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RIS Call for RIS Straight to Market (S2M) 2023-2025 - Retailers - Guidelines

EIT FOOD

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Eitfood.eu

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1. Introduction

EIT Food is the world's largest food innovation community, creating connections right across the food system. Supported by the European Union (EU), we invest in projects, organisations and individuals which share our goals for a healthy and sustainable food system.

We have built a unique not-for-profit business to carry out transformative programmes in skills, education, entrepreneurship, start-up investment and communications. We deliver these programmes in partnership with our members to create a culture and build a community which sees the long-term value in the food innovation we fund through open, competitive calls.

EIT Food has a strategic approach to systems change to create societal and economic impact. This is underpinned by a robust Theory of Change and a clear set of impact indicators and goals published in our [Strategic Agenda 2021-27](#).

EIT Food CLC South, one of the EIT Food co-location centres (CLC), is based in Spain covering Southern European countries. EIT Food CLC South is also one of the two CLCs implementing EIT Regional Innovation Scheme (RIS) instruments, supporting those regions in Europe which particularly require support for innovation in the agrifood sector.

2. Summary of the Call

The RIS Straight to Market is coordinated by EIT Food South and seeks connect retailers with small and medium-sized companies, startups and scale-ups, **to bring to mainstream markets and supermarkets food products that are new or highly improved at a nutritional/sustainable level** (see definition below).

The RIS S2M will improve the innovation capacities of the local ecosystem, by supporting small and medium sized companies, startups and /or scale-ups (hereinafter going only by the name of "startups") across targeted RIS countries to improve the production capacity, technology, ingredients, packaging (with exception of changes in branding or packaging visuals), nutritional profile and labelling information and innovative features. This will be done by connecting these companies with retailers that can market their new products.

To this end, two separate calls have been launched: one for retailers and one for startups/SMEs/Scaleups (hereunder referred as "startup"). **Retailers will be selected by EIT Food to participate in the programme for 3 years, starting in 2023 and ending in 2025.** Yearly evaluation of results delivered by retailers will be made in order to access participation for following years. Failure to comply with programme obligations or poorly performance will lead to the cease of activities and the selection of new retailers.

Startups, scaleups and SMEs will be selected yearly through an open and transparent process.

After a pre-selection by EIT Food, retailers will be presented a pool of these organizations to select and work with. Each selected retailer will work with a maximum of 4 European startups based in targeted RIS countries per year. In total, a selected retailer can form a consortium, and work with a maximum of 12 startups from 2023 to 2025. Each retailer will receive a net funding of 70% of total eligible costs, equivalent to a **maximum net funding of 180.000 EUR** for the period 2023 to 2025.

Through this specific call, EIT Food is looking for retailers to participate in EIT Food “RIS Straight to Market (RIS S2M)” programme.

Retailer and Startup Roles

The role of retailers will be focused but not limited to giving startups access to co-creation opportunities with consumers, as well as the commitment to commercialize the new or significantly improved product in mainstream markets and its promotion through local/national media.

The role of startups will be focused but not limited to in developing a new food product or significantly improving the product characteristics (either from a nutritional or sustainability perspective) including consumers feedback and demands in product design, while ensuring the capacity production can cope with the rotation and requirements of mainstream supermarkets.

The application can be done individually by the retailer, or together with a startup, so as long as each organization delivers the respective required documentation for approval and each of them submits the respective application. Joint applications will be evaluated, however, they do not guarantee the selection of participants. Retailers will be given a pool of startups, in which a pre-appointed startup may be included, nevertheless reserving the right to select other organizations to work with.

Each consortium, established by one retailer and one start-up, will be named “Project”. In a Project, both organizations commit to work together, and side by side in the design and implementation of the corresponding activities of the programme. Each Project is expected to test and launch in the market at least 1 new food product by 30 June 2024 and the consequent years with the new selected startups.

The strong market-oriented aim of this call will be combined with the engagement with consumers, expected for each Project, through co-creation workshops in which their needs and expectations are heard, and feedback on product is given to validate the added value in terms of nutritional improvement for consumers and/or enhanced environmental sustainability.

Projects collaborating with organizations from KTI such as Academia (Universities, Research Centres, etc.) will be positively assessed.

Summary of the call timeline

- Total programme duration: **3 years** (2023-2025)
- Project duration: 1 Year
- Project implementation by startup: **finished by 1st December 2023**
- Programme participation by retailers: 3 years (2023-2025)
- Market launch of new products: **by 30th June 2024**
- Application deadline: **23rd April 2023**
- Application: provided templates and required documentation sent via e-mail
- **Eligible countries:**

EU Member States: Cyprus, Greece, Italy, Malta, Portugal, Spain

Horizon Europe Associated Countries*: Turkey

Outermost Regions: Azores and Madeira (Portugal), and the Canary Islands (Spain)

**These third countries, which are all listed in the European Innovation Scoreboard, will be fully eligible for the EIT RIS, following the successful conclusion of individual Horizon Europe Association Agreements.*

3. Types of Solutions sought

By means of this Call for Proposals, we seek to **improve the innovation capacities of the local ecosystem**, by supporting small and medium sized companies, startups or scale-ups (hereinafter “startups”) across targeted RIS countries to improve the production capacity, technology, ingredients, packaging (with exception of changes in branding or packaging visuals), nutritional profile and labelling information, innovative features.

This will be done by putting these companies in direct contact with retailers that can market their new products across mainstream markets.

The goal of the programme is addressing EU policy priorities through R&I and increasing the number of consumers using products developed with the support of EIT Food to personalize or change diet in line with relevant Food-Based Dietary Guidelines for Europe.

In alignment with EIT Food’s Impact Framework regarding new food products, we strive to help bring **food products that are new or highly improved at a nutritional/sustainable level** to mainstream markets and supermarkets.

To this end, each Project is expected **to test and launch in the market at least 1 new food product**, in alignment with **EIT Food’s Impact Framework** regarding new food products:

EIT Food goal	Type of Solution
1. Reduction in relative risk (R) of obesity & Non-Communicable Disease (NCD) prevalence in target populations due to known dietary factors	EIT Food supported products on the market with levels of salt &/ or free sugars &/or trans & saturated fats reduced to, or below, recommended Food-Based Dietary Guidelines for Europe (targeting food groups known to be major sources of these dietary factors); or products on the market with an improved nutritional profile.
2. Products on the market derived from alternative sources	EIT Food supported products on the market derived from alternative sources (e.g., alternative proteins; new plant varieties; alternative production techniques, etc.
3. Reduction in food waste & food loss	New products or processes launched with EIT Food support using revalorised &/ or reintegrated food system side-streams and waste streams
4. Improvement in food system contribution to outcomes under EU Circular Economy Monitoring Framework	New products or processes launched with EIT Food support using revalorised &/ or reintegrated food systems side-streams and waste streams. Outcomes under EU Circular Economy Monitoring Framework include inter alia waste management, recycling, competitiveness & innovation.
5. Improved environmental impact of agrifood systems	Volume reduction in CO2 equivalent tonnes from Agri-Food system.

Table 1. EIT Food’s Impact Framework specific food products

In summary, we seek activities that:

- Result in **food products that are new or highly improved at a nutritional/sustainable level**, (improved ingredients, packaging (with exception of changes in branding or packaging visuals), nutritional profile and labelling information, innovative features)
- Comply with [EIT Food Branding guidance](#)
- Help **achieve EIT Food’s Missions:**
 - Healthier Lives Through Food
 - A Net Zero Food System
 - A Fully Transparent, Fair and Resilient Food System

Mission	Success Indicators
Healthier Lives Through Food	Increasing the availability of food products with improved nutritional profile to consumers. Increasing the availability of food products with reduced levels of salt, sugar, or trans and saturated fats to consumers. More consumers using innovative technology, products or services that help to change or personalise their diet in line with relevant national dietary guidelines.
Net Zero Food System	Reduction of CO2 in the food system (measured in tonnes). Reduction of other significant environmental impacts in the food system (usually measured in CO2 equivalent tonnes). An increase in the number of products on the market that use food waste or side-streams. An increase in the use of food waste or side-streams in food production. An increase in products on the market that use alternative or new ingredients and improve environmental impact outcomes.
Fully transparent, fair, and resilient food supply	Reduction in the estimated cost (€) burden attached to food insecurity and food safety issues. Overall increase Societal Return on Investment per € of grant due to the adoption of technology improving transparency, traceability or security across the food system. (This might include value from measures such as jobs created, costs avoided, food waste avoided, € value of efficiency gains made, investment raised, reduced public health costs, etc.)

- Align with one or more EIT Focus Areas:



Note on the Focus Areas:

The six EIT Food Focus Areas have been identified as strategic areas of the food system which currently offer the greatest potential for solutions to emerge. Applicants to this Call will be asked to indicate which Focus Area their innovation solution will address. Proposals which do not align with any Focus Area are not eligible to apply for this call.

Our specific focus area priorities include protein diversification, sustainable agriculture and aquaculture, Targeted nutrition and Circular food systems.

4. Timeline/ Phases

Call open	20 March - 23 April 2023
Evaluation	24 – 28 April 2023
Preliminary communication to pre-selected startups and retailers	28 April 2023
Arrangement of matchmaking interviews with retailers for selected startups	2 – 5 May 2023
Matchmaking interviews with each startup	8 – 12 May 2023
Official announcement of selected Projects	15 May 2023
Kick-off meetings and Project beginning	22 – 26 May 2023
Project ending*	1 December 2023

** All activities of each Project have to be finished and delivered by December 1st 2023, with exception of product market introduction, expected to be delivered up to 6 months after project official end date, by June 30th 2024.*

Project phases

Phase 1: Two separate open calls will be launched – one for retailers and another one for startups. The call directed at retailers aims to select organizations that will be participating during the 3 years/editions of the programme. The call for startups is meant to select organizations that will participate in the 2023 edition of the programme.

Phase 2: A pre-selection of retailers and startups will be made by EIT Food, based on an evaluation process carried out by expert evaluators. The aim of this evaluation is to select the best candidates for the next step: the match-making. The evaluation will select candidates with the best commercialization strategy and the best methodology for co-creation activities with consumers.

Phase 3: EIT Food will provide the selected retailers with a pool of startups applying for this programme. After a series of interviews, each retailer will choose a maximum of 4 startups. Retailers and startups then form an informal consortium to jointly work on the preparation and implementation of the activities. EIT Food reserves the right to reduce or increase the number of startups participating together with each retailer.

Phase 4: Public announcement of results.

Phase 5: Kick-off meetings and project beginning.

Phase 6: Project ending. All activities will have to be carried out and finished until December 1st 2023 with exception of:

6.1 Product launch in the market (up until June 30th 2024)

6.2 Activity report and Sales report, including sales invoices (to be delivered by December 1st 2024 - and by December 1st of each year 2025 and 2026 for every of the product launches)

5. Call specific requirements

5.1 Funding

EIT Food will co-fund 70% of the eligible costs of each Project. As such, the consortium must co-fund a minimum of 30% (co-funding) of the total Project eligible costs with sources of funding other than EU funding.

There is an upper limit of total eligible costs of 21.400 EUR per Project and retailer (85.600€ yearly in case the retailer works with 4 startups). EIT Food will allocate a maximum of 15.000 EUR per Project to each retailer.

In total, a retailer will have a maximum net funding of 180.000 EUR for the period 2023-2025.

Maximum amount of this call for retailers is 360.000 EUR for the period 2023-2025.

5.2 Eligibility of costs

All costs need to comply with Horizon Europe regulations regarding the eligibility of expenses. Please refer to Article 6 of the [Model Grant Agreement](#) and the [Annotated Model Grant Agreement](#).

5.3 Duration

The RIS S2M programme will have its activities starting in May 2023 and ending in December 2025. Yearly open processes will be available to select new pools of startups to participate. Participation of retailers will last from 2023 to 2025 linked to yearly performance and evaluation of results.

All activities of the **2023 Project** have to be finished and delivered by December 1st 2023, with exception of product market introduction, expected to be delivered by June 2024. With similar dates replicable for coming years 2024 and 2025.

5.4 KPIs

Each of the selected Projects (1 start-up + 1 retailer) will have to comply timely the following **mandatory KPIs**:

KPI reference	KPI title	KPI description	Supporting evidence	Target date	Target Per PROJECT
EITHE02.4	Marketed Innovations	<p>Number of innovations introduced on the market during the KAVA duration or at the latest within 18 months from the start of the project with a sales revenue of at least 10 000 EUR documented.</p> <p>Innovations include new or significantly improved products (goods or services) sold. The number and quality of marketed innovations will be evaluated.</p>	<p>Declaration of the product owner describing the innovativeness (new or significant improvement in terms of physical or functional parameters) of a product/process, link to the KIC societal challenge and the KAVA, as well as information on the KAVA investment in the innovation development.</p> <p>Documented proof such as an invoice or an online sales records demonstrating that the purchase of at least 10,000 EUR has been made by a customer/s.</p>	<p>Each “Project” should launch a product in market by 30th June 2024 and by 30th June of subsequent years until 2026.</p>	1
EITHE16	# Results disseminated (please note that dissemination needs to comply with Horizon Europe Guidelines)	<p>Continuous dissemination by consortia: # of results, good practice (GP) and lessons learnt (LL) disseminated through appropriate means (e.g., publications, online repositories, fact sheets, targeted workshops).</p> <p>Results are any tangible or intangible output of the action, such as data, knowledge and information.</p>	<p>Structured data: KAVA reference, website [structured data TBC]</p> <p>Supporting evidence: n/a; only provide links where these were published</p>	<p>1 December 2023</p>	1

EITHE17	# People reached through communication activities	<ul style="list-style-type: none"> •# of external events organised by the KAVA and # participants •# of external events where KAVA and KAVA activities were presented •# media coverage (articles and broadcast in global/European/national/local press, TV, radio etc... 	<p>Structured data: [structured data TBC]</p> <p>Supporting evidence: n/a;</p>	1 December 2023	5
KIC01	# People involved in interventions	Number people actively engaged in targeted interventions aimed at encouraging healthier and more sustainable behaviour		1 December 2023	30

5.4 Market Readiness Level (MRL)

Proposed innovative solutions must:

- indicate their **Market Readiness Level (MRL)**. There is no minimum requirement requested nor supporting documentation to be submitted for MRL.
- The product must be close to market enough to achieve a successful launch before 30th June 2024.

5.5 Deliverables

The following tasks and commitments are required for each project:

- Respect and comply with programme deadlines;
- Maintain continuous communication with EIT Food during the duration of the Project;
- Comply with mandatory outputs, deliverables and KPIs in due time;
- Assure co-funding of 30% of total budget (allocated to retailers);
- Comply with the agreed FRM mechanism and timings;
- Comply with communication guidelines for activities and product branding;
- **Commitment to market one new, innovative food product or one with significantly improved nutritional and/or sustainability profile per Project, in a specific section of the retailer's facilities, no longer than 30/06/2024, in compliance with EIT Food's branding regulations;**
- Selection of startups to work with during the present year and communication to EIT Food;
- Submit a detailed **budget** breakdown of cost estimations **and descriptions** on how the funds are going to be spent;
- Submit a **detailed description of the planned product and plans for market introduction and further commercialisation**; the development and any type of marketing campaigns of the product or packaging visuals re-design **will not be funded** by this programme and is the responsibility of the retailer and startup;
- **Design and submit a communication plan** and assure the dissemination of Project activities and RIS S2M programme in the media;

- **Design and implement co-creation activities** before product launch, through targeted activities with consumers in the local language – (at least one activity per Project) aiming at co-creating with them a significant improvement on the nutritional profile, helping them to understand the benefits of the product in particular and/or working on knowledge transfer of better nutritional profile or sustainability characteristics of the new product;
- **Select and work with a minimum of 30 consumers-citizens in co-creation activities per Project** (120 participants in 4 projects), ensuring the compliance with KPIs and ensuring the mandatory supporting evidence for the activities (signatures of attendance lists and legal consent forms by consumers-participants, compliant with GDPR, organizational procedures for personal data protection and EIT reporting requirements);
- Submit a **report on the co-creation activities** with consumers (including details on its organisation, data on participants, descriptions of the methodology and creative process, summaries of results, lessons learnt and recommendations from consumers);
- Contribute to the delivery of a **document stating product development after the consumers input** (including clear scientific data on the specific product improvement), along with a planning for commercial exploitation of the product and sales forecast for the year following the product launch;
- **Collaborate with EIT Food in communication and outreach campaigns** about the project or the new product (i.e. providing with interviews, quotes, pictures or news about it);
- **Participation in final programme session** (online) with CLC South S2M participants and other potential relevant stakeholders to discuss the Project experiences and lessons learned;
- **Participation in at least one EIT Food event** to promote new product after product launch and/or the participation in the programme;
- **At least 1 publication to disseminate Results/Good Practices/Lessons Learnt;**
- Elaboration and publication of at least **one article regarding the new product in the retailer's specialised newsletter or other media, outlining its nutritional or sustainable added value;**
- Communicating with local media to ensure **at least 2 printed publications in the local language** (press, thematic magazines or internet portals). The article will mention EIT Food and the programme S2M. EIT Food will not accept paid publications as eligible costs;
- Collaborate and contribute with EIT Food on project **monitoring and reporting** (including costs justification, and budget declarations)
- **Submit a documented proof such as an invoice or an online sales records** demonstrating that the purchase of at least 10,000 EUR has been made by a customer/s by 30/12/2024 and each respective year for every launched product.

With exception of task related to the startups selection, all tasks are expected to be developed and delivered in strict collaboration and with alignment between the retailer and the start-up

5.6 Communication and product branding

Both retailers and startups must promote the project in as many platforms as possible -newsletter, mailing, media, social media. Publications must refer to the retailer and EIT Food, describe the EIT Food RIS Straight 2 Market programme and communicate the new product.

Communication materials must be consistent with EIT Food visual identity standards using the EIT Food branding guidelines and visuals, including logo of EIT Food and EU Flag (or other similar logo format, as defined by EIT/EIT Food) on packaging and marketing materials.

All products launched shall have the EIT Food logotype displayed in its packaging for at least the whole duration of 1 year's production after product being marketed. Logotype size and position can be decided by consortium of retailer and startup and will be validated by the EIT Food Programme Leader.

5.7 Eligibility of costs

All costs need to comply with Horizon Europe regulations regarding the eligibility of expenses. Please refer to Article 6 of the [Model Grant Agreement](#) and the [Annotated Model Grant Agreement](#).

5.8 Financial Sustainability

EIT Food has developed a Financial Sustainability strategy to enable EIT Food to gradually become financially independent from EIT funding.

Co-funding:

EIT Food will fund up to 70% of total eligible costs of the Activity (reimbursement rate). As such, the consortium must co-fund a minimum of 30% (co-funding) of the total project eligible costs. Other EU funding is not eligible source of co-funding.

Financial Return Model:

A Financial Return Mechanism (FRM) is mandatory for each proposed Project, as part of the EIT Food Financial Sustainability Strategy. In line with the adopted EIT Food Financial Sustainability principles, the EIT Food has set specific and lower Financial Sustainability targets requirements for this EIT RIS activity. The FRM is a responsibility attributed to the retailers after project ending.

Applications proposing an increased % of FRM will be positively assessed.

The requirement to ensure proper and efficient investment of scarce resources and to leverage other sources of funding aimed at financial sustainability, must not be barriers to work with EIT RIS countries and regions, following this, the EIT Food RIS S2M programme requires a Return-On-Investment mechanism based on a lump-sum which is independent of the revenues generated. The 2023-2025 Financial Return Mechanism (FRM) spans 2 phases corresponding to the progress of market uptake of the proposed product or service beyond EIT Food project funding. As depicted in the graph below, the Financial Return Mechanism enters into force at the planned end-date (as submitted in the original proposal) of the EIT Food funded activity, with specific return on investment (ROI) tranches required within the timeframe of each phase. Regular monitoring with EIT Food will be mandatory in order to track the commercialisation results of each phase.

Financial Return Mechanism:

Phase 1 - Market Entry: A 30% fixed return within 15 months after the agreed end date of the project, as submitted in the original proposal (the completion date): in this phase, the consortium has completed all activities of the Innovation project and may have launched their product or service on the market.

Note, the trigger point for Phase 1 is the planned completion date of the projects, as put forward in the proposal. If the project is extended, the original completion date remains the trigger for Phase 1.

Phase 2 - Exploitation: a negotiated ROI at the end of Phase 1 looking towards the future. In this phase, EIT Food and the exploiting party(ies) negotiate and agree upon a mutually beneficial ROI to be put in place after 2 years following the original completion date, based on a minimum ROI of 70% and depending on the long-term performance of the product or service on the market. If market sales exceed the total grant amount provided by EIT Food, a minimum 70% of the total funding is expected to be returned.

Proposed FRM model – Innovation projects 2023-2025



- Applications proposing an increased % of FRM will be positively assessed.

Financial Return Mechanism Agreement (FRMA)

The Financial Return Mechanism will be formalised according to the EIT Food Financial Return Mechanism Agreement (FRMA) terms and conditions. The FRMA must be agreed to and signed by the exploiting party(ies) and EIT Food as a mandatory condition for funding. For additional details on the FRMA, please refer to Annex 1.

5.9 Intellectual Property Policy

EIT [Food](#) Intellectual Property's (IP) Policy complies with Horizon Europe's IP Policy, found in Article 16 of the [Model Grant Agreement](#).

EIT Food will not keep Intellectual Property Rights of the food products developed under the RIS S2M programme. Intellectual Property Rights must be defined and agreed between retailers and startups.

6. General Proposal Preparation, Submission & Evaluation

6.1 Who can apply?

Funding for this call is available to all organisations, both EIT Food partners and non-partners.

Applications will be accepted from organizations having the status of legal persons and operating as retailers, supermarkets, convenience stores, delicatessen stores or hypermarkets, physically and online, (NACE code G46.3 or similar) in the following countries:

- **EU Member States** - Cyprus, Greece, Italy, Malta, Portugal, Spain Turkey
- **Outermost Regions** - Azores and Madeira (Portugal), and the Canary Islands (Spain).
- **Horizon Europe Associated Countries:** Turkey

The RIS Straight2Market is open to all retailers from targeted countries wanting to participate in the programme.

Each selected retailer will work with a maximum of 4 startups/Projects per year. EIT Food reserves the right to reduce or increase the number of startups participating together with each retailer.

Members of a consortium do not need to demonstrate to EIT Food that they have formalized their mutual relations (i.e. no formal consortium agreement is required as part of application). EIT Food recommends members to agree on the distribution of Project-related responsibilities and modalities for their cooperation, which will be confirmed by an internal consortium agreement, supplementing the Project agreement signed by each organisation with EIT Food.

Members of consortium will need to have working relations and will be required to jointly work on the preparation and implementation of the activities.

Benefits for retailers

- **Grant for action.** EIT Food facilitates the execution of innovation projects by providing liquidity to a company. 70% of the EIT Funding is required to be returned or paid back when there is a stable growth / success;
- **Additional funding opportunities** for upcoming projects;
- Opportunity to market innovative food product based on **retailer's preferred segmentation**;
- Opportunity to anticipate market trends by marketing innovative product;
- EIT Food takes care of the **contract and agreements with other participants** of the programme;
- EIT Food **covers all regulatory aspects** that are related to the project;
- Project **dissemination / visibility / promotion** to increase market penetration;

- Support market testing and **improve access to consumers / end-customers** and facilitated co-creation;
- **Connect** new food product developers with high-profile (multinational) food companies;
- **Shaping/influencing market access regulation** or market incentives through lobbying/agenda setting;
- **Facilitate networking** amongst industry players;
- **Improve visibility** for innovations and upcoming companies/organizations;
- **Stamp of trust/excellence**; may help consumer acceptance, open doors, gather scale-up financing.

6.2 Proposal Submission

Interested and eligible organisations are invited to **submit their applications by 23 April 2023**. All documentation must be fulfilled, signed and sent to: elvira.domingo@eitfood.eu and maria.canelhas@eitfood.eu with title “RIS S2M 2023 application_[NAME OF ORGANIZATION]_retailer”.

7. Evaluation and Selection Process

All submitted proposals will undergo an eligibility check and evaluation to determine their feasibility and suitability for funding.

7.1 Eligibility

The RIS Straight2Market is opened to all retailers wanting to participate in the programme.

Retailers can apply jointly with startups, so as long as each organization delivers the respective required documentation for approval (please see separated call for retailers to participate in the RIS S2M programme).

Joint applications will be positively assessed but do not guarantee the selection of participants.

Proposals that include the participation of Academia actors (Universities, Research Centres, etc) will be positively assessed.

Organisation Eligibility	Each participating organisation must:
Retailers	<ul style="list-style-type: none"> • Be a legally incorporated entity in one of the EU or Horizon Europe eligible country listed above for a minimum of 3 years. • PIC Number: https://www.eitfood.eu/files/PIC-Guidance.pdf

Proposal Eligibility	To eligible proposals must:
	<ul style="list-style-type: none"> • Be submitted on time in English. • Be complete, with all mandatory supporting documents uploaded. <ul style="list-style-type: none"> - Application Form (template provided); - Business Model Canvas fulfilled (template provided); - Gantt chart with implementation schedule for Project activities; - Detailed budget breakdown of cost estimations and descriptions on how the funds are going to be spent. - Signed document with project costs and commitment of minimum co-funding 30% of total Project amount. • Proposals must be committed to delivering at least one Marketed Innovation launched on the market including documented and valid sales revenue of at least 10.000 EUR (ten thousand euros) with each startup. • Contribute to the EIT Food Missions • Align with one or more EIT Focus Areas

Please Note:

1. Failing any of the above criteria will make your proposal ineligible. Failing to meet the Individual Organisation criteria will make that single organisation ineligible, which might affect the eligibility of the whole proposal, depending on the relevance of the role of the applicant being removed. If an applicant or the proposal is ineligible, participants will be informed.

2. According to EU policies and measures, Russian entities will not be authorised to participate in any new grant under the EU Research and Innovation programmes. This ban applies not only to their potential participation as beneficiaries, but to their potential participation in any kind of role: beneficiaries, linked third parties/affiliated entities, subcontractors, in-kind contributors, international partners/associated partners, and third parties receiving financial support. Find the full statement from the European Commission here.

3. Pursuant to Article 2 (2) of the Decision 2022/2506 of 15 December 2022 on measures for the protection of the Union budget against breaches of the principles of the rule of law in Hungary *where the Commission implements the Union budget in direct or indirect management pursuant to of Article 62(1) points (a) and (c), of Regulation (EU, Euratom) 2018/1046, **no legal commitments shall be entered into with any public interest trust established on the basis of the Hungarian Act IX of 2021 or any entity maintained by such a public interest trust.*** This prohibition applies to financial support to third parties (sub-grants and prizes), hence the proposal of any entity or group of entities where a Participant is included in the list of public interest trusts shall be considered as not eligible

4. Proposals will be deemed ineligible if any organisation in the consortium is:

a. bankrupt, subject to insolvency or winding-up procedures, where its assets are being administered by a liquidator or by a court, where it is in an arrangement with creditors, where its business Activities are suspended, or where it is in any analogous situation arising from a similar procedure provided for under national laws or regulations;

b. it has been established by a final judgment or a final administrative decision that the organisation is in breach of its obligations relating to the payment of taxes or social security contributions in accordance with the applicable law;

c. it has been established by a final judgment or a final administrative decision that the organisation is guilty of grave professional misconduct by having violated applicable laws or regulations or ethical standards of the profession to which the organisation belongs, or by having engaged in any wrongful conduct which has an impact on its professional credibility where such conduct denotes a wrongful intent or gross negligence;

d. is found to be attempting to influence the decision-making process of the call during the process;

e. attempting to obtain confidential information that may confer upon it undue advantages in the call process;

f. it has been established by a final judgment that the organisation is guilty of fraud, corruption or money laundering.

4. EIT Food reserves the right to select organizations only in some of the targeted countries, contingent on the quantity and quality of the submitted applications, ensuring the excellence of selected applications and value for money, and to relaunch the call for the countries where the present selection process would not yield satisfactory results.

5. 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. Results of the call will be published by EIT Food on its website.

7.2 Evaluation Process

At least 3 expert evaluators will evaluate each proposal based on the criteria below. All evaluators have been selected in an open and transparent process and must contractually agree to excuse themselves in the event of a conflict of interest.

The following criteria and weighting will be used in the assessment:

Impact (50%)	<ul style="list-style-type: none"> • Contribution to specific challenges in the industry listed in the call, including extent of alignment with EIT Food Missions 30% • Commercialisation potential (ability to commercialize new products based on existing and improved commercialization capacities and to relate with other actors in the commercialisation chain -startups, retailers-through the existing food delivery network); 40% • Size of consumer base and ability to access the mainstream market 30% 	0-5
Excellence (30%)	<ul style="list-style-type: none"> • Experience in marketing new or significantly improved products in terms of environmental sustainability and/or nutritional profile. 30% • Relevant experiences in co-creating innovative products with consumers 40% • Well-developed consumer outreach strategy 30% 	0-5

Quality and efficiency of implementation (20%)	<ul style="list-style-type: none"> • Value for money 25% • Risk analysis and mitigation plan in place 25% • Adequate resources (human and financial) and relevant experiences (participation in activities related to new product development in agri-food/packaging sector, marketed innovation and consumer engagement; ability to present the relevance of these experiences for EIT Food) 40% • Extent of proposal's co-funding rate 10% 	0-5
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Each evaluation sub-criterion will be scored from 1 to 5 using the following scoring system.

The quality threshold for selection is a total score of 3.

Score	Classification	Description
0	Not addressed	Not addressed
1	Poor	The criterion is inadequately addressed, or there are serious inherent weaknesses
2	Fair	Proposal broadly addresses the criterion but there are significant weaknesses
3	Good	Proposal addresses the criterion well, but a number of shortcomings are present
4	Very good	Proposal addresses the criterion very well, but a small number of shortcomings are present
5	Excellent	Proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

8. Payment and Monitoring

8.1 Payment Schedule

Participants of the consortia will receive funds in the form of a lump sum subgrant.

The lump sum will be paid in December once deliverables, KPIs, Outputs and required reporting documents are submitted and validated.

- Applicant defines the lump sum in their proposal up to 60.000 EUR. To define and justify the lump sum, applicants need to provide a detailed breakdown of cost estimations (e.g. cost of running Co-creation workshops) through the application form.
- The lump sum chosen must be justified by the resources mobilised.
- Each participant role must be defined.
- The cost estimations will be assessed in the evaluation. Experts will ensure that the estimates are reasonable and non-excessive.
- If the experts find overestimated costs, they will reflect this in the Value for Money criteria.

- Applicants can use the budget as they see fit as long as the project is implemented as agreed.

8.2 Appeal on Evaluation Results

Activity leaders can submit an appeal on within 5 days of result receipt, if:

- There is an indication that the results of the eligibility checks were incorrect.
- The evaluation of their proposal has not been carried out in accordance with the procedures set out in this document.

For more details, please read [EIT Food Redress Mechanism](#).

9. Next Steps for Selected Proposals

9.1 EIT Food Legal Framework & Legal Documents to be signed

Following the initial notification letter, selected proposals will receive a second communication with instructions regarding the completion of the following documents, as well as agreeing to EIT Food's conflict of interest policy:

- Subgrant Framework Agreement** between EIT Food and participants receiving EIT grants setting out the main principles under the Cascade Funding for a Participants receiving EIT grants under the Cascade Funding and outlining the main rights and obligations in this regard, such as liability, IP principles, payments, termination, suspension etc. (in case of non-partner and partner organizations).
- Kava Contract** between EIT Food and the Project consortium for the duration of Project implementation, setting out obligations (such as KPI delivery, Financial Return Mechanism), funding amount for each participant, as well as other aspects governing the implementation of the project.
- Financial Return Mechanism Agreement**, regarding the Financial Return Mechanism, needs to be signed between EIT Food and exploiting party/parties of the consortium.

9.2 Monitoring

All Activities selected for funding undergo continuous monitoring by EIT Food to ensure effective progress and implementation at each Stage in accordance with the Project Agreement, and to trigger payments according to the achievement of deliverables and KPIs.

The monitoring will cover several aspects relating to the Activity implementation including, but not limited to achievement of deliverables and KPIs; risk management; financial management; quality assurance; progress against KPI achievement and impact delivery; communication and dissemination; and progress towards commercialisation and exploitation of results.

EIT Food may request regular reporting of actual costs incurred, as well as regular reporting of KPIs and deliverables, together with the supporting documentation. The monitoring process may result in an amendment to the Activity workplan and/or budget, however the Financial Return Mechanism Agreement cannot be renegotiated following the approval of the Project.

In the case of under-performance, significant delay of implementation, misconduct of the consortium, or any other reason jeopardizing the timely implementation of the Activity identified during the monitoring process, EIT Food reserves the right to discontinue or restructure the funding of the Activity at any point during the Activity duration.

Furthermore, EIT Food will monitor all Activities up to 5 years after Activity completion to track long-term impact, the status of commercialisation and to ensure the achievement of KPIs anticipated after Activity end.

10. Your Questions

If you have any questions about this Call for Proposals, please contact elvira.domingo@eitfood.eu.

Please visit our [website](#) for information about the programme.