



Call for expression of interest to organise momentous startup events and scouting in the Basque Country (Spain)

2021 | Application deadline: 7th of March 2021

EIT Food South is looking for one organisation based in the Basque Country to organise 3-4 start-up events and regional scouting to boost and connect the regional entrepreneurship ecosystem in 2021 (henceforth “the services”).

Application deadline: 7th of March 2021

Further details about EIT Food can be found at: www.eitfood.eu, and the principles of the EIT Regional Innovation Scheme are described at: <https://www.eitfood.eu/regional-innovation-scheme>. With respect to the present call, **EIT Food will not provide new information that has not already been included in this call document**, but can assist potential applicants by explaining the contents of this document (please contact Miriam Sastre miriam.sastre@eitfood.eu; Juliet Bray Juliet.bray@eitfood.eu)

The tender should be clear and comprehensive so that EIT Food is able to have a clear understanding about the tenderer, their ways of working with clients, their expertise and suggested services, and their delivery capacity in order to make an informed decision.

1. What is EIT Food?

EIT Food is one of the largest and most impactful food-related initiatives worldwide. As a Knowledge and Innovation Community (KIC) of the European Institute of Innovation and Technology (EIT), EIT Food connects partners from leading businesses, universities and research centres across Europe. It is a people-centric and resource-smart transformer of the European food system, driving consumer confidence and improved global health.

EIT Food’s vision is to put Europe at the centre of a global revolution in food innovation and production, and its value in society. EIT Food will engage consumers in the change process, improve nutrition and make the food system more resource-efficient, secure, transparent and trusted.



EIT Food has six strategic objectives:

- *Overcome low consumer trust*: support Europeans in the transition towards a smart food system that is inclusive and trusted;
- *Create consumer-valued food for healthier nutrition*: enable individuals to make informed and affordable personal nutrition choices;
- *Build a consumer-centric connected food system*: develop a digital food supply network with consumers and industry as equal partners;
- *Enhance sustainability*: develop solutions to transform the traditional 'produce-use-dispose' model into a circular bioeconomy;
- *Educate to engage, innovate and advance*: Provide 'food system' skills for more than 10,000 students, entrepreneurs and professionals through advanced training programmes;
- *Catalyse food entrepreneurship and innovation*: foster innovation at all stages of business creation.

EIT Food boosts the skills and entrepreneurial spirit in the sector and unlocks the potential of small and medium-sized enterprises (SMEs), which in turn will accelerate innovation, create jobs, benefit businesses and increase Europe's competitiveness.

2. What is EIT Food South?

As one of several EIT Food Co-Location Centres, CLC South was established in Spain in 2017 to build bridges between leading businesses, universities, research centres, institutes and the food market. It brings together partners from Italy, Israel, Spain, Greece, Portugal and Turkey. It has its headquarters in Bilbao and strong ties to the Basque ecosystem.

With a consumer-centric approach, our main goal is to deliver a healthier lifestyle for citizens by enhancing high-value-added cooperation and integration in order to stimulate innovation, talent development and consumer involvement.

One of our main focuses is to boost the ability to innovate of countries and regions in Europe that belong to the groups of so-called 'modest and moderate' innovators (according to the European Innovation Scoreboard). We invite you to get acquainted with the Regional Innovation Scheme programme and its projects here: <https://www.eitfood.eu/regional-innovation-scheme>.

3. What are we looking for?

The present call is launched by EIT Food to select 1 organisation that would become organiser of a series of EIT-Food startup events in the Basque Country with the aim of making an impact in the entrepreneurship regional ecosystem by bringing together key stakeholders around selected topics with a clear focus on agrifood.

Notably, we see creative potential in the following six focus areas, giving an opportunity to appeal to different audiences from farmers to tech influencers to corporates.



- Alternative proteins
- Sustainable Agriculture
- Targeted Nutrition
- Sustainable aquaculture
- Digital transformation of traceability
- Circular food systems

We wish to organise inspiring talks relating to each of these themes. The aim of the talks is twofold.

1: to connect local entrepreneurs with EIT Food Startups while providing inspiring real-life case studies of startups that have successfully developed solutions to address some of the key challenges in our food systems.

2: to build connections in the Basque Country, inspiring local industries, entrepreneurs and investors to participate.

The talks will bring together local industry players, investors, venture builders, accelerators, incubators and industry experts to connect, gain inspiration and exchange ideas and to discuss the current state and challenges of the local agrifood ecosystem in relation to innovation and entrepreneurship.

In addition to reinforcing the local startup ecosystem and connecting local stakeholders, these events will provide an opportunity to introduce EIT Food programmes and activities to local agrifood startups and support scouting for potential local participants to apply to join EIT Food entrepreneurship programmes.

In parallel, we wish to organise a series of application workshops for Basque entrepreneurs, including a dedicated workshop to help these startups increase their chances to access the EIT Food programmes. To reach a broader audience, the selected agency will support EIT Food in the dissemination of the workshops and the scouting of local startups. The agency should advise on the best locations to hold these application workshops in order to attract the greatest number of interested participants.

Most communications must be developed in **British English or Spanish**, but translations/adaptations to Basque will also be requested for specific objectives. Furthermore, our brand guidelines must always be respected: <https://www.eitfood.eu/branding/> and any communication shall follow the necessary internal approval process.

We are open to your suggestions as to what you feel is the highest priority in terms of activities, topics, channels etc. for meeting our objectives. However, we would expect an agency with good connections within the Basque entrepreneurship field and with experience in startup events.



4. Events format, scouting and requirements

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

- Design, produce and manage 4 to 6 startup inspiring talks in the Basque Country, with a minimum attendance of 25 people preferably face-to-face.
- Design and implement the application workshops at key locations to attract the relevant participation of students studying entrepreneurship, engineers or individuals with entrepreneurial ideas in the agrifood sector.
- Design the agenda and date in coordination with EIT Food, including the selection of speakers, some of them linked to the six focus areas.
- Host the hybrid events (providing free access to the participants) in a robust e-platform (e.g. Zoom, Gotomeeting, Webex, etc.) that allows the display of EIT Food full branding.
- Conduct the online events, including the following tasks: lead and moderate the different sessions, control timing of speakers, and facilitate/dynamise the sessions by encouraging the active participation of participants.
- Develop graphic dissemination materials, always respecting EIT Food branding.
- Lead a dissemination campaign through social media before the event (Twitter, LinkedIn, etc.) and promote 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.
- Cooperate in the creation and dissemination of a press release amongst regional media to announce the series of events.
- Support EIT Food in the scouting of a minimum of 20 Basque startups that will apply to join EIT Food entrepreneurship programmes.
- Support EIT Food in the scouting and registration of a minimum of 10 Basque women entrepreneurs to join the EIT Food EWA Masterclass, organised between September and November 2021.
- Prepare a brief report on the outcomes of all the actions by the end of December, including registrations, database, communication actions and media appearances.

5. Timeframe

Delivery of the above activities: before end December 2021 and in alignment with other EIT Food programmes. There is potential to expand on this scope of work beyond end December 2021, depending on the success of the actions and future funding and the timing of receipt of funding from EIT.

In the case of continuing activities in 2022, all tasks and budget will be established in a new agreement and the corresponding selection procedures would be applied again.



6. What do we do need from you?

If you are interested to work with us, please confirm your interest by sending us a concise proposal outlining the following **before March 7th**:

- Portfolio. A description of the services offered and showcasing your prior experience within the agrifood sector, especially, if possible, within EIT Food.
- Other information you may find relevant, including:
 - o case studies and events organised which demonstrate you understand EIT Food content and have achieved similar objectives
 - o team formation, with the biographies of the organisers and moderators
- A detailed budget.
 - o Please note: budgets should **include all your costs** and should be submitted in euros.

Language of proposal: English/Spanish

If your proposal is accepted by the EIT Food team, we will send you 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.

Contacts: Miriam Sastre (e-mail: miriam.sastre@eitfood.eu) and Juliet Bray (e-mail: juliet.bray@eitfood.eu) with “Basque Event Organiser and Scouting | Proposal | 2021” as the subject of the email.