# Call for expression of interest to participate in EIT Food RIS Consumer Engagement Labs

***EIT Food is looking for food companies that would participate in EIT Food RIS Consumer Engagement Labs project to commercialise selected results of Consumer Engagement Labs.***

***Application deadline:*** *17 November 2021, 3 pm CET.*

***Application template:*** *see Annex.*

***Applications are invited from countries:*** *Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain*

*Further details about EIT Food can be found at: www.eitfood.eu. More information about the EIT Food RIS Consumer Engagement Labs methodology developed by University of Warsaw are available at http://timo.wz.uw.edu.pl/cel. With respect to the present call,* ***EIT Food and University of Warsaw will not provide new information that has not already been included in this call document****, but can assist potential applicants by explaining contents of this document (interested applicants are encouraged to contact Magdalena Zatorska, mzatorska@wz.uw.edu.pl).*

## 1. Background information

### 1.1. EIT Food

EIT Food is one of the largest and most impactful food-related initiatives worldwide. As part of the European Institute of Innovation and Technology (EIT), EIT Food connects partners from leading businesses, universities and research centres across Europe. It is a people-centric and resource-smart transformer of the European food system, driving consumer confidence and improved global health. EIT Food members have a strong belief that the food sector needs to be transformed and that this can only be achieved by reconnecting partners within the food sector and by giving the consumer a more central role. The main issues the food sector is facing are that it is complex, fragmented, slow to adopt new technologies, not attractive to new talent, and not resource efficient. An effective food sector is needed to address major societal issues and challenges: feeding 9-10 billion people in 2050; 3 billion overweight people; 2 billion undernourished people; more than 30% of food wasted. EIT Food's vision is to put Europe at the centre of a global revolution in food innovation and production, and its value in society. EIT Food will engage consumers in the change process, improve nutrition and make the food system more resource-efficient, secure, transparent and trusted.

### 1.2. EIT Food Regional Innovation Scheme (RIS)

The EIT Regional Innovation Scheme (EIT RIS) is the EIT's outreach scheme. The scheme enables the transfer of good practices and know-how from the EIT's unique approach to boosting innovation. It opens up the activities of the EIT to innovators that are not partners, by providing targeted support to individuals and organisations to take part in and benefit from activities, services, and programmes. Detailed information about the EIT RIS can be found at: https://eit.europa.eu/activities/outreach/eit-regional-innovation-scheme-ris

Funded by the European Union

### 1.3. EIT Food RIS Consumer Engagement Labs

EIT Food RIS Consumer Engagement Labs is an activity implemented by EIT Food partners in 2019-2021 and led by University of Warsaw. Consumer Engagement Labs are **pre-competitive co-creation sessions** carried out by a relatively coherent group of consumers in a joint, physical/online place and limited in time, focused on the **development of new product concepts**.

The Lab methodology was developed by University of Warsaw in 2019 and the project involves in 2021 EIT Food partners (University of Warsaw, University of Aarhus, Sodexo, E-Seniors, Campden BRI, EIT Food CLC North-East, EIT Food CLC South). In 2019-2021, the Labs were implemented in Bulgaria, Czechia, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Poland, Portugal, Romania, Slovakia, Slovenia and Spain, **engaging elderly consumers**. The interactive methodology of Labs uses design thinking and gamification to engage consumers, stimulate creativity and foster the acceptance of new products. It **allows non-experts to modify product features without the need to master specialist vocabulary or understand ingredients/manufacturing methods**. This collective exercise yields **non-obvious, counter-intuitive combinations of product features and be attractive for consumers** involved in the co-creation.

The sessions in 2019-2021 generated a significant number of **ideas for new food products** that were proposed by consumers and could potentially be introduced on the market. Food companies participating in the Labs selected a small subset of these ideas so that in every country covered by the consumer sessions, one innovative product was commercialised as the result of the project. **A significant number of product ideas from multiple food product categories remain still available for implementation**, and the present call offers a unique opportunity to food companies that would be interested in the insights into consumer preferences and suggestions.

Additional information about EIT Food RIS Consumer Engagement Labs is available on project website at: http://timo.wz.uw.edu.pl/cel/

## 2. Participation in EIT Food RIS Consumer Engagement Labs

Selected activities of EIT Food RIS Consumer Engagement Labs will be implemented with the support of dedicated subcontractors. The present call is launched by EIT Food Co-Location Centres (CLC) North-East and South jointly with University of Warsaw to select subcontractors (**organisations having the status of legal persons**). The selection process is implemented as an open call, using clear and transparent selection criteria, and the selection will be carried out with the help of experts evaluators. In 2021, subcontractors will benefit from funding to carry out the tasks and implement their contractual obligations (based on subcontracting relationship, i.e. by issuing VAT invoices, without the requirement to apply Horizon Europe rules for personnel cost accounting). They will have precisely defined workplans, linked to the timeline of project activities.

### 2.1. Countries targeted by the call

(1) Bulgaria,
(2) Croatia,
(3) Cyprus,
(4) Czech Republic,
(5) Estonia,
(6) Greece,
(7) Hungary,
(8) Italy,
(9) Latvia,
(10) Lithuania,
(11) Malta,
(12) Poland,
(13) Portugal,
(14) Romania,
(15) Slovakia,
(16) Slovenia,
(17) Spain.

### 2.2. Eligible organisations

- Legal persons (informal organisations/unregistered teams are not eligible);
- Operating in a country targeted by the call;
- Food companies (*NACE code C10*);
- Companies that generated revenues in 2019 and 2020;
- Companies that have not yet received funding in EIT Food RIS Consumer Engagement Labs project;
- Able to sign a subcontracting agreement with the EIT Food Co-Location Centre North-East and act as a subcontractor in a project funded based on Horizon Europe/EIT modalities (EIT Food partners and Rising Food Stars members are not eligible);
- Possessing knowledge, skills and resources rendering them able to carry out the subcontracted tasks.

### 2.3. Types of organisations invited to respond to the call

EIT Food is looking for **food companies** that would participate in EIT Food RIS Consumer Engagement Labs activity in countries covered by this call. The company should be **food producer** (*NACE code C10*). We strongly encourage the involvement of companies, offering food products for **end consumers** rather than food ingredients or food-related services. Due to the nature of project activities and the creative potential for new food products, EIT Food is primarily looking for companies, which could develop products targeting individual consumers, ideally as extension of existing product portfolios, leveraging already established sales channels and already earning revenues from product sales.

### 2.4. Contractual tasks of subcontractors

**Food company** (net funding of up to 6,000€ to cover the eligible costs of project involvement)

- Participation in training and creative sessions in November-December 2021 (online) to understand consumer insights collected in the Labs and analyse ideas proposed by consumers-participants of the Labs;
- Planning for commercial exploitation of the selected results of the Labs in December 2021, with the support of project partners;
- Selection of at least one new food product co-created by consumers participating in the Labs session that will be commercialised, with commitment to introduce the product on the market in the first half of 2022, following the branding/visual identity guidelines defined by EIT/EIT Food (confirmed by written description of the planned product and plans for commercialisation, delivered by 15 December 2021, and obligation to introduce the product in the first half of 2022); the development and marketing of the product will not be funded by this project and is the responsibility of the company;
- Participation in the final debriefing session (online) with University of Warsaw to discuss the project experiences and lessons learned.

### 2.5. Benefits for organisations selected as subcontractors

Organisations selected as subcontractors will be offered the following benefits in 2021:

- Ability to benefit from the association with EIT Food and the EIT community (as subcontractors in EIT Food activities), and the brands of EIT Food and the EIT;
- Rights to participate in thematic project meetings, organized by EIT Food and its partners (no membership fees will be required from subcontractors; EIT Food will not cover travel costs to attend internal meetings, but organisations designated as subcontractors can use their assigned budgets to cover these costs);
- Rights to promote the association with EIT Food project, commercialise the product(s) developed as outcomes of the Labs process and introduce them to the market;
- Opportunities for networking with EIT Food partners, including opportunities for joint project ideation and involvement in other EIT Food projects;
- Subcontracting agreement with EIT Food Co-Location Centre with net funding as defined in this call document, contingent upon the delivery of contractual tasks. Payments will be linked to compliance with the contractual tasks and deliverables;
- Knowledge and organisational support of EIT Food, its CLCs and partners in implementation of the activities planned for each subcontractor of the project.

Becoming a subcontractor in EIT Food project shall be considered an opportunity to become associated with the community of EIT Food, establish relations with EIT Food partners and become better embedded in their activities, as well as to benefit from results of consumer co-creation processes to develop and commercialise innovative products. Subcontractors will also benefit from the increased visibility in their local innovation ecosystems, strengthening their position on the regional and national levels.

## 3. Selection process

Interested and eligible organisations are invited to **submit their applications by 17 November 2021, 3 pm CET**, using the attached ""EIT Food RIS Consumer Engagement Labs" **Application Form**". **Please send the electronic version of application, based on the attached template**, to: mzatorska@wz.uw.edu.pl. Incomplete applications or applications submitted by ineligible organisations will be rejected. Complete applications will be evaluated by an expert committee using standardized selection criteria. EIT Food reserves the right to select subcontractors, ensuring the excellence, commercialisation potential and value for money. EIT Food may 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. Selected organisations will be required to sign subcontracting agreements with EIT Food Co-Location Centres South/North-East.

All proposals will be evaluated taking into account the following **selection criteria**, related to the applicants and their plans of activities:

(1) Relevant experiences (experience in new food product development, targeting end consumers; ability to present the relevance of these experiences for EIT Food);
(2) Demonstrated interest in elderly consumers (offering products for seniors or considering seniors as an important target segment);
(3) Commercialisation potential (ability to develop and sell new food products based on existing manufacturing capacities and sales channels, with a view to deliver the product to a large number of end consumers);
(4) Fit with the food product categories for which elderly consumers generated new product proposals in the EIT Food RIS Consumer Engagement Labs project.

Selected organisations will be required to sign subcontract agreements based on the agreement template published as part of this call documentation.

Criteria 1-4 will be evaluated on a 0-15 scale: 0 – not satisfactory; 5 – satisfactory; 10 – good and 15 points – very good. The application can receive max. 60 points for criteria 1-4.

# "EIT Food RIS Consumer Engagement Labs" Application Form

*Please fill in the application form, ensuring that **all fields** are completed, including the signature of a legal representative of the applicant organisation. Please submit the application in electronic format (PDF) by 17 November 2021, 3 pm CET to email address: mzatorska@wz.uw.edu.pl. Applications that are incomplete or sent after the deadline will be rejected. Please do not provide further supporting documents and limit your application to presenting all information required by this form.*

| **"EIT Food RIS Consumer Engagement Labs" Application Form** | |
|---|---|
| **1. Country** | |
| **2. Name of the applicant organisation** | |
| **3. Legal form** | |
| **4. Office address (street, city, country)** | |
| **5. Website address** | |
| **6. Year of company registration** | |
| **7. Company revenues in 2019 (in EUR)** | |
| **8. Company revenues in 2020 (in EUR)** | |
| **9. Number of employees and individual contractors** | |
| **10. Contact person** | |
| **11. Position** | |
| **12. E-mail** | |
| **13. Phone** | |
| **14. Please describe your existing portfolio of food products, explaining the strategic focus of your company, sources of its innovativeness and manufacturing capacities.** | |
| | |
| **15. Please identify a specific category of food products that you would be particularly interested to offer based on creative ideas from elderly consumers. Justify why the creative inputs of consumers in this product category could be meaningful for EIT Food RIS Consumer Engagement Labs project and also beneficial for senior consumers in your country.** | |
| | |
| **16. You will need to commercialise one new product resulting from the Labs in 2022. Please explain your motivation to deliver food innovations targeting senior consumers.** | |
| | |

| **17. Please describe your existing sales channels and techniques used to deliver products to end consumers. Explain which of these channels and techniques could be used for the new product, developed as the result of the Labs.** |
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*By submitting this application form, I confirm that the information provided above correctly represents the scope of activities and plans of my organisation. I understand that the information provided in this form may be used to define obligations in subcontracting agreement. I give consent to processing the application by EIT Food, its Co-Location Centres, University of Warsaw and external experts involved in the evaluation process, and am willing to cooperate to provide further information or documents confirming the facts presented above.*
*If selected, I declare the willingness to promptly proceed to sign the subcontract agreement with EIT Food based on the template published online by EIT Food as part of the call documentation. I will act as subcontractor in EIT Food RIS Consumer Engagement Labs project based on conditions described in the "Call for expression of interest to participate in* "EIT Food RIS Consumer Engagement Labs"*". I am aware of the scope of services that should be provided and confirm having familiarized myself with the contents of the „Call for expression of interest to participate in* "EIT Food RIS Consumer Engagement Labs"*" and subcontract agreement, published online by EIT Food as part of the call documentation.*

**Date, place** ……

**Name of the person submitting the application** ……

**Organisation submitting the application** ……