

## Guidelines for continuing Proof of Concept to be executed in 2022

### Functional Area Public Engagement

V1.2 2021-11-10

HISTORY OF CHANGE		
Version	Publication date	Changes
1.0	18.10.21	Initial version
1.1	28.10.21	Section 2.2 – Page 4 Please note that it is possible for several 2021 PoC consortia to present a common application when there is a clear complementarity of the tested concepts. Should the common application includes one or several PE PoC(s) and one or several RIS PoCs, the Activity Leader must state whether they apply for a continuing project under RIS or PE. This will determine the scheme under which the application is submitted i.e. maximum budget and reimbursement rate.
1.2	10.11.2021	Section 3.5 - The activity has to integrate new and/or existing partners from EIT RIS Countries into consortia

# Contents

1.	The evaluation process for 2021 PoCs at a glance .....	2
2.	What is a continuing Proof of Concept? .....	3
2.1	2021 Proofs of Concepts.....	3
2.2	Eligible Proof of concept.....	4
2.3	RIS .....	5
3.	Specific requirements for the continuing PoCs .....	5
3.1	Strategic Fit: Impact pathways and KPIs .....	5
3.2	Financial Return to EIT Food.....	7
3.3	Additional Access Rights .....	7
3.4	Partnerships.....	7
3.5	RIS eligibility Criteria .....	8
3.6	Safeguarding policy .....	9
4.	The Submission Process .....	9
4.1.	Stage 1 .....	9
4.2.	Stage 2 .....	9
5.	Evaluation .....	11
5.1.	Evaluation - Stage 1.....	11
5.2.	Evaluation – Stage 2 - full KAVA proposal.....	12
6.	Next Steps for Selected Proposals.....	13
6.1	Final approval for funding.....	13
6.2	EIT Food legal framework & legal documents to be signed .....	13
6.3	Monitoring of KAVA Implementation.....	14
	Annex 1: Impact Indicators .....	15
	Annex 2: Impact Framework – System Challenges and Associated Indicators .....	17
	Annex 3: Redress Mechanism .....	20

The Public Engagement Functional Area supports activities which:

- want to encourage positive food behaviour,
- increase the value of food amongst consumers,
- grow trust in the food system, and
- increase consumer-readiness level for innovation.

We want our activities to actively target young people/children and those people responsible for food provision in the family as well as other multipliers who are reaching young people/children.

We do this through consumer-centred activities that:

- Enable individuals to make informed choices (healthier/sustainable)
- Increase transparency & engagement in the food system for consumers
- Include consumer collaboration (involve interested consumers as active participants).

It is the intention of EIT Food to build a strong portfolio of public engagement activities that bring societal impact and have a strong engagement component. Multi-year, larger activities and building on previous assets developed will be instrumental in this. On portfolio level, Public Engagement will also have a financial sustainability contribution.

In 2021, EIT Food’s Public Engagement area launched its Proof of Concepts for Societal Potential for new Public Engagement activities (call ran in 2020). More information on the 13 PoCs testing their concepts in 2021 can be found on the [EIT Food website](#).

Following a competitive evaluation, a selected number of successful concepts should lead to proofed, multi-year activities (KAVA), 2022 onwards, demonstrating considerable impact potential (conditional to funding availability).

This document sets out specific guidance for the evaluation of EIT Food Public Engagement Proofs of Concepts executed in 2021 leading to the continuation of full activities in 2022. It describes the evaluation process, elaborates on the criteria, and provides the details of the redress mechanism that enables proposers to raise concerns about any procedural shortcomings.

## 1. The evaluation process for 2021 PoCs at a glance

Submission & Evaluation Process	<ul style="list-style-type: none"> <li>• Completed final DEL and Progress Summary submitted by PoC Leads - by 30 November 2021 via email to <a href="mailto:poc@eitfood.eu">poc@eitfood.eu</a></li> <li>• Review of submitted reports – December 2021</li> <li>• Recommendation to stop or proceed with full proposal – end of December 2021</li> <li>• Submission of full proposal– 1<sup>st</sup> February 2022 via email to <a href="mailto:poc@eitfood.eu">poc@eitfood.eu</a></li> <li>• Review of full proposal by external experts and Programme Management – February 2022</li> <li>• Outcome notification to applicants - March 2022</li> <li>• Revision of successful proposals with the Programme Management Team – March 2022</li> </ul>
Expected budget size for <b>Continuing Public Engagement (non-RIS) PoCs</b>	The indicative maximum budget is up to €500,000 per activity for a full calendar year with an EIT reimbursement level of up to 90%. Non-justifiable budget-requests will be refused.

Maximum reimbursement rate and Co-funding <b>for Continuing Public Engagement (non-RIS) PoCs</b>	EIT Food will fund up to 90% of total costs of the activity (reimbursement rate). Projects must contribute 10% (co-funding).
Expected budget size <b>for Continuing RIS PoCs</b>	The indicative maximum budget is up to €400,000 per activity for a full calendar year with an EIT reimbursement level of up to 100%. Non-justifiable budget-requests will be refused.
Maximum reimbursement rate and Co-funding <b>for Continuing RIS PoCs</b>	EIT Food will fund up to 100% of total costs of the activity (reimbursement rate).
KPIs & Deliverables:	<p>The applicant should put forward a list of KPIs that are planned to be achieved in 2022 (more details in section 3.1).</p> <p>This must include the following minimum requirements:</p> <ul style="list-style-type: none"> <li>• 2 disseminated results</li> <li>• 2 external events organised by the project</li> <li>• 100 participants in external events organised by the project</li> <li>• 5 media coverage</li> <li>• 100 people engaged in targeted interventions</li> </ul> <p>Deliverables and outputs will be defined by the Activity Leader. They should include at least 1 DEL/OUT related to the Communication and Dissemination Plan as well as 1 DEL/OUT related to the development plan of the concept tested in 2021.</p>
Cost Eligibility	Eligible costs incurred as from 1 March 2022 will be considered eligible for reimbursement.
Transition to Horizon Europe	EIT Food's Business Plan 2022 is executed under the new EU Horizon Europe Framework Programme running from 2021 until 2027. There may be a future variation to funding rules or mechanisms from 2023 dependent upon further legal requirements passed to EIT Food under Horizon Europe. Any such changes will be advised as soon as possible to funded organisations.

This procedure is open to Consortia of Public Engagement Proofs-of-Concepts implemented in 2021. We encourage partners to include non-partners in their proposals and in this way, bring more consumer outreach experience into the work of EIT Food.

Please note that Public Engagement full KAVAs (excluding infrastructure activities) can apply for continuation for up to 3 years not including the year of PoC activity (subject to availability of funding). Annually the KAVAs will need to undergo a review which will determine whether the KAVA will receive funding for the following year or not.

## 2. What is a continuing Proof of Concept?

### 2.1 2021 Proofs of Concepts

The Proof of Concept for Societal Potential (PoC) is a scoping exercise to determine/test whether an idea, a certain concept or approach when turned into reality would bring societal impact as envisioned.

It is an opportunity for consortia to spend sufficient time on testing and demonstrating the relevance of a proposed approach chosen for establishing the societal impact feasibility of a project.

13 concepts have been selected to be tested until 30 November 2021 including 7 RIS PoCs and 6 PE PoCs. The PoCs fit in one of three themes and are organized as follows:

PE PoCs	RIS PoCs
<b>Theme 1: Improving societal health to reduce childhood obesity</b>	
<b>Food Imaginarium</b> - Promoting healthy eating habits - <i>PoC Lead: Matis</i>	<b>Children obesity and how to reduce it</b> <i>PoC Lead: University of Warsaw</i>
<b>Thinking outside the lunchbox</b> - from a guided 'Food diary' for family members to a design a personalized lunch box - <i>PoC Lead: Technion</i>	<b>COACHILD</b> - e-Coach application for the prevention of Children Obesity - <i>PoC Lead: AZTI</i>
	<b>Peers4Food</b> - Peer-to-Peer engagement in food to promote healthy, fun and smart diets - <i>PoC Lead: University of Turin</i>
<b>Theme 2: Improving societal health to reduce the prevalence of Noncommunicable Diseases (NCDs)</b>	
<b>Developing a European portion size toolkit</b> - <i>PoC Lead: British Nutrition Foundation</i>	<b>EngAgeing*</b> - Prevention strategies for social engagement and healthy ageing - <i>PoC Lead: IMDEA Food</i>
	<b>Picture your microbes*</b> - A co-creation participatory action to empower citizens on nutritional health decisions - <i>PoC Lead: IMDEA Food</i>
	<b>Social capital in local food systems*</b> - Increasing capabilities of diabetic people in deprived neighbourhoods - <i>PoC Lead: University of Turin</i>
<b>Theme 2: Sustainability in the food chain to reduce greenhouse gas emissions</b>	
<b>Consumers and supermarkets collaborate to make sustainable and healthy choices easy</b> - <i>PoC Lead: Rikolto</i>	<b>Helpfood</b> - Investigating the potential of innovative models of food distribution <i>PoC Lead: HIT - Hub Innovazione Trentino</i>
<b>InFormPack</b> - An "all you need to know" online guide for sustainable disposal of food packaging - <i>PoC Lead: University of Aarhus</i>	
<b>NoFoSYS</b> - Novel food ingredients for large consumer groups to increase the sustainability of food system - <i>PoC Lead: VTT</i>	

## 2.2 Eligible Proof of concept

The selection process for the full implementation of activities related to a concept tested in 2021 is only open to 2021 Public Engagement and RIS PoCs. Public Engagement PoC (non-RIS) will automatically submit an application for full implementation as a Public Engagement activity. RIS PoCs will automatically submit an application for full implementation as a RIS activity.

Please note that it is possible for several 2021 PoC consortia to present a common application when there is a clear complementarity of the tested concepts. Should the common application includes one or several PE PoC(s) and one or several RIS PoCs, the Activity Leader must state whether they apply for a continuing project under RIS or PE. This will determine the scheme under which the application is submitted i.e. maximum budget and reimbursement rate.

It is possible for EIT Food partner and external organisations to join PoC consortia for their full implementation from 2022. Interested organisations should contact the PoC Lead directly to discuss possible collaboration.

## 2.3 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](#).

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 and 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.

EIT Food RIS aims at strengthening those regions in Europe which are modest and moderate in terms of innovation in agri-food sector. This outreach scheme is open to innovators that are not partners of EIT Food and provides targeted support to EIT RIS stakeholders through a portfolio of projects. Any entity from a RIS eligible country or region can participate in EIT RIS activities. Through the EIT RIS, EIT Food engages with local innovators – individuals such as students, researchers, entrepreneurs, consumers, as well as organisations such as SMEs, universities, research labs and NGOs. EIT Food involve also the local players in education, business creation and acceleration activities, as well as innovation-driven research.

### 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.*

## 3. Specific requirements for the continuing PoCs

### 3.1 Strategic Fit: Impact pathways and KPIs

#### EIT Food Impact Framework

EIT Food's portfolio of activities targets the following Impact Goals:

1. Improvement in conditions for enhanced public trust in the food system
2. Better health outcomes from our diet
3. Improved environmental impact of Agri-Food systems
4. Enabling transition to a circular and sustainable economy

**The EIT Food Impact Framework** specifically aims to support the following United Nations Sustainable Development Goals (SDGs) among others:

#### Healthier Diets

- UN SDG 3.4: Addressing the food contribution to Non-Communicable Disease (NCD)
- UN SDG 2.2: Tackling childhood Obesity

### Circular, Sustainable Food Systems

- UN SDG 12.3 Reducing Food System Climate Change Footprint
- UN SDG 2.4 Ensuring Food Security & Safety
- UN SDG 9: Enabling Transition to a Circular Economy through Capacity Building

As part of our strategy for system change, EIT Food has developed corresponding system change *Impact Indicators* to measure progress towards achieving our Impact Goals. These indicators and targets have been developed in response to a set of system-level Challenges and Contributing Factors relating to the Impact Goals and summarised in **Annex 1: Impact Indicators and 2: Impact Framework – System Challenges and Associated Indicators**.

The applicants should use the provided *EIT Food Impact Pathway template* to identify how the implementation of the activities will lead to sustained long-term change.

It is essential that the forecasts of impact are evidence-based. Proposals must be clear as to what change will happen as a result of meeting an Impact Indicator and how that change might be measured.

It is important that funded proposals show a clear logic and method to reliably forecast change. This will be looked at during the evaluation process.

### KPIs

Progress towards long-term impact in EIT Food activities is initially measured by key performance indicators (KPIs) – EIT Core KPIs – defined by the EIT, and EIT Food specific KPIs which have been defined to measure the additional impact of EIT Food’s activities (where not already captured by the EIT Core KPIs).

Applications should select activity KPIs that they will deliver during the **duration of the funding period** from the available list. These KPIs must coherently link their activities and deliverables to the long-term Impact Indicators. (Please see Annex 1 for detailed information about Impact Indicators)

Activities (including those funded under RIS) must include at least the following KPIs. These minimum targets are set as the potentially selected activities are of different nature. However, contribution to KPIs will be assessed per project and will impact the general scoring of the evaluation.

KPI reference	KPI title	KPI description	Target years	Target per application
EITHE14.1	Disseminated Results/GP/LL	# results, good practice (GP) and lessons learnt (LL) disseminated by the KIC through appropriate means (e.g. publications, online repositories, fact sheets, targeted workshops).	2022	2
EITHE15.1-3	Reach of KIC’s communication activities: # of external events organised by KIC	Number of events organised by the KAVA that are open to external participants.	2022	2

EITHE15.1-4	Reach of KIC's communication activities: # of participants in external events organised by KIC	Number of participants in events organised by the KAVA that are open to external participants	2022	100
EITHE15.1-6	Reach of KIC's communication activities: # media coverage	# media coverage (articles and broadcast in global / European / national / local press, TV, radio,etc.)	2022	5
KIC01	# people engaged in targeted interventions	The number of people actively engaged through targeted interventions within activities supported from the KIC aimed at encouraging healthier and more sustainable behaviour. Actively engaged means a target audience taking part in an intervention with direct interaction.	2022	100

## 3.2 Financial Return to EIT Food

Financial Sustainability is not a compulsory requirement on KAVA level and societal impact is key. However, Public Engagement will need to contribute to Financial Sustainability on portfolio level, so will need KAVAs in its portfolio that contribute. If the applicant sees a potential for financial sustainability, we encourage them to bring it forward in their proposal and to deliver on it, and as such will be favourable regarded in the proposal review.

If the PoC creates products for the purpose of future commercialisation, a Financial Return Mechanism (FRM) is mandatory to comply with EIT Food's Financial Sustainability Strategy (FSS).

## 3.3 Additional Access Rights

For Public Engagement (Communication) activities, consortia will be required to grant to KIC LE additional Access Rights on (non-confidential) Data/Developed (Communication) tools, resulting from the activity. KIC LE will have to be granted the right to these for internal purposes, including further research such as but not limited to quantitative and qualitative studies, and for communication/dissemination and publication by disclosing the Data/developed tools to the general public by appropriate means, excluding scientific publications. The rights include the rights to communicate through press information services, inclusion in widely accessible databases, editing or redrafting, translation, presenting, showcasing and exhibiting, storage and archiving and the right to authorise third parties to act on behalf of EIT Food.

## 3.4 Partnerships

Organisations eligible for Horizon Europe<sup>1</sup> funding are welcome to join consortia. The application needs however to be led by an existing EIT Food partner/PoC Leader.

All organisations which are successful in this call process will be required to complete the onboarding process to become a KIC Partner and accede to the Grant Agreement signed with the EIT.

The involvement of communication specialists (e.g. Public Engagement or Science Communication specialists) is mandatory in order to ensure qualitative project results and maximise impact.

All organisations included in consortium will in due course need to formally become an EIT Food Partner before the projected start date of the activity (if they are not already a KIC partner). Additional information regarding the EIT Food partnership categories, corresponding rights and obligations, EIT Funding limits and application forms are available on the EIT Food website<sup>2</sup>. A summary of the process for becoming a partner will be provided to all relevant organisations once evaluation is complete.

The whole application process to become a partner of EIT Food may take up to 6 weeks -2 months depending on the partnership category. Please consider this in your project implementation planning.

Once the procedure for approving the new partners by EIT Food is completed and we have received all the administrative onboarding documents, these will be shared with the EIT for the final partnership approval in the EIT system. Please note that new partners can only be notified to the EIT during specific submission windows and therefore EIT's approval process can take up to 3 weeks based on the date that new partners are able to submit their documents to EIT Food's portal.

These timelines will affect the start date of cost eligibility of the new partners, which can be a maximum of four months prior to the new partner notification to the EIT. This can be discussed during the onboarding procedure with the respective CLC as cost eligibility start dates can be different for each new partner depending on the time their partnership officially starts following EIT Food and EIT approvals.

*Note: Though EIT Food commits to accelerating the membership approval process of new Partners, please note that they will continue to be assessed according to the processes defined in the EIT Food [partnership policy](#)<sup>3</sup>. In case the partnership application is not accepted by EIT Food, the proposed entity may still continue its application as Project Contributor with related rights and obligations that are also defined on the website.*

### 3.5 RIS eligibility Criteria

Besides the overarching objectives of EIT Food RIS activities, and the above conditions applicable to this call, all RIS projects should comply with **all** the below eligibility criteria for any of them to be considered eligible as RIS Continuing PoC: EIT Food reserves the right to determine if these criteria are achieved.

1. The activity must target at least one RIS country (more than one is an asset)
2. The main activity beneficiaries must hold a RIS citizenship
3. The activity has to integrate new and/or existing partners from EIT RIS Countries into consortia.

---

<sup>1</sup> Please note that only organisations from countries eligible under the Horizon Europe framework programme can participate in EIT Food activities. These are all EU Member States and countries that have associated with the Horizon Europe programme (Associated Countries: [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide\\_horizon\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide_horizon_en.pdf) page:11 ). The association with the Horizon Europe programme of several countries that are not EU Member States which were previously associated with the Horizon 2020 programme and therefore eligible to receive its funding, have not yet been confirmed. Therefore, the eligibility of partners from these countries cannot be ascertained at this moment. If these countries will become associated countries before year end 2021 their retroactive cost eligibility is expected to be assured.

<sup>2</sup> <https://www.eitfood.eu/news/post/more-info-on-eit-food-partnerships>

<sup>3</sup> <http://digioh.com/em/28730/171495/dss84erf4d?demail=%5bemail%5d>

4. Activities will contribute to EIT Food mandatory KPIs (mentioned above) and relevant respective RIS KPIs. The target value of this RIS sub-set KPI should also be included in the overall figure of EITHE.

### 3.6 Safeguarding policy

Any activities targeting children directly will need to follow clear safeguarding policy from the consortium with a clear approach on how children will be safeguarded during the engagement activity. The partner will be asked to share their own safeguarding policies for conducting activities involving children including a training plan for any staff involved with the children.

## 4. The Submission Process

The Call process will be split into two stages – (1) submission of final DEL and Progress Summary, and (2) submission of full proposal. Please note that the 1<sup>st</sup> stage is mandatory for all proposals.

### 4.1. Stage 1

A final deliverable (DEL) and a Progress Summary must be sent to [poc@eitfood.eu](mailto:poc@eitfood.eu) by 30 November 2021 at the latest. The title of the email should begin with the PoC number attributed to the activity. The templates can be found on the EIT Food website <https://www.eitfood.eu/procurement>.

The final DEL should include:

- A brief description of the PoC activities implemented, including communication and dissemination activities
- A presentation of main PoC outcomes (the format of this presentation is up to the consortium but it should clearly showcase the findings of the PoC and be understandable to a non-specialist audience)

The Progress Summary should include:

- A presentation of the problem tackled, and the solution proposed by the project
- Deviations and lesson learnt from the PoC implementation
- The societal impact reached by the project so far
- Outline of the workplan for the expected activities in 2022 and beyond, should the project be selected for further funding.
- Budget estimate
- A list of achieved KPIs **including evidence of achievement for EIT and EIT Food related KPIs**
- (Type of) parties needed for the continuing project phase. Secured already or not.

For reporting and audit purposes, additional documentation/evidence may be requested by the EIT Food Programme Management after 30/11/2021.

### 4.2. Stage 2

Applicants can proceed to stage 2 only if they have completed stage 1. Following stage 1 and by the end of 2021, applicants will receive a recommendation from the Programme Management Team on whether they should bring forward a full application. This is only informative, and a negative feedback does not prevent applicants to submit a full application at stage 2.

The submission template can be found on the EIT Food website: <https://www.eitfood.eu/procurement>. The completed full application must be submitted to [poc@eitfood.eu](mailto:poc@eitfood.eu) by 1<sup>st</sup> February 2022 to be part of the selection.

The submission template includes these sections:

### Workplan and budget

The workplan for an Activity must describe work packages, milestones, deliverables, and next steps towards implementation following successful project realisation. It also defines Outputs and Deliverables, and target values for the KPIs that will be achieved in 2022 and beyond.

### Activity Budget Structure

Activity (KAVA) budget:

- The Activity budget should be broken down into the 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;
- 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;
- In the cost category (A) Personnel, contributions from a single partner organisation should be ideally greater than one FTE, and for each individual person preferably greater than 0.5 FTE, and not below 0.25 FTE;
- To ensure that all consortia can meet the Horizon Europe requirement to execute communication and dissemination activities as part of their work, we require partners to reserve approx. 10% of the total KAVA budget for the development and execution of these activities. This should be much higher in Public Engagement activities, where outreach is the core of the activity

### Funding Structure

There are two sources of funding possible to cover the costs of an Activity: EIT grant funding, and partner co-funding. If an activity is 100% EIT-funded, then the co-funding ratio is 0%. In some instances, Partners and Linked Third Parties are required to budget for a certain level of co-funding in their activities. This means that they are expected to cover a proportion of the eligible costs from their own resources, and would only be reimbursed with EIT grant for a pre-defined percentage of eligible costs. From 2022, all new Public Engagement activities will be required to bring co-funding to their activities.

Therefore, the co-funding ratios (co-funding as a percentage of total budgeted costs) for activities in the 2022 Business Plan are as follows for continuing PoCs:

- the co-funding ratio for Public Engagement (non-RIS) continuing PoCs 10%.
- the co-funding ratio for RIS continuing PoCs 0%.

EIT grant thresholds: Depending on the partner type, there are certain limitations to the maximum EIT grant amount that can be requested for their entire participation in the EIT Food Business Plan 2021-2022 (i.e. the cumulative EIT grant amount from all activities they are involved in). Furthermore, as stipulated in the Partnership Policy, the annual maximum threshold of EIT funding established for each category of Core/ Network Partner applies collectively to the Partner and its Linked Third Parties.

### Full list of KPIs

The applicant should put forward the list of KPIs that are planned to be achieved in 2022 (see section 3.1 on minimum KPI requirement).

## 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.

## Communication and dissemination plan

As part of the Horizon framework, all activities are called upon to take measures to bring their work to the attention of as many relevant stakeholders as possible. Horizon guidance on dissemination as well as communication and a detailed presentation available online propose interesting input and examples on how to communicate EU research and innovation projects<sup>4</sup>. Any communication and dissemination activity related to the project funded by EIT Food, must adhere to the brand guidelines<sup>5</sup>.

For Business Plan 2020, EIT required that ‘each KAVA shall plan for at least one event open to public’. This requirement remains valid, but not limited to, also for 2021-2022 activities and therefore, all proposals will have to incorporate a deliverable “Communication and Dissemination plan”, as well as at least one KPI on dissemination.

It is mandatory to involve 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.

According to EIT Food best practice, KAVAs are not encouraged to set up their own social media channels and webpage, as short-lasting single-activity social media accounts/website are not sustainable. Consortia are asked to use existing accounts (personal or company accounts including EIT Food channels) to promote their work. However, KAVAs who feel the need for the creation of stand-alone webpages and/or social media should contact the EIT Food communication team and present their plan for continuation after funding ends.

For more guidance on communication tools, check the EIT Food communications hub<sup>6</sup>.

# 5. Evaluation

## 5.1. Evaluation - Stage 1

Following the submission of their final DEL and Progress Summary on 30/11/2021, the first stage of the PoCs’ evaluation will take place in December 2021.

---

<sup>4</sup> [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide\\_horizon\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide_horizon_en.pdf)

<sup>5</sup> <https://www.eitfood.eu/branding/category/introduction-2>

<sup>6</sup> <https://eitfood.freshdesk.com/support/home>

By the end of the year 2021, each applying consortia will receive feedback from the Programme Management Team that will include a recommendation on whether they should bring forward a full proposal to start implementing their project in 2022.

The following items will be taken into consideration for the recommendation:

- Demonstrated societal impact potential,
- General project management (e.g. ability to achieve milestones, relevance of project modifications),
- Relevance of the activities implemented in 2021,
- Relevance of workplan outline for 2022,
- Project sustainability,
- Innovation potential,
- Continued contribution to EIT Food Specific Objectives,
- Contribution to EIT core KPIs and EIT Food specific KPIs,
- Continued relevance with Functional Area.
- (Type of) parties in the consortium for the full project

## 5.2. Evaluation – Stage 2 - full KAVA proposal

The full application will be evaluated by external experts and the Programme Management Team in February 2022. Reviewers will use all documents submitted at stage 1 and 2 to establish the project's scoring. The matrix below outlines the overarching structure of the evaluation criteria that will inform the review process.

The evaluation criteria have the following weighting:

- Excellence: 30%
- Impact: 40%
- Quality and efficiency of the implementation: 30%

Excellence – 30%		Impact – 40%		Quality and efficiency of implementation – 30%	
40%	Demonstration of market need / demand	25%	Demonstration of distinctive EIT/EU added value, especially regarding Knowledge Triangle Integration (KTI)	25%	Effectiveness of the proposed workplan
20%	Innovativeness of the proposed solution	25%	Contribution to EIT Food's Impact Goals/ Strategic Objectives	25%	Management structure and procedures
20%	Soundness/credibility of the methodology and strategy	40%	Demonstration of Societal Impact and Contribution to KPIs	25%	Competence, experience and complementarity of the consortium
20%	Value for Money of the proposed activity	10%	Contribution to the Financial sustainability	25%	Robustness of implementation plan beyond the workplan, scale of impact.

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 are then normalised to calculate the final result for the proposal.

The notification of the outcomes will be sent by email to applicants in March 2022. Once notified, successful applicants will start a period of review of the proposal with the Programme Management to ensure full agreement on the 2022 workplan, budget, activity's start date and KPIs.

## 6. Next Steps for Selected Proposals

### 6.1 Final approval for funding

The final list of proposals to be included in the Business Plan 2021-2022 will be approved by the EIT Food Management Board. Partners will be notified and budgets confirmed once final review has taken place.

### 6.2 EIT Food legal framework & legal documents to be signed

Each selected proposal will be included in the Business Plan and EIT's final approval is expected in late December 2022. Following is the legal framework of EIT Food, including the documents that will have to be signed by the selected proposals and any new organisations joining EIT Food as a result of this request for contributors:

- **Partnership agreement (PA) 2021-2024:** signed between the EIT and EIT Food establishing the general terms and conditions under which EIT Food must operate.
  - **Internal Agreement (IA) 2021-2024:** signed between the EIT Food and each Partner transferring PA obligations. It is signed for the same duration as the PA and it includes provisions stemming from the PA, including KIC governance principles, monitoring and reporting, financial sustainability, confidentiality, communication and visibility requirements. Existing EIT Food partners have already signed the IA, while the new partners will have to sign the IA as part of their administrative onboarding with EIT Food.
- (Model) Grant Agreement 2021-2022 (GA): signed between the EIT and EIT Food covering the respective Business Plan period. GA sets out the rules relating to the grant allocated for the implementation of the Business Plan, including activities and budget, rules on cost eligibility, communication and branding, and other.
  - **Accession Form to GA 2021-2022 (AF):** to become a beneficiary in the GA and to ensure eligibility of costs, all partners involved in the Business Plan must sign an AF. New partners will need to sign the AF as part of the onboarding process.

- **Project Agreement (PGA)**: to be signed between EIT Food and the project consortium for the duration of project implementation setting out obligations (such as KPI delivery, Financial Return Mechanism), funding amount for each partner as well as other aspects governing the implementation of the project. The PGA will be signed following the approval of the Business Plan by the EIT.
- **Consortium Agreement (CA)**: to be signed among consortium partners for the duration of project implementation.
- **Revenue Sharing Mechanism Agreement (RSMA)**: Agreement on financial return mechanism needs to be signed between EIT Food and exploiting partner(s) of the consortium. (if applicable)

## 6.3 Monitoring of KAVA Implementation

The activities selected for funding will undergo systematic monitoring and review covering all aspects relating to the action (e.g. staff management, procurement, financial management, quality control) that may result in re-orientation and/or to stopping an underperforming activity, with regular go/no-go decision points, including a possible payment system linked to milestone achievements.

Furthermore, EIT Food will monitor all activities to ensure that targets are achieved within the indicated timeline, including after activity completion to track long-term impact.

## 7. Contact

For further information on the continuing Proof of Concept evaluation process, please contact the Public Engagement Team:  
[PoC@eitfood.eu](mailto:PoC@eitfood.eu)

You can also contact:

[For Public Engagement Proof of Concepts](#)

Sophie Jardin  
Public Engagement Programme Manager  
[sophie.jardin@eitfood.eu](mailto:sophie.jardin@eitfood.eu)

[For RIS Proof of Concepts 2021](#)

Elvira Domingo  
RIS Programme Manager  
[elvira.domingo@eitfood.eu](mailto:elvira.domingo@eitfood.eu)

# Annex 1: Impact Indicators

All EIT Food funded activities should lead to improvement in one or more of the following *Impact Indicators and jointly deliver at minimum the set targets by 2024*:

Impact Goal	Impact Indicator	2024 KIC Targets
1.Improvement in conditions for enhanced public trust in the food system	Increase # people taking part in “co-creation” as part of EIT Food activities.	12000
	Increase # new digital solutions in use to improve supply chain efficiency, integrity, and transparency.	10
2.Better Health Outcomes from our Diet	Increase # consumers using technology, solutions or guidance developed with the support of EIT Food to personalise or change diet in line with relevant Food-Based Dietary Guidelines for Europe <sup>7</sup>	2000
	Increase # food products on the market with levels of salt &/ or free sugars &/or trans & saturated fats reduced to, or below, recommended Food-based Dietary Guidelines for Europe	12
	Increase in the number of food products on the market with an improved nutritional profile	
	Increase # new digital solutions in use to improve supply chain efficiency, integrity, and transparency.	10
3.Improved environmental impact of Agri-Food systems	Volume reduction in CO2 equivalent tonnes <sup>8</sup> from areas/ business segments/practices of the agri-food system identified as major contributory sources by Life Cycle Analysis methodology	8M tCO2eq
	Increase # products on the market derived from alternative sources	15
	Increase # products or processes launched using revalorised &/ or reintegrated food system side-streams and waste streams.	15
	Increase % of alumni of KIC Education activities retained in the food system.	85

<sup>7</sup> <https://ec.europa.eu/jrc/en/health-knowledge-gateway/promotion-prevention/nutrition/food-based-dietary-guidelines>

<sup>8</sup> Applications may wish to include own LCA data, however it is acceptable to reference reliable published 3rd party LCAs and scenario analysis may be used to determine baselines & intervention points (e.g.: “Consumer Footprint – Basket of Products Indicator on Food”, JRC Technical Report, 2017 [https://eplca.jrc.ec.europa.eu/uploads/ConsumerFootprint\\_BoP\\_Food.pdf](https://eplca.jrc.ec.europa.eu/uploads/ConsumerFootprint_BoP_Food.pdf); or the EIT Food sponsored “EnviroScore” project: <https://osf.io/t2hz4/download/?format=pdf>)

4.Enabling transition to a circular and sustainable economy	Increase # of new skills and professions within the food sector supported by EIT Food.	8
	Increase # new entrepreneurs supported by EIT Food and starting a new business within 3 years	60
	Increase # start-ups and scale ups supported by EIT Food trading and reporting 1.5X increased revenue 3 years after support ceased	30
	Increase # new jobs created in start-up/ scale-ups	149
	Increase # new innovation ecosystems/ clusters developed with the support of EIT Food	5
	Increase # products or processes launched using revalorised &/ or reintegrated food system side-streams and waste streams.	15
	Increasing € value attributable to Social, Environmental & Economic Return on Investment per 1€ invested in the EIT Food portfolio of activities (“Portfolio ROI”)	ROI>1:1

## Annex 2: Impact Framework – System Challenges and Associated Indicators

Impact Goal	System Challenges	Impact Indicator	Long-term Impact Measurement
1.Improvement in conditions for enhanced public trust in the food system	Low consumer trust in the food system creates conditions where innovation which may benefit consumers is slowly adopted.	Increase # people taking part in “co-creation” as part of EIT Food activities.	Improvement in trust metrics identified by EIT Food’s Trust Report <sup>9</sup> and Trust Tracker data.
		Increase # new digital solutions in use to improve supply chain efficiency, integrity and transparency.	
2. Better Health Outcomes from our Diet	A combination of the product options encountered by the consumer and the basis of their decision making in relation to those products can have a serious negative effect on both the healthiness and sustainability of dietary choices.	Increase # consumers using technology, solutions or guidance developed with the support of EIT Food to personalise or change diet in line with relevant Food-Based Dietary Guidelines for Europe <sup>10</sup>	Reduction in relative risk of obesity & Non-Communicable Disease (NCD) prevalence in target populations due to known contributory dietary factors.
		Increase # food products on the market with levels of salt &/ or free sugars &/or trans & saturated fats reduced to, or below, recommended Food-based Dietary Guidelines for Europe	
		Increase in the number of food products on the market with an improved nutritional profile	
		Increase # new digital solutions in use to improve supply chain efficiency, integrity and transparency.	Reduction in estimated burden <sup>11</sup> (€) of preventable foodborne disease and targeted contributory food safety factors.

<sup>9</sup> [https://www.eitfood.eu/media/news-pdf/EIT\\_Food\\_Trust\\_Report\\_2020.pdf](https://www.eitfood.eu/media/news-pdf/EIT_Food_Trust_Report_2020.pdf)

<sup>10</sup> <https://ec.europa.eu/jrc/en/health-knowledge-gateway/promotion-prevention/nutrition/food-based-dietary-guidelines>

<sup>11</sup> (<https://www.euro.who.int/en/health-topics/disease-prevention/food-safety/publications/2017/the-burden-of-foodborne-diseases-in-the-who-european-region-2017>)

3.Improved environmental impact of Agri-Food systems	Slow transformation of the agri-food system into a circular economy is holding back improvement in environmental outcomes and leading to wasted resources and lost value within the food system.	Volume reduction in CO2 equivalent tonnes <sup>12</sup> from areas/ business segments/practices of the agri-food system identified as major contributory sources by Life Cycle Analysis methodology	Improvement in impact on ecosystems due to factors identified as EU Green Deal and/ or CAP targets
		Increase # products on the market derived from alternative sources	
		Increase # products or processes launched using revalorised &/ or reintegrated food system side-streams and waste streams.	
4. Enabling transition to a circular and sustainable economy	A shortage of scientific, entrepreneurial and managerial skills needed to solve complex challenges in a changing agri-food system is a major barrier to innovation across the system.	Increase % of alumni of KIC Education activities retained in the food system.	Increasing participation of individuals/ professionals in the transition to a circular and sustainable economy in agri-food
		Increase # of new skills and professions within the food sector supported by EIT Food.	
	Investment in food sector R&D, innovation and start-ups lags behind other sectors in Europe, with the majority of businesses operating at micro-company level with little innovation-led growth. This is holding back transition to a circular, sustainable food economy.	Increase # new entrepreneurs supported by EIT Food and starting a new business within 3 years	Improvement in food system contribution to outcomes under EU Circular Economy Monitoring Framework
		Increase # start-ups and scale ups supported by EIT Food trading and reporting 1.5X increased revenue 3 years after support ceased	
Increase # new jobs created in start-up/ scale-ups			
		Increase # new innovation ecosystems/ clusters developed with the support of EIT Food	

<sup>12</sup> Applications may wish to include own LCA data, however it is acceptable to reference reliable published 3rd party LCAs and scenario analysis may be used to determine baselines & intervention points (e.g.: “Consumer Footprint – Basket of Products Indicator on Food”, JRC Technical Report, 2017 [https://eplca.jrc.ec.europa.eu/uploads/ConsumerFootprint\\_BoP\\_Food.pdf](https://eplca.jrc.ec.europa.eu/uploads/ConsumerFootprint_BoP_Food.pdf); or the EIT Food sponsored “EnviroScore” project: <https://osf.io/t2hz4/download/?format=pdf>)

		Increase # products or processes launched using revalorised &/ or reintegrated food system side-streams and waste streams.	
	The wider value of investment in the transition to a circular, sustainable agri-food economy is not well understood and is not translated into ambitious programmes of impact investment within Europe by non-EU sources.	Increasing € value attributable to Social, Environmental & Economic Return on Investment per 1€ invested in the EIT Food portfolio of activities ("Portfolio ROI")	

## Annex 3: Redress Mechanism

**In case proposers have concerns that there have been procedural shortcomings and/or factual errors in the evaluation of their proposal, they can seek a review of the evaluation procedure through the redress mechanism. It should be noted that this mechanism is not meant to call into question the judgement made by the expert review panel.**

Upon receipt of the outcome of the application, the Activity Leader of the proposal (or a representative of their organisation) may request an evaluation review, if there is an indication that the results of the eligibility checks were incorrect or that there has been a procedural shortcoming or a manifest error of assessment.

A complaint can be made if the Activity Leader considers that the assessment of the eligibility and/or evaluation of their proposal has not been carried out in accordance with the procedures set out in this document. The deadline to launch a complaint is 5 days from receipt of the outcome of the application.

Complaints must be:

- related to the evaluation process, or eligibility checks, for the proposal in question;
- set out a clear description of the grounds for complaint;
- received within the time limit specified above;
- sent by the Activity Leader or a representative of their organisation;
- sent to EIT Food's COO, Charlotte Knowles, [charlotte.knowles@eitfood.eu](mailto:charlotte.knowles@eitfood.eu).

An acknowledgment of receipt will be sent to complainants. This acknowledgement of receipt will indicate the estimated date of a definitive reply.

A redress committee may be convened to examine the eligibility or evaluation process for the complaint. The redress committee will bring together relevant staff of EIT Food and will be chaired by Andy Zynga, EIT Food CEO. The committee's role is to ensure a coherent interpretation of requests, and fair and equal treatment of applicants. During the evaluation review procedure, the committee itself, however, does not re-evaluate the proposal. Depending on the nature of the complaint, the committee may review the evaluation results and examine the CVs of the experts. The committee will not call into question the judgement of appropriately qualified panels of experts. In the light of its review, the committee will recommend a course of action. If there is clear evidence of a shortcoming that could affect the eventual funding decision, it is possible that all or part of the proposal will be re-evaluated.

Please note:

- a re-evaluation will only be carried out if there is evidence of a shortcoming that affects the quality assessment of a proposal. This means, for example, that a problem relating to one evaluation criterion will not lead to a re-evaluation if a proposal has failed anyway on other criteria;
- the evaluation score following any re-evaluation will be regarded as definitive. It may be lower than the original score;
- only one request for evaluation review per proposal will be considered by the committee;
- all requests for evaluation review will be treated in confidence.