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Request for proposals

FoodUnfolded® Digital Media Lead:

EIT Food – Making Food Innovation Happen

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

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<http://www.eitfood.eu>

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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 aims to collaborate closely with consumers to develop new knowledge and technology-based products and services that will ultimately deliver a healthier and more sustainable lifestyle for all European citizens.

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

2. Scope of work

General objectives:

FoodUnfolded® is looking for a Digital Media Lead to join our diverse and growing team! We are seeking a Digital Media Lead to be responsible and support FoodUnfolded's social media channels and websites. FoodUnfolded® is a multimedia platform created to connect people with the origins and future of their food. We create credible, non-partisan, and accessible content that encourages our audience to think critically about the food system and their relationships with food. Through our collaborations, we build bridges between consumers, academics, experts, and policymakers. This community is the backbone of our mission, and we implement a wide range of content formats to engage our community and share information in an accessible, thought-provoking way.

Methodology/Organization of work:

The ideal candidate is self-managing, works well collaboratively, is able to deliver on deadlines, has good social media and website management skills, is knowledgeable about SEO, web and social media statistics and shares FoodUnfolded's commitment, vision and goals.

Responsibilities will include working with the FoodUnfolded® editorial team, external agencies, partners and collaborators. The position is remote, but FoodUnfolded's primary audience focus is in Europe and most meetings are held in Europe or virtually.

The Digital Media Lead should have:

- Excellent communications skills to diverse audiences, both verbal and written.
- Experience as a social media lead or digital media lead or a similar position is required (+4 years),
- Experience in creating social media strategies.
- Knowledge of best practices for social media platforms such as YouTube, Instagram, LinkedIn, TikTok, Reddit, Facebook, etc.
- A degree in Communication, Multimedia, Marketing, Digital marketing, or equivalent domain.
- Strong planning and multitasking skills.
- A 'can do' attitude, a strong sense of ownership and is able to deliver results.
- A team player, self-organised; proactive, and service oriented.
- Being able to work around tight deadlines.
- The ability to learn and adapt quickly.
- Experience working in cross-cultural environments.
- Proficiency with MS Office.
- Affinity with food, agriculture, and sustainability is a plus.

Work Scope:

As our Digital Media Lead, *you will*:

- Create a strategy for growing FoodUnfolded via social media and our websites.
- Liaise and collaborate with FoodUnfolded area offices to discuss and align strategies, and/or opportunities available on those areas.
- Liaise with current social media agency for handover (interim till June 30th, 2023)
- Responsible for social media content calendar (up-to-date and on track).
- Liaise with Head of Content and Lead Editor to create social media campaigns and content from FoodUnfolded articles + multimedia.
- Copywriting and liaising with design/visual team to create visuals/graphics.
- Update social media content across all channels.
- Community management and engagement on existing social media channels (Instagram and YouTube) and future channels
- Execute social media collaborations to fit FoodUnfolded style + guidelines.
- Develop strategy for expansion of relevant social media channels (e.g., reddit, TikTok, etc.)
- Responsible for posting, monitoring, analysing and statistic reporting from campaigns (currently work of social media agency)
- Define KPI's for Social media campaigns, track statistics + impact, ensure we're on track to meet KPIs.
- Monitor SEO and web traffic metrics with SEO agency to grow our website audience.
- Liaise with website developer for website maintenance and development
- Establish relationships or possible collaborations with social media influencers to develop a strong network.
- Keep an eye on customer expectations according to past social media activity and social media trends.
- Overall tech support where needed.

Timing: 4 days a week

Contract Type: Long-term contract position (freelance), yearly extensions

Deliverables: The deliverables/outcome expected will be described on the SoW of each contract/annex and evaluated by the project/ budget controller and/or the editorial Manager.

3. Proposal Process

3.1. Participation

Participation in this proposal procedure is open to all tenderers.

3.2. Submission of proposal

	Date
Sending out RFP invitations to the potential suppliers	06/03/2023
Deadline for requesting clarification from EIT Food	22/03/2023
Deadline for submitting proposals	26/03/2023
Intended date of notification of award	10/04/2023
Intended date of contract signature	17/04/2023

Proposals must be emailed in **English** to the following address to: hello@foodunfolded.com

Contact name: for the attention of Marieke van Schoonhoven

E-mail: hello@foodunfolded.com

The proposal shall contain:

- **CV, letter of interest (point 3)**
- **the financial offer (the price for the services per hour)** The Financial offer shall be expressed in Euros, VAT shall be indicated separately.
- **Declaration of Honour (see Annex II)**

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 counterproposals, 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.

3.3. 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.

3.4. 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 as specified in Section 3.1. In case of complex or high value procurements, EIT Food may arrange a clarification session of which it will inform all tenderers.

Contact name: For the attention of Marieke van Schoonhoven

E-mail: Marieke.vanschoonhoven@eitfood.eu

EIT Food has no obligation to provide clarification.

3.5. 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.

3.6. 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.

3.7. 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.

3.8. 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.

Please list the chosen award criteria below. Remember that price only is acceptable in exceptional cases.

Award criteria Below text as ***an example***, please adjust to the specifics of your contract:

1. Social Media management experience and competences of the tenderers (maximum: 20 points)
2. Methodology approach, Project Management, and implementation (maximum: 20 points)
3. Availability in the critical period (maximum: 20 points)

Total technical score: 60 points maximum

4. 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.

3.9. 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

3.10. 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

Note: 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 (this period may be extended if required) 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.

3.11. 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.

3.12. 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.

3.13. Annexes

Annex 1: Contract Template. The Contract Template is provided for information purposes only and might be subject to considerable modifications.

Annex II: Declaration of Honour