

Call for expression of interest to participate in “EIT Food RIS Consumer Engagement Labs”, 2023

EIT Food is looking for 6 local consortia, consisting of scientific organisations and food producers, that would participate in the EIT Food RIS Consumer Engagement Labs project.

Application deadline: 14 March 2023, 11 am CET.

Application template: see Annex.

Applications are invited from countries: Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Montenegro, Republic of North Macedonia, Serbia, Turkey, Ukraine.

Further details about EIT Food can be found at: www.eitfood.eu. More information about the Consumer Engagement Labs methodology developed by the University of Warsaw is available at <https://www.eitfood.eu/projects/ris-consumer-engagement-labs>.

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”, “Labs”, “Project” or “Activity”) is the largest food co-creation initiative in Europe. In 2019-2022, the co-creation processes involved 82 consumer panels and 43 companies from 16 European countries, who worked together to design, develop and introduce to the market 22 innovative food products.

Consumer Engagement Labs are **co-creation processes** involving **consumers and producers**, based on innovative methodology developed by University of Warsaw. Each Labs process engages a relatively coherent group of consumers, who jointly go through a multi-stage interactive process of ideation to

develop proposals for new products that better address their specific needs. Unlike typical sensory panels and consumer surveys, the Labs do not involve testing of sample products but creation of innovative, yet non-existing combinations of product features and benefits. This is enabled by an interactive Labs format, creativity-stimulating techniques and opportunities to redesign food products without the need to master specialist vocabulary or possess detailed knowledge concerning ingredients or manufacturing processes.

In 2023-2025, the methodology will be applied to **societal challenges**, linked to **targeted nutrition** and **protein diversification**. Labs will be implemented by **Project Participants (local consortia, each consisting of a scientific organization and a company, “Project Participants”)**, selected in the open call and supported by experts from University of Warsaw.

The activity continues the successful format of Consumer Engagement Labs, using the innovative co-creation methodology tested, modified and refined in 2019-2022. The Labs make local food system actors more aware of specific needs of selected consumer groups, establishing trust-based dialogue, offering the consumers an opportunity to propose new products’ ideas/concepts that better address their needs. The Labs encourage local companies to introduce to the market new food products and stimulate cooperation between startups, academics and food companies. The methodology relies on insights from anthropology and psychology of creative processes, and food-related behaviors. The sessions are interactive and engaging, enabling non-expert consumers to modify features of their preferred foods, to reconceptualize approaches to dietary needs and to develop non-existing combinations of features and benefits. The Activity puts strong emphasis on dissemination and exploitation of its results, and enhances the understanding of needs of consumers among food producers in various countries, encouraged to develop dedicated products.

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>. Videos presenting selected aspects of the Labs methodology and results are available at: <https://www.youtube.com/@eitfood-uw>, including a multimedia introduction to the present call: <https://www.youtube.com/watch?v=A4tHef4FKg8>

1.3. Expected outcomes for the economy and the society

Consumer Engagement Labs are expected to yield the following outcomes:

- Establishing dialogue with **consumer groups overlooked by food industry**, who will be empowered as change agents, communicate their needs with companies and outline ideas for new products;
- Proposals for new concepts generated in the Labs will spur frugal innovations, developed and tested by local companies from RIS countries¹;

¹ [EIT Regional Innovation Scheme \(RIS\) | EIT \(europa.eu\)](#)

- Stimulating the innovative capacity of RIS countries by activities integrating the Knowledge Triangle of innovations, entrepreneurship and education, with the involvement of scientific organizations, food producers and retailers;
- Diffusion of novel methodology for consumer insights and generation of innovative food and beverage concepts among universities and companies in RIS countries, allowing them to build capacity, adapt the approaches also to other consumer segments and thus strengthen the trust of consumers in food-related innovations;
- Support to local organizations from RIS countries, including funding, know-how sharing, mentoring throughout the process of new product commercialization and establishing cross-country partnerships of producers and retailers working to meet the demands of food consumers;
- Focusing the attention of stakeholders on the importance and characteristics of consumers;
- Encouraging future innovations better addressing selected segments of the market, in particular in the fields of targeted nutrition and protein diversification.

The Activity will strengthen the dialogue between consumers and companies in RIS countries. The Labs make local players in the food system more aware of specific needs of selected consumer segments, establish trust-based dialogue, offer the consumers an opportunity to voice concerns and propose new solutions that better address their needs as well as motivate local companies to develop dedicated products. The Activity impacts will also be linked to the **reduction of adult obesity and food-related non-communicable diseases** through its focus on **targeted nutrition** and **protein diversification**. New products co-created with consumers will spur the wave of innovations in the market, showcasing the market potential and encouraging companies in RIS and non-RIS countries in the EU to consider the specific needs of selected groups of consumers.

2. Tasks implemented by Project Participants

Selected activities of EIT Food RIS Consumer Engagement Labs will be implemented with the support of dedicated Project Participants. The present call is launched by University of Warsaw to identify local consortia, each consisting of a scientific organisation and a food producer. In 2023, Project Participants will benefit from project funding to carry out their tasks based on Horizon Europe rules. Project Participants will have a precisely defined workplan, linked to the timeline of Project activities.

The Activity includes tasks distributed throughout 2023-2025, based on two cycles of Consumer Engagement Labs (2023-2024 and 2024-2025). In Q1 2023, participants are recruited to join the project and implement consumer co-creation processes in 2023 that will result in design and development of new food products that will be introduced to the market in 2023-2024. In 2024, a similar call is expected for new participants to join the 2024-2025 project cycle.

2.1. Work package 1: Consumer co-creation (involvement of scientific organization)

Co-creation sessions with consumers will be implemented in the targeted RIS countries, based on Consumer Engagement Labs methodology developed by University of Warsaw. Each creative process will be orchestrated by **a local scientific organization** with the participation of **a local food company**, aiming to address a **specific, identified societal challenge** that could be addressed by the development of **new food products**. Each challenge will be defined by Project Participants in their application to join the Project. Challenges might refer e.g. to specific health/nutrition problems experienced by consumers, needs of vulnerable consumer groups that are currently overlooked by companies or desires to enhance the use of healthy ingredients. Selection of challenges addressed by Labs processes will be evidence-based, rooted in scientific or market research, and aligned with **impact pathways prioritized by EIT Food**. Consumer Engagement Labs methodology has been validated as universally applicable in multiple creative contexts and offers opportunities for co-creation of various food product categories or food packaging through the engagement of diverse consumer audiences.

Labs will use local languages and will be implemented by Project Participants, receiving training and mentoring from University of Warsaw. Each local Labs process will engage approximately 4 groups of consumers, selected based on specific criteria, consistent with the methodological guidance. The process will be led by expert facilitators from the local scientific organization and involve multiple creative meetings with consumers, culminating in the generation of new product proposals, presentations by consumer teams and evaluation of proposals. The food company will analyze, select and refine the most promising product idea as the basis for new product development. Within each targeted RIS country, communication and dissemination activities will be implemented by Project Participants, who will act as important communication channels with local stakeholders, including scientific, industrial, governmental and non-governmental organizations. The local level dissemination activities will leverage guidelines and templates for online and print communication, social media and press relations to outline benefits of the Activity and visual identity standards. Good practices of consumer engagement will be promoted, alongside recommended approaches to consumers and food product development. Project Participants will ensure outreach to industrial stakeholders through the attendance of thematic agri-food events, presentations of Project results at EIT Food events (including events organized by EIT Food Hubs in RIS countries), selected regional trade shows and events targeting citizens.

Detailed tasks of the **scientific organization**:

- Responsibility for the organisation and delivery of sessions with 4 consumer teams of around 5 consumers each in the country of operations in 2023, 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 shared by University of Warsaw;

- 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;
- Organisation of the Labs sessions for 4 teams of around 5 consumers each, altogether 20 consumers, in 2023 (sessions include online meetings of ~2 hours for each team, distributed over a period of several weeks) including: logistics of the online workshop (using video conferencing 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 Project Participants to enable their active participation (including a technical orientation preceding the Labs sessions);
- Preparation of the documentation of Labs sessions and results;
- 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 in 2023, 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 the required inputs into Project deliverables (Project reporting) including details on organisation of the Labs, data on participants, descriptions of the creative process, summaries of results and lessons learned. Detailed instructions and 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.

2.2. Work package 2: New product development (involvement of food company)

Local food company from RIS country participates in selected steps of consumer co-creation sessions organized by the local scientific organization responsible for each Labs process. Afterwards, the local scientific organization carries out proposal screening looking for commercially feasible product concepts, analyzing and expanding proposals put forward by consumers. The selected, commercially feasible products will undergo further in-house R&D/product development efforts to reach higher technology readiness levels and be tested on the market. **Each local food producer will be expected to introduce one new product on the market** and leverage consumer insights from co-creation processes to improve/enhance one existing product or its packaging. This shall be confirmed by new/enhanced product **sales of at least 10k EUR within a year following the co-creation sessions in a given country.**

Companies will be supported with guidance, mentoring, competitive product benchmarking, collaboration with retail networks and consumer insights to increase the likelihood of market success

of these new products. The food company will also engage in communication and dissemination activities within the targeted RIS countries, leveraging communication guidelines and templates, ensuring compliance with visual identity standards.

Detailed tasks of the **food company**:

- 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 food company);
- Submitting “Report on the new product concept selected for commercialization” (providing details of 1 new product concept selected for market introduction and commercialization plans) in 2023 - 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” in 2023-2024, with documented sales results of at least 10k€ by 2024;
- Communication with media (industry magazines, newspapers, specialist Internet portals) to ensure at least 1 publication describing the Labs and its outcomes, published in 2023, 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.

2.3. Additional requirements: communication and dissemination

Each of Project Participants will prepare inputs into communication and dissemination plan, covering local activities in its own country. Project Participants will maintain dialogue with media, briefing journalists about the Lab process, preparing news releases and presenting good practices of consumer engagement. This outreach is expected to contribute to popular publications, presenting the Project. Project will also be promoted on websites of Project Participants and EIT Food, and posts will be shared via social media. Dissemination of results of the Labs process is also planned, involving outreach to

relevant stakeholders (including government/regulators) and publication of consumer co-created concepts. Good practice descriptions will serve as a blueprint for EIT Food partners and stakeholders.

2.4. Additional requirements: diversity dimension

Diversity will be ensured in the composition of project team on multiple levels. The activity is implemented by international participants from multiple RIS countries. Project teams will strive to ensure **gender balance** in the overall team composition and within sub-teams delegated to the project by individual consortium partners. Explicit requirements for **diversity in implementing teams** is formulated in this call for Project Participants. Consumers participating in the Labs in RIS countries will also be selected in a manner maximizing diversity, especially as this aspect will strengthen the validity of Labs outcomes. Activity contents will thus promote diversity in ethnicity (with consumers from multiple countries), gender (avoiding lack of balance in the shares of women and men participating in Labs), social status (incl. education, family status/size) and economic status (incl. purchasing power). These aspects were included among consumer selection criteria used to maximize diversity in each group of participants. Participants will use guidance and training to support the above-described diversity aspects in selection of consumers and implementation of the Labs methodology.

2.5. Additional requirements: financial sustainability

The activity is primarily focused on empowering consumers and increasing the degree of consumer sovereignty through open and constructive dialogue between food producers and consumers, increasing the importance of consumer wishes and co-created proposals for new products. Creative processes of Consumer Engagement Labs will be focused on addressing specific inefficiencies of the food market, such as: overlooked but vulnerable groups of consumers, distorted nutritional habits, limited commercial interests in healthy and sustainable food options. The activities will involve local food producers from EIT RIS countries, with sales levels relatively lower than multinational food companies, but will help them better understand and serve the needs of consumers. Funding allocated per each company/country-level Labs process will be complemented by private funding for product design and development, and the activity is expected to create a momentum to transform the food sector and set good examples for other companies in the targeted RIS countries. The activity aims to deepen the public engagement, make the consumer voice heard and respected in EIT RIS countries, and address important societal challenges, while monetization/profit-making will not be among the primary objectives. At the same time, Consumer Engagement Labs have potential to induce contributions towards future financial sustainability of EIT Food, by involving 12 food companies from RIS countries, supporting their new product development efforts, inspiring future project proposals that could be submitted in the innovation pillar, business creation pillar or other activities. Pathways for financial sustainability will be discussed with the participating companies and will be explicitly addressed in the future exploitation planning, especially as the Labs process directly stimulates follow-up investments (from private sources) needed to develop and introduce to market new products, proposed by consumers, and thus strengthens EIT Food RIS Strategy.

2.6. Deliverable DEL01 - Communication and Dissemination Report 2023

Report describing the communication and dissemination activities carried out in 2023 to promote the activity and its results, EIT Food and the EIT grant. Report will include inputs from all partners: plan (Q1-Q2'2023) and reported results (Q3-Q4'2023).

2.7. Deliverable DEL02 - Report on the process of Consumer Engagement Labs 2023

Report describing the organization of Consumer Engagement Labs in 2023 in selected EIT RIS countries, including data on participating organizations/consumers and descriptions of the creative process. Each partner-scientific organization is expected to contribute to this deliverable in 2023 through detailed reporting of consumer recruitment. (*Difference from Labs 2021-2022: scientific organizations implementing local Labs will NOT be required to prepare transcripts and English translations of Labs sessions, only session summaries will be prepared.*)

2.8. Deliverable DEL03 - Report on new products designed in Consumer Engagement Labs 2023

Report describing product proposals co-created by consumers as part of Consumer Engagement Labs and subsequent design, development, market testing and commercialization activities by companies (2023). Each partner-food company is expected to contribute to this deliverable in 2023 through detailed reporting of consumer ideas and selected product, supported by the local scientific partner. Company participating in the Labs will be required to introduce the new product, designed as the outcome of the Labs/consumer co-creation process in 2023-2024 and document product sales of **at least 10k€** before the end of 2024. Each Labs process is directly linked to EIT Key Performance Indicators **EITHE 02.4**: innovations introduced on the market with sales revenues of at least 10k€. Failure to introduce a new product on the market in 2023-2024 or lack of evidence of 10k€+ sales revenues before the end of 2024 might render all costs incurred by local partners in the affected country ineligible or result in proportional reduction of funding for the local partners.

3. Financial conditions

Budget will be distributed among Project Participants by EIT Food based on the funding granted by the EIT, under Horizon Europe rules. Project Participants incur costs in accordance with the financial modalities of the framework program and prepare financial report by the end of the financial year/Project. More details: in Horizon Europe model grant agreement². Project Participants selected in this call will be added to the Project workplan/budget and use EIT Food Plaza platform for reporting with the platform fee payment of 3 000 EUR. Project Participants will also need to comply with detailed registration requirements and fiduciary requirements typical for beneficiaries of Horizon Europe funding.

² [Horizon Europe \(HORIZON\) General Model Grant Agreement](#)

3.1. Budget of scientific organization (2023):

- Personnel costs: 10,000€, ~0.4 FTE
- Travel and subsistence: 1,000€
- Cost of other goods, works and services: 4,000€
- Indirect costs @25%: 3,750€
- **Total budget of scientific organization: 18,750€**

3.2. Budget of food company (2023):

- Personnel costs: 5,000€, ~0.2 FTE
- Travel and subsistence: 1,000€
- Cost of other goods, works and services: 4,000€
- Indirect costs @25%: 2,500€
- **Total budget of food company: 12,500€**

3.3. Excerpts from the Project proposal – cost justifications

Personnel costs: All Project Participants apply their standard personnel remuneration practices, allocating time of their employees to this Project. The personnel includes researchers involved in the implementation of the RIS CEL methodology, supporting the organization of consumer engagement and corporate dialogue as well as performing tasks related to exploitation and dissemination of results.

Travel and subsistence: Implementation of the Labs and commercialization of new products will require travel of Project personnel from Project Participants. Planned trips include: Project consortium meetings, visits to support the organization of consumer engagement sessions and meetings with companies to support the new product development. Furthermore, travel will include dissemination activities at events. Travel costs will be incurred in accordance with travel policies of Project Participants and national regulations, with a view to ensure cost efficiency by using economy class/low-cost airfares/2nd class railway travel and minimizing expenses through selection of optimal travel options.

Costs of other goods, works and services: Project Participants will incur expenses related to: organization of consumer co-creation processes (incl. consumer recruitment fees, logistics and organization of workshops, facilitation of creative processes), goods and services linked to new product development and product testing, as well as dissemination activities including online communication, open access publishing fees, preparation and printing of materials, media relations and industrial outreach at agri-food events, trade-shows and EIT Food events. Purchases of goods and services will follow value-for-money principles and comply with organizational procurement standards.

4. Selection process

Interested and eligible organisations are invited to **submit their applications by 14 March 2023, 11 am CET**, using the attached “**EIT Food RIS Consumer Engagement Labs Application Form**”. **Please send the electronic version of application, based on the attached**

template, to: magdalena.zatorska@uw.edu.pl. Incomplete applications or applications submitted by ineligible organisations will be rejected. Complete applications will be evaluated by experts using standardized selection criteria. EIT Food reserves the rights 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 feedback, sent to an e-mail account indicated in the application.

4.1. Eligibility criteria

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

Eligible **scientific organisations** need to meet the following criteria:

1. Operating as higher education institute or public research institute;
2. Operating in a country targeted by the call (confirmed by office address): Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Montenegro, Republic of North Macedonia, Serbia, Turkey or Ukraine;
3. Possessing knowledge, skills, and resources needed to carry out the tasks (including: previous experiences in delivering workshops with consumers, focus group interviews, participatory workshops or co-creation processes);
4. Submitting an application jointly with a company – food producer from the same country.

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): Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Montenegro, Republic of North Macedonia, Serbia, Turkey or Ukraine;
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. Possessing knowledge, skills, and resources needed to carry out the tasks;
10. Submitting an application jointly with a scientific organization from the same country.

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

Please note that Project Participants are expected to join a project funded by Horizon Europe framework programme. Prior to signing the project agreement, Project Participants will undergo registration and fiduciary checks applicable to all beneficiaries by the European Commission or the EIT, and be required to comply with operational standards of EIT/EIT Food, including the use of EIT Food Plaza platform for progress and cost reporting.

Project Participants are not obliged to become partners of EIT Food. However, organizations interested in further benefits of the network are encouraged to visit:

EIT Food partnership model: <https://www.eitfood.eu/eit-food-partnerships>.

4.2. Evaluation criteria

Applications that meet all of the eligibility criteria (1-10) will be further evaluated, based on the following selection criteria:

1. Impact: Societal, economic and environmental impacts related to the challenge that would be addressed through the proposed focus of co-creation process (incl. 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);
2. Market prospects: Market prospects of the selected product type (incl. estimated size of the market, demonstrated consumer demand, intensity of existing competition and potential to develop innovative solutions that would be attractive for consumers);
3. Commercial potential: Relevant commercial experiences of the food producer (incl. existing revenue and profit levels, access to retail channels, existing portfolio of food products and fit between the selected product type and existing experiences of the company);
4. Excellence: Manufacturing standards of the food producer (incl. maintaining an implemented and certified food quality and safety management system, such as systems based on standards/norms: BRCGS Global Food Safety Standard, IFS Food, ISO 22000 and/or FSSC 22000);
5. Geographical diversity: no more than one consortium / one Labs process will be organized in each targeted country in 2023; consortia will be selected both from the central-eastern and southern European countries;
6. Gender diversity: balanced representation of female and male team members at scientific organization and food producer, within each local project consortium.

Criteria 1-6 will be evaluated on a 0-10 scale: 0 –not satisfactory; 5 – partially met; 10 – satisfactory. The application can receive max. 60 points for criteria 1-6. The highest ranked applications that also meet all of the eligibility criteria (1-10) will be selected. In 2023, up to 6 local consortia will be selected as Project Participants (up to 6 scientific organizations and 6 food companies).

Additional documents

For further information about possible societal challenges and impacts that could be addressed by the co-creation processes, please consult the following documents:

- EIT Food Strategic Innovation Agenda:
https://www.eitfood.eu/files/EIT_Food_Strategic_Agenda_2021-2027_2022-08-09-105519_eqpx.pdf
- EIT Food focus area - protein diversification: <https://www.eitfood.eu/six-focus-areas/protein-diversification>
- EIT Food focus area - targeted nutrition: <https://www.eitfood.eu/six-focus-areas/targeted-nutrition>
- Examples of 22 products created by EIT Food RIS Consumer Engagement Labs in 2019-2022 - detailed factsheets/product leaflets describing challenges addressed by each product are available on project website: <https://www.eitfood.eu/projects/ris-consumer-engagement-labs>
- Videos presenting selected aspects of the Labs methodology and results:
<https://www.youtube.com/@eitfood-uw>

For further information concerning the funding modalities of Horizon Europe and EIT Food, please consult the following documents:

- Horizon Europe General Model Grant Agreement: <https://www.eitfood.eu/files/General-Model-Grant-Agreement-EIC-Accelerator-Contract-Horizon-Europe-HORIZON-Euratom-Research-and-Training-Programme-EURATOM.pdf>
- Countries covered by EIT Food Regional Innovation Scheme (RIS): <https://www.eitfood.eu/regional-innovation-scheme>
- EIT Food Key Performance Indicators (KPIs): https://www.eitfood.eu/files/EIT-KPIs_Final.pdf
- EIT Food Intellectual Property Policy: <https://www.eitfood.eu/files/EIT-Food-IP-Policy-V.Plaza-21052021.pdf>

EIT Food RIS Consumer Engagement Labs Application Form
(scientific organisation)

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, gender 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. 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 (incl. 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).

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 participation 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 become a participant of the EIT Food activity. I am aware of the scope of services that should be provided and confirm having familiarized myself with the contents of the call, published online by EIT Food.

Date, place

Name of the person submitting the application

Organisation submitting the application

EIT Food RIS Consumer Engagement Labs Application Form (food producer)

EIT Food RIS Consumer Engagement Labs Application Form - <u>food producer</u>	
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, designed as the outcome of the Labs	Yes / No*
13. I declare that our company possesses knowledge, skills, and resources needed to carry out the tasks	Yes / No*

14. Please provide details of 2-4 experts – employees who will be involved in the activities (please provide name, gender and short profile, indicating relevant experiences related to new food product design, development or marketing).

Expert 1:

Expert 2:

Expert 3:

Expert 4:

15. Please provide details of your implemented and certified food quality and safety management system:

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	
Other system: [provide name/description]			

16. Please describe your relevant commercial experiences (incl. revenues and profits for 2021-2022, number of employees, existing portfolio of food products, availability of products in specific retail networks as well as fit between the selected product type and existing experiences of the company).

17. Please describe the market prospects of the selected product type (incl. estimated size of the market, demonstrated consumer demand, intensity of existing competition and potential to develop innovative solutions that would be attractive for consumers).

** - 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 participation 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.

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Date, place

Name of the person submitting the application

Organisation submitting the application

