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Request for proposals for the Future Harvest Academy delivery

EIT Food – Making Food Innovation Happen

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

V0.1 - 19 November 2020

<http://www.eitfood.eu>

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1. Overview

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

EIT Food aims to collaborate closely with consumers to develop new knowledge and technology-based products and services that will ultimately deliver a healthier and more sustainable lifestyle for all European citizens.

For more information about our company please visit the following website: www.eitfood.eu

1.2 PepsiCo Foundation

The **PepsiCo Foundation** is the philanthropic arm of PepsiCo, dedicated to creating a more sustainable, inclusive and resilient food system.

They partner with communities to help expand access to food, water, farming and workforce development opportunities. By listening and working together, they build trust and scale solutions intended to create lasting, positive impact for people around the world.

For more information visit the following website: <https://www.pepsico.com/about/pepsico-foundation>

1.3 Future Harvest Programme

Future Harvest, is a new multi-country programme **launched by the PepsiCo Foundation and powered by EIT Food**, designed to address one of Europe's most pressing agricultural challenges: the ageing farming population, lack of generational renewal, and the declining attractiveness of farming careers for young people.

The overarching objective of Future Harvest is to secure the future of European farming by equipping next-generation farmers with the skills, tools, and networks they need to thrive in a rapidly changing food system. The program aims to build resilience, sustainability, and profitability across farms while accelerating the transition to **regenerative and climate-smart agriculture**.

Future Harvest will operate during 2026 in France, Spain, the Netherlands, and Turkey to provide:

- **Training for 800 young people** (young farmers, successors, new entrants, students, and aspiring farmers) **through the Future Harvest Academy**
- Strengthened **intergenerational farmers connection**, peer to peer learning and community building to address farm renewal and succession
- Tailored **support to young smallholders** through business and regenerative agriculture mentoring.

2. Scope of work

This Request for Proposal (RFP) concerns the delivery of **the Future Harvest Academy** during 2026, which is the core entry-level learning component of Future Harvest.

2.1 Objectives of the Future Harvest Academy

The Future Harvest Academy is the educational component of the programme, **designed to train 800 young and/or aspiring farmers across France, Spain, the Netherlands, and Turkey (approximately 200 per country)**. Its objective is to equip participants with the core knowledge, practical skills, and motivation needed to enter or progress within the agricultural sector.

The Academy curriculum has been structured in **four core online modules** with the aim of:

- Upskill learners to **regenerative agriculture**, soil health, climate resilience, and sustainability.
- Strengthen farm business and **financial literacy**, including financial planning and profitability strategies.
- Build awareness of **digital tools** and innovation relevant to modern farming.
- Increase confidence, interest, and capacity among young people to pursue agricultural careers.
- Foster **entrepreneurial and leadership skills** to lead the transition to regenerative practices, start on farming and becoming role model for the sector

Delivery partners are not expected to design content from scratch but to adapt, contextualise and deliver the modules with strong relevance to national agricultural systems.

2.2. Detailed Work Scope

The supplier will be responsible for the **delivery, contextualisation, facilitation, monitoring, and evaluation** of the online Future Harvest Academy in the respecting country for 200 learners.

Core expectations

1. Adapt and co-design learning materials to reflect the local agricultural context (France, Spain, the Netherlands, or Turkey), including relevant case studies and farm examples
2. Deliver flexible, high-quality online training and problem-solving sessions covering the four Academy modules
3. Provide an engaging, interactive learning experience tailored to active young farmers, farm successors, and new entrants

Tasks detailed:

1. **Adaptation of Existing Training Content:** EIT Food already has an online training platform and existing core content. The supplier is required to:
 - ✓ Adapt content to agricultural reality (France, Spain, NL, Turkey).
 - ✓ Co-design additional materials with EIT Food where needed
 - ✓ Develop country-specific examples, **case studies**, and success stories.
 - ✓ Translate and localise where needed (language, terminology, cultural nuances, crop systems).
 - ✓ Ensure accessibility for young learners (including those outside the farming sector).

2. Learner Recruitment Support, Onboarding & Data Collection: including support EIT Food with **learner recruitment** using local networks and social media; Collect mandatory data and documentation, Respond to learner questions and support onboarding, Maintain communication with learners throughout the training
3. **Delivery of Interactive Online Training:** The Academy must include interactive workshops, Q&A sessions with experts, practical scenario based exercises (soil, biodiversity, digital tools, business), and real farm case studies relevant to different crops
4. **Learner Monitoring and Competence Assessment:** The supplier must monitor participation for all 200 learners and provide EIT Food attendance and engagement dashboards. Additionally, it will be responsible of creating a competency survey (provided by EIT Food template) and an endline competency analysis to assess learning improvement across key domains
5. **Coordination & Reporting**
The supplier must nominate a Project Manager to participate in monthly coordination meetings with EIT Food to provide progress and updates, including learner analytics. Deliver a final training report summarising results, challenges, and recommendations.

The tenderer should be collaborative and flexible for the maintaining regular contact with: EIT Food for general coordination, feedback, delivery and reporting and with other project suppliers to ensure logical transitions across programme components and to create cohesive participant pathways

Must-have capabilities

- Thorough knowledge of local agriculture & regenerative practices
- 3+ years' experience in training, facilitation, or event organisation
- Access to a network of local farmers, agronomists, cooperatives, or advisors
- Experience working with young people, new entrants or diverse rural audiences
- Ability to organise and deliver high-quality workshops and webinars
- Proven ability to adapt content to national specifics
- Strong communication skills & use of social media for outreach
- Fluency in **local language** + English
- Ability to comply with EIT Food's quality standards & GDPR requirements

2.4. Methodology and Organisation of Work

Tenderers should describe in their proposal:

- To which country are they applying to be tenderer
- Their pedagogical approach and learning design
- How they will localise content for the country and farming needs
- Their learner engagement strategy and workshops facilitation plan
- Their experience working with youth, farming audiences, or adult learning.
- The structure of their expert team (trainers, facilitators, Proposed national trainer/mentor profiles)
- Their approach to monitoring, and competences assesment
- Coordination mechanisms with EIT Food
- Risk management and quality assurance

Expected Deliverables and KPIs

Pre-Delivery: Country adaptation plan (FR, ES, NL, TR) with translated/adapted/co-designed materials. Learner onboarding materials with final academic agenda.

During Delivery: 10–20 hours of learning content adapted to four countries with at least **3 live online workshops**, problem solving sessions and at least **3 country-specific case studies**.

Post-Delivery: Finalised competency assessment results (baseline vs endline). Final Academy training report.

The supplier must commit to reaching the following KPIs:

- 200 learners onboarded.
- Minimum completion rate: 80%
- Live session attendance: ≥50% average.
- Learner satisfaction ≥ 4 out of 5.
- Minimum 70% learners improve their competency scores.

2.5. Timing and planning.

Phase	Timing
Content adaptation	January–March 2026
Recruitment support	February – March 2026
Academy delivery	Between April–June 2026
Competence assessment	July 2026
Final report	September 2026

3. Proposal Process

3.1. Participation

Participation in this proposal procedure is open to all eligible tenderers. Single entities or consortia are welcome to apply, provided they demonstrate the required experience, capacity and networks to deliver the services described.

In the case of a consortium, EIT Food will contract and make payments to one designated lead organisation, which will be responsible for coordination, delivery and contractual obligations on behalf of the consortium.

3.2. Submission of proposal

	Date
Sending out RFP invitations to the potential suppliers	12 th December 2025

Deadline for requesting clarification from EIT Food	18 th December 2025
Deadline for submitting proposals	10 days after sending out of the RFP 6 th of January 2026
Intended date of notification of award	15 th January 2026
Intended date of contract signature	20 th of January 2026

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

Contact name: for the attention of Mrs. Lara Rodriguez

E-mail: lara.rodriguez@eitfood.eu

The proposal shall contain:

- **the technical response to the service requested (point 2.4)**
- **the financial offer (the price for the services.)** The Financial offer shall be expressed in Euros, VAT shall be indicated separately

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 counterproposals, 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.

3.3. 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.

3.4. 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: for the attention of Mrs. Lara Rodriguez Ortega

E-mail: lara.rodriquez@eitfood.eu

EIT Food has no obligation to provide clarification.

3.5. 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.

3.6. 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.

3.7. 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.

3.8. Evaluation of proposals

The quality of each proposal will be evaluated by a committee including representatives of EIT Food and PepsiCo 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.

Technical Evaluation – 60 points

1. Experience & Competence (20 points)

- Relevant experience in training delivery (0–10)
- Experience in regenerative agriculture or farm advisory (0–10)

2. Methodology & Approach (20 points)

- Quality of contextualisation strategy (0–10)
- Quality of interactive workshop design & engagement strategy (0–10)

3. Team & Networks (10 points)

- Strength of team (trainers, facilitators, PM) (0–5)
- Strength of farming networks (0–5)

4. Feasibility & Timeline (10 points)

- Realistic plan aligned with required timeline (0–10)

Total Technical Score: 60 points

Financial Evaluation – 40 points

1. Price or total cost: lowest offered expert unit price will receive the highest score; the score for offers will be calculated in relation to that in linear equation

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.

3.9. 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

3.10. 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.

3.11. 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.

3.12. 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.

3.13. Annexes

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

Annex II: Declaration of Honour