

# Call for grants:

€2,300 for SMEs and startups in the agrifood sector interested in improving their business.

## EIT FOOD

Leuven, Belgium

June 2024

[Eitfood.eu](https://eitfood.eu)

Citi Foundation



# Table of Contents

1. Background .....	3
1.1 EIT Food.....	3
1.2 Citi Foundation .....	4
1.3 AMPLE, the programme in Madrid.....	4
2. CALL DESCRIPTION.....	5
2.1 Main duties & responsibilities .....	5
2.2 Timeline.....	6
2.3 Selection Process.....	6
3. ANNEXES .....	8
3.1 Application form .....	8



# 1. Background

EIT Food, through AMPLE programme, is distributing (30) Boost Vouchers of €2,300 to agrifood SMEs and startups to help businesses improve their businesses to ensure a healthier, fairer and a more sustainable food industry.

**Application deadline: [30 APRIL 2025](#)** (Conditional on fund availability).

Further details about EIT Food can be found at: [www.eitfood.eu](http://www.eitfood.eu).

*EIT Food will not provide new information that has not already been included in this call document, but can assist the potential applicants by explaining the contents of this document (please contact [leticia.lopez@eitfood.eu](mailto:leticia.lopez@eitfood.eu))*

*This tender (application) should be comprehensive so that EIT Food is able to have a clear understanding about you, your business and your idea, so we can make an informed decision.*

## 1.1 EIT Food

EIT Food is **Europe's leading food innovation initiative**, working to make the food system more sustainable, healthy, and trusted by consumers. Established by the European Institute of Innovation and Technology (EIT) in 2017, EIT Food is a fast-growing partnership organisation focusing on entrepreneurship and innovation in the food sector.

EIT Food is a member organisation **bringing together key industry players, agrifood startups, research centres and universities from across Europe** representing the food value chain in Europe. In addition to thematic leadership, EIT Food is also responsible for coordinating a multi-million-euro EU grant allocation from the EIT and distributing it among its partners and stakeholders for the implementation of projects.

EIT Food headquarters (HQ) are based in **Leuven (Belgium)** and it has 5 regional offices in Europe (based in **Poland, Spain, Germany, the UK and Belgium**), each working with and for partners in several EIT Food partner countries.



## 1.2 Citi Foundation

The Citi Foundation works to **promote economic progress and improve the lives of people in low-income communities around the world**. They invest in efforts that increase financial inclusion, catalyse job opportunities for youth, and reimagine approaches to building economically vibrant communities. The Citi Foundation’s “More than Philanthropy” approach leverages the enormous expertise of Citi and its people to fulfil their mission and **drive thought leadership and innovation**.

For more information, visit [www.citifoundation.com](http://www.citifoundation.com).

## 1.3 AMPLE, the programme in Madrid

The Citi Foundation launched its first **Global Innovation Challenge** in February 2023, aiming to amplify the impact of all non-profit organizations (NPOs) developing innovative solutions to improve food security. **EIT Food** was one of **50 organizations worldwide** to **receive funding** from the Foundation for the creation of **AMPLE**.

The program aims to **strengthen the physical and financial health of low-income communities**. It starts in Madrid in October 2023 and runs until September 30, 2025.

**AMPLE Madrid** focuses on **training and educating vulnerable individuals** in the agrifood sector to promote food security and job creation. It offers training courses, learning resources, and the opportunity to join a network of vulnerable communities.

Startups and SMEs in the agrifood sector also play a key role in food security. Therefore, AMPLE **invests in improving businesses** with financial grants (€2,300). With this boost to the sector, the program seeks to foster innovation and create healthy food alternatives.



## 2. CALL DESCRIPTION

In line with our mission, [Healthier Lives Through Food](#), EIT Food offers 30 **grants** of €2,300 for **agrifood SMEs and startups with economic activity in Madrid**. Beneficiaries must use these funds to **address the issue of food insecurity**, such as improving their production processes or innovating the properties of a food product.

### GRANT APPLICABLE FOR:

- **Sustainable suppliers:** access to producers or distributors of sustainable supplies
- **Consulting:** optimizing production, communication and marketing strategy, waste management, financial management, etc.
- **Training:** specific training to optimize the production chain
- **Design and marketing services:** support in packaging design, display, website, and communications

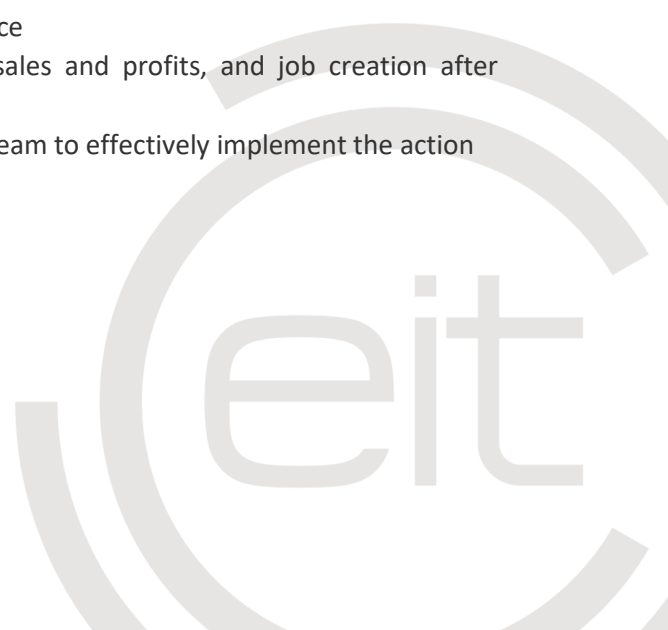
\*This list is not exhaustive.

### GRANT NOT APPLICABLE FOR:

- **Real estate or capital assets with a useful life of more than 1 year:** computer equipment, kitchen equipment, property, car/van, etc.
- **Perishable goods:** food, plants, etc.

### 2.1 Main duties & responsibilities

- **Develop an action plan** to improve the business to ensure food security
- **Announce** the grant award on **social media and your website**, mentioning the AMPLE Program, EIT Food, and the Citi Foundation.
- Prepare a **final report** that provides a comprehensive overview of the accomplishments:
  - Description of the implementation process
  - Bank certificate as supporting evidence
  - Others: points of sale, number of sales and profits, and job creation after improvements.
- **Continuously coordinate with the EIT Food** team to effectively implement the action plan and receive feedback.



- Respect the [EIT Food branding guidelines and visuals](#) and Citi Foundation’s branding guidelines in any communication material.

\* Improvement **actions** must be implemented and documented in a report **6 months after the start of the activity**. We particularly encourage applications from businesses led by underrepresented groups.

## 2.2 Timeline

Deadline for receiving applications	With an open deadline, ongoing until <b><u>30 APRIL 2025</u></b> (Conditional on fund availability)
Communication of evaluation process to beneficiaries	1 month after the reception of the application
Signing of Memorandum of Understanding (legal docs)	1 month after the selection/communication date
Implementation of improvements	6 months after the signature of MoU
Reports	6 months after the implementation of improvements.

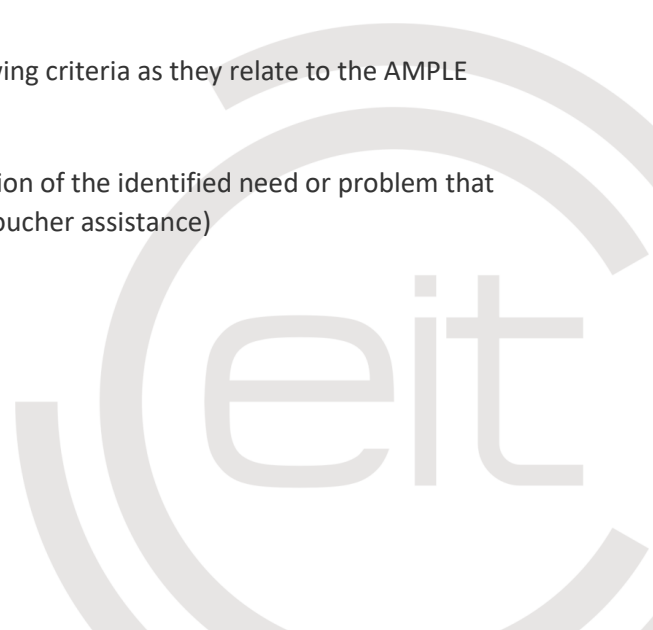
## 2.3 Selection Process

Interested and eligible companies are invited to submit their **APPLICATIONS BEFORE 30 APRIL 2025, 23:59 PM CEST**, conditional on fund availability, via email with the title **“AMPLE: Request for boost vouchers”** sent to: [leticia.lopez@eitfood.eu](mailto:leticia.lopez@eitfood.eu)

The startups/SME selected will sign a contract agreement with EIT Food ivzw. Following the signature of the agreement, EIT Food will pay the total amount of the boost voucher on receipt of the vendor information from the start up or SME. **The distribution of grants will be subject to the availability of funds.**

All applicants will be evaluated considering the following criteria as they relate to the AMPLÉ programme voucher:

- Detected **Need** (The specific and clear definition of the identified need or problem that is intended to be addressed with the Boost voucher assistance)



- Level of **Practicality** of the proposal
- Level of **Quality** of the proposal
- Level of **Viability** of the proposal
- Level of **Impact** of the proposal

The above criteria will be evaluated on a **0-5 scale**, the application can receive a maximum of 25 points. The applications must reach a **minimum of 15 points to access the grant**. Each evaluation sub-criterion will be scored from 1 to 5 using the following scoring system.

Score		Description
0	Not addressed	Not addressed
1	Poor	The criterion is inadequately addressed, or there are serious inherent weaknesses
2	Fair	Application broadly addresses the criterion but there are significant weaknesses
3	Good	Application addresses the criterion well, but a number of shortcomings are present
4	Very good	Application addresses the criterion very well, but a small number of shortcomings are present
5	Excellent	Application successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.



## 3. ANNEXES

### 3.1 Application form

1. INFORMACIÓN DE CONTACTO/ CONTACT DETAILS	
1.1 INFORMACIÓN PERSONAL/ PERSONAL DETAILS	
Apellido y nombre/Surname, Name	
Profesión/ Job title	
E-mail	
Número de teléfono/ Phone	
Redes Sociales Profesionales/ Professional Social Media (LinkedIn, Instagram...)	
1.2 INFORMACIÓN DEL NEGOCIO O ACTIVIDAD PROFESIONAL/ BUSINESS DETAILS	
Nombre/Name	
Dirección (calle, ciudad)/ Office address (street, city)	
Sitio Web/ Website	
Redes Sociales/Social Media	
Descripción del negocio o actividad profesional. ¿En qué consiste? ¿qué	



<p><b>ofrece?¿Cuándo fue creada? ¿Cuál es el público objetivo?/ Describe your business. What is it? When was it created? Where are you established? What do you do? Who is your target audience? (150 palabras máx.)</b></p>	
<p><b>2. NECESIDAD DE TU NEGOCIO/BUSINESS ISSUE</b></p>	
<p><b>¿Cuál es la necesidad de la empresa que desea abordar usando el Vale de Impulso? Describa brevemente el problema empresarial o necesidad que su empresa enfrenta en la actualidad (Ej. Falta de asesoramiento para mejorar los procesos de producción, necesidad de acceso a empresas productoras o distribuidoras de insumos sostenibles, falta de estrategia de comunicación y márketing, formación específica para optimizar la cadena de producción, asesoramiento financiero, apoyo en el diseño de empaques, asesoramiento en la gestión de residuos, escasos recursos para evitar el desperdicio de alimentos...) 200 palabras máximo/ What is the company's problem or need that you want to address using the Boost Voucher?</b></p>	
<p><b>Puede añadir más páginas a este documento para cumplimentar los apartados más largos/ You can add more pages to this document to complete the longer sections.</b></p>	
<p><b>3. BENEFICIO ESPERADO/ BENEFIT OBTAINED</b></p>	
<p><b>¿Cuál es el beneficio que espera obtener con la ayuda del Vale Impulso? Enumere los beneficios que considera posible lograr. (Máximo 5 ideas)/ What is the benefit you hope to gain from the assistance provided by the voucher</b></p>	
<p><b>Puede añadir más páginas a este documento para cumplimentar los apartados más largos/ You can add more pages to this document to complete the longer sections.</b></p>	
<p><b>4. PLAN DE ACCIÓN/ YOUR PLAN</b></p>	
<p><b>Explique brevemente el plan de acción que se seguirá para resolver el problema/necesidad alcanzar los objetivos y beneficios buscados. Busque la concreción y claridad en su explicación. (200 palabras máximo)/ How are you going to solve the problem and achieve the benefit? Explain the plan you will follow to achieve your goals. Be as specific as possible. (200</b></p>	

words max)

**Puede añadir más páginas a este documento para cumplimentar los apartados más largos/  
You can add more pages to this document to complete the longer sections.**

<sup>1</sup> The information you give us will be kept confidential and in line with EIT Food's privacy policy. [Privacy policy - EIT Food](#)

