Call for proposals: Communication and Advertising Services for Integrated Marketing Campaigns – EIT Food CLC North-East 2025

EIT Food CLC North-East Sp. z o.o. (henceforth "EIT Food CLC North-East") is looking for proposals for a potential procurement of integrated communication and advertising services related to Integrated Marketing Engagement Campaigns (henceforth “the Services”).

Application deadline: 24 January 2025

Further details about EIT Food CLC North-East can be found at: [[EIT Food | Accelerating Food Innovation for a Future-Fit Food System - EIT Food](https://www.eitfood.eu/),](http://www.eitfood.eu/) and the principles of the EIT Regional Innovation Scheme are described at: [Regional Innovation Scheme (RIS) - EIT Food](https://www.eitfood.eu/regional-innovation-scheme). With respect to the present call, EIT Food IVZW (henceforth “EIT Food”) or EIT Food CLC North-East will not provide new information that has not already been included in this call document, but can assist the potential applicants by explaining contents of this document (please contact Katarzyna Sypniewska by email at: [katarzyna.sypniewska@eitfood.eu](file:///%5C%5CUXENSVR%5C%7BCA84A7D7%7D%5COutlookSecureTempFolder%5CWZ%5Ckatarzyna.sypniewska%40eitfood.eu)).

The tender should be clear and comprehensive so that EIT Food CLC North-East is able to have a clear understanding of the tenderer, their ways of working with clients, their suggested expertise and services, and their delivery capacity to make an informed decision.

**The applications with the portfolio should be sent to** katarzyna.sypniewska@eitfood.eu **by 24 January 2025. Please note, that the applications sent after the deadline will not be accepted.**

Table of contents

[1. What is EIT Food? 3](#_Toc185861206)

[2. What is EIT Food CLC North-East? 3](#_Toc185861207)

[3. Our activities 3](#_Toc185861208)

[4. What are we looking for? 4](#_Toc185861209)

[5. Timeframe 6](#_Toc185861210)

[6. What is the structured procedure? 6](#_Toc185861211)

[7. Technical and Financial Evaluation 6](#_Toc185861212)

[8. Intellectual Property Rights 7](#_Toc185861213)

[9. What do we need from you? 7](#_Toc185861214)

What is EIT Food?

EIT Food is one of the largest and most impactful food-related initiatives worldwide. As a Knowledge and Innovation Community (KIC) of the European Institute of Innovation and Technology (EIT), EIT Food connects partners from leading businesses, universities and research centres across Europe. It is a people-centric and resource-smart transformer of the European food system, driving consumer confidence and improved global health. 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 built its work around three key missions.

* **Healthier Lives Through Food**. Make a material difference to quality of life by enabling more consumers to have better choices through access to affordable, healthier products and actionable information.
* **A Net Zero Food System**. Enable the transition to a net zero food system, measuring and quantifying the change through reduced CO2 equivalent emissions. This will be done by:
* Enabling farmers and producers to lead the transition to regenerative agriculture.
* Creating new markets and opportunities to reduce our food waste and food loss in production.
* Empowering consumers, making their food purchasing choices count and play a crucial role in the circular food economy.
* **Reducing Risk for a Fair & Resilient Food System.** Improve food security and safety for consumers everywhere by enabling and establishing resilient and dependable digitally enabled food supply chains. EIT Food boosts the skills and entrepreneurial spirit in the sector and unlocks the potential of small and medium sized enterprises (SMEs), which in turn will accelerate innovation, create jobs, benefit businesses and increase Europe’s competitiveness.

# What is EIT Food CLC North-East?

As one of EIT Food Co-Location Centres, the CLC North-East was established in Warsaw in 2017 to build bridges among leading businesses, universities, research centres, institutes and the food market. It consists of partners from Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Serbia, Slovakia and Slovenia. With a consumer-centric approach, our main goal is to deliver a healthier lifestyle for citizens by enhancing high-value-added cooperation and integration to stimulate innovation, talent development and consumer involvement. Furthermore, one of the North-Eastern Region's main focus is to boost the ability to innovate of countries and regions in Europe that belong to the groups of so-called ‘modest and moderate’ innovators (according to the European Innovation Scoreboard). Therefore, we advise you to get acquainted with the RIS programme and its projects here*:* [Regional Innovation Scheme (RIS) - EIT Food](https://www.eitfood.eu/regional-innovation-scheme)*.*

# Our activities

At EIT Food CLC North-East, we work with a wide range of stakeholders to speed up the innovations for a healthier, more trusted and sustainable food system. We believe our activities offer the opportunity to engage diverse audiences, spanning from industry players, policy makers, farmers, and researchers to corporate entities. Our scope of activities includes, but is not limited to, the following examples:

* + - **Team Up -** Matching leading technologists with entrepreneurial-minded professionals and supporting to co-create impactful agrifood ventures. More information [here.](https://www.eitfood.eu/projects/teamup)
		- **Test Farms -** Linking agricultural startups with farmers and testing lands to validate their new products or services. More information [here.](https://www.eitfood.eu/projects/test-farms)
		- **Empowering Women in Agrifood (EWA) -** Empowering Women in Agrifood to get started on their journey to run a business and bringing gender balance to the entrepreneurial ecosystem. More information [here.](https://www.eitfood.eu/projects/ewa-empowering-women-in-agrifood)
		- **Sales Booster** -Support to startups in the process of internationalization to reach other countries beyond their home country to boost their sales. More information [here.](https://www.eitfood.eu/projects/sales-booster)
		- **Challenge Labs -** Creative workshops designed to find solutions to current and future challenges in the food and agriculture system. More information [here.](https://www.eitfood.eu/projects/challenge-labs)
		- **Regenerative Agriculture** - Offering innovative farmers and breeders a comprehensive training programme and support to apply the principles of regenerative agriculture on their farms. More information [here.](https://www.eitfood.eu/projects/regenag-revolution)
		- **New AgVentures -** A one stop shop for companies from Central-Eastern Europe to get to know trends, look for solutions to make their supply chain more resilient and learn from their peers. More information [here.](https://www.eitfood.eu/projects/new-agventures)
		- **Protein Diversification Think Tank -** The Think Tank convenes selected stakeholders and partners, fostering broad and inclusive participation to overcome barriers to innovation in the field of protein diversification. More information [here.](https://www.eitfood.eu/projects/eit-food-protein-diversification-think-tank)

# What are we looking for?

EIT Food CLC North-East is actively seeking a marketing/advertising agency that can provide support for our communication and advertising activities, social media communication, and digital campaigns, starting in 2025 and potentially continuing thereafter, subject to successful outcomes. Our primary goal is to significantly enhance EIT Food's visibility while accomplishing specific project objectives, including the attraction of programme participants and event attendees. We are looking for collaborators who can contribute to our mission of promoting sustainable and innovative food systems throughout the North-Eastern region. Most of the communications must be developed in British English and Polish, but materials must be provided in open files and formats allowing their adaptation to other North-Eastern European languages, as our focus countries are Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Serbia, Slovakia and Slovenia. Furthermore, our brand guidelines must always be respected: [How to use the EIT Food & EU logo - EIT Food](https://www.eitfood.eu/branding/how-to-use-the-eit-food-eu-logo) and any communication shall follow the needed internal approval process.

The activities to be carried out by the selected agency shall include at least:

**Campaigns Strategy Development:**

* Develop tailored performance strategies aligned with EIT Food CLC North-East’s comms objectives and target audience, with a specific focus on digital channels: Google and social media such as Facebook, LinkedIn, YouTube, and Instagram. Ensure these strategies prioritize effective performance marketing and targeted digital ad campaigns to maximize measurable results.
* Prioritize targeted and localized content delivery to maximize engagement. Continuously monitor and report on performance, providing actionable insights for ongoing improvement.

**Digital Strategy Implementation:**

* Implement a comprehensive strategy for advertising campaigns, including performance-focused online ads (e.g. Google Ads, LinkedIn Campaigns, Meta Ads) and other social media advertising formats. This involves setting clear objectives, defining target audience segments and timelines, crafting ad creatives that align with EIT Food’s branding and values, and optimizing for conversions and measurable outcomes.

**Creative Visuals for Comprehensive Campaign Execution:**

* Develop visually compelling graphics tailored to the needs of integrated campaigns, including social media, newsletters, websites, and other marketing materials. Ensure that all designs align with EIT Food’s branding guidelines and effectively support campaign objectives.
* Deliver high-quality, platform-optimized design files in required formats, including editable versions, to facilitate seamless implementation across various channels.
* Craft visuals in synergy with engaging and impactful text, ensuring a cohesive narrative that enhances brand identity and resonates with the target audience.

**Copywriting for Comprehensive Campaign Execution:**

* Craft strategic, engaging, and tailored copy for campaigns executed by the agency, including taglines, social media posts, email content, landing pages, video scripts, and other promotional materials. The copy will align seamlessly with each campaign’s objectives and EIT Food’s mission, driving audience engagement and delivering measurable results.
* Develop cohesive narratives that integrate with visual assets and other creative materials, ensuring every element of the campaign works together to effectively communicate key messages and inspire action.
* Provide expert copywriting support for all aspects of the campaigns the agency delivers, ensuring consistency in tone, branding, and messaging across all platforms and materials.

**Performance Analysis:**

* Continuously monitor and analyse digital campaigns to provide regular performance reports, offering insights into their effectiveness and impact.
* At the start of the collaboration, define clear Key Performance Indicators (henceforth “KPIs”) to guide all optimization efforts and measure campaign success.
* Conduct two calls with EIT Comms Team per month: one dedicated to optimizing campaigns (reviewing ongoing strategies, identifying improvement areas), and another focused on reporting current KPI status.
* Provide a written performance report every month, highlighting key achievements, challenges, and recommendations for continued improvement.

**Comprehensive Reporting:**

* Prepare an extensive year-end report that provides a comprehensive overview of accomplishments and all developed materials throughout the year, categorized to highlight their impact on EIT Food’s objectives and initiatives.
* Include a detailed table of KPIs with all relevant data and visual evidence, offering a data-driven perspective on progress and impact.
* Incorporate a thorough analysis of social media performance—covering key metrics, audience engagement, growth, and the effectiveness of the applied strategies—to inform continuous improvement and strategic adjustments for future campaigns.
* By presenting a well-structured, data-driven report, we aim to demonstrate the tangible results of our efforts and our commitment to delivering value while providing valuable insights into our social media performance and its contribution to our overall success.

**Strategic Collaboration:**

* Continuously coordinate with the North-East Regional Senior Communication and Event Manager or/and the North-East Regional Communication and Marketing Manager to effectively implement the communication strategy, optimizing stakeholder engagement.
* Proactively engage with EIT Food CLC North-East team members to address their communication requirements when requested, always in accordance with prior approval from the communication team.

# Timeframe

* **Deadline for applications: 24 January 2025**
* **Selection process: by 31 January 2025**
* **Delivery of the activities: before end of December 2025**

There is potential to expand on this scope of work beyond end of December 2025, depending on the success of the actions and the future funding and timing of receipt of funding from EIT. In the case of continuing activities in 2026, all tasks and budget will be established in a new agreement.

# What is the structured procedure?

The present contract will be awarded through an open tendering procedure to one marketing agency (b2b) to develop the tasks described in this document throughout the year. The selection will be structured in the following phases:

* + - **First phase:** Submission of proposals.
		- **Second phase:** Selection. In this phase, after the evaluation of the bids, the most suitable bidder will be chosen for the contract.
		- **Third phase:** Formalization, during which the contract will be signed between EIT Food CLC North-East and the selected bidding party. The contract will describe the general terms of service. Any specific tasks or Services will be subject to approval by both parties and will require a mutually agreed-upon signed budget in writing (including e-mail communication) before commencement.

# Technical and Financial Evaluation

EIT Food CLC North-East uses evaluation criteria to choose the best offer for this contract. We evaluate both technical and financial aspects. Here's how the points are allocated:

**Eligibility criteria**

Entities conducting business as marketing agencies:

1. Fluency in English (both spoken and written).
2. Ability to demonstrate previous experience in creating successful promotion materials and campaigns.

|  |  |
| --- | --- |
| Fluency in English (both spoken and written) | 0-15 |
| Previous experience in creating successful promotion materials and campaigns | 0-15 |

Criteria will be evaluated on a scale from 0 to 15:

* 0 – not satisfactory; ▪ 5 – good; ▪ 10 – very good; ▪ 15 – excellent.

**Selection criteria**

|  |  |
| --- | --- |
| **Selection criterium** | **Points** |
| Detailed service capacity explanation | 0-15 |
| Offer demonstrating strategic and creative approach | 0-15 |
| Experience in innovation/agrifood/entrepreneurial ecosystem | 0-15 |
| Experience in international campaigns, also on CEEmarkets | 0-15 |
| Financial offer/pricing | 0-15 |

Criteria will be evaluated on a scale from 0 to 15:

* 0 – not satisfactory; ▪ 5 – good; ▪ 10 – very good; ▪ 15 – excellent.

The offer will be subject to scoring only if the eligibility criteria referred to in point 7 of this document are met.

# Intellectual Property Rights

All intellectual property rights arising from or related to the services to be provided under this call, and the contract to be entered into between EIT Food CLC North-East and the selected contractor, will belong to EIT Food CLC North-East. The selected contractor is expected to ensure that all deliverables comply with this requirement. The contract to be entered into between EIT Food CLC North-East and the selected contractor shall include the relevant provisions concerning intellectual property rights, to ensure this objective is met.

# What do we need from you?

The proposal should be clear and comprehensive so that EIT Food CLC North-East is able to have a clear understanding of the tenderer, their ways of working with clients, their suggested expertise and services, and their delivery capacity to make an informed decision.

Your work with us will begin in the first quarter of the year (*i.e.*, 2025). After reviewing this document, if you are interested in collaborating with us, please confirm your interest by sending us a concise proposal outlining the following details by 24 January 2025.

* **Portfolio.** A description of the services offered and showcasing your prior experience within the agrifood sector.
* **Other information you may find relevant, including:**
	+ **Relevant experience:** Case studies that showcase your understanding of EIT Food's content and your ability to accomplish similar objectives.
	+ **Qualifications and Expertise:** Information about key personnel within the agency, including their qualifications, experience, and competencies relevant to the project.
* **Budget.** Cost per hour (gross and net value). Please note budgets should be submitted in euros.

Language of proposal: English.

If your proposal is accepted by the EIT Food CLC North-East team, we will prepare a contract to be signed.

Each action must be budgeted and approved by EIT Food CLC North-East. In addition, at the request of EIT Food CLC North-East, other services may be added, outside the economic benefit established in the contract, always after a budget is accepted by the client and its inclusion in the appendix of the contract.

**The proposal needs to include the following clause:**

*“By submitting this proposal, I confirm that the information provided above correctly represents the scope of activities offered by the Applicant. I understand that the information provided in this proposal may be used to define obligations and performance targets in a subcontracting agreement. I give consent to processing the application by EIT Food CLC North-East and am willing to cooperate to provide further information or documents confirming the facts presented above. If selected by EIT Food CLC North-East, I declare the willingness to act as the performer of the consultancy based on the conditions described in the Call for Proposals: Communication and Advertising Services for Integrated Marketing Campaigns – EIT Food CLC North-East 2025.*

**Date, place** ………………………………………………

**Name of the person submitting the proposal** …………………………………………….. **Position**  ……………………………………………..

**Organisation submitting the proposal**  ………………………………………………

Should you have any questions, please do not hesitate to contact us.

Contact person: Katarzyna Sypniewska (katarzyna.sypniewska@eitfood.eu) with “Integrated Marketing Campaigns | Proposal | 2025” as the subject of the email.