

ANNEX no 7 to Call for Tenders EUOrganic No2/2026 - Description of Contract

Objectives

EUOrganic, aims to address the growing erosion of society's engagement with the food that it produces and consumes and the correlated need to strengthen this engagement on a more sustainable way. The market analysis in the three markets have framed the context clearly and the following assumptions can be extracted:

- Domestic organic production is on the rise however they concern specific crops oriented for exports and only small part is directed to their internal markets.
- All markets have high dependency on imports of high-quality processed food including organic products.
- Still spending on organic products and per capita consumption is low.
- Consumers behaviour toward organic is changing; perception on the environmental, social, and economic benefits associated with producing and consuming organic food is strengthen but still in inadequate.
- EU organic logo and system has low awareness level and among organic consumers.
- Markets are depending heavily on EU suppliers.
- Organized retailing is growing fast and supply of organic products has become part of the innovating strategies to attract consumers' interest
- Polish exports of processed food and agro based products are gaining shares in the three markets.
- Romanian exports of processed food and agro based products are losing shares in UAE and Egypt but gain share in Serbia.

Based on the above the EUOrganic objectives are:

- To improve competitiveness of the organic products from Romania and Poland in the three markets
- To increase the awareness and recognition of organic products from Romania and Poland in the three markets

Both objectives are in full compliance with the general and specific objectives and the Reg (EC) 1144/2014.

The objective is **SMART** as it has identified the **SPECIFIC** challenges to tackle and opportunities to build on. Furthermore, it has specified the intervention area prioritizing key target group. The objective is **MEASURABLE** as it will result a) to an increase by 15% of the recognition rate of the EU organic logo in each market and b) to the establishment a continuous flow of organic exports from Poland and Romania to the three markets. These are **ACHIEVABLE** goals; both organizations are pioneers in the organic movement in Poland and Romania and significant present in European level; their proven track on networking and promoting the organic concept is undeniable. They have undertaken initiatives and activities of the same calibre in the past and have contributed to the growth achieved until today. With the EUOrganic initiative Bio-Romania and Ekologia acknowledge that the objective and expected results can be achieved. The objective is also **REALISTIC** since it is obvious that the moment is now;

Covid 19 outbreak impact has affected organic market; consumers in the three markets as elsewhere around the globe are more concerned, but organic consumption is low thus making it vulnerable. Organic movement may lose recognition, sales, and affiliates (producers, traders, end users). Increasing public awareness will stimulate demand and increase consumption. Finally, the objective is **TIME BOUNDED**: It sets milestones and foresees results to be achieved in annual base. It has a defined size of the key target group and supplementary groups that will facilitate the realization of the objective that will be approached in activity level and finally set the bounds for the general objective to be achieved by the end of the project.

The project's objective is in line with the general objective of Reg (EU) 1144/2014 as it is supporting the competitiveness of the organic sector in all member states. It is in full compliance with Regulation's specific objectives and it has been conceptualized based on the general and specific objectives of the call as it is compatible with Regulation's expected results and impact.

It is also in full aligned with the Organic Action Plan of the European Commission and will contribute to its goals. In specific it is promoting organic farming and the EU logo (priority 1.1 Promoting organic farming and the EU logo) via specialized activities (priorities 1.2 Promoting organic canteens and increasing the use of green public procurement and priority) engaging the private sector in the common goal (priority 1.6 The contribution of the private sector). Finally the project is in line with priority 2.1 (encouraging conversion, investment and exchange of best practices) and 2.4 (Reinforcing local and small-volume processing and fostering short trade circuit).

Strategy

Modern agriculture is characterized by enormous productivity and efficiency, but often at the expense of the environment and the health of consumers. Due to the growing awareness, people are more and more willing or each for organic products. However, organic production is not only about healthier and safer food. Organic farming is also a form of environmental protection and responsible management of natural resources. Water, soil, biodiversity, and landscape are just some of the elements of the environment that are constantly changing due to agricultural activities. In conventional agriculture, these activities often contribute to environmental degradation with serious consequences.

There are specific constraints limiting the development of the organic food demand and consumption in the three markets, but a general characteristic is the low or inadequate public awareness and lack of knowledge about the role and importance of organic production and food over the past years. Given that the level of sustainability concerns is correlated and affects the intensity of organic consumption, the EUOrganic will highlight the environmental, social, and economic benefits associated with the EU organic products and with consuming them. In this respect, the project intends to promote the sustainable approach, emphasizing that organic farming can provide multilayer positive externalities.

In general, as was presented in the market analysis there is growing positive trend towards organic fuelled by increasing supply; in UAE organized retailers and specialized organic retailers are catering a market that demands better food; in Egypt the market is niche but middle- and upper-class consumers are demands more high-end organic products that cannot be offered by domestic production. Finally, in Serbia again retailers

and specialized organic retailers are in need for more products as improving purchasing power and demand for high end foodstuffs are increasing.

Therefore, the project will try to tackle this challenged targeting:

-Urban consumers 24-55 years' old men and women of medium and upper income via extensive publicity (social media, print, online advertising, and publications) and special tailored activities (POS promotion). 25 million consumers are in the age bracket in the three markets and more than 10 million are at the medium and upper income level thus exist a significant consumer base to be approached.

-Importers / distributors / retailers / specialized organic retailers along with food service sector that are or want to be pro – organic, form another target group of the EUOrganic. The main mechanisms will be stands at trade fairs, events, and study trips to Europe in order to bring along organic supply and demand. It is estimated that about 1 million professionals and multipliers will be approached through international trade fairs and more than 600 at seminars, B2B workshops, and trainings.

-Finally, multipliers (journalists, chefs, experts, and influencers) are the finally important target group. The EUOrganic will address to them via the events WP and a great effort will be put for their participation /engagement during implementation of the other activities, enforcing our communication strategy and publicity especially via dedicated promotional videos dedicated to increased awareness and stimulate demand.

The UNION MESSAGE is the EUOrganic: European Organic food – inspiration for a better life! The "ENJOY IT's FROM EUROPE" signature will supplement Union's message. The communication concept put on the spot the organic farming logo; the latter will be visible and accompanying every material produced. In addition, the communication arsenal provided by European Commission on organic farming is a crucial asset.

Output and results

WP	Output indicators	Result indicators
Work package 4	Number of brochures 180200	Number of professionals/importers/consumers who were reached by brochures 180200.
Work Package 5	Number of media kits 18000 Number of publications: 54	Number of consumers who were reached by media kits – 18000. Number of consumers who were reached by publications 2700000.

Work package 4		Advertising		
Activity 4.1		Print		
Description of activity		Design and annual production of information brochure in 2 versions, 3 languages of the EUOrganic presenting the sustainable aspect of organic production and consumption. 12-pages brochures illustrated on recycle paper. Production as following: UAE: 60000 pc Egypt: 73200 pc Serbia: 47000 pc Y1 Artwork and content creation (texts, photos, copyrights, translations): 1 x 4828EUR Production, storage, transport: 50000 pc x 1EUR=50000EUR Subtotal: 54828EUR Total: 54828EUR Ekologia: 34828 EUR Bioromania: 20000 EUR Y2 Production: 72200 pc x 1,00 EUR=72200EUR Subtotal: 72200EUR Total: 72200EUR Ekologia: 36000 EUR Bioromania: 36200 EUR Y3 Production: 58000 pc x 1,00EUR=58000EUR Subtotal: 58000EUR Total: 58000EUR Ekologia: 29000 EUR Bioromania: 29000EUR Number of professionals/experts/importers/consumers who were reached by print:180200.		
Timeline		YEAR 1 (4months)	YEAR 2	YEAR 3
Deliverables		Advertising report (print)	Advertising report (print)	Advertising report (print)

Work package 5		Communication tools		
Activity 5.1		Publications, media kits, promotional merchandise		
Description of activity		<p>Media kits including: Design and production of Leaflets – one-page A5 illustrated providing main message and key information on organic production / consumption and (18000 in total) Artwork and purchase of media kits including recycled paper EUOrganic calendar, pen, and shopper bag (18000 sets) Total number of professionals / consumers reached: 18000. Full page ads design and space buying in print media (mainly women magazines food magazines) diffusing key messages on sustainable aspect of organic production/ consumption. Annual publication as following: number of published adds; 54 (each market x 3) Y1 1) Media kits including Leaflets: 0.1 x 6000 pc=600EUR Organic calendar: 2.5EUR x 6000pc=15000EUR pens: 0.5 EUR x 6000 pc=3000EUR Shopper bags: 1,5 EUR x 6000 pc=9000EUR Subtotal: 27600EUR</p>		

	<p>2) Artwork(design, texts, copyrights, translations) of ad (2 versions): 2 x 2000=4000EUR Space buying: 5 x 4000EUR=20000EUR Subtotal: 24000EUR Sum (1+2): 51600EUR Total cost: 51600EUR Ekologia: 38700 EUR Bioromania: 12900 EUR</p> <p>Y2</p> <p>1) Media kits including Leaflets: 0.1 x 6000 pc=600EUR Organic calendar: 2.5EUR x 6000pc=15000EUR pens: 0.5 EUR x 6000 pc=3000EUR Shopper bags: 1,5 EUR x 6000 pc=9000EUR Subtotal: 27600EUR</p> <p>2) Space buying: 25 x 4000EUR=100000EUR Subtotal: 100000EUR Sum (1+2): 127600EUR Total cost: 127600EUR Ekologia: 96700 EUR Bioromania: 30900 EUR</p> <p>Y3</p> <p>1) Media kits including Leaflets: 0.1 x 6000 pc=600EUR Organic calendar: 2.5EUR x 6000pc=15000EUR pens: 0.5 EUR x 6000 pc=3000EUR Shopper bags: 1,5 EUR x 6000 pc=9000EUR Subtotal: 27600EUR</p> <p>2) Space buying: 24 x 4000EUR=96000EUR Subtotal: 96000EUR Sum (1+2): 123600EUR Total cost: 123600EUR Ekologia: 96700 EUR Bioromania: 26900EUR</p> <p>number of professionals/experts/importers/consumers who were reached by published adds: 54 x 75000 issues =2.700.000</p>		
Timeline	YEAR 1 (4 months)	YEAR 2	YEAR 3
Deliverables	Communication tools report (designs, production log, dissemination log / Publications report (artwork. Media plan, copies of publications, audience /reach)	Communication tools report (designs, production log, dissemination log / Publications report (artwork. Media plan, copies of publications, audience /reach)	Communication tools report (designs, production log, dissemination log / Publications report (artwork. Media plan, copies of publications, audience /reach)
Timeline	YEAR 1(4 months)	YEAR 2	YEAR 3
Deliverables	Communication tools report (promotional videos documentary and short versions)	Communication tools report (short versions)	Communication tools report (short versions)

Analysis of budget positions (in EUR)

Work package	Activity	Budget	LOT1PO	LOT2RO
Advertising	Print	185.028	99.828	85.200
Communication tools	Publications, media kits, promotional merchandise	302.800	232.100	70.700
Estimated value of the contract		487.828	331.928	155.900

Warunki rozliczenia

Rozliczenie wynagrodzenia Wykonawcy następować będzie po wykonaniu poszczególnych elementów zamówienia, na podstawie zaakceptowanych przez Zamawiającego rezultatów oraz po przekazaniu pełnej dokumentacji wymaganej do rozliczenia danego działania, zgodnie z warunkami płatności zaoferowanymi przez Wykonawcę. Rozliczenie z Wykonawcą następuje przez Zamawiającego, tj. Ogólnopolskie Stowarzyszenie Przetwórców i Producentów Produktów Ekologicznych „Polska Ekologia”.