



Regulations for the Call for Proposals: EVEN'UP



Entries:

The EVEN'UP Call for Proposals is open from 12:00 midday on Monday 3 March 2025 until 12:00 midnight on Friday 25 April 2025.

Entries must be submitted online at <https://www.even-up.bzh> during this period. Proposals will only be opened after the closing date.

*For any queries prior to submitting an application file, please contact the project organisers at:
evenup@even.fr*

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A. ORGANISING ENTITY

The EVEN GROUP, an economic interest group with registered office at Traon Bihan 29260 Ploudaniel, registered with the Brest Trade and Companies under no. 479 878 340, represented by managing director Mr Christian GRINER. Hereafter the **Even Group**.

B. CONTEXT AND OBJECTIVES

The EVEN'UP call for projects, funded by the EVEN Group, is a scheme designed to support innovative projects that foster the agricultural and agri-food transition, and to promote the emergence of innovative companies. Hereafter the **Call for Proposals** or **EVEN'UP**.

EVEN'UP is aimed at start-ups in the AG-Tech and food-tech ecosystem which are developing sustainable, innovative products or services that could provide concrete solutions for our members, or for one or more of the EVEN GROUP's four business divisions:

- **Laita**: dairy processing industry, consumer products (butter, cheese, ultra-fresh goods, etc.), dairy ingredients, health & nutrition products, young mammal feeds
- **Even Distribution**: specialist distribution for direct-to-consumer caterers (ARGEL) and out-of-home caterers (independent restaurants, mass caterers, bakeries, etc.)
- **Even Amont**: the division that connects our members with upstream agriculture on issues relating to dairy production, animal nutrition (cattle and pigs), crop production, self-service farm stores and pig genetics
- **Even Développement**: the Group's agri-food diversification division comprising a number of SMEs operating in the frozen seafood catering, artisan ice cream, cured meats and aromatic herbs sectors

EVEN UP selects responsible, innovatory projects through a procedure that favours competition. It supports projects that help accelerate the development and market launch of innovative solutions, products and technologies.

These projects may be conducted by individual operators and/or companies.

C. SELECTED THEMES

Any natural or legal persons who respond to the Call for Proposals, hereafter **Candidates**, must submit a fully-developed proposal at an advanced stage with an established proof of concept (POC), reflecting at least one of the transition themes below:

- **Environmental transition** for building the agriculture, industry and logistics of the future
- **Social transition** to respond to the evolving expectations of stakeholders (i.e. consumers, farmers, employees, etc.)
- **Technological transitions** in a fast-changing environment.

The projects must be innovative, sustainable and suitable for practical application in EVEN GROUP sectors, and consequently respond to the following challenges:

- **to feed the future**, with precision foods in particular, involving nutrition solutions conceived for individuals at various life stages;
- **to adopt new practices** in line with new production and distribution methods, food e-commerce and customer intelligence gathering;
- **to redesign industrial and logistical tools** through industrial engineering and supply chain optimisation solutions, using disruptive innovation to enhance our various processes.
- **to network the agricultural sector** in order to improve productivity and ameliorate working conditions, maintaining a responsible approach to the environment.

D. ELIGIBILITY CRITERIA

Projects must comply with the following eligibility criteria:

Application files must:

1. be complete, in the required format for uploading to the website <https://www.even-up.bzh>, with all sections, paragraphs and tables completed;
2. Be submitted electronically within the required period, at <http://www.evenup.bzh> ;

Projects must:

3. reflect one of the transition themes listed in section B of these regulations;
4. involve innovative work and/or the creation of an innovative enterprise;
5. qualify as a project at the creation-development stage, i.e. a company which is already up and running or a project sufficiently advanced in technological, industrial, commercial, legal and financial terms to reasonably support the creation of a company within 6-12 months of the date the winners are announced, as set out in section F of these regulations.

Candidates must:

6. Be a '*single*' entity represented by one or more individual natural persons, or an SME (*as defined by Decree no. 2008-1354 of 18 December 2008*) up to date with its tax and social security obligations, or in the process of formation and not considered as being in financial difficulty according to European criteria, or subject to any ongoing collective procedure.

E. SUBMISSION OF PROJECTS

Application files

The application form and all document templates can be downloaded from the website <https://www.even-up.bzh>.

Projects must be described in detail and include market information, a development plan and a funding plan in accordance with the application pack provided. Candidates undertake to supply any supplementary information necessary for evaluation of their application, in particular the status of the intellectual property and preliminary study reports carried out.

In general and regardless of the type of project, all candidates must provide a complete, honest description of the status of their projects in terms of intellectual property, and any constraints to which it may be subject as a result of prior commitments entered into by the candidate or other team member. Failure to comply with this provision may lead to reconsideration of the result if the project is successful.

The application file consists of the following sections:

- **ANNEXE 1: Application file**
- **ANNEXE 2: A free-form presentation (PowerPoint, video, etc.) to supplement the file.**

Particular attention should be given to the quality of writing and clarity when completing the file. Candidate files must contain enough detail and explanation to enable evaluation of the economic, technical and scientific aspects of the project and its industrial and commercial prospects.

Submission of projects

Projects can be submitted in electronic format **only** via the website <https://www.even-up.bzh>.

The closing date is **Friday 25 April 2025 at midnight**.

Candidate files submitted after the above closing date will be disqualified, as will any incomplete files.

F. EVALUATION CRITERIA AND SELECTION PROCESS

Evaluation criteria

Once eligibility has been confirmed, a shortlist of projects will be drawn up based on the following criteria:

- **Human aspect/alignment of project leader(s) with the project/suitability for the Group**
 - Skills and knowledge of the project leader(s)
 - Attributes and complementarity of the team members
 - Managerial ability and strength of conviction
 - Motivation - desire to succeed

- **Economic aspect**
 - Identification of customer need (does the offer satisfy a particular customer requirement?)
 - Target customers
 - Market potential/project aims
 - Unique value proposition
 - Monetisation of the business model
 - Projected returns

- **Innovation aspect - originality of the project and credibility of the innovation**
 - Nature of the innovation
 - Intellectual property
 - Feasibility of the innovation (practicality)
 - Observance of themes

- **CSR aspect and possible applications identified for the EVEN Group or Group members**
 - Responding to one of the nine EVEN Group issues in its 2024 Annual Report and Sustainable Development publication, available at <https://www.even.fr/fr/publications-groupe-even>.
 - Cases where it could be applied by the EVEN Group or Group members

Selection process

The winners will be chosen by a panel of 18 judges. Panel members will be appointed for their skills (professional, technical, legal or financial) and selected from the employees and members of the EVEN Group and partners of the Group (i.e. VILLAGE BY CA, VALORIAL and SUPERNOVA). The panel will also include a winner from EVEN'UP season 2.

After the Call for Proposals closing date, the panel will first examine the eligibility of the candidate files.

A shortlist will then be drawn up between 25 April and 20 May 2025. The shortlisted candidates will be notified on 21 May 2025 and invited to deliver a 15-minute presentation to the judging panel (hereafter the **Pitch**).

The pitches will take place in Brest on 17 June 2025, when the most promising projects will be selected based on their consistency with the aims of the EVEN'UP Call for Proposals.

Following the pitches, the judging panel will announce the winners of the Call for Proposals from 18 June 2025.

G. DEVELOPMENT ASSISTANCE

✓ **Winning projects:**

The winning projects will benefit from:

- announcement of the project winners and exposure in the appropriate media;
- feedback and advice from investment professionals (provided by the SUPERNOVA company) and from a previous EVEN'UP winner (season 2);
- Support for trials and evaluation of the products/services on the market or via EVEN Group networks;
- sponsorship by an expert EVEN Group coach to help develop the project;
- access to the Village By CA in Finistère for one year;
- help with the relocation process and access to the Villages by CA for winners located outside Brittany;
- membership of VALORIAL for one year;
- 10 days' all-inclusive support from the EVEN Group's scientific, marketing or technical teams;
- help with funding search;
- financial assistance: 20,000 euros, payment terms as follows.

Payment terms for financial assistance:

The terms for payment of the financial assistance are as follows:

- **an interim payment of 25% of the funding** on the return of the Even'Up support agreement signed by both the EVEN Group and the successful candidate, containing the terms of the support to be given;
- **a second payment of 25% of the funding** on submission by the candidate of an interim progress report during the first quarter of 2026, consistent with the project aims as described in the initial submission. No further funding will be paid if progress is not consistent with the project's initial aims or if the project has been abandoned.
- **the balance of the funding** on validation of the final progress report on the project, consistent with the project aims as described in the initial submission. This report should cover the same areas as those in the interim report. No further funding will be paid if progress is not consistent with the project's initial aims or if the project has been abandoned.

Reports

The winner undertakes to comply with any requests from the judging panel for submission, presentation and distribution of the interim and final reports.

In particular, the interim and final reports must:

- describe the project, progress to date and operational problems encountered at that stage;
- specify the forecast trajectory in terms of business, profits and business model, and explain any significant deviations from the initial project proposal;
- review the procedures carried out in conjunction with the EVEN coach in terms of operations (POC, sampling, etc.), business contacts and press coverage;
- specify any financing problems encountered or anticipated capital-raising;
- contain a review of the ongoing support from the previous winner and EVEN coach.

The final report must also describe:

- any measures taken in respect of guidance and recommendations given following the interim review.

H. GUARANTEE – CONFIDENTIALITY- PERSONAL DATA PROCESSING AND TRANSMISSION

GUARANTEE

All intellectual and industrial property rights associated with the projects submitted remain with the applicants. Candidates do not concede any licence, patent, copyright or other industrial or intellectual rights of which they are the holder. The EVEN Group does not acquire the right to any content published by candidates on any online or offline media, including written, graphical and video content, documents, development and personal data.

Candidates certify that they are the holders of any industrial or intellectual property rights, or failing that, that they have the necessary authorisations for the industrial and intellectual rights associated with their projects. Candidates indemnify the EVEN Group against any third-party claims concerning the industrial and intellectual property rights associated with their projects, and any financial consequences, for which they accept personal responsibility.

Candidates confirm that they are under no obligations relating to their projects that may restrict their participation in this Call for Proposals, any experimentation that may result from it if they are successful, or any ultimate implementation of the project.

CONFIDENTIALITY

Documents submitted in respect of the Call for Proposals are subject to the strictest confidentiality and are only transferred for the purposes of evaluation and management of the Call for Proposals. All persons having access to application files are bound by the strictest confidentiality.

Once the winner has been selected, the beneficiaries are required to mention the support received from the EVEN Group in their communications and in publishing their success, using the single phrase, *'this project is the winner of the EVEN'UP Call for Proposals'*, along with the partners' logos.

Finally, beneficiaries are bound by a transparency obligation towards the EVEN Group, which is required for evaluation of the projects or Call for Proposals.

COMMUNICATION

Any communications operation must be agreed between the candidate and the EVEN group in order to verify that the nature of the proposed information for communication is suitable for dissemination and that the references are compliant with the regulations for the EVEN'UP Call for Proposals.

The EVEN Group reserves the right to broadcast the general objectives of the Call for Proposals and the challenges and results associated with it, based on information available for dissemination, i.e. not protected by the obligation for confidentiality.

The application file contains a descriptive element relating to the project which is not confidential and may be used as a communications support.

PERSONAL DATA PROCESSING

For the purposes of this Call for Proposals, the EVEN Group is required to collect and process data of a personal nature from candidates in order to monitor their applications, manage the Call for Proposals and produce statistics.

The basis for processing is the consent given by candidates to the processing of the personal data they provide for the Call for Proposals.

The data collected will be available to the selection panel and certain professionals in the EVEN Group who are authorised to access it. The data will also be transferred to Valorial and Village By CA in their capacity as partners in the Call for Proposals.

The data collected will be kept in active storage for the duration of the Call for Proposals and subsequently archived for five years, as of the Call for Proposals closing date. At the end of this period it will be deleted.

In accordance with the regulations on personal data protection, you are hereby informed that you have the rights of access, rectification, portability and erasure of data concerning you, and the right to provide us with post-mortem instructions. You can also request limitation of processing your data. These rights can be exercised by emailing us at dpo@even.fr, or writing to us at the following address: GROUPE EVEN – Délégué à Protection des Données – Traon Bihan – 29260 Ploudaniel.

If after contacting us you believe that your Information Technology and Civil Liberties rights have not been respected, you may file a complaint with the CNIL (French data protection agency).

IMAGE RIGHTS

All candidates authorise the EVEN Group and any person designated by the Group, free of charge, to photograph, film, record and use their image, voice and statements for non-confidential elements in connection with the preparation of the Call for Proposals, its promotion, and announcement of results.

Any shots and interviews thus recorded will be used exclusively in internal or external communications, by any company in the EVEN Group, national or international, for the purposes of training, promotion or public information about its activities.

This authorisation concerns in particular the right to represent or cause to be represented, to reproduce or cause to be reproduced, in whole or in part, any photograph or film of the candidate identified as non-confidential, either by the EVEN Group directly or via the intermediary of any third party authorised by the EVEN Group, anywhere in the world, by any technical means or process known or unknown to date, including written press, audiovisual and electronic, on any media and in any format, and to distribute it in both the commercial and non-commercial sectors and in the public and private sectors, for collective and/or domestic audiences.

The authorisation also grants the EVEN Group and any person designated by the Group the right to use, reproduce and disseminate, in whole or in part, on any medium and within the terms stated above, any remarks that representatives of the candidate may make in internal or external communications by the EVEN Group or any affiliated company relating to the Call for Proposals.

This authorisation of image use is valid for five years from the date the candidate's application file for the EVEN'UP Call for Proposals is received, which constitutes acceptance of these regulations.

I. LIMITS OF LIABILITY

The liability of the EVEN Group is strictly limited to the support described in section G of these regulations. The results of the judging panel's deliberations cannot be disputed. Candidates who are unsuccessful or not selected are not entitled to any indemnity.

The EVEN Group cannot be held responsible for contamination by potential viruses or for any third-party intrusion into the candidates' device system, and disclaims all liability for any consequences arising from candidates connecting to the network via the website where the pages and regulations for application are accessed.

The EVEN Group cannot be held responsible in the event that one or more candidates are unable to connect to the web pages where the regulations are accessed, or register their applications due to technical problems or defects, including but not limited to: network overload, human or electrical error, sabotage, problems with telephone connections, software or hardware malfunction or force majeure events.

The EVEN Group may cancel all or part of the Call for Proposals if it appears that fraud has occurred in any form whatsoever, via informatics in particular, in the context of the Call for Proposals or in determining the winner(s). Any inaccurate or misleading declaration and any act of fraud will result in disqualification of the candidate.

The regulations for the Call for Proposals can be consulted at any time during the Call for Proposals period, except where the dedicated website is affected by a force majeure event.

The EVEN Group may interrupt access to the Call for Proposals web page at any time, for technical, updating or maintenance purposes in particular. The EVEN Group accepts no responsibility for these interruptions or consequences thereof, in particular where a candidate had no access to the latest version of the Call for Proposals regulations or other related documents, in the event that these documents have been changed or further developed.

The EVEN Group reserves the right, where circumstances require, to postpone or cancel the Call for Proposals, it being specified that no claims will be admitted in such an event. Similarly, the liability of the EVEN Group will not be challenged if it is unable to fulfil its commitments arising from these regulations, in whole or in part, due to any unforeseen external event out of its control, or any measures taken to combat a pandemic.

Participation in the Call for Proposals indicates unconditional and unreserved acceptance of these regulations.

J. RESERVES

The EVEN Group reserves the right to carry out any verification it deems necessary relating to observation of the regulations, in particular to exclude any candidate who is not the copyright holder of the work submitted in the application file.

K. DISPUTES AND CLAIMS

Any problem with application or interpretation of the regulations and any dispute relating to the Call for Proposals will be judged as a last resort by the members of the EVEN Group Board of Directors.

Any claims relating to the Call for Proposals must be submitted in writing to the following address: evenup@even.fr.

Claims received more than eight (8) days after the closing date will not be accepted, i.e. later than midnight on 26 June 2025.

L. CONSULTATION OF THE REGULATIONS

The regulations will be forwarded free of charge to anyone who requests them at: evenup@even.fr

The regulations can also be consulted free of charge on the following website: <https://www.even-up.bzh>

The EVEN Group reserves the right to cancel, postpone, prolong, shorten or modify, in whole or in part, this Call for Proposals.

M. APPLICABLE LAW

These regulations and the Call for Proposals in general are subject to French law, to the exclusion of any other.