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Request for proposals

Content and Creative Talent Recruitment

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 Public Insights and Engagement Team manages multiple initiatives, including FoodUnfolded, FoodEducators, and the Consumer Observatory. All programmes focus on enabling and empowering consumers to make better choices and influence food systems transformation policy and business practises through access to consumer insight

To support these initiatives, The Public Insights and Engagement team is launching this Request for Proposals (RfP) to recruit:

1. **Contracted Freelance Roles** with defined deliverables.
2. **A dynamic Talent Pool** of experienced creative professionals for flexible collaborations.

If you are passionate about science communication, public health, nutrition, health & well-being, or food systems, we'd love to hear from you!

Vendors (Freelancers, Contractors, Agencies) may apply for one or multiple sections of this RfP. All positions are remote and open to candidates based anywhere in Europe.

2. Scope of work

2.1. Contracted Freelance Roles

These positions have defined scopes, structured selections processes, clear time commitments as well as structured work agreements (Contracts). Applicants must be available for the expected time commitment and deliverables.

Fact Checker (FoodUnfolded and ad-hoc for FoodEducators)

The Fact Checker will be responsible for ensuring the accuracy of published content across FoodUnfolded and supporting ad-hoc requests from FoodEducators.

Requirements:

- Background in science communication, journalism, or research in science related field
- Be able to read and accurately understand scientific/academic sources of diverse subjects (including, health and nutrition, food technology, biology, physics, chemistry)
- Strong research and analytical abilities.
- Exceptional attention to detail.
- Familiarity with fact-checking tools and databases.
- Editorial experience will be highly valued.
- Proficiency in written communication and editing.
- Familiar with Editorial processes and platforms to deliver (Google Drive, Asana, etc)
- Knowledge of how backend website (CMS) works is a plus
- Fluent or native English-speaking level

- A team player, self-organised; proactive, and service oriented.
- Cultural sensitivity when creating, editing, and publishing material.
- Experience working in cross-cultural environments.
- Affinity with food and sustainability

Key Responsibilities:

- A. Fact-checking support for FoodUnfolded
 - a. Verify scientific claims, statistics, and sources used in articles and multimedia content.
 - b. Conduct independent research to confirm or correct information.
 - c. Maintain a fact-checking protocol to ensure consistent accuracy.
 - d. Collaborate with the editorial team to flag inaccuracies and suggest corrections.
- B. Occasional Ad-hoc fact-checking support for FoodEducators (on a commission basis).

Commitment: 1 day a week as Fact Checker for FoodUnfolded plus (extra) ad hoc tasks for FoodEducators or FoodUnfolded; to be defined by Work Package Lead or Programme Manager.

Compensation: Hourly rate

Contract: Freelance contract position, until the end of 2025, possible yearly extensions.

Web Copywriter (FoodUnfolded and ad-hoc for FoodEducators)

We are seeking an experienced Web Copywriter. The Web Copywriter will focus on crafting compelling and concise copy for FoodUnfolded's platforms.

Requirements:

- Proven experience as an SEO copywriter, preferably with a focus on food, nutrition, sustainability, or related fields.
- Excellent writing, editing, and proofreading skills (Fluent or native English-speaking level).
- Strong understanding of SEO principles, strategies and best practices.
- Ability to conduct thorough research and present complex information clearly and concisely.
- Experience with content management systems (CMS) especially Expression Engine and online project management.
- Strong attention to detail with the ability to meet deadlines and multiple projects simultaneously.
- Ability to work independently and communicate effectively in a remote working environment.
- Passion for topics related to food (systems) and sustainability.

Key Responsibilities:

The selected collaborator will be responsible for the following tasks:

- Research and write high-quality, SEO-optimised articles, blog posts, and other content related to food, nutrition, sustainability, and food systems.
- Optimise existing content to improve search engine rankings and increase organic traffic, working closely together with our Marketing agency and SEO-specialist.
- Ensure all content is accurate, engaging, and aligned with our brand voice and (editorial) guidelines.
- Stay up-to-date with the latest SEO trends and best practices to continually enhance content performance.
- Meet deadlines consistently while managing multiple assignments and ensure clear communication with the Marketing team.
- Liaise with FoodUnfolded's Marketing team for content direction and feedback.
- Participate in relevant FoodUnfolded content and marketing meetings to ensure articles align with team expectations.

Commitment: 2 up to 3 days a week,

Compensation: Hourly rate

Contract Type: Freelance contract position (Contract until the end of 2025), possible yearly extension

2.2. Retainer-Based Content Creators (FoodUnfolded & FoodEducators)

We are seeking up to 3 motivated Content Creators for structured retainer agreements, ensuring continuous contributions. We are mainly interested in content creation (written, visual and multimedia). The ideal profile for us is self-managing, works well collaboratively, is able to deliver on deadlines and is committed to communicating about food related topics.

Requirements:

- Experience as science communicator, editor, journalist or content creator; written, visual and/or multimedia.
- Familiar with editorial processes and platforms to deliver (Google Drive, Asana, etc)
- Knowledge of how backend website works (CMS systems) is a plus
- A degree in science communication, Journalism, Public Engagement, Visual media or similar fields.
- Fluent or native English-speaking level
- A 'can do' attitude, a strong sense of ownership, and the ability to deliver results.
- A team player, self-organised, proactive, and service-oriented.
- Cultural sensitivity when creating, editing, and publishing material.
- Experience working in cross-cultural environments.
- Affinity with food and sustainability

Key Responsibilities:

- A. Develop engaging, high-quality written, visual or multimedia content to FoodUnfolded and/or FoodEducators.
 - a. Based on our commissioning rates
 - b. The length, style and topic will be mutually agreed upon beforehand.
 - c. The number of commissioned pieces to delivered will be mutually agreed upon, based on editorial needs, project timelines and budget available.
- B. Collaborate with editors, designers, and fact-checkers to maintain editorial standards.
- C. Ad-hoc support or additional projects such as content planning and brainstorming sessions.

Commitment:

- **Fixed monthly retainer for a specified volume of work (to be agreed upon).**
- **Additional work outside the agreed scope will be compensated at an hourly rate (Ad-hoc support).**

Compensation:

- Monthly fee for a defined amount of work.
- Hourly rate for Ad-hoc support or extra projects.

Contract: Retainer Agreement, until the end of 2025, possible yearly extensions.

2.3. Talent Pool (Creative Professionals)

Beyond these Contracted Freelance roles, we are building a Talent Pool—a network of creative professionals across various disciplines to collaborate on future projects when additional expertise is needed.

Who Should Apply?

We welcome expressions of interest from professionals skilled in:

- **Editorial & Content Strategy:** Editors, writers, Copywriters, content strategists, Translators, Fact-checkers, Scriptwriters.
- **Visual & Multimedia Production:** Graphic designers, illustrators, photographers, video editors, filmmakers, animators.
- **Audio & Podcasting:** Podcasters, audio editors, sound designers, voiceover artists.
- **Other Relevant Areas:** Storytelling, science communication, food-related content creation, social media strategists.

Backgrounds of Interest:

We are particularly interested in individuals with expertise in:

- Science communication, Science Journalism
- Public health & nutrition
- Behavioural science, health & well-being
- Food Science, Food systems, agriculture, environmental science and sustainability
- Social Sciences

Why Join?

Be part of a mission-driven initiative shaping the future of food.

Work on impactful content reaching a European audience.

Join a network of talented creatives with opportunities for collaboration.

Flexibility & diverse projects in a growing ecosystem of food literacy.

Commitment: Flexible - work assigned as needed, work will be assigned based on editorial needs, budget, and timelines.

Compensation:

- **Per commissioned piece** (fixed rate per article, video, or graphic, etc).
- **Per hour** (for ad-hoc projects requiring additional support).

Joining the Talent Pool does not guarantee immediate work but provides an opportunity to be considered for future projects based on needs and expertise, as well as to be considered in case of Contracted Freelance Roles become available.

Applicants for Contracted Freelance Roles who are not selected **will automatically be considered for the Talent Pool**.

3. Proposal Process

3.1. Participation

Participation in this proposal procedure is open to all tenderers.

3.2. Submission of proposals

	Date
Sending out RFP invitations to potential suppliers	12 February 2025
Deadline for requesting clarification from EIT Food	10 March 2025
Deadline for submitting proposals (for Contracted Freelance Roles)	15 March 2025
Deadline for submitting proposals (for Talent Pool – Creative professionals)	31 May 2025
Intended date of notification of award (for Contracted Freelance Roles)	25 March 2025
Intended date of contract signature (for Contracted Freelance Roles)	01 April 2025

Proposals must be emailed in **English** to hello@foodunfolded.com with the subject line:

- **RfP Submission – [Role Name]** (for Contracted Freelance roles).
- **Talent Pool Application – [Your Name]** (for Talent Pool - creative professionals).

The proposal shall contain:

- **CV/portfolio** showcasing relevant experience.
- **Cover Letter** detailing qualifications, expertise, and availability.
- **Work samples (if available)**
- **Financial offer (the price for your services per hour)** The Financial offer shall be expressed in Euros, VAT shall be indicated separately.
- **Declaration of Honour (see Annex II)**

Applications will be reviewed on a rolling basis, so early submissions are encouraged.

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 The FoodUnfolded Team

E-mail: hello@foodunfolded.com

EIT Food has no obligation to provide clarification. Nevertheless, EIT Food shall make its best effort to respond to all clarification requests within 3 business days of receipt.

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. Relevant experience of the tenderers (maximum: 25 points)
2. Relevant competences (technical skills and expertise) of the tenderers (maximum: 25 points)
3. Availability and timeline in the critical period; Availability will be assessed based on the ability to meet expected deadlines, responsiveness to ad-hoc requests, and flexibility within project timelines. (maximum: 10 points)

Total technical score: 60 points maximum

4. 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.

If the selected tenderer fails to sign the contract or to deliver the requested services, EIT Food reserves the right to offer the position to the next highest-scoring bidder.

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 (Related to the Contracted Freelance Roles) and might be subject to considerable modifications.

Annex II: Declaration of Honour