

Call for the provision of Communication Services for Paid Advertising and Digital Material Production: EIT Food South

2025 | Application deadline: 11th of December 2024

EIT Food South is looking for proposals for a potential procurement of communication services related to Paid Advertising and Digital Material Production (henceforth “the services”).

Application deadline: 11th of December 2024

Further details about EIT Food can be found at: 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 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 southcommunication@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 built its work around three key missions.

- **Healthier Lives Through Food.** Make a material difference to quality of life by enabling more consumers to have better choices through access to affordable, healthier products and actionable information.
- **A Net Zero Food System.** Enable the transition to a net zero food system, measuring and quantifying the change through reduced CO2 equivalent emissions. This will be done by:
 - Enabling farmers and producers to lead the transition to regenerative agriculture.
 - Creating new markets and opportunities to reduce our food waste and food loss in production.
 - Empowering consumers, making their food purchasing choices count and play a crucial role in the circular food economy.
- **Reducing Risk for a Fair & Resilient Food System.** Improve food security and safety for consumers everywhere by enabling and establishing resilient and dependable digitally enabled food supply chains.

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, Malta, Cyprus 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>.

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:

PREPARE

- **Team Up.** Matching leading technologists with entrepreneurial-minded professionals and supporting to co-create impactful agrifood ventures. More information [here](#).

LAUNCH

- **SeedBed.** This programme is for researchers and aspiring entrepreneurs looking for market and business validation for commercial potential. More information [here](#).
- **Empowering Women in Agrifood (EWA).** Empowering Women in Agrifood to get started on their journey to run a business and bringing gender balance to the entrepreneurial ecosystem. More information [here](#).

ACCELERATE

- **Food Accelerator Network (FAN).** This programme is for registered seed and (pre-)seed startups with traction indicators looking for Tech validation and business acceleration to drive the ultimate goal, a successful market adoption. More information [here](#).
- **Agrifood Investment Launchpad.** A programme to strengthen the agrifood investment communities and appetite for the sector in the South Europe and offering startups the possibility to present to investors (for prepare, launch, and accelerate stages). More information [here](#).

SCALE

- **Raising Food Stars.** Allowing successful, impactful agrifood scaleups to scale to the next level in becoming the international gamechangers of the future. More information [here](#).
- **Straight2Market.** Boost innovation and market competitiveness in Southern European countries, by opening the path to place new added-value products in the market. More information [here](#).
- **Rocket Up.** Helping women-led startups grow international through training and the support of an internationalization squad that will help them access their next market. More information [here](#).
- **Sales Booster.** Support to startups in the process of internationalization to reach other countries beyond their home country to boost their sales. More information [here](#).

SPECIFIC CHALLENGES

- **Test Farms.** Linking agricultural startups with farmers and testing lands to validate their new products or services. More information [here](#).
- **Regenerative Agriculture.** offering innovative farmers and breeders a comprehensive training programme and support to apply the principles of regenerative agriculture on their farms. More information [here](#).
- **Journalism Awards.** With the aim of disseminating good habits and healthy initiatives to society, generate collaborative relationships with the media and value the objectives for which EIT was created, EIT Food organizes a Journalism award in Agrifood Innovation and Sustainability at national level. More information [here](#).
- **Los Salvacomidas.** An educative initiative that aims to educate Spanish children the importance of healthy eating habits and zero waste. This educational initiative emphasizes the importance of early nutritional education, as it is during these formative years that individuals acquire the fundamental knowledge and skills necessary to shape a healthy and sustainable lifestyle. More information [here](#).

We believe our projects and our mission-based approach hold untapped creative potential and offer the opportunity to engage diverse audiences, spanning from farmers and tech influencers to corporate entities.

4. What are we looking for?

EIT Food is actively seeking a communication agency or freelancer who can provide valuable support for our social media and digital campaigns starting in 2025 and continuing thereafter. Our primary goal is to significantly enhance EIT Food's visibility while accomplishing specific project objectives, including the attraction of programme participants and event attendees. We are looking for collaborators who can contribute to our mission of promoting sustainable and innovative food systems throughout the Southern region.

Most of communications must be developed in **British English**, but translations/adaptations to other Southern European languages must be also requested for specific projects, as our focus countries are **Portugal, Spain, Italy, Greece, Turkey and Israel**. Furthermore, our brand guidelines must always be respected: <https://www.eitfood.eu/branding/> and any communication shall follow the needed internal approval process.

We welcome your suggestions regarding what you believe should take precedence in our activities and channels to meet our objectives. However, we anticipate a significant allocation of resources to be directed towards digital engagement, and we place a strong emphasis on expending considerable efforts when new graphic identities or designs are requested.

The activities to be carried out by the selected agency shall include at least:

Specific Call Tasks:

Integrated Marketing and Influencer Engagement Campaigns:

Comprehensive Digital Strategy and Campaign Development:

- Develop a cohesive strategy for advertising campaigns, covering online ads, social media, and other promotional methods. Define objectives, target audiences, and timelines to ensure impactful ads that reflect EIT Food's core values.

Social Media Strategy and Content Creation:

- Craft and execute social media strategies across key platforms (Facebook, LinkedIn, Google, YouTube, Instagram) to enhance engagement with targeted, localised content. This includes consistent brand messaging, tone of voice, and visuals aligned with EIT Food's guidelines to create a unified online presence. Regularly monitor and report on performance, providing actionable insights for improvement.

Creative Visuals and Copywriting:

- Develop compelling visuals and copy for social media posts, stories, and profiles that capture audience attention and amplify EIT Food's brand. Ensure graphics and text work in synergy, supported by high-quality design files for various platforms and editable formats for ease of adaptation.

Audience Research and Engagement:

- Conduct in-depth audience research to understand needs, preferences, and behaviors. Utilise insights to tailor strategies and maximize resonance, ensuring content that deeply engages the target audience.

Influencer Marketing and Collaboration:

- Identify and establish relationships with influencers who genuinely align with EIT Food's mission. Develop authentic influencer campaigns that integrate influencer content with EIT Food's messaging, fostering brand credibility and audience connection. Manage these relationships for ongoing alignment and monitor campaign impact with detailed performance reports.

Content Production for Digital Platforms:

- Design and create digital materials (videos, reports, website content) that effectively highlight EIT Food's activities and impact. Craft a compelling narrative that reflects EIT Food's values—innovation, sustainability, and community

engagement—while adhering to branding guidelines to ensure a cohesive story across platforms.

Brand Integration in Programmes:

- Support the integration of EIT Food’s brand purpose, values, and identity into Southern programmes, establishing a consistent tone of voice. Develop content templates for digital newsletters and programme materials to enhance recognition of project portfolios and success stories.

Ongoing Strategy and Performance Analysis:

- Develop tailored communication and marketing strategies aligned with digital and social media channels to maximise engagement. Continuously monitor campaign performance, providing regular reports to assess effectiveness and impact.

Branding & Communication Management of Supernovas:

- Support the branding of Supernovas by designing graphic materials, creating audiovisual content (such as videos and podcasts), and developing communication strategies (off and online) and materials aligned with the project’s identity and requirements.

Website Management for Journalism Awards:

- Develop and maintain website management. This involves advanced features, like the hosting, and an improved user experience, such as making regular updates, SEO optimisation, new design, copies and structure.

Common Tasks Across all Communication Agreements:

Strategic Collaboration:

- Continuously coordinate with the South Communication&Events Manager to effectively implement the communication strategy, optimizing stakeholder engagement.

Team Collaboration:

- Maintain ongoing collaboration with the South Communication Team members for each project, ensuring proper approvals by the internal communication team.
- Proactively engage with EIT Food South team members to address their communication requirements when requested, always in accordance with prior approval from the communication team.

Comprehensive Reporting:

Thoroughly prepare an extensive year-end report that provides a comprehensive overview of our accomplishments and the materials we've developed throughout the year. This report will be meticulously categorized based on KAVA (Key Areas of Value Achievement) to showcase the impact on EIT Food's key objectives and initiatives. This report will include a meticulously constructed table of Key Performance Indicators (KPIs) with all relevant data and visual evidence, offering a clear and data-driven perspective on our progress and impact.

In addition to detailing these achievements, the report will also incorporate a thorough analysis of our social media performance. This will encompass a breakdown of key metrics, audience engagement, growth, and the effectiveness of our social media strategies and campaigns.

By presenting a well-structured, data-driven report, we aim to demonstrate the tangible results of our efforts and our commitment to delivering value across the KAVA framework while providing valuable insights into our social media performance and its contribution to our overall success.

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.

6. How is the structured procedure?

The present contract will be awarded through an open tendering procedure and will one communication agency or freelancer to develop the tasks described in this document throughout the year. The selection will be structured in the following phases:

- First phase: submission of proposals
- Second phase: Selection. In this phase, after the evaluation of the bids, the most suitable bidder will be chosen for the contract.
- Third phase: formalization, during which the contract will be signed between EIT Food and the selected bidding party. The signing of this contract does not obligate EIT Food to engage the services with the involved party. Any specific tasks or

services will be subject to approval by both parties and will require a mutually agreed-upon, signed budget before commencement.

7. Technical and Financial Evaluation

EIT Food uses evaluation criteria to choose the best offer for this contract. We evaluate both technical and financial aspects. Here's how the points are allocated:

Technical Component (70 points in total):

- Detailed service capacity explanation: 15 points
- Experience and portfolio: 20 points
- Experience in innovation/agrifood/entrepreneurial ecosystem: 15 points
- Creativity in provided examples: 20 points
- Proposals need a minimum of 70% (49 points) in the technical component to proceed.

Financial Component (30% of the total score):

- The total points for the price component are 30.
- The highest score (30 points) is given to the lowest fee among the participating companies.

The final proposal evaluation combines the technical (weighted 0.7) and price (weighted 0.3) components.

8. What do we do need from you?

Your work with us will start in the first quarter of the year. 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 11th**:

- Portfolio. A description of the services offered and showcasing your prior experience within the agrifood sector.
- Other information you may find relevant, including:
 - Relevant experience: Case studies that showcase your understanding of EIT Food's content and your ability to accomplish similar objectives.
 - Qualifications and Expertise: Information about key personnel within the agency, including their qualifications, experience, and competencies relevant to the project.
 - Organizational Structure: An organizational chart depicting the agency's structure, including roles and responsibilities.
- Budget: **cost per hour (VAT included)**

- NB. Please note budgets should be submitted in euros.

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: southcommunication@eitfood.eu) with **“Communication – Paid Advertising & Digital Content Production | Proposal | 2025”** as the subject of the email.