



5<sup>th</sup> of June 2025

## 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](http://www.interporc.com) / [www.interporcspain.org](http://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 has been submitted to the European Commission by the three proposing Organizations above mentioned and was approved by REA.

## **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.

5<sup>th</sup> of June 2025

- 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

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](https://ec.europa.eu/info/promotion-eu-farm-products_en)

European Research Executive Agency: [https://rea.ec.europa.eu/index\\_en](https://rea.ec.europa.eu/index_en)

The **two areas of action** to be addressed are:

- **enhance animal welfare and combat antimicrobial resistance**
- **climate change mitigation including reduction of greenhouse gas emissions of agricultural practices**

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

**The program for the promotion of the sustainable European model of production must be adapted to each country** which means that all material must be developed in each country and in the own language of that country.

**The agency must provide clearly specific and detailed information on how it will work in each country. The agency must precise with which local agency/ies will work with in each country.**

The working language will be English.

**Target audience:** consumers between 20 to 40 years old.

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

5<sup>th</sup> of June 2025

The proposal should include the following actions, among others, to be included in the corresponding working packages:

- PUBLIC RELATIONS: a joint kickoff event in Brussels & kickoff events in each country / events with journalists
- ADVERTISING:  
According to the different markets the media campaign will be tailor-made:
  - France: online campaign / social media campaign / outdoor
  - Spain: online campaign / social media campaign / outdoor / radio
  - Portugal: TV / online campaign / social media campaign
- COMMUNICATIONS TOOLS: at least 1 video/year/country
- EVENTS: for years 2026 & 2027
- WEBSITE & SOCIAL MEDIA

For each activity proposed the KPIs should be clearly established.

**Total Budget for the campaign:**

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

**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.

In addition to the proposal we request the agencies wishing to participate to provide their **experience and the description of the executed works, merits, equipment and staff** that can be made available for the activities.

As a reference:

**EXPERIENCE IN PROJECTS**

PROJECT TITLE	IN WHICH COUNTRIES	BUDGET	CONTRACTING ORGANIZATION	EUROPEAN PROJECT (YES/NO)	AGRI-FOOD PROJECT (YES/NO)	YEARS
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5<sup>th</sup> of June 2025

**DESCRIPTION OF MATERIAL AND HUMAN RESOURCES**

Describe the Material and Human Resources of the Agency, with special importance in the Offices and Relations in Spain, France & Portugal

**Deadline for sending proposals: 7<sup>th</sup> of July, at 6pm (CET)**

*\*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 (10 points max.)
- Best value for money (10 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.*

We remain at your disposal to provide further information at the email address: [internacional@interporc.com](mailto:internacional@interporc.com)

This document is also available on the websites of the Inter-professional Organizations above mentioned.

Yours sincerely,