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Request for Proposal
for ReGrow.UA Activity in Ukraine in 2025
(KAVA no. 18253-25)

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ANNEX 1 EIT FOOD KPIs

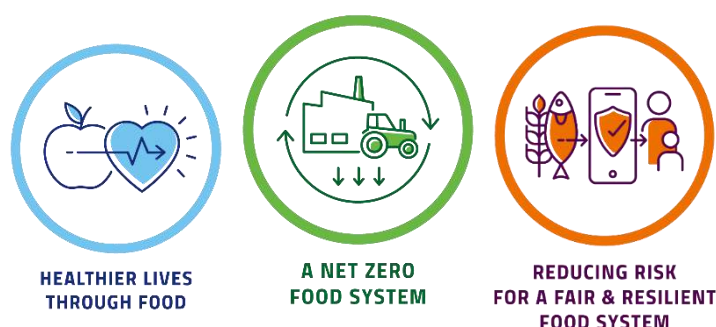
ANNEX 2 – APPLICATION FORM

1. Introduction

EIT Food is the world's largest food innovation community, creating connections right across the food system. Supported by the European Union (EU), we invest in projects, organisations and individuals which share our goals for a healthy and sustainable food system.

We have built a unique not-for-profit business to carry out transformative programmes in skills, education, entrepreneurship, start-up investment and communications. We deliver these programmes in partnership with our members to create a culture and build a community which sees the long-term value in the food innovation we fund.

Our Missions



EIT Food's Missions respond to major societal challenges within the food system. The alignment of our chosen challenges towards United Nations Sustainable Development Goals (SDGs) and EU policy is detailed in our main funding [strategy document](#) agreed with EIT (European Institute of Innovation & Technology). For more about our Missions-led approach please visit [our website](#).

About EIT Food Regional Innovation Scheme (RIS)

The EIT Regional Innovation Scheme (EIT RIS) is the EIT Community's outreach scheme introduced in 2014 to share good practices and experiences emerging from EIT Community activities. The EIT RIS provides targeted support to individuals and organisations to take part in and benefit from EIT Innovation Communities' activities, services and programmes.

EIT Food RIS aims at strengthening those regions in Europe which are modest and moderate in terms of innovation in the agri-food sector. It is open to innovators that are not partners of EIT Food and supports targeted stakeholders through a portfolio of projects.

2. Overview of the ReGrow.UA Activity

EIT Food CLC North-East Sp. z o.o. ("EIT Food CLC NE") is inviting Ukrainian organizations to propose and implement targeted initiatives that support entrepreneurship, business growth, and resilience in Ukraine's agrifood sector.

- **Deadline:** 30.05.2025
- **Application Template:** See ANNEX 2– APPLICATION SUBMISSION FORM

This call aims to foster **innovation, resilience, and sustainability** in Ukraine's food sector amid ongoing challenges. The supported initiatives should contribute to long-term economic recovery, food security,

and the modernization of Ukraine's agrifood system. This initiative is fully aligned with **EIT Food's missions** to create a healthier, more transparent, and more resilient food system in Europe.

At the same time, the projects will contribute to **Ukraine's recovery efforts**, reinforcing the country's economic stability and food security. By fostering innovation and entrepreneurship, these initiatives will help rebuild and modernize Ukraine's food system, aligning with the country's broader reconstruction strategy.

Supported initiatives should fall within one or more of the following areas:

1) Training & Skill Development for Ukrainian Startups – Equipping early-stage entrepreneurs with essential business, technical, and market knowledge to accelerate innovation in agrifood. Example activities:

- A series of online or offline workshops on agrifood business development;
- A short-term mentoring program connecting startups with experienced agrifood entrepreneurs;
- Training programs for entrepreneurs from rural areas to help small agrifood businesses refine their market positioning, branding, and retail/export readiness through workshops and mentorship.
- A practical workshops on implementing digital tools for small-scale farmers;
- Organizing a comprehensive training program on innovative food safety practices and quality control for small producers, including mentorship to implement these practices in production processes.

2) Market Access & Value Chain Integration – Helping mature startups and scale-ups expand into new markets, strengthen supply chains, and enhance competitiveness. Example activities:

- Organizing a matchmaking event between Ukrainian agrifood startups and EU distributors;
- Developing an export readiness training for scale-ups;
- Conducting a small-scale market analysis and strategy development for Ukrainian food producers;
- Supporting Ukrainian agrifood companies in entering new markets, and business follow-ups to facilitate real partnerships and investment opportunities.

3) Social Entrepreneurship & Impact Initiatives – Supporting initiatives that create both economic and social value:

- ***Veteran Reintegration*** – Helping agrifood businesses led by or employing veterans. Example activities: A short training program for veterans on launching agrifood ventures; a local initiative pairing veterans with farm owners for employment.
- ***Women's Economic Empowerment*** – Reskilling women for agrifood careers and leadership roles. Example activities: A practical training on food production or agribusiness for women; a networking event for women agrifood entrepreneurs.
- ***Entrepreneurial Activation for IDPs*** – Helping internally displaced persons (IDPs) launch agrifood ventures. Example activities: A micro-business training program for IDPs in agrifood; a seed-funding competition for small agrifood initiatives led by IDPs.
- ***Community-Led Food Security Initiatives*** – Encouraging cooperative farming, local food networks, and social enterprises addressing food access issues. Example activities:

- Launching a small-scale urban farming initiative; establishing a local food-sharing network in rural areas;
- Inclusive business development programs – which support underrepresented groups, vulnerable & marginalized communities in agrifood entrepreneurship by providing training, mentorship, and market access opportunities.

4) Solutions for Overcoming War Consequences – Addressing critical post-war challenges such as:

- ***Field Demining & Soil Decontamination*** - Support safe return to farming on post-conflict land. Example activities:
 - Training and workshops on identifying land risks and using low-cost soil remediation methods (e.g. phytoremediation);
 - Mentoring for local agronomists and farmers on safe cultivation practices in demined areas.
- ***Storage & Supply Chain Resilience*** – Strengthen logistics and food system infrastructure in war-affected regions. Example activities:
 - Workshops on building modular or mobile storage units using local materials;
 - Training for farmers and cooperatives on cold chain solutions and inventory management.
 - Mentorship for agritech start-ups developing scalable post-harvest innovations.
- ***Rebuilding Agrifood Production Lines*** – Help businesses restart and modernize food processing operations. Example activities:
 - Practical sessions on retrofitting damaged facilities and optimizing low-cost production setups;
 - Mentorship for food entrepreneurs and displaced business owners developing recovery or scale-up plans.

Additionally, other innovative initiatives that do not fully fit within these categories but contribute to the resilience and development of Ukraine's agrifood sector may also be considered, provided they are **well-justified, realistic within the funding scope, and aligned with EIT Food's mission and Ukraine's recovery goals**.

3. Who can apply

EIT Food CLC North-East is seeking applications from organizations (legal entities or consortia with a designated lead organization, which must be a legal entity) that are capable of designing and delivering the proposed activities in Ukraine in 2025.

The proposed activities must target beneficiaries who are 18 years of age or older. Eligible activities may focus on strengthening local ecosystems, developing entrepreneurial or technical skills, or addressing specific challenges relevant to the agrifood or food innovation landscape.

Funding under this call is open to all eligible organizations based in EU Member States and Horizon Europe Associated Countries, including Ukraine.

The selected organization(s) will be responsible for the development, delivery, monitoring, and reporting of the Re:Grow.UA Activity. A dedicated contact person must be assigned to maintain close coordination with the EIT Food CLC North-East team throughout the Re:Grow.UA project lifecycle.

3.1 Applicant Requirements

Legal and Administrative Criteria:

- Be a legally established entity capable of signing an agreement with EIT Food CLC North-East. Selected organization(s) will sign a standard EIT Food subcontract agreement. A template of the agreement is available upon request to help applicants understand key contractual obligations prior to submission.
- Operate within Ukraine and have a solid regional presence and network.
- Have been active for at least two years prior to the application deadline.
- Entrepreneurial support track record (required if proposing a training-oriented activities): Applicants should demonstrate prior success in delivering programs for start-ups or early-stage entrepreneurs, such as incubators, accelerators, or mentorship-based initiatives. This includes experience in scouting, training delivery, and post-program support.

Consortia Applications:

Applications from consortia are welcome. A consortium may include up to three organizations with complementary expertise. Working together enables resource sharing and reduces operational risk, contributing to a more efficient and resilient project implementation.

3.2 Application Requirements

To be eligible, applicants must:

- Submit a complete application using the designated template.
- Provide detailed responses in all required sections of the form.
- Submit the application in English by the stated deadline.

Incomplete or ineligible applications will not be considered. All applicants are advised to review the eligibility criteria carefully. Failure to meet any of the above conditions will result in disqualification. Ineligible applicants will be notified accordingly.

4. Tasks & Deliverables

The selected organization(s) will play a pivotal role in implementing the EIT Food ReGrow.UA Activity in Ukraine for 2025. They will be responsible for a comprehensive set of tasks and deliverables covering the full lifecycle of the ReGrow.UA Activity, including strategic planning, content adaptation, participant scouting and recruitment, implementation, stakeholder engagement, and rigorous monitoring and evaluation.

While deliverables may be tailored to better suit the specifics of proposed activities, all core tasks outlined below must be carried out in alignment with EIT Food's mission and the strategic goals of the ReGrow.UA Activity.

All tasks described below must be clearly presented and justified in the Application Form.

All materials and deliverables produced under this activity will remain the property of the implementing organization(s), with EIT Food granted a royalty-free, non-exclusive license to use, publish, and disseminate the results for communication and educational purposes, in line with EIT Food's mission

4.1. Action Plan Development

Applicants must present a comprehensive plan that outlines the structure and timeline of the proposed activities. This action plan will serve as the foundation for coordination with EIT Food CLC North-East, must reflect a realistic and context-aware approach and should include:

- A clear preliminary agenda with stages and formats (e.g., trainings, workshops, mentoring, peer-to-peer learning sessions, study visits);
- A detailed and realistic implementation timeline (implementation of the ReGrow.UA Activity should be finished until the beginning of December 2025);
- A defined budget, with justified allocation of funds;
- Description of the target group(s) and outreach strategy.

4.2. KPI Definition and Supporting Documentation

Applicants should:

- Select relevant **EIT Food KPIs** (See Annex 1) to be achieved, including clear target values.
- List and describe the supporting documents to be collected to demonstrate how each KPI will be measured and validated (e.g., signed participant forms, group presentations, media materials, NDAs with experts, description of the solutions etc.)

Applicants are encouraged to propose additional **custom KPIs** relevant to the goals of their proposed activity. These may include, for example: the number of jobs created as a result of the ReGrow.UA Activity; the number of participants who successfully launched an enterprise; or the number of new partnerships formed between Ukrainian and EU-based agrifood actors. Suggested KPIs should be specific, measurable, and supported by a clear validation method.

All selected and custom KPIs, along with validation methods and documentation, must be clearly described in the Application Form.

4.3. Communication & Visibility Plan

Applicants should include a communication strategy that covers the following tasks, which must be described in the Application Form:

- **Promotional approach:** use of social media, partner networks, press outreach, and a dedicated landing page;
- **Visibility & branding:** all materials must comply with EIT Food branding and copyright guidelines;
- **Dissemination plan:** at least three national-level media mentions are expected, along with wider outreach through networks and online channels.

At the end of the ReGrow.UA Activity, the selected organization(s) must **submit a final report** (not later than 15th December, 2025) including among others summary of outcomes and KPIs achieved, participant feedback and lessons learned, success stories, photos, media coverage report, and all required supporting documentation.

5. Funding & Payment Terms

The selected organisation(s) will sign an agreement with EIT Food CLC North-East for **a total gross funding of EUR 40,000** to cover the eligible costs of implementing ReGrow.UA project activities in 2025. The agreement will be valid until **31 December 2025**. The remuneration will be paid in two instalments: (1) 50% of the total budget upon signature of the agreement, and (2) the remaining 50% upon submission and final approval of the final report by EIT Food CLC North-East, **no later than 22 December 2025**. Both payments will be processed based on invoices issued by the selected organisation(s). If the agreed performance targets (“indicators of activity”) are not achieved, the final payment may be reduced accordingly.

6. Submission of Proposal & Evaluation

Action	Date
Application close	30 May 2025
Evaluation period	2-13 June 2025
Notification of results	By 13 June 2025

6.1 Application Submission

Applications must be submitted in English using the designated application template.

Please ensure that all fields in the application form are completed accurately.

Submit the application in electronic format as both PDF and editable MS Word files to: vira.voievodina@eitfood.eu.

The deadline for submission is: 30 May 2025, 13:00 CEST.

Late, incomplete, or non-compliant applications will not be eligible for evaluation. Applications submitted by ineligible organisations will be automatically rejected. EIT Food reserves the right to contact applicant organisations by email or phone to request clarifications, additional documentation, or to schedule additional interviews with shortlisted applicants.

6.2 Evaluation Process

All submitted applications will undergo an eligibility check and evaluation to determine their feasibility and suitability for funding. The evaluation will be conducted by at least 3 evaluators, who have been selected in an open and transparent process.

All submitted proposals will remain confidential and will not be opened before the formal evaluation process begins. EIT Food ensures fair and transparent assessment in line with procurement standards.

Evaluation Criteria

#	Criterion	Description	Score
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1	Support for Innovation and Capacity Building	Demonstrated experience in delivering support services such as training, mentoring, or community-based development — ideally including work with entrepreneurs, small businesses, or innovation-focused initiatives.	0–5
2	Innovative and Adaptive Event Delivery	Proven ability to organize effective, low-cost, and locally adapted entrepreneurship activities, including hybrid or decentralized formats.	0–5
3	Integration in Local Ecosystem	Strong connections with the local startup, academic, civic, and business communities to ensure reach, recruitment, and collaboration.	0–5
4	Customization to Ukrainian Needs	Clear strategy for tailoring the project to the Ukrainian context and ensuring relevance to local realities.	0–5
5	Budget Justification and Value for Impact	Well-structured and realistic budget, demonstrating cost-effectiveness and strong alignment between spending and expected outcomes.	0–5

Each evaluation sub-criterion will be scored from 1 to 5 using the following scoring system. The application can receive a maximum of 25 points.

Score		Description
0	Not addressed	Not addressed
1	Poor	The criterion is inadequately addressed, or there are serious inherent weaknesses
2	Fair	The application broadly addresses the criterion but there are significant weaknesses
3	Good	The application addresses the criterion well, but several shortcomings are present
4	Very good	The application addresses the criterion very well, but a small number of shortcomings are present
5	Excellent	The application successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

7. Administrative Items

7.1 Appeal to Results

Applicants may submit an appeal within 5 calendar days of receiving evaluation results. Appeals must be submitted via email to vira.voievodina@eitfood.eu with the subject line 'Appeal – ReGrow.UA RFP 2025'. Appeals will be reviewed in accordance with the [EIT Food Redress Mechanism](#).

7.2. EIT Food Legal Framework & Legal Documents to be signed

Selected applicants will receive a second communication with instructions regarding the completion of the following documents, as well as agreeing to EIT Food's conflict of interest policy.

7.3 Monitoring

The ReGrow.UA Activity will be monitored and may be audited.

7.4 Support

If you have any questions about this Request, please contact vira.voievodina@eitfood.eu.

All communication between EIT Food and applicants is only possible in writing, all requests will be done and answered by e-mail only. All questions should be sent before the application deadline.

ANNEX 1 EIT FOOD KPIs

ANNEX 2 – APPLICATION FORM