

# EIT Food response actions for Ukraine

## Call for proposals: EIT Food GoToBusiness workshops for entrepreneurial talents from Ukraine

***EIT Food CLC North-East is looking for organisations based in Ukraine to implement in 2023 activity “GoToBusiness” under EIT Food Regional Innovation Scheme.***

***Application deadline: 18th of June 2023, 23:59 pm CEST***

Further details about EIT Food can be found at <https://www.eitfood.eu/>, and the principles of the EIT Regional Innovation Scheme are described at <https://www.eitfood.eu/regional-innovation-scheme>

***With respect to the present call, 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 with inquiries regarding applications contact [ewa.karolewska@eitfood.eu](mailto:ewa.karolewska@eitfood.eu))***

## Overview of EIT Food

### About EIT Food

EIT Food is the world’s largest food innovation community, creating connections right across the food system. Supported by the European Union (EU), we invest in projects, organisations and individuals which share our goals for a healthy and sustainable food system.

We have built a unique not-for-profit business to carry out transformative programmes in skills, education, entrepreneurship, start-up investment and communications. We deliver these programmes in partnership with our members to create a culture and build a community which sees the long-term value in the food innovation we fund through open, competitive calls.

EIT Food has a strategic approach to systems change to create societal and economic impact. This is underpinned by a robust Theory of Change and a clear set of impact indicators and goals published in our [Strategic Agenda 2021-27](#).

EIT Food operates through a Mission-based approach which puts improving outcomes for people and planet as the starting point for our work. EIT Food has following missions: Healthier Lives Through Food, A Net Zero Food System, Reducing Risk for a Fair & Resilient Food System.

EIT Food's 6 focus innovation areas are delivered with a combination of industry, education and research partners to improve environmental and health outcomes by developing solutions in the most promising innovation areas. They include protein diversification, circular food systems, digital traceability, sustainable agriculture, sustainable aquaculture and targeted nutrition.

EIT Food CLC North-East, one of the EIT Food co-location centres (CLC), based in Warsaw, is covering a vast region of Central and Eastern Europe (CEE), as well as the Nordic countries. EIT Food CLC NE is also one of the two CLCs implementing EIT Regional Innovation Scheme (RIS) instruments, supporting those regions in Europe which particularly require fostering innovation in the agrifood sector.

### About EIT Food Regional Innovation Scheme (RIS)

The EIT Regional Innovation Scheme (EIT RIS)<sup>1</sup> is the EIT Community's outreach scheme introduced in 2014 to share good practices and experiences emerging from EIT Community activities. The EIT RIS provides targeted support to individuals and organisations to take part in and benefit from EIT Innovation Communities' activities, services and programmes.

EIT Food RIS aims at strengthening those regions in Europe which are modest and moderate in terms of innovation in the agrifood sector. It is open to innovators that are not partners of EIT Food and supports targeted stakeholders through a portfolio of projects.

## Background

The Ukrainian innovative ecosystem has been heavily negatively impacted by the Russian aggression and the EIT Food would like to contribute to the enhancement of the ecosystem and strengthening its capacity. Ukraine faces enormous challenges due to the war, but it has an innovation and entrepreneurial potential, with bright scientific minds.

In 2022 EIT Food CLC NE implemented the following activities in Ukraine/addressed to Ukrainians in Ukraine and abroad:

- GoToBusiness – [link](#)
- E-learning platform – [link](#)
- GoAgriTech – [link](#)
- **Startup Awareness event**

### GoToBusiness

Workshops for more than 120 participants were implemented by three Ukrainian organisations selected under the open Call for subcontractors. The workshops were focused on supporting Ukrainian entrepreneurial talents with skills related to establishing business, raising funds, startup career and they also provided knowledge on trends in the agrifood industry.

### E-learning platform

---

<sup>1</sup> [EIT Regional Innovation Scheme \(RIS\) | EIT \(europa.eu\)](#)

The education platform was created to help entrepreneurial talents, founders and startups to learn and gain new skills at their own pace under the harsh circumstances with electricity and Internet limited access.

The learning course with focus on basic business concepts and business models, funding and investment for a start-up, agricultural technologies: trends, challenges and opportunities are available under the following [link](#). The course leads the students through the basic process of creating a start-up from the scratch.

## GoToBusiness 2023

Following the successful implementation in 2022, EIT Food decided to run GoToBusiness activity in 2023 (“Activity”) to support Ukrainian entrepreneurial talents, who are remaining in Ukraine or had to leave the country but wish to develop their business concept and set up new startups in the future, especially in the agrifood sector. This involves encouraging the development and adoption of new technologies, processes, and business models that can help increase productivity, improve product quality, and reduce waste and environmental impact.

The Activity may also seek to provide training, mentoring and other forms of support to entrepreneurs and innovators in Ukraine, helping them to develop the skills and knowledge necessary to succeed in their endeavours. In addition, the Activity may work to establish partnerships between Ukrainian and international businesses and organizations, helping to facilitate knowledge transfer and create new opportunities for collaboration.

Ultimately, the goal of the Activity is to create sustainable impact in Ukraine's agrifood sector, promoting economic growth, job creation, and a more resilient and competitive agricultural industry.

With the contribution of best-in-class experts, creative community and unique know-how the Activity will support idea-holders to turn their ideas into business, learn how to start a company and evolve relationship between business and science. The goal is to help innovators and entrepreneurs build a viable business model around their innovative product or service idea, gain entrepreneurial skills for starters and encourage scientists to cooperate with businesses.

By the Activity, EIT Food aims also at building a pipeline of potential applications to future Pan-European and regional programmes run by EIT Food.

**By this call, EIT Food invites potential collaborators (“Subcontractor”), i.e., legal entities or natural persons (including individuals conducting business activities) or consortia of organisations to apply and become a co-organizer of GoToBusiness as a Subcontractor for this Activity.**

## How is the Activity structured?

### Project goals

The overall strategic goal of the Activity is to create a sustainable impact in Ukraine's agrifood sector by boosting innovation and entrepreneurship, creating new economic opportunities, and promoting

sustainable and environmentally friendly practices. It aims to provide Ukrainians living in the country or abroad with entrepreneurial skills with the focus on the agrifood sector. The participants of the Activity will learn how to transform innovative ideas into business proposals and will be inspired by examples of successful startups and stories of their founders, including Ukrainian business cases.

By organizing GoToBusiness workshops EIT Food wants to:

- promote development of innovative services and products which would enrich the Ukrainian economy with a focus on the food system,
- promote the development and adoption of new technologies and innovations in the agrifood sector in Ukraine,
- support the creation and growth of new startups and businesses in the agrifood sector, including through the provision of training, mentoring, and other forms of support,
- foster partnerships and collaborations between Ukrainian and international businesses and organizations in the agrifood sector, facilitating knowledge transfer and creating new opportunities for innovation and growth,
- encourage sustainable practices and reducing waste and environmental impact in the agrifood sector in Ukraine,
- support the creation of new jobs and economic growth in Ukraine's agrifood sector, contribute to the country's overall economic development,
- develop skills and entrepreneurial mindset among Ukrainians, whose educational and professional career paths need to be more flexible due to the current crisis, with the attention to the agrifood sector,
- better prepare Ukrainian migrants to find sources of income in temporary locations, especially in the agrifood sector,
- facilitate networking across entrepreneurial talents across different regions,
- exchange lessons learned, transfer and promote best practices on the ground,
- raise awareness regarding the EIT and opportunities EIT Food offers.

### GoToBusiness workshops organization

Comprehensive online training sessions will cover generic topics on how to start a business. Participants will join group interactive sessions to learn about basic elements of structuring business concept. They will prepare a pitch deck and will pitch their business idea at the end of the course.

The Activity will include mentoring and training sessions conducted in the Ukrainian language (or with translation to Ukrainian).

The Activity coordination and communication between EIT Food and the selected Subcontractor will be carried out in English, but the workshops shall be organized in Ukrainian language or in English with translation to Ukrainian.

## Specific tasks

Subcontractor selected in this call will be responsible for:

- Designing workshops agenda and planning any additional activities required for successful implementation of the proposed program and liaising with EIT Food on the detailed implementation;
- Planning of recruitment and selection process; selecting relevant target groups and scouting for participants;
- Developing and delivering training programs, workshops, and other capacity-building activities for entrepreneurs and innovators in the agrifood sector, helping them to develop the skills and knowledge necessary to succeed;
- Developing and implementing communication and outreach strategies to raise awareness of the Activity's objectives and achievements, as well as to promote the importance of innovation and entrepreneurship in the agrifood sector in Ukraine;
- Preparation of promotional materials, promotion campaign;
- Running a promotion campaign;
- Recruiting organisations, startups or experts to contribute to the workshop's agenda;
- Preparing detailed agenda and educational materials for training session(s) on selected topics relevant for business creation at the ideation stage such as team creation, validation, business modelling, sales, pitching, marketing, funding, competition landscape, go-to market strategy, etc, as well as topics related to the agrifood sector (incl. Trends, innovations etc.)
- Including a short module on the EIT Food activities and support provided by the EIT Food;
- Providing feedback and support to participants throughout the application and evaluation process, to help them improve the quality of their submissions and increase their chances of success;
- Conducting outreach and marketing activities to promote the call and attract a diverse range of qualified participants;
- Moderating the workshops on the dates agreed with EIT Food;
- Proposing method of evaluation of training outcomes and collecting feedback from participants;
- Translating necessary content into Ukrainian or English (e.g., mailing communication with participants, certificates);
- Documenting the Activity;
- Promoting the Activity, Inc. Posting on social media channels;
- Providing general feedback on implementation, writing a summary report and providing it to the EIT Food as one of final deliverables;
- Providing rewards for participants.

The Subcontractor must ensure a minimum number of 80 participants of the Activity, who will register, take part and provide required deliverables to finalize the training.

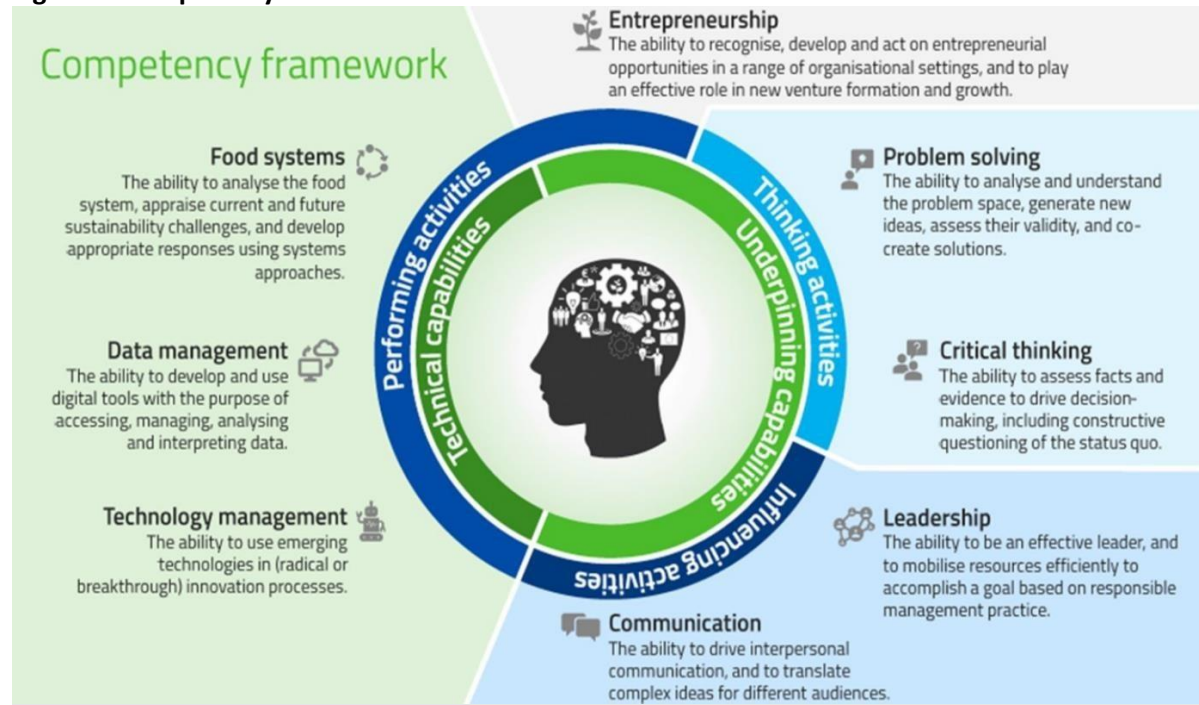
The workshops shall refer to EIT Food Competency Framework and help to develop at least two of eight priority areas (please see Figure 1).

The chosen Subcontractor should be able to conduct the workshops online, i.e., have tools and capacity to run the workshops smoothly and in an engaging way. The Subcontractor shall consider the circumstances,

i.e., possible bomb raids, problems with electricity and Internet connectivity. The safety and wellbeing of the participants of the Activity and the Subcontractor is a top priority and shall not be compromised.

The details on a format and timeline will be decided based on the proposals from the selected subcontractor. The selected applicant will work closely with EIT Food on customising the format and schedule of the Activity.

**Figure 1. Competency framework**



**EIT Food has defined a Competency Framework** of eight priority areas to develop talent within the agrifood system: 1) **Entrepreneurship**. The ability to recognise, develop and act on entrepreneurial opportunities in range of organisation settings, and to play an effective role in new venture formation and growth; 2) **Problem solving**. The ability to analyse and understand the problem space, generate new ideas, assess their validity, and cocreate solutions; 3) **Critical thinking**. The ability to assess facts and evidence to drive decision-making, including constructive questioning of the status quo; 4) **Leadership**. The ability to be an effective leader, and to mobilise resources efficiently to accomplish a goal based on responsible management practice; 5) **Communication**. The ability to drive interpersonal communication and translate complex ideas for different audiences; 6) **Technology management**. The ability to use emerging technologies in (radical or breakthrough) innovation processes; 7) **Data management**. The ability to develop and use digital tools with the purpose of accessing, managing, analysing and interpreting data; 8) **Food systems**. The ability to analyse the food system, appraise current and future sustainability challenges, and develop appropriate responses using system approaches.

## Deliverables

As a result of the Activity the selected Subcontractor will be responsible for providing EIT Food with:

- Final report based on a template provided by the EIT Food along with supplemented documents required by EIT Food provided by 30<sup>th</sup> of November 2023.
- 1 set of educational materials in Ukrainian language ready to be used by EIT Food in case of similar future activities. EIT Food will have rights to use the above-mentioned materials and adjust it in line with its future needs.
- Report with conclusions and recommendations for design future activities of such kind.

## Funding terms

The selected Subcontractor will sign an agreement with EIT Food's Co-Location Centre North-East (EIT Food CLC North-East sp. z o.o.).

Gross funding allocation for this Activity is in total no more than **40,000€ gross**. EIT Food may decide to assign only specific tasks to selected subcontractor/s or decide to choose more than one Subcontractor and allocate parts of the budget accordingly.

## How to apply?

Interested applicants are invited to submit their proposals in English by **18th June 2023, 23:59 CEST** using the attached template: "EIT Food GoToBusiness – Application form". Please send the electronic version of the application, based on the form provided below, to: [ewa.karolewska@eitfood.eu](mailto:ewa.karolewska@eitfood.eu)

Applicants eligible for this call are:

- Natural persons (including conducting business activity) or legal persons (such as companies, incubators or accelerators, innovation centres, higher education institutes, research institutes, non-governmental organisations, associations etc.); or consortia of organisations based in Ukraine. We strongly encourage building consortia for a bigger impact and outreach;
- Able to sign a subcontracting agreement with EIT Food's Co-Location Centre North-East and act as a subcontractor in a project funded based on Horizon Europe/EIT modalities;
- Capable of providing on-line interactive sessions that will be completed by at least 80 participants, who have Ukrainian citizenship (living in Ukraine or abroad).
- Having experience in conducting workshops;
- Having a network in the innovative ecosystem;
- Experience and network related to the agrifood sector;
- Proficient in Ukrainian language;
- Capable of organising online training sessions by the 15th of November 2023. It may be advantageous to consider dividing the edition into multiple sessions, rather than pursuing a single edition to be able to serve the required number of participants

## Selection process

All applications will be evaluated using transparent selection criteria. Incomplete applications or applications submitted by ineligible organisations will be automatically rejected.

Only applications submitted in English will be accepted. Applications submitted in other languages or in a different way than requested will not be considered. EIT Food reserves the right to designate a subcontractor/s only if the applications submitted because of this call ensure the excellence and value for money, and to relaunch the call if the present selection process would not yield satisfactory results.

EIT Food reserves the right to contact the applicant organisations by e-mail or phone asking for additional explanations or supporting documents, and to schedule selection interviews with short-listed organisations.

Complete applications received by EIT Food will be evaluated considering the following criteria, related to the applicant organisational capacity and the call competition requirements:

Criteria	Weight
1. Experiences in conducting projects, activities in business creation, especially events, training sessions, workshops for relevant stakeholders, relevant to the EIT Food. If implemented in a consortium, quality of consortium will be assessed under this criterium.	30%
Approach to the organisation of EIT Food GoToBusiness (proposed targeted participants, chosen defined formats for workshop modules with a proposed agenda, including number of hours and feasibility of the workshops, proposed promotional activities & recruitment);	30%
Network with the innovative ecosystem, incl. agritech and foodtech.	30%
A financial offer which represents good value for money (efficiency of budget allocation, including the proposed agenda with workshop hours)	10%

A score will be given by evaluation committee in relation to each criterion based on the following guidelines and a weighted average will be calculated:

Score	Appreciation	Explanation
0	N/A	The proposal fails to address the criterion or cannot be assessed due to missing or incomplete information
1	Poor	The criterion is inadequately addressed, or there are serious inherent weaknesses.
2	Fair	The proposal broadly addresses the criterion, but there are significant weaknesses.
3	Good	The proposal addresses the criterion well, but a few shortcomings are present.
4	Very Good	The proposal addresses the criterion very well, but a small number of shortcomings are present.
5	Excellent	The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

The total scores will be used to create the ranking list of applicants.

EIT Food reserves the right to split the tasks and after consultations with leading applicants' contract more than one organization/consortium to implement different parts of the Activity described in this call.

Once a decision is reached, there is no opportunity to appeal.

The successful and unsuccessful applicants will be informed about the result of the selection procedure via email sent to a contact e-mail address indicated in the application template.

The selected organisation/s will be required to sign subcontracting agreements with EIT Food's Co-Location Centre North-East (Warsaw). If for some reasons on the side of selected Subcontractor the subcontracting agreement is not signed within 10 days after the announcement of the call results, EIT Food may select next applicant on the ranking list without launching additional call.



## EIT Food GoToBusiness workshops

### Application form

Please fill in the application form, ensuring that **all fields** are completed. Please submit the application in electronic format **both as PDF and editable MS Word files** by 23:59 **CEST on 18<sup>th</sup> June 2023** to: [ewa.karolewska@eitfood.eu](mailto:ewa.karolewska@eitfood.eu). Applications incomplete or sent after the deadline will be rejected. Please do not provide further supporting documents and provide all relevant information in this form.

#### Applicant contributing to delivery of EIT Food GoToBusiness

<b>1. Name of the applicant in English</b>			
<b>2. Name of the applicant in local language</b>			
<b>3. Legal form</b>			
<b>4. Office address (street, city, country)</b>			
<b>5. Website address</b>			
<b>6. Type of organisation (<u>underline one</u>)</b>			
natural person	business enterprise	higher education institute	public research organisation
knowledge transfer intermediary (incl. industry association, innovation cluster, technology park, entrepreneurship support organisation)			
other (please specify)			
<b>7. Brief description of your organization (date of establishment, profile and main objectives, activities and achievements)</b>			
<b>8. Name of contact person</b>			
<b>9. Position</b>			
<b>10. E-mail</b>			

<b>11. Phone</b>	
<b>12. Please provide a brief description of workshops planned (number of sessions: one or multiple, their length, format and organization timeframe, themes of proposed modules)</b>	
<b>13. Please provide a brief description of skills to be developed through the activity (based on the EIT Food Competency Framework, see Figure 1);</b>	
<b>14. Please propose preliminary agenda of the workshops, including number of hours and feasibility of the workshops</b>	
<b>15. Please provide a brief description of your experiences in conducting projects, activities in business creation and agrifood sector</b>	
<b>16. Please provide examples of organized events, training sessions or workshops for relevant stakeholders with description of key outcomes</b>	
<b>17. Please indicate your expected gross remuneration for the service (in EUR, including taxes)</b>	
<b>18. Would you like to add any other information relevant to this call and application?</b>	

*By submitting this application form, I confirm that the information provided above correctly represents the scope of activities and plans of my organisation. I understand that the information provided in this form may be used to define obligations and performance targets in subcontracting agreement. I give consent to processing the application by EIT Food, its Co-Location Centres and external experts involved in the evaluation process. I am willing to cooperate and provide further information or documents confirming the facts presented above. If selected by EIT Food, I declare the willingness to act as the organiser of the EIT Food GoToBusiness workshop(s) in 2023, based on conditions described in the "Request for proposals: EIT Food GoToBusiness workshop(s) in 2023".*

**Date, place** .....

**Name of the person submitting the application**

.....

**Position**

.....

**Applicant**

.....