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EIT Food: Strategic framework & Impact

A GUIDE TO EIT FOOD

EIT Food **accelerates innovation** to build a future-fit food system that produces healthy and sustainable food for all

WE ARE

the world's **largest food open innovation community**, creating connections right across the food system. Supported by the EU, we **invest in projects, organisations and individuals** that share our goals for a healthy and sustainable food system.

WE BELIEVE

inclusive systems innovation, which **enables** all **people** and places to participate and benefit, is essential to a strong food system that is better for everyone.

TOGETHER

we will **build an innovative and resilient food system** that in turn creates a healthier society and planet.

Iceland

EIT Food Central
Freising, Germany

EIT Food North-West
Reading, UK

EIT Food West & HQ
Leuven, Belgium

EIT Food South
Madrid/Bilbao, Spain

EIT Food North-East
Warsaw, Poland

Georgia and Armenia

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Working together to achieve Impact: The Missions

Between 2021-2027, EIT Food will deliver:

- **210,000+ customers** engaged to define healthier, sustainable behaviour
- **700+ innovations** supported during their design and test phases
- **1300+ graduates** from EIT labelled MSc / PhD programmes
- **245,000+ online learners by 2027**
- **800+ companies** securing over €350M investment funding

Healthier Lives Through Food

Net Zero Food System

Fully transparent, fair, and resilient food supply

Scope of the Call: our six EIT Food Focus Areas

Protein Diversification

Development and adoption of healthy, sustainable, appealing and affordable diversified protein-based solutions.

Circular Food Systems

Shift from linear to circular & sustainable systems in which resources are re-used, nutrients recycled, by-products reduced and what remains re-utilized.

Digital Traceability

Develop food supply chains that make the Food System Safe, More efficient, Sustainable and Transparent.

Sustainable Agriculture

Support European farmers in meeting sustainability requirements by co-creating climate-neutral, fair, resilient and economically viable farming practices.

Targeted Nutrition

Support the reduction in relative risk of obesity , non-communicable disease & malnutrition prevalence in target populations due to known dietary factors.

Sustainable Aquaculture

Transform the sector by reducing climate change footprint, transitioning to circular economy, ensuring food security & safety.

HEALTHIER LIVES THROUGH FOOD

A NET ZERO FOOD SYSTEM

A FULLY TRANSPARENT, FAIR AND RESILIENT FOOD SYSTEM

Protein Diversification

Sustainable Agriculture

Circular Food Systems

Digital transformation of the food system

Consumer Centricity

Targeted Nutrition

Digital Traceability

Sustainable Aquaculture

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THREE MISSIONS
- ✓ Healthier lives through food
- ✓ A fully transparent, fair and resilient food system
- ✓ A net zero food system

PROTEIN DIVERSIFICATION

SUSTAINABLE AGRICULTURE

TARGETED NUTRITION

SUSTAINABLE AQUACULTURE

DIGITAL TRACEABILITY

CIRCULAR FOOD SYSTEMS

CONSUMER CENTRICITY

DIGITAL TRANSFORMATION OF THE FOOD SYSTEM

• Challenge 1	• Challenge 1	• Challenge 1	• Challenge 1	• Challenge 1	• Challenge 1
• Challenge 2	• Challenge 2	• Challenge 2	• Challenge 2	• Challenge 2	• Challenge 2
• Challenge 3	• Challenge 3	• Challenge 3	• Challenge 3	• Challenge 3	• Challenge 3
• Challenge 4		• Challenge 4	• Challenge 4	• Challenge 4	

Projects **Projects** **Projects** **Projects** **Projects** **Projects**

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Call for Proposals 2023: Introduction

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Call Summary

Proposal Submission	This call for proposals offers two submission deadlines: • ~~14 October 2022, noon CET~~ • **13 April 2023, noon CET**
Consortium	Minimum 3 organisations from at least 2 different eligible countries representing at least two sides of the knowledge triangle.
Expected size of individual proposals (EIT grant amount)	Indicative maximum EIT grant amount (a reimbursement amount of eligible costs, excluding co-funding): • Up to 600.000 EUR per Activity for 12 months. • Up to 1,2 million EUR per Activity over a maximum of 24 months.
Maximum duration of a project	Activities may last up to 24 months
Maximum reimbursement rate & co-funding	EIT Food will fund up to 70% of total eligible costs of the Activity (reimbursement rate). The consortium must co-fund a minimum of 30% (co-funding)

Introduction to Call for Proposals 2023

EIT Food is calling for proposals to start activities in 2023:

- Activities that will develop innovative products, processes and services that address a specific business opportunity that will result in commercial exploitation
- Innovations that will benefit the European citizen.

Proposals responding to this call <u>must include</u> the following key elements:

- Propose at least 1 near-to-market, commercially viable innovative technology solutions (goods, services, processes or products) in line with EIT Food Missions, Focus Areas & Challenges
- <u>Minimum TRL level 5</u> at the time of the proposal submission (level 4 completed and proved)
- must launch at least one innovative solution (marketed innovation) <u>no later than 6 months following the official end date of the project</u>, including proof of revenue generated of at least 10.000 EUR

Innovation activities and outcomes

Innovation Activities EIT Food is funding:

- Translating or repurposing current technologies
- Co-creation activities with consumers
- Demonstration activities
- Joint funding of competitive challenges

Resulting in:

- Products or services new to the market
- Exploitable IPR
- New business models
- Novel processes

Mandatory KPIs

Proposals must include the following mandatory Innovation KPIs:

EITHE02.4: At least one Marketed Innovation: Projects must deliver **at least one** marketed innovation, including documented and valid sales revenue of at least 10.000 EUR (ten thousand euros) **in the year the KPI is to be delivered, and no later than 6 months following the official end date of the Activity.**

EITHE16: Continuously disseminated results/GP/LL: Results from the project should be continuously disseminated: number of results, good practices and lessons learnt.

Recommended KPIs

EITHE04.4: Start-ups established in year N as a result/ based on the output(s) of Innovation/ Research related KAVA(s), or start-ups created for the purpose of an innovation project to organise and support the development of an asset (but not later than 3 years after completion of the KAVA).

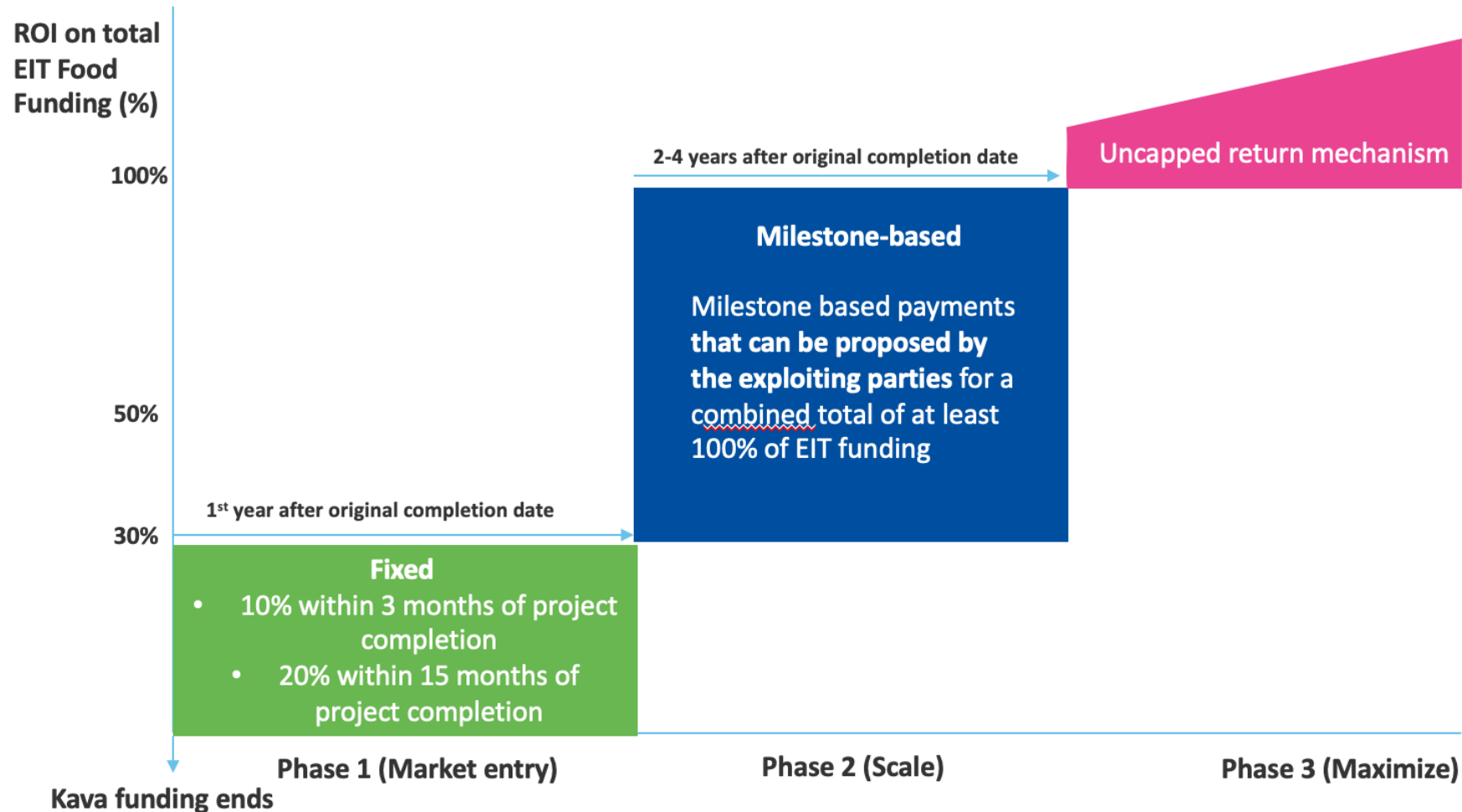For more information on EIT KPIs, please see Call Webpage: https://www.eitfood.eu/projects/call-for-proposals-2023

EIT Food Financial Sustainability

Updated: Financial Sustainability Principles

A return on investment for EIT Food to gradually become financially independent from EIT funding, also as a "success fee".

ROI on total EIT Food Funding (%)

100%

2-4 years after original completion date → **Uncapped return mechanism**

Milestone-based

Milestone based payments **that can be proposed by the exploiting parties** for a combined total of at least 100% of EIT funding

50%

1st year after original completion date

30%

Fixed
- 10% within 3 months of project completion
- 20% within 15 months of project completion

Phase 1 (Market entry)   Phase 2 (Scale)   Phase 3 (Maximize)

Kava funding ends

! Amended Guidelines will be published

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Updated: Financial Sustainability Principles

Phase 1 – Market Entry

Timing: Y1
Objective: fixed initial return on majority of innovation projects

Mechanism
- Returns equal to 30% of EIT funding:
  - 10% at 3 months following project completion
  - 20% at 15 months following project completion
- If exploiting party is not returning, IP recovery and exploitation process is initiated

Phase 2 - Scale

Timing: Y2-4
Objective: fixed return on innovations with stable growth/success

Mechanism
- Returning 100% of EIT funding: Exploiting parties propose a credible and verifiable milestone based path which are monitored quarterly by key account manager
- Exploiting parties define the milestones during project proposal
- No IP recovery process if milestones are not met

Phase 3 - Maximize

Timing: Y5>
Objective: Capitalize on above average successes (stars and cash-cows)

Mechanism
- Uncapped return mechanisms
- Great extent of flexibility as long as both parties benefit. Can be milestone-based, equity, revenue sharing, royalties etc.
- Exploiting parties propose FRM mechanism during project proposal, but there is a possibility for re-negotiation of terms and conditions

Eligibility & Evaluation Criteria

Who can apply

This call is open to all organisations eligible for Horizon Europe funding, you do **not** need to be an EIT Food partner to submit a proposal.

More information can be found on our website: **https://www.eitfood.eu/eit-food-partnerships**

Our 3 partnership categories

We believe in the value of diversity within our partnership. The size of your organisation does not determine the categories open to you, and our fee structure also reflects this. We want to encourage a range of organisations from across the agrifood sector to join each of our three different partnership categories - from startups, right through to large global corporates, universities and research organisations.

Choose the best path for your organisation.

Strategic partner	**Delivery partner**	**Community member**
Strategic partners are organisations who want to be involved in setting the strategic direction of EIT Food and have a strong influential voice at sector and policy levels both in the EU and beyond.	Delivery partners are organisations that really want to focus on delivery of excellent impact through projects and programmes.	Community members are organisations interested in the value of being part of a dynamic network and to connect with and support our strategic and delivery partners.
Continue reading →	Continue reading →	Continue reading →

Eligibility Criteria for any participating organisation

- ✓ Be a legally incorporated entity in the EU or Horizon Europe eligible country, which has been incorporated for a minimum of 3 years
- ✓ Have at least 3 years' published accounts showing business Activity. Note: EIT food will limit the grant value to 50% of turnover, based on the average turnover of the previous 3 years
- ✓ Have at least two statutory officers, such as registered directors. One-person legal entities are not eligible to participate in this call
- ✓ Provide a PIC Number: Register your organisation in the "Funding and Tender Opportunities Portal – European Commission"

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Eligibility Criteria for Consortia

1. Partnership size: the consortium must include at least **three eligible organisations** (under Horizon Europe eligibility rules)

2. Geographic diversity: to ensure European impact and relevance, the minimum requirement is to involve partners from **at least two different eligible countries**

3. The consortium must include **at least one Exploiting Partner** that will launch the new or improved innovative solutions (product, service, start-up, process).

4. The consortium must contribute to *Knowledge Triangle Integration* by involving organisations from **at least two fields of the knowledge triangle** – education/academia and research and business/industry, representing different areas of the food system.

Important! Any proposal not meeting all the eligibility requirements will not be considered for funding.

Proposal Eligibility Requirements

All proposals applying for this call must submit the following <u>mandatory requirements</u> to be eligible for evaluation:

1. Mandatory KPIs
2. Minimum Co-funding 30% / Reimbursement Rate 70%
3. Comply with the Financial Return Mechanism
4. ALL Mandatory Documents must be uploaded in the application form (PLAZA)
   - Gantt chart
   - A Business Model Canvas
   - A Criticality template
   - Proof of TRL 5 or above (TRL 4 completed and demonstrated)
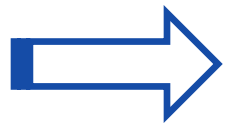   - A Commercialisation and Revenue Sharing Mechanism template

Evaluation Process & Criteria

External Experts will evaluate Part A of all applications which pass eligibility and include based on the following criteria and weighting:

- Excellence: 40%

- Impact Pathways and KPIs: 30%

- Quality and Efficiency of Implementation: 30%

Proposals that will proceed to PART B of the evaluation process, will be evaluated by External Experts, based on the following criteria and weighting:

- Excellence and Implementation: 40%

- Compliance with Financial Sustainability Principles: 30%

- KIC Portfolio Strategic Fit, Impact & KTI: 30%

Detailed criteria can be found in the Call Guidelines.

See Call webpage here: https://www.eitfood.eu/projects/call-for-proposals-2023

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Proposal Submission

Proposal Submission

The proposal´s Activity Leader must complete the proposal submission process by providing the necessary information and documentation in **PLAZA**, the EIT Food portal.

A recorded webinar to help you navigate through application requirements and how to use PLAZA is available on the Call website:

https://www.eitfood.eu/projects/eit-food-call-for-proposals-2023

Matchmaking Resources for Applicants

Matchmaking Resources for Applicants

We provide you with access to an online community of **innovators** to **strengthen** your network, **find** new collaborators and **co-create** your innovation project.
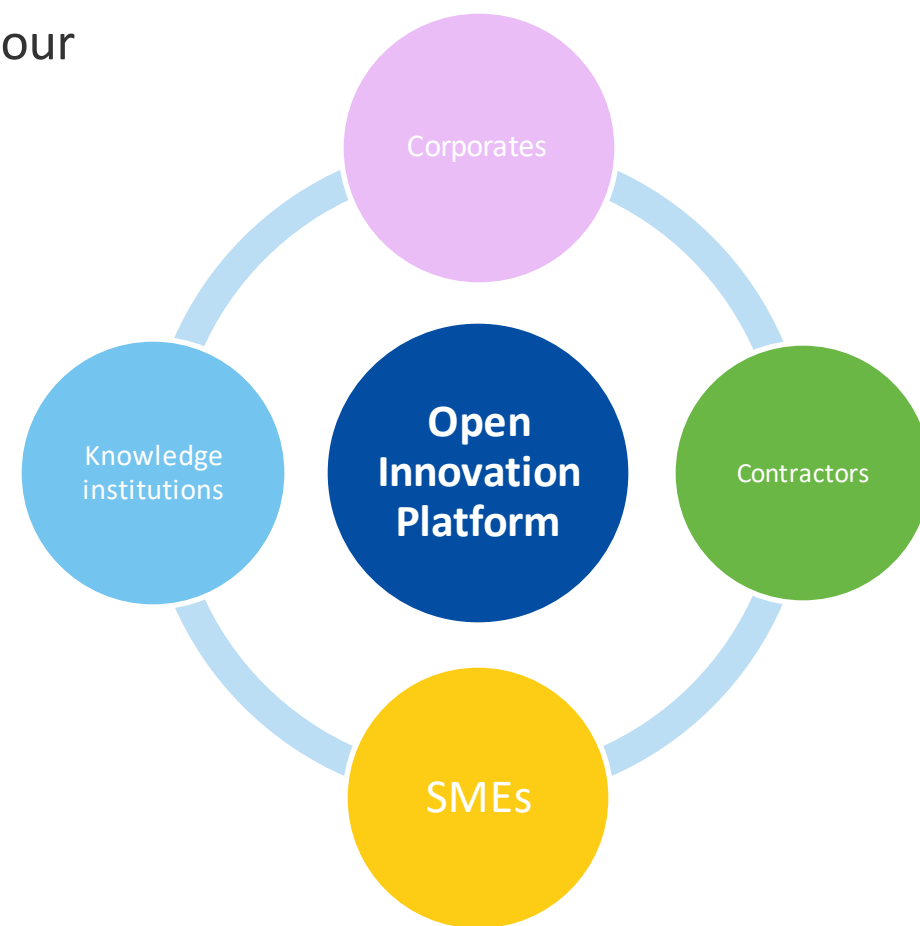
① **The EIT Open Innovation Platform:**
https://openinnovation.eitfood.eu/login

② **Online Matchmaking Event on 1 March afternoon:**
registration link will be posted to our website

Corporates

Knowledge institutions

Open Innovation Platform

Contractors

SMEs

Questions and Answers

For guideline-related questions, please contact
Call2023@eitfood.eu

For technical and PLAZA-related questions, please contact
itsupport@eitfood.eu