CALL FOR OFFERS

Selection of an Implementing Partner for an EU Sustainable Soya Awareness Campaign

Funded by the EU Agriculture Promotion Fund (AGRIP)

VERSION 2 (corrected)

5 November 2026

Annex 1 (financial offer) in *Section 3.3 Annexes*, line 1.2, 4.1 and 5.2 are corrected

from

Version 1	**1.2**	**Public Relations: PR events**	~~1 press event per year~~
	4.1	**Communication Tools: Publications**	~~Brochures, factsheets, roll-up banners, event materials~~
	5.2	**Events: ~~Consumer events~~**	~~1 event per year~~

To

Version 2	**1.2**	**Public Relations: PR events**	1 press event and 1-2 speaking slots per year
	4.1	**Communication Tools: Publications**	Print & event materials (Brochures, Roll-Up etc.), Visual & audiovisual content production (infographics & visuals)
	5.2	**Events: Other events**	1 consumer event and 1 stakeholder roundtable per year

This aligns the financial offer form from Annex 1 in *Section 3.3 Annexes* with budget items "PR Events", "Publications" and "Other events" in *Section 1.6 Scope of services*.

No other requirements, deadlines or conditions have been changed.

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CALL FOR OFFERS

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Funded by the EU Agriculture Promotion Fund (AGRIP)

Version 2/ 5 November 2026

Tender information	Details
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)
Procurement procedure	Open Call
Project / process code	EU Sustainable Soya
Contracting organisation	**Donau Soja Association** *(Association for Promoting European Soya Production – Donau Soja)* Wiesingerstrasse 6/14 1010 Vienna, Austria + 43 1 512 17 44 10 office@donausoja.org VAT: ATU67736989
Maximum available budget	EUR 657.350,00 net + VAT if applicable
Contract period	01.01.2027 – 31.12.2029 (3 years)

These tender specifications invite offers for the selection of an Implementing Partner for the implementation of an AGRIP funded information and awareness campaign. They define the campaign tasks and deliverables, the documents tenderers must submit and the criteria used to evaluate their offers.

The procedure will be conducted in accordance with

- Guidance on competitive procedure published by European Commission Directorate-General for Agriculture and Rural Development and
- Best practice for the selection of subcontractors published as Guidance Note from the European Research Executive Agency

PROCEDURE TIMETABLE

Milestone	Date[1]	Comments
Launch date	**28/10/2026**	
Deadline for requests for clarification	**03/11/2026** at 23:59	Requests for clarification may only be submitted to news@donausoja.org. Donau Soja will reply with clarifications in the 3 following working days.
Deadline for answers to clarification questions	**06/11/2026**	Answers shared through Donau Soja Website
Deadline for receipt of tenders	**27/11/2026** at 23:59	Proposals must be sent in digital format to Donau Soja via news@donausoja.org
Opening / administrative check	**30/11/2026**	
Notification of written evaluation results (1)	until **09/12/2026**	The outcome of the procurement procedure will be communicated to all tenderers exclusively using the e-mail address indicated in their offer. Please check regularly the inbox in question.
Pitch Phase	until **16/12/2026**	Shortlisted and top-ranked tenderers invited to pitch their offers as presentations. Same format and time allocation for all invited tenderers.
Notification of final evaluation results (2)	until **18/12/2026**	The outcome of the procurement procedure will be communicated to all tenderers exclusively using the e-mail address indicated in their offer. Please check regularly the inbox in question.
Contract signature	estimated until **31/12/2026**	Conditional upon Donau Soja signing the AGRIP Grant Agreement; currently expected on 15 December 2026
Expected start of contract	**01/01/2027**	
End of contract	**31/12/2029**	

[1] *All times are in Central European Time (CET/CEST, Europe/Vienna)*

All communications regarding this call, including procedural, technical and content-related questions, requests for clarification and submissions of tenders, must be sent to news@donausoja.org, quoting the tender reference.
Donau Soja will publish consolidated answers to clarification questions on its website to ensure equal access to information for all tenderers.

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PART 1. TECHNICAL SPECIFICATIONS

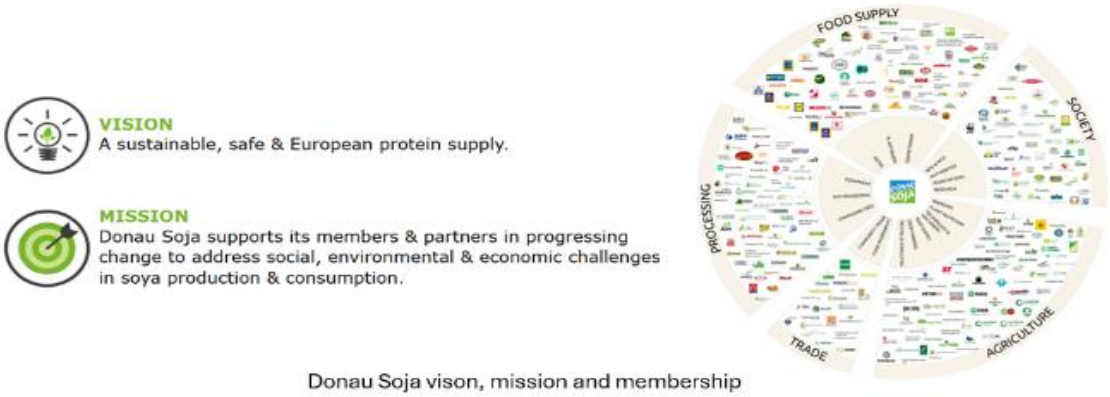
What services does Donau Soja intend to procure through this procedure?

1.1 Introduction

Donau Soja (DS) is a non-profit membership organisation based in Vienna, Austria. We are the representative voice of the European soya sector and the only European inter-trade organisation dedicated exclusively to soya. Our members cover the whole value chain, from farmers and processors to feed, food and retail companies, research institutions and NGOs. Together they represent more than 50% of marketable volumes of EU-grown soya. We have more than 340 members, about 80% of them in EU Member States.

We work for the common interest of the sector. We promote sustainable production, transparency and traceability, and we connect farmers, industry and retailers. Our work includes market insights, training, advisory services and voluntary sustainability schemes. One of these schemes is the Europe Soya Standard. It certifies soya produced in Europe that is free from genetic engineering (non-GM) and deforestation-free. With the standard the entire value chain is certified and transparent. Products that carry the Europe Soya label can be found on animal products such as eggs or meat, where the animals were fed Europe Soya-certified soya, and on plant-based products.

For more than nine years, we have run EU-funded programmes as a communication and dissemination partner. We know how to reach stakeholders, explain complex topics in simple terms and turn project results into practical outreach. Our established networks in Austria, Germany and across Europe give us direct access to the audiences this campaign needs to reach.



Donau Soja vison, mission and membership

The European Soya Sector

The European Union faces a structural deficit in protein crop production, particularly soya. Annual EU consumption of soya beans exceeds 30 million tonnes, while domestic production amounts to only 2.8 million tonnes. The Union therefore remains structurally dependent on imported protein crops. This creates a persistent protein gap and makes the food and livestock sectors vulnerable to geopolitical tensions, market volatility and supply chain disruptions. The project focuses on Austria and Germany, where sustainable soya production has expanded and where further growth can strengthen EU protein resilience.

The project aims to show EU-grown soya as a crop that is produced in line with the objectives as well as the climate and environmental ambition of the Common Agricultural Policy (CAP), the European Green Deal and the Farm to Fork Strategy.

1.2 Background & Role of Implementing Partner

Donau Soja has been pre-selected for funding under the AGRIP-MULTI-2026-IM-SUSTAINABLE call, part of the EU agriculture promotion programme (AGRIP). The project is an awareness campaign on EU-grown, sustainable soya, running from 2027 to 2029 in Austria and Germany. The campaign shows how soya grown in the EU can make a positive contribution to the action areas set out in Article 31(4) of Regulation (EU) 2021/2115.

We focus on the following action areas:

- EU soya can support climate change mitigation and adaptation.
- It can help prevent soil degradation and restore soils, including soil fertility and nutrient management.
- It can protect biodiversity while reducing the use of plant protection products.

Over the longer term, this impact can support food security in Europe by helping to build a more sustainable and resilient food system.

The European Commission has already approved the campaign concept. Donau Soja now needs an Implementing Partner to deliver it. Governance will be set up from the start, including regular coordination meetings, validation of deliverables and ongoing progress monitoring with Donau Soja.

What we expect

- *Implementation:* Organise, manage and deliver the approved activities and deliverables in these tender specifications, together with the Donau Soja project team, in line with the Description of Action, the Grant Agreement and the AGRIP requirements. This includes developing detailed concepts for all approved activities. It is an end-to-end implementation role that goes beyond marketing or communication advice.
- *Creative proposal:* Present ideas for the overall campaign design, including the visual implementation of the campaign claim. The design must work consistently across all activities and support both promotional and informative work.

Key requirements

- Materials must be generic and must not promote a specific brand. The Donau Soja logo is allowed to be used as the name of a non-profit association.
- The Europe Soya standard should be used as evidence for environmental claims in line with Directive (EU) 2024/825 (EmpCo). However, the Europe Soya label itself must not be promoted, because it functions as a brand (see the point above).
- All deliverables must show the EU emblem and a statement of EU funding, in line with the AGRIP information and publicity requirements.

Legal framework

The campaign is carried out under the following regulations:

- Regulation (EU) No 1144/2014 on information provision and promotion measures for agricultural products on the internal market and in third countries
- Delegated Regulation (EU) 2015/1829
- Implementing Regulation (EU) 2015/1831

The campaign contributes to the objectives of Article 2 of Regulation (EU) No 1144/2014 by increasing awareness of the merits of Union agricultural products and production methods. In line with Article 3, it highlights key attributes of EU agricultural production, with a focus on sustainability and high production standards. All products covered fall under the eligibility rules of Article 5 of Regulation (EU) No 1144/2014. Agencies submitting a proposal must be familiar with these regulations and accept all their terms.

Conditional award
At the time of publication of this tender, the project is in the process of preparing and finalising the Grant Agreement with the relevant granting authority. The contract award is conditional on Donau Soja signing the Grant Agreement. If the Grant Agreement is not signed, or if its final terms materially change the scope, budget or timing of the campaign, Donau Soja may decide not to award the contract, cancel the procurement procedure, or revise the procurement and contract arrangements. This will follow the applicable procurement rules. Publishing this tender does not oblige Donau Soja to conclude a contract before the Grant Agreement is signed.

1.3 Objectives & Impact

This tender aims to select an Implementing partner to implement the awareness campaign on EU-grown, sustainable soya in Austria and Germany, together with Donau Soja.

The problem: the European Soya Image Paradox
EU-produced soya has a documented environmental performance, but consumers do not clearly distinguish it from imported soya. Imported soya here means soya from overseas, mainly the USA and South America.

No dedicated consumer survey looks only at EU soya, so our assessment is based on Eurobarometer surveys, sector analyses (WWF, European Soy Monitor), media monitoring and feedback from our value chain work in Germany and Austria. Together, they show a clear image gap. EU citizens care about environmental protection and deforestation, yet soya is often linked to the opposite. Many associations with soya are based on myths. A common belief is that soya comes from far away and that its production is therefore linked to 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. As a result, consumers do not distinguish between soya from overseas and soya from Europe. They lump everything together and miss the benefits of soya, which is why soya has a negative image overall. The campaign therefore needs to change this narrative and close this image gap, which supports the AGRIP objective of raising awareness of sustainable EU agriculture.

Why this matters
Soya concerns everyone, because every day it ends up on our plates indirectly. It is mostly used as animal feed, so it is a "hidden ingredient" in meat, dairy and eggs, not only in plant-based food. Consumers rarely notice it; they don't think about it and even less often know whether it was grown in the EU or imported.

Soya as crop
Soya also has benefits for soil, biodiversity and agriculture. As a legume, it can fix nitrogen from the air, which means it may reduce the need for synthetic nitrogen fertiliser. In diversified crop rotations, soya can improve soil fertility and support nutrient management. It also diversifies arable farming and provides high-quality plant protein for food and feed.

The Europe Soya standard as evidence
The Europe Soya Standard sets rules on crop rotation, soil health and pesticide use and non-GM production (soya that is not genetically modified). These include compliance with EU pesticide legislation, bans on highly hazardous pesticides (listed under Stockholm & Rotterdam Conventions or in WHO hazard classes 1a and 1b), and bans on aerial spraying and crop desiccation. Its deforestation-free and land-use-change-free criteria use a cut-off date of 1 January 2008 and exclude cultivation in protected areas and on land converted from forests, grasslands, wetlands, moors or nature reserves after that date. This helps avoid pressure on natural habitats and supports biodiversity protection.

Campaign aim and expected impact

The campaign aims to shift the perception of EU soya from a *"deforestation commodity"* to a *"sustainable European protein source"*. It corrects misinformation, presents the environmental strengths of EU-grown soya in a clear and verifiable way, and makes EU soya more visible across the value chain. It also makes soya more present in its important role in our food system, so that consumers start to look at where soya is used and where it comes from, because it affects them too. This helps consumers make informed choices and supports the competitiveness of sustainably produced EU soya.

Success will be measured across four impact areas:

Impact	Type	Short-term (Y1)	Mid-term (Y3)	Long-term (10 yrs)	Evaluation
Consumer awareness	Awareness	+5% increase	+15% increase	+25% increase	Consumer surveys T0/T1 (ext. Evaluation Partner)
Media sentiment & visibility	Information	30+ media clippings	+20% positive/ neutral	Structural shift in media framing of EU-grown soya is achieved	Media monitoring
Multiplier engagement	Behavioural	15–20 multipliers	50+ ambass-adors	Self-sustaining multiplier network is built	Engagement tracking
B2B market recognition	Info/Behav.	10+ dialogues	30+ decision-makers	EU-grown soya established as a preferred sourcing option among food manufacturers / retailers	Stakeholder interviews

1.4 Target groups

The campaign's clear B2C focus places consumers as the primary target group in Germany and Austria. Effective campaign delivery requires precise targeting, recognising that distinct audience segments require differentiated messaging, channel strategies, and engagement formats.

Group	Priority	Size	Key Channels	Core messages
Consumers – sustainability-conscious	Primary	5–7 Mio. total (AT ≈ 1 Mio. / DE ≈ 5 Mio.)	Online ads targeted at sustainability-interested audiences; influencer collabs with sustainability creators; videos on environmental impact and sourcing; sustainability events	Environmental benefits, EU origin, climate impact, transparency,
Consumers – less sustainability-conscious		≈10 Mio. total (AT ≈ 2 Mio. / DE ≈ 8 Mio.)	Broad online and SEA on everyday food topics; influencer collabs with recipe and family creators; regional PR; food events	Trust through transparent origin and responsible production, EU origin as a reliable supply
Opinion leaders & multipliers	Secondary	150–200	LinkedIn, trade media, PR, conferences	Evidence, sustainability metrics, food security, policy alignment

B2B partners	Tertiary	80–120	Trade media, industry events, direct outreach	Supply chain integrity, consumer demand, competitive advantage

1.5 Creative Approach

The source of transformation: Soya is often seen as an anonymous commodity linked to environmental risks in global supply chains. We shift the focus from the product to its origin. The EU becomes the source of security, sustainability and quality. In this way, the campaign does not just promote a crop, but a starting point for a more sustainable and resilient European food system. The modular anchor "starts here" keeps the core message stable while allowing the campaign to speak to different topics, media channels and stakeholders in Germany and Austria. This approach follows the overarching values of the European Green Deal and the Farm to Fork Strategy and gives a clear framework for creative and content decisions.

Campaign claim: [Subject] starts here.
The claim functions as a modular umbrella, allowing the campaign to address different strategic pillars without losing its core identity.

- *The modular anchor:* The fixed framework "starts here" serves as the conceptual bridge between the specific attribute and the geographic origin.
- *Strategic versatility:* By swapping the subject (e.g., climate action, soil protection, biodiversity or climate resilience), the campaign remains highly adaptable to different environments and interests while maintaining a consistent brand voice across Germany and Austria. Food security can appear as a supporting message linked to climate adaptation and resilience.
- *Visual Integration:* The visual language focuses on the Unions agricultural landscape as the point of origin. Typographically, the claim is presented in a clean, authoritative style, ensuring the EU emblem and the mandatory Enjoy, it's from Europe signature remain the primary seals of trust.

To support EmpCo-aligned communication, the modular claim will always appear with a specific, verifiable subline that explains the selected focus area. Each factual or environmental statement will be matched to evidence for its exact wording and scope. Where a message refers to certified production, it will identify the relevant Europe Soya Standard requirement and remain within the scope verified by the certification. Climate and comparative claims will identify the relevant study, methodology, comparator and scope. Any link between regional protein supply and climate resilience will be supported by evidence for that specific connection.

Deployment mechanics: Dual-track strategy
To ensure maximum impact and flexibility across all target groups, the campaign operates through two distinct creative tracks:

Variant A: The Visionary Lead (Claim-First): In this variant, the claim establishes the emotional and political tone, while focusing on one selected area of action
Example:
Headline: Climate resilience starts here.
Subline: A more diverse European protein supply can help buffer climate-related disruptions.

Variant B: The Evidence Seal (Fact-First): Here, the claim serves as a concluding validation of a rational, evidence-based proof point.
Example:

Headline (Fact): Soya grown here in the EU is part of crop rotations that can support soil fertility. Claim (Seal): Soil protection starts here.

Strategic Messaging Focus

The following matrix links each core focus to one or more selected areas of action under Article 31(4) of Regulation (EU) 2021/2115. Food security remains a supporting narrative, not a separate core focus. We link it to climate change adaptation by explaining how adaptation relates to resilience in European food and protein systems. EU origin and non-GM status remain supporting attributes where their scope is verified; neither is presented as proof of environmental performance.

Target group	Strategic narrative	Core focus area	Headline & subline example	Impact/ Objective
Consumers	Climate change mitigation	CO_2-footprint comparison with a defined import comparator.	**Climate action starts here.** *Subline: Studies report a lower CO_2 footprint for certified EU-grown soya.*	Obj. 1: +15% increase in consumer awareness.
	Biodiversity protection	Crop rotation and crop diversity	**Crop diversity starts here.** *Subline: At around 1% of EU arable land, EU-grown soya adds diversity to crop rotations.*	
Opinion leaders & Multipliers (NGOs/ Media)	Climate adaptation / resilience *(food security = supporting narrative)*	Diversified regional protein supply and reduced import dependence as contributions to climate resilience.	**Climate resilience starts here.** *Subline: EU-grown soya can strengthen regional protein resilience to climate-related disruptions.*	Obj. 2: 20% shift in media sentiment & engagement of multipliers. Obj. 3: Stakeholder activation & ambassador recruitment.
	Green Deal in practice	Crop rotation for biodiversity and soil health; restrictions on specified plant-protection products and practices.	**Field action starts here.** *Subline: EU-grown soya adds crop diversity. The Europe Soya Standard sets soil-health requirements and restricts specified plant-protection products.*	
B2B/ retail partners	Soil protection	Crop rotation, soil health, soil fertility and nutrient management	**Soil protection starts here.** *Subline: Crop rotation and documented nutrient management support soil protection.*	Obj. 4: Increased listing preference for EU soya among retail decision-makers.
	Supply chain trust *(supporting narrative)*	Traceability and due diligence to verify origin and assess deforestation risk	**Traceability starts here.** *Subline: Origin records and due diligence can help buyers assess soya origin and deforestation risk.*	

1.6 Scope of services

Overview of tasks & actions to be carried out by the implementing partner including expected outputs & deliverables per year and the estimated budget.

- The expected work covers six areas: Public Relations, Website, Social Media & Influencer Relations, Paid Online Advertising, Content Production and Events.
- The maximum budget available to the implementing partner for the three years of the campaign is **EUR 657.350,00** (net, plus VAT if applicable). 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.
- Annual distributions are indicative. Percentages are rounded to whole numbers. The total annual allocation for each budget line equals 100%.
- The estimated allocation of the campaign budget between the two target markets is 60% for Germany and 40% for Austria.
- Any offer exceeding the maximum available budget will be rejected / treated as non-compliant, subject to the applicable rules.

Public Relations

Task	Description	Outputs per Year	Budget
Continuous PR activities (PR Office)			**€ 98.700,00**
Press Releases & Media Statements	Regular press releases targeting DE/AT trade and consumer media (food, sustainability, agri, general interest). Earned coverage is supported by selected paid placements via strategic media partnerships.	~6-7 press releases ~25 non-paid articles ~6-8 advertorials ~ 40,000.00 AVE	Y1 29% Y2 41% Y3 30%
Interview & Story pitches	Proactive media outreach securing journalist interviews and guest articles in high-reach publications. Focus on sustainability, food, agri, and policy media in DE/AT, with dedicated pitch lists per market.	~10 pitches ~2-4 interviews ~5 non-paid articles	
Press Events			**€ 46.500,00**
Press events	Annual press events presenting campaign findings, new research data, and expert panel discussions.	1 press event per year	Y1 30% Y2 40% Y3 30%
Speaking opportunities & thought leadership	Securing speaking slots at sustainability conferences, agricultural policy events, and food industry summits.	1 slot Y1+Y3 2 slots in Y2	

Website & Social Media

Task	Description	Outputs per Year	Budget
Website setup, update, maintenance			**€ 25.400,00**
Campaign website / Microsite	Evidence-based campaign microsite and content hub for the campaign topic, with articles, sources, infographics, videos, FAQs and resources. Dedicated landing pages cover climate mitigation and adaptation, soil protection and restoration, and biodiversity with reduced plant protection product use.	4-5 pages website updates, content expansion ~10 Newsletters sent out	Y1 39% Y2 30% Y3 31%

Social Media			**€ 190.500,00**
Social Media content production & publishing	Content is organised around four pillars: Farm to Fork Stories, climate change mitigation and adaptation, soil protection and fertility, and biodiversity with reduced plant protection product use. EU soya origin data, the people behind it and myth-busting run across all pillars, adapted for Instagram, TikTok, YouTube, Facebook and LinkedIn.	~100-150 posts (2-4/week) ~1,300 positive reactions	Y1 31% Y2 38% Y3 31%
Influencer partnerships, community activations & community management	Annual creator partnerships (micro and mid-tier, in food, sustainability and lifestyle) produce EU soya stories, recipes and videos, with DE targeting national reach and AT using regional creators for local trust. Influencer-led community activations (challenges, farmer Q&As, live cooking, and in Y2 EU Soya Origin Tour) incl. UGC campaigns.	3-4 influencers 4-5 cooperations 1 community experience	

Advertising

Task	Description	Outputs per Year	Budget
Online			**€ 136.600,00**
Paid Social Media campaigns (full-funnel)	Multi-platform paid campaigns (Meta, TikTok, YouTube, LinkedIn) with full-funnel creative routes for climate, soil and biodiversity. Concentrated bursts around key moments, plus A/B testing.	3-5 digital campaigns 2-5M+ reach	Y1 27% Y2 46% Y3 27%
Search Engine Advertising (Google SEA)	Keyword campaigns on climate-resilient farming, soil health, biodiversity and EU origin drive traffic to the microsite, timed to key campaign moments.	2-3 SEA campaigns	
Paid Influencer amplification	Paid boosting of top-performing creator content, including whitelisted ads via Meta and TikTok Spark Ads, extends reach beyond organic audiences on Call Topic themes.	4-8 paid Influencer posts	

Communication Tools

Task	Description	Outputs per Year	Budget
Publications			**€ 19.200,00**
Print & event materials	Design and production of brochures, factsheets, roll-up banners and event materials in German and English, explaining the sustainability impact of EU-grown soya for climate resilience, soil health, biodiversity and reduced plant protection product use.	3 Assets (Brochure, Roll-Up etc.)	Y1 33% Y2 42% Y3 25%

Visual & audiovisual content production	Production of infographics, animations and videos on climate, soil, biodiversity and plant protection, supply chains and farm-to-fork stories, designed for social, web, PR and events and localised for Germany and Austria.	24-36 visuals & infographics	
Promotional Videos			**€ 56.000,00**
Hero video production	Lean, authentic documentary-style videos on European soya farms, covering crop rotation, soil care, biodiversity and plant protection reduction, with a social-first look for younger audiences.	2-3 hero videos + 6–16 cut-downs	Y1 29% Y2 43% Y3 28%

Events

Task	Description	Outputs per Year	Budget
Stands at trade fairs			**€ 22.500,00**
B2C trade fair participation	Presence at established consumer-facing agri-food fairs in DE and AT (e.g. Grüne Woche Berlin or BioFach Nürnberg), with booths on climate, soil, biodiversity, plant protection reduction and European soya's role in protein value chains.	1 trade fair participation	Y1 33% Y2 34% Y3 33%
Other events			**€ 61.950,00**
Consumer experience events	Donau Soja will run three consumer events over the project, one per year, each for about 50–100 participants. Each event uses a reusable format: guided tastings of verified EU-grown soya products, live cooking, farm-to-fork stations, a Q&A with a farmer or value-chain partner, take-home sources, and brief feedback.	1 event	Y1 33% Y2 34% Y3 33%
Stakeholder roundtables	Donau Soja will hold three in-person stakeholder roundtables, one per project year, with about 20–25 participants each, including policymakers, scientists, and industry representatives, with a focus on retailers and food manufacturers.	1 roundtable	

1.7 Ownership and intellectual property rights

The contract defines ownership and usage rights for all materials and deliverables. Tenderers must identify any pre-existing or third-party materials they plan to use, including sources, licence terms, permitted use and additional costs. The implementing partner must obtain all necessary permissions and provide proof on request.

1.8 Confidentiality

Tenderers should mark any parts of their offer they consider confidential and explain why. The Implementing Partner must protect confidential information and use it only for the contract. Data-protection terms will be agreed in the contract.

PART 2. EVALUATION

How will your offer be assessed?

2.1 General principles and evaluation process

The contract will be awarded to the compliant tender achieving the highest overall score and offering the best value for money rather than selecting on price alone. The tender procedures will be published through Donau Soja website and channels as well as through publication on e-TED (Online platform for EU Tenders). In addition to publication on e-TED, Donau Soja may circulate the publicly available tender notice to relevant organisations and professional networks to increase its visibility and encourage broad competition. This additional outreach will not restrict participation or provide any organisation with preferential information. All interested tenderers will have equal access to the same tender documents, clarifications and amendments, and submission deadline through the designated procurement channel. Sufficient time for the preparation and submission of offers will be provided, with a minimum submission period of 28 days.

The evaluation will be carried out in two stages:

Stage 1

- assessment of the tenderer's eligibility; and
- assessment of the quality and price of the compliant offers,

Stage 2

- the tenderer pitch (for shortlisted and top ranked candidates only)

Only tenderers that meet all applicable eligibility criteria and submit a compliant offer will proceed to the evaluation of the quality and price criteria. Shortlisted and top ranked tenderers will be invited for a pitch. The evaluation will be carried out in accordance with the principles of transparency, equal treatment, non-discrimination, absence of conflict of interest and best value for money.

2.2 Selection procedure, criteria and scoring

2.2.1 Eligibility requirements (pass/fail)

The eligibility requirements will be assessed on a pass/fail basis. Donau Soja will assess whether each tenderer has the necessary

- financial capacity- average annual turnover of at least EUR 220.000,00 over the last two financial years;
- technical and professional experience;
- qualified personnel and resources;
- language and market knowledge relevant to the services; and
- legal and administrative eligibility
- non-existence of a conflict of interest
- compliance with the maximum available budget.

Tenderers must provide the documents and references specified in these Terms of Reference (see part *3.2 Documentation*). Tenderers must disclose all other entities whose capacities they intend to rely on for the implementation of the contract, including subcontractors and, where known, cascade subcontractors. Such entities must be identified, together with their proposed role and contribution to the contract. The tenderer must demonstrate that the relevant resources and capacities will be available for the duration of the contract. Quality and price will be assessed separately. The final score will be calculated by adding the quality score and the price score.

2.2.2 Quality and price criteria (scored)

Tenders will be evaluated against the below quality and price criteria. The quality and price criteria serve to identify the most economically advantageous offer. Each proposal will be evaluated using a scoring system. Bearing in mind that we have a campaign defined and approved by the European Commission, both in terms of actions and their budget, in general terms, the adaptation to the approved project will be assessed according to the budget items set out in the previous section. Tenderers must provide a detailed technical offer addressing all points in the technical specifications and each of the quality and price criteria. The evaluation includes a presentation/pitch phase for the top-ranked candidates before the final award.

The evaluation will be based on the following weighting:

Quality and price component	Maximum score
Quality of the technical offer	55 points
Price evaluation	40 points
Total	**95 points**

Quality of the technical offer (55 points)

1. Understanding of the project, target groups and campaign objectives; proposed strategy and methodology (15 points)

The quality, reliability and scope of the proposed activities, and their coherence with the main lines designed in the project, as described in these tender specifications.

- Understanding of the project, target groups and campaign objectives; coherence with the approved project lines and budget items; **4 points**
- Detailed planning and methodology of the defined activities: how PR, social media, influencer collaborations, online advertising and events are designed, sequenced and steered against the campaign objectives; **6 points**
- Target group and channel approach: how we reach consumers, media, multipliers and B2B partners, with the messages and channel roles per group; **5 points**

2. Technical implementation approach and work plan (10 points)

- Creative concept and promotion material: proposed campaign logo ideas, visual language and design system for all channels, and visual and video concepts. Assets are designed for use across channels and localised for Germany and Austria. **2 points**
- PR office activities and press events: proposed story angles, expert and farmer voices for interviews, the approach to selecting advertorial partners, and a concept for the annual press event. **2 points**
- Campaign website and social media: proposed site structure and concept, content pillars with platform-specific formats, and an approach to explaining complex topics in plain language with clear sources. **1 point**
- Online advertising: proposed strategy, targeting and creative routes per campaign, channel mix for paid social and search, and the approach to testing and optimisation. **1 point**
- Influencer collaborations and community experiences: proposed selection approach and creator profiles per market, storyline and creative concept per collaboration, and concepts for community experiences and the EU Soya Origin Tour. **2 points**

- Events and roundtables: proposed formats for consumer events, guest and expert concepts, the agenda approach for stakeholder roundtables, and a booth concept with location suggestions for trade fairs. **2 points**

3. Proposed team, organisation and operational capacity (10 points)

- Clear and detailed distribution of tasks within the project team and with subcontractors: who does what, when and why. Justification of why each partner or subcontractor is proposed for each task (e.g. video production, print, paid media, evaluation), incl. availability and back-up arrangements for team members; **4 points**
- Measurement mechanisms to evaluate the evolution of the campaign: proposed KPIs per objective (consumer awareness, media sentiment, multiplier engagement, B2B recognition), tracking setup across channels, and how the results link to the T0 and T1 consumer surveys; **3 points**
- Communication: internal team rhythm (weekly project management, regular coordination calls, quarterly progress reviews), communication with Donau Soja, and communication between the agency and its subcontractors; **3 points**

4. Quality assurance, risk management, reporting and compliance arrangements (10 points)

- Risk identification, impact and likelihood assessment, and effective mitigation actions (e.g. influencer drop-out, low media pick-up, budget shifts, website downtime, underperforming advertising); **3 points**
- Quality assurance process for all deliverables, including approval loops, fact checks and brand compliance (Donau Soja Guidelines, see *3.3 Annexes*); **3 points**
- Reporting and measurement: KPIs, monthly reporting, evaluation of campaign progress; **2 points**
- Compliance: substantiation of environmental and sustainability claims (EmpCo Directive (EU) 2024/825), EU visibility and information requirements; **2 points**

5. Relevant experience (10 points)

- Comparable communication and promotion projects (3 to 5 references with client, duration, scope and measurable results); **5 points**
- Experience in implementing AGRIP or AGRIP-MULTI promotion campaigns; **up to 5 points**

Price evaluation (40 points)

The financial offer is assessed separately from the technical offer, using this formula:
Price score = 40 × (lowest compliant financial offer / compliant financial offer)

The maximum budget stated in these Terms of Reference is a ceiling and not a target price. Tenderers may submit an offer below the stated amount. A lower offer may be advantageous, provided that it is complete, realistic and sufficient to deliver all required services. The lowest-priced offer will not automatically be selected. The contract will be awarded to the tenderer whose offer achieves the highest overall score and provides the best combination of quality and price. Donau Soja may request clarification of an unusually low or otherwise unclear financial offer. Such clarification may not result in a material change to the submitted offer.

Budget: the budget and its allocation to the work packages and budget items are set by Donau Soja and approved by the European Commission.

2.2.3 Tenderer pitch (5 points)

Based on the assessment of eligibility, quality and price criteria, we invite a shortlist of the highest-ranked tenderers to present their proposals. Each invited tenderer presents its approach, methodology, team and implementation plan, followed by clarification questions from the Evaluation Committee. We follow the same format, timing and practical arrangements as all other tenderers: up to 30 minutes of presentation, followed by up to 30 minutes of questions. The pitch takes place online or in person, as stated in the invitation.

Assessment covers:

- clarity and understanding of the project and campaign objectives, **1 point**
- feasibility of the proposed approach, **1 point**
- ability to explain the methodology and work plan, **1 point**
- suitability of the team and implementation arrangements, **1 point**
- clear and consistent answers to questions, **1 point**

The pitch serves presentation and clarification only. It does not change the written offer or the financial offer, and all statements must be consistent with the submitted offer.

With the pitch as a final criterion the tenderers can reach max. 100 points.

Quality of technical offer	Price	Pitch	TOTAL
55	40	5	**100**

2.2.4 Scoring method

- Eligibility requirements (*Section 2.2.1 Eligibility requirements (pass/fail)*) are assessed on a pass/fail basis and are not scored.
- Each quality criterion (*Section 2.2.2 Quality and price criteria (scored)*) and each pitch criterion (*Section 2.2.3 Tenderer pitch (5 points)*) is scored on a scale from 0 to 3.
- Points awarded = (score ÷ 3) × maximum points for that criterion. Example: a score of 2 on a 6-point criterion gives 4 points.
- The price score is calculated using the formula in *Section 2.2.2 Quality and price criteria (scored)*

Scoring scale

Score	Level	Description
3	**Fully meets**	The response fully addresses the criterion. It is specific, realistic and consistent.
2	**Partially meets**	The response addresses the criterion in part. It may be generic, lack detail, or have gaps in methodology or in the link to budget items.
1	**Weak**	The response mostly fails to address the criterion. Key elements are missing or not consistent.
0	**Not addressed**	No relevant response is provided.
***Rule for AGRIP or AGRIP-MULTI experience (part of criterion 5, up to 5 points)*		• *5 points: at least one completed AGRIP or AGRIP-MULTI campaign with documented results.* • *3 points: experience with other EU-funded information or promotion campaigns under Regulation (EU) No 1144/2014.* • *0 points: no relevant experience.*

PART 3. SUBMISSION OF OFFERS

3.1 Submission information

Offers must be submitted electronically to news@donausoja.org later than **27/11/2026**. Questions must be submitted to news@donausoja.org by **03/11/2026**. Offers must be submitted in English, in EUR, and must remain valid for at least **60 calendar days** after the submission deadline. Late offers may not be considered.

3.2 Documentation

The offer must contain the following documents:

1. **Administrative information and declarations**, including proof of legal registration, eligibility and absence-of-conflict declarations;
2. **Financial capacity evidence**; Financial capacity: average annual turnover of at least EUR 220,000 over the last two financial years, demonstrated by audited or officially filed annual accounts.
3. **Relevant experience and proposed team**, including references, key roles, CVs, and evidence of language skills (German and English) and knowledge of the Austrian and German markets (e.g. references from campaigns or projects implemented in Germany and/or Austria, minimum 3 in last 5 years)
4. **Quality and Technical Offer and Pitch**, addressing all tasks and deliverables defined in the Terms of Reference and each sub-criterion of the evaluation grid for quality.
5. **Technical compliance statement**, confirming the tenderer's ability to fulfil the mandatory services, deliverables, timeline and reporting requirements;
6. **Subcontractor and other-entity information**, where applicable;
7. **Financial offer**, including the total price in EUR and a clear budget breakdown (Please use Annex 1 for financial offer).

The technical compliance statement will be assessed on a **pass/fail basis** and will not receive quality points. The quality proposal and pitch outline will form the basis for the tenderer pitch and quality evaluation. The financial offer must be submitted as a separate file and must not be included in the quality proposal or other documents used for quality evaluation. Donau Soja may request clarification of information submitted. Clarifications may not materially change the offer, alter the submitted price or give any tenderer an unfair advantage.

3.3 Annexes

Annex 1: Financial offer based on Working Packages & Deliverables

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

- The maximum budget available to the implementing partner for the three years of the campaign is **EUR 657.350,00** (net, plus VAT if applicable).
- The budget stated covers all costs. It includes the agency fee and all direct external costs required to deliver the outputs, such as media partnerships, paid advertising, event venues, and logistics. The offered price is all-inclusive. This includes any additional costs the contractor may incur in performing the contract, such as overheads. If the deliverables include pre-existing rights, the service provider must include the cost of licensing these rights to Donau Soja in the total price.

- Prices must be quoted in EUR. It is for the service provider to bear the risks or the benefits deriving from any variation. All prices must clearly state the applicable VAT, where relevant.
- Any offer exceeding the maximum available budget will be rejected / treated as non-compliant, subject to the applicable rules.

	Scope of Services	Tasks	Lump sum Total (EUR) net	VAT, if applicable
1.1	**Public Relations: PR office**	PR office, press releases, interviews, media collaborations		
1.2	**Public Relations: PR events**	1 press event and 1-2 speaking slots per year		
2.1	**Website**	Campaign microsite, updates, newsletters, maintenance		
2.2	**Social Media**	Social media content, influencer partnerships, community activations		
3.	**Advertising**	Paid social campaigns, Google SEA, paid influencer amplification		
4.1	**Communication Tools: Publications**	Print & event materials (Brochures, Roll-Up etc.), Visual & audiovisual content production (infographics & visuals)		
4.2	**Communication Tools: Videos**	Hero videos and cut-downs		
5.1	**Events: TF presence**	1 B2C trade fair presence per year		
5.2	**Events: Other events**	1 consumer event and 1 stakeholder roundtable per year		
	TOTAL (net)			
	Name			
	Date			
	Signature			

Annex 2: Donau Soja Corporate Design Guidelines

Link to Document

Annex 3: Donau Soja Writing & Typography guideline

Link to Document