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Consumer Observatory Call 2023

Frequently Asked Questions

EIT Food – Europe's leading food innovation initiative, working to make the food system more sustainable, healthy and trusted

Knowledge & Innovation Center on Food,
part of the European Institute of Innovation and Technology (EIT)

October 7th, 2023

<http://www.eitfood.eu>

1. General Questions

1.1 What are we calling for?

The Consumer Observatory Call is calling for an organisation (Work Package 1) and four consortia (Work packages 2 to 5) to apply. In total, we will be selecting 5 groups to develop and implement the Observatory.

This is NOT a call for a single consortium that will carry out the work of the Consumer Observatory.

1.2 How do I join the online platform to facilitate consortium building, share ideas, get feedback from peers and form project teams?

You can create an account on EIT Food Open Innovation - Campaign and start sharing.

1.3 Can the public engagement team help organisations create consortia?

Yes, we can link organisations up if we are aware of the interests and skills needed. Get in touch at callCO@eitfood.eu.

1.4 What is the workshop on the 18th in Brussels about? Can we join the Brussels workshop remotely?

The concept of the workshop during the EIT Food Annual event is currently being developed. It could be a good opportunity to spend time doing match making, bringing people together and fleshing out ideas.

The workshop was always conceived for it to be presential. We can look at doing it hybrid, but hybrid events are challenging for all participants to benefit equally. Otherwise, we invite people to join the campaign on hype to share ideas and look for partners.

1.5 Has EIT Food secured funding for this initiative or would EIT Food look for funding with the selected participants?

EIT Food already has the resources secured. We are looking for organisations to help us develop and implement the Observatory. If once selected, the members of the Observatory want to look for additional funding to carry out specific activities, this can be done as part of the financial sustainability plan.

1.6 Are there plans to keep a note of expressions of interest from those that have not been able to join a consortium or failed in winning a bid?

This is something we should look into as part of the development of the Observatory. A broader network with members that are not part of the programme from the start could be set up. This could become a consumer insights network with a potential advisory board role.

2. About the applicants

2.1 In regards WP1 – is it recommended that one organisation applies as an activity lead, manages, and delivers the overall package or is it also possible to apply for WP1 as a consortium?

For Work Package 1 we are looking for an individual or an organisation that can deliver the expectations of the work package including the administrative tasks involved. A consortium should not apply to WP1.

2.2 Can one organisation lead more than one work package?

No. An organisation can be involved in more than one work package but can only lead one.

2.3 Is each of the consortia going to apply separately without any pre-established relationships between work packages?

Yes, each work package leader will apply only for that work package. There will be no formal exchange between the work packages, but you can seek this exchange through the EIT Food Open Innovation - Campaign.

During the EIT Food Annual event, there will be a session on October 18th on the Consumer Observatory Call. The session will be an opportunity to engage with organisations interested in forming a consortium.

2.4 Are UK based organisations invited to participate?

Yes. UK participants are welcome to participate in Consortia. They will be eligible for recovery of project costs for 2023 through the UK Government's Guarantee Scheme. However, the association of UK to Horizon Europe programme is not yet concluded. For that reason, UK participants will still be considered as non-eligible for EIT funding until their association is completed. Meanwhile, the UK has in place national funding schemes to facilitate the participation of UK participants and we encourage UK participants to learn about the mechanisms in place from the UK government.

2.5 If my organisation does not come from an EU country or a country associated to Horizon Europe, can I still apply?

In an exceptional case, an entity not coming from the EU, or the Third countries (not associated to Horizon Europe) can be awarded financial support, if approved directly by the EIT.

2.6 Can project Consortia include non-EU organizations (e.g., US) or contractors or is the call limited to the EU?

Please find the full list of eligible Third Countries Associated to Horizon Europe [here](#).

2.7 What are the restrictions regarding Russian entities?

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](#) ([link](#)).

2.8 I am a small consultancy company. Can I apply?

Yes, you can be part of the Consumer Observatory. You need to join a consortium and offer your knowledge and skills.

2.9 Can a start-up become part of a consortium?

A start up can apply. We encourage startups to get familiar with EIT Food Rising Food Stars programme.

3. Implementation of the Observatory

3.1 In the call guidelines, there is a KPI in a work package around communications which should belong to the communication work package. How do you envisage people meeting KPIs that are the domain of another work Package?

Once the programme is running this is one of the discussions that will need to happen. As a group, the Observatory will need to come up with programme wide KPIs, targets and goals for the whole programme. These will exist along the Work Package specific KPIs. As a Work Package you will need to focus on the relevant KPIs for your Work Package.

3.2 If we apply for WP3, do we need to include in our proposal concrete new research topics given that the needs are still not known?

The insights will only be able to be determined once the Observatory is running and the concrete needs are known. Proposals to WP3 need to include the exiting EIT Food qualitative and quantitative research and propose how the WP3 will look for insights once we know what the needs are.

The WP2 (Trend Watch) will assess what the food system transformation needs are.

3.3 Can the Observatory include existing data from companies? Can an app be developed as part of the programme? Or would it be possible to replicate an existing app?

In principle yes. Once the programme is running, partners can see if this is something that can be proposed and useful for the observatory.

3. Financial Sustainability

3.1 Do applicants need to submit a financial sustainability plan as part of their application to the Consumer Observatory call?

No. At the time of the proposal submission, the financial sustainability plan is only relevant for WP5. As you can see in the submission template, you need to estate how you propose to achieve the work package goals and what will your work plan look like to make sure you achieve the goals.

During the first year of the Observatory, WP5 needs to propose to EIT Food a financial Sustainability plan that needs to include a Financial Return Mechanism. This needs to be agreed by all work packages.

Once the Financial Return Mechanism has been approved by EIT Food, it cannot be changed during the life of the project.

3.2 What is the estimated percentage of the financial return to EIT Food in the Financial Return Mechanism?

The Consumer Observatory must contribute to the financial sustainability of EIT Food with a specific and robust Financial Return Mechanism defining the Return on Investment for successful activities. In the call guidelines, there are examples of 3 types of Financial Return Mechanisms.

4. Costs

4.1 Can you specify and/ or give an example of fundable costs that can be calculated in the budget? Internal vs. external etc.

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.

These are the common types of costs: staff costs, depreciation of equipment used in the project, travel of the participants, and other costs of goods and services. Indirect costs are added as a flat rate.