

Call for agrifood SMEs/Startups interested in receiving small grants to improve their business

2024 | Application deadline: 30 April 2025

EIT Food is looking for agrifood small businesses and starts ups to encourage innovation and create healthy food alternatives. Through our AMPLE programme, we are distributing 30 Boost Vouchers (small grants of €2.300) to help businesses improve their production processes and create healthier and more sustainable products. **Application deadline: 30 April 2025** (Conditional on fund availability).

Further details about EIT Food can be found at: 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)

This tender (application) should be comprehensive so that EIT Food is able to have a clear understanding about you, your ways of working with clients, your suggested expertise and services, and your capacity to deliver on what you promise so we can make an informed decision.

ABOUT 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, agri-food 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.

ABOUT CITI FOUNDATION

The Citi Foundation works to promote economic progress and improve the lives of people in low-income communities around the world. We 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 our mission and drive thought leadership and innovation.

For more information, visit www.citifoundation.com.

ABOUT AMPLE PROGRAMME

The Citi Foundation launched its first ever Global Innovation Challenge in February 2023 to help scale the impact of nonprofits around the world that are developing innovative solutions to improve food security. EIT Food was one of the 50 organizations worldwide to receive funding from the Citi Foundation to design and pilot the AMPLE Programme to strengthen the physical and financial health of low-income communities. The Programme started in Madrid in October 2023 and runs until 30 September 2025.

AMPLE provides training courses, learning resources and networking opportunities to vulnerable communities to help them enter the agrifood labor market. EIT Food is working with 3 non-profit organizations to run training courses focused on healthy and sustainable cooking, regenerative agriculture, and agrifood entrepreneurship.

Another important goal of AMPLE is to support startups and small businesses (SMEs) in the agrifood sector to improve their production process and create healthier and more sustainable products. AMPLE is distributing 30 'Boost Vouchers' (small grants of Euro 2300) to agrifood startups and small businesses to encourage innovation and create healthy food alternatives.

WHAT ARE WE LOOKING FOR?

EIT Food is recruiting agrifood SMEs and startups with **economic activity in Madrid providing services/products**, which can benefit from **small grants (€2.300)** to become more sustainable while addressing the issue of food insecurity.

Related to EIT Food's mission, [Healthier Lives Through Food](#), AMPLE is giving **economic support** to agrifood SMEs and startups to find innovative solutions for affordable products. We want to encourage SMEs to **improve their production process or innovate the properties of a food product** to provide more affordable, accessible, and healthier food in Madrid.

The activity leading to improvement should take place and be reported on 6 months after the activity started. We particularly encourage applications from businesses led by under-represented groups.

Main duties & responsibilities

- Put in place an action plan to improve the business to produce more affordable, accessible, and healthier food.
- Promote the award of the boost voucher mentioning the Ample Programme, EIT Food and Citi through social media and website.
- Actively participate and promote the events related to Ample through social media and website.
- Continuously coordinate with the EIT Food team to effectively implement the action plan and receive feedback.
- Prepare a final report that provides a comprehensive overview of the accomplishments: description of the implementation process, points of sale, number of sales and profits, and job creation after improvements.
- Respect the [EIT Food branding guidelines and visuals](#) in any communication material.
- Eligible costs that can be paid for using the Boost voucher are for example: design costs, new packaging, attendance at a food trade fair, marketing and comms advice, financial planning advice, recipe development advice.
- Ineligible costs that are **not** permitted to be funded with the Boost Voucher are any real estate or capital asset having a useful life longer than 1 year. (eg: computer equipment, kitchen equipment, property, car/van)

TIMELINE

Deadline for receiving applications	With an open deadline, ongoing until 30 April 2025 (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.

SELECTION PROCESS

Interested and eligible companies are invited to **submit their applications before 30 April 2025, 23:59 pm CEST**, conditioned by fund availability, via email with the title **“AMPLE: Request for boost vouchers”** sent to: leticia.lopez@eitfood.eu

The startups/SME selected will sign an agreement with EIT Food ivzw. Following the signing of this agreement, EIT Food will pay the total amount of the boost voucher.

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

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

APPLICATION FORM (CONFIDENTIAL)¹

Please fill in the application form, ensuring that you complete all the fields. Please submit the application in PDF format by 30 April 2024 to: irene.mendoza@eitfood.eu. We won't accept incomplete applications or those sent after the deadline. Note that there is a rolling deadline, but you should ensure your application reaches us in good time before each deadline.

1. CONTACT DETAILS	
1.1 PERSONAL DETAILS	
Surname, Name	
Job title	

E-mail	
Phone	
Professional Social Media (LinkedIn, Instagram...)	
1.2 BUSINESS DETAILS	
Name	
Office address (street, city, country)	
Website	
Social media	
Describe your business. What is it? When was it created? Where are you established? What do you do? Who is your target audience? (150 words max)	
2. BUSINESS ISSUE	
What is the company's problem or need that you want to address using the Boost Voucher? Please briefly describe the business issue your company is currently facing (E.g. outdated technology to produce healthier products, few resources to avoid food waste...) (200 words max)	

3. BENEFIT OBTAINED

What is the benefit you hope to gain from the assistance provided by the voucher? List the benefits you consider it is possible to achieve. (5 ideas max)

4. YOUR PLAN

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 words max)

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