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Request for proposals

Development of an Audit Report on Food Literacy Activities in Europe

EIT Food – Making Food Innovation Happen

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

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<http://www.eitfood.eu>

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1. Overview of EIT Food

EIT Food is the world's largest food innovation community, dedicated to building a sustainable and healthy food system. It operates across four pillars: **innovation, education, entrepreneurship, and public insights & engagement.**

The initiative is made up of a consortium of key industry players, startups, research centres and universities from across Europe. It is one of eight 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

2. Scope of work

The Public Insights and Engagement Team at EIT Food is exploring how Food Literacy activities are being delivered across Europe. This project builds on the delivery of existing EIT Food infrastructure programmes, FoodEducators and FoodUnfolded whose aims are to improve Food Literacy amongst the general population.

The team has also commissioned a report on how Food Literacy is discussed and defined within Europe which will be delivered end of March 2025.

The selected Collaborator will be responsible for **researching, structuring, and writing an Audit Report on Food Literacy Activities in Europe*** that serves as a shared reference for EIT food internal teams, EIT Food partners, and the broader food community.

The report should cover:

1. A Comprehensive Audit Report on Food Literacy Programmes in Europe

- Identification and segmentation of *types/categories* of food literacy interventions based on best practice, for example in-person cooking classes or community kitchens, segmented by:
 - Age cohorts (e.g., early childhood, school-aged children, adolescents, adults, and seniors)
 - Socio-economic status (e.g., low-income, middle-income, and high-income groups)
- List of existing food literacy programmes currently implemented in Europe, including:
 - Target audience of existing programmes
 - Geographic distribution and coverage of existing programmes
 - Key focus areas (e.g., nutrition education, food preparation skills, sustainable eating habits, food waste reduction)

2. Identification of Gaps in Programme Delivery

- Comparison of existing programmes against internationally recognised best practices in food literacy.
- Analysis of effectiveness and impact (where available) of existing programmes
- Analysis of gaps and saturation in delivery, including:

- Underserved populations or regions
- Missing content or focus areas.
- Insufficient scalability or adaptability to diverse socio-economic or cultural contexts
- Topics or formats where programmes are not being delivered effectively.

3. Recommendations for Future Delivery

- Suggestions for addressing identified gaps in programme delivery.
- Recommendations for programme scalability and cross-border applicability
- Insights on potential innovations or novel approaches.

*EU member states

The **tone and language** should be accessible, avoiding technical jargon so that it is **easily understood by non-academic audiences**.

3. Proposal Process

3.1. Participation

Participation in this proposal procedure is open to all tenderers (Individuals or organizations) based in Europe.

3.2. Submission of proposals

	Date
Sending out RFP invitations to potential suppliers	<i>10 March 2025</i>
Deadline for requesting clarification from EIT Food	<i>26 March 2025</i>
Deadline for submitting proposals	<i>28 March 2025</i>
Intended date of notification of award	<i>8 April 2025</i>
Intended date of contract signature	<i>14 April 2025</i>

Proposals must be emailed in **English** to the following address to: hello@foodunfolded.com

Stating:

1. RfP – Audit of Food Literacy Activities in Europe report

The proposal shall contain:

1. **Timeframe for Delivery - A clear timeline with key milestones, including:**
 - Initial data collection and stakeholder consultations
 - Interim reporting (e.g. preliminary findings)
 - Final delivery of all agreed outputs.
 - **Deadline to deliver report: End of July 2025**
2. **Budget Proposal - Detailed budget breakdown, including:**
 - Personnel costs
 - Travel and fieldwork (if applicable)
 - Administrative expenses
 - Miscellaneous costs (e.g., tools, software)
 - Maximum budget available: 60.000EUR
3. **Proposed Methodology**
 - Approach to data collection and analysis (e.g., literature review, surveys, stakeholder interviews)
 - Techniques for evaluating programme impact.
 - Tools for mapping and visualisation of data.
4. **Declaration of Honour (see Annex II)**

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 counter-proposals, 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 Penny Kidd

E-mail: penny.kidd@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 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.

Award criteria:

1. Delivery Timeframe - (maximum: 20 points)
 - a. We expect a well-structured and realistic timeline that aligns with the project's key milestones, including data collection, interim reporting, and final delivery.
 - b. Proposals with a clear, detailed, and feasible timeline will be rated higher, while those lacking structure, feasibility, or clarity will receive lower scores.
 - c. The ability to meet the final delivery deadline and ensure smooth project execution is crucial.
2. Proposed Methodology - (maximum: 40 points)
 - a. Proposals should demonstrate a **solid approach to data collection and analysis**

- b. A strong evaluation framework for assessing programme impact will be viewed favourably. We expect bidders to outline **how they will measure effectiveness** and identify gaps in food literacy initiatives.
- c. Clear plans for **data visualization and mapping** will enhance the proposal's strength, as these will contribute to making findings easily understandable and actionable.
- d. Proposals that are **thorough, well-structured, and tailored to the project's goals** will score higher, while those lacking depth, justification, or clarity will be rated lower.

Total technical score: 60 points maximum

- 3. Price or total cost: lowest offered expert unit price shall receive the highest score; the score for other offers shall be calculated in relation to that in linear equation (maximum: 40 points)

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 3 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.

Note: Should the tenderer insist on using their own template, a draft contract needs to be submitted along with the tender proposal. Use of supplier template is only possible after review and approval from EIT Food's Procurement and Contracts Officer.

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