

How to write a great Proposal

Webinar HTWAGP

Block 2 - Impact Pathways



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Seven years of experience working with EIT KICs on different topics



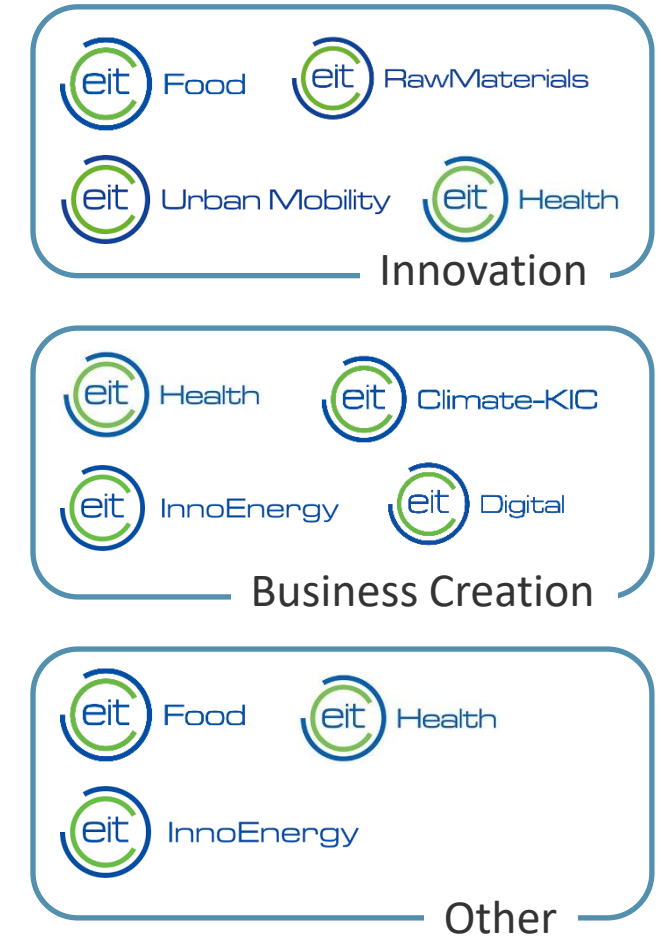
Kaiserstr. 118 Karlsruhe
76133 Germany
+49 721 920979-20
nr@atrineo.com

Contact Details



Career

www.atrineo.com

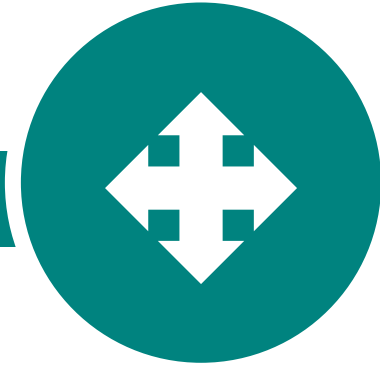


Experience with KICs



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Digital Housekeeping rules for this webinar series



ZOOM FEATURES

Moveable windows



MUTE

please mute yourself to
avoid background noises



CHAT

Technical Issues or
questions

1. This webinar will be recorded and made available through the EIT Food website
2. Please ask your questions through the chat:
 - Some questions will be directly addressed through the chat
 - Some questions will be directly answered in the webinar
 - The rest of the questions will be moved to the Q&A session (webinar block 4)
3. Please keep your Camera and Microphone off, except for during the Q&A session
4. All slides and Q&A will be provided at the end of the webinar through the EIT Food website



Topics covered in this second block - Impact Pathways

- Impact Goal
- Project Problem Statement
- Activities and KPIs
- Impact Indicators
- Long term impacts

Fundamentals of the impact framework



We start with EIT Food Impact terminology

Definitions

Strategic Objectives

express our shared view of changes needed in the food system

Impact Goals

describe the measurable consequences of those changes

Focus Areas

are places in the system where there is most need or most potential for change

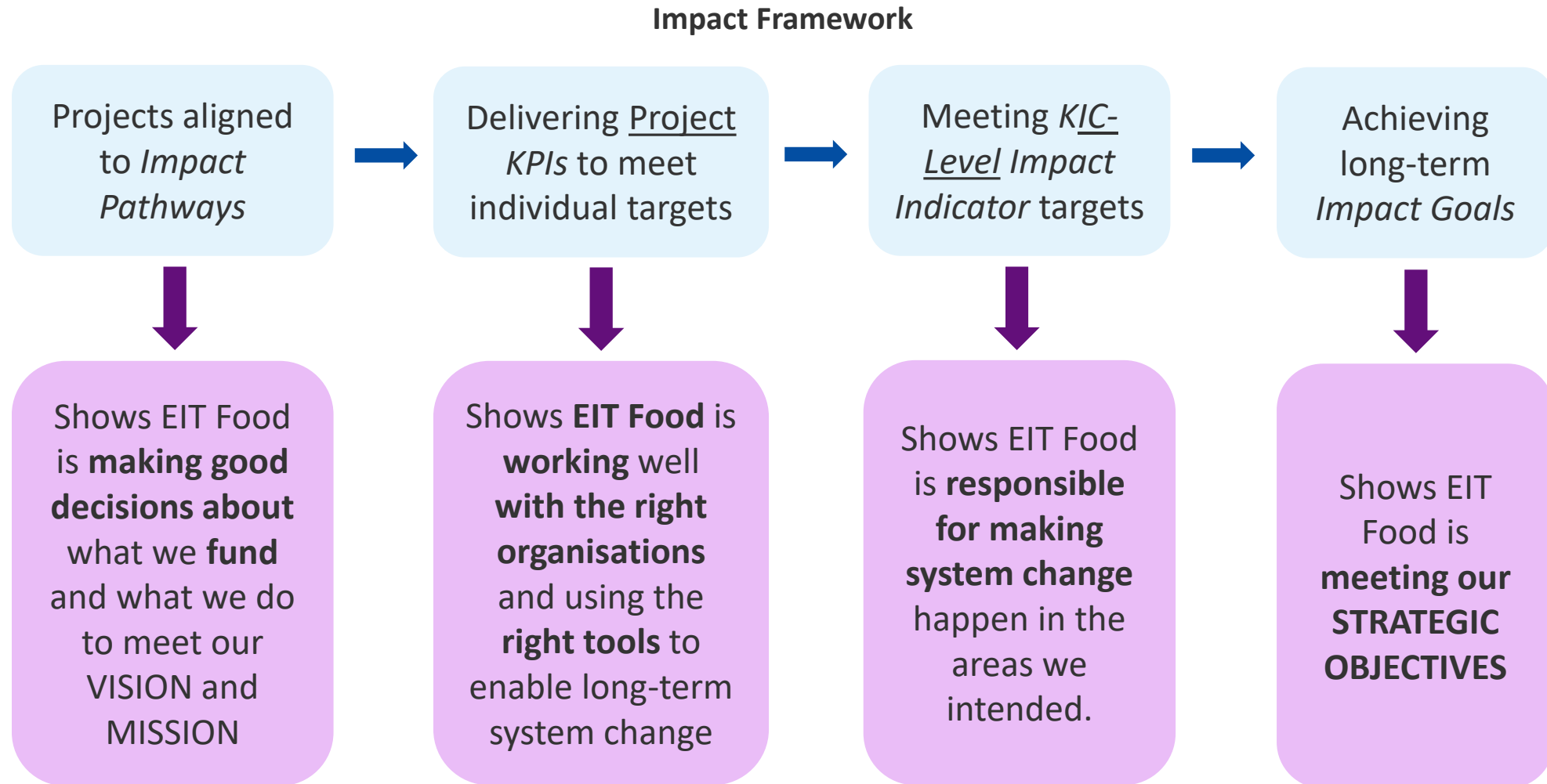
Impact Indicators

are proof points that systems change is happening because of EIT Food.
They are the connecting point between our Strategic Objectives and Impact Goals

KPIs

delivered in our selected Focus Areas are the building blocks
for Impact Indicators and Goals

Why do we need an impact framework?



There is an excel template provided by EIT Food to help with the impact pathway creation

Impact Framework (1)

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PROJECT TITLE:									
Impact Goal [choose as many as apply]	Project Problem	Activities (Work Package Titles)	Activity KPIs [choose as many as apply]	# / Value	Year	Impact Indicators [choose as many as apply]	# / Value	Year	Long-Term Impacts [choose as many as apply]
3. Improved environmental impact of Agri-Food systems			* = EIT Mandatory KPIs			1.2/ 2.B.1- Increase # new digital solutions in use to improve supply chain efficiency, integrity and transparency.			
			* Innovations launched on the market						
System Challenge [choose as many as apply]									
3 - Slow transformation of the agri-food system into a circular economy is holding back improvement in environmental outcomes and leading to wasted resources and lost value within the	Project Objectives								

There is an excel template provided by EIT Food to help with the impact pathway creation

Impact Framework (2)

  Co-funded by the European Union									
PROJECT TITLE:									
Impact Goal [choose as many as apply]	Project Problem	Activities (Work Package Titles)	Activity KPIs [choose as many as apply]	# / Value	Year	Impact Indicators [choose as many as apply]	# / Value	Year	Long-Term Impacts [choose as many as apply]
→		→		→ * = EIT Mandatory KPIs		→		→	
3. Improved environmental footprint of Agri-Food systems Impact Goal	Project Problem	Activities	Activity KPIs * Innovation on the market			1.2/2.B.1- Increase # new digital solutions in use to improve supply chain efficiency, integrity and transparency			Long-Term Impacts
System Challenge [choose as many as apply]									
3 - Slow transformation of the agri-food system into a circular economy is holding back improved environmental outcomes and leading to wasted resources and lost value within the	Project Objectives Project Objectives								

There is an excel template provided by EIT Food to help with the impact pathway creation

Impact Framework (3)

Impact Goal	Project Problem	Activities	Activity KPIs	Impact Indicators	Long-Term Impacts
Measurable consequences of change targeted by EIT Food to drive cultural, economic, societal and environmental change according to its Agenda	The main issue the project is trying to address. What problem are you trying to solve? How big is the problem? Who owns/has the problem? Why do current solutions fail? Why does this issue linger?	Activities is what the project is doing, which is a blended portfolio of Innovation, Education, Business Creation and Public Engagement activities as estimated by the EIT KIC approach pushing for Knowledge Triangle Integration	Set of impact indicators aiming to build proxies assessing the capacity of the EIT Food to generate innovation-based growth from project activities. There are EIT Core KPIs – defined by the EIT, and EIT Food specific KPIs, which have been defined to measure the additional impact of EIT Food’s activities and RIS activity KPIs	The impact indicator contribute to the impact goals for EIT Food. Thus, impact indicators are aligned with the four impact goals	EIT Food will monitor all activities after activity completion to track long-term impact, the status of commercialisation and to ensure the achievement of KPIs anticipated after Activity end. This is how EIT Food plant to deploy its impact according to its Agenda

Remember
Problem
solution Stack
in Block 1

More details in
Block 3

There are four impact goals for EIT food, which create the underpinning for the impact framework

Impact Goal

Impact Goal

Measurable consequences of change targeted by EIT Food to drive cultural, economic, societal and environmental change (four dimensions of change) according to its Agenda

Four Options

1. Improvement in conditions for enhanced public trust in the food system
2. Better Health Outcomes from our Diet
3. Improved environmental impact of Agri-Food systems
4. Enabling transition to a circular and sustainable economy

Impact Goal
[choose as many as apply]

2. Better Health Outcomes from our Diet

4. Enabling transition to a circular and sustainable economy

Example

The project problem describes the main issues to be addressed, we should be directly linked to the impact goals

Project Problem

Project Problem

The main issue the project is trying to address. What problem are you trying to solve? How big is the problem? Who owns/has the problem? Why do current solutions fail? Why does this issue linger?

Free description

Describe your problem in a concise manner. Avoid using jargon or complex technical language. Trying to quantify as much as possible the problem, to provide context and flavor to the issues at hand

Project Problem Statement



5% of parents/ guardians admit to providing nutritionally poor school lunches to children. 50% of children take lunch to school from home in the UK. Those children are therefore at risk of poor health outcomes from their diet. Studies show poor nutrition at school can lead to obesity and lower educational attainment. Published studies document the existence of the problem and effects. For parents wishing to improve their child's diet, there is a lack of user-friendly, easily accessed and personalisable meal planning tools tailored to children's preferences and needs. Parents, tech providers, schools, retailers all have a role to play in the solution. Possibly any of the 50% of school age children relying on home-made lunch during school day could be affected. School age population in UK is 6.73m. Published statistics suggest hundreds of thousands

Example

The main activities are going to be centred around innovation, yet through the knowledge triangle other activities may also add value

Activities

Activities

Activities is what the project is doing, which is a blended portfolio of Innovation, Education, Business Creation and Public Engagement activities as estimated by the EIT KIC approach pushing for Knowledge Triangle Integration

Free description

Describe the main activities linking them to potential project outputs. Remember your work packages from the project plan. The activities will align with key work packages as they describe how the previously described problem and goals are going to be tackled by the project. For this document, it is not necessary to go into too much detail for the activities, just the general actions will suffice to provide an overview of what is being accomplished.

Example

Activities (Work Package Titles)
app development
nutritional data gathering & validation
consumer testing

Activity KPIs measure and link activities to the expected outcomes that generate impact as expected by EIT food

Activity KPIs

Activity KPIs

Set of impact indicators aiming to build proxies assessing the capacity of the EIT Food to generate innovation-based growth from project activities. There are EIT Core KPIs – defined by the EIT, and EIT Food specific KPIs, which have been defined to measure the additional impact of EIT Food's activities and RIS activity KPIs

List of all KPIs, incl. EIT Mandatory

Area	EIT Food Specific KPI	Code
Designed/ Tested Innovations	# Innovative products/ services resulting from innovative projects from a) intellectual property b) innovative products	EITHE01.1
	# Test-beds used to test innovation products/services to be reported by country	EITHE01.5
	# Participants involved in designing/testing of innovative products/services per KTI area and country.	EITHE01.6
Marketed Innovations	# Markets per country	EITHE02.4
Participants in (non-degree) education and training	# EIT professional development courses, online training courses and other education/training products delivered	EITHE08.3
	# Institutions/ organisations delivering the (non-degree) education and training, incl. country	EITHE08.4
Disseminated Results/GP/LL	# Results, good practice (GP) and lessons learnt (LL) disseminated by the KIC through appropriate means	EITHE14.1

Foreshadowing
Block 3

Example

Activity KPIs [choose as many as apply]	# / Value	Year
* = EIT Mandatory KPIs		
Innovations designed or tested	1	2022
* Innovations launched on the market	1	2022
* Financial sustainability	100000	2023
Impact on employment growth as a result of company being engaged with KICs	1	2022

Based on the activity KPIs, impact indicators can be define, which will help EIT Food estimate what it is expected from each project

Impact Indicator

Impact Indicator

The impact indicator contribute to the impact goals for EIT Food. Thus, impact indicators are aligned with the four impact goals

List of all Impact Indicators

1. Improvement in conditions for enhanced public trust in the food system: **2 indicators**

Increase # people taking part in “co-creation” as part of EIT Food activities.	12000
Increase # new digital solutions in use to improve supply chain efficiency, integrity, and transparency.	10

2. Better Health Outcomes from our Diet: **4 indicators**

3. Improved environmental impact of Agri-Food systems: **3 indicators**

4. Enabling transition to a circular and sustainable economy: **8 indicators**

Example

Impact Indicators [choose as many as apply]	# / Value	Year
1.1 - Increase # people taking part in “co-creation” as part of EIT Food activities.	1000	2021
2.A.1 Increase # consumers using technology, solutions or guidance developed with the support of EIT Food to personalise or change diet in line with relevant Food-Based Dietary Guidelines for Europe	20000	2023
4.B.3 - Increase # new jobs created in start-up/ scale-ups	1	2022
4.C.1 - Increasing € value attributable to Social, Environmental & Economic Return on Investment per 1€ invested in the EIT Food portfolio of activities (“Portfolio ROI”)	100000	2023

Seven long-term impact have been defined by EIT food to track its progress towards accomplishing its agenda

Long-Term Impacts

Long-Term Impacts

EIT Food will monitor all activities after activity completion to track long-term impact, the status of commercialisation and to ensure the achievement of KPIs anticipated after Activity end. This is how EIT Food plant to deploy its impact according to its Agenda

List of Indicators

- 1 - Improvement in trust metrics identified by EIT Food's Trust Report and Trust Tracker data.
- 2A - Reduction in relative risk of obesity & Non-Communicable Disease (NCD) prevalence in target populations due to known contributory dietary factors.
- 2B - Reduction in estimated burden (€) of preventable foodborne disease and targeted contributory food safety factors.
- 3 - Improvement in impact on ecosystems due to factors identified as EU Green Deal and/ or CAP targets
- 4A - Increasing participation of individuals/ professionals in the transition to a circular and sustainable economy in agri-food
- 4B - Improvement in food system contribution to outcomes under EU Circular Economy Monitoring Framework
- 4C - Increasing € value attributable to Social, Environmental & Economic Return on Investment per 1€ invested in the EIT Food portfolio of activities ("Portfolio ROI")

Long-Term Impacts
[choose as many as apply]



- 2A - Reduction in relative risk of obesity & Non-Communicable Disease (NCD) prevalence in target populations due to known contributory dietary factors.
- 4C - Increasing € value attributable to Social, Environmental & Economic Return on Investment per 1€ invested in the EIT Food portfolio of activities ("Portfolio ROI")

Example

System challenges mark great challenges in food systems that EIT food is trying to tackle through financing innovation projects

System Challenge

System Challenge

Great challenges in the food system that EIT Food is trying to tackle through its activities and long-term impact generation

Six Options

- 1 - Low consumer trust in the food system creates conditions where innovation which may benefit consumers is slowly adopted.
- 2 - A combination of the product options encountered by the consumer and the basis of their decision making in relation to those products can have a serious negative effect on both the healthiness and sustainability of dietary choices.
- 3 - Slow transformation of the agri-food system into a circular economy is holding back improvement in environmental outcomes and leading to wasted resources and lost value within the food system.
- 4 - A shortage of scientific, entrepreneurial and managerial skills needed to solve complex challenges in a changing agri-food system is a major barrier to innovation across the system.
- 5 - Investment in food sector R&D, innovation and start-ups lags behind other sectors in Europe, with the majority of businesses operating at micro-company level with little innovation-led growth. This is holding back transition to a circular, sustainable food economy.
- 6 - The wider value of investment in the transition to a circular, sustainable agri-food economy is not well understood and is not translated into ambitious programmes of impact investment within Europe by non-EU sources.

System Challenge [choose as many as apply]

2 - A combination of the product options encountered by the consumer and the basis of their decision making in relation to those products can have a serious negative effect on both the healthiness and sustainability of dietary choices.

Example

Project objectives create the link between the problem being addressed and the activities the project is conducting

Project Problem

Project Objectives

The main objectives the project is trying through to accomplish, which also drive activities. The problem, objectives and solution are linked in the project solution stack as described in Block 1

Free description

Project objectives are directly linked to the problem being addressed by the project, as part of the problem solution stack described in block one. For the description of the objectives try to use clear goals and simple ways of measurement progress towards those goals. Quantifying what level of accomplishment has been achieved at any time according to the set goals can be an valuable instrument for project management and project steering.

Example

Objective is to create and launch an easy to use, inexpensive smartphone food-pairing app which helps in creating nutritionally balanced lunch options tailored for children

This will be achieved through repurposing an existing food pairing app; updating data sets; consumer testing; and partnering with supermarket/ retailer to address market at point of food purchase.

Parents and children will be the main beneficiaries, consortium members will benefit commercially; indirect benefits to public health and cost of care reduction due to improved childhood diet can be forecast.

Specifically, each child of an app user may benefit by up 5 nutritionally improved meals per week leading to immediate benefit in improved nutrition and long term benefit in reduced health risks & improved HALYS.

The benefit will be demonstrated through app user surveys to confirm use and report effects, which combined with app user statistics will allow reliable estimation of users experiencing benefits and estimation of benefits from peer reviewed models in published literature.

No similar solution to meet this need exists, so any dietary improvement due to this app will be a new source of dietary improvement. If the app is used, benefit should occur as the underlying pairing model is proven to work in an adult context. Therefore the biggest risk is non-use of app. Partnering with major food retailer should improve initial take up. Links to loyalty schemes/ retailer promotions tied to app use will incentivise and reward users in tangible and immediate benefits.

EIT food has dedicated a lot of time and effort to developing its framework to enable impact measurement from its activities

EIT Food Impact Goals & Measurement

Improvement in conditions for enhanced public trust in the food system

Improvement in those priority areas identified by EIT Food's *Trust Report*

Enabling Transition to a Circular & Sustainable Food Economy

Increasing Social, Economic & Environmental Value (both direct and wider economic growth)

Better health outcomes from our diet

Reduced health risk for target populations from dietary factors (*Health Adjusted Life Years (HALYS)* gained)

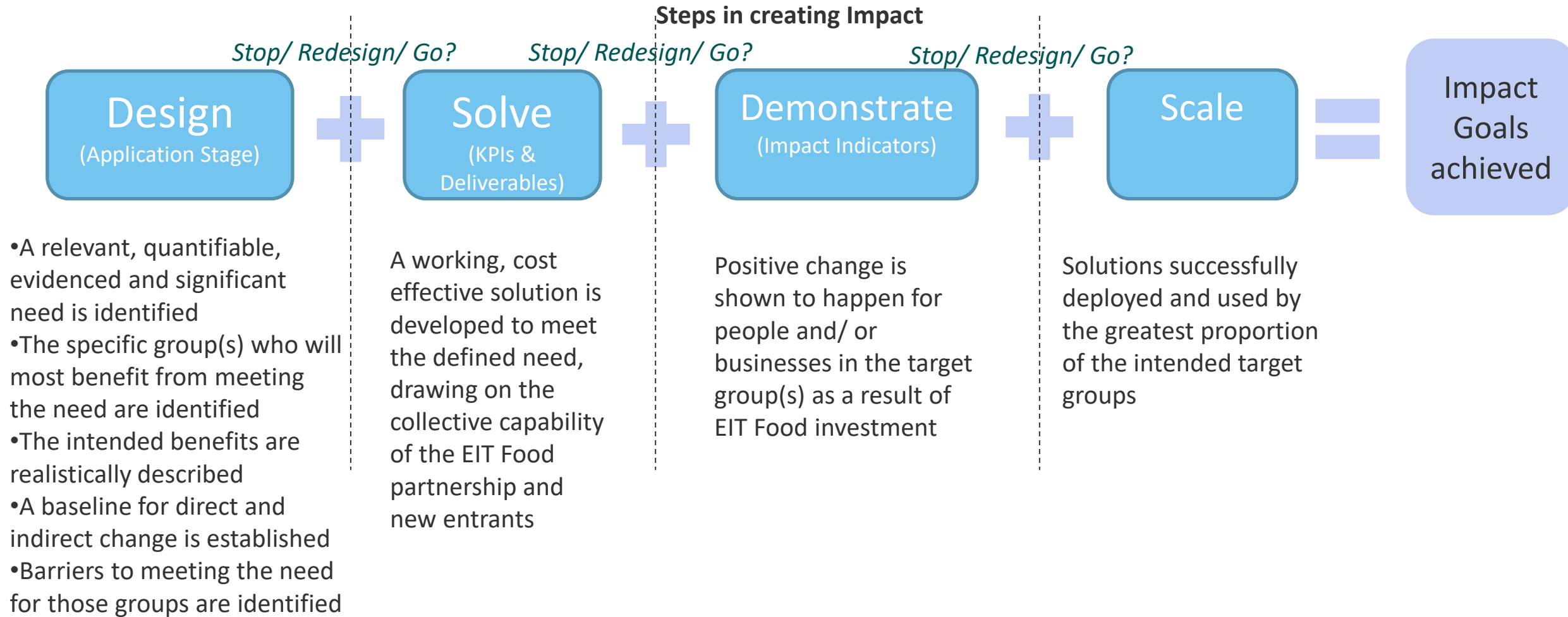
Reduction in € eq burden of foodborne disease

Improved food system environmental impact

Reduction in tCO₂eq

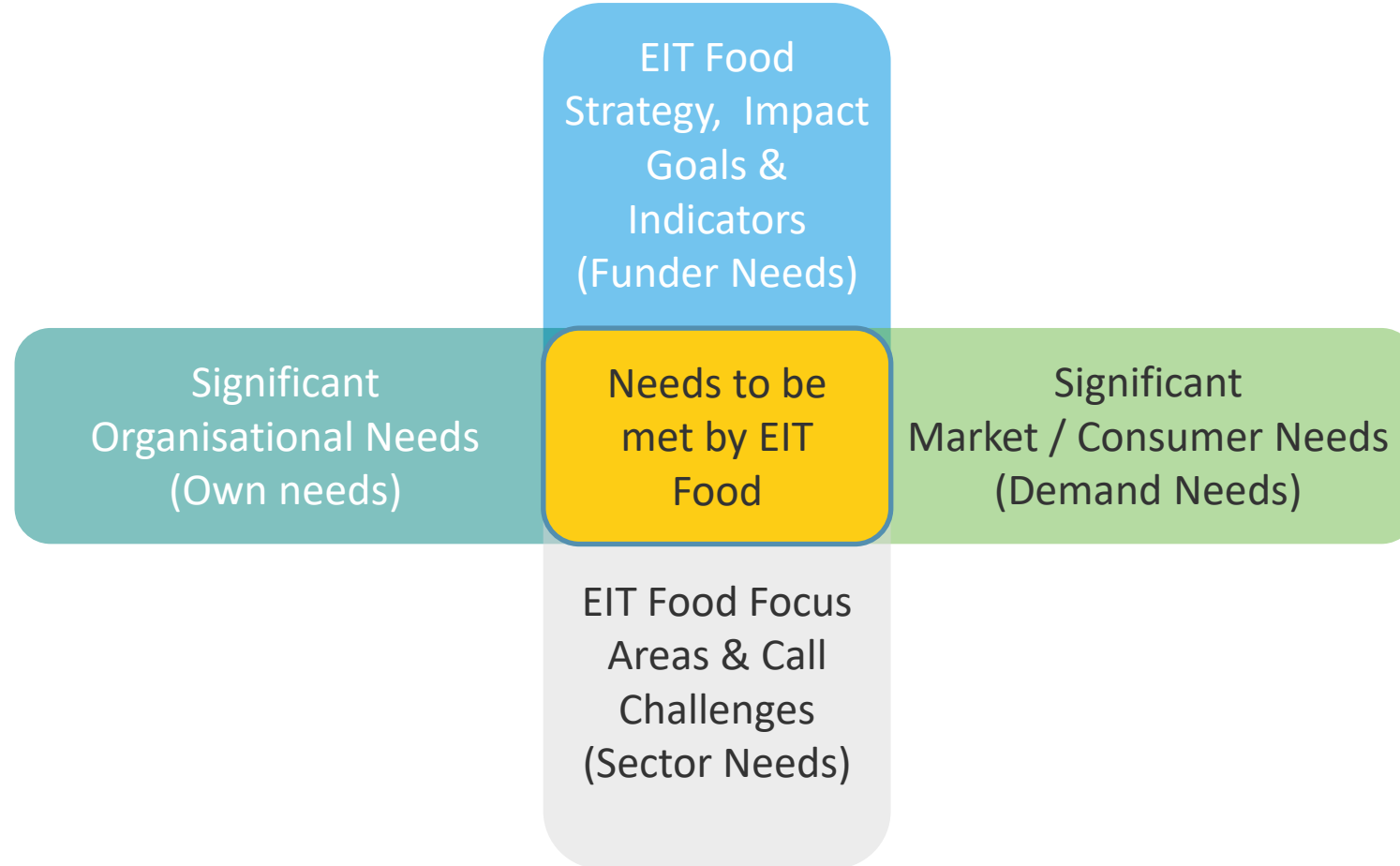
Improvement in relevant indicators associated with hotspots identified by LCA methods

This scheme shows a new way of thinking for EIT Food driven by investing for (long-term) impact generation

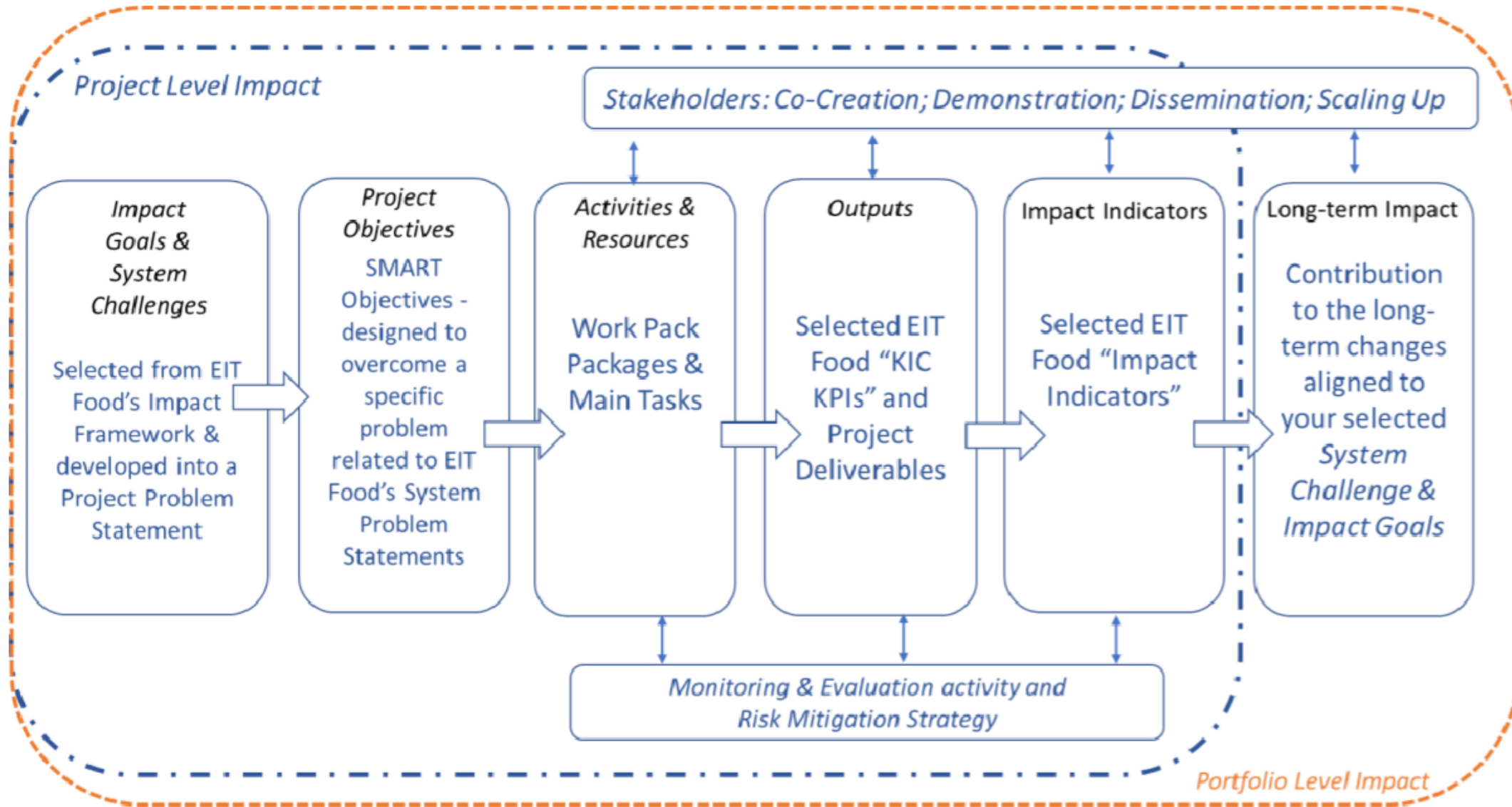


EIT food is steering projects towards addressing market, sector or organisational needs to base project design and real problems

Problem Definition / Project Design for EIT Food



This shows the funnel of how EIT Food expects to generate impact



Additional Resources



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Call page on EIT Food Website

- All call related information (guidelines, proposal template, webinar slides and videos, etc.) will be published on <https://www.eitfood.eu/projects/eit-food-call-for-proposals-2022>



EIT Food Open Call 2022

EIT Food's vision is a world where everybody can access and enjoy sustainable, safe, and healthy food – with trust and fairness from farm to fork. The intention of this Call for Proposals is to maximise the societal, economic and environmental impact of innovative ideas and consortia within the scope of EIT Food's Impact Framework, as described in our [Strategic Agenda 2021-27](#).

EIT Food's Impact Framework targets four primary Impact Goals for food system change:

1. Improvement in conditions for enhanced public trust in the food system
2. Reduction in relative risk of obesity & Non-Communicable Disease (NCD) prevalence in target populations due to known dietary factors



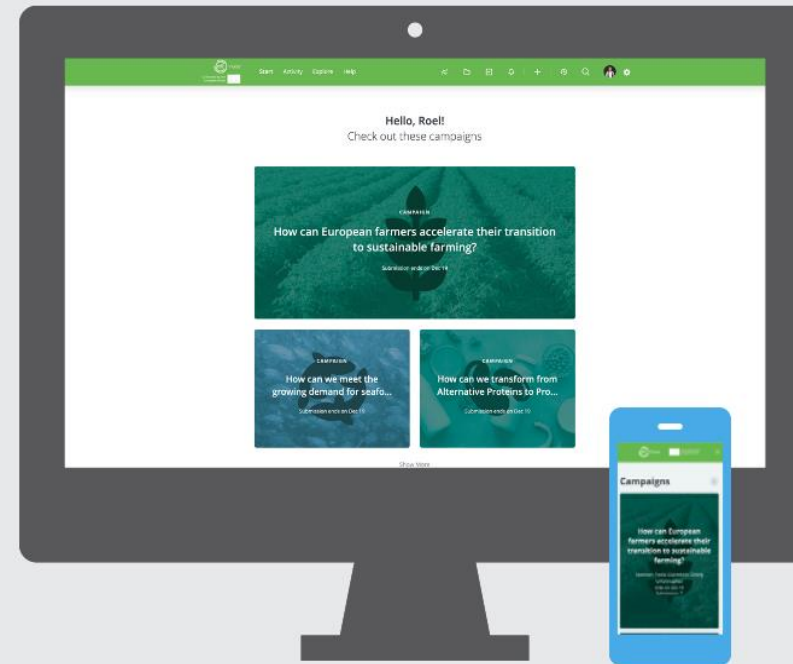
Overview

[Call Timeline](#)[Register for Proposal Trainings](#)[Mandatory Proposal Templates](#)[Additional Proposal Resources](#)[Collaborate with other Innovators](#)

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EIT FOOD OPEN INNOVATION PLATFORM (HYPE) TRAINING

- ≈ Online partner collaboration platform to create consortia around ideas
- ≈ Webinar with technical instructions for desktop and mobile usage
- ≈ 18 November 2021 from 10.30am to 12.00noon (CET)
- ≈ Register [HERE](#)



Save the date: Trainings & Webinars

Training: Hype Open Innovation Platform

- › 18 November 2021, 10:30-12:00 [Register Here](#)

Matchmaking: Meet future partners online

- › 25 November 2021, Pre-event 8:45-9:45 [Register Here](#)
- › 25 November 2021, Main Event 10:00-16:00 [Register Here](#)

Training: How to write a good proposal

- › 3 December 2021 9:00-17:00 [Register Here](#)
- › 14 December 2021 9:00-17:00 [Register Here](#)

Training: Financial Return Mechanism and Commercialization Strategy

- › 24 November 2021 9:00-13:00 [Register Here](#)
- › 15 December 2021 9:00-13:00 [Register Here](#)



60 minute Break – Block 3 follows at 13:30 am



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