



EUKIHAL 101251200 – “Promotion of kiwi from Greece and PDO halloumi from Cyprus to the U.S., Canada, Australia and S. Korea”

Call for proposals for independent external evaluator services

General Information

Requested services: Annual Evaluations and final measurement of project impact

Implementation period: June 2026 – May 2029

Term: August 31, 2026

Budget: 50,000 excluding VAT

Import

The Nestos Asparagus Producers' Agricultural Cooperative (AC NESTOS) is the Coordinator (hereinafter referred to as the Contractor) of the EUKIHAL 101251200 project submitted in collaboration with the PANAGROTIK FARMERS UNION within the framework of the Call AGRI MULTI 2025, thematic AGRI MULTI 2025 – TC ALL, pursuant to Regulation (EU) No. 1144/2014 of the European Parliament and of the Council. The two partners have signed the Grant Agreement 101251200 – EUKIHAL with the European Research Executive Agency (REA).

EUKIHAL is a three-year project (2026-2029) and concerns the promotion of kiwi from Greece and PDO halloumi in the United States, Canada, Australia and Cyprus and is funded 20% by the Contracting Authority and the Partner's own resources and 80% by a grant from the European Union.

Goals

The overall objective of the project is to strengthen the global position of Greek kiwi and PDO halloumi during the project life cycle and leverage exports (+6.85 million).

The specific objectives per market and product are as follows:

- USA – Strengthening exports of PDO halloumi (+1.25 million euros) and AS NESTO kiwis (+500,000 euros) within the project life cycle
- Canada: Exploitation of PDO halloumi exports (+1 million euros) and AS NESTOS kiwis (+500,000 euros) within the project life cycle
- Australia: Leveraging PDO halloumi exports (+1.25 million euros) within the project life cycle (2026-2028) and starting exports of kiwifruit from AS NESTOS (250 thousand) by the end of the project.
- South Korea: Launch of PDO halloumi exports (+500,000 euros), leverage of AS NESTOS kiwi exports (+1.6 million euros) within the project life cycle

Target groups:

The trade channel includes Importers / Distributors / Wholesalers / Retailers / Catering Services. All play a critical role in the commercial perspective and decision-making, bridging supply and demand. The table depicts the prioritization for each product and in the market.

Market / product	Kiwi	Halloumi PDO
USA	Importers / Distributors / Wholesalers	Distributors / Wholesalers / Retailers / Food Service Departments
Australia	Importers / Distributors	Distributors / retailers / catering services
Canada	Retailers/food services	Distributors / retailers / catering services
South Korea	Retailers/food services	Importers / Distributors / Retailers

The multiplier channel includes Chefs / Culinary Experts / Journalists / Food Bloggers / Influencers. They benefit from great and significant popularity - they shape and inspire preferences, trends and consumption patterns. Their role is important for the indirect dissemination of knowledge to other target groups, such as consumers. Members of the target group can easily attract people's attention and shape public opinion.

The consumer channel includes consumers aged 25-54 as well as +55 years, middle-income, urban, male and female as the main groups. These groups shape consumer habits and trends, transform demand and, since its members are productive and financially independent, shape the lifestyle of today. The total target population is quantified at 180 million consumers. However, in each market and for each product, priority is given to specific segments.

Market / product	Kiwi	Halloumi PDO
USA	Generation X / Millennials (households with dependents) / Generation Z	Generation X / Millennials (households with dependents)



	(25-28 years old) / Baby boomers	
Australia	Generation Z (25-28 years old) / Baby boomers	Generation X / Millennials (households with dependents) / Generation Z (25-28 years old) / Baby boomers
Canada	Generation X / Millennials / Generation Z (25-28 years old) / Baby boomers	Generation X / Millennials (households with dependents) / Generation Z (25-28 years old) and baby boomers
South Korea	Generation X / Millennials (households with dependents) / Generation Z (25-28 years old) / Baby boomers	Generation X / Millennials (households with dependents) / Generation Z (25-28 years old) / Baby boomers

The main target group of the project is the commercial channel and aims to reach as many people as possible and in different ways. Each segment of the target group is of significant interest and synergies between the activities will facilitate the achievement of their impact objective. New channels will be developed and channels that have already been exposed to similar actions will be approached in order to increase their familiarity with the product and the sector concerned.

The target group members create new consumer trends and have direct access to a large number of consumers. Their reach could bring multiple benefits to the project. Their contribution is extremely important in promoting the products, both during the implementation period and in the long term, as this group will continue to source the products. For these channels, the project invests significantly through events and point-of-sale (POS) promotion, where their collaboration is crucial. The audience is broad, as in each market thousands of trade visitors are present at the trade fairs, giving the project the opportunity to develop both existing and new business contacts.

The Multipliers Channel it is also a key target group. They will be reached through TK3, TK5 and TK6. Their positive reaction to the project will facilitate the dissemination of key messages to end users. Members of this target group have an important role in informing the wider public/consumers about

the product and its production methods. Members of this target group have the ability to influence consumers and shape their needs. Indicative members of this target group could be: Representatives of this group will be informed in depth in order to form the best possible impression of the products and to convey their findings to the public. The project will seek partnerships to create audiovisual content, in particular through video advertising activity and social media.

The consumer channel is the largest target group to be reached. The project will focus on the urban population of markets with specific preferences (e.g., health-conscious consumers and households with dependents for kiwis, grilled cheese lovers for halloumi). More specifically, it will focus on middle-income consumers, both men and women, in large metropolitan areas, such as those already identified. Consumers will be specifically targeted through public relations activities, websites and social media, advertising, communication tools, other events (in South Korea) and point-of-sale promotions. In all markets, these groups form the backbone of societies. This is important, as the project will have the opportunity to be able to define messages and adapt when needed. It is also worth noting that among these age groups there are large numbers, especially in the US, Canada and Australia, of consumers of Greek and Cypriot origin or European descent who are familiar at a higher level than other consumers, which is a significant advantage for the products. More than 20 million consumers will be reached through public relations and advertising activities.

Work Packages

The project is structured into work packages that include the following sub-activities:

WP1 – Coordination	Coordination and management by a Project Team consisting of executives from both partners
WP2 – Public Relations	Design, purchase of space and publication of thirty (30) advertising placements in printed materials within the four target markets
WP3 – Website and social media	Construction, maintenance, renewal and operation of the project website Creating social media accounts, regular posting and post promotion campaigns



WP4 – Advertising	Design and implementation of advertising campaigns through the Google platform
WP5 – Communication tools	Design and production of printed materials (B2B and B2C) and supply of promotional gifts Production of 24 short promotional videos
WP6 – Events	Participation in 12 international food fairs in target markets Organization of 10 special B2B meetings with professionals in target markets Invitation and hosting of 22 professionals from target markets in Greece and Cyprus Organization of special events (Roadshow) in Seoul, South Korea for kiwi
WP7- Promotion at points of sale	Implementation of taste tests at points of sale for a total of 840 days
WP8 – Evaluation	Annual evaluation reports and final (3rd year) project impact measurement

Requested services

The main concern of both partners is the timely and on-budget implementation of the project in all its components. This overall strategic objective serves additional interests through the project that are separate for each partner. The timely and on-budget implementation of the project will provide a solid basis for achieving the results of each activity.

The monitoring and evaluation of the performance and results of the activities is part of the external independent evaluator to whom this project will be assigned. The natural or legal person selected through a competitive procedure described below will have to define the methodology and process for monitoring/evaluating and measuring the performance results and impact of the project.

The external evaluator, using data analysis (comparison of KPI metrics, analytics and social media metrics), document analysis (reports, deliverables) and benchmarking, will define the methodology for evaluating the input/output relationship, with the aim of recording and, therefore, attributing the variables (time and funding) to the production of the foreseen results.

It will need to assess effectiveness, in particular the relationship between results and objectives and the quality/quantity ratio of outputs, as well as the final result and of course review the predefined indicators regarding their relevance and feasibility, in order to be able to effectively monitor and evaluate the project.

The aim of the overall monitoring and evaluation is to provide stakeholders (partners, subcontractors, managing/granting authority) with a timely, objective picture of the status of the project on an annual basis and, if necessary, to propose recommendations and corrective measures to achieve the expected results and final impact.

However, the external evaluator should also define the methodology for qualitatively measuring the success of the project, in particular in terms of acceptance and perception of the key messages. To this end, surveys should be conducted among stakeholders - representatives of each market during events or online surveys on an annual basis among website visitors or social media audience groups, in order to quantify the positive impact of the project on the image of the products and the knowledge gained by the target groups.

In summary, the external evaluator will provide answers on (a) the relevance of the objectives and strategy and their continued suitability (b) the performance of the marketing and promotional tools used and their relative and absolute effectiveness, (c) the value for money and cost-effectiveness of the activities and the project, (d) the coherence with other EU interventions, national or private, as well as (e) the identification of the EU added value resulting from the EU funding.

The external evaluator will assess whether the project has achieved the expected direct economic result (export leverage of 6.85 million), at national level (in the case of PANAGROTIKOS) and at the level of the proposing organization (in the case of AC NESTOS) based on valid export/sales data, from national and EU statistics and will cross-check the basic data used to determine the starting point.

Output and result indicators

Output and result table		
Work Package 2	Number of published publications - 30	% Number of consumers reached by print advertising – 4,200,000
Work Package 3	Number of websites – 1	Number of visitors to the website 20,000



Με τη συγχρηματοδότηση
της Ευρωπαϊκής Ένωσης

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	Number of social media accounts – 3 Number of posts on social media accounts - 225	Number of likes or shares on social networks – 20,000
Work Package 4	Number of days of online advertising – 180	Number of consumers reached by online advertising – 15,000,000
Work Package 5	Number of brochures – leaflets produced (108500 / 3000) – 113,500 Number of gifts – 900 Number of promotional videos produced - 24	Number of professionals/experts/importers who participated in events and contacted producers – 3,000 Number of consumers reached through brochures – 108,500 Number of professionals/experts/importers who participated in events and contacted producers – 900 Number of consumers reached through promotional videos – 12,000
Work Package 6	Number of events organized (stands at exhibitions) – 12 Number of events organized (B2B meetings) – 10 Number of events organized (study trips) – 12 Number of events organized (roadshows) – 3	Number of professionals/experts/importers who participated in events (exhibitions) and contacted producers – 600 Number of professionals/experts/importers who participated in events (B2B meetings) and contacted producers – 360 Number of professionals/experts/importers who participated in events (study trips) and contacted producers – 22 Number of professionals/experts/importers who participated in events (roadshows) and contacted producers – 15,000
Work Package 7	Number of tasting days - 840	Number of professionals/experts/importers who participated in events (tasting days) – 400,000 Number of points of sale where the promoted product is available - 190
Impact indicators		
Impact indicator description	Starting point (2024)	End of the program
Value of kiwi exports of A.S. NESTOS to the USA (euro)	0	522K

Value of kiwi exports of A.S. NESTOS to Canada (euro)	166K	725K
Value of kiwi exports of A.S. NESTOS to South Korea (euro)	2.7M	4.9M
Value of kiwi exports of A.S. NESTOS to Australia (euro)	0	250K
Value of Halloumi PDO exports to Australia (euro)	15.6M	20M
Value of Halloumi PDO exports to South Korea (euro)	100K	526K
Value of Halloumi PDO exports to Canada (euro)	2M	3.2M
Value of Halloumi PDO exports to the USA (euro)	9.6M	12.7M

Evaluation framework

The evaluation will be conducted in accordance with the basic principles for the evaluation of EU funded projects, adapted to the specificities of the agricultural promotion programmes of Regulation (EU) 1144/2024. The evaluator will structure his/her analysis around the above-mentioned key evaluation axes and they are invited to refine and reformulate the evaluation questions in their technical proposal based on their understanding of the project objectives, challenges and strategy.

The evaluation should be based on a mixed methods approach, combining quantitative and qualitative analysis and reflecting the multidimensional nature of the project. Stakeholder engagement is expected to be an integral part of the approach, in order to capture both measurable outcomes and qualitative changes.

The evaluator is invited to propose a robust and operational evaluation methodology, aligned with the objectives and scope of the project. The proposed approach should allow for a comprehensive assessment of outcomes, impacts and added value, while ensuring independence, objectivity and transparency. The proposed methodology should ensure coherence between data sources and evaluation questions and allow for triangulation of findings. Analytical assumptions, limitations and sampling choices should be clearly documented. The evaluator is expected, in his/her technical proposal, to:

- Rephrase, prioritize and structure the evaluation questions it proposes to address within the framework of the above axes;

- Justify his analytical choices based on his understanding of the project context, objectives and challenges;
- Ensure consistency between evaluation questions, methodology, data collection tools and proposed deliverables.

The evaluator remains free to adapt his methodological design to the context of the project, provided that his choices are clearly justified, but the evaluation is expected to be based on existing indicators and project data.

Expected deliverables

The evaluator should organize his work according to the following deliverables of his services.

- Inception Report (based on the evaluator's proposal), including: evaluation questions; proposed methodology and work plan and approach (October 2026)
- 1st Evaluation Activities Report and 1st Annual Evaluation Report (July 2027)
- 2nd Evaluation Activities Report and 2nd Annual Evaluation Report (July 2028)
- 3rd Evaluation Activities Report and Final Project Evaluation and Impact Measurement Report (July 2029)

The evaluator should be able to participate in working meetings with the Funding Authority either online or in person in Brussels during the implementation of the project at his/her own expense.

Evaluator profile

Participation is open to an individual consultant or consulting firm legally registered in one of the project countries (Greece, Cyprus) or in a member state of the European Union. Bidders should demonstrate the following qualifications and experience:

- Proven experience in evaluating programmes or projects funded by the EU or national authorities, preferably in the field of agricultural product promotion
- Proven experience in outcome and impact evaluation processes.
- Excellent knowledge of quantitative and qualitative evaluation methods;
- Excellent analytical and writing skills and professional proficiency in English;

Selection criteria

The selection will be based on the following criteria:

- Understanding of the project: 10 points
- Quality, clarity and relevance of the methodological proposal: 40 points
- Experience and expertise of the proposed consultants: 25 points
- Financial offer 25 points

Interested candidates are invited to submit a proposal that includes:

- Presentation of their activity and experience.
- CVs of the personnel who will undertake the work
- Methodological note detailing their approach to carrying out this assignment.
- Provisional timetable.
- Detailed budget estimate on an annual basis

Submission deadline

Until August 31, 2026 at 15:00, to the following address: info@asnestos.gr on the subject of "EUKIHAL - Evaluation – [Name of service provider]"

Participants will be notified via email of the outcome of the selection process. The successful candidate will begin his/her work after signing the service agreement.

Information – Contact

AS NESTOS – Angelos Morfopoulos, info@asnestos.gr

PANAGROTIKOS FARMERS UNION: Nikolas Nikolaou, nikolaou@panagrotikos.org.cy