

REQUEST FOR PROPOSALS FOR PRESS COMMUNICATION AND PUBLIC RELATION SERVICES

EIT Food South is looking for proposals for a potential Press Office to develop media communication and public relation services.

Application deadline: 07/01/2025

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 the EIT Food South Communication Manager, Ada Aparicio ada.aparicio@eitfood.eu or the EIT Food South Communication team southcommunication@eitfood.eu)

The submitted application should be clear and comprehensive so that EIT Food is able to have a thorough understanding about the applicant, 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, Cyprus, Malta 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 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 the 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 systems. This includes:

ENTREPRENEURSHIP

- 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>
- Supernovas: <https://www.eitfood.eu/projects/supernovas>
- Test Farms: <https://www.eitfood.eu/projects/test-farms>
- Water Scarcity: <https://www.eitfood.eu/projects/ris-finding-innovative-solutions-for-water-scarcity-in-southern-europe-2020>
- Regenerative Agriculture: <https://www.eitfood.eu/projects/regenag-revolution>
- Bilbao Campus Experience: [Bilbao Campus Experience - EIT Food](#)

EDUCATION

- Los Salvacomidas: Los Salvacomidas - EIT Food
- AHFES: <https://www.ahfesproject.com/>



COMMUNICATION

- Journalism Awards: EIT Food Journalism Awards - EIT Food

INNOVATION

- RIS Programme projects: <https://www.eitfood.eu/projects/ris-professional-development-2>
 - Test Beds: <https://www.eitfood.eu/projects/end-to-end-digitised-production-test-beds>
 - Waseabi: <https://www.waseabi.eu/>

KEY THEMES/INTERESTS

Regenerative agriculture

The Regenerative Agriculture Revolution is a series of activities whose overall aim is to help farmers and agrifood businesses adopt more regenerative farming practices and raise public awareness about the important health, environmental and economic benefits of eating regeneratively produced food.

Women leadership

The European Institute of Innovation and Technology (EIT) is committed to build the presence of women in different roles within the entrepreneurship and innovation ecosystem. Through our programmes we offer women access to a broad network, mentoring, coaching and training opportunities to take their entrepreneurial, managerial and leadership skills to the next level.

Water Scarcity

Through this line of work we aim to enhance knowledge and overcome current barriers to tackle water scarcity in Southern Europe through innovation, entrepreneurship, education and communication.

We think there is creative potential in our six focus areas plus the opportunity to appeal to different audiences (from farmers to tech influencers to corporates)

- Protein Diversification
- Sustainable Agriculture
- Targeted Nutrition
- Sustainable aquaculture
- Digital traceability
- Circular food systems

In the Southern region, our main focus will be:

- Targeted Nutrition
- Sustainable aquaculture



4. Where are we now and what are we looking for?

EIT Food is looking for a Press Communication and PR agency that supports Southern dissemination and awareness throughout 2025 with the aim of enhancing EIT Food's visibility in Spain and Southern Europe (Spain, Italy, Portugal, Greece, Cyprus, Malta, Turkey and Israel), and also reaching specific project objectives, such as programme participants, attendees to our events, etc.

Since 2017 our work in Spain and Southern Europe has been consolidated and several of our projects are successfully helping the agrifood sector towards a more innovative and sustainable system. Nonetheless, we aim to further expand our presence and would like to become a reference point for the national media in all the topics related to agrifood innovation, entrepreneurship and sustainability.

Most of communications must be developed in Spanish, but translations/adaptations to other Southern European languages can also be requested for specific projects, having Spain and Italy as main focus. We also operate in Portugal, Greece, Turkey, Israel, Malta and Cyprus.

Furthermore, our brand guidelines must always be respected: <https://www.eitfood.eu/branding/> and any communication shall follow the needed internal approval process.

We are open to your suggestions as to what you feel is the highest priority in terms of activities, media, actions etc for meeting our objectives.

Work Requirements

- Brand management and ecosystem knowledge: ability to drive brand consistency with appropriate local nuances (local perspective), regional and at European level.
- Media experience demonstrated by the execution of media strategies that result in positive media coverage.
- Planning and execution of media: agency must be able to react quickly to tight deadlines.

Scope of Work

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

Production

- **Regional PR Plan:** develop, support and coordinate closely with the Communication Manager the development and implementation of a regional PR plan. Continuous coordination with the South Communication Manager and support EIT Food to implement the communication strategy to better reach stakeholders. This should be a support of the activities EIT Food have it and propose external notoriety actions.
 - It must embed brand purpose, values, promises, positioning, and identity into Southern programmes, taken from the work previously done, and alongside the brand activation plan created by central agency.
 - Help us create a strong sense of a project portfolio and success stories – so that EITFood:
 - Is recognised as an organisation with a clear objective working from different angles.
 - Our current stakeholders are encouraged to take part in our initiatives.



- **Press release development** (25-30 by year), distribution and placement. Creation and distribution of communications and press materials, such as: press releases, talking points, executive press materials, opinion articles, questionnaires, etc.; as well as all the back materials such as messages, Q&As, and other support materials that might be needed for the awareness strategy of the company.
- Other activation proposals such as, but not limited to: **branded content ideas, creative campaigns** to showcase our purpose in society, brand PR, influencer marketing and content generation.
- Develop **media kits**, as needed.

Media relations

- Identification, pitching and leverage of speaking opportunities. Relationship building and **in-person meetings with media**, executive speaking opportunities and positioning. Relevant media for **the 8 countries of the South region**.
- Cultivate and maintain relationships with reporters, editors, and bookers at key media publications, outlets, programmes, etc.
- Proactively pursue positive stories and respond to inquiries - targeting all forms of media: broadcast, digital, podcasts, print, etc.
- Anticipate major trends that may pose a risk or opportunity for our business.
- Develop and maintain a targeted media list.
- Support on the organisation of the **Journalism Awards project** in Spain:
 - Dissemination of the project among the network of journalists and journalist associations in Spain.
 - Evaluation and selection of top works to share with the jury.
 - Contact with the jury for the evaluation of the received candidatures and follow up to make sure they evaluate and grade the works in time.
 - Support within the organisation of the event.

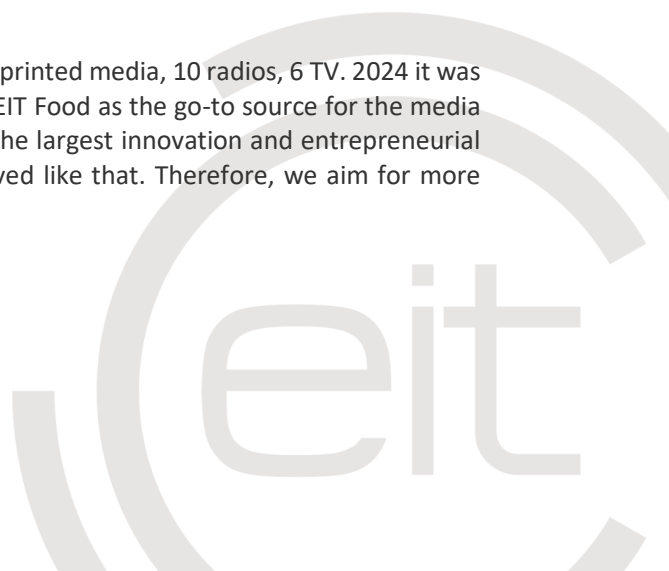
PR Results, measures and reporting

- **Monitorisation of media and reporting in Southern Europe** (Portugal, Spain, Italy, Greece, Turkey, Israel, Malta and Cyprus).
- Quarterly clippings by country and project.
- Campaign-specific reports should be received by the last day of the following month/project.
- Annual report should be received by Dec. 31, 2025.

Nice to have: support on the Public Affairs Strategy (not execution but recommendations and guidelines for our director).

KPI's/Objectives/Goals

Our coverage on 2023 was 480 publications: 434 digital media, 27 printed media, 10 radios, 6 TV. 2024 it was clearly superior in media impact. Our objective is to establish EIT Food as the go-to source for the media whenever they need to be informed on agrifood topics. We are the largest innovation and entrepreneurial network related to agrifood, nonetheless we are still not perceived like that. Therefore, we aim for more reach at national and mainstream media.



5. Timeframe

Delivery of below indicated activities: before end of December 2025. 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 of continuing activities in 2026, all tasks and budget will be established in a new agreement and the corresponding selection procedures would be applied again.

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.

Timeline of Selection Process

The timeline for the Request for Proposals and subsequent commission is as follows:

7/01/2025 – 16.00 CET	Deadline for submitting a proposal
10/01/2025	Assessment of the proposals
15/01/2025	Notification to candidates and award of contract to winning proposal

6. What do we do need from you?

Our maximum budget for the project, including all the monitoring tools, is **40.000€, VAT included**. 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 including the following:

- Portfolio. A description of the services offered and showcasing your prior experience in communication and within the agrifood sector, specially, if possible, within EIT Food. Including:
 - case studies which demonstrate you understand EIT Food content and that you have achieved similar objectives;
 - the team that will be supporting the strategy and roles.
- Proposal: brief proposal PR with strategy lines for positioning EIT Food in Southern Europe.
- A detailed budget divided per service + agency fee, monitoring tools etc. (Please, note budgets should include all your costs and submitted in euros).
- Language of proposal: English

This application will be evaluated as followed:

- 35%: economic proposal
- 65%: technical proposal (expertise, team...)

All applications must be sent via e-mail to the Senior Communication and Events Manager, Ada Aparicio (e-mail: ada.aparicio@eitfood.eu) with "PR Agency | Proposal | 2025" as the subject of the email and no later than **7th of January 2025**. All incomplete proposal will be automatically deemed ineligible. The selected contractor will be chosen following best value for money principles.

