OPEN CALL FOR INSPIRE & RIS INSPIRE PROGRAMMES

TO BE EXECUTED IN 2022

CALL GUIDELINES

28 February 2022

EIT Food – Making Food Innovation Happen

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

http://www.eitfood.eu

Contents

EIT Food Glossary

KIC: Knowledge Innovation	EIT Food is one of now eight Knowledge Innovation Communities (KICs) that operate under the regulations of EIT.
Activity (KAVA)	Everything that EIT Food does is organised into KIC added value Activities (KAVAs). Each Activity belongs to one →Segment, each Segment to one →Area. Each Activity should contribute to the integration of the knowledge triangle of higher education, research and innovation, including the establishment, administrative and coordination activities of EIT Food, and contributing to the overall objectives of the EIT. An activity is split in one or several tasks
Area	EIT defines several areas in which it operates: Education; Innovation and Research; Entrepreneurship; Communication, Dissemination and Outreach; Regional Innovation Scheme; and Management and Coordination.
Business Plan	The document specifying the detailed plan of EIT Food for the upcoming year. It consists of a main body text and several annexes describing the Activities in detail. Based on the draft Business Plan submitted in September (and some other criteria) EIT decides on the budget available to EIT Food in the following year. The Business Plan will then be adjusted to match the assigned budget and forms the basis for the internal agreements of EIT Food with its partners.
Co-funding	KAVA funding from other than EIT financial contribution sources, in particular: partners own investments, national, regional public funding programmes and EU financial contribution sources.
CLC: Co-Location Centre	EIT Food has five Co-Location Centres, or CLCs, which are regional offices located in Belgium, Germany, Poland, Spain and the UK. Each office is responsible for a CLC Region; a grouping of countries. More information on CLCs is available on the EIT Food website.
Eligible Countries	Only organisations (EIT Food partners and external organisation) from countries eligible under the Horizon Europe framework programme can participate in the call. These are all EU Member States and countries that have associated with the Horizon Europe programme (Associate Countries)1. Please refer to Section 1.4 for more information.
Regional Innovation Scheme (RIS)	The EIT Regional Innovation Scheme (EIT RIS) was introduced in 2014 to advance the innovation performance of more countries and their regions across Europe, especially countries with moderate or modest innovation scores as defined by the European Innovation Scoreboard. Since its establishment, the EIT RIS, which is steered by the EIT and implemented by its Knowledge and Innovation Communities (KICs), has successfully led to a significant expansion of EIT Community activities to more countries and regions across Europe, contributing to a pan-European spread of EIT Community engagement opportunities and networks.
Focus Area	Thematic area where to focus EIT Food activities in the coming 2-3 years. These Focus Areas will build the basis for the EIT Food Programme in the coming years and encompass the whole agrifood ecosystem, from primary sector to retail and consumption.
Knowledge Triangle Integration	Our Impact Pathways integrate business creation, education, public engagement, and innovation investment programmes in an EIT model referred to as "Knowledge Triangle Integration" (KTI). For EIT Food this means ensuring "KTI" from first principles through consumer-centric activity design to achieve outcomes leading to real-world impact for individuals, society, and business.

Grant	The award of EIT funding for delivery of the action. Note "Amended grant" is referred to below. Annual amendment of the project grant takes place, and the amended value is used to calculate factors including co-funding requirements, return on investment (ROI) requirements, etc.
Impact	The positive effects of EIT Food funded Activities on economy, society and the environment. Under Horizon Europe these impacts will be captured and communicated through Key Impact Pathways. The objective is to generate new and more knowledge and new technologies, drive growth and competitiveness of the EU, and to have significant social, economic and environmental impact of EIT Food's investments over time. These impact pathways are classified as follows: Scientific impact: Related to supporting the creation and diffusion of high-quality new knowledge, skills, technologies and solutions to food system challenges. Societal impact: Related to the impact of activities in developing solutions that address food system challenges (health, environment), and support the uptake of novel solutions by industry and society to tackle food system challenges. Economic impact: Related to fostering all forms of innovation, including breakthrough innovation, and strengthening market deployment of innovations; also job creation and retention. Environmental impact: Related to improving the direct impact of socio-economic activities of Agri-Food systems on the environment such as reducing GHG emissions, improving water quality and use, reducing use of chemical pesticides and biodiversity protection.
Deliverable	In EIT terminology, a Deliverable describes an → Output of an →Activity. It is defined by the consortium and takes the format of a document that will be submitted as part of the yearly report to EIT. Based on the set of Deliverables provided, EIT assesses whether the Activity has achieved its stated goals and is entitled to the full funding requested.
KPI: Key Performance Indicator	Set of impact indicators aiming to build proxies assessing the capacity of the EIT Food to generate innovation-based growth.
Output	What a →KAVA produces as the result of the work performed. This is a project deliverable in the standard meaning of the term (see →Deliverable). Examples are new products, services or processes, transformation of existing products, innovative education and training modules, new curricula and qualifications, e-learning modules, guidance material for new approaches and methodologies, testbeds and experimental facilities, prototypes, patents, publications, etc. Outputs have economic and societal impact.
EIT Food Partner	An organisation that has undergone the necessary application process to become a partner of the EIT Food Partnership and is affiliated to EIT Food IVZW. More details on Partnership Policy, Partner Rights and Obligations are available on the EIT Food website.
KIC Partner (Beneficiary)	A Partner of EIT Food who signs an Accession Form to accede the Grant Agreement with EIT. Organisations must become a KIC Partner to participate in the EIT Food Business Plan as an EIT grant recipient.
Programmes	Each →Area has a number of segments, which are clusters of programmes. Programmes are specific types of educational courses or communication activities. For the area Education, these are for example Master Education, or Doctoral Education.
Task	Work package of an →Activity

1. Overview of EIT Food

1.1 About EIT Food

EIT Food is a Knowledge and Innovation Community supported by the European Institute of Innovation and Technology (EIT), an EU body created to find solutions to pressing global challenges. EIT is an integral part of the European Union's Framework Programme for Research and Innovation under H2020 and Horizon Europe.

EIT Food is Europe's leading food innovation initiative, working to create a world where everybody can access and enjoy sustainable, safe and healthy food, with trust and fairness from farm to fork. Our mission is to transform how food is produced and valued by European society, solving the biggest innovation challenges through trusted industry, education and research partners working with informed and engaged citizens.

This is achieved through our 6 strategic objectives:
- Overcome low consumer trust
- Create consumer-valued food for healthier nutrition
- Build a consumer-centric connected food system
- Enhance sustainability through resource stewardship
- Educate to engage, innovate and advance
- Catalyse food entrepreneurship and innovation

To accelerate the transition to a healthier, more sustainable food system EIT Food is a membership-based organisation to create an ecosystem of industrial, academic and SME partners, including startups, working across the entire food system, to provide funding in support of the development and operation of dedicated programmes. These programmes are organised in support of the Knowledge Triangle, implemented at EIT Food across its Education, Innovation, Business Creation and Public Engagement Functional Areas.

EIT Food is an international not-for-profit organisation under Belgian law operating in the abovementioned fields.

For more information about our organisation please visit the following website: www.eitfood.eu.

1.2 About EIT RIS (Regional Innovation Scheme)

The overarching objective of the EIT RIS is to contribute to the advancement of the innovation performance of the targeted countries and their regions by strengthening the capacity of their innovation enablers and actors as well as the linkages among them (such as business accelerators, incubators, start-ups, scale-ups, businesses including SMEs, agencies, educational and research institutions and their infrastructures, etc.) through the dissemination of the KTI approach, the cornerstone of the EIT intervention logic.

More specifically, during the 2021-2027 period, the EIT RIS shall aim to deliver on the following objectives:
- Improve the innovation capacities of the local ecosystem, via capacity building activities and promoting closer interactions between the local KT innovation actors (such as, clusters, networks, regional public authorities, Higher Education Institutions (HEIs), research organisations, Vocational Education and Training (VET) institutions, SMEs) and their activities;
- Support the objective of attracting and facilitating the integration of potential new partners in the EIT KICs and link local innovation ecosystems to pan-European innovation ecosystems.
- Used as a bridge towards relevant Research and Innovation Smart Specialisation Strategies (RIS3s);

- Leverage additional private and public funding, with particular attention to European Structural and Investment Funds (ESIF).

The proposed EIT Strategic Innovation Agenda 2021-2027 puts an emphasis on the importance of the EIT Regional Innovation Scheme and improved geographical spread and recommends a tailored approach to EIT RIS countries. The EIT RIS has been designed as a long-term initiative to strengthen the national and regional innovation eco-systems of countries and regions that are moderate and modest innovators. EIT Food Regional Innovation Scheme is fully integrated in the EIT Food strategies, by interconnecting networks and innovation ecosystems across Europe, through combined efforts, knowledge, talent and other intellectual assets, EIT Food will be able to enhance the European innovation output with the agri-food system.

EIT Food is focused on delivering RIS Education activities and programmes that develop local talent and enhance local innovation output, as well as, in promoting closer interactions among the local innovation actors, supporting them to establish local synergies that will enhance the EIT Food's impact.

Countries eligible to take part in the EIT RIS (2021-2024):
- **EU Member States:** Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain.
- **Horizon Europe Associated Countries***: Montenegro, Republic of North Macedonia, Serbia, Turkey, Ukraine.
- **Outermost Regions**: Guadeloupe, French Guiana, Réunion, Martinique, Mayotte and Saint-Martin (France), the Azores and Madeira (Portugal), and the Canary Islands (Spain).

*These third countries, which are all listed in the European Innovation Scoreboard, will be fully eligible for the EIT RIS, following the successful conclusion of individual Horizon Europe Association Agreements.

For more information about Regional Innovation Scheme please visit the following website:
https://eit.europa.eu/our-activities/eit-regional-innovation-scheme

1.3 About EIT Food Education

EIT Food's Education activities are state-of-the-art, premium educational interventions aimed at students and professionals working in the food system. We are attracting, developing and empowering talent to lead the transformation of the food system into an innovative sector that produces healthy and sustainable food, and is trusted by society.

The unique value proposition of EIT Food courses comprises thought leadership (including food systems approaches), experiential learning, employability, alignment with the EIT Food Competency Framework, digital learning and working, and access to a European-wide network of innovators working across the food system. All EIT Food courses put creating positive societal impact (social and/or environmental) at their core, with practical applicability the hallmark of EIT Food alumni.

We want as many people as possible to care about our food system and help transform it. This means equipping them with knowledge. We educate people at different points across the knowledge journey – helping them develop their understanding of food challenges and learn new skills. From short-term interventions such as summer schools, to longer term interventions like dedicated Masters and PhD programmes, our education work develops the talented leaders we need to make radical changes

We work with leading higher education institutions and food companies to develop and offer exciting programmes to help individuals with their career in the food system.

2. Purpose of this Call

2.1 About the Inspire Programmes

Inspire is a suite of excellent entrepreneurship programmes in the food system offered at different locations in Europe (and/or online), to reach a wide and diverse group of learners from across Europe. The aim of the programmes is to foster an entrepreneurial mindset and to give participants experience of the entrepreneurial process, with the objective to increase the participation of individuals in the transition to a circular and sustainable economy across the food system. The Inspire Programmes are firmly rooted in EIT Food's unique Competency Framework[1] and quality standards, which provide the backbone. The programmes integrate excellent entrepreneurship education, provided by the Entrepreneurship Spine, with key technical skills related to Food Systems. The target audience of the Inspire Programmes comprises students, researchers, entrepreneurs, and professionals, who benefit by receiving high-quality learning experience from academic members with innovative teaching methods, as well as practical training in collaboration with industry partners and established start-ups from the food sector. The Inspire Programmes raise awareness of global food challenges and promotes entrepreneurship as a possible career path. The programmes raise the entrepreneurial capacity of participants and an intention to establish their own entrepreneurial projects. The overall approach is experiential and hands-on, thus, giving the participants a toolkit to become effective innovators in the food system. The programmes provide training in food systems and equip with knowledge on design thinking, business idea development, entrepreneurial self-efficacy, team building, market research, risk analysis, negotiation, pitching, etc.

The Inspire Programmes are designed to practically demonstrate the benefits of [EIT Food Knowledge Triangle](#) integration through collaboration between bright minds from higher education, entrepreneurs, professionals, and industrial companies and start-ups. The vision of the programmes, therefore, is to equip individuals with the ability to recognise, develop and act on entrepreneurial opportunities in a range of organisational settings. This novel approach taps into investment in education and skills, thereby generating individuals who dare to think outside the box and empowers them in the job market. Investing in education and growing bright minds is essential to boost economic growth and to intensify Europe's knowledge-based economy.

Inspire Programmes Activity Lead	Dr. Karen Miller	Research Associate in Industrial Sustainability	University of Cambridge
Inspire Programmes manager	Mina Mansoor Rankel	Programme Manager Education	EIT Food

2.2 About the RIS Inspire Programmes

EIT Food is focused on delivering RIS Education activities and programmes that develop local talent and enhance local innovation output, as well as, promoting closer interactions among the local innovation actors, supporting them to establish local synergies that will enhance EIT Food's impact.

With a joint vision and mission with the Inspire Line and with the view to lead the transformation of the agri-food system across RIS countries, by among other activities, nurturing the entrepreneurial capacity of students or professionals from the modest to moderate innovator countries, EIT Food offers a number of education activities specifically dedicated to participants from the EIT RIS countries.

As such, RIS Inspire Programmes will be dedicated to students, researchers, entrepreneurs, and professionals from RIS countries, who will be benefited by receiving high-quality learning experience from academic members with innovative teaching methods, as well as practical training in collaboration with industry partners and established startups from the food sector.

RIS Inspire Programmes raise awareness of global food challenges while covering specific challenges relevant to RIS countries and promote entrepreneurship as a possible career path. RIS Inspire programmes also raise the entrepreneurial capacity of RIS participants and an intention to establish their own entrepreneurial projects across RIS countries. The overall approach is experiential and hands-on, thus, giving the participants a toolkit to become effective innovators in the food system, the local approach will be ensured with the connection with specific Smart Specialisation Strategies of RIS countries and regions. The programmes provide training in food systems and equip with knowledge on design thinking, business idea development, entrepreneurial self-efficacy, team building, market research, risk analysis, negotiation, pitching, etc.

Besides being dedicated to RIS participants and the connection with local and national Smart Specialization Strategies, proposals submitted for the RIS Inspire Programmes will support the objective of attracting and facilitating the integration of potential new partners by engaging entities from the EIT RIS countries and regions to participate as successful and added value partners, establishing close partnerships and balanced consortias between stakeholders from EIT RIS countries and regions and those outside the EIT RIS area is higly encouraged.

RIS Inspire Programmes Activity Lead	Dario Peirone	Associate Professor, Department of Law	University of Turin
RIS Inspire Programmes manager	Elvira Domingo	RIS Programme Manager	EIT Food

2.3 About the Entrepreneurship Spine

The Inspire and RIS Inspire programmes are designed with an overarching Entrepreneurship Spine at their core, with food systems content to contextualise and enhance the learning experience. It is, therefore, imperative to have a close and fruitful cooperation between the Inspire Activity Lead and RIS Inspire Activity Lead. The Entrepreneurship Spine comprises a set of key activities to promote an entrepreneurial mindset and to develop some entrepreneurial skills, thus, playing an essential role in all programmes. The goal of the Spine is to foster the entrepreneurial capacity of the participants with the view to lead the transformation of the food sector. Under this task, the programmes will educate in the area of entrepreneurship and business creation and upscale competences such as leadership, communication skills, problem solving, creativity and critical thinking.

The entrepreneurial skills developed will be primarily those that underpin entrepreneurship competences:

- o Valuing ideas (determine multiple forms of value created)
- o Assessing consequences of ideas (social, environmental, and economic impact)
- o Identifying individual and group strengths and weaknesses
- o Mobilising resources/making the most of limited resources
- o Planning and management
- o Basic financial literacy
- o Taking decisions when the result is uncertain
- o Handling fast-moving situations
- o Working remotely using contemporary digital tools
- o Pitching and effective communications (written and verbal)

Entrepreneurship Spine Lead	Dr. Karen Miller	Research Associate in Industrial Sustainability	University of Cambridge
Partner	University of Aarhus		
Partner	Technion		

3. Scope of work

3.1 General Objectives

All activities in EIT Food's portfolio need to be aligned with our overall vision, mission, and the set of established KPIs while tangibly contributing to societal and economic impact for healthier diets and sustainable food systems. They must contribute to the EIT Food Strategic Objectives as primary goal to achieve an impact. For education activities, the following Strategic Objectives are applicable:
SO5: Educate to engage, innovate and advance
SO6: Catalyse food sector entrepreneurship and innovation across Europe

EIT Food's Focus Areas for delivering System Change
To align activity KPIs with Impact Goals from 2021, EIT Food has further identified six initial Focus Areas and two enabling practice shifts (fig. 1) we believe must be addressed to effectively deliver progress towards our Impact Goals. The emphasis on consumer centricity and digital transformation will carry through all six of the Focus Areas as fundamental shifts in innovation thinking and practice.

In combining Strategic Objectives with Focus Areas and KPI targets, EIT Food creates an innovation framework, whose outputs also align to priorities in the EIT Strategic Agenda and Farm to Fork Strategy. This is further enabled by RIS, which helps us address geographic innovation disparity and contributes to the advancement of the innovation performance of the targeted countries and their regions.

Fig.1: EIT Food Focus Areas

Food systems and systemic approaches
Food systems are complex and dynamic while its challenges span across health, environment, nutrition and climate. Due to the multitude of actors, government interventions and processes (production, consumption, distribution) a systems approach is essential for effecting meaningful impact. Such impacts include:
- **Understanding:** activities will aim to improve the understanding of society about food and food systems, its environmental and health impacts.

- **Skills:** students, food professionals and society will be equipped with necessary skills to make informed food choices, become active citizens, entrepreneurs and next generation food system leaders.
- **Trust:** activities will support openness of the agri-food chain, enable dialogue between industry, academia and research. Consumers are not only informed about science and innovation but also empowered to participate in activities and debate with industry and academia, leading to increased trust in the system and in new innovations and technology.
- **System Hotspots:** identification and tackling of system hotspots where development of targeted, coerced actions enables food consumption and production to be healthier and sustainable.
- **Uptake of innovation:** with increased understanding about food, increased consumer involvement, improved trust (with)in the system and appropriate solutions to tackle hotspots in the food system, citizens will be encouraged to utilise new and novel technologies and solutions, improving their health and the sustainability of the food system in general.
- **Behaviour:** activities developed through a systems approach will embed behaviour change in the food system, allowing for citizen co-created solutions and transformation towards desired societal pathways.

Specific guidelines for proposals in the Education Area

To build a strong, demand-led portfolio, the main strategic drive for the Education area is to invest in programmes that clearly address the following considerations:
- **Robust:** The learning opportunities offer the key competences that are required to create impact in the sector. This means that learning outcomes are clearly articulated and assessed to be able to demonstrate mastery. Also, the design of learning opportunities needs to be based on the latest insights and innovations in approaches to teaching and learning.
- **Relevant:** the learning opportunities offer the latest insights about the state of the food system, including system dynamics, sustainability trends, the organisation of value chains, deep technical skills required for innovation, business models, broad competences for innovation and entrepreneurship, and food quality, safety and integrity.
- **Recognised:** the Educational programmes, in particular the professional Education programmes, need to be recognisable in the sector as hallmarks of excellent education. To aid employability, it is essential that evidence of attained competence levels, in the form of certificates, is recognized as valuable by employers, employees and job seekers alike.

To provide a clear focus for Activity development, EIT Food has defined eight competence groupings as priority areas to develop talent in the sector. Proposals must articulate how they address at least two from the following competency groupings:
- **Food systems:** the ability to analyze the food system, appraise current and future sustainability challenges, and develop appropriate responses using systems approaches.
- **Data management:** the ability to develop and use digital tools with the purpose of accessing, managing, analyzing and interpreting data.
- **Technology management:** the ability to use emerging technologies in (radical or breakthrough) innovation processes.
- **Problem solving:** the ability to analyze and fully understand the problem space, generate new ideas and assess their validity, and to co-create solution.
- **Critical thinking:** the ability to assess facts and evidence to drive effective decision-making, including constructive questioning of the status quo.
- **Leadership and Management:** the ability to be an effective leader, and to mobilize resources efficiently to accomplish a goal based on responsible management practice.
- **Entrepreneurship:** the ability to recognize, develop and act on entrepreneurial opportunities in a range of organizational settings, to play an effective role in new venture formation and growth.
- **Communication:** the ability to drive interpersonal communication, and to translate complex ideas for different audiences.

For the selected competencies, competence level should align with one of four bands as defined in EIT Food's Competency Framework (please refer to Annex 1 for competence levels).

3.2 Overarching philosophy

The overarching philosophy of the Inspire and RIS Inspire is to engage with a diverse cohort of participants and provide the launchpad for the next generation of entrepreneurs to tackle some of the most important challenges in the food system. All the programmes are designed and implemented in a close and harmonized cooperation between the two contributors' teams - on the one hand the Entrepreneurship Spine team and on the other hand Food System teams providing the content to contextualise and enhance the learning experience. The aim of the Spine is to foster the entrepreneurial capacity of the participants, therewith upscaling competences such as leadership, problem solving, creativity and critical thinking with the view to lead the transformation of the food sector. The Food System teams supplement the Entrepreneurship Spine by contributing activities developed through a systems approach to improve the understanding of society about food and food systems and appraise current and future sustainability challenges and develop appropriate responses using systems approaches. It is, therefore, of great importance that the two contributors' teams work closely together with the aim to build and deliver effective Inspire and RIS Inspire programmes.

Inspire will offer to the participants four (4) different individual programmes focusing on Alternative Proteins, Sustainable Aquaculture, Sustainable Agriculture, and Targeted Nutrition. Each Inspire programme will tackle a particular aspect of a specific EIT Focus Area:

Alternative Proteins: We invite proposals that focus on developing new/alternative protein sources through efficient and sustainable production and processing methods to yield high quality, safe, healthy, and sustainable products or ingredients for food and feed.

Sustainable Agriculture: We invite proposals that contribute to the regeneration of biodiversity and ecosystem services, aid in coping with climate change and building-up agricultural resilience and drive digital transformation, technology adoption, citizen engagement, and capacity building.

Targeted Nutrition: We are inviting proposals that focus on transforming the food system to fight non-communicable diseases (NCDs) by improving diets and lifestyles is urgently needed to promote healthy eating habits and keeping people healthy, while enhancing consumer awareness about the relationship between food and health. We invite proposals that aim to halt and reverse the rise in obesity levels, promote healthy aging and reduce the number of dependent adults, double protein food sources available, and develop personalized nutrition strategies.

Sustainable Aquaculture: Aquaculture is expected to provide an ever-increasing portion of global fish consumption in the coming decade as a result we are interested in proposals in this field. As seafood consumption increases, sustainable aquaculture must keep up with demand while providing many other economic, social, and environmental benefits. We seek new approaches to transform and expand current aquaculture practices into smarter, circular systems by developing innovative and sustainable solutions to create safe, healthy, and high-quality food.

The other two EIT Food Focus Areas - Circular Food Systems and Digital Traceability, whilst not forming individual programmes for 2022 do need to be effectively interwoven throughout the programmes. Circularity and digitalisation will be partly covered by the Entrepreneurship Spine, but each programme proposal needs to specify how these elements will be provided. The Spine is the term used to define the structure that is formed of the entrepreneurship specific components of Inspire. These are delivered by a world-class team drawn from a range of leading academic institutions. Entrepreneurship forms the foundational part of each programme and students then develop their entrepreneurial and innovative competencies by tackling, through an experiential process, a food system specific challenge. The entire student journey will take 3 weeks, and the delivery of each learning component, from both the entrepreneurship and food systems perspectives will follow a knowledge building logic. Through this process students will develop a wide portfolio of skills that will be valuable in establishing an entrepreneurial venture, and beyond throughout their careers. Inspire is

aimed at enriching the education of students from a spectrum of disciplines including, though not exclusively: the sciences, engineering, marketing, economics, business and law. In addition, the philosophy of Inspire is centred on delivering equality, diversity and inclusion through all the programmes.

In its essence, the Inspire proposals should fundamentally be different from RIS proposals, as these have specific focus on the RIS region and are thus connected to the specific Smart Specialisation Strategies. However, non-RIS and RIS proposals are encouraged to explore synergies, with the aim to mutually benefiting both RIS and non-RIS audience.

Demonstration of societal/market need

To validate the contribution to a Focus Area, the consortia must clearly articulate the market need, output and impact, and demonstrate a realistic prospect for market and/or societal success of their proposal, including, where relevant, the analysis of consumer/user experience and acceptance. In addition, the proposals should clearly define which competences or skills are developed or enhanced. These aspects provide the context for the impact that can be achieved and as such they form part of the justification why a proposal should be funded.

Inspire programmes delivery format

Due to unsure COVID-19 situation, EIT Food is not in a position to take chances to deliver the programmes in a blended format. Since the partners will recruit participants from all over Europe, the Inspire programmes shall be fully delivered online. Nonetheless, in the case where partners wish to plan a partial face-to-face delivery at their local ecosystems, we may potentially approve such requests, however, the partners will need to ensure equal participation and learning experience to all the participants recruited. In case where the pandemic would prevent the implementation of parts of the programme that have been planned as a face-to-face delivery, EIT Food will not bear such costs and responsibility for the unachieved KPIs. The proposals, which will include a face-to-face delivery, must include a strong and achievable Risk Mitigation Plan.

SPECIFIC GUIDELINES FOR RIS PROPOSALS

RIS Inspire will offer to the participants three (3) different individual programmes. All activities in EIT Food RIS Food's portfolio need to be aligned with the EIT Food and Education overall vision, and mission, and contribute to the established KPIs (RIS and Non RIS) while tangibly contributing to societal and economic impact of RIS regions for healthier diets and sustainable food systems.

It is expected that the RIS Inspire programme will attract and facilitate the inclusion of a higher number of partners and participants from the EIT RIS countries and regions into EIT Food RIS Education activities.

EIT Food RIS Inspire programme will focus exclusively on beneficiaries from RIS regions, taking measures to remove any barriers to student recruitment, and will contribute to increase the entrepreneurial and innovation capacity of the higher education sector in EIT RIS countries and regions in a format that also supports regional network and capacity building on other stakeholders that are highly relevant for the future development of the agrifood ecosystem such as, research organisations, Vocational Education and Training (VET) institutions, clusters, networks, SMEs and Public Representatives.

The EIT Food RIS Inspire proposals should be aligned with the overarching philosophy of the Inspire Activity Line, and they should focus on tackling some of the most important challenges for RIS countries within the agrifood system. Each programme will create a connection with specific Smart Specialisation Strategies and will tackle a particular aspect of a specific EIT Focus Area:

Sustainable Agriculture: We invite proposals that contribute to the development of RIS countries in agriculture, developing systemic and digitally enabled solutions for a more sustainable use of resources (e.g. water, energy, fertilizers, pesticides and land) facilitating technology adoption, driving digital transformation through the development and adoption of smart and precision farming technologies in agriculture across RIS countries. Included but not limited to, the development and dissemination of smart and digital farming practices, the development of agricultural biotechnology, the increase in productivity and added value in agricultural production and the agricultural sector competitiveness on an international scale, as well as the

agrifood production value; the use of technology to relocate young farmers to low density territories and to promote resilience to climate change.

Targeted Nutrition: We invite proposals that aim to halt and reverse the current obesity levels across RIS countries and increasing the adherence to healthier diet and sustainable consumption, promoting healthier lifestyles and reducing the number of dependent adults.

STEM (Science, Technology, Engineering, and Mathematics): STEM education creates critical thinkers, increases science literacy, and enables the next generation of innovators. Innovation leads to new products and processes that sustain the development and growth of RIS countries. This innovation and science literacy depends on a knowledge base in the STEM areas. On top, most jobs of the very near future will require a basic understanding of math and sciences, making even more critical for the development of RIS countries, the enhancement on the appeal of the STEM education across non STEM degrees, secondary education, and Vocational Education and Training, through embedding KTI and entrepreneurship in teaching and learning in RIS countries.

RIS Inspire programmes delivery format

Due to unsure COVID-19 situation, EIT Food is not in a position to take chances to deliver the programmes in a blended format. Since the partners will recruit the participants from RIS countries, the RIS Inspire programmes shall be mainly delivered online. The same mitigation strategy applies as for Inspire programmes (please see above for further details).

3.3 Detailed Scope of Work

The selected Food System contributors will provide a structured format of food system trainings, while the entrepreneurial components are fully designed by the Entrepreneurship Spine team. The Programmes will offer contact with experts in the food system, EIT Food linked third parties, network partners, as well as relevant industry partners and RisingFoodStars. The food system specific components will be fully integrated with the Entrepreneurship parts to provide students with an engaging experience that develops a wide range of skills.

When preparing a proposal following must be considered:
- Each submitted proposal for this Call should foresee there will be an indicative workload for students of roughly 60 hours of learning including the Entrepreneurship Spine component (which will be approximately 20 hours) and time for self-directed work. The content (and logic through the layout) of the Entrepreneurship Spine is shown in the table in Annex 2 in the Annexes.
- Each program will have a duration of three weeks, with the final week structured as a synchronous intensive bootcamp.
- Each proposal should detail the content of a module of roughly 40 hours of food system learning, centred upon one of the EIT Focus areas.
- Clearly outlined programme delivery timeline (specific dates and time slots to be indicated).
- Each proposal should demonstrate a real interdisciplinary approach and should be complementary with respect to the entrepreneurial content provided by the Spine.
- Each proposal should be structured through a blend of online synchronous and asynchronous modules and open co-working sessions.
- Partner co-funding: As part of the application evaluation process, priority will be given to those applications that demonstrate committed[1] financial sponsorship in their proposals.
- Industry partners and/or start-ups must play a relevant role in the design and implementation of the programmes. Their added value and contribution should be clearly outlined in the proposal. To

---

[1] Committed financial sponsorship: the partners must show in the project proposal who the sponsors will be and how they will contribute.

achieve the expected engagement by such project partners sufficient budget should be allocated to their tasks. In addition, in cases where a proposal will include an industrial partner, you must ensure that the collaborators involved are experts highly knowledgeable about entrepreneurship and have strong experiences with spin-offs and start-up support.

Risk management

Risk management is an important component of good project planning and management. A risk mitigation plan should be designed to eliminate or minimise the impact of the risk occurrences that have a negative impact on the activity. It is an EIT requirement for each proposal to submit a list of risks and associated mitigation measures. Please note that the risk register must include risks and mitigation measures for a partner leaving or no longer being eligible to receive EIT funding (see also the UK's association to Horizon Europe guidance under Section 3).

Programme participation fees in 2022:
- Baseline price for all applicants is 800 EUR (VAT excl.)
- Early bird fee (up to max. 10 days before the start of the programme) 250 EUR (VAT excl.) for Horizon Europe associated countries + UK. Full price after the early bird deadline: 350 EUR (VAT excl.)
- RIS participants taking part in RIS Inspire programmes – no participation fee.

Please note that the selected programmes of 2022 will not be automatically approved for the year 2023. Throughout the Activity design and delivery, the Task Leaders as well as consortium partners will go under effective performance-based assessments by EIT Food Education. This will be done in line with the standard EIT based monitoring processes. In case of deficient performance, EIT Food Education is entitled to replace the Task Leaders and/or individual partners at any point of the programme delivery. The strategy development and future outlooks for the programmes will be driven by the EIT Food Inspire and RIS Inspire Programme Managers and Education Director. Upon delivery of the 2022 edition, EIT Food shall re-evaluate the Inspire and RIS Inspire programmes format and delivery and reshape the outlook for the programmes, if needed.

3.4 Design and Timeline of Inspire & RIS Inspire Programmes Delivery

The delivery of the Inspire and RIS Inspire programmes will be executed through EIT Food learning management system Canvas.

Programme delivery timeline for Inspire and RIS Inspire programmes:

Preparatory phase (Team Building)	Pre-programme:
	Note: the first three elements are provided on Canvas by the Entrepreneurship team as asynchronous content and undertaken independently by the students 1 week before the kick-off at the beginning of Week 1. • Learner Profile - part 1 (used to assess personal characteristics in relation to team dynamics and outcomes) completed by all students • Entrepreneurial Competency Mapping (used to map student's competencies) completed by all students and used for team building

	• Selection of topic within Programme by students using 3 preference system Once students have completed their Entrepreneurial Competency Mapping and selected their 3 topic preferences the Food System teams will undertake the following two components: • Teams are sorted (composed with 5 members ideally) • Teams are assigned a dedicated Programme Mentor
Each programme will be of a 3-week duration (please see Annex 2: Table of Entrepreneurship Content)	**Week 1:** • Introduction to Food System Challenge and Entrepreneurship • Intensive online Entrepreneurship Modules plus asynchronous Entrepreneurship and Food System Modules **Week 2:** • Blended online synchronous and asynchronous Entrepreneurship and Food System Modules • Assessment **Week 3:** • Intensive Food System Bootcamp • Final Pitch and Awards • Learner Profile - part 2 completed by all students
Programmes (these can be Inspire and RIS Inspire) will be run in pairs with staggered start dates organised to fit the time schedule from the start of June. This is to ensure the Entrepreneurship team's components are delivered optimally as synchronous sessions for Week 1. After Week 1 the Entrepreneurship team will work with each of the Programmes at key intervention points.	Block 1 made up of 2 programmes will start beginning June 2022. The timing of the other blocks will be determined after the Programmes have been selected through this Call.

4. Budget, roles and responsibilities

4.1 Contributors

Through this open Call, EIT Food is seeking for contributors proposing a set of interlinked training activities about food systems for Inspire & RIS Inspire programmes to run in 2022. The Call is open to EIT Food partners and external contributors. External contributors will need to become a partner of the EIT Food to comply with EIT Food Statutory obligations. Furthermore, the external contributors will be assessed according to the processes defined in the EIT Food partnership policy. In case the partnership application is not accepted by EIT Food, the proposed entity may not participate in the activity as a partner, and other avenues must be explored (e.g. subcontractor, in-kind contribution against payment), or the proposed entity must be removed from the consortium. Their role and activities, as planned in the project proposal, will have to be taken over by other partners in the proposed consortium or replaced with some other suitable partner. In the proposals, the role and tasks planed for the external contributors need to be described in as much detail as for existing EIT Food partners.

Each Activity is designed and delivered by a consortium of partners. The food system specific components will be fully integrated with the Entrepreneurship parts to provide students with an engaging experience that develops a wide range of skills. All EIT Food partners – core partners and their linked third parties, network partners, and RisingFoodStars – can be involved in a consortium. The full list of partners is available in the "Partner Information File" on Plaza, or you can search for the information on the EIT Food CLC webpages. If you would like to involve a RisingFoodStar in your proposal, please get in touch with the EIT Food Programme Manager responsible for the RisingFoodStars Association (Anne-Marie Banescu, a-m.banescu@eitfood.eu).

It is also possible to invite EIT Food Associates to form part of the activity consortium – these are legal entities that have signed a Memorandum of Understanding with EIT Food and are interested in collaborating on a horizontal level by contributing to its activities, but without being eligible to receive any EIT funding. Further details about the Associates can be found at the EIT Food partnership website.

Number of consortia
- Inspire Programmes aim to support up to four (4) consortia delivering 4 summer schools (1 summer programme per consortia)
- RIS Inspire Programmes aim to support three (3) consortia delivering 3 summer schools (1 summer programme per consortia)

Consortium requirements
- **Knowledge Triangle Integration (KTI):** each consortium must contribute to Knowledge Triangle Integration by involving organisations from at least two fields of the knowledge triangle – e.g. academia/research and industry.
- **Partnership size:** the consortium must include at least three members.
- **Geographic coverage:** to ensure European impact and relevance, the minimum requirement is to involve partners from at least two different CLCs.
- **Partner roles:** each partner involved (including the Task Leader) should have a clear role in the consortium towards achieving the defined objectives that reflect the Knowledge Triangle Integration.
- **Task Leaders (TL):** Task Leadership role should be taken upon by an EIT Food Core partner, and the person proposed for the TL position must be an employee at that partner's organisation. Due to the amount of workload this role represents, the Task Leadership by the Network partners SMEs, RisingFoodStars or external contributors is a subject to review by EIT Food as part of your proposals submitted.

- **Consortium Agreement:** partners in a consortium must agree to negotiate and sign a Consortium Agreement as soon as possible after the start of the programme. An EIT Food template is available for guidance on the EIT Food Plaza and may be amended as necessary.

- **RIS Inspire proposals** will be led by entities from the EIT RIS countries and regions (see page 6), as successful and added value partners, RIS proposals should ensure the establishment of balanced consortia between stakeholders from EIT RIS countries and those outside the EIT RIS areas.

Activity Workplan

The Activity structure needs to be broken down into tasks (work packages in EIT terms – see Glossary) including start and end date, milestones with measurable go/no-go criteria and related cost items. The management of each programme is a mandatory first task. Further tasks can be defined according to the Activity purpose. Multiple partners can collaborate in one task, and the same partner can be active in multiple tasks. Each task has to be assigned to a predefined list of task categories (e.g. project management, programme development and delivery, communication & dissemination activities, etc.).

4.2 Roles and responsibilities

Activity Lead (AL)
- Programme design and strategy in coordination with EIT Food Education Director and PMs; regular collaboration and coordination with RIS AL
- Ensure TLs establish programme ownership by having all partners involved
- Oversee entrepreneurship education led by the Entrepreneurship Spine team
- Actively communicate with TLs
- Define timelines, materials and templates to be used
- Quality assurance and evaluation of programmes
- Closely monitoring the Activity Line progress to ensure smooth implementation
- Ensure DreamApply and Canvas is prepared on-time by individual programmes
- Ensure all partners have effective marketing and promotional activities in place
- Coordinate communication and dissemination activities, gather testimonials, etc.
- Coordinate with PMs and ensure in time communication to RIS Hubs when relevant
- Ensure there is an ongoing and open communication channel between all partners
- Communicate actively with EIT Food
- Ensure annual amendments and reporting completed with input from TLs

Task Leaders (TLs)
- Manage and coordinate design and delivery of specific programme
- Promote and recruit for the Inspire Programme the TLs coordinate
- Collect data/evidence for programme and be accountable for deliverables and KPIs
- Attend mandatory fortnightly TL updates with the AL; closer to the programme delivery attend weekly individual AL/TL meetings
- Actively report to AL on the development of the programmes
- Use standardised templates provided for Inspire
- Definition of Financial Sustainability plan for their own program (mini-Kava).

Partners (contributors)
- Promote the Inspire programme the partners will deliver
- Collect data/evidence for programme and be accountable for deliverables and KPIs
- Actively cooperate with the TL on the development and delivery of the programmes
- Use standardised templates provided for Inspire
- Contribute to the definition of Financial Sustainability plan for their own program (mini-Kava)

EIT Food Programme Manager
- Drive strategy development of Inspire in close cooperation with EIT Food EDU Director & ALs

- Monitor design & implementation of the Inspire Activity Line
- Resolve bottlenecks in cooperation with the ALs
- Guidance and support during the EIT Food Annual Grant Cycle
- Marketing support to partners during recruitment periods
- Act as link between ALs and RIS Hubs when relevant to ensure proper approach/outreach at local level
- Aid with DreamApply & Canvas in close cooperation with EIT Food Head of Education Services
- Conduct annual mid-term reviews & progress of the Inspire Activity Line
- Review annual reporting

4.3 Budget

For the Inspire and RIS Inspire programmes, we are calling for proposals with a clearly defined learning content, outcomes, impact, and a timeline of the delivery. In addition, the proposals should include a realistic estimation of the budget needed to achieve the KPIs set.

In 2022, the Inspire programmes aim to achieve 713 learners from across Europe. As part of your proposal design, you will need to demonstrate the number of learners your programme will recruit and what budget is needed to achieve your target set.

RIS Inspire programmes aim to achieve 253 learners in 2022 coming from RIS countries and regions (see page 6). As part of your proposal design, you will need to demonstrate the number of RIS learners your programme will recruit and what budget is needed to achieve your target set.

All proposals submitted will go under an evaluation process and if the learning content will be suitable but the budget part will not meet the EIT Food expectations, the proposal may still be selected upon agreement of a suitable budget with the EIT Food.

Activity (KAVA) budget:
- <u>Please download the EIT Food budget template attached to this Call.</u>
- The programme budget should be broken down into pre-defined cost categories of the Horizon Europe Programme (e.g. personnel costs (A), sub-contracting (B), etc.). Costs should be budgeted separately for each legal entity (Partner or Linked Third Party). Indirect costs are calculated automatically as a 25% flat rate of the direct costs. <u>Please use the EIT Food budget template for your application.</u>
- Budget planning should consider the Horizon Europe rules of cost eligibility. Only costs complying with the eligibility rules of the Grant Agreement will be considered eligible during reporting.
- To ensure that all consortia can meet the Horizon Europe requirement to execute communication and dissemination activities as part of their work (see also below), <u>we advise that partners reserve approx. 10% of their total proposal budget for the development and execution of these activities.</u>
- **Funding structure:** There are two sources of funding possible to cover the costs of an Activity: EIT grant funding, and partner co-funding. For the EIT Food Education activities, the EIT grant will reimburse up to 100% of the eligible costs of a project. Note that eligibility rules apply to the totality of costs, irrespective of the source of funding. The co-funding is not mandatory, however, Inspire and RIS Inspire consortia are strongly encouraged to propose a specific percentage of co-funding in their proposals, which will have a positive impact on the evaluation of the proposal.

The UK's association to Horizon Europe

If the delay to UK association continues, the UK government has confirmed <u>successful Horizon Europe applicants will receive funding from UKRI regardless of the outcome of the UK's efforts to associate to Horizon Europe</u>. This applies to the first wave of calls where the delay to UK association to the programme may prevent

them from signing grant agreements[2]. Further information can also be found in the [Horizon Europe guarantee notice and guidance](#).

4.4 Supporting EIT Food's Financial Sustainability Strategy

A unique feature of the Partnership Agreement between the EIT and EIT Food is the obligation for EIT Food to become financially sustainable on the long term. This means that as a condition to receive the EIT funding, EIT Food must develop and implement revenue-generating strategies to sustain the innovation ecosystem and KTI activities beyond the period covered by the EIT grant. Plans to achieve financial autonomy are outlined in the Financial Sustainability Strategy in the EIT Food Strategic Agenda.

EIT Food is committed to developing a level of financial autonomy which gradually reduces the proportion of EIT grant funding within a mixed portfolio of funding over the long-term. As a result, EIT Food supports Activities and initiatives with potential to provide both a financial return and a diverse mix of revenue streams and mechanisms.

The partners' co-funding is not mandatory, however, the consortia are strongly encouraged to propose a specific percentage of co-funding in their activity proposals, which will have a positive impact on the evaluation of the proposal. The co-funding must come from resources other than EIT funding. For the proposals which will include the co-funding it is essential to demonstrate committed funding from resources other than EIT.

---

[2] https://www.ukri.org/apply-for-funding/horizon-europe/

5. Marketing and Recruitment Strategy

Communication and Dissemination

As part of the Horizon framework, all activities are called upon to take measures to showcase their work to as many relevant stakeholders as possible. Horizon Europe guidelines on **dissemination** as well as **communication** propose an interesting input and examples on how to communicate EU research and innovation projects. It is important that projects foresee activities related to communication, as well as dissemination. Here are some examples of possible activities:

Communication – inform about the project, its results and successes

Informing about project: newsletter, press release, project factsheets, brochures, website, social media

Informing about results: exhibitions, open days, guided visits, videos, interviews, articles in magazines, conference presentation, project website, targeted emails, case studies, results factsheets

Dissemination – make results available and enable others to use

Make results available: Scientific publication, demonstrations, sharing in online repositories and portals (research data, software, reports), policy briefs, technology roadmaps

Enable use of results: Trainings, workshops, guidance materials for users, active users engagement, data management plan, innovation management, copyright management, open/copyleft licenses, patents licensing

Exploitation – use the results

New or improved products/services created,
New business models, processes implemented,
Spin-offs, start-ups and joint ventures created

Considering the above:

- We strongly encourage the Inspire and RIS Inspire programmes to work with an experienced communication entity in the consortium in order to tackle the task of communication and dissemination. This can be achieved either by collaborating with a relevant EIT Food partner (e.g. by involving a communications staff member) or by working with an external party. In most cases such an external party would be sub-contracted – selection of a sub-contractor, also considering the value for money eligibility requirement, would be part of your activity implementation.
- All EIT Activities have a mandatory Output "Communication and Dissemination Plan" due latest one month following the start of the programme, and a mandatory Deliverable "Communication and Dissemination Report" due by 31 December 2022. All proposals must ensure that an adequate budget is foreseen to design and implement the Communication and Dissemination Plan. During the proposal evaluation EIT Food will assess individual proposal budget allocated to these activities.
- In case a proposal anticipates a development of an online platform, the consortium is required to reach out to Desi Vanrintel, Head of Education Services (desi.vanrintel@eitfood.eu), before finalising your project proposal to discuss whether and how it can be incorporated in the existing platforms of EIT Food.
- Recruitment for all Inspire and RIS Inspire programmes shall be organised through EIT Food application portal DreamApply The selected teams will need to respect the EIT Food application guidance, which will be provided by the EIT Food Inspire Programme Manager and RIS inspire Programme Manager in case of RIS proposals.

It will be mandatory for the partners of all consortia to follow and respect the EIT Food Education branding guidelines, thus, making sure all the material designed and used for marketing and promotional activities as well as communication and dissemination purposes will be compliant as required by the EIT Food Education team and EIT Food.

During your Activity development, we will gladly support you by providing further tips and guidelines on how to strengthen your USP/Marketing/Communication elements in your proposals. Please get in touch with EIT Food Inspire Programmes Manager (Mina Mansoor Rankel) and/or RIS Inspire Programmes Manager (Elvira Domingo).

Inspire Programmes specific information

EIT Food Education will provide marketing support during the recruitment period by running social media campaigns through an internally selected agency. Aside having marketing support provided by EIT Food Education, the Inspire partners (including the Entrepreneurship Spine) will be responsible for effective marketing and promotional activities at their organisations, relevant ecosystems, and networks to reach the KPIs as planned in the proposal. The Inspire Activity Lead and her team will be responsible for making sure that the Inspire partners design and deliver one joint Marketing and Promotion as well as Communication and Dissemination Strategy, which is effective, well-planned, and successfully executed. EIT Food Education will assist with DreamApply and Canvas tools setup, however, the core support to the Inspire partners will be provided by the Inspire Activity Lead and her/his team proposed.

RIS Inspire Programmes specific information

EIT Food Education and RIS team will provide marketing support during the recruitment period by running social media campaigns and diverse promotional activities through an internally selected agency and through RIS Hubs. Aside having marketing support provided by EIT Food Education and RIS team, the RIS Inspire partners (including the Entrepreneurship Spine) will be responsible for effective marketing and promotional activities at their organisations, relevant ecosystems, and networks to reach the KPIs (including RIS KPIs) as planned in the proposal, including the coordination with RIS Inspire Activity Leader and RIS PMs to ensure in time communication to RIS Hubs for the promotion.

The RIS Inspire Activity Lead and his team will be responsible for making sure that the RIS Inspire partners design and deliver one joint Marketing and Promotion as well as Communication and Dissemination Strategy, which is effective, well-planned, and successfully executed. EIT Food Education and RIS Programme Manager will assist with DreamApply and Canvas tools setup, however, the core support to the RIS Inspire partners will be provided by the RIS Inspire Activity Lead and his team proposed.

6. KPIs to be achieved

Inspire programmes KPIs

EIT KPIs	KPIs 2022	KPI NOTES
EITHE08.1 Participants in (non-degree) education and training	713	"# Successful participants in EIT professional development courses, online training courses and other education/training activity delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender. Only participant who successfully finished the programme can be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which carries out competency assessment method are applicable."
EITHE14.1 Disseminated Results/GP/LL	1	# results, good practice (GP) and lessons learnt (LL) disseminated by the KIC through appropriate means (e.g. publications, online repositories, fact sheets, targeted workshops).

EIT RIS KPIs	KPIs 2022	KPI NOTES
EITHE08.2 EITRIS # EIT RIS Participants with (non-degree) education and training	253	# Successful participants in EIT professional development courses, online training courses and other education/training activity delivered or in a process of delivery with citizenship in EIT RIS countries. This is a RIS sub-set KPI and it needs to follow the definition and conditions of the main KPI EITHE08.1. The target value of this RIS sub-set KPI should also be included in the overall figure of EITHE08.1.
EITHE14.1 Disseminated Results/GP/LL	1	# results, good practice (GP) and lessons learnt (LL) disseminated by the KIC through appropriate means (e.g. publications, online repositories, fact sheets, targeted workshops).

7. Proposal Process and Timeline

Application as a Contributor

Stage	Date
Launch of Call for Contributors	28 Feb 2022
Application deadline for Contributors	**27 March 2022**
Evaluation period of proposals	28 March-1 April
Anticipated announcement of selection by EIT Food	4 April
Launch of participants' recruitment process	4-8 April
End of recruitment (selection of students on rolling basis)	29 May
Launch of Inspire & RIS Inspire Programmes	**6 June**

The deadline for the submission of full applications is 27 March 2022, 23:59 CET. All applications must be emailed **in English** to the following address within the deadline mentioned above:

Contact name: for the attention of Dr. Maarten van der Kamp

E-mail: education@eitfood.eu

Subject line:
- Inspire proposals must be sent with the Subject line: **Inspire programmes Contributor**
- RIS proposals must be sent with the Subject line: **RIS Inspire programmes Contributor**

To apply, the consortia will need to complete an application form which will be the Activity Proposal detailing the consortium set-up, description of the project idea and its impact as well as providing a detailed budget. In addition, a clear budget proposed must be submitted along with the Activity Proposal. Please download the Activity Proposal and Budget template attached to this Call.

7.1 Request for additional information and clarification

In case the applicants require additional information or clarifications, these should be addressed to the person indicated below. **All communication between EIT Food and applicants is only possible in writing, all requests will be done and answered by e-mail only. All questions should be sent prior to application deadline.**

Contact name:

- Mina Mansoor Rankel, Inspire Programmes Manager, EIT Food Education
- Elvira Domingo, EIT Food RIS Inspire Programmes Manager

E-mail: mina.mansoorrankel@eitfood.eu, elvira.domingo@eitfood.eu

EIT Food has no obligation to provide clarification.

7.2 Costs for preparing proposals

No costs incurred by the applicant in preparing and submitting the proposal are reimbursable. All such costs must be borne by the applicant.

8. Evaluation of proposals

The quality of each proposal will be evaluated in accordance with the below mentioned award criteria. The results of the award procedure will be communicated in writing (via e-mail).

Inspire applications will be evaluated using the following evaluation categories:

- Clarity of contribution to a specific EIT Food Focus Area and identification of a clear problem in the food system.
- Innovative design of student centric programme that blends the Entrepreneurship Spine with specific food innovation components delivered through an experiential approach.
- Clarity of programme design and amount and quality of didactic material provided in submission; defined competences and/or skills developed or enhanced; indicative workload expected for learners, etc.
- Strong and balanced consortium formation to enrich the learners' experience; effective Knowledge Triangle Integration (KTI); partner roles.
- Clearly articulated market need, output and impact, and demonstrated realistic prospect for market and/or societal success.
- Coherent and comprehensive recruitment plan for local, regional and global levels to deliver KPIs.
- Financial Sustainability plan and co-funding strategy.
- Demonstration of a diverse and inclusive programme.
- Ambition of the KPI achievement set.
- Effective Risk Mitigation Plan.

RIS Inspire proposals evaluation categories:

- Clarity of contribution to a specific EIT Food Focus Area with clear focus on one of the RIS challenges in the agri-food system mentioned in Call guidelines.
- Strong and balanced consortia, led by a RIS partner including partners and non-yet EIT Food partner/s from RIS countries (partners and non-yet partners outside RIS can also participate) with clear partner roles.
- Coherent and comprehensive plan to develop local talent and enhance local innovation output, as well as, in promoting closer interactions among the local innovation actors, supporting them to establish local synergies that will enhance the EIT Food's impact in RIS countries.
- Demonstration of a diverse and inclusive programme with a clear outreach plan to reach and engage participants from across 17 RIS countries.
- Clear connection between each proposal and national and regional S3 Strategies.
- Sustainability plan and co-funding strategy inside each proposal.
- Innovative design of student centric programme that blends the Entrepreneurship Spine with specific food innovation components delivered through an experiential approach.
- Clarity of programme design and amount and quality of didactic material provided in submission

The evaluation criteria have the following weighting:
- Excellence: 30%
- Impact: 30%
- Quality and efficiency of the implementation: 20%
- Committed sponsorship: 20%

| Excellence	Impact	Quality and efficiency of implementation
Soundness/credibility of the concept, including demonstration of societal or market need	Ambitions of the proposal and contribution to EIT Food's Strategic Objectives (e.g. scope and scale of market or societal impact)	Coherence and effectiveness of the workplan, including appropriateness of the allocation of budget, tasks and resources
Extent to which the proposed activity has innovation potential, and is beyond the state of the art (e.g. breakthrough, novel concepts and approaches)	Contribution to EIT Core and EIT Food specific KPIs, and demonstration of Knowledge Triangle Integration	Appropriateness of the management structures and procedures, including quality management and risk management
Quality of the proposed solution/ offering, including appropriate consideration of inter/multidisciplinary aspects	Extent to which the activity strengthens the competitiveness and growth in the context of the European Food System and global markets	Competences, experience and complementarity of the participating organisations and their commitment to the project
Extent to which planned outcomes are achievable within timeframe and budget	Quality of the proposed measures to exploit and disseminate results, including external communication	Robustness of implementation plan beyond the workplan, scale of impact (e.g. route to market, numbers of citizens benefiting)

Each evaluation sub-criterion will be scored from 1 to 5 using the following scoring system:
• 1 – Poor: The criterion is inadequately addressed, or there are serious inherent weaknesses
• 2 – Fair: Proposal broadly addresses the criterion but there are significant weaknesses
• 3 – Good: Proposal addresses the criterion well, but a number of shortcomings are present
• 4 – Very good: Proposal addresses the criterion very well, but a small number of shortcomings are present
• 5 – Excellent: Proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor

The resulting scores then are normalised to calculate the final result for that proposal.

9. Annexes

Annex 1: EIT Food Education Competency Framework
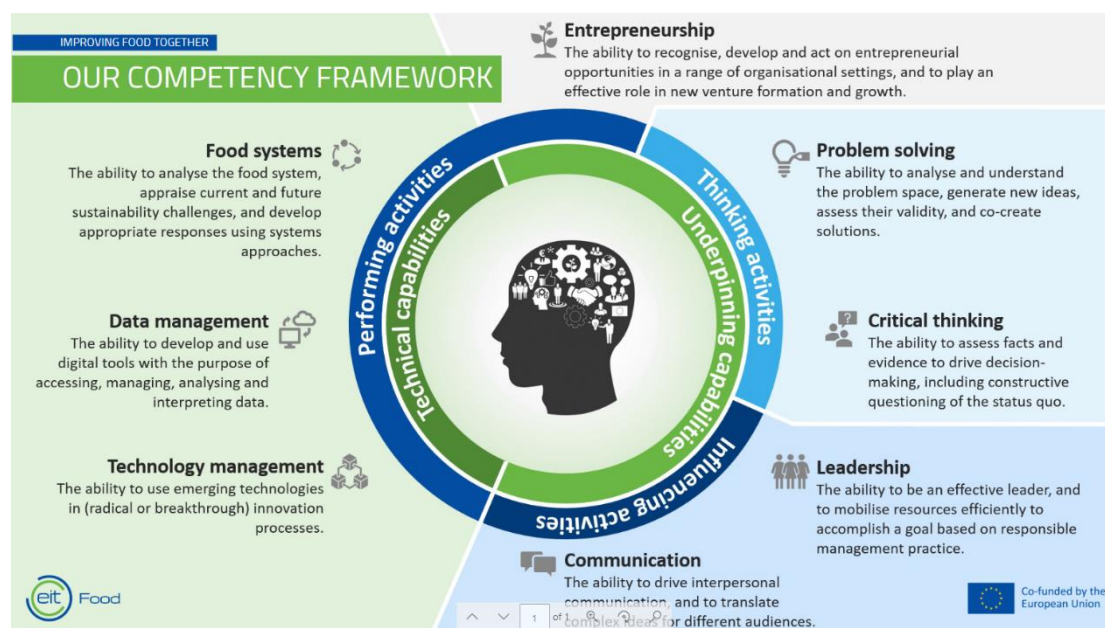
Annex 2: Table of Entrepreneurship Content

Title of Learning Block Note: Blue boxes indicate joint Entrepreneurship Team delivery with Programme Team Yellow indicates Programme Team actions using materials provided by the Entrepreneurship Team	Delivery AS = Asynchronous S = Synchronous	Description of Content
Learner Profile	AS 15m – Individual Exercise	Participants produce their individual Learner Profile using an online survey process with guidance. Process derived from established educational theory. The results are used to understand how students develop various elements through the Programmes. The results are anonymous.
Entrepreneurial Competency Mapping	AS 30m – Individual Exercise	Participants map a variety of entrepreneurial competences –theory is based on multiple studies. Competences are from the following domains: Motivational – Passion, grit, proactivity, learning orientation (versus error avoidance). Cognitive - Cognitive complexity, tolerance of uncertainty, creativity, divergent thinking

		Social - Perspective-taking, empathy, collaboration. The results are used by each Programme Team to assemble teams in preparation for the start of the Programme.
Select 3 topic options	AS 15m – Individual Exercise	Students select from a pre-designed set of topic options their 3 preferences using a ranking system.
Inspire Team Building Programme Teams		Programme Teams use Entrepreneurial Competency Mapping results and topic preferences to create teams for duration of Inspire Programme (team members may wish to switch and this should be permitted where feasible) Programme Teams must also allocate a Programme Mentor
Kick-off with the Entrepreneurship Spine and Programme Teams and Entrepreneurial Mindset and introduction to Pitcherific	S 60m	This is an interactive session conducted as the kick-off event that sets out the overall structure of the Programme – the objective is to on-board students. The Mindset part builds on the Entrepreneurial Competency Mapping - it provides knowledge on why effective teams matter and why uncertainty/ risk are fundamental aspects for an entrepreneur. The last part focuses on Pitcherific and explains why it is useful in preparation for the remainder of the Programme.
Diverse and Inclusive Team Composition and Dynamic Details	AS 45m - Interactive Team Exercise	This session focuses on team composition (diversity), the positive (complementarity, large pool of knowledge) and negative outcomes of team diversity (ingroup-outgroup), how to overcome the negative outcomes. Teams will then undertake activity on processes: Team communication, shared understanding, collective sharing of ideas /outcomes, team reflexivity.
Theory of Change	AS 45m – Interactive Team Exercise	This is in 2 parts: - A session introduces readiness for technological and organisational change and pivoting. - Overcoming resistance to change - This part will focus on how to address resistance with team practice training.
Value Exchange	AS 30m	The lecture session introduces the Theory of Value – provides knowledge and examples of complex multi-dimensional and context dependent nature of value.
Problem Tree (Roots and Causes)	S 60m	Problem Tree Analysis (also known as Situational *Analysis*) helps teams find solutions by mapping out the 'anatomy of cause and effect' around an issue in a structured way. Interactive workshops using MURAL/ MIRO enable participants to deeply interrogate their food system problem, and how it is caused using the tree's visual pathways.
Entrepreneurship for a world in crisis	AS 30m - Team Exercise	The theoretical background is similar to diverse and inclusive team composition. Teams will practice ice-breaker and self-disclosure techniques.
Ideating and Prototyping	S 60m	Participants are introduced to Design Thinking principles with a focus on how to develop multiple

		ideas and the value of prototyping using low fidelity techniques.
Who is your customer? And Identifying and segmenting a market	S 60m	This is a session on defining the target customer and how to conduct primary market research. The next part of the session will be based on a theory about market penetration and segmentation.
Entrepreneurial Business Model Thinking and Circularity in Business Models	S 60m	In the first part lean Business Model Thinking is explored. Within the second part, teams build their lean business model canvas with sustainability considerations and a focus on circularity.
New Venture Finance and Negotiation	S 45m - Plus AS Interactive Team Exercise	This session will be delivered in two parts: Part 1: covers the basics of business (e.g. strategic role of make or buy); an introduction to fund-raising, how to approach investors, generating and conserving capital. Part 2: focuses on a range of negotiation situations and techniques. Participants will then undertake an AS interactive exercise using a template to consolidate knowledge using their ideas.
Role of Technology in Society and Making Digitalisation Work for your Business	AS 60m - Lecture and Interactive Team Exercise	This will be a lecture on the role of Technology in Society and the impact of digitalization The second part will be a participant exercise based on utilising digital technology for data-based decision-making.
Diversity of Thinking using Design Thinking	AS 60m – Interactive Team Exercise	Design thinking will be used to explore how mindsets can be shifted as part of the entrepreneurial toolkit. This session will use a question-based approach to enable teams to use their cognitive and cultural diversity to address unmet users' needs and generate more innovative ideas. Participants will also play several games that showcase cognitive diversity.
Entrepreneurial Solution Framing	AS 60m - Lecture and Interactive Team Exercise	This will be an asynchronous lecture and then an interactive team activity. Once teams have a core problem and a market area, they will be tasked with coming up with solutions that generate a reasonable Problem-Solution-Fit as a stepping stone to the next phase of the course of finding a solution-market-fit. Ideally the solution that fits the problem should also fit the market but this is often not the case and this is where the entrepreneurial solution framing of working around solutions iteratively will come in.
Stakeholder Mapping/ Value Mapping	AS 60m – Case Study and Interactive Team Exercise	Session designed to enable teams to use the Cambridge Value Mapping Tool. Session starts with introduction of a case study example before teams undertake Value Mapping using Mural. A stepwise process is used to: 1. Identify relevant stakeholders. 3. Identify the value captured, missed/ destroyed, value surplus and absence, for the stakeholders 4. Identify new value opportunities for stakeholders 5. Teams create Sample Opportunity Statements to frame opportunities, which can subsequently be developed.

Impact Mapping of Ecosystem	AS 45m – Lecture and Interactive Team Exercise	In the first part will be lecture on mapping the Ecosystem. The second part will be an exercise, practicing the impact of mapping the ecosystem.
Inventing around IP	AS 60m Lecture and Interactive Team Exercise	The session will start by focusing on a methodology for participants to adopt in order to innovate and generate IP, or innovate around it. Participants will also be introduced to systematic analysis of their IP/ business needs in order to understand how to prioritise what can be a costly/ time-consuming process.
Being Smart about IP	AS 45m	This session focuses on how to **communicate effectively using a variety of techniques, it also provides approaches/ methods to influence stakeholders. IP is considered from both a protection standpoint and also how it can be effectively exploited.**
Assessment of Problem-Solution Fit Mini Pitch	S 60m AS 30	Teams will present a mini pitch, after this they will complete an online task on Canvas for assessment of the problem-solution fit.
Assessment of Solution-Market Fit	AS 45m	Teams will use pre-assessment tools to self assess their solution - market fit on Canvas these will be assessed by the Programme Team with feedback in preparation for the Final Pitch
Programme Final Pitch in association with Programme Team	S 60m	Teams that progress through the assessment will each pitch their ideas. They will then complete their Learner Profile Part 2 online.

Annex 3: Mapping of Focus Areas against Impact