



FIA Region I – Brand Equity and Positioning Assessment in the EU Policy Ecosystem Call for Tenders / Request for Proposals (RFP)

1. Background

FIA Region I represents mobility users and national motoring organisations across Europe, the Middle East, and Africa within the Fédération Internationale de l'Automobile (FIA). Region I works extensively on issues related to mobility, road safety, consumer protection, sustainability, vehicle regulation, tourism, infrastructure, and the future of mobility.

Over recent years, FIA Region I has significantly expanded its engagement with European institutions and stakeholders, particularly within the Brussels policy environment (“EU bubble”); in parallel, the organisation’s advocacy activities, political visibility, technical expertise, and coalition-building efforts have evolved substantially.

Against this background, FIA Region I wishes to conduct an external brand equity and perception assessment to better understand:

- the level of awareness and recognition of FIA Region I among key EU stakeholders.
- how the organisation is perceived.
- whether its positioning and added value are clearly understood.
- and how its influence, credibility, and distinctiveness compare to peer organisations active in the same ecosystem.

The exercise is intended to support strategic reflection at governance and management level and to inform future positioning, communications, advocacy, and stakeholder engagement efforts.

2. Objectives of the exercise

The selected provider will be expected to assess and analyse:

A. Awareness and visibility

- Overall awareness and recognition of FIA Region I among relevant EU audiences.
- Understanding of FIA Region I’s mandate, role, and activities.
- Perceived visibility within EU policy discussions and stakeholder ecosystems.

B. Reputation and perception

- General perception of FIA Region I as an organisation.
- Perceived credibility, professionalism, expertise, and influence.
- Associations linked to the FIA Region I brand.
- Perceived strengths and weaknesses.

C. Positioning and differentiation

- Clarity of FIA Region I’s positioning in the mobility and transport policy landscape.
- Perceived uniqueness or differentiation vis-à-vis comparable organisations.



- Assessment of whether stakeholders understand:
 - whom FIA Region I represents.
 - what it stands for.
 - and what value it brings to policy discussions.

D. Stakeholder mapping and segmentation

Analysis across relevant stakeholder categories, including potentially:

- European Commission officials.
- European Parliament members and staff.
- Council / Member State representations.
- EU agencies and institutional bodies.
- Industry associations.
- NGOs and civil society actors.
- Think tanks and consultancies.
- Media and specialised press.
- Other mobility and transport stakeholders.

E. Strategic recommendations

The exercise should conclude with practical and actionable recommendations regarding:

- brand positioning.
- communications.
- advocacy visibility.
- stakeholder engagement.
- narrative development.
- and potential future strategic opportunities.

3. Scope of work

The provider is invited to propose an appropriate methodology, which may include a combination of:

- confidential stakeholder interviews.
- perception surveys.
- qualitative and quantitative analysis.
- benchmarking against peer organisations.



- media and digital visibility analysis.
- stakeholder mapping exercises.
- and/or focus groups.

The methodology should ensure:

- confidentiality and neutrality.
- a representative sample of relevant stakeholders.
- and actionable outputs rather than purely descriptive findings.

4. Deliverables

Expected deliverables may include:

- inception meeting and methodological proposal.
- stakeholder mapping.
- interim findings presentation.
- final analytical report.
- executive summary for governance level.
- presentation of findings to FIA Region I leadership.

The final report should include:

- key findings.
- supporting evidence and data.
- benchmarking insights.
- perception analysis.
- and strategic recommendations.

5. Desired provider profile

FIA Region I is seeking proposals from organisations with demonstrated expertise in:

- strategic communications.
- public affairs.
- brand equity assessment.
- stakeholder perception analysis.
- EU institutional affairs.
- and/or reputation research.



Experience within the Brussels policy ecosystem and familiarity with EU mobility, transport, consumer, or sustainability policy environments would be considered a strong asset.

6. Indicative timeline

The indicative timeline is expected to be:

- Launch of call for proposals: 06/07/2026
- Submission deadline: 31/07/2026
- Selection of provider: 10/08/2026
- Launch of project: 24/08/2026
- Final delivery: 30/10/2026

7. Proposal requirements

Interested providers should submit:

- a short methodological proposal.
- relevant references and experience.
- proposed team composition.
- indicative timeline.
- detailed budget proposal.
- and any additional added value elements considered relevant

Proposal Submission

Proposals should be sent to Diogo Pinto, Director General, at dpinto@fia.com and Emanuel Ferreira, Communications Officer, at eferreira@fia.com by 31 July 2026.

