

# EIT Food call information



EIT Food is supported by the EIT  
a body of the European Union



UNIVERSITY OF  
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# Framing your EIT Food proposal

All proposal need to align with EIT Food's overall vision, mission, and set of **KEY IMPACT INDICATORS**. They must contribute to the strategic objectives of EIT Food and clearly define the targets for the added value and the business or societal impact that will be created in support of those objectives:

- Overcome low consumer trust, empowering consumers to make healthier and more sustainable food choices.
- Build a connected, sustainable and consumer-centric food system.
- Reduce food waste.
- Innovate to create new healthy products, ingredients and food supply processes.
- Educate and engage the public, students and professionals.
- Promote entrepreneurship and provide support to start-ups and SMEs in the food sector.

# KEY IMPACT INDICATORS



## **Public Health**

- Consumption levels of fruits/vegetables, whole grain, protein, sugar, saturated fat and salt
- Number of healthier products on the market tailored towards consumer preferences, acceptance and needs (PAN)
- Number of European consumers purchasing customized foods designed to meet their personalized food profiles
- Reduced healthcare costs related to unbalanced nutrition

## **Sustainability and Climate Resilience**

- Decrease in food waste on the supply side (primary production, processing, wholesale / retail and food service)
- Decrease in food waste in consumption (measurements will be made in connection with the EU Platform on Food Losses and Food Waste)
- Understanding of consumers how they can minimize the environmental impact of their eating habits and act upon concrete improvement (survey among KIC consumer groups)
- Change of share of global protein consumption towards alternative sources such as e.g. algae.
- Environmental footprint of the products and services developed in the KIC (measurements envisaged using harmonized calculation methodologies of the European Commission)

## **Connectivity and Transparency**

- Number of product recalls and notifications
- Reach out to SME and farmers with KIC initiatives, e.g. improving the control of the supply chain
- Increased reliability in the food system on a global scale
- Increased annual yield in agriculture due to precision farming

## **Talent**

- Increase in training/education programs successfully completed by employed workforce (life long learning)
- Number of students equipped with required skillset as needed by the industry
- Increase in number of applications to undergraduate, graduate and post-graduate courses and continuous learning programmes in the food discipline (increased attractiveness of the career path)

## **Venturing and Growth**

- Increase number of high quality jobs
- Degree of innovation in the food system and investment in R&D in the food sector
- Increase number of successful start-ups in food system relevant fields
- Personalised food market size
- Increase the R&D investment by manufacturers of food products and beverages in the EU from the current average of 0.27% of sales revenues (FoodDrink Europe and Eurostat)

# Expected budgets, timelines and consortia in a proposal

- Education proposals total budget may be up to 100K.
- Innovation proposals total budget may be between 0.5 to 1m.
- Proposals run by natural years. Usually innovation projects last 1 year but these may extend for 1 or 2 years more.
- Average of 4-5 partners per project.
- At least (but ideally more) 2 CLC locations and 1 industrial partner.
- Technology readiness level (the higher the better!): 4-7.

TRL 3.	experimental proof of concept
TRL 4.	technology validated in lab
TRL 5.	technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies)
TRL 6.	technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)
TRL 7.	system prototype demonstration in operational environment

# Key dates

- **5<sup>th</sup> Feb:** official call documentation distributed
- **19<sup>th</sup> Feb:** pre-call opens
- **21-23<sup>rd</sup> Feb: Marketplace event in Reading**
- **16<sup>th</sup> March:** pre-call closes
- Feedback received after 16<sup>th</sup> March.
- **23<sup>th</sup> April:** call opens
- **1<sup>st</sup> June:** submission deadline
- **July:** award decisions made by external panel

Plan meeting with your partners in Reading 23<sup>rd</sup> Feb

# Proposal evaluation: reviewers

- Proposals received for each Segment are evaluated by 3 external experts and selected members of the EIT Food management team.
- Experts evaluate the quality of the proposals from a technological and business perspective, whereas the EIT Food management team members concentrate on the overall portfolio and formal eligibility perspective.
- Reviewers will be selected from the nominations by the EIT Food core Management Team

**Deadline to nominate external expert reviewers is this Friday 2<sup>nd</sup> Feb!**

# Proposal evaluation: feedback and ranking

- Pre-Call review: feedback will be communicated to identify improvement potential for proposals, or an indication that a proposal will have a very low chance to be accepted for the Business Plan
- Final Call: the panel evaluation result leads to a classification of proposals with respect to the likelihood to be included in the final portfolio of activities (classified into A, B, and C ranks).

# What is important for a winning proposal in education?

- Clear definition of your expected **results, impact and deliverables** of your project :
  - Providing students with required skillset needed by the industry
  - Increase the number of highly trained professionals/executives
  - Effect on consumers –public health indicators
  - Help the public understand the food system and increase trust on the sector
  - Improve innovation culture in SMEs
  - Link to other innovation and communication activities: public debates, surveys, awareness campaigns, collaborations with policy makers and public ambassadors...
- Financial sustainability of your course:
  - Course fees for example



# What is important for a winning proposal in innovation?

- Clear definition of your expected **results, impact and deliverables** of your project:
  - Innovations reaching the market
  - Potential of underlying technology
  - Consumer involvement (eg. consumer panels to co-engineer solutions)
  - Commercial exploitation of results – eg. creation of a start-up as a result of your project
  - Environmental impact/sustainability of your project
  - Ability to attract private investment
  - Links to other relevant education or communication activities
- Return on investment to the EIT:
  - Royalties, revenue share, % of benefits for x years

# Examples of education proposals in 2018



- **Summer schools/ rotating workshops**
  - Entrepreneurship and venture creation training
  - Digital food supply chains
  - Algae biotechnology
  - Product development
  - Technology adoption in farms
  - Development of functional foods.
- **SPOCS – small private online courses (6-8 funded per year)**
  - Technical training
  - IP management
  - Support innovation in SMEs
- **Online courses (50K each – 7 funded per year – owned by the KIC)**
  - Healthy diets
  - Factual information in quality and safety of foods
  - Neuroscience and psychology in nutrition
  - How the food supply chain works

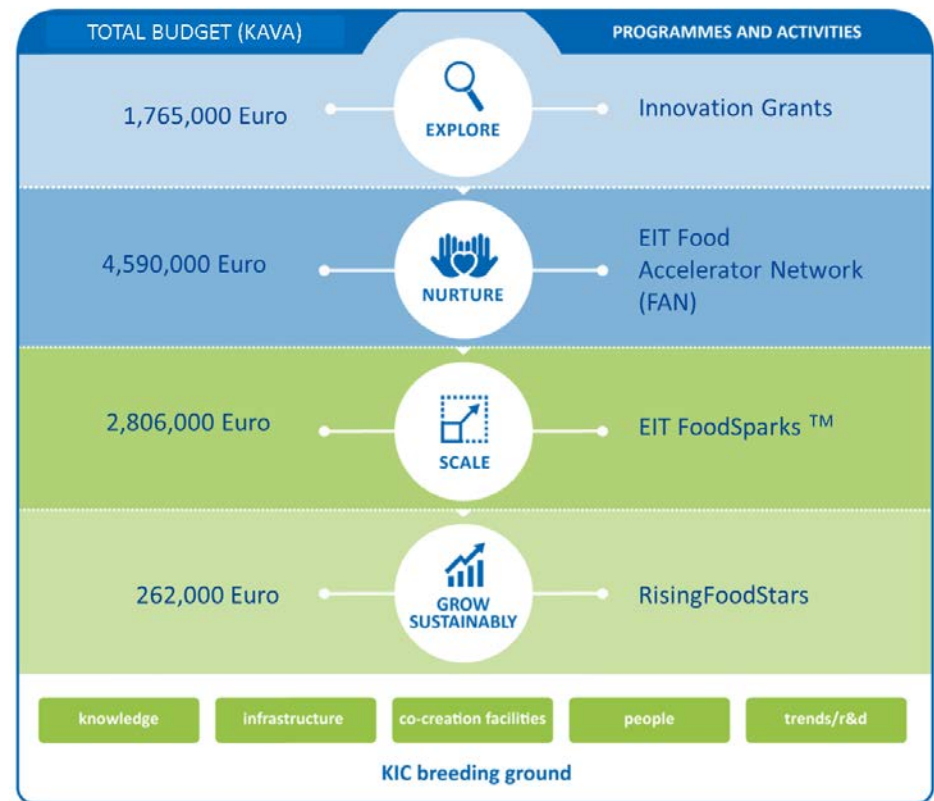
# Examples of innovation/research proposals in 2018



- **Empowering consumers**
  - Tool to calculate the environmental footprint, linked with nutritional values.
  - Plant based meat products created by consumer-driven and culinary approaches
- New healthier **products and ingredients**:
  - Plant-breeding to improve Stevia extract taste
  - Starchy food products with sustained energy release using new enzymes and processing steps
  - Scale-up isolation of plant-based Ice Structuring Proteins for application in frozen foods
  - Dairy products with reduced saturated fatty acids
- Connected, optimised and safer **food supply chains**:
  - Digital food passport to record every life cycle step as a way to optimise food value chain.
  - Separating MycOtoxin-contaminated wheat grains using precision farming technologies.
  - Advanced technologies for beef & lamb sorting
- Reducing **waste, sustainable solutions**
  - Enhanced insect protein (fed from waste) for aquaculture
  - Enabling sustainable intensification of wheat as the climate changes

## Examples of BUSINESS CREATION activities in 2018

- **Grants** to support students to implement ideas into business
- EIT Food Stars **Accelerator Network**: four innovation hubs to accelerate the business impact of food research and invention in the UK, Switzerland, Israel, Germany and Spain. 4 months programme
- First EIT **venture capital fund**: EIT FoodSparks™
- **Rising Food Stars** community



# Examples of communication activities in 2018

- Food waste
  - **Consumer panels:** co-engineer solutions
  - Design **awareness campaigns**
  - Collaboration with Directorate General for Health and Food Safety European Commission
- Healthier and more sustainable choices
  - Gaming, scape rooms
- **Debates:**
  - Vertical farming
  - Blog
  - Broad public debate

## Tools & Networks in the EIT Food

- My Food Portal: online consumer collaboration
- Trust barometer: surveying the consumer trust
- EIT Food students Network
- EIT Food Ambassadors network: celebrities

# EIT Food partners

## CLC West

*Leuven*

### Belgium

- Colruyt Group
- EUFIC – The European Food Information Council
- University of Leuven (KUL)
- Puratos

### France

- Roquette Frères
- Sodexo

### Switzerland

- Bühler
- EPFL (Ecole Polytechnique Federale de Lausanne)
- Eidgenössische Technische Hochschule Zürich
- Givaudan
- Nestec

## CLC North-West

*Reading*

### UK

- Agrimetrics Ltd
- Quadram Institute Bioscience
- PepsiCo
- Queen's University of Belfast
- University of Cambridge
- University of Reading
- Waitrose

### Ireland

- ABP Food Group

### Iceland

- Matis Icelandic Food & Biotech R&D

## CLC South

*Madrid*

### Spain

- Acesur
- Grupo AN S. Coop
- Angulas Aguinaga
- Azti
- CSIC
- University of Madrid (UAM)

### Italy

- AIA – Associazione Italiana Allevatori
- University of Torino (Unito)

### Israel

- Algatechnologies
- Strauss Group
- Technion – Israel Institute of Technology

## CLC Central

*Munich*

### Germany

- Bosch, Packaging Technology
- Deutsches Institut für Lebensmitteltechnik
- Döhler
- Fraunhofer
- Herbstreith & Fox KG
- John Deere
- Sciex
- Siemens
- TUM – Technische Universität München
- University of Hohenheim

### The Netherlands

- DSM
- Koppert
- PlantLab

## CLC North-East

*Warsaw*

### Poland

- IARFR PAS – Institute of Animal Reproduction
- Maspex
- Raben
- University of Warsaw

### Finland

- University of Helsinki
- VTT Technical Research Centre of Finland
- Valio



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Figure 4: RisingFoodStars