

RESTwithEU: OPEN CALL

Participation Terms & Conditions



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1. Introduction

RESTwithEU is an 18-month project initiated by European Parliament and commissioned by the Directorate General of Communication Networks, Content and Technology (DG CNECT) of the European Commission to **support the implementation of digital tools for tourism and more specifically the restaurant sector.**

From September 2022 till February 2024, the overall objective of the project is to identify and develop digital tools and solutions that meet the needs and diversity of the restaurant sector and to promote innovation by generating strategies for the future so that the sector remains competitive and succeeds. This pilot project promoted by the European Parliament aims at initiating the development of user-centric digital innovations for SMEs in the restaurant industry around the EU.

With this Open Call, RESTwithEU consortium wants to promote and support the development and implementation of 10 existing digital tools and best practices coming from European countries which could be applicable in less digitalized restaurants related to the three topics proposed by EC:

- Changing leisure and travel behaviour.
- New ways of working.
- The sustainable management of food

2. Aims

RESTwithEU is launching its Open Call, seeking innovative solutions that respond to the Restaurant Sector challenges launched as part of the programme. The main **aims of the Open Call** are:

- To innovate in the HORECA Sector by generating new creative solutions that contribute to the digitalisation of Restaurant SMEs.
- To provide innovative strategies and solutions for unanswered sector challenges.
- To attract new and more possible best practices from the whole EU.
- To encourage co-operation, co-creation and co-innovation across all the European Union countries, between key players such as corporations, EDIHs, Restaurants and Innovative Start-ups or Solution Providers.
- To support and motivate the sector's best practices in an innovative and entrepreneurial ecosystem.

3. Challenges

RESTwithEU has identified the most critical challenges facing the restaurant industry as part of its project, ensuring that efforts are targeted towards the most pressing issues. The open call aims to address the key factors that are impacting the restaurant sector and facilitate the development of effective solutions to mitigate their effects.

The sector challenges launched in this Open Call are as follows:

Challenge 1 – Digital presence: connecting with dinners (customers)

In today's digital age, people rely heavily on online platforms to search and choose restaurants. As a result, having an effective online presence has become essential for restaurants to attract new customers and keep existing ones. This can include, website, social media platforms, online ordering systems even review sites like Google or TripAdvisor. By establishing a strong digital presence, restaurants can showcase their menu offerings, location, and overall brand image, and make it easier for customers to find and engage with them online.

Challenge 2 – Facilitating booking: Easy reservation management

With the increasing popularity of online booking and the convenience it provides to customers, it is important for restaurants to have a reservation management system that is both user-friendly and efficient. This can include having an online booking platform that integrates with their existing website or social media pages, as well as tools to manage incoming reservations and table management.

By facilitating booking, restaurants can improve the customer experience, reduce wait times, and increase overall efficiency in their operations. A well-designed reservation management system can also help restaurants better understand customer preferences and patterns, which can inform future decision-making and marketing efforts.

Challenge 3 – Intelligent warehouses: towards optimized food and stock tracking

Food waste has significant financial, environmental, and social impacts. It generates the 8% of global greenhouse emissions, one-third of all food produced is lost or wasted and in Europe, 88 million tons of food are wasted which European restaurants are responsible of approximately 18 million tons. Above the social problem, food waste has a big impact on financial and operational aspects. Is important for them to be able to have accurate food ordering and inventory management to reduce waste or spoiled food, donate excess food and encourage customers practices like taking leftovers.

Challenge 4 – Improving table service: faster and better processes

Customer service and speed of service are the usually ranked as some of the most important factor when dining in out. Enhancing the dining experience and improving the speed will increase customer satisfaction, which implies better reviews and more family and friend recommendations. This can involve streamlining processes, reducing wait times, and ensuring that the staff is equipped with the tools and resources to provide this service. Using technology like the digital ordering systems, table management tools or real-time communication systems can help in achieving this objective.

Challenge 5 – Business insights: gathering and using data (Data and market intelligence)

According to experts, one of the main aspects to increase the resilience of the restaurant is learning about your business. By doing this, restaurants can better understand their customers, their operations, and the market in which they operate. This information allows restaurants to make better decisions and respond more effectively to changes and challenges.

Challenge 6 – Traceability and cleaning: Keeping food safe

Sanitation and hygiene and traceability of the food are one of the most important aspects of a restaurant as they may affect the health of the dinners. Health inspection or bad food is on the top of the list of deterrents to come back to a restaurant and can reduce recommendations and reviews. Implementing tools that help in traceability systems or cleaning protocols and processes can help in keeping food safe.

Challenge 7 – Digital restaurant tools: Implementing technological infrastructure

Most of the improvement that restaurant can implement need some kind of technology. Computers and tablets, intelligent machinery or Wi-Fi and fast speed internet are some of them. Above that a lot of digital tools now work on the cloud. With this new situation, tech infrastructure and cybersecurity became a new subject for restaurants.

Challenge 8 – Delivery, take away, and others: new business models and revenue channels

Covid accelerate some changes in leisure, travel and working behaviour. Delivery and takeout increased in demand and restaurant needed to adapt to this new reality. Although is something that restaurants need to address individually to see if and how it fit their business, the reality is that the demand is still high, and they must find the best way to reach this customer base. Beside delivery and takeout, some business found new ideas building new revenue channels, like selling ingredient boxes (for the customer to cook), workshops, etc.

Challenge 9 – Maximizing Employee Potential: Managing and Motivating Restaurant Employees

Restaurants depend on their employees to provide excellent customer service, prepare, and serve food, and manage operations, and it is essential to ensure that employees are motivated and engaged in their work. Above that, labor costs usually make up to 30-40% of the operating expenses, so managing the schedules efficiently, reducing overtime and overstaffing, and improving their training and development becomes an important task.

Challenge 10 – Mitigating Food Waste in the Restaurant Industry: A New Approach to Sustainability and Cost Savings

Food waste is a major challenge in the restaurant industry, not just from an environmental perspective, but also from a financial one. In fact, it is estimated that the average restaurant generates thousands of pounds of food waste each year, resulting in significant cost and inefficiencies. Stock monitoring and optimization, partnering with food banks or startups, more efficient preparation processes and kitchen management, or better demand foresight can help in this matter.

4. Target audience

For this Open Call, RESTwithEU is looking for:

- **Small and medium (SME's) restaurants**, coffee shops, pub, etc., that are facing one or more of the challenges presented above and are interested in implementing new digital tools helps them. They are required to have a level of dedication and commitment, both in time and team, and should be open to change existing operations and processes and implementing new technologies or tools.

- **Solution providers or start-ups** that are legally created (legal entity), that have at least a working MVP, with a solid working team, that are able to demonstrate that their solution works and respond to the challenges presented above and are willing to commit time and a part of the team to implement and enhancing their solutions to adapt to the challenges and the restaurant needs.

In any case, both participants should be aligned with at least one of the challenges listed above. In the case that the participant preferences could match with more than one challenge, they will need to be ranked in order of preference.

5. Selection Criteria

In the selection phase, the RESTwithEU team will evaluate both groups of participants to find the better candidates and the best match possible between them. SME's restaurant and solution providers will have different criteria that will be described later. There will be three mandatory items that both participants need to fulfill:

- Be registered as a company in one of the 27 European Union countries.
- Manage to work in English fluently.
- Be able to allocate resources (time and team) to the next phase: the pilot to solve the challenge.

Restaurant Criteria

There will be two quick steps when selecting restaurants. The first one aims to have a diverse representation of business in geographically and size terms, covering mainly the next items:

- Country
- City
- Business structure
- Kind of business
- Size (number of availability tables)
- Number of workers

When we have the first sample of businesses, a second assessment with a more specific digital criteria will be sent. The criteria that will be evaluate is the next:

1. Digital business strategy

This criterion will evaluate the restaurant clarity and effectiveness of their digital business strategy. The team will be looking for past experiences or already working digital tools and future foresight of needs and challenges. This will be used to choose the size of the pilot the restaurant might be able to face.

2. Digital readiness

This criterion will evaluate how prepared a restaurant is to implement new digital tools. The team will be looking for existing technological infrastructure, digital skills and expertise of the team and the complexity of already implemented digital tools. This will be used to see what kind of digital solutions the restaurant might be able to implement.

3. Human-centric digitalization

This criterion will evaluate how the restaurant re-skill or training their staff, especially in the digitalization area. The team will be looking for existing processes that are helping empower and increase the employee's digital level. This will be used to see the complexity of digital solutions the restaurant might be able to implement.

4. Data management

This criterion will evaluate how data is already managed and secure. The team will be looking for strategies or processes that demonstrate the ability to collect, analyze and secure data, either internal or from customers. This will be used to see what kind of digital solutions the restaurant might be able to implement.

5. Automation and artificial intelligence

This criterion will evaluate the level of automation and artificial intelligence is embedded in the business. The team will be looking for already working automated process or application of artificial intelligence within the business. This will be used to see what kind of digital solutions the restaurant might be able to implement.

6. Sustainability

This criterion will evaluate how sustainable is the business. The team will be looking for a sustainable strategy and efforts made and planned that work towards sustainability. This will be used to see what kind of digital solutions the restaurant might be able to implement.

Solution providers criteria

Solution providers selection will be carried out in one step. The team will try to have a diverse representation regarding countries and size, but the main criteria selection will be the next:

1. Value proposition

This criterion will evaluate how the solution is aligned with the challenges selected. The team will be looking at the capacity that each solution have to solve the business problem. This will be used to categorize the different solutions within the challenges of the project.

2. Innovation degree

This criterion will evaluate if the solution is different from the competition. The team will be looking how the solution solved the challenges in comparison to other competitors through technological innovation, value proposition or business models, processes, or user experience between other. This will be used to sort the different solutions within the challenges of the project.

3. Feasibility

This criterion will evaluate the economic structure of the solution provider. The team will be looking for cost structure, projected income, revenue and ROI between other, as well as the financial situation of the business. This will be used to sort if the solution provider is suitable for participating in the open call.

4. Development degree

This criterion will evaluate the maturity of the solution and the provider. The team will be looking the state-of-art or how developed is the solution, if it is on an MVP state or have already a fully working tool and/or the roadmap of the project. This will be used to assess if the solution is suitable for participating and sort in which size of pilot can participate.

5. Working team

This criterion will evaluate the people from the solution provider working on the project. The team will be looking at the size, experience, and qualification of the team, as well as the technical or administrative ability. The dedication and time availability will be considered too. This will be used to sort the different solutions within the challenges of the project.

6. Pilot suitability

This criterion will evaluate if the solution suitable to be implemented in a pilot. The team will be looking for different items like implementation time and costs, staff training requirements, other technologies necessary in order to work, sustainable impact, etc. This will be used to assess if the solution is suitable for participating and sort in which size of pilot can participate.

6. Selection Process

Candidates must complete their admission application to the Open Call by registering and providing their details through the online form on the RESTwithEU website (www.restwith.eu) in the Open Call site www.restwith.eu/open-call.

In order to be registered for the RESTwithEU Open call, all candidates must accept the terms of the call and the privacy policy.

The Selection process will be:

1. Restaurant screening

After submitting the application for admission, the RESTwithEU team will assess whether or not the restaurants meet the minimum requirements for the next phase.

2. Restaurant selection

Restaurant SMEs will be selected in order to grant geographical coverage, giving also priority to less developed ecosystems, considering the different restaurant types and the challenges. On the other hand, for a major project impact, some of the restaurant SMEs shall be selected among 'influencer' companies, that are seen as a reference from other companies, and which may play a tractor function in the implementation of solution and in the dissemination and communication of the project.

Restaurant SMEs will be selected by RESTwithEU team in cooperation with EDIHs, EC DG CNECT as the contracting authority and the project relevant stakeholder and experts. Selected restaurants will be asked to undertake a new assessment for the project impact evaluation.

3. Restaurant assessment

RESTwithEU team will analysed all the data and categorised the restaurants according to their challenges and the potential pilot size.

4. Solution screening

After submitting the application for admission, the RESTwithEU team will assess whether the Solution Providers meet the minimum requirements for the next phase.

5. Solution provider selection

Engage with the startups or solution providers to learn more about their solutions and how they can be customized to meet the restaurant's specific needs. Solution providers will be selected by RESTwithEU team in cooperation with EDIHs, EC DG CNECT as the contracting authority and the project relevant stakeholder and experts to choose the best solutions for the challenges.

6. Restaurant and solution providers matching

Consider factors and criteria provided, RESTwithEU makes the matches between the restaurant's challenges and the solutions selected.

This matching will result in at least 10 pilots, depending on the size and complexity of them. A waiting list of selected restaurants and solution providers would be as well available.

7. Communication to selected restaurants and solution providers

The final decision will be communicated with both restaurants and solution providers. If some circumstances overcome to either restaurants or solutions providers and there is not possibility to finally carried out the pilot in the defined conditions, RESTwithEU may propose another participant from the waiting list which was done during the selection process.

8. Dissemination of the Open Call Results: starting the Pilot Deployment Process

Once the pilot phase starts, to enhance our transparency according to the process, the selected restaurants and solutions providers which finally will participate in the pilots will be published on the project website www.restwith.eu, and spread out in the project newsletter.

7. The Pilot Deployment Process

To run the pilots, RESTwithEU consortium proposes an initial scope framework, tailored to the real needs of restaurants and that respond to with innovative solutions. For doing so, the pilots will be categorized in different sizes (SMALL, MEDIUM and LARGE), each size addressing different needs, namely:

- **SMALL:** pilots with minimum implementations requirements that are more a “plug and play” solution for the restaurants. It entails a quick collection of the results. Some manually processes could be replaced by a digital application or solution. There is no change of structural behaviour in the restaurant (the same processes are still used, but with a tool as a support that did not exist before). The tool might be adapted to the restaurant processes, and it is complementary with an adaptation of training. Monitoring is essential to determine how simple it is for restaurants to use the system.
- **MEDIUM:** for pilot that requires processes modification. Therefore, it is necessary to establish tasks that affect different actors and require the implementation of a solution (digital) that also has a learning time and a time to obtain results. The process adapts to the tool. It is the restaurant that makes the effort to make a change in its process, which will make its day-to-day life easier once it has internalised it.
- **LARGE:** for pilots that requires change or incorporation of processes. Therefore, it is necessary to define the process and its implications in terms of technology, people, costs, and future deployment throughout the company. Sometimes, the implementation of the solution requires training about the tool (for example if it involves

algorithms in AI solutions) and adjustments until it starts to deliver optimal results. Incorporation of more advanced technology and knowledge in the restaurant. A structural change is required in the restaurant: algorithms, AI, new technologies/leading edge... which opens new lines of adoption in the restaurant. Tailor-made solutions, less scalable.

It is important to underline that for carrying out the pilot, restaurants, solution providers and experts such as EDIHs will receive financial support with the aim of supporting the pilots or tests related to different levels of pilots defined previously:

- **SMALL:** voucher for max. 6.000 EUR per pilot (shared between startup, restaurant, and EDIH) to support the implementation requirements.
- **MEDIUM:** voucher for max. 8.000 EUR per pilot (shared between startup, restaurant, and EDIH) to support modifications processes.
- **LARGE:** voucher for max. 12.000 EUR per pilot (shared between startup, restaurant, and EDIH) to support change or incorporations of processes.

In addition, it may be established that part of the money will be used not only for the aforementioned but to improve the results, it may be used in services such as:

- mentor/consultant support on digitalization,
- training for employees in tools or services implemented to be tested.

As a support team during the pilot phase RESTwithEU proposes an extended team of experts in innovation methodologies that can manage or facilitate the development test or pilot. With this team, individualized work will be done on the 10 tests.

8. Calendar

The milestones and key dates of RESTwithEU Open Call are as follows:



These dates can be modified by the RESTwithEU Team. Should this be the case, the web page will be updated, and email notifications will be sent.

Application period

The application period opens on the day this document is published, **21th February 2023**, and ends at 17:59 p.m. (CET) on 31st March 2023.

Any applications received after the deadline will be rejected.

Selection period

The period for selecting Restaurants and Solution providers which projects go through to the next round starts as soon as the deadline for applications expires and runs through **14th April 2023**.

From 31st March to 14th April. RESTwithEU team will evaluate each solution based on the selection criteria, obtaining a prioritised list, and leaving aside those solutions that do not meet exclusionary criteria (if any). The same will be done for restaurants, where the criteria defined in previous phases will be used for their selection. Such system will allow to select the most promising best practices, namely those that will work best in the pilot phase.

On 14th April 2023, we will contact the winners of both itineraries (Restaurants and Solutions Providers) explaining the next milestone of the project and being informed the ones who met the criteria to carry out the pilots.

Public Communication

To enhance our transparency according to the process, the selected restaurants and solutions providers will be published on the **17th of April 2023** week at www.restwith.eu and spread out in the project newsletter.

9. Benefits of the Open Call for restaurants and solution providers

There are the following benefits for both Restaurants and Solution Providers in participating in the Open Call.

Motivation for EU-wide restaurant SMEs to participate in the Open Call is based on:

- Possibility to work with European solution providers with the most innovative solutions through activation tests and pilots.

- Be part of a European network created and displayed thanks to this project with stakeholders involved.
- Economic prizes to activate pilots in the restaurant industry.
- Visibility of the best practice across the EU-27.
- Being part of the first results which will support the implementation of the Digital Pathway Tool for other EU Restaurants SMEs.

Motivation for solution providers or start-ups with innovative solutions to participate in the Open Call is based on:

- Possibility to work with European businesses from the restaurant industry through activation tests and pilots.
- Be part of a European network created and displayed thanks to this project with stakeholders involved.
- Economic prizes are awarded to the best solutions proposed to activate pilots in the restaurant industry (the budget for such prizes is accounted for the global proposal budget);
- Visibility of the best practice across the EU-27
- Possibility to spread the implementation of that solution, with associated potential revenues.

10. RESTwithEU Team

The main responsibilities of the RESTwithEU consortium team are:

- To be responsible for selecting the restaurants and solution providers
- To be available for any questions or needs that may arise during the Open Call process. This email contact@restwith.eu will be the main channel to support the participants.
- May ask participants to supply information or documents that may be needed to check the selected criteria.
- To assist restaurants in their main challenges, supporting in the digital assessment to select the best challenge to be solved.
- To provide context and knowledge to the solution providers to understand restaurant's needs.
- To ensure the best results in the Open call and the later pilot process.

11. Commitment of participants

The restaurants and solution providers selected are required to make certain undertakings which will be specified in each one of the agreements reached setting the challenges. These will include at least the following:

- Participants of the Open Call are obliged to comply with the requirements listed in these terms and conditions.
- Open Call participants undertake to provide all the information that may be required for the smooth running of the call.
- Open Call participants undertake to be truthful in the information provided with the ultimate goal of fulfilling the commitments and needs of the pilots.

12. Right of first negotiation

By accepting the conditions and signing the agreements governing participation in the call, the projects selected grant RESTwithEU and the participating corporations a right of first negotiation (the 'Right of First Negotiation'). Right of first negotiation means that during the lifetime of the agreement governing their participation in the programme, and for three years following the termination of the said agreement for any reason, RESTwithEU and the participating corporations will have a right of first negotiation, without any duty to complete, for the acquisition, marketing, licensing, distribution, or (in general terms) any form of exploitation of the results, products, or services of the projects taking part in the programme, prior to and with preference over any third party. The right of first negotiation is not an exclusive right, and the Project task force will have the right to offer it to third parties after offering right, and the project task force will have the right to offer it to third parties after offering it to RESTwithEU and the participating corporations. The requirements for the acquisition, marketing, distribution, or exploitation of the results, products, or services of the projects will be assessed at their market value, and RESTwithEU and the participating corporations will be entitled to the best conditions offered to third parties on the market.

By accepting the conditions and signing the agreements governing participation in the call, the restaurants selected and the participating solution providers have a right of first negotiation (the 'Right of First Negotiation'). Right of first negotiation means that during the lifetime of the agreement governing their participation in the programme, and for three years following the termination of the said agreement for any reason, RESTwithEU pilot project consortium will have a right of first negotiation, without any duty to complete, for the acquisition, marketing, licensing, distribution, or (in general terms) any form of exploitation of the results, products, or services of the projects taking part in the Open Call, prior to and with preference over any third party. The right of first negotiation is not an exclusive prior to and with preference over any third party. The right of first negotiation is not an exclusive right, and the project task force will have the right to offer it to third parties after offering it to RESTwithEU pilot project consortium. The requirements for the acquisition, marketing, distribution, or exploitation of the results, products, or services of the projects will be assessed at their market value, and RESTwithEU will be entitled to the best conditions offered to third parties on the market.

13. Right to information and to follow up on the project

In order to monitor the project and ensure that the RESTwithEU Open Call is being fully taken advantage of, European Commission DG CNECT, RESTwithEU consortium, project Stakeholders and the participating corporations must be kept informed of how the pilots are progressing through regular reports on their development during the lifetime of the agreement governing participation by the restaurants and solution providers selected in the pilot programme.

14. Protection of personal data and intellectual and industrial property rights

The personal data of participants will be processed by RESTwithEU for the sole purpose of administering the Open Call. Said processing will be governed by this clause and by the legislation governing data-processing. Specifically, RESTwithEU will process the personal data supplied by the participants in order to administer their applications to take part in the Open Call, as well as (with their consent) to inform them of and send them communications about the activities, projects, and new developments in the RESTwithEU pilot project which may be of interest to them, via electronic and other similar methods. The legal basis for processing their data is to administer their application to take part in the Open Call and the pilot deployment process, or in the case of sending them communications, it is the consent given by the participants.

RESTwithEU may share the data with the startups or solution providers participating in the pilot deployment process. The data will be processed under all circumstances in accordance with a level of protection that is in compliance with the applicable data. Following the selection process, RESTwithEU will keep the data supplied by the participants so that the candidates can be taken into consideration in future project events or programmes, if they consent to this. Participants may revoke their consent to receiving commercial communications at any time by sending an e-mail to contact@restwith.eu or to dataprotection@barrabes.biz. If personal data are supplied, users warrant that they have informed those parties of the content of this clause before

supplying them, and they are personally liable against RESTwithEU for any losses that may arise in the event of a breach. They may, at any time, exercise their rights to view, correct, or delete their data, to request restrictions on processing, to object to processing, or to request the portability of their data, in accordance with the provisions of current legislation, by sending an e-mail to contact@restwith.eu clearly stating the right they wish to exercise and attaching their national ID number or other similar ID documents in proof of their identity.

By filing their application, applicants warrant as follows:

- That the projects are the original work of their authors, or that they hold all pertinent rights to use them, or both.
- By taking part, participants accept that the work and the creations resulting from the projects are in accordance with Royal Legislative Decree 1/1996 of 12 April approving the Spanish Intellectual Property Law in its amended version, regularizing, clarifying, and harmonizing the applicable legal provisions in this matter.
- Where projects are the unified result of the co-operation of various participants, the project shall be treated as a co-operative work pursuant to article 7 of the Intellectual Property Law, with the resulting rights of the various contributors as co-authors.
- Participants authorize RESTwithEU to publish an abstract-summary of the projects on its official websites, and accept that visitors to the said websites will be able to access the said information in accordance with the conditions of use of the said websites.
- Participants authorize RESTwithEU (i) to use the names and titles of their projects, indefinitely, to be referred to on the websites or for any other act or event related to the RESTwithEU pilot project, and (ii) to refer to the projects in the historical archives and in any media belonging to RESTwithEU pilot project.
- RESTwithEU does not claim ownership of the information offered or over any industrial or intellectual property it may contain. Participants do not assign any industrial or intellectual property right resulting from the projects to RESTwithEU.
- Participants accept that no provision of this document authorizes them or gives them the right to use any industrial property owned by RESTwithEU, such as, specifically, commercial trademarks or logos, or any other property belonging to the firm.

15. Reservations and limitations

Should you have any queries or require any clarification regarding the Open Call or the filling of applications, interested parties may contact RESTwithEU via the following e-mail address: contact@restwith.eu

