

Call for expression of interest to participate in “EIT Food RIS Consumer Engagement Labs”

EIT Food is looking for local consortia, consisting of scientific organisations and food producers that would participate in EIT Food RIS Consumer Engagement Labs project.

Application deadline: 26 July 2022, 11 am CEST.

Application template: see Annex.

Applications are invited from countries: Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia, Slovenia.

Further details about EIT Food can be found at: www.eitfood.eu. More information about the EIT Food RIS Consumer Engagement Labs methodology developed by University of Warsaw are available at <https://www.eitfood.eu/projects/ris-consumer-engagement-labs>. With respect to the present call, ***EIT Food and University of Warsaw will not provide new information that has not already been included in this call document***, but can assist potential applicants by explaining contents of this document (interested applicants are encouraged to contact Krzysztof Klineciewicz, kklineciewicz@wz.uw.edu.pl).

1. Background information

1.1. EIT Food

EIT Food is one of the largest and most impactful food-related initiatives worldwide. As part of the European Institute of Innovation and Technology (EIT), EIT Food connects partners from leading businesses, universities, and research centres across Europe. It is a people-centric and resource-smart transformer of the European food system, driving consumer confidence and improved global health. EIT Food members have a strong belief that the food sector needs to be transformed and that this can only be achieved by reconnecting partners within the food sector and by giving the consumer a more central role.

1.2. EIT Food RIS Consumer Engagement Labs

EIT Food RIS Consumer Engagement Labs (“Consumer Engagement Labs” or “Labs”) is an activity implemented by EIT Food partners in 2019-2022 and led by the University of Warsaw. Consumer Engagement Labs are **pre-competitive co-creation sessions** carried out by a relatively coherent group of consumers in a joint, physical/online place and limited in time, focused on the **development of new product concepts**. In 2022, the project involves pilot implementation of Labs that is addressing the needs of **young people aged 15–19 (older adolescents)**. In order to diagnose the needs of this age group thoroughly, in the co-creation process, both older adolescents and adults will be included. While older adolescents are the best experts regarding their own needs and preferences, their parents and grandparents may provide a new perspective of the older adolescents’ food practices as they are the persons that usually prepare food for them. The aim of workshops is to propose innovative and healthy snacks for older adolescents. The **products should be plant-based** and sold as snacks that can be consumed without the need for further processing. Additional information about EIT Food RIS Consumer Engagement Labs is available on the project website at: <https://www.eitfood.eu/projects/ris-consumer-engagement-labs>

Consumer Engagement Labs have the following **objectives**:

- Development of new product concepts of innovative and healthy, plant-based snacks that are co-created by older adolescents (young people aged 15-19) and food companies;
- Understanding dietary habits and preferences of older adolescents;
- Gathering insights related to buying and consuming snacks by older adolescents;
- Stimulating the creativity of consumers by engaging them in the co-creation of snacks;
- Empowerment of participating consumers who acquire knowledge and skills related to consumer behaviours, young people's consumption practices and new food product design.

Labs are implemented by local consortia consisting of a scientific organisation and a food producer. Labs sessions will be led by facilitators from the scientific organisation, working with the groups of adolescent and adult consumers. The present call focuses on the selection of subcontractors-local consortia, who will take part in the delivery of co-creation processes and subsequently, will design, develop and introduce to the market 1 new product per consortium, based on ideas put forward by consumers.

2. Participation in "EIT Food RIS Consumer Engagement Labs"

Selected activities of "EIT Food RIS Consumer Engagement Labs" will be implemented with the support of dedicated subcontractors. The present call is launched by EIT Food Co-Location Centre (CLC) North-East jointly with University of Warsaw to select consortia consisting of two subcontractors – a scientific organisation and a food producer. The selection process is implemented as an open call, using clear and transparent selection criteria, and the selection will be carried out with the help of experts evaluators. In 2022, the subcontractors will benefit from funding to carry out the tasks and implement their contractual obligations (based on subcontracting relationship, i.e. by issuing VAT invoices, without the requirement to apply Horizon Europe rules for personnel cost accounting). The subcontractors will have a precisely defined workplan, linked to the timeline of project activities.

2.1. Eligibility – scientific institutions

Eligible scientific organisations need to meet the following criteria:

1. Operating as university or public research institute;
2. Operating in a country targeted by the call (confirmed by office address);
3. Able to sign a subcontracting agreement with the EIT Food Co-Location Centre and act as a subcontractor in a project funded based on Horizon Europe/EIT modalities (EIT Food partners and Rising Food Stars members are not eligible);
4. Possessing knowledge, skills, and resources needed to carry out the subcontracted tasks (including: previous experiences in delivering workshops with consumers, including focus group interviews, participatory workshops or co-creation processes).

2.2. Eligibility – food producers

Eligible food producers need to meet the following criteria:

5. A legal person (informal organizations/unregistered startup teams are not eligible);
6. Operating in a country targeted by the call (confirmed by company registration address);
7. Having as beneficial owner(s), the citizen(s) or entities of the country targeted by the call;
8. A food producer (company manufacturing food; NACE code C10), focused on products for end consumers (not food ingredients or food-related services);
9. Willing to introduce a new food product from the snack category, designed as the outcome of the Labs;
10. Able to sign a subcontracting agreement with the EIT Food Co-Location Centre and act as a subcontractor in a project funded based on Horizon Europe/EIT modalities (EIT Food partners and Rising Food Stars members are not eligible);
11. Carrying out manufacturing operations on-site, leveraging own production equipment (in-house production, not outsourced);
12. Possessing knowledge, skills, and resources needed to carry out the subcontracted tasks.

While evaluating applications, EIT Food will also consider the following criteria:

13. Maintaining an implemented and certified food quality and safety management system, based on one of the following standards/norms: BRCGS Global Food Safety Standard, IFS Food, ISO 22000 and/or FSSC 22000;
14. Compliance with an independent and verifiable standard that ensures the safety and quality of the plant-based raw materials used as product ingredients, such as: RTRS Standard for Responsible Soy Production;
15. Producing products from the snack category or related categories of consumer food products already available in shops, under own brand or distributed under brands of other companies;
16. Incorporated as a company in January 2012 or later (10 or fewer years before the sessions, registration date will be confirmed by the registration certificate).

2.3. Countries covered by the call

1. Bulgaria,
2. Croatia,
3. Czech Republic,
4. Estonia,
5. Hungary ***,
6. Latvia,
7. Lithuania,
8. Poland,
9. Romania,
10. Slovakia,
11. Slovenia,

*** *In Hungary, Labs will be implemented by the project participant/EIT Food partner Campden-BRI (scientific organisation). Consequently, only applications from food producers are accepted from Hungary (no further scientific organisations).*

2.4. Contractual tasks of subcontractor

Scientific organisation (net funding of up to 10,000€ to cover the eligible costs of project involvement in 2022)

- Responsibility for the organisation and delivery of sessions with 4 consumer teams (2 teams of older adolescents, aged 15-19, and 2 teams of adults) in the country of operations in October-November 2022, using the methodology developed and shared by University of Warsaw and involving at least 2 expert facilitators (1 per 2 consumer teams);
- Ensuring involvement of the other member of the consortium (food producer) in selected Labs sessions;
- Selection of consumers-participants of the Labs session to ensuring the participation of at least 20 consumers matching the selection criteria (including ability to use online videoconferencing to participate in Labs sessions);
- Communication with consumers-participants of the Labs session in the local language;
- Ensuring the signatures of attendance lists and legal consent forms by consumers-participants of the Labs compliant with GDPR, organizational procedures for personal data protection and EIT reporting requirements;
- Translation of Labs session scripts and materials between English and the local language;
- Organisation of the Labs sessions for 4 teams of around 5 consumers each, altogether 20 consumers, in October-November 2022 (sessions include 3 online meetings of ~2 hours for each team, distributed over a period of several weeks, a ~2 hours long session with food producer and a final ~2 hours long plenary session) including: logistics of the online workshop (using Zoom video conferencing software including breakout rooms functionality, Google Jamboards platform and CAD software, with workshop scripts, facilitator guidelines, templates and materials provided by University of Warsaw in English, requiring translation into local language);

- Facilitation of the Labs session based on guidance provided by University of Warsaw, using the standard workshop scripts, templates and materials and offering technical support for participants to enable their active participation (including a technical orientation preceding the Labs sessions);
- Preparation of the Labs session's audio-visual recording, transcript of the recording (~20 hours in total), written documentation and translation of the Labs' transcript and session results into English;
- Involvement in the process of selecting the most technically viable and commercially feasible new product concept co-created by consumers;
- Communicating with local media to ensure at least 1 publication in the local language (newspapers, thematic magazines or specialist Internet portals) describing the project, published latest by 30 November 2022, consistent with EIT Food visual identity standards and project reporting requirements (each consortium partner is obliged to ensure 1 publication, 2 publications in total per consortium);
- Submitting by 30 November 2022 "Report on the co-creation workshops" (including details on organisation of the Labs, data on participants, descriptions of the creative process with transcripts, translations and recordings, summaries of results, lessons learned and recommendations on how to use the methodology in the future). Detailed instructions and report templates will be provided by University of Warsaw;
- Participation in the final debriefing session (online) with University of Warsaw to discuss the project experiences and lessons learned.

Food producer (net funding of 5,000€ to cover the eligible costs of project involvement in 2022):

- Participation in selected sessions of Consumer Engagement Labs to present the company and work alongside consumers on new product proposals;
- Offering tokens of gratitude for ~20 consumers participating in the Labs session (e.g. shopping vouchers, sets of food products), with a view to incentivize the participation of consumers (please note that the access to these incentives should not require consumers to enrol into loyalty programs, share personal data or install dedicated software applications);
- Planning for commercial exploitation of results of the Labs by screening for commercially feasible product concepts;
- Selection of one new food product concept co-created by consumers participating in the Labs session that will be commercialized, with the commitment to introduce the product on the market, following the branding/visual identity guidelines defined by EIT/EIT Food (the development and marketing of the product will not be funded by this project and is the responsibility of the subcontractor);
- Submitting "Report on the new product concept selected for commercialization" (providing details of 1 new product concept selected for market introduction and commercialization plans) - detailed instructions and report templates are provided by the University of Warsaw;
- Participation in the debriefing session with the team from the University of Warsaw to discuss the project experiences and lessons learned;
- Introducing to the market 1 new food product based on "Report on the new product concept selected for commercialization";

- Communication with media (industry magazines, newspapers, specialist Internet portals) to ensure at least 1 publication describing the Labs and its outcomes, published latest by 30 November 2022, consistent with EIT Food visual identity standards and project reporting requirements (each consortium partner is obliged to ensure 1 publication, 2 publications in total per consortium);
- Participation in the debriefing session with the team from University of Warsaw to discuss the project experiences and lessons learned.

2.5. Benefits for organisation selected as subcontractor

Organisation selected as subcontractor will be offered the following benefits in 2022:

- Ability to benefit from the association with EIT Food and the EIT community (as subcontractor in EIT Food activities), and the brands of EIT Food and the EIT;
- Rights to participate in thematic project meetings, organized by EIT Food and its partners (no membership fees will be required from subcontractors; EIT Food will not cover travel costs to attend internal meetings, but organisations designated as subcontractors can use their assigned budgets to cover these costs);
- Rights to promote the association with EIT Food project, commercialise the product(s) developed as outcomes of the Labs process and introduce them to the market;
- Opportunities for networking with EIT Food partners, including opportunities for joint project ideation and involvement in other EIT Food projects;
- Subcontracting agreement with EIT Food Co-Location Centre with funding as defined in this call document, contingent upon the delivery of contractual tasks. Payments will be linked to compliance with the contractual tasks and deliverables;
- Opportunity to leverage consumer insights for new product design and commercialisation;
- Knowledge and organisational support of EIT Food, its CLCs and partners in implementation of the activities planned for each subcontractor of the project.

Becoming a subcontractor in EIT Food project shall be considered an opportunity to become associated with the community of EIT Food, establish relations with EIT Food partners and become better embedded in their activities, as well as to benefit from results of consumer co-creation processes to develop and commercialise innovative products. Subcontractors will also benefit from the increased visibility in their local innovation ecosystems, strengthening their position on the regional and national levels.

3. Selection process

Interested and eligible organisations are invited to **submit their applications by 26 July 2022, 11 am CEST**, using the attached “EIT Food RIS Consumer Engagement Labs” **Application Form**. **Please send the electronic version of application, based on the attached template**, to: kklincewicz@wz.uw.edu.pl. Incomplete applications or applications submitted by ineligible organisations will be rejected. Complete applications will be evaluated by an expert committee using standardized selection criteria. EIT Food reserves the right to contact the applicant organisations by e-mail or phone asking for additional explanations or supporting documents, and to schedule selection interviews with the short-listed organisations. All applications will be evaluated using transparent selection criteria, and all applicants will receive concise written feedback, sent to an e-mail account indicated in the application template.

All proposals will be evaluated taking into account the following **eligibility criteria**, related to the applicants and their operations:

1. Scientific organisation operating as university or public research institute;
2. Scientific organisation operating in a country targeted by the call (confirmed by office address);
3. Scientific organisation able to sign a subcontracting agreement with the EIT Food Co-Location Centre and act as a subcontractor in a project funded based on Horizon Europe/EIT modalities (EIT Food partners and Rising Food Stars members are not eligible);
4. Scientific organisation possessing knowledge, skills, and resources needed to carry out the subcontracted tasks (including: previous experiences in delivering workshops with consumers, including focus group interviews, participatory workshops or co-creation processes).
5. Food producer as a legal person (informal organizations/unregistered startup teams are not eligible);
6. Food producer operating in a country targeted by the call (confirmed by company registration address);
7. Food producer having as beneficial owner(s), the citizen(s) or entities of the country targeted by the call;
8. Food producer - company manufacturing food (NACE code C10), focused on products for end consumers (not food ingredients or food-related services);
9. Food producer willing to introduce a new food product from the snack category, designed as the outcome of the Labs;
10. Food producer able to sign a subcontracting agreement with the EIT Food Co-Location Centre and act as a subcontractor in a project funded based on Horizon Europe/EIT modalities (EIT Food partners and Rising Food Stars members are not eligible);
11. Food producer carrying out manufacturing operations on-site, leveraging own production equipment (in-house production, not outsourced);
12. Food producer possessing knowledge, skills, and resources needed to carry out the subcontracted tasks.

Eligibility criteria 1-10 will be evaluated on a 0/10 scale: 0 – not satisfactory; 10 – satisfactory.

Applications that meet all of the eligibility criteria (1-12) and receive 120 points will be further evaluated, based on the following **selection criteria**:

13. Food producer maintaining an implemented and certified food quality and safety management system, based on one of the following standards/norms: BRCGS Global Food Safety Standard, IFS Food, ISO 22000 and/or FSSC 22000 (*criterion evaluated on a 0-10 scale: 0 - non-compliance; 5 - system implemented and certified; 10 - system implemented, certified and operating for at least 2 years*);
14. Food producer compliant with an independent and verifiable standard that ensures the safety and quality of the plant-based raw materials used as product ingredients, such as: RTRS Standard for Responsible Soy Production (*criterion evaluated on a 0-10 scale: 0 - non-compliance; 5 - self declaration of compliance; 10 - compliance confirmed by certificate(s)/accreditation(s)*);
15. Food producer producing products from the snack category or related categories of consumer food products already available in shops, under own brand or distributed under brands of other companies (*criterion evaluated on a 0-10 scale: 0 - no products available yet; 5 - 1 product line available; 10 - 2 or more product lines available*);
16. Food producer incorporated as a company in January 2012 or later (10 or fewer years before the sessions, registration date will be confirmed by the registration certificate) (*criterion evaluated on a 0-10 scale: 0 - company incorporated before 2012; 5 - company incorporated in years 2012-2018; 10 - company incorporated in years 2018 or later*).

Criteria 13-16 will be evaluated on a 0-10 scale. The application can receive max. 160 points for criteria 1-16. The highest ranked applications that meet all the eligibility criteria (1-12) will be selected.

****From Hungary, only applications submitted by food producers are invited. Hungarian applications will be evaluated based on eligibility criteria no. (5)-(12), and applications receiving 80 points for these criteria are considered eligible. The final score will be calculated for criteria no. (5)-(16), and each Hungarian application can receive max. 120 points. Selected Hungarian applicant-food producer will implement the Labs with EIT Food partner/project participant Campden-BRI.*

“EIT Food RIS Consumer Engagement Labs” Application Form

Please fill in the application forms for scientific organisation and food producer, ensuring that **all fields** of both forms are completed. Please submit the application in electronic format (PDF) by 26 July 2022, 11 am CEST to email address: kklineciewicz@wz.uw.edu.pl. Applications that are incomplete or sent after the deadline will not be considered. Please do not provide further supporting documents and limit your application to presenting all information required by this form.

“EIT Food RIS Consumer Engagement Labs” Application Form - <u>scientific organisation</u> (higher education or public research institute)	
1. Country	
2. Name of the applicant organisation	
3. Legal form	
4. Office address (street, city, country)	
5. Website address	
6. Contact person	
7. Position	
8. E-mail	
9. Phone	
10. Please provide examples of the relevant activities/services/projects implemented by your organisation that involved qualitative consumer or citizen studies (such as: focus group interviews, consumer panels, social labs, co-creation workshops, creativity sessions) and justify, why they are meaningful for the project.	
11. Please provide details of 2-4 experts - workshop facilitators who will be involved in the activities (please provide name and short profile, indicating relevant experiences related to moderating/facilitating group sessions such as: focus group interviews, consumer panels, social labs, co-creation workshops, creativity sessions).	
Expert 1:	
Expert 2:	
Expert 3:	
Expert 4:	
12. Scientific organisation involved in the project will need to use online video conferencing software Zoom to deliver the Labs session, leveraging the Zoom breakout rooms functionality (with 4 teams of approximately 5 participants, and plenary meetings of about 20 consumers and observers). The costs of using Zoom platform will not be additionally reimbursed by EIT Food (but only one Zoom license will be required for a period of ~5 weeks). Please briefly describe your experiences with using video conferencing software to run workshops, research projects, organisational meetings or educational activities.	

<p>13. The sessions should be organized in October-November 2022, and consist of 4 online meetings with consumers distributed over a period of several weeks, and another session with companies. Prior to session 1 of the workshop, you will need to promote the project among potential applicants, ensure recruitment of consumers meeting detailed selection criteria, prepare local translations of Labs materials used in workshops and meet the requirements including workshop logistics and recording of the sessions. Workshop dates should not overlap with national or religious holidays, elections, or other foreseeable events disrupting the creative process. Please provide preliminary proposal of workshop dates:</p>	
<p>-workshop session 1:</p>	
<p>-last workshop session (approximately 5-6 weeks after session 1):</p>	

By submitting this application form, I confirm that the information provided above correctly represents the scope of activities and plans of my organisation. I understand that the information provided in this form may be used to define obligations in subcontracting agreement. I 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 am willing to cooperate to provide further information or documents confirming the facts presented above.

If selected, I declare the willingness to promptly proceed to sign the subcontract agreement with EIT Food based on the template published online by EIT Food as part of the call documentation. I will act as subcontractor in 2022 based on conditions described in the "Call for expression of interest to participate in "EIT Food RIS Consumer Engagement Labs"". I am aware of the scope of services that should be provided and confirm having familiarized myself with the contents of the call and subcontract agreement, published online by EIT Food as part of the call documentation.

I understand that my subcontracting agreement can only enter into force if both members of the consortium, jointly submitting the application, confirm their participation by signing their subcontracting agreements.

Date, place

Name of the person submitting the application

Organisation submitting the application

“EIT Food RIS Consumer Engagement Labs” Application Form - Food producer			
1. Country			
2. Name of the applicant organisation			
3. Legal form			
4. Company registration address (street, postcode, city)			
5. Company registration number			
6. Date of company registration			
7. Website address			
8. Contact person			
7. Position			
8. E-mail			
9. Phone			
10. I declare that beneficial owner(s) of our company are citizen(s) or entities of the country targeted by the Labs			Yes / No*
11. I declare that our company operates as a food producer (NACE code C10)			Yes / No*
12. I declare that our company is willing to introduce a new food product from the snack category, designed as the outcome of the Labs			Yes / No*
13. I declare that our company is not benefiting from funding offered by other EIT Food programs in the year(s) of the project implementation: 2021-2022			Yes / No*
13. I declare that our company is not EIT Food partner or Rising Food Stars members			Yes / No*
14. I declare that our company carries out manufacturing operations on-site, leveraging own production equipment (in-house production, not outsourced)			Yes / No*
15. I declare that our company possesses knowledge, skills, and resources needed to carry out the subcontracted tasks			Yes / No*
16. Please describe your manufacturing operations (production equipment and capacity) and your food quality and safety management system.			
17. Our company maintains an implemented and <u>certified</u> food quality and safety management system, based on one of the following standards/norms:			
BRCGS Global Food Safety Standard	Yes / No*	Year of first certification of the system	
IFS Food	Yes / No*	Year of first certification of the system	
ISO 22000	Yes / No*	Year of first certification of the system	
FSSC 22000	Yes / No*	Year of first certification of the system	
18. Our company complies with an independent and verifiable standard that ensures the safety and quality of the plant-based raw materials used as product ingredients:			
RTRS Standard for Responsible Soy Production	Yes / No*	Compliance formally confirmed by certificate(s)/accreditation(s)?	Yes / No*
Other standard(s), please provide name(s)	Yes / No*	Compliance formally confirmed by certificate(s)/accreditation(s)?	Yes / No*

19. Please name and briefly describe product lines from the snack category or related categories of consumer food products that are produced by your company and already available in shops. For each product line, please state the year of product introduction and explain whether it's offered under own brand or distributed under brands of other companies.

** - Please select (underline) the applicable answer*

By submitting this application form, I confirm that the information provided above correctly represents the scope of activities and plans of my organisation. I understand that the information provided in this form may be used to define obligations in subcontracting agreement. I 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 am willing to cooperate to provide further information or documents confirming the facts presented above.

If selected, I declare the willingness to promptly proceed to sign the subcontract agreement with EIT Food based on the template published online by EIT Food as part of the call documentation. I will act as subcontractor in 2022 based on conditions described in the "Call for expression of interest to participate in "EIT Food RIS Consumer Engagement Labs"". I am aware of the scope of services that should be provided and confirm having familiarized myself with the contents of the call and subcontract agreement, published online by EIT Food as part of the call documentation.

I understand that my subcontracting agreement can only enter into force if both members of the consortium, jointly submitting the application, confirm their participation by signing their subcontracting agreements (this provision does not apply to the applications from Hungary, where application is to be submitted by single company only, and Labs in Hungary will be implemented with the involvement of an existing project partner Campden-BRI).*

Date, place

Name of the person submitting the application

Organisation submitting the application