

# Request for Proposals to Organise EIT Food Startup Awareness Activity in Spain

**EIT FOOD SOUTH**

**DEADLINE: 1 JUNE 2025**

*EIT Food South* is looking for entities to organise the EIT Food Startup Awareness Event for the local agrifood ecosystem in July -December 2025

The organisations invited to apply for this call should be based in one of the following countries: **Spain**

*Application deadline:* **1 June 2025, 23:59 CET.**

*Application template:* see Annex.

## **Background information: EIT Food**

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.

### EIT Food Competency Framework

The EIT Food has defined a **Competency Framework** that identifies the key competencies and capabilities required for innovators and entrepreneurs to possess to drive effective change in the food system. Each of these consisting out of four competency levels. Ranging from exploring the foundations of the skill, to possessing the ability to positively transform the food system as we know it. The EIT Food Competency Framework consists of eight priority areas to develop talent in the food system:

- **Entrepreneurship**. The ability to recognise, develop and act on entrepreneurial opportunities in a range of organisation settings, and to play an effective role in new venture formation and growth.

- **Problem-solving.** The ability to analyse and understand the problem space, generate new ideas, assess their validity, and co-create solutions.
- **Critical thinking.** The ability to assess facts and evidence to drive decision-making, including constructive questioning of the status quo.
- **Leadership.** The ability to be an effective leader, and to mobilise resources efficiently to accomplish a goal based on responsible management practice.
- **Communication.** The ability to drive interpersonal communication and translate complex ideas for different audiences.
- **Technology management.** The ability to use emerging technologies in (radical or breakthrough) innovation processes.
- **Data management.** The ability to develop and use digital tools with the purpose of accessing, managing, analysing and interpreting data.
- **Food systems.** The ability to analyse the food system, appraise current and future sustainability challenges, and develop appropriate responses using system approaches.

EIT Food's educational activities, workshops and training for students, startups and other stakeholders shall support the development of at least two priority areas.

**Background information:** EIT Food Startup Awareness Event

The present call is launched by EIT Food South to select one organisation that would become organisers of the EIT Food Startup Awareness activity (Workshop, Networking, Gathering ...). Each organiser will organise one event in their country (the "Event").

The main goal of the event will be to introduce EIT Food programs and activities to the local agrifood and innovation ecosystem and scout for potential participants for EIT Food entrepreneurship programs. The Event 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.

### **Programme** format and requirements

The modality of the Event will be in person, with the possibility to streamline the Event to have greater reach. The details on formats and timeline are going to be decided based on proposals from applicant organisations.

Activities can be run in local language.

The applicants are welcome to introduce more detailed information to the proposed format of the Event to better realise the purpose. Please note the event has a learning component which should be aligned with EIT Food learning guidelines. The selected organisation will work closely with EIT Food South on customising the format and schedule of the Event to the peculiarities of the local agrifood and startup ecosystem.

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 costs associated with the Event planning and organisation.

### **Event budget**

The total budget for the organisation of the Event will be of no more than €17,000. The selected organisation will sign a subcontracting agreement with EIT Food South. On top of this funding, the selected organisation will

provide with a minimum of €2,000 of co-funding in kind, in cash or as sponsorship.

### Event content

The event will serve as a platform to 1) discuss the current challenges and opportunities in the local food system, 2) present and get to know the EIT Food activities to the invited audience and 3) foster a learning environment for participants.

**The purpose** is building a strong community and ecosystem around the Event to foster networking, collaboration, and knowledge sharing among participants.

**Target Audience:** startups, investors, food companies, universities and research centres, Ministries, Innovation Agencies, companies from the agri-food sector, clusters, farmer associations. It will be required a **minimum attendance of 60 people** to the networking event.

**Duration** min. 3 hours/180 minutes in person with streamline if possible.

The Event organiser will be responsible for venue selection, marketing and promotion, speaker recruitment, agenda planning, logistics management, attendee engagement, and post-event follow-up as well as for sponsor recruitment support, logistical support, and financial assistance or sponsorship opportunities.

Collaboration and partnerships between Event organizers, sponsors, speakers, and other stakeholders are highly encouraged to enhance the quality and impact of the Event.

### 1. Applications to organise the EIT Food Startup Awareness Event

### Eligible organisations

- Legal entities (such as companies, incubators or accelerators, innovation centres, higher education institutes, non-governmental organisations);
- Operating in a country/region targeted by this Request;
- Able to sign a subcontracting agreement with EIT Food South and act as a subcontractor in a project funded based on Horizon Europe/EIT modalities;
- Recognised as important players in the local innovation ecosystems with a strong regional outreach;
- Experienced in entrepreneurship support;
- Experienced in the organisation of events/workshops locally, face to face and online;
- Able to organise the EIT Food Startup Awareness Event in the respected timeframe between June and November;
- Committed to contribute to achieving KPIs and comply with the accreditation requirements.

### **Benefits for organisations selected as EIT Food Awareness Event organisers**

Organisations 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 South with gross funding of up to 15,000€ (per the “Event”) to cover the eligible costs of the EIT Food Startup Awareness Event’s planning and organisation;
- Expertise and organisational support of EIT Food 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 become better 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.

### Selection process

**Interested and eligible organisations are invited to** submit their applications in English by **23:59 CET on 1 June 2025** using the **“EIT Food Startup Awareness Event – Application Form”**. Please send the electronic version of the application, based on the form available.

Incomplete applications or applications submitted by ineligible organisations will be automatically rejected. Complete applications received by EIT Food South will be evaluated by a committee including representatives of EIT Food using selection criteria presented in point 3.5.

EIT Food South reserves the right to designate the subcontractors only if the submitted applications ensure the excellence and value for money, and to relaunch the Request if the present selection process would not yield satisfactory results. EIT Food South 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. The selected organisations will be required to sign subcontracting agreements with EIT Food South. If for some reasons on the part of chosen organization the subcontracting agreement is not signed in a month after the announcement of the call results, EIT Food South may select another applicant based on the ranking lists without launching additional Request.

### Selection criteria

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

1. **Experience in training and supporting innovative startups** (examples of the most relevant workshops/trainings from 2020-2024 that were provided by applicant organisation to entrepreneurs and startups from the region, including short description of these activities, key outcomes and impact);
1. **Experience in organisation of events in the field of agrifood concerning innovation/entrepreneurship/foodtech** (examples of the most relevant events/projects in the field of agrifood that were organised by applicant organisation in 2020-2024 including short description of these activities, type of engagement in the project, project partners, key outcome, etc.);
1. **Role in the ecosystem** (familiarity with the agrifood industry in the target country; existing contacts and projects with relevant local stakeholders; existing pipeline of early-stage innovative startups);
1. **Approach to the organisation of** the EIT Food Startup Awareness Event: proposed Event format, specific topics, speakers and how they correspond to the purpose of the Event outlined by EIT Food;

1. Co-funding (minimum €2.000);
1. **Cost of service** planned by applicant organisation.

Criteria 1-5 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. 75 points for criteria 1-5. In criterion 6 application with the lowest price will receive 40 points while other applications will receive proportionally lower numbers.

### **Appeal on Evaluation Results**

Applicants can submit an appeal within 5 days of result receipt, if:

1. There is an indication that the results of the eligibility checks were incorrect
2. The evaluation of their proposal has not been carried out in accordance with the procedures set out in this document.

For more details, please read our Appeal Procedure/Redress Mechanism.