

Call for the provision of Event Services: EIT Food South

2025 | Application deadline: 15th of December 2024

EIT Food South is looking for proposals for a potential procurement of event production services for a wide range of projects and diverse objectives (henceforth “the services”).

Application deadline: 15th of December 2024

Further details about EIT Food can be found at: www.eitfood.eu. With respect to the present call, **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 contents of this document (please contact Ada Aparicio ada.aparicio@eitfood.eu or Asier Sannio asier.sannio@eitfood.eu)

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

1. 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 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.

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.

2. What is EIT Food South?

As one of EIT Food Co-Location Centres, the CLC South was established in Spain in 2017 to build bridges among leading businesses, universities, research centres, institutes and the food market. It consists of partners from Italy, Israel, Spain, Greece, Portugal and Turkey.

With a consumer-centric approach, our main goal is to deliver a healthier lifestyle for citizens by enhancing high-value-added cooperation and integration in order to stimulate innovation, talent development and consumer involvement.

Furthermore, one of the Southern Region 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: <https://www.eitfood.eu/regional-innovation-scheme>.

EIT Food operates through a Mission-led approach, which puts improving outcomes for people and planet at the starting point for our work.

- **Healthier Lives Through Food**: We will make a material difference to quality of life by enabling more consumers to have better choices through access to affordable, healthier food products and actionable information.
- **Reducing Risk for a Fair and Resilient Food System**: We’ll improve food security and safety for consumers everywhere by enabling and establishing resilient and dependable digitally enabled food supply chains.
- **Net Zero Food System**: We will enable the transition to a net zero food system, measuring and quantifying the change through reduced CO2 equivalent emissions.



3. Our programmes

At EIT Food South, we work with a wide range of stakeholders to speed up the innovations that we know we need for a healthier, more trusted and sustainable food system. This includes, but is not limited to:

- Regenerative Agriculture: [Regenerative Agriculture – mentoring farmers for the benefit of all - EIT Food](#)
- Supernovas: [Supernovas](#)
- FAN: <https://www.eitfood.eu/projects/eit-food-accelerator-network>
- SeedBed: <https://www.eitfood.eu/projects/Seedbed>
- EWA: <https://www.eitfood.eu/projects/women-entrepreneurs-in-agrifood>
- Test Farms: <https://www.eitfood.eu/projects/test-farms>
- Journalism Awards: <https://www.eitfood.eu/news/post/the-spanish-journalism-awards-honored-two-women-in-its-second-edition>
- Los Salvacomidas: [Los Salvacomidas: Educación sobre Alimentación Saludable y Sostenibilidad en Colegios](#)
- Lilas4Soils: [LILAS4SOILS](#)
- Ample: [AMPLE - EIT Food](#)

More information can be found at [our microsite](#).

4. What are we looking for?

EIT Food is looking for an event agency that supports Spanish public events with the aim of enhancing EIT Food visibility and reaching specific objectives, such as programme participants, events' attendants or so.

Most of communications must be developed/carried out in **British English**. Furthermore, our brand guidelines must always be respected: <https://www.eitfood.eu/branding/> and any communication shall follow the needed internal approval process.

The Event Management Company will provide highly professional assistance in organising:

- Workshops, seminars, trainings or conferences.

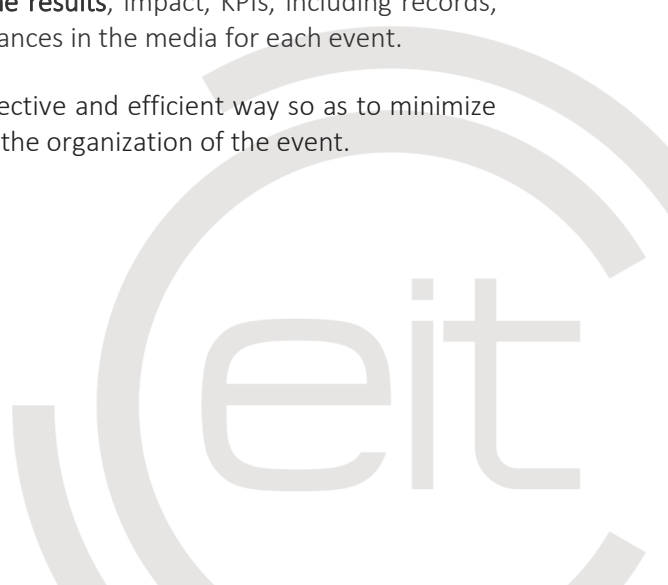
The above will require at least:

- Continuous coordination with the South Communication Manager and Team to support EIT Food to implement the communication strategy and better reach stakeholders.
- Definition (and revision) of KPIs for each event and Gantt chart to be elaborated and approved on an event basis with the EIT Food Communication Manager and the respective EIT Food Project Manager. The established KPIs must be achieved in order to

proceed with the full payment or a reduction in accordance to the achievement of the KPI will be implemented.

- Budget proposal per event: Preparing event budgets that must be approved by EIT Food beforehand.
- Creative concept (decoration, signage, scenery), coordination and general assistance. When an event visual world already exists, it must be respected as far as possible. Reusing EIT Food existing materials is highly appreciated, and the physical space must be adapted to the needs of the event, always respecting the EIT Food branding guidelines.
- Streaming. Provide a streaming platform that guarantees the appearance of the EIT Food branding guidelines and the visual image of the event and that is easily accessible by a large number of people and from other countries.
- Venue. Find and propose spaces that are suitable for each proposed briefing, that are available on the date indicated by EIT Food, are aligned with budget requirements and coordinate the location, setting-up, technicalities and other linked tasks. The Event Management Company should offer to a minimum 3 options for the venues of each event grouped in a comparative table. The Event Management Company should provide cancellation policy for each selected venue.
- Coordinate with EIT Food South Communication Agency the design and production of graphic materials (mailing, Fcb, Lkd, banners, program, visuals), always ensuring that the branding guidelines of EIT Food are respected.
- When requested, proposal of contents / speakers / dynamics and participation techniques for the attending public, in close coordination with EIT Food.
- When requested, presenter-Moderator. Proposals to EIT Food, selection, coordination of contracts, etc.
- Prepare scripts and rundowns for the presenter/technical team in collaboration with EIT Food.
- Dissemination and promotion of event among the target audience of each event in Spain (Italy and Portugal are valuable). Design a dissemination and promotion plan.
- Support EIT Food in the dissemination, scouting and registration of the target number indicated and agreed on the KPIs for the attendees of each event.
- Translation into other languages must be provided upon request.
- Auxiliary personnel for accreditations and general support.
- Catering (sustainable – not plastic-, suitable for intolerances).
- Video summary and photos of the event.
- Preparation of a **comprehensive report on the results**, impact, KPIs, including records, database, communication actions and appearances in the media for each event.

In general, such events should be organized in an effective and efficient way so as to minimize the participation of the EIT Food staff concerned with the organization of the event.



5. Timeframe

Delivery of above indicated activities: before end of December 2025 and in alignment with other EIT Food programmes. 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 that the activities continue beyond 2025, and both parts agreed, this agreement will be considered as valid for the same tasks. Each action must be budgeted and approved by EIT Food. In addition, at the request of EIT FOOD, other services may be added, outside the economic benefit established in the contract, always after a budget accepted by the client and its inclusion in the appendix of the contract.

6. What do we do need from you?

Your work with us will start in the first quarter of 2025. If, after reading this document, you are interested to work with us, please confirm your interest by sending us a concise proposal outlining the following **before December 15th**:

- Portfolio. A description of the services offered and showcasing your prior experience within the agrifood sector (Include works done for EIT Food, if any).
- Other information you may find relevant, including:
 - o case studies which demonstrate your expertise
 - o general information about the company.
 - o Management structure and key personnel: EIT Food expects to receive the names and brief CVs (years of experience in the field of events services, years of experience in the company, English language knowledge level) of the designated staff involved with the project, including but not limited to:
 - Key Account Manager and back-up;
 - Dedicated agent events organizing and back-up;
- A detailed budget.
 - o Please note budgets should **include all your costs**.
 - o NB. Please note budgets should be submitted in euros.

IF EASIER, this budget must be based in the organisation of the following three proposed events:

1. Workshop/Conference – Bilbao Campus Experience

- o Audience: Basque Innovation network, European Startups, local authorities, journalists.
- o Number of pax: 30-40
- o Language: Spanish/Basque with English translation (TBC)
- o Catering: suitable for vegans and other particularities (coffee break + lunch)
- o Format: Onsite
- o Reference links: [Bilbao Campus Experience - EIT Food](#)

2. Workshop – Matchmaking
 - o Audience: EIT Food partners
 - o Number of pax: 30-50
 - o Language: English
 - o Catering: suitable for vegans and other particularities (coffee break + lunch)
 - o Format: Onsite.

3. Big Annual South event – FOUNDERS DAY (Before FUN&FAN)
 - a. Audience: agrifood startups, students, investors, corporates.
 - b. Number of pax: 400-500
 - c. Language: English with Spanish translation (TBC)
 - d. Catering: suitable for vegans and other particularities (coffee break + lunch)
 - e. Format: hybrid
 - f. Reference links:
 - i. [2019 Food FUN&FAN](#)
 - ii. [2020 FUN&FAN](#)
 - iii. [2021 FUN&FAN](#)
 - iv. [2022 FUN&FAN](#)
 - v. [2023 FUN&FAN](#)
 - vi. [2024 EIT FOOD FOUNDERS DAY](#)

7. Technical and Financial Evaluation

For the award of this contract, EIT Food has established evaluation criteria which govern the selection of offers received. Evaluation is made on a technical and financial basis. The percentage assigned to each component is determined in advance as follows:

The total amount of points allocated for the technical component is 70.

- Detailed explanation of organizational capacity to provide the services – 15
 - Experience in event management - 20
 - Experience of key personnel - 15
 - Similar contracts completed - 10
 - Minimum response time to requests for organizing of events - 10
- Total: 70

Only proposals which receive a minimum of 70% (49 points) of the maximum score of 70 points for the technical component will be considered further.

The Financial offer will use the following percentage distribution: 30% from the total score. The total amount of points allocated for the price component is 30.

The maximum number of points (30) for this criteria will be allotted to the lowest fee offered that is opened and compared among those participating companies.

The final evaluation of the proposal shall have two components the technical evaluation score and financial evaluation score. For the overall proposal evaluation, the following formula will be applied, whereby the technical proposal has a weight of 0.7 and the price proposal has a weight of 0.3.

8. Submission of proposals

Language of proposal: English

If your proposal is accepted by the EIT Food team, we will send across a short Memorandum of Understanding to be signed. This MOU will outline the terms of the partnership between EIT Food and your organisation.

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

Contact person: Ada Aparicio (e-mail: ada.aparicio@eitfood.eu) and Asier Sannio (e-mail: asier.sannio@eitfood.eu) with “**Event Agency | Proposal | 2025**” as the subject of the email.