

EUBeeLovers

Subject: EUROPEAN BEE LOVERS (AGRIP-MULTI-2025-IM-SUSTAINABLE)

Acronym: EUBeeLovers

Coordinator: BeeLife European Beekeeping Coordination (BeeLife)

Target Market: Belgium

Duration: 36 Months (January, 2026 - December, 2028)

Context

The European beekeeping sector is a cornerstone of EU agriculture, essential not only for honey production but for the pollination services that sustain food security and biodiversity. Despite being the world's second-largest producer, the EU honey sector faces critical challenges:

- **Production Decline:** EU honey production has dropped by an average of 20% over the last decade due to climate change, pesticide use, and habitat loss.
- **Market Pressure:** European producers face intense competition from low-cost imports, which often raise concerns regarding quality and authenticity.
- **Sustainability Gap:** While consumers are increasingly environmentally conscious, there is a lack of awareness linking the purchase of European honey directly to the sustainability of the entire agricultural ecosystem.
- **Belgium as a Strategic Hub:** Belgium was chosen as the target market because it is a key crossroads for EU decision-making, a major importer of honey (19% of all EU imports), and a market with high purchasing power but low self-sufficiency in honey production.

The Promotional Project

EUBeeLovers is a promotional and awareness-raising campaign designed to champion the sustainability of European beekeeping. It is not just a marketing campaign for honey; it is an educational initiative positioning beekeepers as "environmental stewards" and honey as a sustainable, traceable product vital for climate resilience.

- **Core Message:** "Become a European Bee Lover." This call to action invites consumers and farmers to support biodiversity through conscious purchasing and farming choices.

- **Strategy:** The project employs a multi-channel approach combining digital engagement (social media, website), traditional media (radio, press), and direct engagement (events, networks) to reach diverse audiences.
- **Visual Identity:** A strong, emotional visual identity will be created to foster a sense of pride and belonging among supporters.

Objectives

The project aims to achieve three specific, measurable objectives over its three-year duration:

- **O1: Increase Consumer Awareness** To educate Belgian consumers about the intrinsic values of European honey (quality, diversity, traceability) and its link to sustainable production methods. The goal is for consumers to recognize that buying EU honey directly supports biodiversity and pesticide reduction.

Target: ~299,250 Belgian consumers.

- **O2: Increase Farmer Awareness** To demonstrate to Belgian farmers that sustainable beekeeping is a tool for agricultural resilience. Messages will focus on how pollinators ensure stable yields and support climate adaptation.

Target: ~1,750 Belgian farmers.

- **O3: Increase Market Value (ROI 5.82)** To translate awareness into economic support by increasing the sales and export value of sustainably produced European honey in Belgium.

Further Collaborations

The success of EU BeeLovers relies on building a robust network of partners across three key pillars:

- **Farming & Beekeeping Associations (The "European Bee Lovers Network"):**

Activity: Creation of a permanent network of 750 farmers and beekeepers to act as local ambassadors.

Collaboration: Members will receive "Bee Lovers" kits (brochures, stickers, bee-feed mix samples) to distribute to their networks and customers. They will participate in webinars to exchange best practices on pollinator-friendly farming.

- **Media & Press:**

Activity: A continuous press office and PR strategy targeting 1,500 journalists and bloggers.

Collaboration: Annual "Bee Day" press conferences and press kits will provide high-quality content to journalists, ensuring consistent coverage of the campaign's sustainability messages.

- **Decision-Makers & Influencers:**

Activity: High-level seminars and gala dinners.

Collaboration: Engaging EU and national policymakers, EFSA representatives, and industry leaders in dialogue about the strategic role of beekeeping in the Common Agricultural Policy (CAP) and Green Deal. The project seeks to create a "multiplier effect" where these leaders champion the cause at a policy level.

Subcontracting Lots

Lot 1: Press Office & Public Relations

Reference: Work Package 2.1 | Subcontract S2.1

Nature of the Task: Establishment and management of a permanent Press Office to act as the campaign's voice towards media and decision-makers. The goal is to generate organic coverage and build long-term relationships with key EU and Belgian stakeholders.

Detailed Requirements:

- **Media Database:** Purchase/creation and annual update of a database containing at least 1,500 contacts (journalists, bloggers, editors) in Belgium and the EU.
- **Content Production:** Drafting and distribution of 10 press releases per year (30 total) tailored to campaign milestones and BeeDay events.
- **Press Kits:** Creation and annual update of a digital press kit (factsheets, photos, bios).
- **Press Review:** Monthly monitoring and reporting of media coverage (clippings, online mentions).
- **Lobbying/Networking:** Building direct relationships with decision-makers (MEPs, EFSA representatives) to ensure campaign visibility at the policy level.

- **Yearly Reporting** (English-only)

Timeline: Months 3 (March 2026) – 36 (Dec 2028) (Continuous service).

Budget: €128,300 (approx. €43,000 per year).

Lot 2: Website Development & Maintenance

Reference: Work Package 3.1 | Subcontract S3.1

Nature of the Task: Technical design, development, and maintenance of the official campaign website, serving as the central information hub for consumers and the "European Bee Lovers Network".

Detailed Requirements:

- **Development:** Creation of a **Responsive Web Design** site available in 4 languages (EN, FR, DE, NL).
- **Content Hub:** Integration of sections for news, events, downloadable materials, and a specific "Network" section mapping participating farmers/beekeepers.
- **Technical Maintenance:** Hosting, security updates, domain management, and optimization for 36 months.
- **Analytics:** Setup of tracking tools (e.g., Google Analytics) to monitor traffic and engagement.
- **Yearly Reporting** (English-only)

Timeline: Launch by **Month 3** (March, 2026); maintenance until Month 36.

Budget: **€39,000**.

Lot 3: Radio Advertising (Media Buying)

Reference: Work Package 4.1 | Subcontract S4.1

Nature of the Task: Production of radio spots and purchasing of media space on major Belgian radio stations and audio streaming platforms to reach a mass audience.

Detailed Requirements:

- **Production:** Recording of a **15-second commercial** each year (3 spots total) with professional voiceovers.
- **Media Plan:** Purchasing airtime on approximately **13 frequencies** (e.g., Bel RTL, Radio Contact, Nostalgie, Spotify) to ensure national coverage.
- **Reach Target:** The campaign must reach approximately **1,100,000 listeners** per wave.
- **Yearly Reporting** (English-only)

Timeline: 2-week waves annually, scheduled before "World Bee Day" (May 20): Months 5 (May 2026), 17 (May 2027), and 29 (May 2028).

Budget: **€99,000** (approx. €33,000 per year).

Lot 4: Communication Tools (Design & Print)

Reference: Work Package 5.1 | Subcontract S5.1

Nature of the Task: Graphic design of the campaign's visual identity and eco-friendly production of all physical promotional materials.

Detailed Requirements:

- **Visual Identity:** Creation of the project **Logo** and **Visual Concept** (Brand Book).
- **Eco-Production:** Printing must use recycled paper and non-toxic inks.

Flyers: 150,000 copies (for consumers).

Brochures: 2,000 copies (for the agricultural community).

Stickers/Plaques: 1,000 units (for Network members).

Event Visibility: 6 Totems and 3 Roll-ups.

- **Yearly Reporting** (English-only)

Timeline: Visual Identity M1-M4 (Jan-Apr 2026); Production of materials by M6 (June 2026).

Budget: **€59,250.**

Lot 5: Video Production

Reference: Work Package 5.2 | Subcontract S5.2

Nature of the Task: End-to-end production of high-quality video content to be used on social media and the website.

Detailed Requirements:

- **Institutional Video:** 1 emotional video (approx. 120 seconds) dubbed in 4 languages (EN, FR, DE, NL) launching the campaign.
- **Storytelling Series:** 7 interview-style videos featuring farmers and beekeepers from the Network.
- **Recipe Series:** 7 short videos featuring honey-based recipes and cocktails.
- **Scope:** Scripting, filming, editing, animation, and dubbing/subtitling.
- **Yearly Reporting** (English-only)

Timeline: Production spread across M4–M36 (Apr 2026-Dec 2028) (6 videos in Year 1, 5 in Year 2, 4 in Year 3).

Budget: €79,050

Lot 6: Network Engagement & Logistics

Reference: Work Package 7.1 | Subcontract S7.1

Nature of the Task: Logistical management and procurement of materials for the "European Bee Lovers Network".

Detailed Requirements:

- **Engagement:** Creation and fulfilment to grow and maintain an EU Bee Lovers Network with 250 Belgian farmers and beekeepers per year
- **Procurement:** Sourcing and purchasing "Bee Lovers Feed Mix" (bee-friendly seeds) – approx. 100,000 samples per year.
- **Kitting & Fulfillment:** Assembling "Member Kits" (brochures, stickers, seed samples).
- **Distribution:** Handling the shipping and logistics to send kits and distribution of 400 samples each year per each involved member (shipping to 750 members total Y1-Y3) across Belgium.
- **Yearly Reporting** (English-only)

Timeline: Months 4–36 (Annual recruitment waves).

Budget: €70,500

Lot 7: External Evaluation

Reference: Work Package 8.1 | Subcontract S8.1

Nature of the Task: Independent third-party evaluation to verify campaign impact against the objectives (O1, O2, O3) using the methods defined in the Grant Agreement.

Detailed Requirements:

- **Baseline Assessment (t0):** Conducting an initial survey before campaign launch.
- **Surveys:** Annual CAWI/CATI surveys targeting **1,000 consumers** and a representative sample of farmers/stakeholders to measure awareness changes (KAP methodology).
- **Econometric Modeling:** Using counterfactual analysis to verify the Return on Investment (ROI) and economic impact.
- **Reporting:** Delivery of Annual Evaluation Reports and one Final Impact Report (English only)

Timeline: M1 (Baseline) to M36 (Final Report).

Budget: €38,000.

How to Apply

Submission of Proposals Interested tenderers are invited to submit their Technical and Financial proposals in digital format (PDF).

(EXTENDED) Deadline: Submission Proposals must be sent no later than **January 29, 2026, at 22:30 (CET)**.

Please send your offers via email to all the addresses below. The subject must clearly state the Lot(s) to be covered by the offer. Any subcontractor is free to apply for one or several lots.

- Andrés Salazar: salazar@bee-life.eu
- Min-Jin Courier: info@bee-life.eu
- Noa Simon: simon@bee-life.eu

Requests for Clarification: Potential tenderers may submit questions or requests for clarification regarding the specifications.

- (EXTENDED) Deadline for questions: **January 26, 2026**.
- All requests should be directed to the email addresses listed above.