

FAQs

Who is EIT FOOD?

EIT Food, established by the European Institute of Innovation & Technology (EIT), is an organization that aims to build an inclusive and innovative community of diverse food sector partners, to drive innovation and entrepreneurship across Europe.

Why Challenge Labs?

We want to tackle the big problems that are facing the food sector by bringing together diverse groups of people to find innovative solutions and conveying a set of skills and competencies contributing to enhance innovation capabilities. The activity will lead to developing by participant following skills under EIT Food competency framework: Entrepreneurship (launching ideas, customer identification), Problem solving (teamwork, design thinking, canvas models), Communication (presenting ideas, pitching to customers) and Food systems (sustainability of production, efficiency of delivery, sustainable packaging). Challenge Labs are an opportunity to spark co-founder relationships, lead to the creation of new businesses and build links between industry, academia, and start-ups around a pertinent and topical challenge.

What is the challenge this year?

The future of our roots: reimagining a sustainable Mediterranean food system

How can we provide end-consumers with affordable and high-quality local products?

- Respond to market needs by combining quality, sustainability, and affordability.
- Provide consumers with products that are high-quality (organic, fresh, nutritious) and affordable (within the same price range as their mass-produced, non-organic counterparts).
- Encourage the sales of fresh and sustainable Mediterranean products with positive social and/or environmental impact.

When and where does the Challenge Lab 2022: Southern Europe take place?

This year, the Challenge Lab 2022: Southern Europe will be a 100%-online event taking place on September 28th and 30th. The first day will include a keynote address, a crash course, and other dynamics to stimulate ideation and solution prioritization.

The second day will be for the presentation of the innovative projects (pitches).

It is mandatory for the participants to be present in both days of the hackathon.

Why should you participate in the Challenge Lab 2022: Southern Europe?

EIT Food Challenge Lab is the meeting of innovative spirits that aim to find solutions for the food industry. You will collaborate with passionate and engaged people during stimulating workshops, receive feedback and mentoring from experts in the industry and you will have the opportunity to win a prize of 4.000€. The candidates' innovation solution will be evaluated on suitability for the challenge, innovation, scalability, communication and presentation, and team working.

Is the participation individual or as a team?

Both options are possible: you can apply with a group and register all your team for the Challenge Lab, or you can apply individually. If you choose the last option, the organization team of the Challenge Lab would assign to a group made of transversal profiles in line with the challenge's line of action that got your attention.

What are the rules during the EIT Food Challenge Lab 2022?

Find more about the rules in the [legal bases](#).

Who can participate in the Challenge Lab 2022: Southern Europe?

The call, which will remain open from June 13th – September 19th, is aimed at graduate and post-graduate students, entrepreneurs and industry professionals in key fields such as technology, biotechnology, marketing and psychology, among others that could have a potential impact on the agri-food sector. Participants will become part of Europe's leading food innovation initiative and will contribute to shaping a food system for the future. If you are a consumer interested in food industry, that you know the current challenges and trends of the sector and have a creative profile, you can also participate to the Challenge Lab. Candidates must fulfil the above conditions and share relevant innovation ideas to resolve the challenge in the application form to be pre-selected.

Who will decide the winners?

The jury will be composed of experts from the food industry.

How can you apply?

The first step to participate is to fill out the following form: [Registration form EIT Food Challenge Lab 2022: Southern Europe \(typeform.com\)](#). We will contact you with more information.

How will the data of the applicants be used?

The data of the applicants of this competition will be used for the purpose of treatment (comprehensive management of the competition). The use that is given to the data is derived from the management of the requests for participation in the selection processes, the evaluation of the proposals, the performance of the selective tests, the sending of communications related to the organization and management, the competition, the promotion of the competition on social networks and other steps related to the process. You can read more information about the management of the data we collect in our legal bases and in our privacy policy.

Where can I find more information about the EIT Food Challenge Lab 2022?

All the information related to the competition is available on the EIT Food Challenge Lab website. We advise you to consult the [legal bases](#) of the competition, as well as our privacy policy.

For any additional questions, you can also write to us at: CLCSouth@eitfood.eu