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EIT Food

Consumer Observatory

Request for Procurement

Work Package 3 Insights

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 the world’s largest food innovation community, creating connections right across the food system. Supported by the EU, we invest in projects, organisations and individuals who share our goals for a healthy and sustainable food system.

We’ve 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.

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

2. Scope of work

General Objectives

Through this Request for Procurement, we want to recruit a supplier(s) committed and motivated to support EIT Food in leading the work and implementation of ‘Work Package 3: Insights’ of the Consumer Observatory and reach the WP KPIs. Suppliers can be individual organisations or organisations forming a consortium.

Within the Consumer Observatory Programme, ‘Work Package 3: Insights’ will set up the consumer insights structure and system with the aim of providing actionable insights and bringing the data to life. It will incorporate, coordinate, and run EIT Food’s existing quantitative (TrustTracker www.eitfood.eu/trusttracker) and qualitative methodologies, and set up new ones. It will set up and run an open access (to EIT Food) database with studies’ results and other available data. Results from this Work Package will underpin and drive strategy, policy, PR, media and commercialisation services.

Mandatory KPI and Yearly Targets

This is the mandatory KPI for the Consumer Observatory Work Package 3 and the targets that the work package should achieve per year.

KPI	Target 2023	Target 2024	Target 2025
# of people engaged in activities specifically aimed to understand and improve trust in the food system (including TrustTracker®)	28.000	32.000	35.000

What is the Consumer Observatory

The EIT Food Consumer Observatory is an infrastructure programme aiming to combine EIT Food’s consumer insights knowledge in one place. This is a cross-functional initiative that will reshape how EIT Food curates and maximises the impact of its consumer knowledge.

This should be both a “reactive” resource, pooling EIT Food’s consumer data in one place for use by EIT Food staff and partners, and a “proactive” tool that drives the agenda (strategy, calls, activity focus) by highlighting key consumer themes and trends, that can be proactively promoted to EIT Food’s key audiences and the media. The model will provide a continuous feedback loop between the data/trends, external audiences/media/panels and internal teams/network partners and academics.

To make sure future EIT Food activities are guided by the latest insights and trends, the programme will set up an early warning/trend spotting system that highlights upcoming consumer trends and concerns. This trend spotting system will incorporate advisory boards with industry players, policymakers and other potential “trend-spotters.” A consumer insights database populated by consumer data from EIT Food funded projects will help position the EIT Food partnership at the forefront of insights on the latest food and food innovation trends.

Some of the existing methodologies on trust and other food insights gathering will be continued in this programme. Finally, we expect this project to contribute to financial sustainability through various commercial opportunities such as selling access to the audiences/data for customised projects. This will also significantly elevate EIT Food’s PR and social impact within the food industry generally.

What We Are Looking For

The expertise of the organisation or consortium needs to be solid to deliver on the expected outcomes of Work Package 3.

These are the skills that the Work Package leader should bring to the Consumer Observatory:

- Consumer insights background.
- Experience of the research/consumer insights industry is critical.
- A leader with experience in creating consumer insights for strategic and commercial purposes (qualitative and quantitative).
- Team spirit and collaborative mind-set.

Specifically, we’re looking for an organisation or consortium to:

- Work as an integrated part of the Consumer Observatory team, taking part in meetings, represent the programme and contribute towards the success of the Consumer Observatory as a programme.
- Set up a knowledge management system encompassing the knowledge generated by the programme, but also external data and data generated previously in EIT Food projects. This will require some data mining.
- Run EIT Food’s existing large scale, quantitative survey, the TrustTracker® (www.eitfood.eu/trusttracker) and lead on expanding and growing the tool for strategic, policy, media and commercial purposes (the sampling budget for the TrustTracker® does not need to be included in the proposal).
- Run qualitative studies based on EIT Food strategic focus topics and trend insights.
- Develop bespoke insights studies based on strategic and customer needs.

The applicant consortium must clearly demonstrate that they have all necessary skills to carry out the work and achieve the goals of the Work Package.

This is a unique opportunity to join a brand-new initiative which brings together research and consumer insights organisations from across the food system to curate and produce bespoke research, up-to-date analysis, and unique insights from across the agrifood community.

Contract Type: Long-term service contract (2023-2025) with a possibility of extension.

Deliverables: The deliverables/outcome expected will be described in the Statement of Work of each contract/annex and evaluated by the project/ budget controller.

3. Procurement Process

3.1 Participation

Participation in this procurement procedure is open to all tenderers.

3.2 Submission of procurement

	Date
Sending out RFP invitations to the potential suppliers	14 June 2023
Deadline for requesting clarification from EIT Food	1 July 2023
Deadline for submitting proposal	14 July 2023, 12pm CET
Intended date of notification of award	24 July 2023
Intended date of contract signature	1 August 2023

Proposals must be emailed in **English** to the following address to: rfpCO@eitfood.eu

Contact name: to the attention of Sofia Kuhn

Mandatory Documents

- **The [application form](#) in pdf.** Each section should not exceed the number of words included in the application form. This will include a Declaration of Honour.
- **The [KPI table](#) in excel.**
- **The financial offer ([Budget](#)) to carry out the work.** The financial offer shall be expressed in Euros, VAT shall be indicated separately.

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 Procurement 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 Marta Erquicia

E-mail: rfpCO@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 of 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.

Award criteria:

1. Relevant experience and track record (maximum: 25 points)
2. Innovative approach and vision (maximum: 20 points)
3. Availability in the critical period (maximum: 15 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 procurement 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 procurement 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 procurement 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 Monitoring

All activities selected undergo continuous monitoring by EIT Food to ensure effective progress and implementation in accordance with the contract, and to trigger payments according to the achievement of milestones, deliverables and KPIs.

EIT Food may request regular reporting of actual costs incurred, as well as regular reporting of KPIs and deliverables, together with the supporting documentation.

In the case of under-performance, significant delay of implementation, misconduct of the consortium, or any other reason jeopardizing the timely implementation of the activity identified during the monitoring process. EIT Food reserves the right to discontinue or restructure the collaboration of the activity at any point during the activity duration.

4. Intellectual Property

4.1 Intellectual Property Policy

Suppliers will be required to grant to KIC LE Access Rights on (non-confidential) Data/Developed (Communication) tools, resulting from the activity. KIC LE will have to be granted the right to these for internal purposes, including further research such as but not limited to quantitative and qualitative studies, and for communication/dissemination and publication by disclosing the Data/developed tools to the general public by appropriate means, excluding scientific publications. The rights include the rights to communicate through press information services, inclusion in widely accessible databases, editing or redrafting,

translation, presenting, showcasing, and exhibiting, storage and archiving and the right to authorise third parties to act on behalf of EIT Food.

5. Annexes

[Annex 1: Subcontracting Agreement Template](#). The Contract Template is provided for information purposes only and might be subject to considerable modifications.