

**EIT Food**

**RIS Consumer Engagement Labs**

**Implementing Participants Call**

**The deadline for the submission of full applications is 12th February, 2024, at 11:00 AM CET.** The full application will consist of the completed application form based on the provided template in MS Word format.

All applications must be emailed **in English** to the following address within the deadline mentioned above:

**Subject line:** Consumer Engagement Labs Application 2024

**E-mail**: magdalena.zatorska@uw.edu.pl

**EIT Food – Making Food Innovation Happen**

Knowledge & Innovation Community on Food,
part of the European Institute of Innovation and Technology (EIT)

[**http://www.eitfood.eu**](http://www.eitfood.eu/)

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| 1. **Scientific organisation (higher education or public research institute)**
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| **A1. Country** |  |
| *Funding is only available to organisations from countries* [*covered by the EIT Regional Innovation Scheme (RIS)*](https://eit.europa.eu/activities/eit-regional-innovation-scheme-ris-closing-innhttps%3A/eit.europa.eu/activities/eit-regional-innovation-scheme-ris-closing-innovation-divide-europeovation-divide-europe)*:* ***EU Member States*** *(Bulgaria, Croatia, Czechia, Estonia, Greece, Spain, Italy, Cyprus, Latvia, Lithuania, Hungary, Malta, Poland, Portugal, Romania, Slovenia, Slovakia),* ***Horizon Europe Associated Countries*** *(Montenegro, North Macedonia, Serbia, Türkiye, Ukraine) and* ***Outermost Regions*** *(Guadeloupe, French Guiana, Réunion, Martinique, Mayotte and Saint-Martin - France, the Azores and Madeira - Portugal, and the Canary Islands - Spain)* |
| **A2. Legal entity name** |  |
| **A3. PIC Number:** <https://www.eitfood.eu/files/PIC-Guidance.pdf> |  |
| **A4. Office address (street, city, country)** |  |
| **A5. Website address** |  |
| **A6. The organisation is a legally incorporated entity in one of the EU or Horizon Europe eligible country listed above for a minimum of 3 years** | Yes / No |
| **A7. Please describe previous experiences (if any) of working with the food producer – the other member of your consortium** |  |
| **Contact person / person completing the application on behalf of the scientific organisation** |
| **A8. Full name** |  |
| **A9. Position** |  |
| **A10. E-mail** |  |
| **A11. Phone (desk)** |  |
| **A12. Phone (mobile)** |  |
| **A13. I agree to comply with requests for documents during due diligence/validation** | Yes / No |

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| 1. **Food producer**
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| **B1. Country** |  |
| *Funding is only available to organisations from countries* [*covered by the EIT Regional Innovation Scheme (RIS)*](https://eit.europa.eu/activities/eit-regional-innovation-scheme-ris-closing-innhttps%3A/eit.europa.eu/activities/eit-regional-innovation-scheme-ris-closing-innovation-divide-europeovation-divide-europe)*:* ***EU Member States*** *(Bulgaria, Croatia, Czechia, Estonia, Greece, Spain, Italy, Cyprus, Latvia, Lithuania, Hungary, Malta, Poland, Portugal, Romania, Slovenia, Slovakia),* ***Horizon Europe Associated Countries*** *(Montenegro, North Macedonia, Serbia, Türkiye, Ukraine) and* ***Outermost Regions*** *(Guadeloupe, French Guiana, Réunion, Martinique, Mayotte and Saint-Martin - France, the Azores and Madeira - Portugal, and the Canary Islands - Spain)* |
| **B2. Legal entity name** |  |
| **B3. PIC Number:** <https://www.eitfood.eu/files/PIC-Guidance.pdf> |  |
| **B4. Company registration address (street, city, country)** |  |
| **B5. Website address** |  |
| **B6. Year of company registration** |  |
| **B7. The organisation is a legally incorporated entity in one of the EU or Horizon Europe eligible country listed above for a minimum of 3 years** | Yes / No |
| **B8. The company operates as a food producer (NACE code C10)** | Yes / No |
| **B9. The company focuses on food products for end consumers** | Yes / No |
| **Contact person / person completing the application on behalf of the food producer** |
| **B10. Full name** |  |
| **B11. Position** |  |
| **B12. E-mail** |  |
| **B13. Phone (desk)** |  |
| **B14. Phone (mobile)** |  |
| **B15. I agree to comply with requests for documents during due diligence/validation** | Yes / No |

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| 1. **Demonstrable fit for the role**
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| **C1. Please provide examples of the relevant activities/services/projects implemented by your organisation that involved qualitative consumer or citizen studies (such as: workshops with consumers, focus group interviews, participatory workshops or co-creation processes, based on qualitative research methods) and justify, why they are meaningful for the project** |  |
| **Details of 2-4 experts - facilitators** | *Consumer Engagement Labs co-creation processes involve a series of consumer sessions led by experts – facilitators, with 4 groups of consumers working in parallel, each supported by their own facilitator. Successful delivery of Labs requires active involvement of 2-4 facilitators. By submitting this application you declare that all of the below-listed experts will be involved in the delivery of Labs co-creation processes, and their costs will be included in the activity budget.* |
| **C2. Expert 1** |
| **C2.1. Full name** |  |
| **C2.2. Gender** | Male / Female / Others |
| **C2.3. Citizenship** |  |
| **C2.4. Field of education, highest degree** |  |
| **C2.5. Short profile, indicating relevant experiences related to moderating/facilitating qualitative consumer or citizen studies** |  |
| **C2.6. Type of engagement** | Employment contract / Contractor |
| **C3. Expert 2** |
| **C3.1. Full name** |  |
| **C3.2. Gender** | Male / Female / Others |
| **C3.3. Citizenship** |  |
| **C3.4. Field of education, highest degree** |  |
| **C3.5. Short profile, indicating relevant experiences related to moderating/facilitating qualitative consumer or citizen studies** |  |
| **C3.6. Type of engagement** | Employment contract / Contractor |
| **C4. Expert 3** |
| **C4.1. Full name** |  |
| **C4.2. Gender** | Male / Female / Others |
| **C4.3. Citizenship** |  |
| **C4.4. Field of education, highest degree** |  |
| **C4.5. Short profile, indicating relevant experiences related to moderating/facilitating qualitative consumer or citizen studies** |  |
| **C4.6. Type of engagement** | Employment contract / Contractor |
| **C5. Expert 4** |  |
| **C5.1. Full name** |  |
| **C5.2. Gender** | Male / Female / Others |
| **C5.3. Citizenship** |  |
| **C5.4. Field of education, highest degree** |  |
| **C5.5. Short profile, indicating relevant experiences related to moderating/facilitating qualitative consumer or citizen studies** |  |
| **C5.6. Type of engagement** | Employment contract / Contractor |

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| 1. **Impact**
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| **D1. Societal challenge selected for the consumer co-creation process** | Targeted nutrition / Protein diversification [*select one*] |
| **D2. Food product category description** | *[please specify one food product category]* |
| **D3. Food product PRODCOM code in accordance with COMMISSION REGULATION (EU) 2019/1933 of 6 November 2019 establishing the ‘Prodcom list’ of industrial products referred to in Council Regulation (EEC) No 3924/91 (**[**https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX%3A32019R1933**](https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX%3A32019R1933)**)** | *[please describe the selected food product category by specific product code identified as PRODCOM code]* |
| **D4. Please describe the intended focus of your Labs co-creation process - societal, economic and environmental impacts related to the challenge that would be addressed through the proposed focus of co-creation process (including specific consumer segments such as vulnerable groups, nutritional needs overlooked by food producers, societal benefits resulting from the design and commercialisation of new products addressing the challenge/target consumer segment)** |  |
| **D5. Preliminary criteria for selecting target consumers (e.g. specific age group, special nutritional needs, vulnerabilities, food consumption contexts – the criteria should be aligned with the intended focus of the Labs, societal challenges and expected impacts)** |  |

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| 1. **Market prospects**
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| **E1. Country(ies) where the new food product will be offered** |  |
| **E2. Please describe the market prospects of the selected product category in the target country(ies), including: estimated size of the market, demonstrated consumer demand, intensity of existing competition and potential to develop innovative solutions that would be attractive for consumers** |  |
| **E3. Please describe the relevant commercial potential of food producer, including existing revenues, successful product marketing activities, access to retail channels, breadth of the existing portfolio of food products, as well as fit between the selected product type and experiences of the company** |  |

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| 1. **Implementation - timeline**
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| **F1. Consumer workshops** | *Consumer workshops (co-creation processes) of the Consumer Engagement Labs will need to be organized in Q1-Q2’2024 and finish latest by the end of June 2024.**The scientific organization co-ordinating the workshops will need to launch open recruitment of consumers, recruit 4 groups of consumers meeting detailed selection criteria and consisting of at least 20 persons, and organize subsequent sessions with each* *Please define a realistic timeline with deadlines for the tasks and submission of deliverables that will be the basis for your obligations as activity participant.* |
| **F1.1. Start of consumer recruitment (using dedicated communication materials)** | **Start date: 1 March 2024** |
| **F1.2. End of consumer recruitment****(recruitment open for at least 3 weeks)** | Date: XX XXXXX 2024 |
| **F1.3. Pre-session (week 1, online, ~90 minutes) organized separately for 4 consumer groups** | Date: XX XXXXX 2024 |
| *Written summary of the session and video recordings for each of the 4 consumer groups will be shared with University of Warsaw before the beginning of the next session* |
| **F1.4. Session 1 (week 2, online, ~150 minutes) organized separately for 4 consumer groups** | Date: XX XXXXX 2024 |
| *Written summary of the session and video recordings for each of the 4 consumer groups will be shared with University of Warsaw before the beginning of the next session* |
| **F1.5. Session 2 (week 3, online, ~150 minutes) organized separately for 4 consumer groups** | Date: XX XXXXX 2024 |
| *Written summary of the session and video recordings for each of the 4 consumer groups will be shared with University of Warsaw before the beginning of the next session* |
| **F1.6. Session 3 (week 4, online, ~90 minutes) organized separately for 4 consumer groups** | Date: XX XXXXX 2024 |
| *Written summary of the session and video recordings for each of the 4 consumer groups will be shared with University of Warsaw before the beginning of the next session* |
| **F1.7. Session with the company (week 4 or later, online, ~60 minutes)** | Date: XX XXXXX 2024 |
| *Written summary of the session and video recording will be shared with University of Warsaw before the beginning of the next session* |
| **F1.8. Session 4 (week 5 or later, online or face-to-face, ~120 minutes) organized jointly for 4 consumer groups** | Date: XX XXXXX 2024 |
| *Written summary of the session and video recording will be shared with University of Warsaw before the beginning of the next session* |
| **F1.9. End of the consumer workshops reporting** | **End date: 28 June 2024***[by this date, sessions 1-4 with all 4 consumer groups should have been concluded, and all session summaries, outputs and video recordings shared with University of Warsaw – please plan your timeline accordingly, no deadline extension beyond 28 June 2024 possible]* |
| **F2. Food producer commercialisation planning** | *Following the consumer workshops (co-creation processes) of the Consumer Engagement Labs, the food producer will select the most attractive consumer proposals and prepare the commercialisation plan that needs to be shared with University of Warsaw latest by the end of October 2024.* |
| **F2.1. End of the food producer reporting (submission of the product commercialisation plan)** | **End date: 31 October 2024***[by this date, the product commercialisation plan should have been finalized and shared with University of Warsaw – please plan your timeline accordingly, no deadline extension beyond 31 October 2024 possible]* |

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| 1. **Implementation - budgets**
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| *Participants - scientific organisation and food producer - confirm how their detailed budgets are split into specific cost categories. You can do it either by accepting the proposed, indicative budgets listed in the application form, or by suggesting another distribution of the costs divided into costs of personnel, travel and purchases (the indirect costs and the total budget remain unchanged).* |
| **G1. Indicative budget of scientific organisation** |
| **G1.1. Personnel costs** | 10,000€ |
| **G1.2. Travel and subsistence** | 1,000€ |
| **G1.3. Cost of other goods, works and services** | 4,000€ |
| **G1.4. Indirect costs @ 25%** | **3,750€** |
| **G1.5. Total budget of scientific organisation in 2024** | **18,750€** |
| **G2. Indicative budget of food producer** |
| **G1.1. Personnel costs** | 5,000€ |
| **G1.2. Travel and subsistence** | 1,000€ |
| **G1.3. Cost of other goods, works and services** | 4,000€ |
| **G1.4. Indirect costs @ 25%** | **2,500€** |
| **G1.5. Total budget of food producer in 2024** | **12,500€** |

*By submitting this application form, we confirm that the information provided above correctly represent the scope of activities and plans of our organisations. We understand that the information provided in this form may be used to define obligations in participation agreement. We give consent to processing the application by EIT Food, its Co-Location Centres, University of Warsaw and external experts involved in the evaluation process, and we are willing to cooperate to provide further information or documents confirming the facts presented above.*

*If selected, we declare the willingness to promptly proceed to become participants of the EIT Food activity. We are aware of the scope of services that should be provided and confirm having familiarized ourselves with the contents of the call, published online by EIT Food.*

**Date** **…………………………………………………**

**………………………………………………… …………………………………………………**

**Name of the person**  **Name of the person**

**submitting the application**  **submitting the application**

**………………………………………………… …………………………………………………**

**Scientific organisation Food producer**