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Call: Consumers' Observatory Submission Document

If you have any questions during the application process, please check the [Call's webpage](#). There you can find all relevant information as well as our contact details.

About the applicants

This submission form needs to be submitted by the Work Package lead.

- I am applying for WP1
- I am applying for WP2
- I am applying for WP3
- I am applying for WP4
- I am applying for WP5

| | |
|--------------------------------|---|
| Name of the WP Leader | Enter the name of the Work Package leader. |
| WP Leader's organisation | Enter the name of the Work Package leader's organisation if applicable. |
| Email address of the WP leader | Enter the email address of the Work Package leader. |

EIT Food membership

Note: the information provided in this section will not be used as part of the evaluation.

- If you are applying as the Activity Leader (WP1), are you already an EIT Food partner? yes/no
- If you are applying for Work packages 2-5, are all the members of the consortium existing EIT Food partners? Yes/no. In case some of them are, please list them.

Company registration number

Enter your company's/organisation's registration number? (if you are applying as a consortium include the registration numbers of all members of the consortium)

PIC Number

Enter your PIC Number? If you are applying as a consortium, please include the PIC number of all applicants. (If you don't yet have a PIC number, please read [here](#) how to obtain one.)

Please tick all these boxes:

- I agree to [EIT Food's IP policy](#)
- I agree to the additional access rights (see [Call Guidelines](#) for reference)
- I confirm that the applicant consortium includes members from at least two different eligible countries (eligible countries: member of the European Union + [these](#))
- I have read the [Call Guidelines](#)

Note: an organisation can apply for more than one work package, but an organisation can only lead one work package.

Application for WP1 – Activity Management

Work Package Description

This WP deals with the project management, timeline, internal communication, and deliverables. The Activity Lead (AL) will be responsible for:

- Acting as the main EIT Food contact, liaising with the Senior EIT Food personnel overseeing this project and always ensuring continuous communication and clear reporting.
- Coordinating project meetings, ensuring all WPs communicate effectively and collaborate towards the overall goal.
- Ensuring all KPIs, deliverables, project communication and dissemination of results are achieved/executed.
- Ensuring all existing consumer trust projects are integrated effectively with cost savings where applicable.

As all WPs are very closely linked and depend on one another, it's crucial for the AL to make sure internal communication between WPs runs smoothly.

Activity Leader Profile

- Academic/Corporate background.

- A proven leader with board-level or equivalent strategic experience of running large projects ensuring that diverse teams collaborate to achieve common goals, strict budgets and timelines.
- The ability to simplify complex issues, find a clear path through multiple opinions and inputs, and communicate effectively with multiple stakeholders.
- Ideally experience of the consumer research industry, with an inherent passion for positively impacting consumer behaviour.

Note: you don't need to be a consortium to apply to this WP. You can either be an individual or a project group.

Note on KPIs: this Work Package does not include mandatory KPIs but as part of the application process we will ask you to include what you think should be WP specific KPIs and their targets.

WP 1 Maximum yearly Budget (includes 10% Co-funding)

| 2023 | 2024 | 2025 |
|------------|------------|------------|
| 60.000 EUR | 60.000 EUR | 60.000 EUR |

The WP Proposal

1. Describe why you are suitable for this role. Please provide concrete examples. Max 500 words.
2. Tell us how you propose to achieve the responsibilities of your role (see Work Package 1 Description above). Specifically, we want to know how you will achieve them by M3, M6 and M12. Fill this [table](#) with what you consider relevant WP1 KPIs and the targets by the end of the project. Max 1000 words.
3. Budget: Present the estimated total cost in EUR of the WP1 for 3 years. Mention the breakdown per cost category /year and include the co-funding amount:
 - A Personnel Cost: estimated amount and number of FTE foreseen
 - D1 Travel and subsistence: cost estimated and brief justification
 - D3 Cost of other Goods and services: estimated and brief justification
 - Other: specify the cost category and a brief description

[Download budget table](#)

Here you can find [additional guidance](#) on how to fill out the budget.

Application for WP2 – Trend Watch

Work Package Description

This WP will set up trend watch mechanisms which include in-country spotters and futurists. It will also set up and manage the necessary advisory boards, including the already existing Consumer Advisory Board of EIT Food, which is a board made up of European consumer (focused) organisations. The purpose of the advisory boards is to add to the trend spotting work and enable the Observatory to be able to make the links between innovation areas to be explored and consumer trends. Additionally advisory board partners will be able to actively input and benefit from any output that's relevant to

their operation. Outcomes from this WP will feed into WP3 and drive the strategic direction of the insights work carried out.

WP Leader Profile

Corporate background preferred. Proven expertise in consumer trends, spotting/curating and communicating. Other consortium partners should clearly demonstrate how they contribute towards achieving the goals of the WP.

Mandatory KPIs for WP2

| KPI reference | KPI title | KPI description | Target |
|---------------|---|---|--------|
| EITHE17 | Reach of KIC's communication activities: # media coverage | # media coverage (articles and broadcast in global / European / national / local press, TV, radio, etc.) | |
| KIC01 | # People engaged in targeted interventions | The number of people actively engaged through targeted interventions within activities supported from the KIC aimed at encouraging healthier and more sustainable behaviour. Actively engaged means a target audience taking part in an intervention with direct interaction. | |

Note on KPIs: Besides the mandatory KPIs the applicant consortium will need to include what you think should be WP5-specific KPIs and their targets.

WP 2 Maximum yearly Budget (includes 10% Co-funding)

| 2023 | 2024 | 2025 |
|------------|------------|-------------|
| 80.000 EUR | 100.000 EU | 100.000 EUR |

The WP Proposal

1. Provide a brief and clear description on how you propose to achieve the WP2 goals. Max 500 words.
2. Provide a brief but clear description of your proposed work plan to achieve the WP2 goals and specifically what you will deliver by M3, M6, M12. Include in the [table attached](#) the targets for the mandatory KPIs that you plan to achieve by the end of the project and include what you consider should be WP2-specific KPIs and their targets by the end of the project. Max 2000 words.

3. Describe the role of each consortium partner in achieving the WP goals and why they are the most suitable partner for this role. Max 1000 words.
4. Budget: Present the estimated total cost in EUR of the WP for 3 years. Mention the breakdown per cost category /year and indicate the co-funding amount:
 - A Personnel Cost: estimated amount and number of FTE foreseen
 - D1 Travel and subsistence: cost estimated and brief justification
 - D3 Cost of other Goods and services: estimated and brief justification
 - Other: specify the cost category and a brief description

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If you are applying for WP3 – Insights

Work Package Description

This WP will set up the insights structure and system with the aim of providing actionable insights and bringing the data to life. Any identified future trends, opportunities or gaps from Work Package 2 will also feed into this. It will incorporate, coordinate, and run EIT Food's existing quantitative and qualitative studies (TrustTracker(r), Citizen Participation Forum) and set up new ones. It will set up and run an open access (to EIT Food) database with studies' results and other available data. There is a need to create a process that mandates that any consumer-focused activity is run through the observatory moving forwards. Results from this Work Package will feed into both the following Work Packages, underpinning, and driving Communication/Dissemination and Business.

WP Leader Profile

Academic/Corporate background. An accomplished leader with experience in the research/information industry. The consortium must be able to demonstrate the ability to translate data into insights which will be delivered to WP 4, in addition to consumer insights expertise. All consortium partners should clearly demonstrate how they contribute towards achieving the goals of the WP.

Mandatory KPIs for WP3

| KPI reference | KPI title | KPI description | Target |
|---------------|---|--|--------|
| EITHE17 | Reach of KIC's communication activities: # media coverage | # media coverage (articles and broadcast in global / European / national / local press, TV, radio, etc.) | |
| KIC01 | # People engaged in targeted interventions | The number of people actively engaged through targeted interventions within activities supported from | |

| | | | |
|--|--|---|--|
| | | the KIC aimed at encouraging healthier and more sustainable behaviour. Actively engaged means a target audience taking part in an intervention with direct interaction. | |
|--|--|---|--|

Note on KPIs: Besides the mandatory KPIs the applicant consortium will need to include what you think should be WP5-specific KPIs and their targets.

WP 3 Maximum yearly Budget (includes 10% Co-funding)

| | | |
|-------------|-------------|-------------|
| 2023 | 2024 | 2025 |
| 400.000 EUR | 450.000 EUR | 450.000 EUR |

The WP Proposal

1. Provide a brief and clear description on how you propose to achieve the WP goals. Max 500 words.
2. Provide a brief but clear description of your proposed work plan to achieve the WP2 goals and specifically what you will deliver by M3, M6, M12. Include in the [table attached](#) the targets for the mandatory KPIs that you plan to achieve by the end of the project and include what you consider should be WP3-specific KPIs and their targets by the end of the project. Max 2000 words
3. Describe the role of each consortium partner in achieving the WP goals and why they are the most suitable partner for this role. Max 1000 words.
4. Budget: Present the estimated total cost in EUR of the WP for 3 years. Mention the breakdown per cost category /year and indicate the co-funding amount:
 - A Personnel Cost: estimated amount and number of FTE foreseen
 - D1 Travel and subsistence: cost estimated and brief justification
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 - Other: specify the cost category and a brief description

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If you are applying for WP4 – Communication and Dissemination

Work Package Description

This WP will set up and run the internal communications plan with the necessary internal feedback loops to make sure that the necessary EIT Food network players are well informed about project outcomes (management structures, partners, regional offices etc). In addition, the WP should set up and run the external communications plan/media strategy with the aim to position EIT Food as an expert on consumer engagement/insights in the food systems sphere. This WP will be responsible for putting together and promoting (based on insights provided by WP3) EIT Food’s yearly Trust Report and other reports needed to reach the goals of the WP.

WP Leader Profile

Corporate/science communication/marketing background preferred. Background in PR or communications is required. Possesses the ability to bring data alive and not afraid to give bold predictions based on the wealth of available data, through all types of media. Someone who could be a spokesperson. All consortium partners should clearly demonstrate how they contribute towards achieving the goals of the WP.

Mandatory KPIs for WP4

| KPI reference | KPI title | KPI description | Target |
|---------------|---|---|--------|
| EITHE17 | Reach of KIC’s communication activities: # media coverage | # media coverage (articles and broadcast in global / European / national / local press, TV, radio, etc.) | |
| KIC01 | # People engaged in targeted interventions | The number of people actively engaged through targeted interventions within activities supported from the KIC aimed at encouraging healthier and more sustainable behaviour. Actively engaged means a target audience taking part in an intervention with direct interaction. | |

Note on KPIs: Besides the mandatory KPIs the applicant consortium will need to include what you think should be WP5-specific KPIs and their targets.

WP 4 Maximum yearly Budget (includes 10% Co-funding)

| 2023 | 2024 | 2025 |
|-------------|-------------|-------------|
| 150.000 EUR | 200.000 EUR | 200.000 EUR |

The WP Proposal

1. Provide a brief and clear description on how you propose to achieve the WP goals. Max 500 words.
2. Provide a brief but clear description of your proposed work plan to achieve the WP4 goals and specifically what you will deliver by M3, M6, M12. Include in [this table](#) the targets for the mandatory KPIs that you plan to achieve by the end of the project and

include what you consider should be WP4-specific KPIs and their targets by the end of the project. Max 2000 words.

3. Describe the role of each consortium partner in achieving the WP goals and why they are the most suitable partner for this role. Max 1000 words.
4. Budget: Present the estimated total cost in EUR of the WP for 3 years. Mention the breakdown per cost category /year and indicate the co-funding amount:
 - A Personnel Cost: estimated amount and number of FTE foreseen
 - D1 Travel and subsistence: cost estimated and brief justification
 - D3 Cost of other Goods and services: estimated and brief justification
 - Other: specify the cost category and a brief description

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If you are applying for WP5 – Business development

Work Package Description

This WP will set up and implement the strategy for financial sustainability actions for the programme. It will also set up and run the strategy for business models for more sustainable business conduct and how to encourage companies to adopt these based on the learnings from the Grand Challenge on Trust project. Potential avenues to include content licensing, subscription models and consultancy.

WP Leader Profile

Corporate background preferred. Experience of the research/information industry is critical. A commercial leader with experience in forming financially sustainable businesses through direct B2B and strategic alliances. All consortium partners should clearly demonstrate how they contribute towards achieving the goals of the WP.

Mandatory KPIs for WP5

| KPI reference | KPI title | KPI description | Target |
|---------------|--|--|--------|
| KIC01 | # People engaged in targeted interventions | The number of people actively engaged through targeted interventions within activities supported from the KIC aimed at encouraging healthier and more sustainable behaviour. Actively engaged means a target | |

| | | | |
|------------|---------------------|--|--|
| | | audience taking part in an intervention with direct interaction. | |
| EITHE02.4: | Marketed Innovation | # Innovations introduced to the market during the KAVA duration or within 3 years after completion thereof. Innovations include new or significantly improved products (goods or services) and processes sold. Each reported innovation should have a sales revenue of at least 10 000 EUR documented. Innovations introduced on the market must be directly linked with the KAVA and reported in the year when they reached the first 10 000 EUR revenue (but not later than three years after completion of the KAVA). Open access innovations having at least 200 satisfied users should be reported separately with the number of users satisfied with the innovation. | |

Note on KPIs: Besides the mandatory KPIs the applicant consortium will need to include what you think should be WP5-specific KPIs and their targets.

WP 5 Maximum yearly Budget (includes 10% Co-funding)

| 2023 | 2024 | 2025 |
|-------------|-------------|-------------|
| 200.000 EUR | 250.000 EUR | 250.000 EUR |

The WP Proposal

1. Provide a brief and clear description on how you propose to achieve the WP goals. Max 500 words.
2. Provide a brief but clear description of your proposed work plan to achieve the WP5 goals and specifically what you will deliver by M3, M6, M12. Include in the table attached the targets for the mandatory KPIs that you plan to achieve by the end of the project and include what you consider should be WP5-specific KPIs and their targets by the end of the project. Max 2000 words.
3. Describe the role of each consortium partner in achieving the WP goals and why they are the most suitable partner for this role. Max 1000 words.
4. Budget: Present the estimated total cost in EUR of the WP for 3 years. Mention the breakdown per cost category /year and indicate the co-funding amount:
 - A Personnel Cost: estimated amount and number of FTE foreseen
 - D1 Travel and subsistence: cost estimated and brief justification
 - D3 Cost of other Goods and services: estimated and brief justification
 - Other: specify the cost category and a brief description

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