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Request for proposals

EIT Food Venture Summit 2022

EIT Food – Improving Food Together

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

<http://www.eitfood.eu>

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1. Introduction

EIT Food would like to select an experienced **full event management support services agency** to organize its **Venture Summit**. We invite interested parties to send us a proposal covering scope of work defined in this Request for Proposals.

The selected supplier will sign a one-year contract with EIT Food, with a possibility of extension by one year up to three times.

The submission deadline is **24th June 2022, 10.00 am CET**.

Contractors should make sure to include all the costs as described in the scope of work in their offer.

2. 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 Knowledge Innovation Communities (KICs) established by the European Institute for Innovation & Technology (EIT), an independent EU body set up in 2008 to drive innovation and entrepreneurship across Europe.

The vision of EIT Food is a world where everybody can access and enjoy sustainable, safe and healthy food, with trust and fairness from farm to fork.

Its mission is to transform how food is produced and valued by European society, solving the biggest innovation challenges through trusted industry, education and research partners working with informed and engaged citizens.

The work of EIT Food is driven by six Strategic Objectives:

1. Overcome low consumer trust
2. Create consumer-valued food for healthier nutrition
3. Build a consumer-centric connected food system
4. Enhance sustainability through resource stewardship
5. Educate to engage, innovate and advance
6. Catalyse food entrepreneurship and innovation

Its activities are led by four functional areas – Public Engagement, Innovation, Education and Entrepreneurship – and five Co-Location Centres (CLCs, regional offices) based in Belgium (Leuven), Germany (Munich), Poland (Warsaw), Spain (Madrid and Bilbao) and the UK (Reading).

For more information about EIT Food please visit: www.eitfood.eu

3. Scope of work

ABOUT THE EVENT

The **EIT Food Venture Summit** is EIT Food's yearly invitation only Business Creation networking event, gathering the main stakeholders and actors from across the European agrifood innovation community for networking, inspiration, matchmaking and celebrating the EIT Food Business Creation activities.

This is an inspiring and interactive event for the agrifood industry from all over Europe with the major corporates, startups & scaleups, investors and experts in attendance.

EIT Food has already hosted four previous editions of the Venture Summit – in Paris in 2018, in Lisbon in 2019, the 2020 online edition hosted in Brussels and in Malaga in 2021 which was a hybrid event attended by 322 participants (172 in-presence and 150 online).

The 2022 edition of the EIT Food Venture Summit will be held as an in-person invitation only event and will take place on 26 or 27 October 2022.

OBJECTIVES OF THE EVENTS

The objective of the **EIT Food Venture Summit** is to raise the profile of EIT Food's Business Creation programmes, where VC's, other investors and Corporates can meet our cohort of agrifood startups & scaleups, many of which have been finalists in our Business Creation programmes such as Seedbed, EIT Food Accelerator Network (EIT FAN) and RisingFoodStars.

TIMING OF THE EVENTS

EIT Food wants to host the EIT Food Venture Summit 2022 in late October. We do not want the Venture Summit to clash with the Web Summit in Lisbon or with the Foodtech IL event (Israel). As such, possible dates include (in order of preference):

- 27 October 2022
- 26 October 2022

In a proposal, the contractor should outline the prices for hosting the event on either of these days.

LOCATION

Our preference for the Venture Summit in 2022 is Lisbon.

The contractor is responsible for finding, securing and contracting the venue to host the Venture Summit.

EIT Food is seeking a venue with the following characteristics:

- open, dynamic environment breathing innovation & creativity
- can hold 300-350 guests
- easily accessible by public transport (max. 15 minutes from centre of Lisbon)
- spaces for plenary sessions, a marketplace, networking, and side events/workshops
- Incorporated themes of sustainability and agrifood.
- ideally, we have a more open space, where the plenary part is not completely separated from the marketplace



The above photo demonstrates the space we used for the Venture Summit 2018 – Station F, Paris.

REQUIRED AGENCY SUPPORT

1. General event support for the event:

- (optional) Secure a range of suitable 2*, 3* & 4* hotels located close to the event venue and organise block bookings to accommodate participants during the event
- **Ensure the possibility to postpone the event/venue booking to the following year (as a back-up plan) in the event that COVID-19 regulations prevent holding an in-person event on the date planned
- Project-management of the event and coordination of all suppliers (venue, marketplace, catering, etc.)
- Set up, manage and execute a comprehensive project timeline for the event
- Provide a suitable branding package for the Venture Summit (in line with EIT Food branding guidelines)
- Advising on agenda and format of event
- Refresh/update the existing website and management of the event website
- Building a list of invitees, pulling together EIT Food's stakeholders with additional targeted contacts to expand the list
- Drafting invitations
- Sending out marketing communications using EIT Food's MailChimp marketing account
- Setting up and manage an online registration system; registering and confirming participants, respond to potential email inquiries from attendees
- Provide proposals and ideas to shape the event concept and format to improve the event experience
- Propose potential keynote speaker/s and speakers from EU / national institutions and other major initiatives in the field of agrifood in line with the Venture Summit theme
- Propose options for the main conference moderator (MC) and provide recommendations for session moderators (including suggestions for who this is)
- Setting up and running the streaming of the conference event via conference platform/EIT Food channels
- Send and follow-up all speaker invitations
- Provide support in organizing briefing calls with speakers and moderators (normally one per each conference sessions) to shape the content of the sessions and speaker presentations
- Provide speakers with a detailed briefing on logistics and support their participation in the events
- Set up and management of an interactive events networking application, where EIT Food startups, VCs, Corporates, external stakeholders and staff can network with event attendees
- Onsite presence before the event days to set up the venue, during the event day to manage the running of the event programme and after to build down the event venue

- Providing a satisfaction survey for participants to complete & sharing the report with EIT Food
- Holding a post-event review meeting with EIT Food to review event successes and learnings
- Writing of a short post-event report (including but not limited to a summary of attendance, key highlights and networking numbers).
- Manage the agreed allocated budget (for project management and event third-party costs) including invoicing and payment.
- Provide EIT Food with a budget expenditure report post-event (within the agreed deadline) showing a comprehensive list of event expenditures with linked invoices.

2. *Physical event support for the event:*

- Assess suitability and availability of potential venues in Lisbon and provide EIT Food with two recommendations, including also catering options; confirm venue and handle all venue logistics
- ****Ensure the possibility to postpone the event/venue booking to the following year (as a back-up plan) in the event that COVID-19 regulations prevent holding an in-person event on the date planned**
- Selection and handling of audio-visual service providers (also including streaming of the physical event)
- Set up: including the market place.
- Design and production of venue branding (in line with EIT Food branding guidelines), including branding for remote venues from which EIT Food speakers are joining the events where applicable
- On-site presence on the event day to coordinate logistics, manage suppliers, welcome speakers, and participants
- On-site management of compliance with Covid-19 safety rules (if applicable)
- Preparing badges for participants and staffing the registration desk
- Providing photo coverage
- Providing video coverage (including recording of short pitches from each marketplace booth)

3. *Event marketing:*

- Develop a marketing plan to promote attendance of the event (including marketing assets to promote the event)
- Execution of marketing plan to target EIT Food startups, partners and other stakeholders.
- Set-up of an online registration, and collect fees (i.e registration, sponsorship...)

4. *Social program:*

- The contractor will be responsible for securing suitable venues for the dinner on the evening before the event /cocktail at the Venture Summit, including the overall organisation required for this.

METHODOLOGY AND ORGANISATION OF WORK

Within EIT Food, the Communication & Events Manager will lead the project and act as the main point of contact alongside the RisingFoodStars Manager for the event content and programme. However, the agency is expected to work with different teams and members of staff within EIT Food in preparation of the event.

EIT Food and the selected agency will organize a kick-off meeting to initiate the project and share all the necessary information.

The agency will have to adopt a detailed planning for the execution of all event-related activities and will have weekly or biweekly catch-up teleconferences with EIT Food.

EVENT AGENDA

EIT Food will be responsible for drafting and filling the agenda of the 2022 Edition of the Venture Summit. However, to assist the planning for the contractor, we provide the following standard draft information:

Time	What	Nr of people	Where	Notes
morning	Breakfast all + informal welcome + overview of the day	150		
morning	Coordinated setting up the marketplace by different entities Speeches and presentations on stage	Would need to hold all 300 guests at one time. Also where lunch will be served etc.	Main hall	Contractor would be responsible for build of the stands.
13h	Welcome lunch	300	Main hall	
13-19h	Market place with stands exhibiting 30+ startups		Main hall	
In between	Video reporter recording pitches from each booth	Marketplace	Main hall	Contractor would be responsible for video reporter
Afternoon	Speeches and presentations on stage		Main hall	
In between	Matchmaking opportunities		Main hall	
17.00	Closing words			
16.30-19h	Closing cocktail	300	Main hall	

DESIGN OF THE EVENTS

The contractor would be responsible for the look and feel of the event; whilst also making sure it followed the EIT Food brand guidelines. Designing the look and feel will include:

- the physical design of the actual venue in a sustainable way (decorations, stands, branding coherent with previous event branding and available materials), including streaming of the physical event
- standardised visuals for presentations
- signage
- lanyards
- merchandise
- a small exposition of boards
- AV set-up,
- sound system for the dinner venue, etc.

CATERING FOR THE EVENTS

The contractor will be responsible for all the catering during the event. We expect the following:

- Dinner on the day before the event (at a separate venue from the event)
- Lunch for 300 people
- Permanent coffee break stations: beverages and small snacks, fruits
- Closing of the event day - 1 hour evening cocktail reception (at the same venue as the event) for 300 people (quote per attendee for alcoholic beverages: wine, beer, and soft drinks)

* As a food focussed organisation, it is very important that the food we serve adheres to some guidelines:

- Locally and sustainably sourced
- No single-use plastic used in the serving and transportation of the food and drink
- Predominantly vegetarian
- Could support local food businesses, such as food trucks.
- Solutions in place to ensure that there is zero food waste.
- Possibility to bring in some of EIT Food's own food solutions to be prepared and served within the catering menus

ACCOMODATION *(optional)*

The contractor can be responsible for securing suitable hotels to accommodate participants during the event. We expect the following:

- Secure a range of suitable 2*,3* & 4* hotels located close to the event venue and organise block bookings to accommodate participants during the event
- Hotels should be located close to the event venue

- Organise block bookings for 300 attendees with the hotels to ensure space (attendees will book and pay for the accommodation by themselves).

DIGITAL TOOLS

The contractor will also be responsible for contracting a digital tool that can facilitate conversations and networking between the event attendees. EIT Food's preferred tool is Conversation Starter.

WEBSITE & ONLINE PLATFORM

The contractor will be responsible for the following services: Website & Online Platform : The EIT Food Venture Summit. EIT Food will be responsible for providing a full and detailed list of services to be delivered by the contractor at a later date.

However, to assist the planning for the contractor, we provide a broad overview below:

- Building and overseeing the overall event website and platform, incl. the registration platform
- Creative design for all event branding elements, platforms based on existing design elements, guidelines, and source files.
- Managing invitations, registration, and confirmation of participants, respond to potential email inquiries from attendees
- Providing EIT Food with 1 day of studio for video recording and live streaming
- Recording and broadcasting/streaming of live panels/sessions of the event throughout the event
- Providing EIT Food with raw footage from the event
- Using the necessary digital tools to facilitate networking at the event and training the EIT Food in how to support this
- Providing the necessary furniture, facilities (internet access, etc.) and event decoration for the videos
- Overseeing the smooth running of the event streaming

LOGISTICS

Throughout the four days, the contractor will be responsible for the smooth running of the event, including but not limited to:

- Venue set up
- Registration process (including preparing badges for participants and staffing the registration desk)
- Ensuring speakers are where they need to be
- Tech
- Close down

PERSONNEL

The contractor will also be responsible for finding and contracting suitable personnel to deliver the events. The tasks that these people will be responsible for include:

- Hosting
- Tech
- Registration
- Catering
- Photographers
- Videographers

*We do want to stress diversity and gender balance in all people being present at the venue.

4. Proposal Process

4.1. Participation

Participation in this proposal procedure is open to the tenderers.

4.2. Expressing Interest

Interested contractors are invited to submit a proposal outlining the following:

- Their suitability and experience for delivering such an event. Please describe other similar events that you have conducted.
- Proof that they are registered for VAT purposes in the proposed country where the event will take place
- At least 2 suitable venue options in Lisbon.
- A preliminary plan of when and how the contractor would deliver the event.
- Some examples for the Design and Look and Feel they propose
- Some proposed menus
- A detailed budget breakdown – please note that the selected contractor will be responsible for all relevant subcontracting (marketplace, venue, catering, staff, tech etc)

The selected contractor will be chosen following best value for money principles.

4.3. Submission of proposal

	Date
Sending out RFP invitations to the potential suppliers	14 June 2022
Deadline for requesting clarification from EIT Food	20 June 2022
Deadline for submitting proposals	24 June 2022, 10.00 am CET
Intended date of notification of award	28 June 2022
Intended date of contract signature	29 June 2022

Please submit proposal **by 24th of June 2022 at 10.00 CET**. EIT Food will then decide and enter into a contract with the successful party.

Proposals must be emailed in English to the following address to:

Contact name: Patricia Willems-Mawenu, Communication & Events Manager

E-mail: patricia.willems-mawenu@eitfood.eu

The proposal shall contain:

- **the technical response to the service requested (point 3), in a Word format (maximum 4 pages). Pictures of venues can be added in an Annex.**
- **the financial offer in a separate document (the price for the services/agency project management fees related to general event support.)** The Financial offer shall be expressed in Euros, VAT shall be indicated separately. It shall not include third party costs for the conference venue, relevant audio-visual media services, catering and hostesses, but it may include costs for the virtual conference platform, website and online registration system, professional moderation (if is provided in-house), conference reporting and photographer.
- **A financial offer breaking down for the three main elements in the scope of work:**
 1. Direct costs related to the delivery of the events (third party costs for the conference venue, relevant audio-visual media services, catering, and hostesses, etc)
 2. Other costs related to the delivery of the events
 3. Social programme items

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 counter-proposals, 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.

4.4. 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.

4.5. 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: Patricia Willems - Mawenu

E-mail: patricia.willems-mawenu@eitfood.eu

EIT Food has no obligation to provide clarification.

4.6. 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.

4.7. 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.

4.8. 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.

4.9. 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 project experience and competences of the proposed project teams (maximum: 20 points)
2. Methodology approach of project and proposed project implementation (maximum: 20 points)
3. Creative and strategic input to shape the event concept and format (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.

4.10. 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.

4.11. 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.

Within 5 days 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.

4.12. 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.

4.13. 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.

4.14. Annexes

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

Annex 2: Declaration of Honour