



CALL FOR APPLICATIONS

**EVALUATION OF THE EUROPEAN
PROMOTION PROGRAMME
« TEACH FURTHER »**

► *Public version*

Collective communication actions 2024-2026

Foie Gras

Paris, 18th of January 2024

I. EUROFOIEGRAS AND EUROPEAN PRODUCTION

Euro Foie Gras is the European Federation of Foie Gras. Created in 2008 in Strasbourg. It brings together the federations of Belgium, Bulgaria, France, Hungary and Spain which are all the producing countries of the European Union. Euro Foie Gras represents the whole production chain (breeders, hatcheries, producers, processors and slaughterhouses).

The objectives of the European Federation of Foie Gras:

- **To promote foie gras**, a thousand-year-old cultural and gastronomic tradition, and the profession of foie gras producer
- **To develop common reflections** and proposals at European level on the various topics of interest to the sector
- **To make European policy makers aware** of the foie gras sector and, in particular, of its production methods
- **To establish a continuous exchange of experiences** and know-how among member countries for a constant improvement of practices

→ For more information : <https://www.eurofoiegras.com>

→ Find the European Foie Gras on the following social medias:

 [EuroFoieGras](#)

 [#eurofoiegras](#)

 [@EuroFoieGras](#)

There are 5 Members in EuroFoieGras :

- 1) **FRANCE** : The Comité Interprofessionnel des Palmipèdes à Foie Gras
 - <https://lefoiegras.fr> et www.elevage-qavage.fr

CIFOG, officially recognized since 1987, is the french Foie Gras Interprofessionnal organisation and represents all professionals in the fattened duck & goose sector in France.

All the actors of the foie gras sector are represented :

- the Syndicat National des Accoueurs (breeders)
- the Confédération Française de l'Aviculture (farmers)
- the Fédération Nationale des Producteurs de Palmipèdes à Foie Gras (farmers)
- the Fédération française des Industries d'Aliments Conservés (slaughterhouses, cutting and processing plants)
- the Association Inter-Régionale des Artisans Conserveurs du Grand Sud-Ouest (artisanal companies)

The CIFOG's missions :

- Promote products sold for consumption and launch campaigns in the general interest of the profession.
- Establish inter-professional agreements in order to maintain the quality of its products. It works towards a better knowledge of the market and of consumer's expectations.
- Promote Foie Gras and other products resulting from fattened poultry, duck breasts and preserved duck.

- Helps fund collective research programmes which are a priority for the profession: the well-being and comfort of animals, production techniques and methods, knowledge of raw materials, technologies, innovation, etc.
- 2) **HUNGARY : Baromfi Termék Tanács**
 - <http://www.mbt.hu>
 - 3) **BULGARIA: The Professional Organisation of Palmiped Producers (PAB)**
 - 4) **SPAIN : Asociación Interprofesional de las Palmípedas Grasas_(Interpalm)**
 - <http://www.elfoiegras.es>
 - 5) **BELGIUM : Collège des Producteurs**
 - <http://www.collegedesproducteurs.be/site>

II. DESCRIPTION OF THE 2024-2026 PROGRAMME

a. Context

For the second time, CIFO and EUROFOIEGRAS organizations are proposing a European communication programme running from 2024 to 2026 across France, Spain and Belgium. It aims to educate the 18-34 years old (the so called “Millennials”) in order to go beyond the preconceptions towards the Foie Gras product and production.

The world of the Foie Gras must be demystified to become more familiar, inspiring and promote the involvement among the future consumers and chefs, both in terms of :

- **Sustainable values**; regarding the mode of production (farming and fattening phase) by highlighting the outdoor breeding, the fattening by an assisted feeding, controlled slaughter, but also the manual sorting of livers for instance. A European “terroir and authenticity” image must be linked with their expectations;
- **Use**, by associating a modern and up-to-date image to the Foie Gras: a product which must integrate the lifestyle of young active people and not only be present during the holiday time.

This communication programme will last three years, starting **the 1st of January 2024 until the 31th of December 2026**, and will concern 3 members of EUROFOIEGRAS organization : **France, Belgium and Spain**.

It is funded at 80% by the EU and at 20% by the CIFO and EUROFOIEGRAS. The coordinator is the CIFO like in the first TEACH programme.

b. Synthesis of the communication strategy

The following table summarizes the global challenges according to the identified communication targets: Communication core targets		Stake 1	Stake 2		
	<i>Opinion leaders</i>	<i>Millenials</i>			
BtoC – Large public	Influencing media and influencers: ambassadors, popular opinion leaders	<p><u>TARGET 1</u> Active “Foodies” aged 25 to 34 y.o</p> <p>+</p> <p><u>TARGET 2</u> Students aged 18 to 24 y.o:</p> <p>Level 1) <i>Future and young chefs in apprenticeship / culinary training</i> Level 2) <i>Young professionals in agricultural and food sector</i></p>	<p>Explain with pedagogy and with an adapted speech to the target the way of raising ducks and geese, the production of Foie Gras, the concern for the animal well-being, the planet and health challenges</p> <p>▼</p> <p>To change the negative perception and erroneous beliefs related to animal welfare and food quality concerns of consumers : convince them of the sustainable production methods</p> <p>▼</p> <p>Reshaping the image to make it accessible to the younger generation: Education, transmission of the gastronomic culture by adapting to the communication codes of the young generations</p> <p>▼</p> <p>Sharing he codes of Foie Gras with young people : nice product, easy way of uses, a time of sharing and conviviality...</p>		
				Professionals	Gastronomic opinion leaders and media
					Culinary and gastronomic schools
					Agricultural and Food processing schools
	Retail channels: Buyers and department managers				

Thanks to the information shared above, we have defined our targets for the programme :

- Young active generations, from 25 to 34 years old;
- Students from 18 to 24 years old, especially in the culinary/gastronomic and agricultural students (but also in general);
- And opinion leaders (influencers), especially bloggers, food writers but also retailers.

We will also address **restaurants in each country** and **French retailers (department managers)**, who tend to be less familiar with EU policies and action designed to bolster the internal market for their produce. → [Find more information in the proposal](#)

III. PROGRAMME EVALUATION

a) Methodology to evaluate the programme

The proposed measurement of results and indicators has been developed in accordance with the guide for applicants and the Commission Implementing Regulation (EU) 2015/1831 on measurement and evaluation of communication activities. Programme's results will be measured at 3 levels:

- 1) Output monitoring, the first level. It aims to track what activities are implemented and where, how many deliverables are generated; and how all this compares to the plan.
- 2) Result monitoring is the second level. It tracks the immediate results of the activities and compares them with the targeted values;
- 3) Campaign Impact evaluation will analyse the impact of the whole programme and the level of achievement of the main two objectives. It will be conducted in two phases: Time 0 at the start of the campaign, and T+3 at the end of the campaign (via a series of questionnaires to the target audience).

b) Approach of the campaign impact

The evaluation approach that will be put in place should be based on the following elements:

→ **A solid expertise in the evaluation of public programmes in communication.**

The contractor who will be selected to accompany us will have to master all the constraints of this type of programme. He will have to propose:

- Indicators reflecting the programme's objectives, by target and by action, which are fully consistent.
- Benchmarks of campaigns and similar actions in order to situate/compare the relevance of the proposed approach to those implemented in the framework of other programmes and to evaluate the quality of its implementation.

→ **Integration and cross-analysis of all programme data**

- Monitoring data on the implementation carried out by the executing agency or by the various partners
- Economic data relating to the industries in the different territories

→ **The collection of specific data from the targets in order to follow the evolution of the pedagogical objectives of the targets related to:**

- Way of raising duck and geese,
- Process of production of Foie Gras,
- The well-being of the animals

→ **This collection will focus on:**

- **Young consumers - 20 - 34 y.o:** Quantitative approach with the implementation of a T0 - T1 with young consumers in France, Spain and Belgium (representative panels of around 400 questionnaires per country, around twenty closed questions covering the different main messages of the campaign, the image of the product, plus its visibility, its appreciation, etc.). The T0 will be conducted before any communication action of the programme in order to have a "pure" state of origin of the target, the T1 will be

conducted at the very end of the programme (Y3). Thus, it will be possible to read the impact of the programme on the core target, the evolution of the image of foie gras, and the points of vigilance that remain to be addressed in the context of the future communication of foie gras.

- **Professionals and future professionals** (students, journalists and consumers at events) participating in training actions or receivers of communication elements: quantitative approach by access to an online/paper questionnaire of about fifteen questions over the duration of the campaign allowing a reading of the impact of each event and a consolidated view of all events of the same nature throughout the programme. Besides questions related to the programme's indicators and objectives, questions specific to the action deployed and the campaign are asked.
- **Professionals from the distribution & gastronomy sector** (chefs, teachers, etc.): qualitative approach via interviews with representatives of these audiences. In addition to the two quantitative approaches mentioned above, which make it possible to measure the impact of the campaign, these interviews will allow to deepen and better understand the key factors for achieving the objective or the reasons why it was not achieved.
- **Content analysis of the media and digital fallout obtained:** analysis to assess the level of take-up of the campaign messages by journalists and influencers in their articles and their adherence. It is also a question of identifying the messages or themes to support more strongly in the following stages.

→ Evaluation reports

- **The Year 1 evaluation report** integrates the results of programme performance data collection (budgets, participants, etc.) and the impact elements. The report is structured around the evaluation questions, provides analyses by target, by country, per action and comparative elements with other programmes whenever possible.
- **The Year 2 evaluation report** will be built and carried out on the same basis as Year 1, with verification of ongoing KPIs and interviews with those affected during the year
- **The evaluation report for year 3 and for the entire programme** is built on the same model as the year 1 and year 2 report. Recommendations on the evolution of communication around Foie Gras will be requested from the evaluation firm. This last report will take into account the results obtained during the T1 evaluation.

→ *Find more information in the proposal*

IV. DELIVERABLES, TIMING AND BUDGET

The role of the selected agency will be to evaluate the programme, based on the deliverables mentioned below:

Target group	Millennial consumers (18-34)			
Activitie(s) description	<p><i>Detailed description of evaluation plan is given in the proposal - section III "programme evaluation"</i></p> <p><i>The objective of this action is to monitor the various actions (results indicators) on one hand and to evaluate the overall Programme's impact</i></p>			
Calendar	YEAR 1	YEAR 2	YEAR 3	
Deliverables	<ul style="list-style-type: none"> Target attitudes towards foie gras (both production knowledge and product's contemporary image). Study to be conducted at the beginning of the campaign. Definition of Base line T0 Activities KPIs 	<ul style="list-style-type: none"> Activities KPIs 	<ul style="list-style-type: none"> Campaign impact evaluation (T3) Annual + Final report Activities KPIs 	
Budget (excl. Tax)	YEAR 1	YEAR 2	YEAR 3	TOTAL
	Evaluation of results			
	TOTAL	32 200€	30 200 €	34 200 € 96 600 €

The agencies wishing to answer this call for applications have to create a presentation in English or French (as preferred) and must submit it by **the 15th of February 2024**.

The complete answer file must be submit to:

- Perrine ATTARD (perrineattard@cifog.fr)
- Marie Pierre PE (mariepierrepe@cifog.fr)

APPENDIX I

Selection Criteria for the Executing Agency

The agency will be selected according to this rating grid. It will present its recommendation to the members of Euro Foie Gras and the CIFOG.

Criteria	Notation
Understanding of the problem/context	/1
Relevance of the answer: Methodology chosen and correlation with the "TEACH FURTHER" programme	/8
Implementation capacity and deployment	/2
Team for the project and skills	/3
Quality/price ratio (detailed budget)	/1
References with EU programs	/5
TOTAL	/20