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# Request for proposals

Integrated Communication Strategy & Business  
Development Communication portfolio

## **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. 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](http://www.eitfood.eu)

## 2. Scope of work

We have two support requests, as defined below (requested support). Proposers can send in a proposal for part A, part B, or both part A and B of this request.

### REQUIRED SUPPORT

#### **PART A: Integrated Communication Strategy**

The communication team in EIT Food consists of 4 functions/sub-teams:

- Public Affairs
- Public Engagement
- Brand & Content
- Events

The communication team co-operates with the rest of the business (other functional areas and regional teams)

Each communication sub-area has a strategy or plan 2022 drafted. After our initial years of setting up the communication teams and work each sub team is now working in full swing, attaining the KPIs set. EIT Food wants to merge the individual plans into one overarching Integrated Communication Strategy, with truly shared priorities.

The selected party will be working with the senior communication team in anchoring a solid base for cross-functional cooperation, decision-making and priority-setting for the way forward and drafting the overarching 3-year integrated communication strategy.

To be delivered latest July 6<sup>th</sup>, 2022.

#### **PART B: Business Development Communication portfolio**

Over the past 5 years EIT Food has developed a strong portfolio of programmes/projects/activities under the umbrella of Communication (Public Engagement, Public Affairs, Events and Brand & Content). Moving forward we want to generate income from selected activities and services.

EIT Food is requesting for support in establishing a financial income plan from its Communication portfolio, working with the senior communication team. Activities include a.o communication portfolio review to identify activities/services with the highest chance of success, and financial roadmap (3-5 years). Minimum of two selected activities/services worked out into business model (a.o. opp & market, go to market strategy, value proposition)

To be delivered latest October 14<sup>th</sup>, 2022.

## 3. Proposal Process

### a. Participation

Participation in this proposal procedure is open to the tenderers.

### b. Submission of proposal

	Date
Publication RFP	26 April 2022
Deadline for requesting clarification from EIT Food	2 May 2022, 12:00 CET
Deadline for submitting proposals	<b>8 May 2022</b>
Intended date of notification of award	13 May 2022
Intended date of contract signature	20 May 2022

Proposals must be emailed in English to:

**Contact name:** Saskia Nuijten, Director of Communications

**E-mail:** [Saskia.nuijten@eitfood.eu](mailto:Saskia.nuijten@eitfood.eu)

Subject line: RFP Communication Integrated Strategy & Portfolio Business Development

And indicate in subject line if your proposal is for Part A, Part B or Part A and B.

**The proposal shall contain:**

- the technical response to the service requested (Chapter 2, scope of Work), in a Word format (maximum 4 pages in total). Indicate if the response is with regards to part A, part B or both part A and B of the RFP:
  - CV, portfolio of the person executing the work
  - Proposed methodology for the work and deliverables/milestones
  - Available starting date, required time plus availability in the critical period
- the financial offer (the price for the services per hour and breakdown of total cost per proposed milestone)) The Financial offer shall be expressed in Euros, VAT shall be indicated separately. In case the response is for both part A and B of the RFP the financial offer shall also have a breakdown between both parts.

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.

## c. 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.**

## d. 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 3b. In case of complex or high value procurements, EIT Food may arrange a clarification session of which it will inform all tenderers.

**Contact name:** Saskia Nuijten

**E-mail:** [saskia.nuijten@eitfood.eu](mailto:saskia.nuijten@eitfood.eu)

EIT Food has no obligation to provide clarification.

## e. 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.

## f. 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.

## g. 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.

## h. 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 competencies of the tenderers (maximum: 20 points)
2. Proposed methodology for the work and deliverables/milestones (maximum: 20 points)
3. Availability in the critical period (May-December 2022) (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.

## i. 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.

## j. 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.

## k. 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.

## l. 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.

## m. 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*