

Spain, 13/05/2024

EIT Food CLC South SL.
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Spain

Request for proposals to organise “Women in Agrifood Stories”

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EIT Food South is looking for entities to organise the Women in Agrifood Stories on 2nd of December 2024 in Greece, Italy, Portugal, Spain or Turkey. **Offers should be sent by e-mail to ewa@eitfood.eu before 3rd of June, 2024 at 23:59 CET.**

1. Background information: EIT Food

EIT Food is Europe's largest food innovation initiative to create a sustainable agri-food sector that responds to the challenges of the future. The initiative is built as a consortium of key business participants in the food market, startups, research centers and universities from all over Europe. It is one of eight Knowledge and Innovation Communities supported by the European Institute of Innovation and Technology (EIT), an independent EU body created in 2008 to promote innovation and entrepreneurship in Europe. More information about the EIT Food is available at <https://www.eitfood.eu/>

Empowering Women in Agrifood (EWA) programme aims to encourage a stronger level of enterprise development across 12 [RIS countries](#) targeted at emerging female entrepreneurs in the agrifood arena. The Project, run in Southern and Eastern Europe provide up to 120 talented female entrepreneurs each year with the required knowledge, confidence, support and networking opportunities to meet and exceed their aspirations, leading them to successfully start and develop sustainable businesses.

The programme lasts for a period of 6 months supporting early-stage female entrepreneurs and it seeks out and assist women to grow and develop their businesses with a tailored, focused approach that specifically considers the concrete challenges which female entrepreneurs face generally as well as the barriers which can limit

entrepreneurial activity. The programme is designed for women regardless of their age, family situation, experience in business.

In 2024 we are holding our 5th edition in the following countries: **Bulgaria, Croatia, Czech Republic, Greece, Hungary, Italy, Latvia, Lithuania, Portugal, Spain, Türkiye and Ukraine**. More information is available at [EWA | Empowering Women in Agrifood - EIT Food](#)

***Women in Agrifood Stories:** The main goal of the activity will be to provide visibility, inspiration and networking opportunities to women entrepreneurs in the agrifood sector. The activity will also aim to bring together members of the agrifood ecosystem and initiate discussion about the current state and challenges of the ecosystem in relation to gender conscious innovation & entrepreneurship.

The selection process is implemented as an open call managed by EIT Food, Co-Location Centre South, using clear and transparent selection criteria.

**The name of the event may change during the ideation process*

2. Subject of the request

The preparation and execution of the Women in Agrifood Stories 2024 (hereinafter referred to as "**Activity**")

- Activity venue– The Tenderer shall provide a venue suitable for hosting the event, with provisions for online live streaming. The **venue should be conveniently located near airport and public transportation services in one of the following countries: Italy, Spain, Portugal, Turkey, or Greece.**
- Date – 2nd, 3rd or 4th of December 2024,
- Duration –4- 6 hours,
- Form – hybrid (the conference, debate, panel discussions)
- Number of participants – around 80 participants offline and over 100 participants online,
- Language of the event – English,

For reference, Women in Agrifood Stories was celebrated in both 2022 and 2023. Further information can be found at the following sources:

- 2023 Website: [Women in Agrifood Summit 2023](#)
- 2022 Agenda: [WAS 2022 Final Agenda](#)

Please note this is just a sample. A comprehensive folder with materials will be shared in advance with the selected Tenderer.

3. Tasks of the Subcontractor

The Tenderer commits to organizing the activity, encompassing the following elements:

- **Team Competence:** Providing a skilled team capable of executing the service effectively.
- **Participation in Status Meetings:** Engaging in regular status meetings with the Principal to discuss the progress of service implementation, as mutually scheduled.
- **Venue Selection and Contracting:** Selecting, contracting, and providing access to the venue for the event, including additional space for catering and networking, along with necessary equipment.
- **Catering Services:** Offering catering during the event, with the Principal reserving the right to approve the menu beforehand. Final menu approval should be obtained at least two weeks before the event.

- **Online Platform and Live Broadcasting:** Providing access to a dedicated online platform for the event and facilitating live broadcasting.
- **Technical Support:** Offering full technical support before and during the event, ensuring smooth operations.
- **Speaker Participation:** Facilitating the participation of event speakers via live online channels.
- **Website Creation and Registration System:** Developing a dedicated website for the activity and implementing a participant registration system, including adherence to GDPR regulations.
- **Concept and Storytelling:** Creating an engaging concept and storytelling approach, allowing for the selection of a general topic and creative activity formats.
- **Activity Agenda:** Drafting an activity agenda with potential speakers, panels, and discussion topics in consultation with the Principal.
- **Visual Identity and Branding:** Creating or updating visual identity, branding, templates, and communication materials in line with EIT Food and EWA branding guidelines, subject to Principal approval.
- **Communication Strategy:** Formulating a communication strategy and schedule, including promotional activities and potential paid campaigns to enhance activity visibility and audience engagement.
- **Participant and Speaker Liaison:** Serving as the main point of contact for participants, speakers, and guests regarding organizational and technical matters.
- **Promotional Materials:** Proposing, preparing, and producing promotional materials, subject to Principal approval. Final materials should be approved by the Principal by the end of October 2024.
- **Photography and Video Services:** Providing professional photography coverage for the entire event and delivering a summary video afterward. Additionally, creating 12 testimonial videos based on provided scripts and recording specific event segments.
- **Final Report:** Delivering a comprehensive final report summarizing service implementation, including attendance lists, communication activities, media reach, and any feedback from the Principal. The final document, inclusive of Principal comments, should be provided within 10 working days after the event's conclusion.

4. Activity theme

In line with our commitment to innovation and inclusivity, EIT Food invites proposals from prospective partners for the upcoming Women in Agrifood Stories 2024 to propose the central theme of this year's gathering. As we aim to foster diverse perspectives and address pressing issues in the agrifood sector, we encourage organizations to propose themes that resonate with the challenges and opportunities faced by women entrepreneurs in their region. Themes may encompass a wide range of topics, including but not limited to technological advancements, sustainable practices, market trends, policy implications, and socio-cultural dynamics impacting women in agrifood. The proposed theme should align with the overarching objectives of empowering women in entrepreneurship and promoting gender equality within the agrifood sector.

The event format may include:

- Panel discussions, keynote addresses, inspirational speeches, workshops, or any other engaging formats that facilitate meaningful dialogue, knowledge sharing, and networking opportunities. We encourage innovative approaches that inspire and empower participants, showcasing successful role models and fostering cross-gender collaboration to create a more inclusive and supportive ecosystem for women in agrifood entrepreneurship.
- Startup pitches – providing space for EWA programme participants and alumni to present their business ideas and share stories of their startups with a wider audience through offline and online interventions.

The event and its concept will have a clear target group – people promoting gender equality and advancing diversity and inclusion in the agrifood sector; female entrepreneurs already active in agrifood business or willing

to start / continue their career in agrifood; people interested in the diversity and inclusion in the agrifood business and innovations.

NOTE:

A designated coordinator from EIT Food CLC South will be assigned to oversee the activity. This coordinator will collaborate with the Tenderer to co-design and approve the final concept, agenda, and materials for the activity. Additionally, the coordinator will ensure seamless coordination among all involved parties throughout the process.

5. Budget proposal for the Subcontractor selection

We invite Tenderers to submit a budget proposal tailored to their concept and expertise. The allocated budget for this endeavor will be up to 40,000 Euros (VAT excluded). Your offer should provide a comprehensive breakdown of costs, detailing each expense.

Tenderers are encouraged to explore co-funding opportunities for the activity. This co-funding can take the form of in-kind contributions, cash, or sponsorship. Proposals demonstrating transparent and proportionate budget allocations, along with identified sources of co-funding, will be given strong consideration.

6. Selection criteria for subcontractor

a) Selection criteria

Providing the offer in the form of a ppt or pdf presentation, that should include:

- a) Introduction of the Tenderer and their previous experience.
- b) Concept for implementing the activity.
- c) Introduction of the team responsible for service implementation.
- d) Examples of graphic designs from previous events/activities.
- e) Proposal for a general communication schedule/timeline.
- f) Proposal for promotional materials.
- g) Draft agenda, including venue, potential speakers, and topics.
- h) Budget offers aligned with the principle of best value for money, including a breakdown and cost efficiencies

b) Scoring proposals

Selection criteria	Weight
Implementation concept of the Activity	50%
Previous experience of the Tenderer	30%
Budget proposal and breakdown	15%
Tenderer's interest and/or expertise in the agrifood sector and/or gender related actions.	5%

Each criterion will be evaluated on a scale from 0 to 10:

- 0 – not satisfactory;
- 5 – good;
- 10 – very good.

Scoring mechanism: [points for each criterium] x [weight] (max. 10 points in total)

The eligible offer will be subject to scoring only if they meet compulsory selection criteria referred to in point 6 a) of this document.

7. Timeline and selection stages

- I. Starting date of the Request for Proposals – 13.05.2024
- II. Offer submission deadline – 03.06.2024
Offers should be sent by e-mail to ewa@eitfood.eu
- III. First evaluation of offers – until 23.06.2024
- IV. Online meetings could be organised with the potential tenderers to present the concept of the Activity implementation to the Principal and solve questions –between 04.06.2024 and 23.06.2024 (exact dates agreed by both parties)
- V. Final offer selection – 24.06.2024
- VI. Signing the agreement – between 25.06.2024 and 30.06.2024
- VII. Introduction meeting – between 02.07.2024 and 04.07.2024

8. Contact details from the Principal

- Alba Molina – Communications Officer South: ewa@eitfood.eu