

RFP: EIT Food Journalism Awards on food innovation and sustainability

2025 | Sixth Edition | ITALY

1. What is EIT Food?

EIT Food wants to make the food system better for people's health and the environment. To this end, EIT Food works with entrepreneurs, startups, students, businesses, academics to support the ideas that are going to transform Europe's food system.

As the EU's designated body to transform the food system, EIT Food is one of the largest food-related initiatives worldwide. EIT Food focus its activities in three missions:

- Healthier Lives Through Food
- Reducing Risk for a Fair and Resilient Food System
- Net Zero Food System

EIT Food started its activities in January 2018 and will operate for a minimum of 7 years with funding from its partners and the European Commission. EIT Food has partnerships with Europe's leading agrifood businesses, research centers and universities, including: PepsiCo, John Deere, Inalca, etc. A full list of our business partners can be found here: [Partners Network - EIT Food - EIT Food](#)

More information on EIT Food and the extent of our activities can be found at www.eitfood.eu.

2. What is the Italian Journalism Award on Food Innovation and Sustainability?

Aimed at professionals from the Italian media, this award aims to encourage those works that contribute to educate society on the values of healthier eating and improving agrifood sustainability.

After five successful editions in Italy, six in Spain and four in Portugal, EIT Food wants to keep supporting Italian journalist and encourage their work (Press, Radio, Television, Podcast or Internet) associated with agrifood values, and particularly those that constitute the objective of this Award. Healthy and affordable food, sustainability in agrifood, food innovation, consumer-oriented food, digitization in agrifood... are some of the themes that the writers must write about.

The winning work will receive 1,500 euros, while the second prize winner will receive 1000 euros, and the third prize winner will receive 500 euros. The award will be presented at a public event before the end of 2025.

3. What are we looking for?

EIT Food is looking for a subcontractor for the Sixth Edition of Italian Journalism Award on Food Innovation and Sustainability.

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

- Support in the adaptation of the Terms of Reference to the Italian context but maintaining aligned with other countries.
- Carry out the Internal evaluation of the proposals. Design a point system to select the 10 best ones, which the jury will evaluate.
- Support EIT Food with the scouting of mentors and experts in relevant topics to be part of the jury (4/5 pax) and gather them, write the minutes and liaise with them in everything related to the selection of the winners. 2 should be journalists or media professionals.
- Preparation of the award ceremony agenda (in cooperation with EIT Food) and layout of the final version.
- Design of the online awards ceremony + round table and coordination with our Italian partners.
- Hosting of the hybrid event (providing free access to the participants) in a robust e-platform (e.g. Zoom, Gotomeeting, Webex, etc.) which allows the participation of minimum 60 people and recording in a studio.
- Conduction of the online event, including the following tasks: to lead and moderate the different sessions, to control timing of speakers, to facilitate/dynamise the sessions encouraging the active participation of participants
- Dissemination of the call and of the award ceremony: press releases, social media, mailings... All designs must respect the Awards and EIT Food branding - preferably developed in collaboration with our agency- and approved by EIT Food Communication team.
- Public engagement during and after the event using social media including (but not limited to) the publication of banners with relevant quotes of the event.
- A sponsor found by the subcontractor hereinafter referred to as the "Sponsor" that will contribute to the Project. The Sponsor shall be offered with a sponsorship package comprising of the minimum package described in collaboration with EIT Food South. The cooperation with the Sponsor will be coordinated by the Subcontractor. The Sponsor contribution should be in cash (not in-kind) and will be validated through a Contract, subsequently invoiced by the EIT FOOD SOUTH.
- Preparation of a brief report on the outcomes of the all the actions by the end of December, including registrations, database, communication actions and media appearances
- Dissemination of a press release in Italian amongst national media after the event and a press call before the event
- Everything will be carried out in Italian-English, translation must be provided.

Information about the final ceremony

- Language of the event: Italian and English.
- The event will be held before the end of 2025 (date to be confirmed).
- More information: <https://www.eitfood.eu/projects/eit-food-journalism-awards>

4. 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 parties agreed, this agreement will be considered as valid for the same tasks.

5. What do we do need from you?

Your work with us will start in the first quarter of the year. The maximum budget for the project in 2025 is 25,000€ VAT included. 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 until the 15th of December 2024:

- Portfolio. A description of the services offered and previous experiences in similar activities
- Your approach to the event organisation.
- A high-level agenda for the event.
- The biographies of the organisers and moderators.
- Their experiences running similar events.
- A detailed budget.
 - Please note budgets should include all your costs, including connection fees, subscriptions to online tools, VAT etc.
 - NB. Please note budgets should be submitted in euros.

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: Alba Molina (e-mail: alba.molina@eitfood.eu) with **“Italian Journalism Award | Proposal | 2025”** as the subject of the email.