



*Open call for evaluation body:
Evaluation of the promotion campaign EUROPHIL4HOPE*

Europe Organic in the Philippines for Harnessing Organic Potential and
Engagement / Project number 101194343

Published on: May 13th 2025

Deadline for proposals: June 12th, 2025 – 12.00 CET

Project Period / Duration: May 2025-April 2028 / 3 years

Applicants: Evaluation agencies for a promotion campaign in the Philippines

1/Announcer:

Naturland - Association for Organic Agriculture (NATURLAND e.V.)

2/ Subject of the contract:

Naturland is launching a call for proposals for the evaluation of a promotion campaign aiming at raising awareness amongst local consumers of the quality organic products produced in compliance with the high standards of EU and Naturland.

3/ Outline of the project:

The project “EUROPHIL4HOPE” is an EU co-funded project under the program AGRIP-SIMPLE-2024 grant agreement number **101194343** with Naturland as coordinator and beneficiary.

The general objectives of the program are to raise consumer awareness of the high quality of organic products produced in accordance with the high standards of the EU and Naturland and to enhance the competitiveness and consumption of organic products, raise their profile and increase their market share in the Philippines.

It is composed of an informative and an economic objective, in line with Articles 2 and 3 of Regulation No 1144/2014 and more specifically into the topic AGRIP-SIMPLE-2024-TC-ORGANICS AND SUSTAINABLE .

The program has a budget of 1.372.651,10 € (including VAT) for a total duration of 3 years.

Naturland - Verband für ökologischen Landbau e.V.
Kleinhaderner Weg 1 | 82166 Gräfelfing | Tel.: 089-898082-0
naturland@naturland.de | www.naturland.de

Partners involved:

- Naturland - Coordinator of the project:

Naturland is an international organic farmers' association based in Germany that supports the development of organic farming on a regional, national and global scale, together with its partner organizations and farmers. Founded in 1982 in Bavaria, it developed in the region before extending its membership in Germany, Europe and even globally. With over 125,000 farmers in about 60 countries, it is one of the leading international organic farmers' associations.

- Selected Implementing body (Promotion agency): Sopexa (Hopscotch Group) ([Sopexa - International Communication Agency Food, Drink, Lifestyle](#))

4/The informative and economic objectives of the campaigns are:

- The informative objective: to increase awareness and identification of the European organic products by 5 points at the end of the program among the defined targets.
- The economic objective: to increase the percentage of EU organic products among all EU agrifood products in the Philippines from 0.1 % to 0.25% by the end of 3 years of the programme. and the share of Naturland among all German organic products in the Philippines from 0% to 20% by the end of 3 years of the programme.

Challenges:

The main challenge is to convince B2B community and consumers about production methods of European organic farming, to make sure they are well informed about EU quality standards along the supply chain and advantages of organic products (health benefits, convenience, sustainability...) and to increase the awareness that organic products produced in Europe are a result of strict European rules and procedures, which guarantees quality and safety.

The main marketing challenge for organic products referenced in the Philippine market appears to be availability. Organic products are still a niche, and despite consumer interest, distribution is limited.

To establish themselves in the Philippines, European producers of agri-food products must surround themselves with partners who will enable them to navigate both local regulations and logistical constraints, as well as intercultural

considerations. Addressing the business sector is key to accomplishing the market objectives, most notably to increase market share by bringing EU organic and Naturland sealed products on to the market and raising demand by exposing products to consumers. In a competitive market and a better awareness of the USDA organic than the EU organic label, key players must be convinced by the European choice. The value chain of goods from EU exporters to local importers, wholesalers, trade and finally consumers must be considered to address professionals on different levels with messages tailored to their specific business fields. EU and German products have a huge opportunity for stronger recognition of their quality, the biggest challenge is to convince the B2B community first and to build awareness for consumers about organic and quality of EU certification

Strategic choices:

Following strategic positions have been decided as cornerstones of the program:

- As market entry goes first through the business sector before products get exposed to consumers, the campaign will follow a strong B2B approach, consumers (B2C) are defined as a secondary target audience.
- For cost-effectiveness and best impact, the campaign will concentrate on Manila, Clark aiming to grow our network first, on a second level with punctual activities in the Visayas region focusing Cebu and Negros.
- With professionals and consumers “lost in labels”, education about the high standards of EU organics and tastings will be the priority. Themes will be highly connected to local food trends to build trust and provide reassurance.
- Key message of the campaign will be: “**EUROPEAN ORGANIC: SMALL ACTIONS. BIG CHANGES.** This message is supposed to underline the variety of different initiatives for sustainable and ethical production methods that might take a little longer but will shape the future of food and nature.

Communication mix:

It will be based on the following aspects:

- **PR Activities:** press releases and media partnerships and an exclusive media event to be organized in Year 1;
- **Collaboration with Influencers:** with diverse voices from food, sustainability, and lifestyle influencers, including chefs;
- **Social Media:** Facebook will be the main content hub

- **The EU Organic Day:** stand-alone big-scale event for all B2B stakeholders and media
- **Networking & Education:** A series of more individual workshops for specific B2B audiences –restaurant communities, hotel groups, cooking schools, and presentations (on- and offline)
- **Tastings:** Individual promotion packages will be negotiated with premium deli shops, hotels, and restaurants to provide tasting opportunities to consumers.

Campaign KPIs which are required to be evaluated are provided in the Annex 1 of the Tender Documents.

More details can be provided if required by the candidates in writing. The questions and answers will be published in the Naturland Website under following link [International Projects - Naturland](#). Kindly note any questions must be submitted latest by June 4th.

5/ Objective of the call:

According to EU regulations, the promotion program must be evaluated by an independent external evaluation body, to guarantee the respect of planned deliverables, costs and objectives.

The Agency is expected to deliver the following:

- determine a methodology to evaluate the correct implementation and effectiveness of the activities.
- evaluate the effectiveness of the campaign, especially on the targeted groups determined by the objectives and strategy.
- to consider for each planned action the output, result and impact indicator.
- gather data using appropriate means and use of the data collected during the campaign to reach an appropriate level of information.
- Prepare and run a baseline survey needs to be conducted and will serve as starting point benchmark towards consumer and food stakeholders at the beginning of year 1 and again at the end of year 3 to establish if the objectives have been met.
- The evaluation agency will prepare an analysis report on every activity implemented during the year, so that the actions of the campaign can be fine-tuned and improved during the 3 years of campaign.

The evaluation body will have to be mindful of:

- **Output indicators:** deliverables of the campaign (number of videos, number of press releases, number of media partnerships and events, FB posts...) in line with the project's Output and Results Indicators;
- **Result indicators:** measuring the reach of each action (viewership of videos, readership of press releases and of social media articles...);
- **Impact indicators:** measure of how the campaign has increased awareness and created a tangible economic return thanks to its various promotion actions, compared to the situation before the campaign and a baseline scenario without the campaign being implemented

We kindly invite applicants to outline the methodological approach they would consider suitable for assessing the economic KPIs of the campaign. While this is not a mandatory requirement, proposals that include suggestions for measuring economic outcomes of the campaign (see the Annex 1), will help us better understand the potential depth of the evaluation approach.

The evaluation agency is free to propose the methodology which is considered the best to reach the specified objectives within the determined budgets.

The promotion program should end in April 2028, a date after which all activities will be final, and the ex post evaluation can take place.

6/ Budget and actions expected:

The evaluation agency will oversee the following activities as listed in Section 4 above and KPIs listed in the Annex 1.

Proposals for the evaluation of the campaign will be evaluated for providing best value for money according to the Evaluation Form provided in Annex 2.

Applicants are invited to send their competitive proposal –respecting the maximum budget ceiling of 40 000€ (excluding VAT) and fees over a total of 3 years.

The repartition of the total evaluation budget per year is defined as the following:

– Year 1: 40%

- Year 2: 30%
- Year 3: 30%

7/ Rules of the competition:

1. This call for proposals concerns the promotion program for agricultural products co-financed by the European Union
2. Agencies wishing to apply must have English and/or German-speaking contact people, as all exchanges with Naturland will be in English and/or German.
3. The evaluation agency will have to confirm the absence of conflict of interests to take part in this call and need to ensure this being correct throughout the project.
4. Once the evaluation agency's work has been paid, the creations of the selected agency will become property of Naturland with no limit of time or location, for use through all communication techniques and media.
5. Naturland reserves the right to use concepts and creations in all their campaigns and the campaigns of their collective structures with no limit in time.
6. Expenses can only be put forward after a detailed quote and a framework contract have been signed between Naturland and the selected agency.

8/ Documents to be provided by the applicants:

The detailed proposition should be sent imperatively in English [via](mailto:projects@naturland.de) to projects@naturland.de and should include:

1. A dated and signed motivation letter accepting the conditions of the competition.
2. A proposal presentation including:
 - A presentation of the evaluation methodology for the KPIs (as listed in Annex 1).
 - A presentation for methodology on the surveys
 - A reverse planning for the evaluation of the campaign.
 - A quote presented in Euro's, detailing all applicable taxes included, as well as the potential tax and exchange rate for a European payment to the Philippines respecting the broad budgetary framework.
3. The list of references of the past 2 years for similar actions (evaluation of agricultural sector, collective or institutional communication campaign) and providing the aim, budget and length of services.
4. The presentation of the agency, its internal organization.
5. The name and experience level of the team in charge of the project.

6. The presentation of the local office / local partner / with an explanation on how local requirement will be fulfilled in the Philippines
7. Signed self-declaration (Annex 3)

These elements will help the announcers decide how adequate the agency's offer is compared to the needs of the campaign.

9/ Timetable

- Submission of questions (if any) by 4th June 2025 – 18.00 CET via e-mail to projects@naturland.de
- Submission of the detailed proposal via e-mail to projects@naturland.de by 12th June 2025 – 12.00 CET
- (If needed) online interview with the selected agencies: The week of June 16th, 2025
- Planned notification of the results: The week of June 23rd, 2025

Binding period for the Offers: December 31st, 2025

10/ Exclusion, Eligibility and Selection Criteria

The selection will be done by a jury composed of Naturland's staff and/or appointed experts.

Exclusion Criteria

1. Appendix 3 – Absence of grounds for exclusion § 123 and § 124 is duly signed and submitted

Eligibility Criteria

1. Confirmation on the competence to perform required tasks in the Philippines (Yes/No)
2. At least 5 years of experience of the evaluation agency (Yes / No)

For those applicants fulfilling all “Exclusion and Eligibility criteria” the following **Selection Criteria** apply:

1. Quality and coherence of the proposal (20 points)
2. Quality and pertinence of the suggested methodology (20 points)
3. Best value for money (20 points)

If it is deemed necessary, prior to decision interviews might be held with the bidders.

11/Query

Naturland e.V. reserves the right to ask questions to the bidders in case of ambiguities regarding the documents submitted.

12/ Contact

All questions are to be submitted through projects@naturland.de . All answers will be published on the Naturland website - [International Projects - Naturland](https://www.naturland.de/en/naturland/what-we-stand-for/organic-worldwide/international-projects.html).

<https://www.naturland.de/en/naturland/what-we-stand-for/organic-worldwide/international-projects.html>

13. Annexes to the call for tender

- a. KPIs of the Campaign (Annex 1)
- b. Evaluation sheet (Annex 2)
- c. Self-declaration (Annex3)