

EIT Food Webinar: Call for Proposals 2022

Innovation & Operations Team
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EIT Food: Mission, vision & strategic framework



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Paola Giavedoni



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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.

EIT Food's **mission** is to transform how food is produced, distributed, and consumed and to increase its value to European society. We will achieve this by solving the biggest innovation challenges through trusted industry, education and research partners working together with informed and engaged citizens.

Between 2021-2027, EIT Food will deliver:

210,000+ consumers engaged to define healthier, sustainable behaviour.

700+ innovations supported during their design and test phases.

1300+ graduates from EIT labelled MSc / PhD programmes.

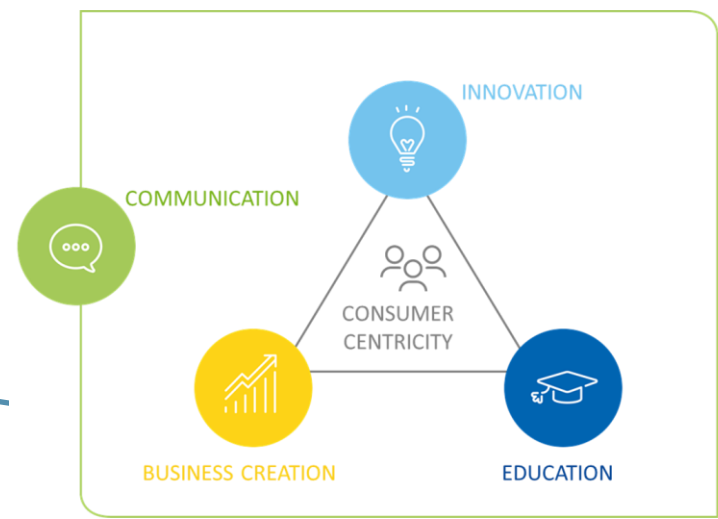
345,000+ online learners by 2027.

180 new entrepreneurs into the food system.

800+ companies securing over €350m investment funding.

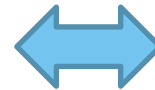
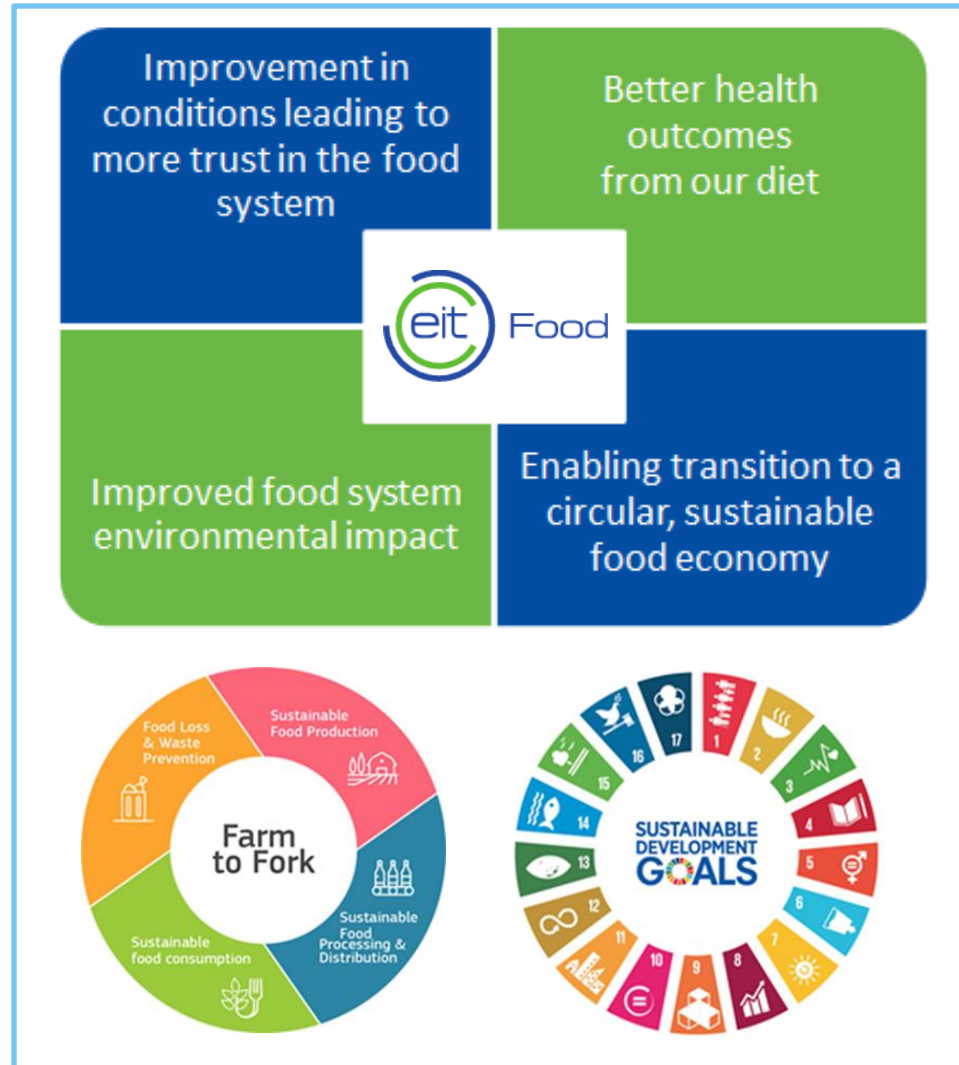


- Transparency in the supply chain
SO 1: Address low consumer trust in their food
- Distorted nutritional habits
SO 2: Create consumer-valued food for healthier nutrition
- Fragmented supply chain
SO 3: Build a consumer-centric connected food system
- Sustainability
SO 4: Enhance sustainability through resource stewardship
- Skill gaps
SO 5: Educate to engage, innovate and advance and attract new talent to the food sector
- Limited entrepreneurial culture
SO 6: Catalyze food sector entrepreneurship and innovation



A Strategy for Impact

EIT Food Impact Goals



EIT Food Strategic Objectives & Network

- 1 Overcome low consumer trust creating a smart food system that is inclusive and reassuring for everyone
- 2 Create consumer-valued food for healthier nutrition enabling individuals to make informed and affordable personal nutrition choices
- 3 Build a consumer-centric connected food system developing a digital food supply network with consumers and industry as equal partners
- 4 Enhance sustainability through resource stewardship developing solutions that create a circular bio-economy
- 5 Educate to engage, innovate and advance providing 'food system' skills for students, entrepreneurs and professionals through advanced training programmes
- 6 Catalyse food entrepreneurship and innovation fostering innovation at all stages of business creation



Call for Proposals 2022: Introduction



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Introduction to Call for Proposals 2022

EIT Food is calling for proposals to start activities in 2022:

- To produce innovative technology solutions resulting in commercialisable products and services to the market in the agrifood sector.
- integrating principles of Knowledge Triangle Integration in their delivery, outcomes and impact

Proposals responding to this call must include the following key elements:

- Propose one or more near-to-market, commercially viable innovative technology solutions (goods, services, processes or products) in line with EIT Food Focus Areas, Challenges and Impact Framework
- must have a TRL level 7 at the time of the proposal submission (level 6 completed and proved)
- must launch at least one innovative solution (marketed innovation) by 31 December 2023, including proof of revenue generated of at least 10.000 EUR
- Activities ending in 2024 must launch an additional marketed innovation by 31 December 2024.

Types of activities EIT Food is looking for:

- Translating or repurposing current technologies from outside food sector(s) to provide or enable solutions to major Focus Area & system problems identified by EIT Food.
- Bringing knowledge and transparency to consumers through co-creation activities in order to foster enhanced trust in the food system
- Activities which demonstrate and prove the potential for new solutions/ innovations/ technologies/ public interventions to deliver EIT Food's Impact Goals and KPIs at significant scale.
- Proposals from other funding bodies to engage in joint funding of competitive challenges to identify game-changing solutions to problems related to EIT Food Impact Goals.

Call Summary

Consortium	Minimum 3 organisations from at least 2 different eligible countries representing at least two sides of the knowledge triangle.
Expected size of individual proposals (EIT grant amount)	Indicative maximum EIT grant amount (a reimbursement amount of eligible costs, excluding co-funding): • up to €400,000 for 2022; • up to a maximum €1.400.000 during 2022-2024.
Maximum duration of a project	Activities may last up to 24 months and may span 2022-2024.
Maximum reimbursement rate & co-funding	EIT Food will fund up to 60% of total eligible costs of the Activity (reimbursement rate). The consortium must co-fund a minimum of 40% (co-funding) of the total project eligible costs with sources of funding different than EU funding.
Financial Return to EIT Food	Financial Return Mechanism is mandatory for each proposed Activity, as part of the EIT Food Financial Sustainability Strategy: • minimum required financial return shall be 50% of the EIT grant budgeted for the lifetime of the Activity, • may be based on revenue sharing, i.e. sharing a percentage of revenues generated by the Key Exploitable Result(s) (KER) during an agreed time period

Who can apply



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Who can apply

This call is open to all organisations eligible for Horizon Europe funding, you do **not** need to be an EIT Food partner to submit a proposal.

- All organisations which are successful in this call process will be required to complete the onboarding process to become a KIC Partner and accede to the Grant Agreement (GA) signed with the EIT.
- Need to formally become an EIT Food Partner before the projected start date of the activity.

More information can be found on our website: <https://www.eitfood.eu/news/post/more-info-on-eit-food-partnerships>

More info on EIT Food partnerships

04 NOVEMBER 2019

EIT Food is a Network of organisations that are complementary, demonstrate excellence in their domain and show commitment to the objectives of EIT Food.



Cost Eligibility Date

- The cost eligibility date for EIT Food partners are already known by themselves as these dates change from one partner to another based on the onboarding date.
- The cost eligibility date of any organisation yet EIT Food Partner will be dependent upon their approval into the EIT Food partnership by EIT.
 - 4 months retroactivity rule: The new partners will be cost eligible 4 months prior to their partnership submission to EIT. Therefore, **as an example** if a new organisation's onboarding process is *finalized by 15 June which means all necessary documents are submitted to EIT Food and all EIT Food approvals- where applicable- are completed* ; then these partners can be submitted to EIT by 30 June and that will provide cost eligibility by 28 February 2022.



Funding

- Funding is granted under the Horizon Europe programme and corresponding eligibility rules
- Successful applicant's funding for spend in 2022 will be confirmed following the conclusion of the proposals' evaluation in 2022 (estimated end April 2022)
- Funding for 2023 and 2024 is dependent on Activity monitoring and EIT's award to EIT Food through the next business planning cycle.

Strategic Fit & Impact



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Strategic Fit: EIT Food Impact Framework

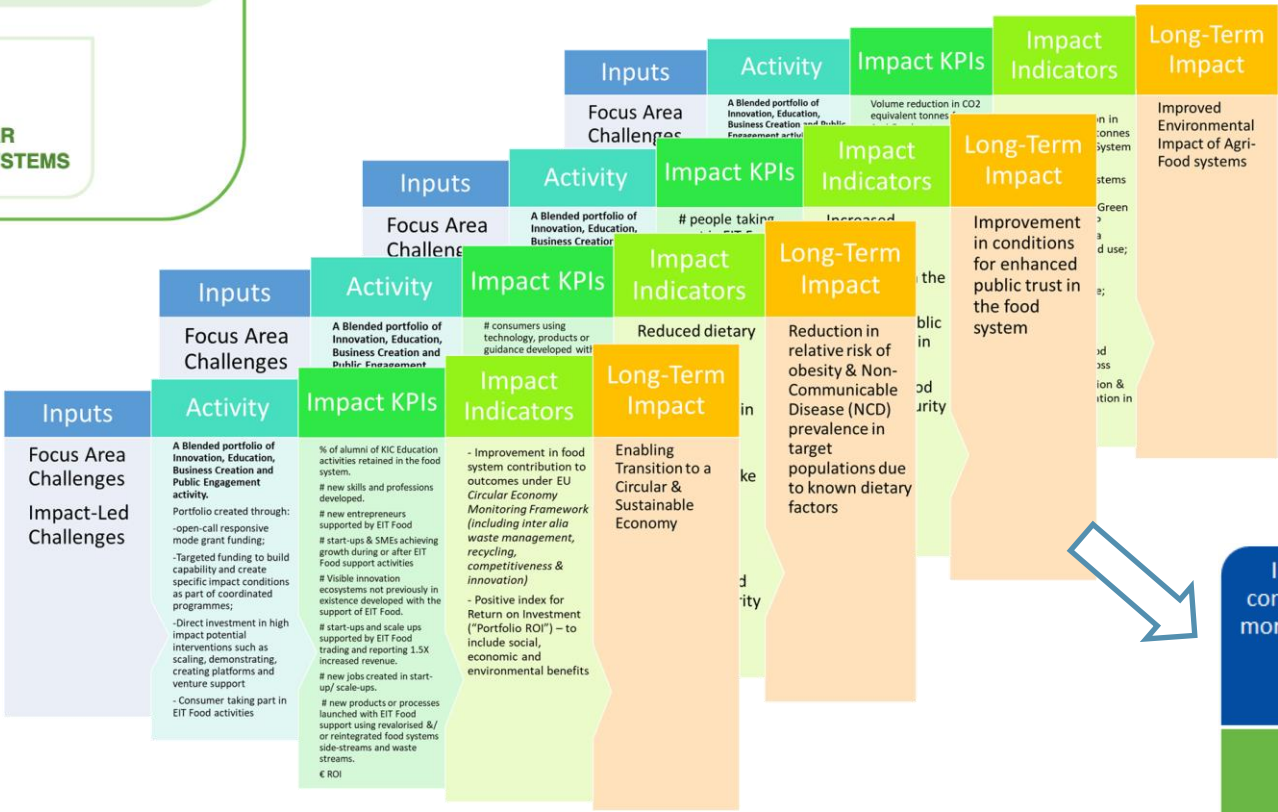
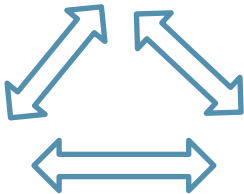
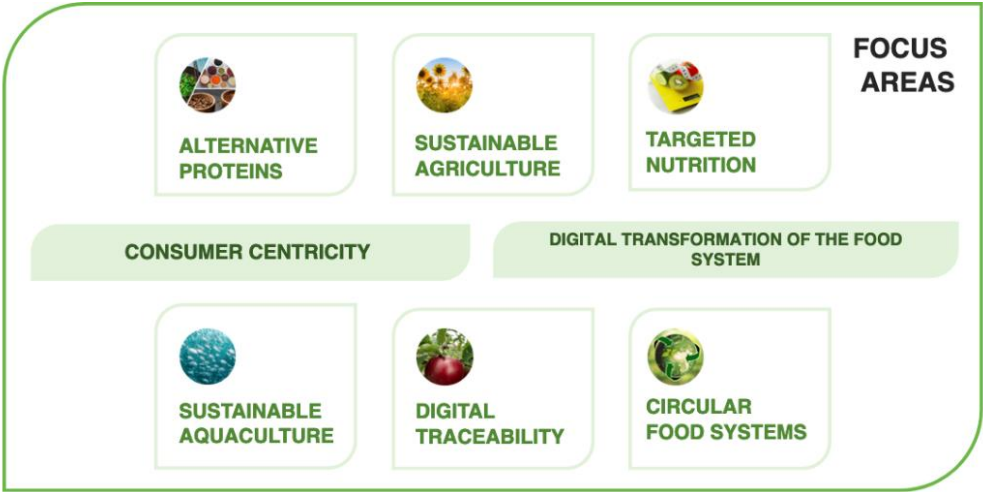
Proposals must support EIT Food's vision:

- "a world where everyone can access and enjoy sustainable, safe, and healthy food – with trust and fairness from farm to fork"
- must demonstrate alignment with EIT Food Innovation's Impact Goals, Focus Areas and KPIs.

EIT Food's portfolio of activities targets the following **Impact Goals**:

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

EIT Food Impact Pathways



EIT Food Impact Pathways

As part of our strategy for system change, EIT Food has developed corresponding system change *Impact Indicators* to measure progress towards achieving our Impact Goals.

➤ Applicants will be asked to demonstrate how their innovation will deliver impact towards these *impact indicators*

1.1	Increase # people taking part in “co-creation” as part of EIT Food activities.
1.2/ 2.B.1	Increase # new digital solutions in use to improve supply chain efficiency, integrity and transparency
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
2.A.2	Increase # food products on the market with levels of salt &/ or free sugars &/or trans & saturated fats reduced to, or below, recommended food-based dietary guidelines for Europe
2.A.3	Increase # food products on the market with an improved nutritional profile
3.1	Reduction Volume in # CO2 equivalent tonnes (tCO2)
3.2	Increase # products on the market derived from alternative sources
3.3/ 4.B.5	Increase # products or processes launched using revalorised &/ or reintegrated food system side-streams and waste streams
4.A.1	Increase % of alumni of KIC Education activities retained in the food system
4.A.2	Increase # new skills and professions within the food sector supported by EIT Food

Strategic Fit: Mandatory KPIs

Proposals must include at least **ALL** of the following mandatory Innovation KPIs:

EITHE02.1: At least one Marketed Innovation: Projects must deliver **at least one** marketed innovation by 31 December 2023. Projects finishing in 2024 must achieve at least one marketed innovation by end 2023 **and** at least an additional marketed innovation by end of 2024.

EITHE01.1: At least one Designed/Tested Innovation: to be achieved within 6 months from the start of the project.

EITHE14.1: Continuously disseminated results/GP/LL: Results from the project should be continuously disseminated: number of results, good practice and lessons learnt.

Strategic Fit: Recommended KPIs

EITHE01.5: Innovation testbeds established to test innovation products/services to be reported by country.

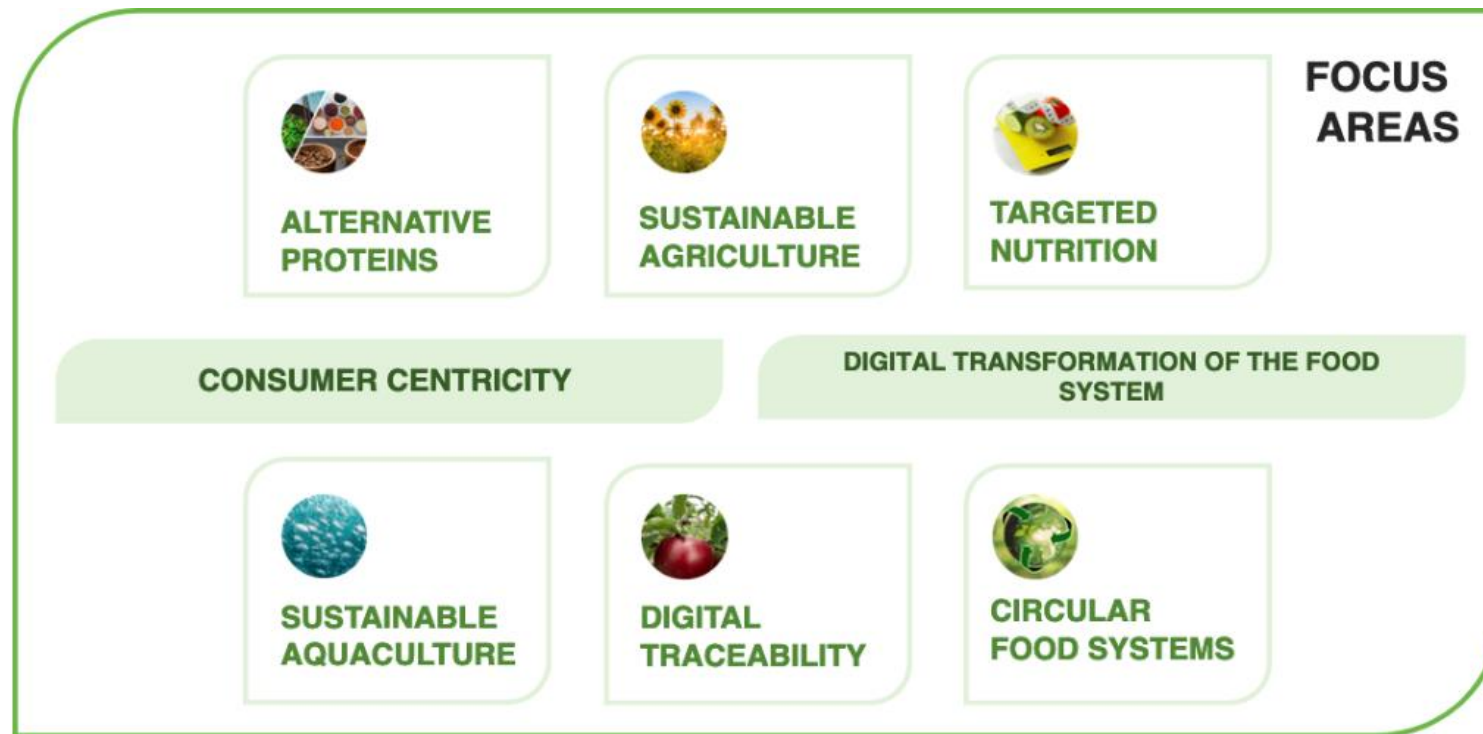
EITHE04.1: Start-ups established in year N as a result/ based on the output(s) of Innovation/ Research related KAVA(s), or start-ups created for the purpose of an innovation project to organise and support the development of an asset (but not later than 3 years after completion of the KAVA).

EITHE01.6: Co-creation: Number of participants involved in designing/testing of innovative products/services per KTI area and country.

Strategic Fit: EIT Food Focus Areas

Call 2022 activities shall target one of the following six EIT Food Focus Areas.

Challenges per Focus Area are described in the Call Guidelines.



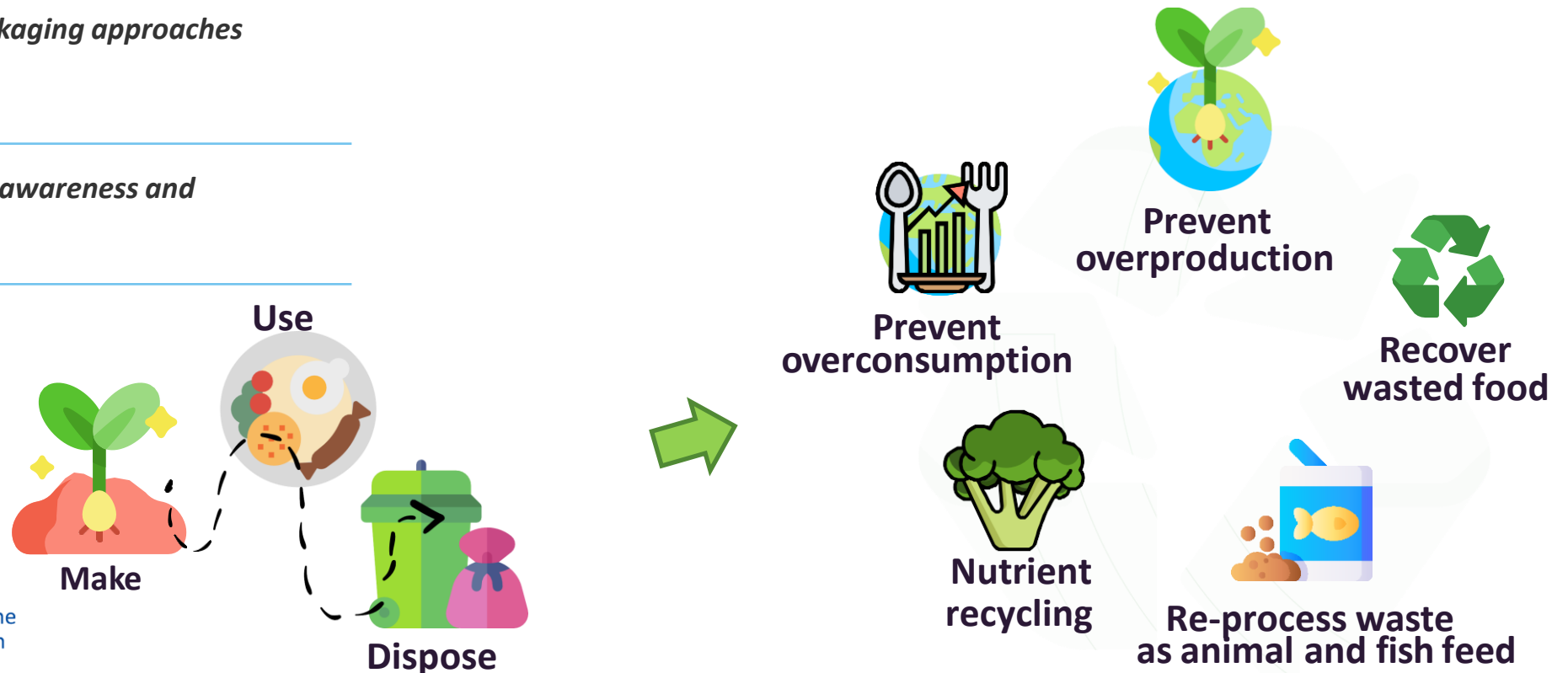
Circular Food System Challenges

1. *Food loss and waste avoidance through an improved control of the food value chain*
2. *Efficient side stream valorisation*
3. *Active and sustainable packaging approaches*
4. *Stakeholders & consumers awareness and incentivization*

Vision

The creation of a **circular economy** in which food is grown, processed, transported, prepared, and by-products managed in ways **that benefit the health of people and natural systems**.

Food is designed to cycle, so the by-products (side and waste streams) are reduced to the minimum and what still remains is re-utilized. Resources are reused and nutrient recycled, as a result natural systems regenerated and GHG emissions as well as water and land use reduced.



EIT Food Financial Sustainability



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Financial Sustainability

What is EIT Food Financial Sustainability?

- In line with the EIT Food Financial Sustainability Strategy and EIT requirements, all Activities selected in this Call are required to give a financial return to EIT Food.

Financial Return Mechanism is mandatory for each proposed Activity:

- Minimum required financial return (“success fee”) shall be 50% of the EIT grant budgeted for the lifetime of the Activity
- May be based on revenue sharing, i.e. sharing a percentage of revenues generated by the *Key Exploitable Result(s) (KER)* during an agreed time period
- Compulsory information related to the Financial Return Mechanism has to be completed at proposal submission and submitted by the ‘*exploiting party or parties*’ who will commercially exploit the *KER*

Regional Innovation Scheme (RIS)

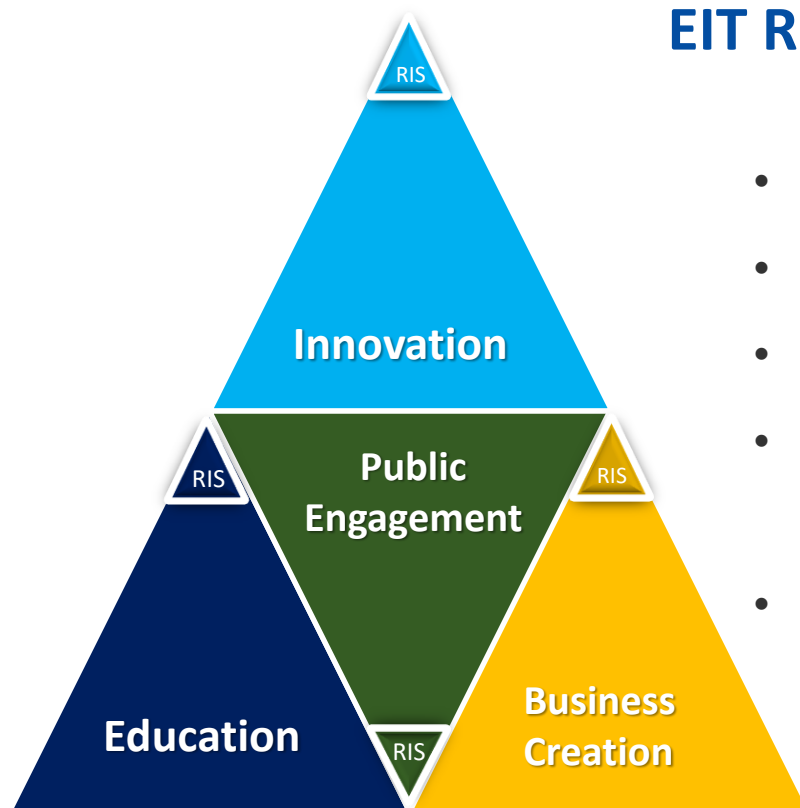


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EIT Regional Innovation Scheme (RIS)



EIT RIS Objectives:



- **Widening participation** in EIT Food to new partners
- **Linking local KT innovation ecosystems to pan-European innovation ecosystems**
- Act as a bridge towards relevant **Smart Specialisation Strategies (RIS3)**
- Leverage **additional private and public funding**, with particular attention to European Structural and Investment Funds (ESIF)
- Contribute to deliver the desired tangible deliverables, **KPIs and impact**

Countries eligible to take part in the EIT RIS (2021-2024):

Any entity from a RIS eligible country or region can participate in EIT Food RIS activities.

EU Member States:

Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain

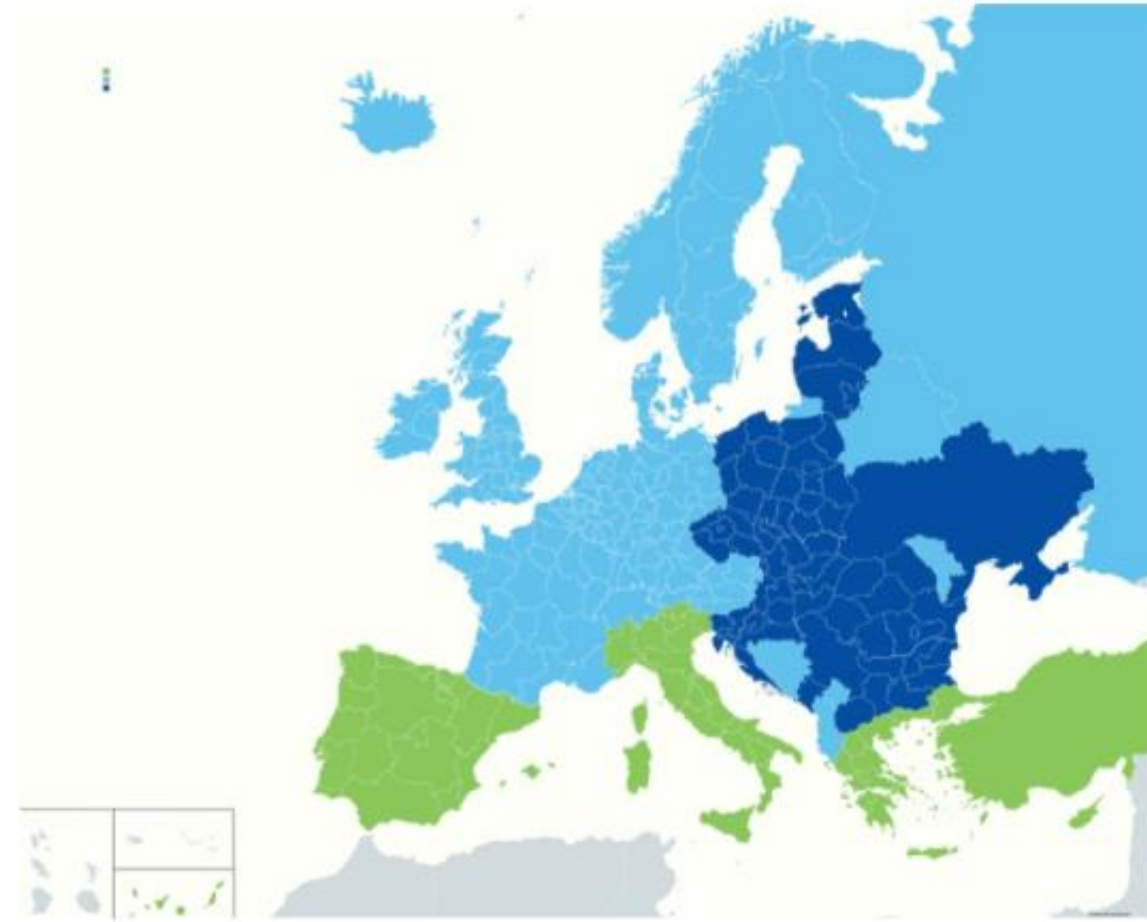
Outermost Regions:

Guadeloupe, French Guiana, Martinique, Mayotte, Reunion Saint Martin (France), the Canary Islands (Spain), the Azores and Madeira (Portugal)

Horizon Europe Associated Countries*:

2021-2024: Montenegro, Republic of North Macedonia, Serbia, Turkey, Ukraine

**These third countries, which are all listed in the European Innovation Scoreboard, will be fully eligible for the EIT RIS, following the successful conclusion of individual Horizon Europe Association Agreements.*



Call for Proposals 2022, EIT RIS eligibility:

- The activity should be implemented/developed in at least **3 EIT RIS countries**
- The activity must **target markets of EIT RIS** regions for the launch of innovations, products and/or services
- **Beneficiaries** of the product/service resulting from the activity should be based in EIT RIS regions
- Project consortium should include **new and/or existing partner form the RIS region**
- All RIS activities will contribute to mandatory KPIs **and the relevant RIS specific sub-set of KPIs**

EIT Food Funding

- RIS Activities can receive **up to 85% of EIT funding** as reimbursement of the total eligible Activity costs.

Financial Return Mechanism

- The financial return for activities selected for funding under RIS shall be **35% of the EIT grant budgeted** for the lifetime of the Activity.

Eligibility & Evaluation Criteria



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Eligibility Criteria

1. Partnership size: the consortium must include at least **three eligible organisations** (under Horizon Europe eligibility rules)
2. Geographic coverage: to ensure European impact and relevance, the minimum requirement is to involve partners from **at least two different eligible countries**
3. The consortium must include **at least one Exploiting Partner** that will launch the new or improved innovative solutions (product, service, start-up, process).
4. The consortium must contribute to *Knowledge Triangle Integration* by involving organisations from **at least two fields of the knowledge triangle** – education/academia and research and business/industry, representing different areas of the food system.

Important! Any proposal not meeting all the eligibility requirements will not be considered for funding.

Proposal Eligibility Requirements

All proposals applying for this call must submit the following mandatory supporting documentation to be eligible for evaluation:

1. Mandatory KPIs
2. Minimum Co-funding 40% / Reimbursement Rate 60%
3. Financial Return Mechanism: Return On Investment (ROI) 50%
4. Mandatory Documents must be uploaded in the application form (PLAZA)
 - An Implementation Schedule (Gantt chart or other)
 - A Business Model Canvas
 - A Criticality template
 - A Commercialisation and Revenue Sharing Mechanism template
 - Proof of TRL 7 or above (TRL 6 completed and demonstrated)

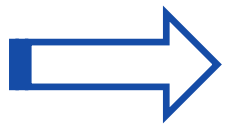
Evaluation Criteria

External Experts will evaluate Part A of all applications which pass eligibility and include based on the following criteria and weighting:

- Excellence: 40%
- Impact Pathways and KPIs: 30%
- Quality and Efficiency of Implementation: 30%

Proposals that will proceed to PART B of the evaluation process, will be evaluated by External Experts, based on the following criteria and weighting:

- Excellence: 40%
- Implementation and Impact: 30%
- Financial Return Mechanism: 30%



Detailed criteria can be found in the Call Guidelines

Application process & timeline



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Proposal Submission

The proposal's Activity Leader must complete the proposal submission process by providing the necessary information and documentation in **PLAZA**, the EIT Food portal.

- All organisations who do not have an active **PLAZA** account must first register in PLAZA via this link to begin working on a proposal:

<https://plaza.eitfood.eu/OrganisationRegistration>

CREATE NEW OR FIND EXISTING REGISTRATION

You are about to create a new registration. If you already created a registration and want to amend or complete it, you can use the [FIND MY REGISTRATION] button. Please select the option that applies to you?



CREATE NEW REGISTRATION



FIND MY REGISTRATION



CANCEL

Call Process

- The Call process will require the submission of one proposal made up of two parts: Part A (eligibility and outline information) and Part B (full proposal detail).
- The deadline for **both** Part A and Part B submissions on our application platform, Plaza, is **14 January 2022**.
- The proposal will be evaluated in a 2-stage process.
 - Part A Evaluation. Proposals which pass the Eligibility Check will be shared with **expert evaluators** for assessment. Each proposal will be rigorously reviewed by 3 evaluators, scored and ranked.
 - Part B Evaluation. Proposals which pass Part A will receive an invitation to a **Panel Meeting**. Prior to the Panel Meeting, expert evaluators will review proposals. On the Panel Day, Consortia will make an online pitch followed by a Q&A session. Evaluators will score.

Timeline



Call 2022 launch	25.10.2021
Webinars for EIT Food Partners & New External Organisations applicants.	Throughout November-December 2021, see website for details www.eitfood.eu/opencall2022
Application deadline for both PART A and B	14.1.2021
Eligibility Check	14-21.1.2021
PART A Evaluation by external expert reviewers	24.1-4.2.2022
Consensus Meeting for PART A	7.2-18.2.2022
Final Decision on invitees to Panel Meeting	21-25.02.2022
First Feedbacks to Applicants	28.02-04.03.2022
Panel Meeting (Pitch and Q&A session with applicants - online via Zoom link to be provided by EIT Food)	14.03-25.03.2022
Internal Panel	28.03-01.04.2022
EIT Food Management Board Consensus Meeting	18.04-22.04.2022
Communication to applications for final acceptance or rejection to the EIT Food Business Plan 2022	25.04-29.04.2022

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](#)

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

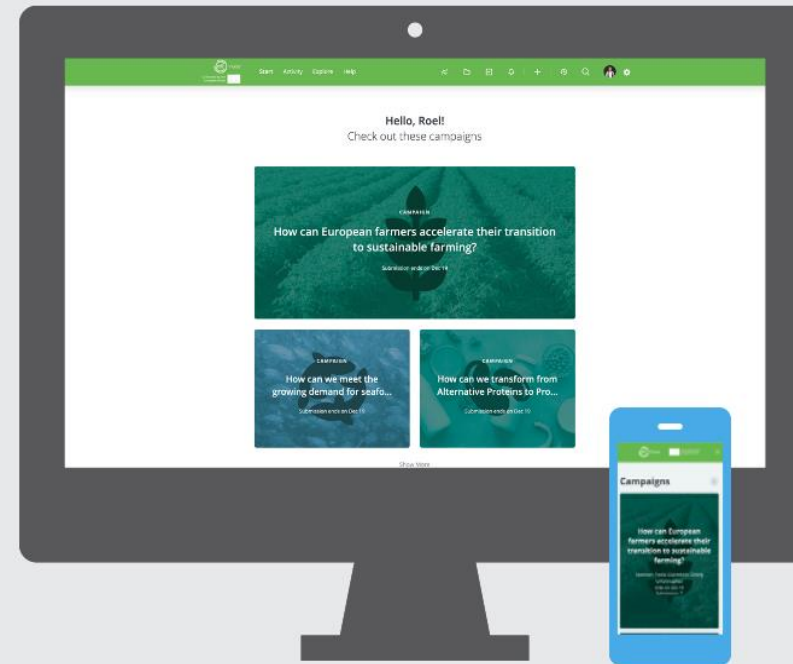
- 3 December 2021 9:00-17:00 [Register Here](#)
- 14 December 2021 9:00-17:00 [Register Here](#)

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](#)

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](#)



Questions and Answers



For guideline-related questions, please contact
Call2022@eitfood.eu

For technical and PLAZA-related questions, please contact
itsupport@eitfood.eu



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