Questions and Answers

Tender information	Details
Call for offers:	Selection of an Implementing Partner for an EU Sustainable Soya Awareness Campaign Funded by the EU Agriculture Promotion Fund (AGRIP)
Reference	Donau Soja/EU Sustainable Soya/2026/01
Subject	Implementation of an Awareness Campaign in Austria & Germany on EU-grown Soya and its environmental and sustainability impact (2027–2029)
Date and Place	Vienna, 06/11/2026

1. **Are there any specific invoicing/accounting requirements or supporting documentation requirements arising from the programme's EU funding rules or guidelines that we should take into account?**

   The detailed financial documentation, cost evidence, invoicing milestones and audit requirements will be defined in the contract, in line with the AGRIP Grant Agreement once finalised. Implementing partners may expect that they will be required to keep all invoices and supporting evidence of the delivered activities, and that the campaign will be subject to audit. Tenderers should take these obligations into account when preparing their financial offer.

2. **Is a pitch fee planned to cover the development and presentation of the agencies' proposals?**

   No, a separate pitch fee is not planned. The maximum budget of EUR 657.350,00 covers all costs, including the agency fee and all direct external costs needed to deliver the outputs (see section 1.6). Costs for developing and presenting proposals, including the pitch phase, are therefore not reimbursed separately.

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3. **Creative concept (Section 1.2 and quality criterion 2): What level of detail is expected for the creative proposal at the offer stage, e.g. initial design sketches and moodboards, or fully developed key visuals and layouts?**

   At offer stage, we expect a concept-level creative proposal rather than finished key visuals or production-ready layouts. Tenderers may present:

   - **Visual treatment of the claim:** how the modular claim and its sublines are designed and how the subject changes visually across the core focus areas (climate, soil, biodiversity, reduced use of plant protection products)
   - **Two creative directions:** one sketched key visual each for Variant A (Claim-first) and Variant B (Evidence Seal).

- **Moodboard & visual language:** imagery, colour and typography direction
- **Design system outline:** how the concept works across social media, website, print and video.
- **Layout sketches for 3-4 formats,** e.g. social media visual, infographic, microsite header and roll-up.
- **Videos:** Ideas, rough outline & storyboard, detailed shooting plan is not required.
- **Localisation:** a short description of how the concept adapts to Germany and Austria.

Final print-ready artwork, fully developed layouts for all assets and production details are not required at offer stage. Creative proposal can be developed further during the pitch phase. Campaign logo idea (quality criterion 2): Campaign logo ideas may be presented as visual treatments of the fixed claim "[Subject] starts here". A separate campaign logo is not required The Donau Soja logo will be used as the name of the association.

4. **References (Section 3.2, point 3, and quality criterion 5): Is there a minimum budget or project size required for the references to be considered comparable?**

   No. The Terms of Reference do not set a minimum budget or project size. References are assessed for comparability based on their content, scope and measurable results, as described in criterion 5 and Section 3.2, point 3.

5. **Financial offer (Annex 1): The template includes line 5.2 "Events: Consumer events" but no separate line for the stakeholder roundtables, which are part of the "Other events" budget (EUR 61,950). Should the roundtables be included in line 5.2, or should we add a separate line?**

   Yes, the stakeholder roundtables belong also in line 5.2. Section 1.6 defines one budget item, "Other events", at EUR 61,950.00, which covers both the consumer events and the stakeholder roundtables. Line 5.2 therefore reads "Events: Other events" with a total of EUR 61,950.00. There was an error in the labelling of this line in our template. This line was corrected in Annex 1 Version 2 of the Terms of Reference, published on the Donau Soja Website on 5 November 2026, to reflect this. The trade fair participation (EUR 22,500.00) is shown as a separate line.

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6. **Financial capacity – legal succession: Section 2.2.1 requires an average annual turnover of at least EUR 220,000 over the last two financial years. If the tendering company (a limited liability company) was established in 2025 and has taken over the business of a sole proprietorship by way of legal succession, may the turnover of the predecessor business be included for the two financial years?**

   Yes. Where the tendering company has taken over the entire business of the predecessor through a legally recognised succession under the applicable national law, the predecessor's turnover for the relevant financial years may be taken into account. The tenderer must provide evidence of the legal succession and the predecessor's

financial statements or other appropriate financial records for the relevant years. The requirement of an average annual turnover of at least EUR 220,000 over the last two financial years remains unchanged.

7. **Financial capacity – form of evidence: Section 3.2 asks for "audited or officially filed annual accounts". For micro companies without a statutory audit obligation, and for businesses using cash-basis accounting (Einnahmen-Ausgaben-Rechnung), are the following accepted: annual accounts prepared by a certified tax advisor, together with the tax assessments of the tax authority and a statement that no statutory audit obligation exists?**

   In our understanding, "officially filed annual accounts" may include annual accounts filed with the tax authority. In case a tenderer cannot provide audited annual accounts for a valid reason, such as having no statutory audit obligation (e.g. micro companies or businesses using cash-basis accounting), the Contracting Authority will consider the following as sufficient evidence, provided that all are submitted for each of the last two financial years:

   - annual accounts prepared or certified by a certified tax advisor;
   - proof of their filing with the tax authority; and
   - a statement by the tenderer that no statutory audit obligation exists.

   The requirement of an average annual turnover of at least EUR 220,000 over the last two financial years remains unchanged.

8. **Financial capacity – reliance on other entities: May the financial capacity of a disclosed subcontractor be taken into account in addition to the tenderer's own turnover?**

   No. Under Section 2.2.1, the disclosure of other entities applies to their capacities for the implementation of the contract (such as technical and professional capacity, personnel or specific experience). The financial capacity requirement, an average annual turnover of at least EUR 220,000 over the last two financial years, must be demonstrated by the tenderer's own turnover. The turnover of a subcontractor is not taken into account for this purpose. Subcontractors may be relied upon for technical and professional capacity, in accordance with Section 2.2.1.

9. **Relevant experience of subcontractors: Under criterion 5 (Relevant experience), are references and AGRIP / AGRIP-MULTI experience of a disclosed subcontractor taken into account for the tender as a whole?**

   Yes. In accordance with Section 2.2.1 of the Terms of Reference, a tenderer may rely on the relevant experience and technical and professional capacities of disclosed subcontractors to demonstrate compliance with criterion 5 (Section 2.2.2). References and AGRIP or AGRIP-MULTI experience of a subcontractor may be taken into account in the assessment of the tender as a whole, provided that:

   1. the subcontractor is disclosed in the tender, together with its proposed role and contribution to the contract;

2. the subcontractor will actually perform the services or tasks for which its experience is considered relevant;
3. the tenderer demonstrates that the relevant resources and capacities will be available for the duration of the contract; and
4. the submitted references clearly demonstrate the subcontractor's role, responsibilities and measurable results.

The tenderer remains fully responsible for the overall performance and delivery of the contract. This clarification does not change the requirements set out in the Terms of Reference.

10. EU-funded campaign experience: Is communication work delivered within a project co-financed by the EAFRD (e.g. a national Rural Development Programme 2014–2020) considered relevant for the 3-point level under criterion 5 ("experience with other EU-funded information or promotion campaigns")?

No. Under criterion 5, the 3-point level applies to experience with other EU-funded information or promotion campaigns under Regulation (EU) No 1144/2014 on information provision and promotion measures for agricultural products. Communication work co-financed by the EAFRD under rural development programmes does not fall under this regulation and is therefore not counted for this sub-criterion. Relevant EAFRD-funded communication work may still be presented under criterion 5 as comparable communication and promotion projects, subject to the requirements set out there (client, duration, scope and measurable results).

11. Annex 1 – financial offer: The scope of services includes speaking opportunities (under Press Events) and stakeholder roundtables (under Other Events), but Annex 1 lists only "1.2 PR events: 1 press event per year" and "5.2 Consumer events: 1 event per year". Should speaking opportunities be priced under 1.2 and stakeholder roundtables under 5.2, or should separate lines be added?

Consumer events and stakeholder roundtables are both priced under scope line 5.2 (Other events, EUR 61,950), as set out in Section 1.6. The financial offer should therefore show both within line 5.2. Speaking opportunities and press events are priced together under scope line 1.2 PR Events, which includes the annual press event and the related speaking slots. The financial offer must show these items within the respective lines. The lines were corrected in Annex 1 Version 2 of the Terms of Reference, published on the Donau Soja Website on 5 November 2026, to reflect this.

General Enquiries

12. Among the campaign's key objectives – consumer awareness, media visibility, multiplier engagement and B2B recognition – which should be considered the highest strategic priority, particularly in the first year?

The Terms of Reference do not rank the four objectives. All four are part of the campaign, and Section 1.3 sets out first-year (Y1) targets for each: +5% increase in consumer awareness (measured through consumer surveys by the external Evaluation Partner), 30+ media clippings, 15–20 engaged multipliers and 10+ B2B dialogues. Tenderers should show in their technical offer how they will work towards all four objectives, including the approach for the first year in their work plan.

13. Based on Donau Soja's experience, what are the most significant misconceptions or barriers preventing consumers from recognising the environmental benefits of EU-grown soya? Are there notable differences between Austria and Germany?

The core problem described in the tender is an image gap. EU-produced soya has a documented environmental performance, but consumers do not clearly distinguish it from imported soya. Many associate soya with distant production, climate damage, deforestation and rainforest clearance; these concerns mostly relate to imported soya from overseas. Many people do not know that soya also grows well in Europe under EU production rules, and consumers tend to lump all soya together. Soya is also largely a "hidden ingredient" in meat, dairy and eggs, so consumers rarely notice it or know whether it was grown in the EU.

No dedicated consumer survey looks only at EU soya, so our assessment is based on Eurobarometer surveys, sector analyses (e.g. WWF, European Soy Monitor), media monitoring and feedback from our value-chain work in Germany and Austria.

Based on the available evidence, the tender does not describe differences in these perceptions between the two countries. The campaign differs between the two markets mainly in audience size (Germany: approx. 5 million sustainability-conscious and 8 million less sustainability-conscious consumers; Austria: approx. 1 million and 2 million respectively), budget allocation (60% Germany, 40% Austria), and channel approach (national reach in Germany; regional creators in Austria for local trust). Campaign effects will be measured through the T0 and T1 consumer surveys via an independent Evaluation Partner.

14. To what extent is the proposed campaign claim "[Subject] starts here" fixed? Is the implementing partner expected to develop the creative execution within this framework, or would alternative creative interpretations also be possible?

The campaign claim "[Subject] starts here" is fixed. It is the modular anchor of the campaign and must appear in this form. The subject is selected from the focus areas in Section 1.5 and linked to the matching area of action under Article 31(4) of Regulation (EU) 2021/2115. Within this framework, the implementing partner is expected to develop the creative execution and is free to design the visual language, imagery, layout, typography, motion, tone of voice and the expansion of the examples in Section 1.5. Alternative creative routes are possible, e.g. different visual concepts, imagery or narrative approaches if they stay within the claim and subject framework. Alternative claim structures or replacement claims are not part of this tender. The EU emblem, the statement of EU funding and the signature "Enjoy, it's from Europe" must appear in all materials. Each claim must be accompanied by a specific, verifiable subline. Tenderers should explain their creative approach and its rationale in the offer.

15. **Should the campaign primarily focus on the environmental benefits of EU-grown soya, or is there room for a stronger emotional storytelling approach connecting soya to everyday food choices, farmers and the people behind European agriculture?**

    The core message of the campaign is the environmental and sustainability benefits of EU-grown soya. Emotional storytelling is a way to deliver this message, not a replacement for it. Tenderers are invited to translate the sustainability focus into consumer-friendly storytelling that connects soya to everyday food choices, farmers and the people behind European agriculture. This supports the campaign aim of making consumers look at where soya is used and where it comes from, and of making them think about its environmental benefits. It also fits the approach of the hero video and Farm to Fork stories. Tenderers should explain how they balance the sustainability message with emotional storytelling and how they will verify the content.

16. **Are there any existing campaign materials, visual assets, videos, testimonials or communication concepts that should be incorporated into the proposed campaign?**

    The campaign is designed as an independent concept. The implementing partner is not required to incorporate existing campaign materials, videos, testimonials or communication concepts. Donau Soja's existing website and social media accounts should be used as channels, and the campaign microsite / landing page and social content should be integrated into them. Tenderers should propose how this integration will work. The Donau Soja Corporate Design Guidelines (Annex 2) and the Writing & Typography Guideline (Annex 3) apply to all deliverables.

17. **Apart the proposed 60/40 market split, are there any specific differences in consumer perceptions, communication priorities or stakeholder landscapes between Austria and Germany that should be reflected in the campaign approach?**

    The ToR give the approximate audience sizes per market and the expected channel approach. Beyond this, tenderers are expected to base their proposals on their own understanding of both markets, including differences in consumer perceptions, communication priorities, media landscapes and stakeholder networks. This may include e.g. the choice of creators and influencers, the regional PR approach, the media pitch lists per market and the localisation of examples. Tenderers may explain which differences they identified and how these differences influence their planning.

18. **Does Donau Soja have existing relationships with relevant NGOs, consumer organisations, food industry representatives, retailers, farmers or scientific experts that could be activated as part of the campaign?**

    Donau Soja has more than 340 members, many of whom are relevant to the campaign in Austria and Germany e.g. food retailers, food manufacturers, primary processors, feed producers, NGOs and associations, research and consulting organisations, and soybean producers. The full list of members is available here. Donau Soja has direct contact with many of them and can involve them as speakers at roundtables and press

events or as expert voices. The campaign may not promote specific brands within the AGRIP framework, which applies to product brands and retailer names alike. Tenderers should be aware of this and explain how they would use these stakeholder voices in line with this rule. Donau Soja also has farmers among its members, but its direct exchange with them is more limited. Donau Soja will establish the initial contact with farmers. Tenderers are invited to suggest further stakeholders from their own networks who fit the campaign topic, in line with the same rules.

19. Beyond the quantitative KPIs outlined in the brief, what would Donau Soja consider the most important qualitative indicator of a truly successful campaign after three years?

Beyond the quantitative KPIs, the most important qualitative indicator is a structural shift in how EU-grown soya is framed in media and public debate, from a "deforestation commodity" to a "sustainable European protein source". Closely linked to this is the correction of common myths and a growing public understanding that soya concerns everyone, as it is used not only in food but also in animal feed, and that EU-grown soya is distinct from imported soya.

Enquiries regarding the Scope of Work

The briefing contains the following sentence: This budget covers all costs. It includes the agency fee and all direct external costs needed to deliver the outputs, such as media partnerships, paid advertising, event venues and logistics.

20. The total budget for the website and newsletter is 25,400 EUR. On average, this amounts to 8,500 EUR per year. Does this budget also cover the concept, design, editorial content and technical implementation of a website in the first year, as well as ten newsletters per year? Is there a separate budget available for individual services?

The campaign microsite will be a dedicated section within the existing Donau Soja website (donausoja.org), built in Donau Soja's WordPress CMS. It is not a completely new standalone website. The budget covers the concept, design, editorial content, technical implementation and maintenance of this section, as well as the agency fee. Newsletters will be sent through Donau Soja's own system and in Donau Soja's design; the implementing partner provides editorial content and support. There is no separate budget for individual services.

21. The advertising budget totals EUR 136,600 for 9–15 paid social media campaigns, 6–9 SEA campaigns and 12–24 paid influencer posts. Are we correct in understanding that this budget is to be spent on advertising, and that the fee for managing the campaign will be covered by agency commissions? Or is a separate budget allocated for the management of the campaign? How much would this be?

Yes, the agency fee for managing the campaign is included in the stated price scope. There is no separate budget for campaign management. All costs, including the agency fee, must fall within the prices stated in Section 1.6.

22. The budget for print and event materials, as well as visual and audiovisual material, totals 19,200 EUR, or an average of 6,400 EUR per year. You are requesting a total of 27 to 39 assets per year. This gives us a budget of 164 to 237 EUR per asset. Is there any possibility of an additional budget?

The budget for publications (EUR 19,200) and for visual and audiovisual content production (EUR 56,000) are separate lines in Section 1.6. Together they form the communication tools budget of EUR 75,200. The total maximum budget of EUR 657,350 is fixed and cannot be increased. Outputs may include adaptations of the same core asset, such as formats, German and Austrian versions and shorter cuts, which may also affect the required resources and budget.

23. For B2C trade fair participation, the total budget is 22,500 EUR, or 7,500 EUR per year. Which third-party costs exactly are to be covered by the budget? Does this include stand hire (including ancillary costs) and costs for the stand builder? Will you provide the staff for the stand, or do we need to book hostesses? Is a agency employee expected to be present at the stand? For how many days should they be present?

The budget covers all third-party costs for one B2C trade fair participation per year. This includes stand rental, ancillary costs and stand construction, with the stand builder's costs included. The format of the presence is flexible. Tenderers may propose a stand of any size or a lighter setup, e.g. roll-ups, tables and displays, as long as the proposal is realistic and all costs fit within this budget. Donau Soja staff will be present at the stand. No hostesses and no agency staff are foreseen. Tenderers do not need to budget for staffing on site at the trade fair.

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24. Annual outputs and markets: Could you please confirm whether the annual output figures in the scope of services apply to Germany and Austria combined or to each market separately? In particular, does the target of approximately 40,000 AVE refer to both markets combined?

Yes, the annual outputs in the scope of services, including approximately 40,000 AVE per year for media coverage, refer to Germany and Austria combined. In line with the indicative budget split of 60 % Germany and 40 % Austria, the AVE target and the other outputs may be distributed accordingly.

25. Work package budgets: Are the budget amounts assigned to the individual work packages fixed allocations, or may tenderers propose reallocations between them? Additionally, under which budget line should the production of 24–36 visuals and infographics per year be costed, as no separate budget amount is shown for these outputs?

The annual distribution of budgets in Section 1.6 is indicative. Tenderers should price each line of Annex 1 within the budget amounts stated in Section 1.6, and the overall maximum of EUR 657,350 is binding. Rules for any future reallocation between lines will be defined in the contract, in line with the AGRIP Grant Agreement, which is not yet signed. Scope line 4.1 (Communication Tools: Publications) covers print materials,

event materials and the production of visuals and infographics per year and should be costed together in the financial offer. This line was corrected in Annex 1 Version 2 of the Terms of Reference, published on the Donau Soja Website on 5 November 2026, to reflect this.

26. Events and roundtables: The Terms of Reference state that Donau Soja will run the consumer events and hold the stakeholder roundtables, while also describing the Implementing Partner's role as end-to-end implementation. Could you clarify the division of responsibilities, including planning, supplier and venue bookings, on-site delivery, logistics and payments?

The implementing partner is fully responsible for the planning and delivery of the consumer events and stakeholder roundtables, including concept, venue, supplier and exhibitor bookings, logistics, invitations to guests and speakers beyond Donau Soja's network, briefing of speakers and farmers, and payments within the budget. Donau Soja hosts the events and roundtables and remains the contact for the stakeholders involved. It supports the implementing partner with its network: it takes care of invitations to its own members and contacts, provides internal experts and members as speakers, and establishes the initial contact with farmers. On site, Donau Soja guides the implementation and can help with coordination. Moderation and registration of participants will be allocated depending on who is on site. For the trade fair presence, Donau Soja staff will be on site to support the stand, and the implementing partner is not required to provide staff. For the consumer events and roundtables, the need for agency staff may be subject of the offer.

27. Format of the submission and pitch outline: What format should the initial tender submission take? Could a comprehensive presentation deck covering all quality criteria serve as the complete quality and technical offer and also fulfil the pitch-outline requirement? We understand that the financial offer must be submitted as a separate file and that the live pitch takes place only at Stage 2 for shortlisted tenderers.

Tenderers may submit the quality and technical offer as a presentation, provided it addresses all tasks in Section 1.6 and all quality criteria and sub-criteria in Section 2.2.2. The same document may serve as the pitch outline (Section 3.2, point 4). The offer must also include the other documents listed in Section 3.2. The financial offer must be submitted as a separate file using Annex 1. The live pitch takes place only at Stage 2, for shortlisted and top-ranked tenderers (Section 2.2.3).

28. Creative freedom: To what extent can the implementing partner creatively develop or reinterpret the approved campaign concept, particularly the "starts here" umbrella claim, while remaining compliant with the approved Description of Action?

The campaign claim "[Subject] starts here" is fixed. It is the modular anchor of the campaign and must appear in this form. The subject is selected from the focus areas in Section 1.5 and linked to the matching area of action under Article 31(4) of Regulation (EU) 2021/2115. Within this framework, the implementing partner is expected to develop the creative execution and is free to design the visual language, imagery, layout, typography, motion, tone of voice and the expansion of the examples

in Section 1.5. Alternative creative routes are possible, e.g. different visual concepts, imagery or narrative approaches if they stay within the claim and subject framework. Alternative claim structures or replacement claims are not part of this tender. The EU emblem, the statement of EU funding and the signature "Enjoy, it's from Europe" must appear in all materials. Each claim must be accompanied by a specific, verifiable subline. Tenderers should explain their creative approach and its rationale in the offer.

29. **Approved materials: Can the full approved Description of Action, Grant Agreement draft and all relevant annexes be made available to tenderers before submission?**

    No. The Grant Agreement is still being finalised with the granting authority and has not yet been signed, so the Description of Action, the Grant Agreement and its annexes are not final and will not be shared before submission. The requirements that apply to the services are set out in the Terms of Reference. The general programme and legal documents are publicly available, including the call document for AGRIP-MULTI-2026 (link in ToR), relevant legislation and the AGRIP model grant agreement template, which is referenced in the call document. Tenderers must be familiar with and accept the applicable regulations. Once signed, the relevant Grant Agreement terms will be flowed down to the contract between Donau Soja and the selected Implementing Partner.

30. **Deliverables: Are the specified annual outputs mandatory minimum requirements or indicative targets?**

    The specified annual outputs are mandatory deliverables. Where a range is given (e.g. 3–5 digital campaigns), the lower figure is the minimum that must be delivered, and tenderers may propose a volume up to the upper figure and must explain their choice. Where an output is marked as approximate (e.g. "~"), it is an expected volume rather than a fixed number.

31. **Campaign ownership: Will the campaign operate through dedicated new social media accounts and a standalone microsite, or should existing Donau Soja channels and infrastructure be used?**

    The campaign will be run through Donau Soja's existing channels and infrastructure. The microsite will be a dedicated section within donausoja.org, built in Donau Soja's WordPress CMS. Social media content will be published on Donau Soja's existing accounts on Meta (Facebook and Instagram), LinkedIn, TikTok and YouTube. Tenderers are invited to propose additional channels or formats where these would strengthen reach and impact. Ownership and usage rights of content and accounts will be defined in the contract (Section 1.7).

32. **Production volumes: Are the listed social media posts, videos, infographics and influencer collaborations required separately for Germany and Austria, or do the quantities refer to the combined campaign?**

    The production volumes for social media posts, videos, infographics and influencer collaborations refer to Germany and Austria combined. In line with the indicative budget split of 60 % Germany and 40 % Austria, tenderers should distribute the

volumes between the two markets and explain the rationale. Localised versions for each market are part of these combined volumes.

33. Existing assets: Which existing brand assets, campaign materials, research, images, videos, stakeholder databases and digital channels will Donau Soja provide?

Donau Soja will provide the following existing assets:

- Digital channels: Donau Soja's existing accounts on Meta (Facebook and Instagram), TikTok, YouTube and LinkedIn, and the donausoja.org website with its WordPress CMS.
- Stakeholder database: Donau Soja's list of members, which can be used to involve stakeholders in the campaign, and its B2B newsletter database.
- Experts and testimonials: Donau Soja's internal experts, who can act as speakers or testimonials, and contacts to farmers who could be featured in the campaign, subject to their consent.
- Evidence: Existing studies and sector data that can be used to substantiate environmental and sustainability claims in line with EmpCo requirements.
- Corporate Design Guidelines: the Donau Soja Corporate Design Guidelines and the Writing & Typography Guideline (Annexes 2 and 3).

Donau Soja has produced video material for other campaigns. This material will not be reused for the AGRIP campaign, and no existing campaign materials, images, videos or testimonials are provided. Donau Soja's networks are particularly strong in the B2B area. On the consumer side, there is considerable room for growth: Donau Soja has only recently started building its consumer channels, including its first collaborations with Farmfluencer this year. Tenderers may explain how they would use the existing assets and how they would build reach and engagement with consumers.

34. Media partnerships: Are existing media partnerships or preferred publications already identified?

No specific media partners or publications are named in the Terms of Reference. The target media categories are set out in Section 1.6 (PR office): trade and consumer media in Germany and Austria, covering food, sustainability, agriculture and policy. Donau Soja has no existing recurring media partnerships. It has occasional contact with agricultural media through its own PR activities, but these media are not suitable for reaching consumers. Tenderers should propose their approach to selecting media and advertorial partners in the technical offer (Section 2.2.2, criterion 2).

35. Influencer budgets: Should influencer fees, content production, usage rights, travel and paid amplification all be included within the allocated social media and advertising budgets?

Yes. The budget is all-inclusive (Annex 1, Section 3.3). Influencer partnerships, content production and influencer-led community activations, including influencer trips, are part of line 2.2 (Social Media). Paid amplification means boosting already published content with additional media budget to reach a wider audience, e.g. top-performing creator posts. This is part of line 3 (Advertising), as set out in Annex 1. Influencer fees, usage rights, travel and logistics must be included in the price of the relevant line.

36. Events: What level of responsibility will Donau Soja assume for securing venues, speakers, farmers, exhibitors, participants and logistical support for the planned events?

The implementing partner is fully responsible for the planning and delivery of the consumer events and stakeholder roundtables, including concept, venue, supplier and exhibitor bookings, logistics, invitations to guests and speakers beyond Donau Soja's network, briefing of speakers and farmers, and payments within the budget. Donau Soja hosts the events and roundtables and remains the contact for the stakeholders involved. It supports the implementing partner with its network: it takes care of invitations to its own members and contacts, provides internal experts and members as speakers, and establishes the initial contact with farmers. On site, Donau Soja guides the implementation and can help with coordination. Moderation and registration of participants will be allocated depending on who is on site. For the trade fair presence, Donau Soja staff will be on site to support the stand, and the implementing partner is not required to provide staff. For the consumer events and roundtables, the need for agency staff may be subject of the offer.

37. Subcontractors: May the implementing partner use specialised subcontractors for performance marketing, video production, event management and evaluation, and what evidence of subcontractor commitment is required at submission?

Yes. Tenderers may use subcontractors for specialised services, such as video production, paid media and event management, as the ToR foresee (Section 2.2.2). At submission, tenderers must identify all entities whose capacities they rely on, including known cascade subcontractors, together with their proposed role and contribution (Section 2.2.1 and document 6 in Section 3.2). Tenderers must also demonstrate that the relevant resources and capacities will be available for the full contract duration and justify for each task why the subcontractor is proposed, including availability and back-up arrangements (Section 2.2.2). Evaluation is carried out by an independent evaluation partner and is therefore not part of the implementing partner's scope.

38. Financial reporting: What financial documentation, cost evidence, invoicing milestones and audit requirements will apply to the implementing partner under the AGRIP funding framework?

The detailed financial documentation, cost evidence, invoicing milestones and audit requirements will be defined in the contract, in line with the AGRIP Grant Agreement once finalised. Implementing partners may expect that they will be required to keep all invoices and supporting evidence of the delivered activities, and that the campaign will be subject to audit. Tenderers should take these obligations into account when preparing their financial offer.

39. Audience segmentation: Which consumer segment should receive the greatest investment: sustainability-conscious consumers or audiences less engaged with environmental topics?

Both consumer segments are primary target groups, and the campaign must reach both. The ToR do not rank them. The proposal should show how the sustainability-conscious segment is used to build credibility and advocacy, and how the less sustainability-conscious segment is reached with everyday, trust-based messages to support the awareness target.

40. Behaviour change: Beyond increasing awareness, what specific consumer behaviour should the campaign encourage?

Behavioural outcomes are expected at two levels. At B2B level, sustainably grown EU soya should become an established preferred sourcing option among food manufacturers and retailers, reflected in increased listing preference among retail decision-makers (Section 1.3). At consumer level, the campaign aims to encourage consumers to look at where soya is used and where it comes from, so that they can make informed choices. This supports the competitiveness of sustainably produced EU-grown soya.

41. Market differences: Are there existing insights into differences between Austrian and German consumers regarding soya, agriculture and sustainability?

No dedicated consumer survey on EU-grown soya exists. The campaign's assessment is based on general sources, including Eurobarometer surveys, sector analyses and media monitoring, as well as Donau Soja's value chain work in Germany and Austria (Section 1.3). Market-specific data is not available in a separate form.

42. Sensitive narratives: How should the campaign address potentially controversial topics such as soy imports, livestock farming and deforestation without creating unintended conflict with members of the value chain?

The campaign corrects misconceptions without disparaging any product, sector or value chain partner. Negative or polemical wording must be avoided. Where imports are discussed, the campaign differentiates by origin: concerns relate to soya imported from overseas regions such as South America and the USA, and not to imports in general. Soya is presented across its full range of uses, including food, feed and the role of soya as a "hidden ingredient" in animal products. Livestock farming is treated factually and respectfully as part of the value chain. Tenderers should explain how they would address these topics, avoid polarising debates and minimise reputational risks, including those arising from debates on plant-based and animal-based food. Each comparative or environmental statement must be backed by evidence as required under EmpCo.

Regarding A. Budget & Annex 1

43. In Section 1.6, the "Other events" budget (EUR 61,950) covers both consumer events and stakeholder roundtables, but Annex 1 line 5.2 lists only "Consumer events". Under which line should the roundtables be priced?

Consumer events and stakeholder roundtables are both priced under scope line 5.2 (Other events, EUR 61,950), as set out in Section 1.6. The financial offer should therefore show both within line 5.2. This line was corrected in Annex 1 Version 2 of the

Terms of Reference, published on the Donau Soja Website on 5 November 2026, to reflect this.

44. Section 1.6 assigns "Visual & audiovisual content production" (24–36 visuals/infographics) to the Publications budget (EUR 19,200), and "Speaking opportunities" to the Press Events budget. Annex 1 lists neither. Should these be included in lines 4.1 and 1.2?

Visual & audiovisual content production is priced under scope line 4.1 Publications together with print & event materials, as set out in Section 1.6. Speaking opportunities and press events are priced together under scope line 1.2 PR Events, which includes the annual press event and the related speaking slots. The financial offer must show these items within the respective lines. The lines were corrected in Annex 1 Version 2 of the Terms of Reference, published on the Donau Soja Website on 5 November 2026, to reflect this.

45. Are the amounts per budget line in Section 1.6 binding ceilings per line, or only the overall total? May tenderers offer below individual lines, or reallocate between lines? If so, within what tolerance?

The overall maximum budget of EUR 657,350 (net, plus VAT if applicable) is binding. Tenderers should price each line of Annex 1 within the budget amounts stated in Section 1.6, and the annual distribution is indicative. Rules for any future reallocation between lines will be defined in the AGRIP Grant Agreement, which is not yet signed.

46. Should the 60/40 split between DE and AT apply to each budget line or only to the overall budget? Does it need to be shown in the financial offer?

The 60/40 split (Germany/Austria) is an estimate for the overall campaign budget (Section 1.6). It does not apply to each budget line and is not required in the financial offer, which follows the breakdown in Annex 1.

47. Should agency fees and direct external costs (media spend, venues, advertorials, influencer fees) be shown separately within each lump sum, or is a single lump sum per line sufficient?

The Terms of Reference do not require agency fees and direct external costs to be shown separately. The offered price is all-inclusive and covers the agency fee and all direct external costs, such as media, venues and logistics. The financial offer should follow the breakdown by work package and deliverable in Annex 1.

48. The ToR states that "Donau Soja will run" the consumer events and "will hold" the roundtables. What exactly is the Implementing Partner's role here (concept, venue, logistics, invitations, moderation)? Which parts does Donau Soja cover itself, for example guest lists, stakeholder invitations or farmer contacts?

The implementing partner is fully responsible for the planning and delivery of the consumer events and stakeholder roundtables, including concept, venue, supplier and exhibitor bookings, logistics, invitations to guests and speakers beyond Donau Soja's network, briefing of speakers and farmers, and payments within the budget. Donau Soja hosts the events and roundtables and remains the contact for the stakeholders involved. It supports the implementing partner with its network: it takes care of

invitations to its own members and contacts, provides internal experts and members as speakers, and establishes the initial contact with farmers. On site, Donau Soja guides the implementation and can help with coordination. Moderation and registration of participants will be allocated depending on who is on site. For the trade fair presence, Donau Soja staff will be on site to support the stand, and the implementing partner is not required to provide staff. For the consumer events and roundtables, the need for agency staff may be subject of the offer.

49. Is the external evaluation partner for the T0/T1 consumer surveys contracted separately by Donau Soja? When will T0 take place, and will the agency have access to the baseline data and questionnaire to align its KPIs?

Donau Soja will contract the external evaluation partner for the T0 and T1 consumer surveys through a separate procurement procedure. T0 is planned for Q1/Q2 2027. The implementing partner will have access to the baseline data and the questionnaire. KPI's set in ToR cannot be changed.

50. Will Donau Soja provide the scientific evidence base for environmental claims, such as the CO2 footprint study and its comparator? Who is responsible for the final legal review of claims under EmpCo?

Donau Soja will provide existing documentation it holds on to the Europe Soya Standard and the environmental studies it relies on, where available. The implementing partner remains responsible for matching each claim to the evidence for its exact wording and scope, and for presenting the claims accordingly (Section 1.5). Quality assurance, risk management, reporting and compliance arrangements are evaluated under criterion 4 and should be described by each tenderer in its technical offer (Section 2.2.2).

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51. Whether an India-incorporated agency may participate as the lead implementing partner, or whether an EU/Austrian/German establishment or lead partner is required

The Terms of Reference do not require the Implementing Partner to be established in the EU, Austria or Germany.

52. Whether a consortium or specialist subcontractors are permitted for German-language PR, local events, media buying and production

Specialist subcontractors are permitted, provided they are disclosed in the offer with their role and contribution, in accordance with published call. The tenderer remains the contracting party and is responsible for the performance of the contract.

53. What minimum comparable campaign references, financial/turnover evidence, insurance or other qualifications are mandatory;

The mandatory requirements are: at least three references from campaigns or projects implemented in Germany and/or Austria in the last five years (Section 3.2, point 3); average annual turnover of at least EUR 220,000 over the last two financial years (Section 2.2.1), demonstrated by audited or officially filed annual accounts demonstrated by audited or officially filed annual accounts, or as set out in the

clarification on Section 3.2 above; and the documents listed in Section 3.2. Professional liability insurance is not a mandatory requirement.

54. Whether all campaign materials and delivery management must be in German, and whether English may be used for the technical proposal and contract management;

The offer, including the technical proposal, must be submitted in English (Section 3.1). Printed materials, such as brochures, factsheets, roll-up banners and event materials, must be produced in German and English (Section 1.6, Communication Tools). Other campaign content, including videos, infographics and social media, must be localised for Germany and Austria (Section 1.6, Visual and audiovisual content, and Section 2.2.2, criterion 2), which means German for those channels where the target audience requires it. English may be used for contract management and project coordination with Donau Soja, unless otherwise agreed in the contract. Team members must have working knowledge of both German and English (Section 2.2.1 and Section 3.2, point 3).

55. Whether the €657,350 estimated value includes media spend, events, production and third-party costs, and how the agency-fee portion is expected to be structured.

Yes. The EUR 657,350 budget covers all costs, including the agency fee, media, events, production and third-party costs. The offer must be priced as a lump sum for each line item in Annex 1. The agency fee is not a separate item; it is included in these lump sums.

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56. Is paid online advertising bought and invoiced by the implementing partner, or paid directly by Donau Soja? Do the selection criteria require prior agricultural or food promotion campaigns, or a minimum campaign turnover?

Paid advertising is booked and paid by the implementing partner and is included in the lump sum of the relevant scope line. No prior agricultural or food promotion campaigns are required. Tenderers are assessed on comparable communication projects and on any experience with AGRIP or AGRIP-MULTI campaigns and must provide at least three references in Germany and/or Austria from the last five years. No minimum campaign turnover applies.

57. Section 3.2(3): may the minimum of 3 campaigns or projects implemented in Germany and/or Austria be provided by a partner or subcontractor whose capacities the tenderer relies on under section 2.2.1, where that entity performs the corresponding services (PR and events)?

Yes. The references may be provided by a disclosed partner or subcontractor whose capacities the tenderer relies on under Section 2.2.1, provided that:

- the entity is disclosed in the tender, with its proposed role and contribution to the contract;

- the tenderer demonstrates that the relevant resources and experience will be available for the duration of the contract; and
- the references concern the services that this entity will perform (e.g. PR and events) and show its role and measurable results.

58. Annex 1: how will the lump sum be invoiced and paid (for example annual or quarterly instalments, advance payment, or payment in arrears)? In particular, may paid advertising and media costs be invoiced in advance of, or at the time of, the spend?

The payment schedule will be defined in the contract. The AGRIP Grant Agreement is not yet signed, and the contract award is conditional on its signature, as stated in the Terms of Reference. The payment terms will follow the eligibility and payment rules of the Grant Agreement once signed. Payments will be linked to the delivery and approval of the agreed deliverables. Tenderers should price their offer on the basis of the budget and the indicative annual distribution. Any assumptions on financing or payment timing that affect the price may be stated in the offer.