

EBN Congress - Terms of reference (ToR)

Article 1 - Aim

The following terms of reference (ToR) have been elaborated to support candidates to submit their proposal for the hosting and the co-organisation (preparation & execution) of the annual **EBN Congress**.

Article 2 - Definition

- a) **The annual EBN Congress** is the main corporate event for the EU|BIC community. It allows stimulating discussions on future incubation, acceleration, and innovation support trends; facilitates networking and matchmaking, showcases achievements and success stories, shares tools and concepts, and gets exposed to relevant innovation stakeholders. The EBN annual congress should be welcoming and captivating to a variety of stakeholders, such as investors, large corporates, policymakers, start-ups, and any other relevant actors within the global innovation ecosystem. The main target audience must be business support executives.
- b) **EBN is the primary organiser** of the EBN Annual Congress and is responsible for its general management and supervision, its promotion, and its content coherence and consistency with past and future editions as well as with the interests of the EU|BIC community.

The selected applicants to this call for candidature are defined as **the co-hosts** of the EBN annual Congress, and therefore the main EBN partner.

- c) By "**Congress**" we mean all the activities organised and deployed in the hosting city during the congress days. We mean by "**Preparation of the Congress**" all the activities connected to the preparation of this event, from the signing of the contract until the start of the Congress.
- d) The Congress is characterised by the organisation and physical hosting of plenary sessions, workshops, and meetings of several hundreds of participants from different countries. It also consists of meals, transport of participants as well as the organisation of social activities for delegates.

Article 3 – General Guidelines

- a) The host city selected for staging the event should be attractive from an economic, cultural, or symbolic point of view.

- b) **This city must also be easily accessible to participants** commuting from different countries. In other words, an international airport or easy, rapid access to an airport is essential to avoid long hours of travel.
- c) Since the expected number of delegates is approx. 250, **the city should have a significant number of 3 or 4-star hotels** with sufficient capacity to accommodate the delegates and ideally located in the same area. **The Congress Centre should be located in the vicinity of the hotels or within the main hotel area**, to reduce transfers as much as possible. If shuttle services are required, the costs will be borne by the **co-host**.
- d) **The conference centre should be equipped with a room for plenary meetings capable of seating up to 300 people. Several smaller meeting rooms should also be available** for staging separate workshops (approx. 2 rooms for 100 people). There should be **an open area** for networking, together with the possibility of having coffee breaks at intervals, and also a meeting and/or discussion zone for the delegates to conduct matchmaking & face-to-face meetings. Finally, the lunches should be made available in the conference centre safely and flexibly.
- e) The Congress should be organised following **principles of sustainability** and should be structured around **1.5 days for the main public conference**. It is suggested to foresee no early starts in the morning and to finish the overall conference around 16h30/17h in the afternoon, to facilitate travel in and out of the hosting city.

The programme should focus on **innovation incubation trends** and be developed following the **4 EU|BICs community mission statements** (regional economic development; quality business support; access to finance; scaling European innovation). A good balance between policy, debate and practice and between local and pan-European speakers should be envisaged. Speakers should also respect the principle of gender balance and their view should be in line with the morality and values the EU|BIC community upholds.

- f) The EBN Secretariat might request availability and some logistic guidance to organise internal EU|BIC community meetings and workshops 1 day before the main conference. These will be closed events for EU|BIC community members, for around 60 guests. The capacity/availability of the co-organizer to host on its premises or make a space available for these meetings and workshops could be a plus. Potential catering costs related to these meetings will be covered by the EBN secretariat.
- g) **Annexe 1 – Breakdown of tasks and costs**, composed of 3 sheets, in particular:

1.1 – Gantt Chart: *Serving as an indicational checklist and timeframe for an ideal event*

1.2 – Financial Breakdown: *Determining the financial responsibility of each party – the Co-host and EBN – for the various costs involved in hosting this event.*

1.3 – Accountability – RACI: Determining the executive – project management - responsibilities each party has to the other. It follows a RACI model, clearly indicating who is responsible, accountable, to be consulted, and to be informed in each task.

Is the document that will guide the responsibility of each party (co-host and EBN) to each other and the event.

These documents must be signed and agreed upon before starting preparation for the events.

Small changes to the document can be negotiated. Any changes to the financial elements need to be agreed upon before both parties sign the document – for these, the documents are legally binding.

Changes to the timeline or accountability of each task can be negotiated and can naturally occur during the preparatory phase of Congress. Understanding this, both parties agree in principle to the execution of these tasks in a timely fashion and promise to keep the other party informed of their execution. The non-execution of a task needs mutual agreement.

Elements or tasks not foreseen in this document can be added with mutual agreement. Should they have financial implications, the distribution of costs needs to be agreed upon by both parties, but in principle, it should follow the distribution already present in **Annexe 1 - Breakdown of tasks & costs: 1.2 - Financial Breakdown.**

- h) If requested by the host, a consultative event committee, gathering 3 to 5 members of the network (that may include, but not be restricted to, past and future Congress hosts, the president and vice-president of the EBN, and a complementary geographically representative or thematically-expert selection of other members) can be put in place by the secretariat. The role of such a committee should be to advise both parties on the definition of the overall programme, taking into account the international and diversified nature of the network.

The EBN secretariat reserves the right to consult with a selection of EU|BIC community members throughout the process of selecting themes and overall content of **Congress.**

- i) The EBN annual Congress visual identity can be adapted in every edition to better fit the host's themes, region, or brand. The characterization of a specific edition's visual brand will be a collaborative process, coordinated by the EBN secretariat.

Both parties agree however to keep in line with elements of the EBN Congress brand book, maintaining most of its general look and feel, respecting elements such as the EBN Congress corporate logo and typeface.

The costs for the design of visual promotion materials related to Congress are accounted for by the EBN Secretariat. The printing and costs incurred for the creation of the necessary physical promotion materials, such as banners, flyers, decorations, etc, will be under the responsibility of the host organisation.

- j) **The co-host** could also offer a **social programme** including visits to places of interest, monuments, or scenery likely to appeal to an international audience and notably to the companions of some delegates.

Article 4 – Financing of the Congress: Breakdown of tasks & costs:

- a) **The co-host** undertakes to co-fund Congress activities and to seek local funding to **cover expenses** (see **Annexe 1 - Breakdown of tasks & costs: 1.2 - Financial Breakdown** attached in this call).
- b) **Annexe 1 - Breakdown of tasks & costs: 1.2 - Financial Breakdown** specifies the items to be financed by the two parties (EBN and the co-host). The mentioned costs could be co-financed through sponsorship fundraising at both local and international levels. In its proposal, the co-host undertakes to cover these items. If it appears that a task or responsibility has not been identified in the breakdown of tasks, it will be mentioned in the minutes of a work meeting, and co-signed by the two parties.
- c) The Breakdown of tasks & costs is complemented by a **detailed budget** provided by the co-host; this budget represents annexe 2 of the contract and shows an indicative total for the costs (indicatively, previous Congresses had costs ranging between 90.000€ and 150.000€).
- d) In the “**letter of intent and the preliminary dossier**” (Article 7 – line B) **the co-host will specify a budget that it is comfortable making available to the organisation of Congress**. This amount should be compounded by the co-host’s resources and resources it believes it can raise through sponsorship. The breakdown should be transparent. In the submission of “**the final dossier**” (Article 7 – line D), the co-host will become legally bound to make the total amount available to the organising of Congress. In between the letter of intent and the final dossier, the value can be slightly reviewed, but should not be lowered by more than 10% strong reasoning.
- e) The financial responsibility for speakers should be agreed upon at the beginning of the process (see **Annexe 1 - Breakdown of tasks & costs: 1.2 - Financial Breakdown** points 1 to 1.1.3 and **Annexe 1 - Breakdown of tasks & costs: 1.3 - Accountability - RACI** points 1.3 to 1.3.10.1). Both parties agree that European and international speakers should always be considered for any activity and **should therefore foresee travel and stay costs for European and international speakers**. Equally, understand that high-level speakers, and keynote speakers, may require a sizable fee for their contributions.

Both parties should therefore agree beforehand to a budget specially dedicated to speakers and agree on how to share the financial burden of this budget. This agreement should foresee how payments will be processed, how both parties will share the burden of the costs, and how the costs will be adjusted at the end of the event. This budget (speaker budget) will then be managed according to **Annex 1 - Breakdown of tasks & costs: 1.3 - Accountability - RACI** point 1.3.5, where all costs need to be communicated and approved to the person responsible, with the confirmation of the person accountable.

Article 5 – Financing the Congress: Breakdown of income

- a) In principle, the breakdown of costs should be as identified in **Annex 1 - Breakdown of tasks & costs: 1.2 - Financial Breakdown**. This document and its breakdown can only be negotiated until the date described in Article 7, item C of this document.
- b) Registration fees for access to all activities related to **Congress** for Members of the EU|BIC Community should not exceed 300€ (indicative price, 250€). Registrations for access to all activities related to Congress for Members or non-members of the EU|BIC Community should not exceed 450€. The ratio between the fees should be maintained – EU|BIC community members should always be afforded the lowest price available for full access to all congress activities.
- c) Should the breakdown of costs remain as it is in **Annexe 1 - Breakdown of tasks & costs: 1.2 - Financial Breakdown**, then both parties agree to the distribution of income generated by **registration fees** for the congress as follows:
 - EBN will reimburse 75% of the income generated by registration fees to the co-host and keep for the secretariat the remaining 25%.
 - **EBN will reimburse** the co-host 100% of the income generated by registration fees for the life partners accompanying guests at the official Congress dinner.
- d) It is agreed that the co-host might decide to offer **free-of-charge access to a selection of national VIPs**; the same applies to the EBN secretariat as far as international/European VIPs are concerned. The parties must agree to limit the number of free access tickets to a maximum of 10% of the full capacity. If additional tickets are requested, that will be decided case by case by the parties.
- e) Both parties agree to establish potential discount codes for prized partners. Both parties must agree on how they will distribute these codes as well as their value.
- f) The co-organiser – commits to raising resources for Congress generated **by sponsors/partners**. These resources need to be applied to the costs for the organisation of Congress in all areas in which the co-host has a financial burden – as specified in **Annex 1 -**

Breakdown of tasks & costs: 1.2 - Financial Breakdown. The potential remaining profit will remain with the co-organiser.

- g) The EBN Secretariat will pursue additional resources for Congress through **sponsorship & partnerships**. Both parties commit to transparently coordinating their efforts.
- h) In case of loss of revenue, parties agree to bear the burden according to the breakdown of costs in the final version of **Annexe 1 - Breakdown of tasks & costs: 1.2 - Financial Breakdown**.

Article 6 - Schedule

- a) Congress should take place in the second half of June. Another timeframe (as of the 20th of May until the first week of July) could be also exceptionally considered.
- b) The event will preferentially avoid Mondays and Fridays.
- c) The day before the main programme, the organisation of internal meetings and a welcoming meal/cocktail could be facilitated by the co-host. Coffee breaks and lunches should be also made available.

Article 7 - Selection Process Schedule

The information to be contained in the dossier should include the global feasibility, both technical and financial, of the proposal. The proposal should include the following items:

- official invitation
- Indicative optional dates
- short description of the host region/city
- preliminary themes and desired content for congress
- venue options and dinner venue options
- logistics and technical equipment
- accommodation and catering
- financial viability (preliminary total costs, potential private sponsors & public support,...)

Article 8 - Eligible applicants

Only EBN (paid-up) Members (Full or Associate) are eligible for hosting and co-organising the EBN annual Congress.

Article 9 - Selection Criteria

The proposals will be evaluated according to the following selection criteria¹:

- a) Strategic geographical location for the EBN network
- b) Geographical accessibility for delegates and speakers
- c) Adequacy and quality of the Congress Centre facilities
- d) Robustness of the financial package
- e) Engagement and availability of the local partnering team
- f) Degree of innovation and differentiation of the proposed concept and programme
- g) Contribution to the exposure of the Congress to decision-makers both at the regional and national level

In the case no offer meets the criteria; **the EBN Board of Directors may decide not to accept any of the proposal(s) received** and may suggest alternative scenarios.

Article 10- General good practices between the parties

- a) The parties commit themselves **to providing all relevant information for the preparatory work of the other party**, including the planning of outside coordination meetings. The information will be communicated by e-mail. These will be archived to keep a record of the exchanges and to quickly identify specific data.
- b) The parties commit themselves **to making all the necessary arrangements to promote the event in all relevant publications**. Promotional documents will be prepared by EBN and will be the basis of the event marketing strategy. The co-organiser commits itself to support EBN's promotional strategy and to provide input through its contacts' network and by actively mobilizing national partners and networks. Partners and sponsors of both parties will be presented in the Congress promotional material, including brochure and website.
- c) The general **principles of both financial rigour and transparency** will be applicable between the two parties.
- d) **The official working language** of the EBN annual Congress is **English**, in compliance with Article 31 of the EBN Statutes.
- e) **The selected proposal and accompanying documents are considered legally binding** and, on that basis, the applicant and EBN will sign **a formal contract** dedicated to the annual Congress partnership, in which all rights and obligations of parties are defined.

For more information please contact:

¹ In no particular order



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