



8th January 2024

CALL FOR PROPOSALS

SELECTION PROCESS FOR PROMOTION AGENCIES:

EU PROMOTION PROGRAMME IN THE INTERNAL MARKET launched by INTERPORC, INAPORC & FILPORC

INTERPORC (Spanish Inter-professional Agri-Food Organization for White Pork) represents the entire Spanish white pork sector, including its production, industrial processing, and marketing.

INAPORC (French Inter-professional Pork Council), represents the entire French pork sector including its production, industrial processing, retail, butchers, delicatessens, and catering.

FILPORC (Inter-professional Organization of the pork sector in Portugal) represents the entire Portuguese pork sector, including its production and industrial processing.

INTERPORC website: www.interporc.com / www.interporcspain.org

INAPORC website: <https://www.leporc.com/inaporc>

FILPORC website: <https://filporc.pt/pt/>

The purpose of this call is to provide guidance on the application of the competitive procedure for the selection of implementing bodies in case of a **Multi programme in the internal market in accordance with Regulation (EU) No. 1144/2014**, which will be submitted to the European Commission by the three proposing Organizations above mentioned.

PROPOSAL BRIEF

Objectives pursued and expected results:

Aligned with the ANNEX I of the Work Programme for 2023 in the framework of Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning European agricultural products (AGRIP Programme) implemented in the internal market and in third countries through multi programs:

- Topic 3 - Support for multi programmes - Sustainability of Union agriculture

And specifically aimed to:

- increase the awareness and reputation of the sustainable model of EU pig production beneficial for the climate, the environment and animal welfare by the European consumers and to enhance the competitiveness and consumption of sustainably produced agri-food products in the Union, raise their profile and increase their market share.



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- The production method(s) of the promoted product(s) shall cover at least two of the areas of actions listed in Article 31(4) of Regulation (EU) 2021/2115 while respecting the conditions laid down in paragraph 5 of the said Article.
- resulting in European quality pork products
- resulting in European pork products easy to prepare / easy to eat

Return of investment (ROI) must be considered and shown in detail.

There will be a specific program in each country for the promotion of their national pork. This means that all material must be adapted in each country and edited in the language of that country. The agency must provide specific and detailed information on how it will work in each country (local offices, partnership with local agency...).

The proposal must contain elements that allow us to show consumers the sustainability of our sector, as well as the high levels of animal welfare.

To this end, agencies may be provided with sustainable production studies that we have available, as well as animal welfare certifications, if requested.

The working language will be English.

For more information you can visit:

Funding and Tenders Portal: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home>

EUROPEAN COMMISSION - Promotion of EU farm products:
https://ec.europa.eu/info/promotion-eu-farm-products_en

European Research Executive Agency: https://rea.ec.europa.eu/index_en

Target audience: all consumers

Length of the campaign: 3 years (2025, 2026 and 2027).

Total Budget for the campaign:

€ 4,500,000 to distribute for 3 years (VAT not included)



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Available Budget for the implementing body:

€ 4,000,000 to distribute for 3 years. The allocation will be € 1,600,000 for INTERPORC, € 1,600,000 for INAPORC and € 800,000 for FILPORC.

The actions must be discriminated, including description and costs, based on the Annex B available in the above websites.

That budget must include and detail agency fees.

Deadline for sending proposals: 24th January 2024, at 6pm

**The participation in this competitive process is not remunerated.*

**The financing of the campaign will run with own funds of the Inter-professionals Organizations and funds of the European Union.*

Award criteria:

- Quality and content of the proposal (25 points max.)
- Creativity and innovative idea of the proposal (20 points max.)
- Strong EU message (15 points max.)
- Best ROI / Best value for money (20 points max.)
- Market impact of the campaign (20 points max.)

Decision-making entities:

INTERPORC (Spain), INAPORC (France) and FILPORC (Portugal).

Exclusion criteria:

Proposals received after the indicated period and/or to the specified email address and/or that do not comply with the indicated guidelines in terms of countries, target audiences or budgets will be excluded.

**The final implementation of this Promotion Programme is subject to approval by the European Commission.*

**Intellectual properties of the action will belong to the Consortium formed by the 3 proposing Organizations (INTERPORC, INAPORC and FILPORC)*

**The information provided on this application will be treated as confidential and will not be used in any other way.*



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We remain at your disposal to provide further information at the email address:
internacional@interporc.com

Yours sincerely,



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