



## CALL FOR TENDER

Selection of an **Evaluating Body**

Regulation (EU) No 1144/2014\*\*

### 1. Contracting Organisations

Greek Wine Federation  
34, Nikis street  
Athens, 10557  
Greece  
Tel. (+30) 2103226053

CRDOP Jumilla  
C. San Roque, 15  
Jumilla, 30520  
Murcia, Spain  
(+34) 968781761

### 2. Subject of the Contract

The purpose of this call for tender is to select an **Evaluating body** responsible to assess the impact of the activities of the promotional program titled "European Wine Treasures: Greece and Jumilla, where Tradition meets Innovation", submitted and approved in the call AGRIP-MULTI-2025 under the topic AGRIP-MULTI-2025-TC-ALL based upon REGULATION (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008, laying down the rules for the participation and dissemination in Promotion of agricultural products program and the Multi-programmes Call for proposal 2025.

The selected Evaluating body should be specialized in results (ReM) and market research and will be contracted to assess the campaign's impact, providing reports at the end of the first, second and final year of the project, in accordance with EU rules and the Grant Agreement concluded with the European Research Executive Agency (REA).

### 3. General information about the campaign

The project proposal "European Wine Treasures: Greece and Jumilla, where tradition meets innovation" is a joint initiative between two prominent organizations in the European wine sector: GREEK WINE FEDERATION (GWF) – the trade organization of the Greek wine industry, recognized by the National Ministry of Agriculture, representing over half of Greece's total wine production and covering all major PDO and PGI regions of the country. CONSEJO REGULADOR DE LA DOP JUMILLA (CRDOP Jumilla) – the Regulatory Board of the Jumilla PDO, is the official body overseeing the region's wine producers and quality, promotion, and certification of its wines. Together, these two entities will form a consortium led by GWF, with CRDOP Jumilla as a beneficiary, to carry out a comprehensive information and promotion campaign in the United States, a strategic third country market and one of the world's leading importers of wine. The proposed campaign aims to increase awareness and appreciation of EU quality schemes (PDO/PGI) through the promotion of European wines from Greece and Jumilla (Spain). The focus is on enhancing perceived value, visibility, competitiveness, and market share of EU wines of certified



origin, while also highlighting their authenticity, quality, and cultural significance. The 3-year program targets both professional operators and consumers, and will include a combination of strategic activities such as:

**WP2.1 PRESS EVENTS:** One annual press event will be held in a key U.S. city (NYC, Chicago, Miami), gathering 10 selected media/KOLs for a high-level presentation of the campaign's regions and wines. Each event will feature an expert-led tasting, food pairings, and branded materials, reinforcing PDO values and the European Mediterranean identity. Audience selection will rely on curated media lists, with individual invitations to ensure relevance. A follow-up press release will be issued and distributed by the Implementing Body, supported by targeted outreach and media monitoring, with an expected 20 publications per event. Events will be strategically scheduled each year to maximize visibility and amplify campaign momentum.

**WP 3.1 WEBSITE:** A dedicated campaign website will be launched with a unified visual identity and sections covering the EU campaign, PDO/PGI wine education, regional content, event highlights, and a trade/media centre with downloadable materials. The platform will function as the central hub for information, visibility, and stakeholder engagement. The site will be developed in Year 1 and continuously updated with fresh content (2 updates per month), integrating SEO best practices, Google Analytics tracking, and technical maintenance to ensure accessibility, responsiveness, and strong performance. The website will remain aligned with all campaign activities and messaging, supporting both consumer and professional audiences.

**WP 3.2 SOCIAL MEDIA CAMPAIGNS:** The campaign will operate official Facebook, Instagram, and LinkedIn accounts to reach consumers, trade, and industry professionals with tailored content. Regular posts will feature visuals from the regions, educational materials, and industry-focused insights, supported by stories, reels, and community interaction. A 30-episode podcast series (10 per year) will complement the social strategy, featuring sommeliers, winemakers, and KOLs to deepen storytelling and reinforce PDO messaging. Content calendars, professional production, and active community management will ensure consistent quality and engagement. Paid campaigns (awareness, engagement, lead generation, traffic) will boost reach and drive audiences to the campaign website. Setup will occur in Year 1, with continuous posting, advertising, and podcast releases across all three years.

**WP 4.1 ONLINE ADVERTISING:** A three-year digital advertising plan will target distinct segments of the U.S. market through Provi, VinePair, and Wine.com: Year 1 – Provi (trade): Sponsored email, ads, and a dedicated landing page to reach a large network of verified buyers. Year 2 – VinePair (consumer): Custom editorial article, newsletter feature, boosted social posts, and display banners to engage wine-interested consumers through storytelling. Year 3 – Wine.com (high-intent buyers): Custom URL, newsletters, banners, blog post, and social posts to reach premium online shoppers with strong purchase potential. All creative assets will be tailored to campaign themes (PDO values, authenticity, sustainability). Each platform will provide performance metrics to monitor reach and engagement. Campaign rollout will follow the scheduled timeline across Years 1–3.

**WP 5.1 PRODUCTION OF COMMUNICATION TOOLS AND MERCHANDISE:** The campaign will develop a unified visual identity, core messaging, and a digital media kit to support all PR and promotional activities. The communication framework will highlight EU PDO values, sustainability, regional heritage, and the quality attributes of Greek and Jumilla wines. Promotional and educational materials will be produced, including tasting mats, guides, roll-ups, drop-stops, and branded gadgets, distributed across all in-person events to enhance visibility and engagement. Quantities and gadget types will be aligned with annual targets and operator profiles. The Implementing Body will manage design, production, and logistics, prioritizing sustainable materials



and efficient distribution. Year 1: creation of visual identity, media kit, and initial materials. Years 2–3: continued deployment and replenishment in line with campaign needs.

**WP 6.1 PARTICIPATION IN FAIR EXHIBITIONS:** The campaign will participate in two editions of the TEXSOM Conference (Years 2–3) with two branded display tables dedicated to Greek and Jumilla PDO wines. The aim is to showcase selected wines, communicate the EU quality schemes, and engage with a highly qualified professional audience. Tables will be fully branded and staffed for the duration of the event, featuring up to 18 wines per region with technical sheets and importer details to facilitate business contacts. Educational materials and digital touchpoints will support visibility. Participation in TEXSOM (Dallas, August) in Years 2 and 3 will strengthen campaign awareness, enhance networking, and create follow-up opportunities aligned with broader market activities

**WP 6.2 EVENTS: MASTERCLASSES, TASTINGS AND B2B MEETINGS:** A structured set of professional activities will be implemented across three years, including: Virtual and In-person Masterclasses in major U.S. markets to introduce PDO wines and educate trade/media through guided tastings ; B2B matchmaking meetings connecting EU producers with vetted U.S. buyers to support commercial opportunities ; Walk-around tastings in NYC and Chicago, gathering 40+ producers and a wide trade/media audience ; Wine school trainings in top U.S. sommelier programs (WSET/CMS) to reach future industry professionals ; Events will be hosted in premium venues, led by accredited experts (MS, MW), and supported by tailored educational materials. Attendance recruitment will rely on curated databases, targeted outreach, and campaign communication assets. Activities will be distributed over Years 1–3, ensuring continuous market presence and deeper professional engagement.

**WP 6.3 STUDY TRIPS TO EUROPE:** U.S. wine professionals (importers, distributors, sommeliers, media) will be invited on five 8-day trips to the Greek and Jumilla PDO regions. The activity will showcase production processes, native varieties, sustainability practices, and the PDO quality model through winery visits, technical sessions and cultural experiences. Selection will involve key U.S. markets using validated trade/media databases. Trips will be scheduled across three years to ensure continuous engagement and strengthen long-term business relations between EU producers and U.S. stakeholders.

**WP 7.1 EVALUATION OF RESULTS:** In order to assess the effectiveness and overall impact of the promotional campaign on the target market (US), ensuring alignment with the programme's objectives and providing insights for continuous improvement, three evaluation studies will be conducted, using both qualitative and quantitative indicators. A mixed-method approach will be adopted, combining desk and field research.

#### 4. Scope of Work

The present call is launched for the **SELECTION OF A CAMPAIGN EVALUATION BODY** to carry out the above-mentioned Work Package 7.1 - Evaluation of Results.

In line with Regulation (EU) No 2015/1831, and with the common framework for assessing the impact of information and promotion campaigns, a rigorous evaluation plan will be implemented. The plan will rely on a structured system of quantitative and qualitative indicators to verify outreach, coverage, and results across all work packages.



The proposing organizations or the Implementing Body will manage the activities under WP1 to WP6, while the selected Evaluation Body will cooperate closely with them to ensure the accurate implementation of its assigned tasks.

The Evaluation body will be required to carry out three evaluation studies, one per each year of the programme, in order to ensure a continuous and robust monitoring of the campaign's effectiveness:

**Year 1 (baseline study):** to establish the initial framework and define the benchmark values against which progress will be measured. This study will provide an evidence-based foundation for all subsequent actions.

**Year 2 (intermediate evaluation):** to measure the mid-term progress of the activities implemented, allowing for the adjustment and fine-tuning of the strategy if necessary, and to identify early impacts and possible improvement areas.

**Year 3 (final evaluation):** to assess the overall effectiveness and impact of the programme, both in qualitative and quantitative terms, with specific reference to the objectives set and KPIs defined.

A mixed-method approach will be adopted, combining desk and field research.

Evaluation will focus on the following core dimensions:

**Consumer and Trade Awareness & Engagement:** Pre- and post-campaign surveys to assess the evolution of awareness and understanding of EU Quality Schemes and PDO wines. All questionnaires will be administered to operators reached through campaign activities (e.g. b2b meetings, press events, masterclasses, wine school tastings, etc.) and digital channels. Digital analytics (social media, website) will complement survey data by measuring online reach, engagement, and interaction.

**Economic Performance Assessment:** Tracking of export volumes and values for Greek and Jumilla PDO wines in the U.S., with particular focus on growth trends from the baseline. Assessment of price per litre and market competitiveness over time. The analysis will include a counterfactual scenario (based on market evolution without programme support) to better isolate the programme's contribution.

**Quantitative indicators** will include: Number of participants reached through campaign activities (events, masterclasses, etc.). Survey responses measuring awareness, recognition, and perception levels pre/post campaign. Social media and web analytics: reach, impressions, engagement rates. Export data: value, volume, and price per litre evolution.

**Qualitative insights**, derived from survey responses and event feedback, will include: Perception of product quality, origin, and certification. Awareness of the PDO/PGI logos and values of the EU Quality Schemes. Attitudes towards responsible and moderate consumption.

A standardized questionnaire will be prepared by the Evaluation Body and confirmed by the Consortium and systematically distributed and collected from all operators engaged through events or online channels, ensuring comprehensive and comparable data. At the end of the programme, the independent evaluation body will provide a final report summarising the overall achievements of the campaign and verifying whether the expected Return on Investment (ROI), informative goals, and economic impact were reached. The external evaluation body will ensure transparency, consistency with initial objectives, and alignment with EU regulations. Where relevant, the evaluation may also consider the longer-term sustainability of campaign outcomes for each proposing organisation and Member State.



Specifically, the outputs of the evaluation body will be:

**YEAR 1: Initial evaluation report. Month 12.**

Report on the programme development with yearly deliverables:

- Methodology /actions
- Output / results
- Impact Indicators

**YEAR 2: Mid-term evaluation report. Month 24.**

Report on the programme development with yearly deliverables:

- Methodology /actions
- Output / results
- Impact Indicators

**YEAR 3: Final evaluation report. Month 36.**

Report on the programme development with yearly deliverables:

- Methodology /actions
- Output / results
- Impact Indicators

**5. Duration of the Contract**

The contract will be valid for the full duration of the EU-funded program, estimated at **36 months**, starting from January 2026.

**6. Budget**

The maximum available budget for the **Evaluating organisation** is **30,000.00 EUR (excluding VAT)**, corresponding to the costs foreseen in the 3 years programme proposal.

**7. Participation Requirements**

Participation is open to any natural or legal person specialized in results (ReM) and market research.

**8. Exclusion and Selection Criteria**

Tenderers must demonstrate:

**a) Exclusion criteria**

- a) Do not comply with the specific and general terms, of the present.
- b) Proposals received after the indicated deadline.

## b) Selection criteria

- **Technical and operational capacity:** relevant references about experience in the evaluation of simple and multi EU programs from the last three years, structure of evaluating body, resources, qualifications of staff.
- **Economic and financial capacity:** financial statements or other evidence of economic stability.

## 9. Award Criteria

The contract will be awarded to the value-for-money best offer, based on:

- **Quality of the technical offer** (e.g. Analysis of the Development and detail of the offered services, methodology and overall coherence) — 40 points.
- **Experience and competence of the team** (CV of the organization, previous experience on similar projects successfully executed) – 30 points.
- **Economic offer** — 30 points.

Selection criteria	Weighting	Assessment Criterion
Quality of the technical offer	40 points	Rating from 1 – 40. Development and detail of the offered services, methodology and overall coherence
Experience and Competence of the team	30 points	Rating from 1-30  CV of the organization, previous experience on similar projects successfully executed
Economic offer	30 points	Rating from 1-30 Up to 30 points will be assigned based on the competitiveness of the financial proposal. The lowest-priced offer will receive the maximum score.

## 10. Requested documents

Tenderers must submit:

### a) Administrative documentation

1. Declaration on Honour.
2. Extract of the company from the official journal/registry.
3. Certificate of liability to VAT, signed by the official tax agency.
4. Balance Sheets of the last past three years.

### b) Technical documentation

1. **TECHNICAL PROPOSAL** : A detailed and coherent description of the proposed services, outlining the methodology, operational approach, and execution strategy  
The section should demonstrate full alignment with the Program Strategy and



Objectives and clearly articulate how the proposed solutions ensure high-quality delivery, efficiency, and measurable impact<sup>1</sup>.

2. **AGENCY EXPERIENCE** : A structured overview of the organization's credentials, highlighting relevant experience in EU co-funded promotional programs under Regulation (EU) 1144/2014.
3. **PROPOSED WORKING GROUP** : A presentation of the team designated for the project.

### c) Economic Proposal

The financial offer, detailing the cost structure and services proposed. The proposal must demonstrate value for money, internal consistency with the technical plan, and adherence to the project's budgetary framework<sup>2</sup>.

## 11. Deadline and Procedure

Tenders must be submitted before **February 9th at 18:00 (EET)** electronically to [info@greekwinefederation.gr](mailto:info@greekwinefederation.gr) or by courier or post to the following address:

Greek Wine Federation  
34 Nikis street  
Athens, 10557  
Greece  
Attention Ms Kornilia Alexiadou

We remain at your disposal for any clarification or additional information at the following email address [info@greekwinefederation.gr](mailto:info@greekwinefederation.gr)

Athens, January 8th, 2026

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<sup>1</sup> The full Description of Action (DoA) will be made available, upon formal request, to tenderers who have expressed their interest in participating and provided the necessary company credentials, ensuring equal access to all relevant programme information for the preparation of their technical proposal.

<sup>2</sup> Economic proposals must present a clear, realistic and sustainable pricing structure. Offers that exceed the estimated contract value, fail to explicitly state the final price, or apply disproportionately high discounts that may compromise the feasibility, quality, or reliability of the services will be considered non-competitive.