. The proposal must also show how the minimum sample sizes per survey wave in Section 1.4.2 are met for each segment, since weighting cannot compensate for too few respondents in one group.

B2B part of the study

16. **Will you be able to provide us with a list of potential participants from whom we can recruit in Austria and Germany, and whom we are authorised to contact for this purpose?**

    Donau Soja can provide contact details of participants and network contacts (Section

1.4.3). The Evaluation Partner is responsible for recruiting and securing the participation of interviewees. The first contact approach will be agreed at inception stage. Where the available contacts are not sufficient to reach the targets, the Evaluation Partner may propose additional recruitment for Donau Soja's review.

17. If no such list is provided, can you please confirm the target group for the B2B survey:

- **Purchasing managers at large retail chains**
- **Sustainability officers**
- **Category managers**
- **Raw materials procurers**
- **Animal feed manufacturers**
- **Food producers**

Confirmed. The listed roles are examples within the target group defined in Section 1.4.3: decision-makers in retail and food manufacturing (purchasing, sourcing, sustainability), including major retailers and food manufacturers, as well as representatives of the feed industry and production.

18. Should we aim to interview the same B2B participants who were interviewed in Y1 for the second wave of interviews in Y3?

Yes, where possible. Change is measured per respondent, so the design should allow baseline and follow-up responses from the same decision-makers to be matched. (Section 1.4.3).

19. Based on the specifications for the desired interview participants in Y3: Will you provide us with lists of the roundtable participants so that we can recruit from them?

Donau Soja can provide contact details of participants and network contacts (Section 1.4.3). The Evaluation Partner is responsible for recruiting and securing the participation of interviewees. The first contact approach will be agreed at inception stage. Where the available contacts are not sufficient to reach the targets, the Evaluation Partner may propose additional recruitment for Donau Soja's review.

Consumer survey population and segmentation

20. The inception report requirements specify consumers aged 18–40, while the campaign description associates this age range primarily with the sustainability-conscious segment.

Could you confirm whether all consumer survey respondents, across both segments and both countries, must be aged 18–40?

The target population is consumers in Germany and Austria, in the two segments described in Section 1.3. The sustainability-conscious segment is described as skewed towards consumers aged 18–40, and no age range is set for the less sustainability-

conscious segment. For the less sustainability-conscious segment, tenderers shall propose the target population and sampling approach and justify them in the technical offer. The minimum sample sizes in Section 1.4.2 remain unchanged.

Are there predefined screening criteria and quotas for the two consumer segments, or should tenderers propose these?

The ToR does not prescribe standardised screening criteria, attitudinal statements or index questions. The Evaluation Partner should propose its own operationalisation of the two segments, based on socio-demographic and attitudinal variables and, where relevant, behavioural questions. This may include the screening questions, quotas, weighting and the rule for assigning respondents to a segment, reflecting the segment descriptions in Section 1.3.

B2B interviews and follow-up

21. **Could you confirm the minimum number of B2B interviews expected at baseline and follow-up is 10+ with a total of 30+ at the end of the campaign. Is there any required distribution between Austria and Germany or professional categories? Should the same decision-makers be interviewed at each stage?**

The ToR does not set a minimum number of B2B interviews. It sets dialogue and engagement targets: at least 10 decision-makers in dialogue in Year 1 and at least 30 engaged by Year 3, as defined in Section 1.4.3. The Evaluation Partner should propose the interview sample size and its split across Germany and Austria, and across target groups, in the sampling plan. The ToR does not fix a split by country or professional category, but findings must be reported by target group and country where the sample allows. Because change is measured per respondent (Section 1.4.3), the design should allow baseline and follow-up responses from the same decision-makers to be matched where possible.

Final measurement timing

22. **The Terms of Reference schedule the final consumer survey for Q3 2029, while the campaign runs until December 2029. Could you confirm whether the main communication activities will be completed before this survey, or whether the evaluation is expected to assess a campaign still in progress?**

The post-campaign (T1) survey is planned for Q3 2029, as the contract period runs until 31 December 2029 (Sections 1.3 and 1.4.2). The ToR does not specify the timing of campaign activities in 2029. Tenderers should state their assumptions about campaign timing in the work plan and identify any dependencies on it, including how these affect the T1 fieldwork calendar (Section 1.4.1). Further operational details regarding the T1 fieldwork timing may be agreed in the inception report and the contract, within the deadlines set out in these Terms of Reference. The methodology should enable comparison of the T1 results with the T0 baseline and the interim check (Section 1.3).

Media monitoring and campaign performance data

23. The TED notice includes the analysis of media monitoring, campaign performance and stakeholder feedback data. Could you confirm which datasets and monitoring outputs will be supplied by Donau Soja and the Implementing Partner?

The ToR specifies the following data to be provided by Donau Soja and the Implementing Partner: event registrations, check-in lists and interaction records for verifying B2B participation (Section 1.4.3), and event feedback, which supports the assessment of changes in understanding (Section 1.3). The work plan depends on data from Donau Soja and the Implementing Partner (Section 1.4.1). Any further datasets or monitoring outputs will be agreed with the Evaluation Partner after contract signature, subject to the data protection terms in Section 1.7.

Timeline and reporting

24. T1 post-campaign survey: Sections 1.3 and 1.4.2 schedule the T1 survey for Q3 2029, while the deliverables table in Section 1.5 lists Q4 2029. Could you confirm the intended fieldwork period and the deadline for the corresponding report?

The T1 survey fieldwork is scheduled for Q3 2029 (Sections 1.3 and 1.4.2). The final consumer survey evaluation report is due within two months after each consumer survey (Section 1.5), and the deliverables table lists the T1 report for Q4 2029.

25. Start of baseline fieldwork: The inception report is due by end of February 2027, Donau Soja reviews it within 10 working days, and fieldwork may only start after written approval. At the same time, the B2B baseline is scheduled for Q1 2027. Would a B2B baseline extending into Q2 2027 be acceptable?

The ToR schedules the B2B baseline interviews for Q1 2027 (Sections 1.4.3 and 1.5) and the consumer T0 baseline for Q1/Q2 2027 (Section 1.4.2). Baseline fieldwork may only start after Donau Soja has approved the inception report in writing (Section 1.4.1). The ToR does not foresee a B2B baseline extending into Q2 2027. Any deviation would need to be agreed with Donau Soja and reflected in the inception report.

26. Reporting cadence: Section 1.5 refers both to an annual evaluation report per project year and to a final evaluation report within two months after each consumer survey. Could you specify which reports are expected and when, in particular whether a separate annual report is required for each of the years 2027, 2028 and 2029?

The ToR requires an annual evaluation report for each project year, e.g. for 2027, 2028 and 2029, covering both the consumer surveys and the B2B assessment. A final consumer survey evaluation report is due within two months after each consumer survey (Section 1.5). Additional reports should be delivered in line with the timetable in Section 1.5. The ToR does not set specific dates for the annual reports; tenderers should propose them in the work plan.

27. B2B interim check: The Y1 B2B target is 10+ dialogues, but no B2B assessment is listed for 2028. Is an interim B2B assessment expected, or only the baseline (Q1 2027) and the follow-up (Q3 2029)?

No interim B2B assessment is foreseen for 2028. The B2B assessment consists of the baseline in Q1 2027 and the follow-up check in Q3 2029 (Sections 1.4.3 and 1.5). The Year 1 target of 10+ dialogues is covered in the annual evaluation report for 2027, which provides a summary assessment per impact indicator (Section 1.5).

Consumer surveys and KPIs

28. Target population: Section 1.4.1 specifies consumers aged 18–40, while Section 1.3 describes the less sustainability-conscious segment without an age range. Should the samples be representative of the 18–40 population only, or of a broader adult population?

The target population is consumers in Germany and Austria, in the two segments described in Section 1.3. The sustainability-conscious segment is described as skewed towards consumers aged 18–40, and no age range is set for the less sustainability-conscious segment. For the less sustainability-conscious segment, tenderers shall propose the target population and sampling approach and justify them in the technical offer. The minimum sample sizes in Section 1.4.2 remain unchanged.

29. Consumer segments: Is there a preferred definition or set of screening criteria for the two consumer segments, or should the Evaluation Partner propose the operationalisation? Are the segment sizes stated in Section 1.3 intended as quota targets for the samples?

The ToR does not prescribe standardised screening criteria, attitudinal statements or index questions. The Evaluation Partner should propose its own operationalisation of the two segments, based on socio-demographic and attitudinal variables and, where relevant, behavioural questions. This may include the screening questions, quotas, weighting and the rule for assigning respondents to a segment, reflecting the segment descriptions in Section 1.3.

The samples must reflect the two consumer segments in proportion to their estimated sizes in Section 1.3. The segment sizes are estimates, and the ToR does not fix them as hard quota targets. The sampling plan must set out quotas and weighting, and the Evaluation Partner should propose whether the segment split is achieved through quotas during fieldwork, through weighting afterwards, or both (Section 1.4.1). Section 1.3 does not define "representative" in more detail, so bidders should state the reference population they represent in their methodology.

30. Indicator for the Y3 target: The impact indicator table links the +15% target to awareness of European origin and knowledge of practices, whereas the overview table links it to aided awareness. Could you confirm which indicator(s) the +15% target applies to?

The +5% target for Year 1 applies to aided awareness of EU-grown soya (Section 1.3).

For Year 3, the ToR refers to the +15% target both as aided awareness (overview table) and as awareness of European origin and knowledge of practices linked to the action areas (impact indicator table), both in Section 1.3. Both indicators will be measured and reported. Knowledge of practices linked to the three action areas will be measured through questions to be defined in the draft questionnaires (Section 1.4.1).

31. Relative increase: Please confirm that "+5%" and "+15%" refer to relative change against the baseline value (e.g. from 20% to 21% = +5%) and not to percentage points.

Confirmed. The +5% (Year 1) and +15% (Year 3) targets are relative increases from the baseline value (Section 1.3).

32. Informative return: How should "exposed consumers" be identified – through self-reported campaign recall in the survey, or will Donau Soja or the Implementing Partner provide exposure or media data? Is the informative return test required in all three survey waves?

The ToR does not define "exposed consumers". The Evaluation Partner should propose how exposed consumers are identified in its methodology. Section 1.4.1 notes dependencies on data from Donau Soja and the Implementing Partner. The informative return assessment follows the AGRIP Programme Guide Annex 3 and measures the share of exposed consumers who correctly answer test questions, with a target of 60–70% correct identification (Section 1.3). The ToR does not specify in which survey waves the test is applied; the Evaluation Partner should propose this in its methodology.

B2B Market Recognition

33. Number of interviews: Is there a minimum number of interviews expected for the baseline and for the follow-up?

The ToR does not set a minimum number of B2B interviews. It sets dialogue and engagement targets: at least 10 decision-makers in dialogue in Year 1 and at least 30 engaged by Year 3, as defined in Section 1.4.3. The Evaluation Partner should propose the interview sample size and its split across Germany and Austria, and across target groups, in the sampling plan. The ToR does not fix a split by country or professional category, but findings must be reported by target group and country where the sample allows. The same decision-makers should be interviewed at baseline and follow-up, as change is measured per respondent (Section 1.4.3).

34. Baseline participants: As interviewees are drawn primarily from roundtable and event participants, will contact details be available for a baseline in Q1 2027, i.e. at the very start of the campaign?

Donau Soja can provide contact details of participants and network contacts (Section 1.4.3). The Evaluation Partner is responsible for recruiting and securing the participation of interviewees. The first contact approach will be agreed at inception stage. Where the available contacts are not sufficient to reach the targets, the Evaluation Partner may propose additional recruitment for Donau Soja's review.

35. Comparison group: Is a comparison group beyond campaign participants a mandatory element, or is it at the tenderer's discretion?

A comparison group is not required by the ToR. The Evaluation Partner should propose a suitable approach to assess change beyond campaign participants, which may include a comparison group, for Donau Soja's review (Section 1.4.3).

Contractual and formal aspects

36. Sections 1.6 and 1.7 refer to the "Implementing Partner". Could you confirm that these provisions apply to the Evaluation Partner under this contract?

Yes. The references in Sections 1.6 and 1.7 apply to the Evaluation Partner for all deliverables, datasets and reports it produces, including confidentiality and GDPR obligations.

37. Subcontracting: Does the use of an external online panel provider for fieldwork count as subcontracting that requires the declaration of other entities and a signed commitment?

It depends on the provider's role. If the panel provider performs part of the contract (e.g. recruitment, sampling or fieldwork), it is a subcontractor and must be declared, with a signed commitment (Section 3.2, C). If it only provides a tool (e.g. panel access or software) without performing any part of the services, no declaration is required.

38. Submission format: Should the technical and financial offers be submitted as separate files or in separate e-mails? Is there a maximum attachment size?

Technical and financial offers shall be submitted as separate files, sent to news@donausoja.org quoting the tender reference. Each e-mail may be up to 36 MB. Offers may be split across several labelled e-mails (e.g. "Part 1 of 2"), but all parts must arrive by 03/12/2026, 23:59 CET, and the offer is complete only when all parts are received. The financial offer shall use Annex 1 – Financial Offer.

39. Language of deliverables: Should reports and other deliverables be provided in English, with questionnaires fielded in German?

Yes. All reports and other deliverables shall be delivered in English. Surveys and B2B interviews shall be carried out with respondents in German. Tenderers may describe any proposed country-specific adaptations for Austria and Germany in the technical offer. Final adaptations shall be included in the inception report for Donau Soja's approval, and all related costs shall be included in the financial offer. Results shall be reported separately by country as required in Section 1.4.3.

Campaign

40. Is there already a plan regarding the campaign channels (TV, radio, print etc.) for the campaign? If so, can you share the planned campaign channels with us?

The ToR does not list specific campaign channels. It refers to a campaign across paid, owned, shared and earned media (Section 1.3). Any details of the channel & campaign plan will be confirmed by Donau Soja and the Implementing Partner after contract signature, subject to the Grant Agreement (Section 1.3) and the data protection terms in Section 1.7.

Consumer Survey

41. Section 1.4.1 defines the consumer sample as aged 18–40, while Section 1.3 describes the less sustainability-conscious segment without an age restriction. Can you please confirm/clarify the target population for the consumer surveys: (a) general population 18-69, (b) population aged 18–40, or (c) another definition? Should the sample be representative of this population, with both segments identified via screening, or should segments be sampled by quota according to the stated target group sizes?

The target population is consumers in Germany and Austria, in the two segments described in Section 1.3. The sustainability-conscious segment is described as skewed towards consumers aged 18–40, and no age range is set for the less sustainability-conscious segment. This may include the screening questions, quotas, weighting and the rule for assigning respondents to a segment, reflecting the segment descriptions in Section 1.3. The minimum sample sizes in Section 1.4.2 remain unchanged.

The ToR does not prescribe standardised screening criteria, attitudinal statements or index questions. The Evaluation Partner should propose its own operationalisation of the two segments, based on socio-demographic and attitudinal variables and, where relevant, behavioural questions. This includes the screening questions, quotas, weighting and the rule for assigning respondents to a segment, reflecting the segment descriptions in Section 1.3. The samples must reflect the two consumer segments in proportion to their estimated sizes in Section 1.3. The segment sizes are estimates, and the ToR does not fix them as hard quota targets. The sampling plan must set out quotas and weighting, and the Evaluation Partner should propose whether the segment split is achieved through quotas during fieldwork, through weighting afterwards, or both (Section 1.4.1). Section 1.3 does not define "representative" in more detail, so bidders should state the reference population they represent in their methodology.

42. Regarding these 2 segments as specified in section 1.3. - We would like to further understand how the two target groups are defined:

Is there already a specific definition or screener that assigns respondents to the "sustainability-conscious" and "less sustainability-conscious" segments, or should we develop one? If a definition exists: How many questions or items does the segmentation screener consist of? Could you share the question wording/ assignment logic?

The ToR does not prescribe standardised screening criteria, attitudinal statements or index questions. The Evaluation Partner should propose its own operationalisation of

the two segments, based on socio-demographic and attitudinal variables and, where relevant, behavioural questions. This may include the screening questions, quotas, weighting and the rule for assigning respondents to a segment, reflecting the segment descriptions in Section 1.3.

Which source and population base are the stated segment sizes based on (approx. 1m / 2m in Austria, approx. 5m / 8m in Germany)? Together, the two segments cover only part of the adult population. Should all consumers that don't fall in one of the groups be excluded from the survey?

The segment sizes in Section 1.3 are estimates, and the ToR does not state their source or the underlying population base. The ToR also does not specify how respondents who fall outside both segments should be treated. The Evaluation Partner should propose this as part of its sampling approach (Section 1.4.1).

Stakeholder Interviews

43. Please indicate the preferred interview mode (telephone, video or F2F) or are we open to suggest the interview mode?

The ToR does not prescribe an interview mode. The Evaluation Partner should propose the mode as part of the interview design, for Donau Soja's review before fieldwork starts (Section 1.4.3).

44. Does Donau Soja identify those decision-makers, who are engaging during one year in round-table-discussion, different touchpoint etc. as „reached" and will provide the Evaluation Partner with possible participants for further recruitment?

Donau Soja can provide contact details of participants and network contacts (Section 1.4.3). The Evaluation Partner is responsible for recruiting and securing the participation of interviewees. The first contact approach will be agreed at inception stage. Where the available contacts are not sufficient to reach the targets, the Evaluation Partner may propose additional recruitment for Donau Soja's review.

Under Section 1.4.3, a decision-maker only counts as reached if they attend at least one roundtable or campaign event and have a further interaction within 12 months. Interviews alone do not count towards this target. Whether a decision-maker is counted as reached will be verified afterwards against the event registrations, check-in lists and interaction records provided by Donau Soja.

45. As B2B stakeholder interviews consist of different professional groups with different level of knowledge and awareness. Hence the aim of the interview guideline should explore in first step the baseline of knowledge, engagement, understanding (same knowledge checks) etc. for different target groups. And in the next step ongoing development of ideally same stakeholder and interview in following year to measure changes and ideally increase of knowledge etc. Is this assumption correct?

Partly. The baseline is established in Q1 2027 through structured interviews and knowledge checks (Section 1.3). The Evaluation Partner designs the questionnaire and knowledge checks for each target group, and all interviewees answer the same knowledge checks on EU origin and impact (Section 1.4.3). The follow-up interviews take place in Q3 2029; no interim B2B assessment is foreseen for 2028 (Sections 1.4.3 and 1.5). Because change is measured per respondent, the design should allow baseline and follow-up responses from the same decision-makers to be matched where possible.

Reports

46. Referring to section 1.5: Our understanding is that three reports are planned over the project period: baseline (t0), interim (y1) and final (t2), with the annual reports corresponding to these wave reports. Could you please confirm, or let us know if additional annual reports are expected?

The ToR requires an annual evaluation report for each project year, e.g. for 2027, 2028 and 2029, covering both the consumer surveys and the B2B assessment. A final consumer survey evaluation report is due within two months after each consumer survey (Section 1.5). Additional reports should be delivered in line with the timetable in Section 1.5. The ToR does not set specific dates for the annual reports; tenderers should propose them in the work plan.

47. Referring to section 1.5: We assume with „relevant analysis files" you refer to list of tables? If not, can you please clarify your expectations.

Section 1.5 refers to the final questionnaires, sampling documentation, anonymised datasets and relevant analysis files. The ToR does not define the content or format of the analysis files. These will be agreed with Donau Soja in the formats it specifies.

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48. Do the 10+ and 30+ targets for the B2B campaign refer to each country, or overall?

The 10+ and 30+ targets apply across Austria and Germany combined. The ToR does not set separate targets per country. Findings should be reported by country where the sample allows (Sections 1.3 and 1.4.3).

49. Could you confirm whether Donau Soja / the Implementing Partner will obtain any necessary consent or provide the appropriate legal basis and participant information for transferring B2B participant contact details to the Evaluation Partner, or whether the Evaluation Partner is expected to manage this process?

The ToR does not specify who obtains consent or provides the legal basis and participant information for sharing contact details. Personal data will be processed in accordance with the GDPR, and the data protection terms, including a data processing agreement where required, will be agreed in the contract (Section 1.7).

50. Could you confirm the required languages for (i) consumer surveys, (ii) B2B interviews, (iii) questionnaires/interview guides submitted for approval and

(iv) annual/final evaluation reports? Should bidders budget for German and English versions of all research instruments and reports?

(i) **Consumer surveys:** German
(ii) **B2B interviews:** German
(iii) **Questionnaires and interview guides submitted for approval:** English, as the deliverable version for review and programme documentation, together with the German version used in fieldwork.
(iv) **Annual and final evaluation reports:** English only. German reports are not required.
Budgeting: Bidders should budget for (a) German versions of all consumer questionnaires and B2B interview guides, including any adaptations they propose, and (b) English versions of all deliverables, including instruments submitted for approval. Bidders do not need to budget for German versions of reports.

51. Could you please clarify how the two target consumer segments should be defined and represented in the Austria and Germany survey samples? Should the samples be nationally representative of 18–40-year-olds with the segments occurring naturally, or should specific quotas be set for each segment? If no methodology exists, should the Evaluation Partner propose the approach?

The ToR does not prescribe standardised screening criteria, attitudinal statements or index questions. The Evaluation Partner should propose its own operationalisation of the two segments, based on socio-demographic and attitudinal variables and, where relevant, behavioural questions. This includes the screening questions, quotas, weighting and the rule for assigning respondents to a segment, reflecting the segment descriptions in Section 1.3. The samples must reflect the two consumer segments in proportion to their estimated sizes in Section 1.3. The segment sizes are estimates, and the ToR does not fix them as hard quota targets. The sampling plan must set out quotas and weighting, and the Evaluation Partner should propose whether the segment split is achieved through quotas during fieldwork, through weighting afterwards, or both (Section 1.4.1). Section 1.3 does not define "representative" in more detail, so bidders should state the reference population they represent in their methodology.

52. For the informative-return assessment, how should "exposed consumers" be identified? Is the Evaluation Partner expected to measure campaign exposure through respondent recall/recognition within the surveys, or will Donau Soja / the Implementing Partner provide campaign exposure or audience data that can be linked to the evaluation?

The ToR does not define “exposed consumers”. The Evaluation Partner should propose how exposed consumers are identified in its methodology. Section 1.4.1 notes dependencies on data from Donau Soja and the Implementing Partner. The informative return assessment follows the AGRIP Programme Guide Annex 3 and measures the share of exposed consumers who correctly answer test questions, with a target of 60–70% correct identification (Section 1.3). The ToR does not specify in which survey waves the test is applied; the Evaluation Partner should propose this in its methodology.

53. Is a repeated cross-sectional pre/post design with analysis by measured campaign exposure considered sufficient, or is the Evaluation Partner expected to establish a formal comparison/control group? If a comparison group is expected, would the Evaluation Partner be involved in campaign planning to ensure that a suitable control geography or population can be established?

The ToR requires a methodology that allows meaningful comparison between the baseline, interim and post-campaign measurements, and results analysed by initial awareness level (Section 1.3). A comparison group is not required by the ToR. The Evaluation Partner should propose a suitable approach to assess change beyond campaign participants, which may include a comparison group, for Donau Soja's review (Section 1.4.3). The Evaluation Partner works independently, and Donau Soja does not oversee its methods (Section 1.3). The ToR does not foresee the Evaluation Partner's involvement in campaign planning.

54. Could you please confirm that the +5% and +15% targets are intended as relative percentage increases rather than percentage-point increases? Please also clarify which exact indicator(s) the +15% Y3 target applies to: aided awareness alone, awareness of European origin, knowledge of the three action areas, or a composite indicator.

The +5% target for Year 1 applies to aided awareness of EU-grown soya (Section 1.3). For Year 3, the ToR refers to the +15% target both as aided awareness (overview table) and as awareness of European origin and knowledge of practices linked to the action areas (impact indicator table), both in Section 1.3. Both indicators will be measured and reported. Knowledge of practices linked to the three action areas will be measured through questions to be defined in the draft questionnaires (Section 1.4.1).

55. The TOR specify a Y1 target of 10+ B2B dialogues, while the evaluation timetable foresees baseline stakeholder interviews in Q1 2027 and the final Y3 assessment in Q4 2029. Could you please clarify when and how the Y1 target of 10+ B2B dialogues is expected to be assessed? If a separate baseline and Y1 assessment required, please clarify the expected timing of these activities and whether an additional round of stakeholder interviews is required in Y1.

The Year 1 target of 10+ decision-makers in dialogue is assessed in the annual evaluation report for 2027, which provides a summary assessment per impact indicator (Section 1.5). It is verified against event registrations, check-in lists and interaction records provided by Donau Soja (Section 1.4.3). No interim B2B assessment is foreseen for 2028. The B2B assessment consists of the baseline in Q1 2027 and the follow-up check in Q3 2029 (Sections 1.4.3 and 1.5). The Year 1 target of 10+ dialogues is covered in the annual evaluation report for 2027, which provides a summary assessment per impact indicator (Section 1.5). The ToR does not set a minimum number of B2B interviews. It sets dialogue and engagement targets: at least 10 decision-makers in dialogue in Year 1 and at least 30 engaged by Year 3, as defined in Section 1.4.3. The Evaluation Partner should propose the interview sample size and its split across Germany and Austria, and across target groups, in the sampling plan. The ToR does not fix a split by country or professional category, but findings must be

reported by target group and country where the sample allows. The same decision-makers should be interviewed at baseline and follow-up, as change is measured per respondent (Section 1.4.3).

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56. In order to conduct the requested number of stakeholder interviews, a sufficient number of contact details will be required. How many stakeholder contacts are currently available? How should we proceed if there are not enough contacts? Would the partner be expected to provide any missing contacts?

The ToR does not state how many stakeholder contacts are currently available. Donau Soja can provide contact details of participants and network contacts (Section 1.4.3). The Evaluation Partner is responsible for recruiting and securing the participation of interviewees. The first contact approach will be agreed at inception stage. Where the available contacts are not sufficient to reach the targets, the Evaluation Partner may propose additional recruitment for Donau Soja's review.

57. How will the stakeholders be incentivised to participate? Is participation in roundtables or events free of charge, or could attendance be offered as a possible incentive?

The ToR does not specify incentives for stakeholder interviewees, and it does not state whether participation in roundtables or events is free of charge. Any incentive proposed by the Evaluation Partner should be included in the technical offer for Donau Soja's review. The budget stated must cover all costs (Section 3.2), so any incentive must be included in the budget.

58. In which formats should the datasets be provided (e.g. SPSS, Excel, etc.)?

The ToR does not specify the dataset format. The Evaluation Partner shall provide anonymised datasets and relevant analysis files in the formats agreed with Donau Soja. Tenderers may propose a format in the technical offer, to be confirmed with Donau Soja.

59. In which format should the analysis files be submitted? We typically provide our analyses in the form of a PowerPoint report. Should the reports be submitted in English or German? Would you like the reports to be prepared in Donau Soja’s corporate design?

The ToR does not specify the format of the analysis files or reports. Tenderers may propose a format in the technical offer, for example a PowerPoint presentation for the analysis, and it will be agreed with Donau Soja. All reports and other deliverables shall be delivered in English. Surveys and B2B interviews shall be carried out with respondents in German (Section 1.5). The ToR does not set a corporate design requirement for the reports.