

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

EIT Food is looking for organisations from Poland – food producers that would participate in EIT Food RIS Consumer Engagement Labs project.

Application deadline: 28 April 2022, 11 am CEST.

Application template: see Annex.

Applications are invited from countries: Poland.

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

1. Background information

1.1. EIT Food

EIT Food is one of the largest and most impactful food-related initiatives worldwide. As part of the European Institute of Innovation and Technology (EIT), EIT Food connects partners from leading businesses, universities, and research centres across Europe. It is a people-centric and resource-smart transformer of the European food system, driving consumer confidence and improved global health. EIT Food members have a strong belief that the food sector needs to be transformed and that this can only be achieved by reconnecting partners within the food sector and by giving the consumer a more central role.

1.2. EIT Food RIS Consumer Engagement Labs

EIT Food RIS Consumer Engagement Labs is an activity implemented by EIT Food partners in 2019-2022 and led by the University of Warsaw. Consumer Engagement Labs are **pre-competitive co-creation sessions** carried out by a relatively coherent group of consumers in a joint, physical/online place and limited in time, focused on the **development of new product concepts**. In 2022, the project involves pilot implementation of Labs that is addressing the needs of **young people aged 15–19 (older adolescents)**. In order to diagnose the needs of this age group thoroughly, in the co-creation process, both older adolescents and adults will be included. While older adolescents are the best experts regarding their own needs and preferences, their parents and grandparents may provide a new perspective of the older adolescents' food practices as they are the persons that usually prepare food for them. The aim of workshops is to propose innovative and healthy snacks for older adolescents. The **products should be plant-based** and sold as snacks that can be consumed without the need for further processing. Additional information about EIT Food RIS Consumer Engagement Labs is available on the project website at: <http://timo.wz.uw.edu.pl/cel/>

Consumer Engagement Labs have the following **objectives**:

- Development of two new product concepts of innovative and healthy, plant-based snacks that are co-created by older adolescents (young people aged 15-19) and food companies;
- Understanding dietary habits and preferences of older adolescents;
- Gathering insights related to buying and consuming snacks by older adolescents;
- Stimulating the creativity of consumers by engaging them in the co-creation of snacks;
- Empowerment of participating consumers who acquire knowledge and skills related to consumer behaviours, young people's consumption practices and new food product design;
- Establishing collaboration between food retailer and food producers (startup or scaleup companies) aimed at developing and introducing to the market two innovative and healthy, plant-based snacks.

Labs are implemented with the involvement of companies – food retailer and 2 food producers (startups/scaleups). Labs sessions are led by facilitators from University of Warsaw, working with the groups of adolescent and adult consumers. The food retailer – Żabka Polska Sp. z o.o. – has already been selected in a competitive procedure in April 2022 (“Food retailer”). The retailer will participate in the creative processes of Labs and cooperate with food producers selected in this call to introduce new products to the market. The present call focuses on the selection of 2 food producers, who will take part in the co-creation processes and subsequently, will design, develop and introduce to the market new products (1 product per each food producer), offered through the network of shops of the food retailer and based on ideas put forward by consumers.

2. Participation in “EIT Food RIS Consumer Engagement Labs”

Selected activities of “EIT Food RIS Consumer Engagement Labs” will be implemented with the support of dedicated subcontractors. The present call is launched by EIT Food Co-Location Centre (CLC) North-East jointly with University of Warsaw to select two subcontractors - food producers. The selection process is implemented as an open call, using clear and transparent selection criteria, and the selection will be carried out with the help of experts evaluators. In 2022, the subcontractors will benefit from funding to carry out the tasks and implement their contractual obligations (based on subcontracting relationship, i.e. by issuing VAT invoices, without the requirement to apply Horizon Europe rules for personnel cost accounting). The subcontractors will have a precisely defined workplan, linked to the timeline of project activities.

2.1. Eligible organisations

Eligible organisations need to meet the following criteria:

1. A legal person (informal organizations/unregistered startup teams are not eligible);
2. Operating in a country targeted by the Labs (confirmed by company registration address);
3. Incorporated as a company in January 2012 or later (10 or fewer years before the sessions, registration date will be confirmed by the registration certificate);
4. Having as beneficial owner(s), according to Central Register of Real Beneficiaries, the citizen(s) or entities of the country targeted by the Labs;
5. A food producer (company manufacturing food; NACE code C10), focused on products for end consumers (not food ingredients or food-related services);
6. Willing to introduce a new food product from the snack category, designed as the outcome of the Labs in the collaboration with the Food retailer;
7. Not benefiting from funding offered by other EIT Food programs in the year(s) of the project implementation: 2021-2022 (beneficiaries who received EIT Food funding earlier are eligible);
8. Able to sign a subcontracting agreement with the EIT Food Co-Location Centre and act as a subcontractor in a project funded based on Horizon Europe/EIT modalities (EIT Food partners and Rising Food Stars members are not eligible);
9. Carrying out manufacturing operations on-site, leveraging own production equipment (in-house production, not outsourced);
10. Possessing knowledge, skills, and resources needed to carry out the subcontracted tasks.

While evaluating applications, EIT Food will also consider the following criteria:

11. Maintaining an implemented and certified food quality and safety management system, based on one of the following standards/norms: BRCGS Global Food Safety Standard, IFS Food, ISO 22000 and/or FSSC 22000;
12. Compliance with an independent and verifiable standard that ensures the safety and quality of the plant-based raw materials used as product ingredients, such as: RTRS Standard for Responsible Soy Production;
13. Producing products from the snack category or related categories of consumer food products already available in shops, under own brand or distributed under brands of other companies.

2.2. Contractual tasks of subcontractor

Food producer (net funding of 5,000€ to cover the eligible costs of project involvement in 2022):

- 1) Participation in the introductory session with the team from the University of Warsaw;
- 2) Involvement in selected sessions of Consumer Engagement Labs to present the company and work alongside consumers on new product proposals;
- 3) Planning for commercial exploitation of results of the Labs by screening for commercially feasible product concepts;
- 4) Selection of one new food product concept co-created by consumers participating in the Labs session that will be commercialized, with the commitment to introduce the product on the market, following the branding/visual identity guidelines defined by EIT/EIT Food (the development and marketing of the product will not be funded by this project and is the responsibility of the subcontractor, in collaboration with the Food retailer participating in the project);
- 5) Submitting "Report on the new product concept selected for commercialization" (providing details of 1 new product concept selected for market introduction and commercialization plans) - detailed instructions and report templates are provided by the University of Warsaw;
- 6) Participation in the debriefing session with the team from the University of Warsaw to discuss the project experiences and lessons learned;
- 7) Introducing to the market 1 new food product based on "Report on the new product concept selected for commercialization";
- 8) Communication with media (industry magazines, newspapers, specialist Internet portals) to ensure at least 1 publication describing the Labs and its outcomes, published latest by 30 November 2022, consistent with EIT Food visual identity standards and project reporting requirements (other than publications ensured by other organizations participating in the project);
- 9) Participation in the debriefing session with the team from University of Warsaw to discuss the project experiences and lessons learned.

2.3. Benefits for organisation selected as subcontractor

Organisation selected as subcontractor will be offered the following benefits in 2022:

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

- Opportunity to leverage consumer insights and collaborate with the leading food retailer on new product design and commercialisation;
- Knowledge and organisational support of EIT Food, its CLCs and partners in implementation of the activities planned for each subcontractor of the project.

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

3. Selection process

Interested and eligible organisations are invited to **submit their applications by 28 April 2022, 11 am CEST**, using the attached “EIT Food RIS Consumer Engagement Labs” **Application Form**. **Please send the electronic version of application, based on the attached template**, to: kklincewicz@wz.uw.edu.pl. Incomplete applications or applications submitted by ineligible organisations will be rejected. Complete applications will be evaluated by an expert committee using standardized selection criteria. EIT Food reserves the right to contact the applicant organisations by e-mail or phone asking for additional explanations or supporting documents, and to schedule selection interviews with the short-listed organisations. All applications will be evaluated using transparent selection criteria, and all applicants will receive concise written feedback, sent to an e-mail account indicated in the application template.

All proposals will be evaluated taking into account the following **eligibility criteria**, related to the applicants and their operations:

1. A legal person (informal organizations/unregistered startup teams are not eligible);
2. Operating in a country targeted by the Labs (confirmed by company registration address);
3. Incorporated as a company in January 2012 or later (10 or fewer years before the sessions, registration date will be confirmed by the registration certificate);
4. Having as beneficial owner(s), according to Central Register of Real Beneficiaries, the citizen(s) or entities of the country targeted by the Labs;
5. A food producer (company manufacturing food; NACE code C10), focused on products for end consumers (not food ingredients or food-related services);
6. Willing to introduce a new food product from the snack category, designed as the outcome of the Labs in the collaboration with the Food retailer;
7. Not benefiting from funding offered by other EIT Food programs in the year(s) of the project implementation: 2021-2022 (beneficiaries who received EIT Food funding earlier are eligible);
8. Able to sign a subcontracting agreement with the EIT Food Co-Location Centre and act as a subcontractor in a project funded based on Horizon Europe/EIT modalities (EIT Food partners and Rising Food Stars members are not eligible);
9. Carrying out manufacturing operations on-site, leveraging own production equipment (in-house production, not outsourced);
10. Possessing knowledge, skills, and resources needed to carry out the subcontracted tasks.

Eligibility criteria 1-10 will be evaluated on a 0-10 scale: 0 – not satisfactory; 10 – satisfactory.

Applications that meet all of the eligibility criteria (1-10) and receive 100 points will be further evaluated, based on the following **selection criteria**:

11. Maintaining an implemented and certified food quality and safety management system, based on one of the following standards/norms: BRCGS Global Food Safety Standard, IFS Food, ISO 22000 and/or FSSC 22000 (*criterion evaluated on a 0-10 scale: 0 - non-compliance; 5 - system implemented and certified; 10 - system implemented, certified and operating for at least 2 years*);
12. Compliance with an independent and verifiable standard that ensures the safety and quality of the plant-based raw materials used as product ingredients, such as: RTRS Standard for

Responsible Soy Production (*criterion evaluated on a 0-10 scale: 0 - non-compliance; 5 – self declaration of compliance; 10 - compliance confirmed by certificate(s)/accreditation(s)*);

13. Producing products from the snack category or related categories of consumer food products already available in shops, under own brand or distributed under brands of other companies (*criterion evaluated on a 0-10 scale: 0 - no products available yet; 5 - 1 product line available; 10 - 2 or more product lines available*).

Criteria 11-13 will be evaluated on a 0-10 scale. The application can receive max. 130 point for criteria 1-13. Two highest ranked applications that meet all the eligibility criteria (1-10) will be selected.

“EIT Food RIS Consumer Engagement Labs” Application Form

Please fill in the application form, ensuring that **all fields** are completed. Please submit the application in electronic format (PDF) by 28 April 2022, 11 am CEST to email address: kkliniewicz@wz.uw.edu.pl. Applications that are incomplete or sent after the deadline will not be considered. Please do not provide further supporting documents and limit your application to presenting all information required by this form.

“EIT Food RIS Consumer Engagement Labs” Application Form - <u>Food producer</u>			
1. Country	Poland		
2. Name of the applicant organisation			
3. Legal form			
4. Company registration address (street, postcode, city)			
5. Company registration number (KRS)			
6. Date of company registration			
7. Website address			
8. Contact person			
7. Position			
8. E-mail			
9. Phone			
10. I declare that beneficial owner(s) of our company are citizen(s) or entities of the country targeted by the Labs (Poland)			Yes / No*
11. I declare that our company operates as a food producer (NACE code C10)			Yes / No*
12. I declare that our company is willing to introduce a new food product from the snack category, designed as the outcome of the Labs in the collaboration with the food retailer			Yes / No*
13. I declare that our company is not benefiting from funding offered by other EIT Food programs in the year(s) of the project implementation: 2021-2022			Yes / No*
13. I declare that our company is not EIT Food partner or Rising Food Stars members			Yes / No*
14. I declare that our company carries out manufacturing operations on-site, leveraging own production equipment (in-house production, not outsourced)			Yes / No*
15. I declare that our company possesses knowledge, skills, and resources needed to carry out the subcontracted tasks			Yes / No*
16. Please describe your manufacturing operations (production equipment and capacity) and your food quality and safety management system.			
17. Our company maintains an implemented and <u>certified</u> food quality and safety management system, based on one of the following standards/norms:			
BRCGS Global Food Safety Standard	Yes / No*	Year of first certification of the system	

IFS Food	Yes / No*	Year of first certification of the system	
ISO 22000	Yes / No*	Year of first certification of the system	
FSSC 22000	Yes / No*	Year of first certification of the system	
18. Our company complies with an independent and verifiable standard that ensures the safety and quality of the plant-based raw materials used as product ingredients:			
RTRS Standard for Responsible Soy Production	Yes / No*	Compliance formally confirmed by certificate(s)/accreditation(s)?	Yes / No*
Other standard(s), please provide name(s)	Yes / No*	Compliance formally confirmed by certificate(s)/accreditation(s)?	Yes / No*
19. Please name and briefly describe product lines from the snack category or related categories of consumer food products that are produced by your company and already available in shops. For each product line, please state the year of product introduction and explain whether it's offered under own brand or distributed under brands of other companies.			

* - Please select (underline) the applicable answer

By submitting this application form, I confirm that the information provided above correctly represents the scope of activities and plans of my organisation. I understand that the information provided in this form may be used to define obligations in subcontracting agreement. I give consent to processing the application by EIT Food, its Co-Location Centres, University of Warsaw and external experts involved in the evaluation process, and am willing to cooperate to provide further information or documents confirming the facts presented above.

If selected, I declare the willingness to promptly proceed to sign the subcontract agreement with EIT Food based on the template published online by EIT Food as part of the call documentation. I will act as subcontractor in 2022 based on conditions described in the "Call for expression of interest to participate in "EIT Food RIS Consumer Engagement Labs"". I am aware of the scope of services that should be provided and confirm having familiarized myself with the contents of the call and subcontract agreement, published online by EIT Food as part of the call documentation.

Date, place

Name of the person submitting the application

Organisation submitting the application