

Call for Expression of Interest

EIT Food Evaluators: Commercialisation Evaluators

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](#).

Background, Details and scope of work

EIT Food Innovation invites applications from commercialisation experts to join our database of independent evaluators for our various calls for proposals. **The first deadline is 13 April 2023.**

Commercialisation evaluators will be part of a team of evaluators, including agri-food and EIT Food strategy experts, that will select innovation projects. Projects are selected through a process of calls and proposal evaluation, where our Commercialisation evaluators will be tasked with:

- Reviewing full proposal applications, with a specific focus on determining the financial and commercial soundness of the proposal, including where appropriate, business models, commercialisation plans, financial return mechanisms, forecasts etc.
- Qualitatively assessing proposals according to pre-defined evaluation criteria.
- Composing well-crafted comments in English on their scores.
- Preparing for and actively engaging in the Panel Meetings with the evaluation team.

Prior to assignment to an evaluator team, evaluators will be contracted and given a description of the tasks, duration, location (remote/physical), remuneration rates, and reimbursement methods. Evaluators will be issued both a Code of Conduct, including confidentiality, and a Conflict of Interest for each assignment to be reviewed and signed.

EIT Food Innovation is constituting a database of independent commercialisation experts with proven professional experience evaluating innovation proposals.

Eligible profiles

As an evaluator, you will be responsible for providing an opinion on the commercial viability of the proposal. You will need to analyse the written content including business plans, financial statements, sales forecasts, market analysis and other information provided by the respondents. You will also be part of a panel interviewing respondents, where you will need to draw on your experience to ask questions and evaluate whether the commercial aspirations of the proposal are achievable. To achieve this, we are looking for people with a profile as follows.

- At least 10 years of professional experience in roles with demonstrable responsibility for running commercial activities, for example some or all of the following:

Note: consulting experience will be considered, but we are looking for hands-on experience in managing and running businesses.

- Business planning, including budgeting, investment planning, objective and KPI setting etc.
- Financial management
- Commercial activities including sales and marketing, business development, developing go to market strategies and plans.
- Strategy setting
- Experience with criticality concept of technologies and innovation, TRL (technology readiness levels) and MRL (manufacturing readiness levels)
- Comfortable analysing detailed information such as market analysis and sales forecasts, to establish risks, issues and the viability of the opportunities presented.
- Coaching / mentoring experience desirable, in particular with start-ups. Have developed an open questioning style to enable you to draw out honest intelligence from organisations in a collaborative manner, whilst also able to identify weaknesses and risks.
- Participation in the evaluation of EU-funded programmes, Horizon 2020 (preferred)
- Fluency in English (written and spoken), and ability to work well with a team. You will need to be able to engage actively as a member of the evaluation panel, lead on specific lines of questioning, and support others with their understanding of the proposals.

Exclusion

Persons who are subject to EU administrative sanctions (i.e. exclusion or financial penalty decision) or in one of the following exclusion situations that bar them from receiving EU funds CANNOT work as experts:

- bankruptcy, winding up, court-ordered administration, arrangement with creditors, suspension of business activities or similar procedures
- in breach of social security or tax obligations
- guilty of grave professional misconduct
- committed fraud, corruption, links to a criminal organisation, money laundering, terrorism-related crimes (including terrorism financing), child labour or human trafficking

- shown significant deficiencies in complying with main obligations under an EU procurement contract, grant agreement, prize, expert contract, or similar
- guilty of irregularities within the meaning of Article 1(2) of Regulation No 2988/95
- have created an entity under a different jurisdiction with the intent to circumvent fiscal, social or other legal obligations in the country of origin.

Experts will also be refused if it turns out that:

- during the contract award procedure, they misrepresented information required as a condition for participating or failed to supply that information
- they are in a conflict of interest.

Application and Selection Procedure

Individuals with relevant experience are invited to apply.

Steps in the application and selection a process:

1. Applicants apply [here](#), completing all required fields, giving as much detail as possible, and uploading a CV
2. Applications are evaluated by internal EIT Food evaluators
3. Applicants scoring above the quality threshold (3.0) are invited to interview with EIT Food evaluators
4. Prior to the interview, applicants will review and score a sample proposal and prepare a short presentation of their findings
5. EIT Food evaluators adjust their scores as needed and applicants are ranked
6. EIT Food notifies the top 10 applicants that they have been added to the Evaluator Database

In both the application and the interview phase, internal EIT Food team will score using the following Evaluation Criteria:

Category	Description	Score
<p><i>Demonstrable fit for the role:</i> Evidence that the evaluator has hands-on experience managing and running businesses and the ability to perform the commercial analysis.</p> <p>50%</p>	<p>At least 10 years of professional experience in roles with demonstrable responsibility for running commercial activities, for example some or all of the following:</p> <ul style="list-style-type: none"> • Business planning, including budgeting, investment planning, objective and KPI setting etc. • Financial management • Commercial activities including sales and marketing, business development, developing go to market strategies and plans. • Strategy setting 	0-5

<p>Innovation experience: That you understand the dynamics of innovation, and how to evaluate the risks and opportunities being presented.</p> <p>30%</p>	<p>Experience with criticality concept of technologies and innovation, TRL (technology readiness levels) and MRL (manufacturing readiness levels)</p> <p>Comfortable analysing detailed information such as market analysis and sales forecasts, to establish risks, issues and the viability of the opportunities presented.</p> <p>Coaching / mentoring experience, in particular with start-ups.</p>	0-5
<p>Multi-Disciplinary breadth: The breadth of skills and experience you bring to the role, demonstrating that your commercial analysis will be based on a wide range of skills.</p> <p>20%</p>	<p>Participation in the evaluation of EU-funded programmes, Horizon 2020 (preferred)</p> <p>Experience working in or with a range of organisations, including start-ups, SMEs, corporates, and NGOs.</p> <p>Breadth of roles that you have fulfilled, and demonstrably relevant skills developed in these roles which can be applied to the Commercial Evaluator tasks.</p>	0-5

Each evaluation sub-criterion will be scored from 1 to 5 using the following scoring system:

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

EIT Food has a policy to attain a balanced and mixed-gender evaluation panel. In this context, EIT Food has set a target of 40% of the under-represented gender in all evaluation panels.

Contracting & Payments

If you are accepted, you will be added to the list of commercialisation Evaluators and you might receive requests for assignments.

If you accept an assignment, you will enter into a direct agreement with EIT Food. The evaluator must acknowledge the receipt of the request from the EIT Food without undue delay. If the evaluator does not accept the assignment within three days, EIT Food will be encouraged to choose a different evaluator. Provision of the service will be agreed on an ad hoc basis with the EIT Food and in all cases must be completed in accordance within three months from the day the beneficiary requested the service.

While there will be no compensation for being included in the database, when selected as an evaluator to review a specific Call for Proposals, EIT Food IVZW will pay a fee of EUR 110 per hour to commercialisation evaluators.

Tasks will be remunerated only if accomplished in accordance with the provisions of the Contract, within the given deadlines, to the highest standards of quality and if they were approved by EIT Food.

Timeline and Deadlines

The application period for 2023 Call for proposals evaluation experts is 6 March to 13 April.

In addition to the timeline for selecting evaluators for our database (**Selection Process Dates**), we are also seeking evaluators for the times and dates below (**First Evaluation Dates**).

Selection Process Dates	
13 April 2023	<i>Application deadline</i>
17-31 April 2023	<i>Online Evaluation</i>
1-5 May 2023	<i>Interviews</i>
10 May 2023	<i>Notification of selection</i>
First Evaluation Dates *You will be asked in your application to indicate availability	
29 May 2023 1,5 hours	<i>Evaluator Training</i>
2-16 June 2023 Maximum 20 hours	<i>Online Proposal Evaluations</i>
19-23 June 2023 Maximum 10 hours	<i>Online Evaluation Panels</i>

Conflict of Interest

The task of the Evaluator is to be performed in a confidential, fair, and equitable manner, according to the rules of the evaluation process established by the EIT Food.

To ensure the independence of the work that they are called upon to perform in their capacity as 'independent evaluator's', prior to the signature of their contract, evaluators will be required to attest that they abide by the terms of the EIT Food code of conduct (including confidentiality aspects) in the electronic exchange system.

Evaluators shall be excluded from participation in this call if they have a conflict of interest in connection with the proposals or proposers; a conflict of interest could arise, in particular as a result of economic interests, political or national affinities, family or emotional ties or any other relevant connection or shared interest.

A disqualifying conflict of interest exists if Evaluator:

- Was involved in the preparation of the KIC added value activity.
- If he/she or his/her organisation could stand to benefit, or be disadvantaged, as a direct result of the evaluation carried out.
- Has a close family relationship with any person representing a participating organisation in the KIC added value activity.
- Is a director, trustee or partner of any beneficiary, participating in the KIC added value activity, or is a subcontractor/third party carrying out work for any beneficiary in the KIC added value activity concerned.
- Is employed by one of the beneficiaries, participating in the KIC added value activity or by a subcontractor/third party carrying out work for any beneficiary in the KIC added value activity concerned.
- Is in any other situation that compromises his/her ability to evaluate the KIC added value activity impartially.

A potential conflict of interest may exist, even in cases not covered by the clear disqualifying conflicts indicated above, if an Evaluator:

- Was employed by one of the participating organisations in an KIC added value activity within the previous three years – in this case the reviewer should indicate this potential conflict of interest. This does not disqualify him / her from the review process all together, special measure will be put in place to maintain impartiality.
- Is involved in a contract or research collaboration with a participating organisation or had been so in the previous three years.

- Is in any other situation that could cast doubt on his/her ability to evaluate the KIC added value activity impartially, or that could reasonably appear to do so in the eyes of an external third party.
- At the signature of the contract, evaluators shall be aware that based on the contract terms. If an evaluator selected for performing evaluation tasks has a conflict of interest or potential conflict of interest with any proposed KIC Added value activity, they must declare such facts to EIT Food as soon as they become aware of this. In this case, they must immediately stop reviewing the proposal in question until instructed otherwise by EIT Food.

Other conditions

Data

The personal data collected in the context of the present call will be processed by EIT Food for the purposes of performing, managing, and monitoring the contract, in accordance with EU regulations.

Record keeping

Records and other supporting documentation to prove compliance with the evaluator' obligations (original supporting documents) must be kept for at least three years after the final payment under a contract.

In case of on-going checks, audits, investigations, litigation or other pursuits of claims, the records and other supporting documentation must be kept until the end of these procedures.

Ownership and use of the results — IPR

The results produced (including copyright and other intellectual or industrial property rights) will belong to EIT Food. The rights will be obtained for the full term of intellectual property protection, from the moment the results are delivered and approved. Delivery and approval are considered to constitute an effective assignment of rights. This transfer of rights is free of charge.

Data protection

If processing your expression of interest involves the recording and processing of personal data (such as your name, address, and CV), such data will be processed pursuant to Regulation (EU) 2018/1725 on the protection of individuals with regard to the processing of personal data by the Union institutions, bodies and agencies and on the free movement of such data. Unless indicated otherwise, your reply to this call and any personal data requested are required for the purposes of this call and will be processed solely for those purposes by EIT Food.



Liability

EIT Food cannot be held liable for any damage caused to the evaluator (or any third party) as a consequence of performing the assignment.