



## Call for expressions of interest to organize the EIT Food Startup Awareness Events in Bulgaria and Serbia

***EIT Food is looking for the organisations based in Bulgaria or Serbia that would organize the EIT Startup Awareness Events for the local early-stage agrifood startups and the members of the local food ecosystem in November-December, 2019.***

***Application deadline:*** 29 September 2019.

***Application template:*** see Annex.

Further details about EIT Food can be found at: [www.eitfood.eu](http://www.eitfood.eu), and the principles of the EIT Regional Innovation Scheme are described at: <https://eit.europa.eu/activities/outreach/eit-regional-innovation-scheme-ris>. 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 the potential applicants by explaining contents of this document (please contact Yulia Bodnar from CLC North-East ([yulia.bodnar@eitfood.eu](mailto:yulia.bodnar@eitfood.eu))).

### 1) Background information: 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 bio-economy;
- *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) Background information: EIT Food Startup Awareness Event

To gain more visibility in Bulgaria and Serbia, EIT Food would like to organize Startup Awareness Events in those countries (one event per country). The main goal of the events will be to introduce EIT Food programs and activities to local agrifood startups and scout potential participants for entrepreneurship programs of EIT Food in 2020. The events will also aim to bring together the members of the local agrifood ecosystem and initiate the discussion about the current state and challenges of the ecosystem in relation to innovation and entrepreneurship.

The present call is launched by EIT Food to select organisations that would become an organizer of the Startup Awareness Events in Bulgaria and Serbia (one event per country). The selection process is implemented as an open call managed by EIT Food, Co-Location Centre North-East, using clear and transparent selection criteria.

### 2.1. Event format and requirements

The proposed format of the event should consist of 2 parts:

- 1) A training program/workshop for early-stage agrifood startups. The organizer will scout innovative early-stage agrifood companies and invite them for the workshop on a chosen topic (e.g. business modelling, sales, pitching, marketing, customer discovery, etc.) run by an invited local or foreign speaker (min. 6 hours/360 minutes with max. 1,5 hour for breaks).
- 2) A networking event for the members of the local food and innovation ecosystem (startups, investors, food companies, universities and research centers, NGOs, etc.). The event will serve as a platform to discuss the current challenges in the local food system and present the EIT Food activities to the invited audience (min. 5 hours/300 minutes with max. 1 hour for breaks).

The two parts of the events should be organized on two consecutive days in mid-November/early December.

The applicants are welcome to introduce more detailed information to the proposed format of events to better realize the purpose of the event in target countries. The selected organization will work closely with EIT Food on customizing the format and schedule of the event to the peculiarities of the local agrifood and startup ecosystem.

### 2.2. Event budget

The selected organization will sign a subcontracting agreement with EIT Food's Co-Location Centre North-East with gross funding of up to 7,500€ (per event) to cover the eligible costs of the Startup Awareness Event.

When applying for the call, interested organisations should submit an agenda proposal aligned with the event format requirements and a short budget proposal listing the all costs associated with event planning and organisation. Please note that the following expenses are obligatory to be included into



the budget proposal: event photography and video recording (after movie), catering for the networking part, costs of room's renting and speakers.

### **3) Applications to organize the EIT Food Startup Awareness Day**

EIT Food invites organisations from Bulgaria and Serbia to submit their proposals to become an organizer of the EIT Food Startup Awareness Day.

#### **3.1. Countries or regions targeted by the call**

One application should concern one of the following countries:

- 1) Bulgaria or
- 2) Serbia.

The applicant could prepare only one application (for one country).

#### **3.2. Eligible organisations**

- Legal persons<sup>1</sup> (such as companies, incubators or accelerators, higher education institutes, research institutes, non-governmental organisations),
- Operating in a country/region targeted by the call,
- Able to sign a subcontracting agreement with EIT Food's Co-Location Centre North-East and act as a subcontractor in a project funded based on Horizon 2020/EIT modalities,
- Recognized as important players in the local innovation ecosystems with strong regional outreach,
- Experienced in supporting entrepreneurs,
- Capable of organising local events and workshops,
- Able to organize the EIT Food Startup Awareness Day in in the timeframe from mid-November to early December 2019.

#### **3.3. Benefits for organisations selected as EIT Food Startup Awareness Event organizers**

Two candidates chosen by EIT Food to organise the event will be offered the following benefits:

- Ability to benefit from the association with EIT Food and the EIT community (as subcontractors in EIT Food activities);
- Subcontracting agreement with EIT Food's Co-Location Centre North-East with gross funding of up to 7,500€ (per event) to cover the eligible costs of the EIT Food Startup Awareness Event's planning and organisation;
- Knowledge and organisational support of EIT Food and CLC North-East in organising and implementing the event.

Organising the EIT Food Startup Awareness Event shall be considered an opportunity to become associated with EIT Food, establish relations with its community and potentially become better

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<sup>1</sup> Consortia are not eligible in this call.



embedded in the EIT Food activities. The selected organisation will also benefit from the increased visibility in their local innovation ecosystems, strengthening their position on the regional and national levels.

### 3.4. Selection process

Interested and eligible organisations are invited to **submit their applications by September 29, 2019**, using the “**EIT Food Startup Awareness Event – Application Form**”. **Please send the electronic version of the application, based on the form provided below, to: [yulia.bodnar@eitfood.eu](mailto:yulia.bodnar@eitfood.eu)**. Incomplete applications or applications submitted by ineligible organisations will be automatically rejected. Complete applications received by EIT Food will be evaluated by a committee including representatives of EIT Food and external experts using selection criteria presented in point 3.5. EIT Food reserves the right to designate the subcontractors only if the submitted applications ensure the excellence and value for money, and to relaunch the call if the present selection process would not yield satisfactory results. EIT Food reserves the right to contact the applicant organisations by e-mail or phone asking for additional explanations or supporting documents, and to schedule selection interviews with short-listed organisations. All applications will be evaluated using transparent selection criteria and the results of the call will be published by EIT Food on its website and selected organisation will be required to sign subcontracting agreements with EIT Food’s Co-Location Centre North-East (Warsaw).

### 3.5. Selection criteria

All proposals will be evaluated taking into account the following criteria, related to the applicant organisation and EIT Food Startup Awareness Event:

1. Experience in training and supporting entrepreneurs and innovative early-stage ventures (examples of the most relevant workshops/trainings/programs of your organisation from 2016-2019 that were provided to early-stage startups from your region including short description of these activities, key outcomes and impact);
2. Experience in the organisation of events in the field of agri-food concerning innovation/entrepreneurship/foodtech (examples of the most relevant events/projects in the field of agrifood that were organized by your organisation in 2016-2019 including short description of these activities, type of your engagement in the project, project partners, sources of funding, key outcomes and impacts);
3. Role in the ecosystem (familiarity with the agri-food industry in the target country; existing contacts and projects with relevant local stakeholders; existing pipeline of early-stage innovative startups);
4. Approach to the organization of EIT Food Startup Awareness Event (proposed event format, speakers and how they correspond to the purpose of the event outlined by EIT Food);
5. Cost of service planned by applicant.

Criteria 1-4 will be evaluated on a 0-15 scale: 0 – not satisfactory; 5 – satisfactory; 10 – good and 15 points – very good. The application can receive max. 60 points for criteria 1-4. In criterion 5 application with the lowest price will receive 40 points while other applications will receive proportionally lower numbers.

### 3.6. EIT Food Startup Awareness Event – Application Form

Please fill in the application form, ensuring that **all fields** are completed. Please submit the application in electronic format **both as PDF and editable MS Word files** by 29 September 2019 to: [yulia.bodnar@eitfood.eu](mailto:yulia.bodnar@eitfood.eu). Applications incomplete or sent after the deadline will be rejected. Please do not provide further supporting documents and capture all relevant information in this form.

<b>1. What country are you applying from (<u>underline one</u>)?</b>		
Bulgaria	Serbia	
<b>2. Name of the applicant organisation in English</b>		
<b>3. Name of the applicant organisation in local language</b>		
<b>4. Legal form</b>		
<b>5. Office address (street, city, country)</b>		
<b>6. Website address</b>		
<b>7. Type of organisation (<u>underline one</u>)</b>		
business enterprise	higher education institute	public research organisation
knowledge transfer intermediary (incl. industry association, innovation cluster, technology park, entrepreneurship support organisation)		
other (please specify)		
<b>8. Name of contact person</b>		
<b>9. Position</b>		
<b>10. E-mail</b>		
<b>11. Phone</b>		
<b>12. Year of establishment of your organisation</b>		
<b>13. Total number of employees</b>		
<b>14. Please list social media channels currently used by your organisation (with web addresses):</b>		
Facebook		
Twitter		
LinkedIn		
YouTube		
Other (please specify)		
<b>15. Please provide a brief description of your organisation and its main activities.</b>		
<b>16. Please provide examples of the most relevant workshops/trainings/programs of your organisation from 2016-2019 that were provided to early-stage startups from your region including short description of these activities, key outcomes and impact [Experience in training and supporting entrepreneurs and innovative early-stage ventures].</b>		

<p><b>17. Please provide examples of the most relevant events/projects in the field of agrifood that were organized by your organisation in 2016-2019 including short description of these activities, type of your engagement in the project, project partners, sources of funding, key outcomes and impacts [Experience in the organization of events in the field of agri-food dedicated to innovation/entrepreneurship/foodtech]:</b></p>
<p><b>18. Please present familiarity with the agri-food industry in the target country; existing contacts and projects with relevant local stakeholders; existing pipeline of early-stage innovative startups [Role in the ecosystem]</b></p>
<p><b>19. Please describe the agenda, dates, location and speakers and how they correspond to the purpose of the event outlined by EIT Food [Approach to the organization of EIT Food Startup Awareness Event]</b></p>
<p><b>20. Please propose the event gross budget (in EUR), taking into account the guidelines provided by EIT Food (page 2). [Cost of service planned by applicant]</b></p>
<p><b>21. Would you like to add any other information relevant to this call and application?</b></p>

*By submitting this application form, I confirm that the information provided above correctly represents the scope of activities and plans of my organisation. I understand that the information provided in this form may be used to define obligations and performance targets of EIT Food Hub in subcontracting agreement. I give consent to processing the application by EIT Food, its Co-Location Centres and external experts involved in the evaluation process, and am willing to cooperate to provide further information or documents confirming the facts presented above. If selected by EIT Food, I declare the willingness to act as the organizer of the EIT Food Startup Awareness Event in 2019 based on conditions described in the "Call for expression of interest to organize the EIT Food Startup Awareness Event in Bulgaria and Serbia".*



**Date, place** .....

**Name of the person submitting the application** .....

**Position** .....

**Organisation submitting the application** .....