Call for Proof of Concept
to be executed in 2021

Functional Area Public Engagement

Guidelines

V1 2020-05-04

Contents

The Public Engagement (Communication) Functional Area aims to actively promote and support a shift in engagement from consumers as passive recipients, to citizens as change agents. Through our engagement activities we will:

- Listen to people's concerns and questions;
- Provide knowledge based on facts and science to answer people's concerns and questions;
- Engage people in dialogue and co-creation/ideation;
- Gain trust;
- Mobilise people and convert them into active players/change agents.

The area is subdivided in two programmes: **Explore** and **Network**.

> The **Explore** Programme of EIT Food addresses the needs of the consumer and increases public knowledge and interest in food related topics. This is achieved by providing opportunities to identify needs and ideate/co-create new products, services and technologies, experience new products and trends, services and technologies and to share information in interactive formats.

> The **Network** Programme aims to build a strong global professional stakeholder network around EIT Food and its partners, strengthening co-creation and societal impact.

With these two programmes, it is the intention of EIT Food to build a strong portfolio of public engagement activities that contribute to societal impact and have a strong outreach component. Multi-year, larger activities are instrumental in this. EIT Food wants to stimulate its partners to take this into account in their activity proposals. With a drive for multi-year and larger activities in, and as such larger total investments per activity, EIT Food's Public Engagement area is introducing the Proof of Concepts for Societal Potential for new Public Engagement activities as a first step for all new activities. The Proof of Concept, if successful, should lead to proofed, multi-year activities (KAVA) demonstrating considerable impact potential.

As part of the EIT Food 2021 call (see general guidance), this is a call for Proof of Concepts for Societal Potential. The execution of the PoC will happen in 2021 (more details below). Also in 2021, the results of the PoC will be reviewed by external reviewers and EIT Food Public Engagement Programme Management. Successful concepts will have their full proposals included in the review of BP2022 KAVAs (conditional to funding availability).

1. The Call for PoCs at a glance

Structure of the Call:	**Launch:** 4 May 2020 (webinar will be available on Plaza)
	EIT Food Hype can be used to share your ideas and connect with others (https://openinnovation.eitfood.eu/)
	Intention to submit: 24 May 2020 via email to PoC@eitfood.eu (mention the title of your proposal, the topic and the idea it relates to on Hype if relevant)
	Full PoC submission: 28 June 2020 via email to PoC@eitfood.eu (template available on Plaza)
	Review period: 29 June – 10 August 2020
	Feedback & revisions: 10 August – 25 September 2020
Maximum expected for PoC execution:	50k EUR
KPIs & Deliverables:	PoC's are not required to include mandatory KPIs. The only requirement is a final Deliverable (DEL) to be submitted at the end of the PoC period for evaluation.
PoC run time:	Jan - June 2021

This is an Open Call and as such the Call guidelines will be published on EIT Food Plaza and the EIT Food website and promoted by EIT Food. 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.

2. What is a Proof of Concept?

A proof of concept 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. The Proof of Concept Societal Potential is an opportunity for consortia to spend sufficient time on testing and demonstrating the relevance of the proposed approach chosen for establishing the societal impact feasibility of the project.

The Proof of Concept exercise should take place between January and June 2021. PoCs demonstrating societal potential will bring forward a full proposal for inclusion in the BP2022 for a multi-year (max 3 years) project to commence in 2022. A successful PoC Societal Potential is a prerequisite to bring in a full project proposal for public engagement for new projects in following years.

3. The Proof of Concept (PoC) Process

A Proof of Concept, once approved, will run from **Jan-June 2021**.

It is not mandatory to include KPIs as part of the PoC. However, if your PoC can contribute towards the EIT Food KPIs, please indicate this as this is looked upon favourably.

A **final deliverable (DEL)** is mandatory and should include:

- 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)

And if the PoC has proven to have societal potential:

- The full KAVA proposal (submitted on Plaza)

A consortium may decide that their PoC has not demonstrated enough societal potential to submit a full proposal. If that is the case, only the presentation of the main PoC outcomes is necessary as a final deliverable.

The final DEL will be reviewed by external reviewers and the Public Engagement Programme Management team of EIT Food for inclusion in the Business Plan 2022.

3.1.   The ideation phase

A campaign has been opened on our digital open innovation plateform Hype: *How do we engage with people to become change agents in the food system?* https://openinnovation.eitfood.eu/

Hype can be used to share ideas, receive feedback from fellow partners, and for the first time, external interested parties, and facilitate the creation of project teams. It is not mandatory to create an idea on Hype in order to submit a PoC.

To request access send an email to: PoC@eitfood.eu.

3.2.   The intention to submit

The intention to submit is simply an email to be sent to PoC@eitfood.eu with the title of your proposal, the topic, a brief outline of the consortium skillset and the name of the idea it relates to on Hype if relevant. The reason for an intention to submit is for EIT Food to gauge the interest in this call and to find suitable reviewers.

The intention to submit should be sent to PoC@eitfood.eu by **24 May 2020** at the latest.

3.3.   The submission template

The submission template can be found on Plaza. It should be a maximum of 7 pages. The Proof of Concept should be submitted to PoC@eitfood.eu by **28 June 2020** to be eligible for inclusion in the BP2021.

The submission template includes these sections:

The idea

This section shall describe the societal potential of the proposed idea.

- o Brief description of the idea to be taken to proof of concept
- o How many years in total foreseen (if the PoC goes to full proposal)

- The problem: Describe the problem or the need that the idea is aiming to solve or alleviate. Substantiate this need with relevant data.
- The solution: Explain how the idea improves the target group's situation or impacts their behaviour or thinking or strengthens their understanding.

Demonstration of Societal Potential

This section shall describe the expected impact. It should include a clear explanation of why the solution proposed is new or improved, when compared to already existing solutions, in terms of societal potential.

- Identify and describe any effect or benefit to the economy, society, culture, public policy/services. Describe how you will assess this during the PoC stage.
- Describe how many people reached directly with the project and how this contributes to societal potential. Describe how you will test this assumption during the PoC stage.
- Describe how and where you will test and validate the potential of the PoC and its outcomes.
- Describe what steps you will take and what contacts you will set up with industrial partners, societal or cultural organisations, policy makers or any other potential users or sponsors of the projects' results to maximize impact.

Quality and efficiency of the implementation

- **PoC Workplan:** Outline key strategy, methodology used and planned tasks of the PoC stage.
- Demonstrate the **relevance of consortium** proposed for establishing the societal potential of the project (see section 3 for more information).

  - Describe consortium skills needed, their role in the project and achievements/experience in relation to the role proposed. Why are these the right skills for these activities. Describe what skills already exist within the consortium and how you will find parties with the right additional skill sets during the PoC stage.

  - Main strengths and weaknesses of the proposed skill sets, how to manage risks and weaknesses? Describe how you will test if these are the right skill sets during the PoC?

- **Budget:** Present the estimated total cost of the PoC. The maximum budget is 50k to be spent between January and June 2021. Mention the breakdown per cost category:
  - A Personnel Cost: estimated amount and number of FTE foreseen
  - D1 Travel and subsistence: cost estimated and brief justification
  - D3 Cost of other Goods and services: estimated and brief justification
  - Other: specify the cost category and a brief description

4. Consortia

Consortia with the potential to create significant impact are invited to apply. PoC's can be applied to with only one partner and the PoC period can be used to build the consortium for the following years. However, the PoC submission needs to already outline the key skills needed for the full activity to be successful.

To facilitate consortium building, please see our campaign on Hype: *How do we engage with people to become change agents in the food system?* (https://openinnovation.eitfood.eu/)

Consortia will need to include at minimum one EIT Food partner (Activity Leader). PoC ideas put forward by external parties will need to find an EIT Food partner to lead. This will be facilitated by including external parties that show interest on the Hype platform.

This is an Open Call and as such the PoC call guidelines will be published on EIT Food Plaza and the EIT Food website and promoted by EIT Food.

5. Themes

1-2 PoCs per theme will be funded. The PoC, if successful, should lead to longer term projects demonstrating considerable impact to start full activity from 2022.

To complement our current portfolio, proposals which fit within one of the below themes in line with the EIT Food impact indicators and Focus Areas are invited to apply:

- **THEME 1 - Improving societal health to reduce childhood obesity**
- **THEME 2 - Improving societal health to reduce the prevalence of NCDs**
- **THEME 3 - Sustainability in the food chain to reduce greenhouse gas emissions**

RIS proof of concept proposals can also be submitted. Proposals targeting beneficiaries from EIT RIS regions should be contextualised for the targeted RIS regions and comply with the specific RIS eligibility criteria. To find out the requirements for proposals in the different functional areas, please refer to the relevant parts in the general Call Guidelines or visit the RIS Call 2021 section on Plaza.

6. Evaluation

6.1.   Evaluation of the PoC Societal Potential proposal

PoCs will be evaluated based on their:

- Unique and innovative approach
- Impact potential
- Feasibility of workplan and implementation approach
- Long term sustainability approach
- Impact tracking approach

All PoC proposals will be evaluated by external reviewers and EIT Food Programme Management.

The final submission for PoC proposals is **28 June 2020**.

6.2.   Evaluation of the full KAVA proposal

The success of the Proof of Concept will be evaluated based on its demonstrated societal potential. In July 2021, the Final DEL of the PoC will be evaluated by external reviewers. The review of the PoC will also include a review of the full proposal to be included in the BP2022.

Please note that public Engagement full KAVAs (excluding infrastructure activities) can continue for a maximum of three years (not including the year of PoC activity). Activities need to re-apply for funding renewal each year, through the call for continuing activities. As part of that call, the projects receive a go or no-go for continuation based on a project review of ongoing activities. In case of a no-go, the funding will end.

7. 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.