

CALL FOR PROPOSALS

SELECTION OF AN INDEPENDENT EVALUATION BODY

Programme:

“EU Pork, Because Ordinary Isn't Good Enough” (EUPORKEExtraordinary)

Launched by:

INTERPORC – Spanish Inter-professional Agri-Food Organisation for White Pork

1. INTRODUCTION

INTERPORC (Interprofessional Agri-Food Organization for White Pork, www.interporc.com / www.interporcspain.org) is a non-profit organization representing the entire Spanish white pork value chain, including production, processing and marketing activities. INTERPORC website: www.interporc.com / www.interporcspain.org

One of the objectives of the organization is to develop actions to promote and disseminate pork, and pork products in the domestic and foreign markets, with a view to opening new markets.

INTERPORC is the beneficiary organisation and coordinator of the promotion programme “EU Pork, Because Ordinary Isn't Good Enough” (hereinafter, EUPorkExtraordinary), approved by the European Commission under Regulation (EU) No 1144/2014, (Project No. 101251108).

The programme will be implemented over a period of thirty-six (36) months, from January 2026 to December 2028, in South Korea, Vietnam and the Philippines.

In accordance with the applicable European and Spanish legislation governing EU promotion programmes, INTERPORC hereby launches this competitive procedure for the selection of an independent Evaluation Body for the EUPorkExtraordinary programme.

2. PURPOSE OF THE CALL

The purpose of this call is to select an independent Evaluation Body responsible for measuring, monitoring and evaluating the results and impact of the EUPorkExtraordinary programme.

The selected Evaluation Body shall provide objective and independent assessments enabling INTERPORC to:

- Measure the effectiveness of programme activities
- Assess the achievement of programme objectives
- Verify programme impact through measurable indicators
- Improve future working methods and actions
- Demonstrate the efficient use of programme resources.

The principles of transparency, equal treatment, competition, proportionality, best value for money and absence of conflicts of interest shall be respected throughout the procedure.

3. PROGRAMME OVERVIEW

3.1 Programme Duration

January 2026 – December 2028 (36 months)

3.2 Target Markets

- South Korea
- Vietnam
- Philippines

3.3 Products Promoted

The programme promotes European Union pork and pork products, with particular emphasis on quality, food safety, traceability, sustainability, animal welfare and European production standards.

Priority target products:

HS heading 0203 Meat of swine

- Frozen:
 - HS subheading **0203.22** Hams, shoulders and cuts thereof, with bone in
 - HS subheading **0203.29** Other

In the case of cured ham (*jamón curado*), the international standard to classify cured ham is 0210.11 with bone-in, and 0210.19 for boneless, however subheading 1602.41 is used in the Philippines more often for these products.

HS heading 0210 Meat and edible meat offal, salted, in brine, dried or smoked; edible flours and meals of meat or meat offal:

- Meat of swine:
 - HS subheading **0210.11** Hams, shoulders and cuts thereof, with bone in
 - HS subheading **0210.19** Other

HS heading 1602 Other prepared or preserved meat, meat offal or blood

- Of swine:
 - HS subheading **1602.41** Hams and cuts thereof

HS heading 1601 Sausages and similar products

The secondary target products are:

HS heading 0203 Meat of swine

- Frozen:
 - HS subheading **0203.21** Carcasses and half-carcasses

HS heading 0206 Edible offal of bovine animals, swine, sheep, goats, horses, asses, mules or hinnies, fresh, chilled or frozen:

- Of swine, frozen:
 - HS subheading **0206.41** Livers

HS heading 0209 Pig fat, free of lean meat, and poultry fat, not rendered or otherwise extracted, fresh, chilled, frozen, salted, in brine, dried or smoked:

- HS subheading 0209.10 Of pigs

3.4 Target Audiences

The program addresses the following target groups:

Professional audiences:

- Importers and distributors
- Retailers
- Food and beverage professionals
- HoReCa sector
- E-commerce operators
- Media and Key Opinion Leaders (KOLs)
- Public authorities

Consumers:

- Adults aged 25–65
- Middle-income and affluent consumers
- Grocery purchasing decision-makers living in the main urban centres of the target markets

3.5. Programme Objectives

General objectives:

The goal of this campaign is to boost the competitiveness of EU agriculture by growing sales, increasing market share, and raising both consumer and industry awareness of European pork in South Korea, the Philippines and Vietnam.

3.5.2. Specific objectives and impact indicators

The specific objectives of the campaign, to be reached at the end of the 36 months, are as follows:

Objective No. 1: Economic return

Impact indicator #1:

The campaign aims to generate an **extra EUR 6,946,137 in EU pork sales** across the target markets for the duration of the campaign.

South Korea: EUR 4,466,695

Philippines: EUR 1,398,319

Vietnam: EUR 1,081,123

Objective No. 2: Informational return

Impact indicator #2:

The campaign aims to ensure that **at least 1,250 food and beverage (F&B) professionals** learn about European pork products and production methods.

Objective No. 3: Informational return

Impact indicator #3: consumer awareness

Increase consumer awareness and recognition of EU pork and its production standards by at least 15% over the course of the programme.

4. SCOPE OF SERVICES

4.1 Role of the Evaluation Body

The Evaluation Body shall:

- Remain fully independent from the Implementing Body and all subcontractors
- Have proven experience in programme evaluation and market research
- Be capable of carrying out evaluation activities in South Korea, Vietnam and the Philippines
- Ensure consistency of methodology and reporting across all target markets.

4.2 Evaluation Activities

The approved programme includes the following Work Packages:

- WP1 – Project Management and Coordination
- WP2 – Public Relations
- WP3 – Website and Social Media
- WP4 – Advertising
- WP5 – Communication Tools
- WP6 – Events
- WP7 – Point-of-Sale Promotions
- WP8 – Monitoring and Evaluation

The selected Evaluation Body will be responsible for activities foreseen under WP8- Monitoring and Evaluation.

The Evaluation Body shall be responsible for:

Impact Indicator 1 – Economic Return

Assessing the evolution of EU pork exports to the target markets using official statistical sources.

Impact Indicator 2 – Informative Return

Assessing knowledge transfer among professionals based on questionnaires and data provided by the Implementing Body.

Impact Indicator 3 – Consumer Awareness

Designing and implementing consumer surveys in the target markets to measure changes in awareness and recognition of EU pork and its production standards.

To ensure a clear division of responsibilities and independence of each body, the implementing and evaluation bodies will operate with no contact whatsoever and under distinct roles and hold separate meetings with INTERPORC. All key information and updates will be coordinated and shared through the campaign coordinator, maintaining transparency and objectivity throughout the process

4.3 Evaluation Methodology

The Evaluation Body shall:

- Design the survey methodology
- Define the sampling methodology
- Design questionnaires
- Conduct fieldwork
- Analyse collected data
- Validate supporting evidence
- Produce evaluation reports.

Consumer samples shall be statistically representative and may use city clusters where duly justified.

5. DELIVERABLES

The Evaluation Body shall provide:

- Evaluation Methodology Report
- Baseline Evaluation Report (Q3, or as soon as possible after the Evaluation Body starts its work)
- Mid-Term Evaluation Report (Q3 2027)
- Final Evaluation Report (Q4 2028)
- Executive Summary of each report
- Technical annexes and supporting datasets where applicable.

All reports shall be submitted in English.

6. MAXIMUM CONTRACT VALUE/ BUDGET

The EUPorkExtraordinary programme has been approved with a maximum budget of EUR 1,808,463.76, of which up to EUR 1,446,771.00 is eligible for co-financing from European Union funds.

The maximum budget available for the evaluation body is:

EUR 72,000 (excluding VAT)

Equivalent to:

- EUR 24,000 per year
- 36-month contract duration

The budget shall include all costs incurred by the Evaluation Body, including personnel, fieldwork, surveys, travel, reporting, subcontracting and administrative expenses.

7. PROCUREMENT PROCEDURE

The procedure shall consist of three phases:

Phase 1 – Exclusion

Verification of exclusion criteria.

Phase 2 – Qualification

Verification of technical and financial capacity.

Phase 3 – Award

Evaluation of technical and financial proposals.

8. EXCLUSION CRITERIA

Candidates shall be excluded if they fall under any of the exclusion grounds established in Article 71 of Spanish Law 9/2017 on Public Sector Contracts.

The following documentation shall be submitted:

- Certificate proving compliance with tax obligations, and with Social Security obligations.
- Declaration confirming that the candidate is not subject to any exclusion grounds under Article 71 of Spanish Law 9/2017, November 8, of Public Contracts Sector) ([BOE-A-2017-12902](#))
- Conflict of Interest Declaration confirming the absence of economic, political, national, family, emotional or other shared interests with INTERPORC ,

This phase is not subject to scoring and serves only to verify compliance with the eligibility requirements. Failure to submit the required documentation shall result in exclusion

9. QUALIFICATION CRITERIA

9.1 Technical Capacity

Candidates shall demonstrate the availability of sufficient human and technical resources with the qualifications necessary to perform the contract.

Evidence should include:

- Company profile;
- Description of the proposed team;
- CVs of key experts;
- Relevant references and previous projects.

9.2 Financial Capacity

Candidates shall demonstrate adequate economic and financial standing through one or more of the following:

- Statements from financial institutions;
- Turnover declarations;
- Professional indemnity insurance.

The minimum annual turnover requirement shall be equivalent to at least 35% of the annual budget (including VAT) allocated to monitoring and evaluation activities, considering the highest turnover achieved during the last three available financial years, in euros.

This phase is not subject to scoring and serves only to verify compliance with the eligibility requirements.

INTERPORC will evaluate the documents submitted by all tenderers during the Exclusion and Qualification phases and will record the outcome in a report digitally signed by the authorised representative of the organisation. INTERPORC will notify the candidates whether they have been progressed to Phase 3, in accordance with the timetable set out in Section 12 below. In the interest of transparency, the results of the Exclusion and Qualification phases will be published on INTERPORC's website.

10. AWARD CRITERIA

The procedure will be carried out in two distinct and mutually exclusive parts: quality assessment and price assessment. Bidders that fail to obtain the minimum threshold on the 1st part will be excluded from the second part:

10.1 Quality Assessment (40 points)

The proposals will be evaluated and awarded a maximum of 40 points under this section. Any proposal obtaining fewer than 20 points for the quality criteria shall be considered not to have met the minimum quality threshold and shall therefore be excluded from the price evaluation stage and from the award procedure.

CRITERIA	MAXIMUM SCORE	MINIMUM SCORE
The following aspects will be evaluated:	40	20
Relevance: understanding of the programme objectives and the proposed approach for assessing the achievement of the programme's output, result and impact indicators.	8	
Quality: Quality and robustness of the proposed evaluation methodology, including measurement tools, analysis of indicators and their evolution throughout the programme, and quality of the proposed deliverables	16	
Added Value: Capacity to provide useful feedback and practical recommendations to improve programme implementation and maximise results during the course of the action.	6	
Professional Experience of the Evaluation Team; Qualifications, relevant experience and technical expertise of the personnel assigned to carry out the programme evaluation, based on the CVs submitted	10	
TOTAL	40	

10.2. Price Assessment (60 points)

Those proposals passing the quality assessment will be subject to the price assessment.

The financial proposal will be scored based on a proportionality criterion relative to the lowest submitted offer, which will receive the maximum score, in accordance with the following formula:

$$P = \text{maximum score} * (\text{lowest offer} / \text{offer under evaluation})$$

- **P:** the score obtained by each proposal.
Maximum score: 60 points
- **Lowest of er:** the lowest-priced offer that has passed to this phase.
- **Of er under evaluation:** the bid being scored.

The **maximum budget** for the Evaluation Body (excluding VAT), will be €72,000 to distribute in 3 years. Bids that exceed this maximum budget will receive zero (0) points in the price assessment and will be excluded from the process. Likewise, any bid (excluding VAT) below €61,200 will be deemed incapable of achieving the required quality and scope objectives and will also be excluded from the process

The budget shall include all costs incurred by the Evaluation Body, including personnel, surveys, fieldwork, travel, analysis, reporting, subcontracting and administrative expenses.

The results of the Award Phase will be set out in a report dated and digitally signed by the authorised representative of INTERPORC. The outcome will be communicated to all participants and, in the interest of transparency, will be published on INTERPORC's website.

11. TIMETABLE

The selection process will follow the following timeline:

Stage	Deadline
PUBLICATION OF THE CALL FOR APPLICATIONS	July 9 th 2026 at 23:59 CET
PHASE 1 – EXCLUSION	August 10 th 2026 at 23:59 CET
PHASE 2 – QUALIFICATION	August 10 th 2026 at 23:59 CET
INTERPORC will evaluate the documents received by all bidders in Phase 1 and 2 and will inform the candidates whether they have progressed to Phase 3 before August 11 th 2026 at 23:59 CET	
PHASE 3 – AWARD	25 th August 2026 at 23:59 CET
INTERPORC will evaluate the documents received by all bidders in Phase 3 and will communicate the results of the evaluation before 31 st August 2026 at 23:59 CET	

12. CONFIDENTIALITY AND INTELLECTUAL PROPERTY

All information exchanged during the procedure shall be treated as confidential.

All intellectual property rights arising from the evaluation activities and deliverables shall belong exclusively to INTERPORC.

13. SUBMISSION OF APPLICATIONS

Applications shall be submitted electronically to:

internacional@interporc.com

Contact person: Daniel de Miguel, International Director and Deputy Director General of INTERPORC.

Subject:

“Application for the Selection of the Evaluation Body – EUPorkExtraordinary”

14. RESERVATION OF RIGHTS

INTERPORC reserves the right not to award the contract if none of the proposals received satisfies the requirements established in this call.

15. TENDERING CONDITIONS:

- 15.1 The purpose of this call for tenders is the selection of an Evaluation Body for the implementation of a promotion programme with European co-financing, already approved by the European Commission. The selected Evaluation Body undertakes to maintain the validity of its tender for the duration of the three-year campaign.
- 15.2 This tendering exercise is not remunerated: no financial compensation is provided to unsuccessful applicants.
- 15.3 All information provided to applicants must be treated as strictly confidential and due to the institutional nature of the data cannot be used for other clients.
- 15.4 The proposals must be submitted in English.
- 15.5 If the applicant already manages a campaign for an operator in the same sector or for a sector or entity that may give rise to a conflict of interest, this operator or entity must give advance agreement for the applicant to participate in this call for tender. If this applicant is selected, advance agreement from INTERPORC is also required before accepting any future campaign from an operator in the same sector or from a sector or entity that may give rise to a conflict of interest.

16. ANNEXES

This call for proposals includes the following annexes:

- **Annex 1.** Experience in Projects
- **Annex 2.** Description of Material and Human Resources
- **Annex 3.** European Programme approved by the European Commission, excluding confidential information and sections that are not relevant to the Evaluation Body.

You can download the program by filling out the following form:

<https://interporc.com/call-for-proposals-form>

Annexes 1 and 2 shall be completed and submitted by the bidders together with their proposals.

EXPERIENCE IN PROJECTS (Annex 1)

PROJECT TITLE	IN WHICH COUNTRIES	BUDGET	CONTRACTING ORGANIZATION	AGRI-FOOD PROJECT (YES/NO)	YEARS

DESCRIPTION OF MATERIAL AND HUMAN RESOURCES (Annex 2)

Describe the Material and Human Resources of the bidder, especially those in South Korea, the Philippines and Vietnam:

MATERIAL RESOURCES	
HUMAN RESOURCES	
WORLDWIDE HEADQUARTERS / PARTNERS	
HEADQUARTERS / PARTNERS IN SOUTH KOREA, THE PHILIPPINES AND VIETNAM	
CONTACT INFORMATION	
OTHER MATERIAL THAT THE BIDDER WANTS TO SUBMIT	
REMARKS	