

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

EIT Food is looking for 5 consortia consisting of 3 organisations operating in the same country (scientific organisation + food service provider + packaging company) that would participate in EIT Food RIS Consumer Engagement Labs project to locally implement Consumer Engagement Labs.

Application deadline: 20 September 2021, 3 pm CEST.

Application template: see Annex.

Applications are invited from countries: Croatia, Italy, Poland, Spain, Turkey

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>



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, the Labs were piloted in Poland, Lithuania, Portugal, and Spain, **engaging local consumers**. In 2020, the project was rolled out to 10 further countries of EIT RIS that are also members of the European Union (Bulgaria, Czechia, Estonia, Greece, Hungary, Italy, Latvia, Romania, Slovakia, and Slovenia). Due to COVID-19 restrictions, Labs were implemented in 2020 as online sessions using videoconferencing software.

In the second half of 2021, the project will be followed up with **consumer co-creation sessions** related to environmental impacts of food system and focus on topics, which were identified through consumer interviews as significantly affecting the everyday food experiences.

The **circular economy** concept is of crucial importance to post-COVID recovery. Numerous countries are working to improve waste management approaches, and could benefit from the circular economy approaches, which consider the systemic interdependencies and go beyond the tendency to look merely at recycling rates. The circular economy is also a pivotal tool for delivering part of the 2050 decarbonisation agenda in Europe. Consumers, through their daily choices, make the foundation of a circular economy. In the interest of engaging with consumers and promoting responsible food consumption, EIT Food leads the organisation of **co-creation sessions** with consumers and local businesses ("Labs"). The concept is to generate **ideas of new products** addressing specific requirements of consumers that could be subsequently introduced to the market by the local companies. EIT Food partner University of Warsaw has already successfully implemented this format in 14 European countries as **EIT Food RIS Consumer Engagement Labs** project. The sessions will explore **new packaging concepts**, adapting to the particular challenges of a circular economy approach.

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. Experiences of Labs implemented in 2020-2021 confirm the feasibility of implementation via online channels, offering Internet-savvy consumers opportunities to establish new contacts and engage in intensive interactions, and these features proved particularly beneficial in the times of social isolation induced by COVID-19.

The co-creation processes covered by the present call will have different focus than the Labs carried out in 14 countries in 2019-2021, which resulted in development of new food products. The present Labs will take into consideration **specific requirements of the consumers**, related to **takeaway food**, such as **meals ordered from restaurants, catering providers or food delivery services**. The processes will involve **local food service providers** and **packaging companies**, helping identify potential



improvements in **meal packaging** to promote sustainability and circularity in the sector. Through the Labs process, consumers will co-create **new packaging concepts** that could subsequently be introduced to the market by the participating companies. 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 consortia consisting of subcontractors (all consortium members must be **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) Croatia
- (2) Italy
- (3) Poland
- (4) Spain
- (5) Turkey

2.2. Eligible organisations

- Legal persons (please note that informal/semi-formal organisations that do not have the status of legal persons are not eligible);
- Operating in a country targeted by the call;
- Able to sign a subcontracting agreement with the EIT Food Co-Location Centre (North-East or South) and act as a subcontractor in a project funded based on Horizon Europe/EIT modalities;
- 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 **consortium** consisting of 3 **organisations** operating in the same country (**scientific organisation + food service provider + packaging company**) that would participate in EIT Food RIS Consumer Engagement Labs activity in countries covered by this call. Only one consortium can be selected in each of the target countries and the winning consortia will be selected based on the assessment of the submitted applications.

Each consortium should consist of **3 organisations operating in the same country**, including:

- (1) scientific organisation (higher education institute such as university or research institute)
- (2) food service provider (company offering takeaway meals, catering or food delivery services; *NACE code I56*)
- (3) packaging company (company manufacturing packaging used by food service providers; *NACE code C17, C22 and/or C25*)

We strongly encourage the involvement of food service providers, delivering **warm restaurant-type meals** (takeaway food) to **end customers** in the **urban setting**. Due to the nature of project activities and the creative potential for packaging innovations, EIT Food is primarily looking for restaurants, catering providers or food delivery companies that have experiences in delivering complex meals, consisting of **multiple dishes** (e.g. several courses, side-dishes, combinations of solid and liquid foods), preferably based on the **local cuisine**. Restaurants delivering simple meals, consisting of one item per consumer, such as pizzas, burgers, kebabs or sweets, or providers of diet catering boxes, will probably not present sufficient opportunities for packaging redesign.

Applications from single organisations, groups of organisations with more than 3 members, or consortia not including all of the above-listed 3 types of members **will be rejected**.

Each organisation-member of the consortium needs to have the status of a **legal person** and be able to **sign a subcontracting agreement** with one of EIT Food CLCs.

Members of 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), but they need to jointly submit their application, with data and signatures provided by each member organisation. Based on lessons learned from activities in 2019 and 2020, EIT Food recommends members of local consortia to agree on the distribution of project-related responsibilities and modalities for their cooperation, which could ideally be confirmed by an internal consortium agreement, supplementing the subcontracting agreement signed by each organisation with EIT Food.

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

2.4. Contractual tasks of subcontractors

- (1) **Scientific organisation** (net funding of up to 6,000€ to cover the eligible costs of project involvement in 2021)
- Responsibility for the organisation and delivery of sessions with 3 consumer teams in the country of operations in October-November 2021, using the methodology and involving at least 3 expert facilitators (1 per consumer team);
 - Ensuring involvement of the other members of the consortium (food service provider and packaging company) in the Labs sessions;
 - Selection of consumers-participants of the Labs session to ensuring the participation of at least 15 consumers matching the selection criteria (including ability to use online videoconferencing to participate in Labs sessions);
 - Communication with consumers-participants of the Labs session in the local language;
 - Ensuring the signatures of attendance lists and legal consent forms by consumers-participants of the Labs compliant with GDPR, organizational procedures for personal data protection and EIT reporting requirements;
 - Translation of Labs session scripts and materials between English and the local language;
 - Organisation of the Labs sessions for 3 teams of around 5 consumers each, altogether 15 consumers, in October-November 2021 (sessions include 3 online meetings of ~2 hours for each team, distributed over a period of several weeks, and a ~2 hours long session with companies) including: logistics of the online workshop (using Zoom video conferencing software including breakout rooms functionality and Google Jamboards platform, with workshop scripts, facilitator guidelines, templates and materials provided by University of Warsaw in English, requiring translation into local language);
 - Facilitation of the Labs session based on guidance provided by University of Warsaw, using the standard workshop scripts, templates and materials and offering technical support for participants to enable their active participation (including a technical orientation preceding the Labs sessions);
 - Preparation of the Labs session's audio-visual recording, transcript of the recording (~20 hours in total), written documentation and translation of the Labs' transcript and session results into English;
 - Involvement in the process of developing prototypes and selecting the most technically viable and commercially feasible new product concepts co-created by consumers;
 - Communicating with local media to ensure at least 1 publication in the local language (press or thematic magazines) describing the project, complying with visual identity guidelines;
 - Submitting by 15 December 2021 "Report on the co-creation workshops" (including details on organisation of the Labs, data on participants, descriptions of the creative process with transcripts, translations and recordings, summaries of results, lessons learned and recommendations on how to use the methodology in the future). Detailed instructions and report templates will be provided by University of Warsaw;
 - Participation in the final debriefing session (online) with University of Warsaw to discuss the project experiences and lessons learned.



- (2) **Food service provider** (net funding of up to 2,000€ to cover the eligible costs of project involvement in 2021)
- Involvement in the sessions of Labs in October-November 2021, including observation and identification of commercially feasible ideas for new food packaging;
 - Delivering sample takeaway meal(s) to about 15 consumers participating in the Labs session, enabling them to better understand specific design challenges related to meal packaging and consequences of specific packaging options for the properties of the delivered dishes;
 - Planning for commercial exploitation of results of the Labs by screening for commercially feasible product concepts, with the support of project partners;
 - Selection of at least one new product co-created by consumers participating in the Labs session (innovative packaging design) that will be commercialised jointly by food service provider/packaging company, with commitment to introduce the product to 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 (innovative packaging design) will not be funded by this project and is the responsibility of the consortium member;
 - Communicating with local media to ensure at least 1 publication in the local language (press or thematic magazines) describing the project, complying with visual identity guidelines;
 - Participation in the final debriefing session (online) with University of Warsaw to discuss the project experiences and lessons learned.
- (3) **Packaging company** (net funding of up to 2,000€ to cover the eligible costs of project involvement in 2021)
- Involvement in the sessions of Labs in October-November 2021, including observation and identification of commercially feasible ideas for new food packaging;
 - Demonstrating samples of packaging materials and design options to consumers participating in the Labs;
 - Involving product design specialist(s) to work with consumer teams and the scientific organisation on capturing the specific ideas put forward by consumers and representing them in TinkerCAD as 3D models of potential meal packaging (alternatively: also preparing mock-ups/prototypes);
 - Planning for commercial exploitation of results of the Labs by screening for commercially feasible product concepts, with the support of project partners;
 - Selection of at least one new product co-created by consumers participating in the Labs session (innovative packaging design) that will be commercialised jointly by food service provider/packaging company, with commitment to introduce the product to 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 (innovative packaging design) will not be funded by this project and is the responsibility of the consortium member;

- Communicating with local media to ensure at least 1 publication in the local language (press or thematic magazines) describing the project, complying with visual identity guidelines;
- 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 20 September 2021, 3 pm CEST**, 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 only in some of the targeted countries, contingent on the quantity and quality of the submitted applications, ensuring the excellence of selected consortia and value for money, and to relaunch the call for the countries where the present selection process would not yield satisfactory results. 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 and selected organisations will be required to sign subcontracting agreements with EIT Food Co-Location Centre North-East/South.

All proposals will be evaluated taking into account the following **selection criteria**, related to the applicant consortia (including member organisations) and their plans of activities:

- (1) Relevant experiences (participation in projects related to qualitative consumer research and new product development in agri-food/packaging sector; ability to present the relevance of these experiences for EIT Food; experiences in delivering online workshops);
- (2) Potential for project delivery (employees capable of facilitating consumer co-creation workshops);
- (3) Commercialisation potential (ability to develop new packaging based on existing manufacturing capacities and to use the packaging with a large number of consumers through the existing food delivery network);
- (4) Potential to enrich the diversity of EIT community and increase the impacts of EIT-funded activities within the regional/national innovation ecosystems.

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 signatures of legal representatives of applicant organisations. Please submit the set of applications from 3 organisations in the consortium in electronic format (PDF) by 20 September 2021, 3 pm CEST 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	
Consortium member 1: <u>scientific organisation</u> (higher education or public research institute)	
1. Country	
2. Name of the applicant organisation	
3. Legal form	
4. Office address (street, city, country)	
5. Website address	
6. Contact person	
7. Position	
8. E-mail	
9. Phone	
10. Please provide examples of the relevant activities/services/projects implemented by your organisation that involved qualitative consumer or citizen studies (such as: focus group interviews, consumer panels, social labs, co-creation workshops, creativity sessions) and justify, why they are meaningful for the project.	
11. Please provide details of 3 experts - workshop moderators who will be involved in the activities (please provide name and short profile, indicating relevant experiences related to moderating/facilitating group sessions such as: focus group interviews, consumer panels, social labs, co-creation workshops, creativity sessions).	
Expert 1:	
Expert 2:	
Expert 3:	
12. Scientific organisation involved in the project will need to use online video conferencing software Zoom to deliver the Labs session, leveraging the Zoom breakout rooms functionality	

(with 3 teams of approximately 5 participants, and plenary meetings of about 15 consumers and observers). The costs of using Zoom platform will not be additionally reimbursed by EIT Food (but only one Zoom license will be required for a period of ~3 weeks). Please briefly describe your experiences with using video conferencing software to run workshops, research projects, organisational meetings or educational activities.

13. The sessions should be organized in October-November 2021, and consist of 3 online meetings with consumers distributed over a period of ~3 weeks, and another session with companies. Prior to session 1 of the workshop, you will need to promote the project among potential applicants, ensure recruitment of consumers meeting detailed selection criteria, prepare local translations of Labs materials used in workshops and meet the requirements including workshop logistics and recording of the sessions. Workshop dates should not overlap with national or religious holidays, elections, or other foreseeable events disrupting the creative process. Please provide preliminary proposal of workshop dates:

-workshop session 1:	
-last workshop session (approximately three weeks after session 1):	

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 in 2021 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.

I understand that my subcontracting agreement can only enter into force if all three members of the consortium, jointly submitting the application, confirm their participation in "EIT Food RIS Consumer Engagement Labs" by signing their subcontracting agreements.

Date, place

Name of the person submitting the application

Organisation submitting the application

“EIT Food RIS Consumer Engagement Labs” Application Form	
Consortium member 2: <u>food service provider</u>	
1. Country	
2. Name of the applicant organisation	
3. Legal form	
4. Office address (street, city, country)	
5. Website address	
6. Contact person	
7. Position	
8. E-mail	
9. Phone	
10. Please describe the proposed type of takeaway meals that co-creation workshops in your country would focus on. Justify why the creative work of a group of consumers on identifying new meal packaging concepts in this type of takeaway meals could be meaningful for the project and also beneficial for consumers in your country (by referring e.g. to the numbers of such meals delivered in 2020, or specific challenges related to the meals).	
11. Please describe how you plan to promote the Labs in local media (printed press or magazines) to ensure 1 non-paid publications in the local language about the Labs before the end of 2021.	

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 in 2021 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.

I understand that my subcontracting agreement can only enter into force if all three members of the consortium, jointly submitting the application, confirm their participation in “EIT Food RIS Consumer Engagement Labs” by signing their subcontracting agreements.

Date, place

Name of the person submitting the application

Organisation submitting the application

“EIT Food RIS Consumer Engagement Labs” Application Form	
Consortium member 3: <u>packaging company</u>	
1. Country	
2. Name of the applicant organisation	
3. Legal form	
4. Office address (street, city, country)	
5. Website address	
6. Contact person	
7. Position	
8. E-mail	
9. Phone	
10. Please describe your company’s experiences in designing and introducing new types of packaging for food products and takeaway meals, including your approaches to product design, use of dedicated CAD software, prototyping and manufacturing capabilities.	
11. Please describe how you plan to promote the Labs in local media (printed press or magazines) to ensure 1 non-paid publications in the local language about the Labs before the end of 2021.	

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.

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I understand that my subcontracting agreement can only enter into force if all three members of the consortium, jointly submitting the application, confirm their participation in “EIT Food RIS Consumer Engagement Labs” by signing their subcontracting agreements.

Date, place

Name of the person submitting the application

Organisation submitting the application