



Request for proposals

EIT Food Accelerator Network communications lead

EIT Food – Making Food Innovation Happen

Knowledge & Innovation Center on Food,
part of the European Institute of Innovation and Technology (EIT)

<http://www.eitfood.eu>



Co-Funded by the European
Union

1. Overview of EIT Food

EIT Food is Europe's leading food innovation initiative, working to make the food system more sustainable, healthy and trusted.

The initiative is made up of a consortium of key industry players, startups, research centres and universities from across Europe. It is one of eight Innovation Communities established by the European Institute for Innovation & Technology (EIT), an independent EU body set up in 2008 to drive innovation and entrepreneurship across Europe.

EIT Food's vision is to put Europe at the centre of a global revolution in food innovation and production, and its value in society. EIT Food will engage consumers in the change process, improve nutrition and make the food system more resource-efficient, secure, transparent and trusted. EIT Food has six strategic objectives:

- Overcome low consumer trust: support Europeans in the transition towards a smart food system that is inclusive and trusted;
- Create consumer valued food for healthier nutrition: enable individuals to make informed and affordable personal nutrition choices;
- Build a consumer-centric connected food system: develop a digital food supply network with consumers and industry as equal partners;
- Enhance sustainability: develop solutions to transform the traditional 'produce use-dispose' model into a circular bioeconomy;
- Educate to engage, innovate and advance: Provide 'food system' skills for more than 10,000 students, entrepreneurs and professionals through advanced training programmes.
- Catalyse food entrepreneurship and innovation: foster innovation at all stages of business creation.

Besides its headquarters based in Belgium, EIT Food has five Innovation Hub across Europe which are called Colocation Centres (CLC), based in Madrid, Reading, Munich, Leuven and Warsaw.

For more information about our company please visit the following website: www.eitfood.eu.

About EIT Food Business Creation

Business Creation is one of four pillars within EIT Food (besides Education, Innovation and Communication). We support innovative impactful agrifood entrepreneurs and startups to deliver new food innovations and businesses across Europe.

We offer:

- An unparalleled network: access to 100+ of Europe's leading agrifood businesses, universities and research organisations
- European reach: we have a presence in every country in Europe (and beyond!), helping your business reach new markets and develop internationally
- A powerful brand: as the designated EU body to transform Europe's food system, you will benefit from our powerful brand making your business more attractive to investors and customers
- Long term support: we provide support from the generation of ideas for as long as you need it

We work along three separate areas, each with their own main flagship programme:

- **LAUNCH:** Launch is for individuals, scientists and aspiring entrepreneurs who are driven to solve the complex challenges facing our food system. Launch activities are designed to springboard ideas into viable market solutions by providing you with the skills, network and funds needed to validate your ideas and business model. Flagship programme: SEEDBED Incubator
- **ACCELERATE:** Accelerate is for entrepreneurs and registered startups who are on their way to transforming the food system and would benefit from our high-level support to boost their new business. Flagship programme: EIT Food Accelerator Network (EIT FAN).
- **SCALE:** Scale elevates high-potential agrifood mature startups and early scaleups to the next level in becoming international gamechangers. Flagship programme: RisingFoodStars

About the EIT Food Accelerator Network (EIT FAN)

With 35+ academic and corporate partners involved, the EIT Food Accelerator Network is one of the flagship programmes of EIT Food in general and within the strategic area Business Creation specifically. The EIT FAN programme currently operates in six acceleration hubs based in the UK, ES, FR, FI, IL and DE with a target of 10 startups participating in each hub. The startups selected benefit from a structured 4 month programme with access to infrastructure and expert coaching from EIT Food partner companies, investors, and experienced entrepreneurs. The programme runs in parallel in all of the six acceleration hubs.

Key principle

“The EIT FAN connects startups with industry-leading corporate partners to pilot their technology and drive the ultimate goal: a successful market adoption.”

Please find more information about the EIT Food Accelerator Network in the Annex and/or visit the following website: <https://entrepreneurship.eitfood.eu/accelerate/>

2. Scope of work

The EIT FAN has the strategic goal of increasing the number of impactful agrifood startups from Europe that solve food system issues using science and technology connecting to the industry. To meet our goals, we are looking for support to develop and execute our marketing, PR, scouting, partnerships and community building activities in 2022 and form the marcomms and outreach strategy for the next 3 years.

• General objectives

The overall objective of the work is to develop process and procedures to support the EIT FAN programme manager to deliver the 2022 scouting and communications strategy as already foreseen in the 2022 plans and budget and lead on developing the marcomms and outreach strategy for the next 3 years of the program. The contract with the selected party will be signed by EIT Food.

The contractor will be appointed for two years, which can be extended by one year up to two times. The total contract cannot exceed four years.

Working language between EIT Food and the contractor selected through this procedure will be English.

- **Methodology and organisation of work**

EIT Food provides the supplier with a detailed brief.

The services covered in the present procedure are to be implemented by the contractor - and will be remunerated according to the agreed hours multiplied by the hourly rate proposed by the contractor and enclosed in the approved offer.

The work shall be organised in the offer according to tasks within the programme. The content and milestones described in this document are provided to allow the contractor to estimate the workload needed and, therefore, to submit a good quality proposal and offer stating number of hours necessary for executing the work.

More general information on the EIT FAN programme can be found on

<https://entrepreneurship.eitfood.eu/accelerate/>

The party selected guarantees EIT Food sufficient availability to meet the assignments it will receive from EIT Food.

- **Timing and planning**

We anticipate the work to commence as of September 1st, starting with a kick-off meeting. The initial period of the project is expected to conclude by Dec 2022, with all 2022 deliverables achieved.

The contractor's time will be split among two specific roles:

70% (August – Dec) – for all activities specific to the EIT FAN programme

30% (August to Dec) – contribution to a wider BC PR/Marketing/Comms Strategy development and take ownership of a specific task.

- **Budget**

The maximum budget available for 2022 project plan is €40,000 (euro, ex VAT).

3. Deliverables

A guiding principle is that EIT FAN is looking to provide the go-to-platform for both startups and corporates to connect and potentially collaborate:

- Community building
- Spark and establish potentially valuable relationships
- Give corporates exposure to diverse perspectives and expertise
- Corporates looking for new products/services, potential collaborations, new partnerships, insight into the market
- Give startups exposure to corporate perspective and way of working
- Startups looking for pilots, investments, resources, market access, expand network
- Seamless virtual experience - new innovative approach

Below are listed the key deliverables:

1. Collaborating with the EIT FAN programme manager to develop the 3-year marcomms, scouting and partnerships strategy incl.:
 - a. Strategy to identify and highlight USP to startups and corporates that supports ongoing recruitment
 - b. Strategy to highlight USP to corporate partners to increase their participation
 - c. Setting internal KPIs for partners and methods of tracking short- and long-term outcomes
 - d. Dedicated social media presence via EIT Food and Hub channels
 - e. Dedicated Comms Toolkit to ensure consistent messaging across all Hubs/regions
 - f. Dedicated website which will be an up-to-date repository of information relating to the programme
2. Ensuring that the EIT FAN 2022 Communications and Dissemination plan and deliverables outlined in the grant (KAVA) are met by the Partners. NOTE: contractor is not expected to deliver the below themselves but oversees execution and support partners where needed. This includes:
 - a. Communicating widely about the EIT FAN and contribute to a monthly newsletter circulated to key stakeholders
 - b. Ensure partners meet deliverables relating to Communicating and Dissemination of EIT FAN results:
 - o Information on the teams supported will be made available to corporate partners and investors via dedicated information flyers, events and workshops and on the programme webpage
 - o Ensure participants acknowledge EIT Food support via their webpages etc. as per their contractual obligations to EIT Food – partners should track and check this annually
 - o Each Hub will produce testimonials and case studies from EIT FAN participants, including alumni, to showcase the programme and support future recruitment
3. Review and refresh current comms assets including website, templates and social media assets.
4. Develop ways to keep alumni, EIT Food partners and external stakeholder informed of programme outputs via monthly/quarterly newsletter
5. Develop a process to keep on top of internal & external stakeholder communications and social media presence, including partners, alumni and current participants
6. Quality control of the online IT Platform that will be used as a repository for information sharing on teams, events and good news stories and develop a process to track good news stories
7. Understand the scouting and communications needs and develop briefs for contractors and sourcing communication support agencies as needs arise
8. Manage inbound copywriting and content requests, acting as first round reviewer where possible on a varied mix of content such as press releases, blog articles and infographics
9. Co-develop plans to support alumni raise their profile
10. Budget and Purchase Order management and tracking
11. Contribute to a wider EIT Food Business Creation PR/Marketing/Comms Strategy development and take ownership of a specific task

4. Transfer of ownership and copyrights

The contractor will be awarded a contract including stipulations according to which it has to assign and transfer to the contracting party any and all exclusive rights to use and reproduce, perform and authorise others to perform as well as to process, adapt or modify its work and ideas.

The above-mentioned copyrights shall include all copyrighted works and contributions of the selected service provider staff. The contractor shall also take care for the relevant contractual provisions with third parties or its staff members.

5. Proposal Process

5.1 Participation

Participation in this proposal procedure is open to all tenderers.

5.2 Submission of proposal

	Date
Publishing RPP and sending out invitations to potential suppliers	July 7 th 2022
Deadline for requesting clarification from EIT Food	15 th July 2022
Deadline for submitting proposals	31 st July 2022
Intended date of notification of award	15 th August 2022
Intended date of contract signature	1 st September 2022

Proposals must be emailed in English language and PDF format to the following address:

Contact name: Ms. Marie Russier

E-mail: marie.russier@eitfood.eu

The proposal shall contain:

- **A technical offer:** the description of services in conformity with the requirements specified in this document – taking into account the scope of work and deliverables
- **Working team, experience and knowledge:** The tenderer will have to provide a background of the person(s) proposed to deliver the work, including an overview of the professional qualifications, as well as the number of persons involved and their duration of support (if applicable).
- **The financial offer** (the price for the services) including the hourly necessary for the provision of the required services as described in section 3 per deliverable, expressed in Euros, VAT shall be indicated separately.
- **A declaration of honour** with respect to the exclusion criteria and absence of conflict of interest

The proposal should not exceed 10 pages and responses should be concise and clear. The tenderer's proposal will be incorporated into any contract that results from this procedure. Tenderers are, therefore, cautioned not to make claims or statements that they are not prepared to commit to contractually. Subsequent modifications and counter-proposals, if applicable, shall also become an integral part of any resulting contract.

The tenderer confirms that the individual submitting the natural or legal entity's proposal is duly authorized to bind its entity to the proposal as submitted. The tenderer also confirms that it has read the instructions to tenderers and has the experience, skills and resources to perform, according to conditions set forth in this proposal and the tenderers' proposal.

Any incomplete proposal will be automatically deemed ineligible.

5.3 Validity of the proposals

Tenderers are bound by their proposals for 90 days after the deadline for submitting proposals or until they have been notified of non-award.

The selected winner must maintain its proposal for a further 60 days to close the contract.

Proposals not following the instructions of this Request for Proposal can be rejected by EIT Food.

5.4 Requests for additional information or clarification

In case the tenderers require additional information or clarifications, these should be addressed to the person indicated below. All communication between EIT Food and tenderers is only possible in writing, all requests will be done and answered by e-mail only. All questions should be sent prior to deadline for requesting clarification.

Contact name: for the attention of Ms. Marie Russier (marie.russier@eitfood.eu). EIT Food has no obligation to provide clarification.

5.5 Costs for preparing proposals

No costs incurred by the tenderer in preparing and submitting the proposal are reimbursable. All such costs must be borne by the tenderer.

5.6 Clarification related to the submitted proposals

After submission of the proposals, they shall be checked if they satisfy all the formal requirements set out in the proposal dossier. Where information or documentation submitted by the tenderers are or appears to be incomplete or erroneous or where specific documents are missing, EIT Food may request the tenderer concerned to submit, supplement, clarify or complete the relevant information or documentation within an appropriate time limit.

All communication between EIT Food and tenderers is only possible in writing, all requests will be done and answered by e-mail only.

5.7 Negotiation about the submitted proposal

After checking the administrative compliance of the tenderers, EIT Food reserves the right to negotiate the contract terms with the tenderers. In this negotiation EIT Food may ask all tenderers to adjust the proposal or specific sections of the proposal within an appropriate time limit. In case of negotiation, EIT

Food shall provide further information about the proceedings and timing.

5.8 Evaluation of proposals

The quality of each proposal will be evaluated in accordance with the below mentioned award criteria. The award criteria will be examined in accordance with the requested service indicated in Section 2 of the document.

Award criteria:

1. Experience & capability of people involved, from tenderer, in facilitation of online formats, pilot projects, community building, and communication (30 points)
2. Methodology approach of project and proposed project implementation (30 points)

Total technical score: 60 points maximum

3. Price or total cost: lowest offered expert unit price shall receive the highest score; the score for other offers shall be calculated in relation to that in linear equation (maximum: 40 points)

Total financial score: 40 points maximum

Total maximum score: 100 points

The results of the award procedure will be communicated in writing (via e-mail) to the successful and unsuccessful tenderers.

5.9 Appeals/complaints

Tenderers believing that they have been harmed by an error or irregularity during the award process may file a complaint. Appeals should be addressed to EIT Food. The tenderers have 5 calendar days to file their complaints from the dispatch of the award notification e-mail.

5.10 Signature of contract

Please refer to Annex 1 for the template contract that shall apply to this procedure. Any changes desired by the tenderer in the provisions contained in the body of this Service Agreement must be communicated to EIT Food as part of the proposal of such tenderer. Any such changes will be considered as part of the evaluation of the proposal of each tenderer.

Should the tenderer insist on using their own template, a draft contract needs to be submitted along with the tender proposal. Use of supplier template is only possible after review and approval from EIT Food's Procurement and Contracts Officer.

Within 5 days of receipt of the contract from EIT Food, the winning tenderer shall sign and date the contract and return it to EIT Food. Upon receipt, EIT Food shall countersign and return one signed copy of the contract to the winning tenderer.

5.11 Reward and terms of payment

The services will be rewarded according to the agreed price stated in the offer. The price will be increased by the value added tax at the applicable rate, if the contractor is obliged to invoice this tax according to the applicable statutory provisions.

All services and ancillary services necessary for achieving a successful contractual performance need to be covered by the concluded contract and will be charged based on the stated prices, even if these are not specifically mentioned in this tender.

The agreed price is an hourly rate (applicable for all tasks as described under section 3), which includes in particular all additional services and other services, even if these are not specifically mentioned in the service contract but are needed to achieve a successful contractual performance. The invoiced amount is payable within 30 days. The time for the payment begins after the invoice was received, provided that the services delivered, and the invoices are compliant with the contract. If the invoice is incomplete the period shall be interrupted.

5.12 Services and timing

Once selected the contractor shall provide EIT Food with a timetable indicating its availability (daily working hours and national holidays).

The meetings with EIT Food are to take place via video conference. If necessary and when possible physical meetings are to take place at the EIT Food HQ premises in Leuven – Belgium.

A kick-off meeting is expected to take place not later than 10 working days following the award of the service contract. At the kick-off meeting the contractor is expected to discuss and agree with EIT Food the detailed time-plan of the assignment as well as the detailed contents of the first set of tasks to be implemented. Additional meetings might be organised on ad hoc basis.

5.13 Cancellation of the proposal procedure

In the event of cancellation of the procurement procedure, EIT Food will notify tenderers of the cancellation. In no event shall EIT Food be liable for any damages whatsoever including, without limitation, damages for loss of profits, in any way connected with the cancellation of a proposal procedure, even if EIT Food has been advised of the possibility of damages.

5.14 Ethics clauses / Corruptive practices

EIT Food reserves the right to suspend or cancel the procedure, where the award procedure proves to have been subject to substantial errors, irregularities or fraud. If substantial errors, irregularities or fraud are discovered after the award of the Contract, EIT Food may refrain from concluding the Contract.

The supplier shall take all measures to prevent any situation where the impartial and objective implementation of the contract is compromised for reasons involving economic interest, political or

national affinity, family or emotional ties or any other shared interest ('conflict of interests'). The supplier should immediately inform EIT Food if there is any change in the above circumstances at any stage during the implementation of the tasks.

5.15 Annexes

Annex 1: Declaration of Honour

Annex 2: Contract Template