

**Issue date: 18 November 2024**  
**Closing date: 16 December 2024**

## Call for offers

Donau Soja is seeking for

### **GDPR-safe media database with dissemination tool, web-based press release system and media monitoring system with focus on Germany, Austria and Switzerland (D/A/CH Region) and extendable to other European EU- and non-EU-countries**

The Donau Soja Organisation hereby invites tenders from a media service provider with expertise to serve the needs of the organisation from 2025.

#### **(1) Background and needs**

##### The Donau Soja Organisation

The Donau Soja Organisation is an independent, international, non-profit, multi-stakeholder organisation aiming to effectively meet protein market demand and to provide a baseline for the development of high-quality soya cultivation in the Danube region ([www.donausoja.org](http://www.donausoja.org)). The organisation's head-quarter is in Vienna/Austria with regional offices in Novi Sad/Serbia, Kiev/Ukraine and Chişinău/Moldova.

The mission of the Association is to increase Europe's self-sufficiency in soybean production, to promote sustainable agricultural practices and to contribute to the development of rural areas. Its members are representatives from the entire value chain who combine efforts to change the way soya is produced and used in Europe.

More about Donau Soja here: <http://www.donausoja.org/en/home/>

##### Strategic Partnership Programme

Donau Soja has a long-lasting cooperation with Austrian Development Agency (ADA) within Strategic Partnership Programme. This service will be related to implementation of this Programme. More about Strategic Partnership with ADA you can find here: <https://www.donausoja.org/projects/ada/>

##### Need for visibility in media

Media visibility is crucial for advancing value chain development in Serbia, Ukraine, Moldova, and Bosnia and Herzegovina by enhancing the awareness of Donau Soja's initiatives and brands, Donau Soja and Europe Soya. Increased recognition of these brands among businesses, farmers, consumers, and other stakeholders supports the growth of the non-GMO, sustainable crop market across Europe. Effective media outreach helps raise public awareness, which is essential for creating market demand and fostering inclusion of the Danube Region in the broader Western and Northern European markets.

To maximise impact, it's essential to monitor media activities, utilise a paid press release system, and maintain a GDPR-compliant media database. Tailored media distribution lists, supported by an external server, ensure that specific thematic and regional audiences receive targeted information, which strengthens awareness-raising efforts and reinforces Donau Soja's objectives in these regions.

## **(2) Tasks of service provider/ expected outputs**

Donau Soja organisation is searching for a media service providers that offer the following:

### **1. GDPR-safe media database with external server supported mailing system**

- Permanently maintained and serviced database (GDPR-safe) with a combined sending tool for all types of press information.
- The media database should cover all print, online, radio and TV media in the D/A/CH Region
- The database should be extendable in a modular manner for media in all European countries (e.g. UK, France, Benelux or other EU- and non-EU countries), also on a monthly base.
- The system should allow to generate and export dissemination lists of journalists by selecting keywords
- The mailing system tool should be customisable and designable (with logo and personal addressing option)
- It should be possible to integrate our own media key contacts into every press release to get sent out with this system
- The system should provide an archive function of sent press information and dissemination lists with search option
- If possible: AI-supported generating dissemination lists of media contacts in relation to their published contents

### **2. Media monitoring service provider**

- Daily delivery of a media monitoring review by email by latest 9 a.m. on weekdays with archive function
- Full text archive search, preview and tagging/analysis options by sentiment (pos./neg./neutral) of content, media type and geographical region
- Possibility of data export in form of full-text, print facsimile clippings, radio and TV broadcasts

#### **A) D/A/CH countries:**

- Geographical scope of monitoring: a) all Austrian media; b) leading national and regional print and online media in Germany; c) leading national and regional print and online media in Switzerland (D/A/CH countries); social media in all D/A/CH countries.

#### **a) Austrian media:**

- all national, regional, local print and online media including special interest media
- Radio news: ORF Ö3; ORF Ö1; all 9 ORF provincial news hourly; Radio Arabella; 88,6; Kronehit; FM4; Radio Energy; Liferadio Tirol; Antenne, Radio Austria, Radio Grün-Weiß
- TV news: ORF 1, ORF 2, ORF III, ATV, Puls 4, Servus TV

#### **b) Germany and Switzerland:** Leading national and regional print media and their online websites behind the paywalls:

- Berliner Zeitung
- Bild
- Blick
- Der Spiegel
- Die Welt
- Die Zeit
- Focus
- Frankfurter Allgemeine Zeitung
- Frankfurter Rundschau
- Handelsblatt
- Neue Zürcher Zeitung

- Süddeutsche Zeitung
- Tagesanzeiger
- Taz – die tageszeitung
- Ökotest Deutschland
- Lebensmittelzeitung Deutschland
- Agrarzeitung Deutschland
- Types of media to monitor (in D/A/CH countries): a) print media, b) online media, c) radio news as listed above, d) TV news as listed above
- Key words to monitor in D/A/CH media: "Donau Soja" and "Europe Soya" (= brand monitoring) "Soja" (in German)
- Social media: only on LinkedIn; key words: "Donau Soja" and "Europe Soya" (= brand monitoring) in D/A/CH countries

**c) Non-D/A/CH countries:**

- Extended geographical scope media monitoring should be extendable also to other European (non-D/A/CH countries, in other languages than German) as a wider geographical scope
- Types of media to monitor: a) print media, b) online media
- Keywords to monitor in non-D/A/CH countries: "soya" and „soy" in English resp. the translation of "soya" in the national language of the country

**3. Paid press release system**

- Paid press releases system via an external server system, but also extendable to other European EU- and non-EU countries, which is web-based (has a website accessible to the general public) and can be customised with a logo and design options.
- Automatic distribution to all relevant D/A/CH media publishing houses and press offices, as well as to a respectable number of subscribers to increase media coverage, extendable also to other European countries (optional).

**(3)Time frame and organisation**

The assignment should start in January/February 2025.

Duration: open-ended, subject to organisational requirements, availability of funds and satisfactory performance.

Contract will be annually reviewed.

The three services should preferably be provided by one company. In case your company is not providing all three services the tenderer will accept also offer from consortia/your subcontractors. In case of consortia/including subcontractors please provide information on partners.

**(4)Reporting**

The daily monitoring, dissemination lists of media and report of sent press releases will be considered as proof of services provided. The person to report to is Franko Petri, Head of Communications, Donau Soja, 1010 Vienna/Austria, ph. +43-664-88961298, email: [petri@donausoja.org](mailto:petri@donausoja.org)

**(5)Qualifications of the provider and requirements:**

- Extensive experience in the field of media database, mailing system (newsletter function) and monitoring
- Possibility of provision of all 3 services in as many non-D/A/CH countries as possible
- Reliable delivery of media monitoring on a daily base

- Providing the clippings also as a facsimile (for print clippings) and A/V (radio/TV), not only links to online media
- No separate costs for training, technical support and ticketing
- All 3 demanded services shall ideally come from your company (media monitoring, paid press release system, GDPR-safe media database with server-supported Donau Soja-external system)
- Special/favourable cost conditions for a not-for-profit organisation such as Donau Soja
- Optional: Possibility of a 1-month trial period before an annual contract
- Workforce diversity: Donau Soja is committed to achieving diversity within its workforce, and encourages all qualified applicants, irrespective of gender, nationality, disabilities, sexual orientation, culture, religious and ethnic backgrounds to apply. All applications will be treated in the strictest confidence.

## **(6) Remuneration**

The service provider will work under a framework agreement in form of a written contract. Payments will be made based on issued invoices.

## **(7) Selection criteria**

The evaluation will be done based on following criteria:

1. Fulfilment of the requirements defined in point 5- 50%
2. Financial offer (using the template provided in Annex I to this ToR as a guideline)- 30%
3. References and experience- 20%

## **(8) Price Criteria**

We will consider only offers that contain prices and/or claim reimbursements that are not higher than those customary within the specific sector or local market. Rebates, cash discounts and the like shall be clearly stated in the offer. The most economically advantageous offer („best value for money“) will be selected.

## **(9) Documents to be provided and tendering process**

### **I Financial offer**

Offers and prices should be divided into the 3 services with monthly and/or annual prices. The documentation should contain 3 separate financial offers for the three different services.

#### **1. GDPR-safe media database with server-supported Donau Soja-external system**

The offer for Germany, Austria, Switzerland should be “all in” – including all fees and ancillary fees. The offer should be calculated for a month and/or a year. The offer and price for this service in other European countries on a monthly base should be stated separately per country.

Offer should be provided with draft contract.

#### **2. Media Monitoring**

The offer for Germany, Austria, Switzerland should include all license, editing, flat-rate and other fees. All copyright and usage fees should be included in the total sum. The offer should be calculated on a monthly and on a one-year base. Media monitoring and price for media monitoring in other European countries on a monthly base should be stated separately per country.

Offer should be provided with draft contract.

### **3. Paid press release system (web based)**

The offer should relate to the a) costs per line or as a b) flat rate per press release or on a c) monthly or d) annual flat rate with any number of press releases.

Offer should be provided with draft contract.

Depending on the offers, the tenderer will decide if all 3 services will be outsourced or just some of them. One service provider will be chosen for one or more services/tasks defined with this tender.

### **II Additional Documentation:**

- 1. A short description of your company** which also describes the references, working experience, history, geographical range; add two customer references/testimonials.
- 2. List of countries** selectable where all 3 demanded services (media database with mailing system, media monitoring, paid press release system) are feasible.
- 3. Confirmation** for provision of the clippings also as a facsimile (see requirements) and no extra costs for training, technical support and ticketing.
- 4. Documentation** providing information on special conditions for non-for-profit organizations and possibility of one month trial period if offered.
- 5. Financial offer** (using the template provided in Annex I to this ToR, as a guideline)
- 6. Signed Annex II-** Consent to the processing of personal data (please sign Annex II and send it back with your offer).

### **III General requirements**

- All documents shall be delivered in English.
- Your tender (contract draft) contains name of company, reference person, date and signature
- Contract drafts include the conditions of quitting the contracts
- All prices should be before tax (without VAT)

Tenders are to be sent until **16<sup>th</sup> December 2024** by email to **Mrs Biljana Tadic**, [project\\_admin@donausoja.org](mailto:project_admin@donausoja.org), indicating "**Tender for Media Monitoring and Media Database**" in the subject.

Should you have questions please contact:

**For administrative questions please contact:** Mrs Biljana Tadic, [project\\_admin@donausoja.org](mailto:project_admin@donausoja.org).

**For (press) content-related questions please contact:** Mr Franko Petri, Head of Communications, Donau Soja, 1010 Vienna/Austria, ph. +43-664-88961298, email: [petri@donausoja.org](mailto:petri@donausoja.org)

### **Debriefing**

After receiving the offer, Donau Soja will set up a 1-hour debriefing appointment for shortlisted applicants, where you will be able to present your tender in a presentation not longer than 30 minutes and ask questions.

**Annex I****Financial offer guiding template**

*(This Financial offer template serves as guideline and orientation. If possible, please include it in your offer to enable easier comparison and evaluation.)*

<b>Pricelist for media providers (without VAT, for NPO's)</b>	<b>Monthly fee in EUR</b>	<b>Annual fee in EUR</b>	<b>Per line (paid press releases) or flat rate in EUR</b>	<b>Remarks</b>
Media monitoring D/A/CH countries "Donau Soja", "Europe Soja", "Soja"				
Media monitoring non-D/A/CH European countries "soja", "soy" (per country)				
Media monitoring optional more media in Germany/ Switzerland				
Media monitoring optional more key words per country				
Paid press releases Austria				
Paid press releases other European country				
Media database and sending tool DACH region				
Media database and sending tool other European country (per country)				

## **Annex II**

### **Consent to the processing of personal data**

Providing personal data is voluntary. Failure to do so will result in the bidder being unable to participate in the evaluation process.

By participating in this call, the bidder acknowledges and consents to the processing of their personal data, as well as the personal data of all participating individuals, in accordance with GDPR-Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data.

The personal data provided within this call will be stored by the procuring body until the bidder revokes their consent to the processing of data, but not for less than a period of 5 years from the closing date of the ADA Strategic Partnership Project. The bidder grants the procuring body permission to retain and store their personal data for the purpose of maintaining complete project documentation.

Furthermore, the bidder authorizes the procuring body to disclose their personal data, as well as the personal data of participating individuals, to auditors and/or donors if requested for further checks and audits.

Name:

Company:

Place/Date:

Signature: