

# Marketed Innovation Prize Scope and Rules

(PZ-IN-OC-24-01)

## 1. Overview

As EIT Food, we, our partners and start-ups have continuously invested in innovation since our inception, bringing numerous products and services to market. We want to reward the success of our community and recognise the impact that the products and services derived from EIT Food projects and programmes have had, through a prize challenge.

The prize is open to all organisations who have developed a product or service that has reached the market, following their receipt of support from EIT Food.

The best marketed innovation per region (North-East, West & South) will be awarded a prize of €10,000 and the best marketed innovation of each of the five subcategories (see Section 2) will be awarded a prize of €5,000 each. Those marketed innovations must demonstrate impact in the market, following involvement with EIT Food projects or programmes. Successful entries will also be included in a “Best of Food Innovation” feature to be compiled by EIT Food.

Details of the prize, application process and eligibility are below. The deadline for applications is Tuesday 22<sup>nd</sup> October at 23:59 CET, and the Prize Winners will be notified within 3 weeks of the closing date.

Marketed Innovation – Overview	
Application Open Date	Tuesday 10th September 2024
Application Close Date	Tuesday 22 <sup>nd</sup> October 2024, 23:59 CET
Max funding available	55,000 EUR
Number of prizes	3 x 10,000 EUR Main category prize 5x 5,000 EUR Subcategory prize
Prizes – Main Category	<ul style="list-style-type: none"> <li>• Best Marketed Innovation <a href="#">North-East</a></li> <li>• Best Marketed Innovation <a href="#">West</a></li> <li>• Best Marketed Innovation <a href="#">South</a></li> </ul>
Prizes – Subcategory	<ul style="list-style-type: none"> <li>• Best Diversified Protein-based Solution</li> <li>• Best Regenerative Agriculture Solution</li> <li>• Best Sustainable Packaging Innovation</li> <li>• Best Food Waste Reduction Solution</li> <li>• Woman in Innovation</li> </ul>
Communication from EIT Food to selected Prize winners	within 3 weeks of the closing date
Contracting obligation	up to two days, after the EIT Food notification

## 2. Market Innovation Prize Challenge

### Prize Challenge outline

The prizes will be awarded to impactful innovations which have reached the market and have achieved a level of commercial success. We are looking for products or services which have been developed in part or in full as a result of your engagement with EIT Food. This could be products/services which were developed whilst receiving support from EIT Food (for example during a project), or products/services which have been developed after receiving EIT Food support (for example after a project has been finalised), using the knowledge gained during the project:

- The three best marketed innovations will be awarded a prize of €10,000, one per region.
- Five marketed innovations will be awarded a prize of €5,000 for the following categories:
- Best Alternative Protein-based Solution - Awarded to the most innovative new protein product/solution.
- Best Regenerative Agriculture Solution - For the most impactful regenerative farming technology.
- Best Sustainable Packaging Innovation - Recognizing the most eco-friendly packaging solution.
- Best Food Waste Reduction Solution - For the innovation that significantly reduces food waste.

- **Woman in Innovation** – A specific award to showcase successful innovations by female entrepreneurs in the sector. The award is open to entrepreneurs (individuals) or female-founded startups which have been through an EIT Food programme. In this case the applicant should be a woman founder or cofounder of the startup and should have been benefited from an EIT Food activity/ programme.

You will be asked to select which of the five subcategories you would like to apply for. You may select more than one, or none. All entries will be submitted into the 'Best Marketed Innovation' category

#### Additional benefits for the winners:

- **Visibility:** Winners will gain exposure for their work through promotional activities and media outreach by EIT Food, including but not limited to:
  - News article and spotlight on the EIT Food communication channels, including an article on the FoodUnfolded platform
  - The opportunity to present their initiative at an EIT Food-organised webinar, e-breakfast, or other events
- **Recognition:** Winning the competition will serve as a prestigious recognition of their achievements and may open doors for future career opportunities

You may have several products or services that have achieved market success related to one project, or across several projects. You can submit multiple entries for the prize, each one will be evaluated independently.

Where a consortium was involved in the project, any division of the prize across the consortium partners will be the sole responsibility of the organisation submitting the application.

#### Eligibility Conditions

- The prize is open to all organisations who have developed a product or service that has reached the market, following their receipt of support from EIT Food, including organisations currently active in our programmes, and alumni.
- **The Prize is open to all organisations who have been a named recipient of support from any Innovation, Education, Public Engagement or Business Creation project or programme, from 2021 to 2024.** Note, the marketed innovation submitted must relate to the work done on the project or programme.
- The Prize is open to organisations:
  - who have been a named recipient of support from EIT Food who have not yet reported a marketed innovation with sales revenue of at least 10 000 EUR documented
  - who have already reported a marketed innovation with sales revenue of at least 10 000 EUR documented as part of their participation in one of our programs.
- The Prize is not open for entrants of the previous edition of the Marketed Innovation Prize (in 2022).

- Organisations are eligible to win more than one prize in this competition for the same innovation.

## Key Performance Indicators (KPIs)

All **EIT Food funded** activities aimed at testing, launching, or scaling products and services should achieve relevant Knowledge Performance Indicators (KPIs). For the Marketed Innovation Prize the main KPI's is called **Marketed Innovations (EITHE02.4)**, which is an indicator of products reaching the market and generating sales.

EIT Food tracks **Marketed Innovations** by requiring specific reporting documentation at the end of the funding period to prove the number of innovations introduced on the market during the project duration.

### Innovations launched on the market [EITHE02]

#### Definition:

- **[EITHE02.4]** Number of innovations introduced on the market during the KAVA duration or within 3 years after completion with sales revenue of at least 10 000 EUR documented.

#### Supporting evidence:

This is the required information to support your application to this prize award. Please see Annex 2 & 3.

#### Structured data:

- Year of reporting
- Name of the Innovation
- Type of innovation (e.g. new product, new service)
- Market (country)
- Country of origin of the company commercializing the innovation
- Was the innovation developed and launched on the market as a result of the capacity building activities delivered as part of the HEI CBI?
- Total revenue from the innovations launched on the market for the reported year in EUR. For open access innovations only: number of confirmed users.
- Was the innovation launched by learners/graduates from labelled programmes (or with direct link to participating in the labelled activity)?

#### Supporting Evidence (attachments):

- Description of product or process with specified performance characteristics/physical parameters/functionalities demonstrating novelty (new or significant improvement) of the product/process
- Declaration demonstrating link with a specific KIC KAVA (indication of the specific output of KIC KAVA(s)) and financial proof of the KAVA investment in the innovation development
- Documented proof such as an invoice or an online sales record demonstrating that the purchases totalling to at least 10 000 EUR has been made by a customer.

Please see Annex 1 for additional eligibility restrictions.

## How to Participate

- To submit your application, you will need to complete the online application form (<https://www.myeitfood.eu/s/xx-call-for-proposals/a1EP5000001KkEDMA0/marketed-innovation-prize>). The deadline for submission is Tuesday 22<sup>nd</sup> October at 23:59 CET. Any entries received after this time will not be eligible for the prizes.

Your submission must include:

- A completed Application Form including the structured data and supporting evidence (<https://www.myeitfood.eu/s/xx-call-for-proposals/a1EP5000001KkEDMA0/marketed-innovation-prize>)
- The Marketed Innovation Description Form (Annex 2)
- The Marketed Innovation Declaration Form (Annex 3)
- The Invoice/s

## Selection Process

All entries will be evaluated based on the following Selection Criteria, out of a maximum score of 50 points:

- Quality of the Innovation (maximum 10 points)
- Strategic impact (maximum 20 points)
- Commercial success (maximum 20 points)

Applications will be evaluated by an EIT Food evaluation panel of a minimum of 3 members, chaired by the Chief Impact Officer. EIT Food will ensure the absence of conflict of interest of the members of the Evaluation Panel, ensuring a fair, transparent evaluation and equal treatment of all entries and participants. Entries will be evaluated based on (compliance with) the Selection Criteria (as specified above), and on the impact achieved.

The evaluation panel will review all entries, and cross check against publicly available information.

## Prizes Award

- The Prize Winners will be notified by EIT Food. The Prize Winners shall receive the Prize amount through a bank transfer and subject to the signature of Prize Agreement between the respective Prize Winner and EIT Food.

## Prize Winners Obligations

- Signature of a Prize Agreement is required to receive the Prize. The prize can only be granted as a full package, and not divided.
- The Prize Winners will have two days, after the communication of their acceptance, to sign (each team member) and send electronically the “MARKETED INNOVATION PRIZE AGREEMENT” with EIT Food.

- If the Prize Agreement in this section has been successfully completed, the corresponding prize shall be issued to the bank account specified in the agreement.
- The prize winners shall be responsible for all possible taxes, wire transfer costs and other possible costs related to the payment of prize amounts.

### Appeal on Evaluation Results

All applicants will be alerted in writing to the outcome of their proposal.

They can submit an appeal within 5 days of receiving their result, if:

- The evaluation of their application has not been carried out in accordance with the procedures set out in this document.

For more details, please refer to [EIT Food Redress guidance](#).

## 3. Acceptance of Rules & Regulations

- By submitting an application to the “Marketed Innovation Prize” (the “Prize”), you agree to be bound by the following legal terms (“Rules and Regulations”) governing the Challenge managed by EIT Food in with the following Challenge Website
- Under all and any circumstances, EIT Food have the right to change the set-up of the Prize or to extent or terminate the Prize before the end of the term of the Prize. Furthermore, EIT Food in all and any circumstances has the right to change any provisions of these Rules & Regulations, and any other terms, policy or guideline governing your use of the website, at any time in its sole discretion. Such changes will be effective upon posting such revisions on the website, and you waive any right to receive specific notice of such changes. You should frequently review these Rules & Regulations and any other applicable rules, policies or guidelines on the Prize webpage.
- You agree that these terms and the relationship between you EIT Food shall be governed by the laws of Belgium and that any disputes arising out of your participation in the Challenge shall be submitted to the jurisdiction of the Court of Leuven.
- By submitting your entry, you grant EIT Food the right to share your information with the EIT, and to publicise your success story and impact summary. Note, evidence of your commercial success will not be made public but would be provided to EIT through the confidential reporting process.
- By submitting the requested information, Participants represent and warrant that they have all rights, title and/or interest in it and that it is accurate and complete and that by submitting their entry to the Marketed Innovation Prize, they are not and will not be likely to be violating any contract or third-party rights, including any patents, copyright, trade secret, proprietary or confidential information, trademark, publicity or privacy right.

## ANNEX 1 – ELIGIBILITY

### **Please Note:**

1. According to EU policies and measures, Russian and Belarus entities will not be authorised to participate in any new grant under the EU Research and Innovation programmes. This ban applies not only to their potential participation as beneficiaries, but to their potential participation in any kind of role: beneficiaries, linked third parties/affiliated entities, subcontractors, in-kind contributors, international partners/associated partners, and third parties receiving financial support. Find the full statement from the European Commission here. Other countries so designated by the EU will also be likewise ineligible for funding.
2. Pursuant to Article 2 (2) of the Decision 2022/2506 of 15 December 2022 on measures for the protection of the Union budget against breaches of the principles of the rule of law in Hungary *where the Commission implements the Union budget in direct or indirect management pursuant to of Article 62(1) points (a) and (c), of Regulation (EU, Euratom) 2018/1046, no legal commitments shall be entered into with any public interest trust established on the basis of the Hungarian Act IX of 2021 or any entity maintained by such a public interest trust.* This prohibition applies to financial support to third parties (sub-grants and prizes), hence the proposal of any entity or group of entities where a Participant is included in the list of public interest trusts shall be considered as not eligible.

## ANNEX 2 – THE MARKETED INNOVATION DESCRIPTION FORM





## EITHE02 – SUPPORTING DOCUMENT - NEW PRODUCT OR PROCESS DESCRIPTION

XX/XX/2024

- *KAVA CODE:*
- *KAVA TITLE:*
- *ACTIVITY LEADER:*
- *NEW PRODUCT/PROCESS DEVELOPED:*
- *Documented proof such as an invoice or an online sales record demonstrating that the purchases totaling to at least 10 000 EUR has been made by a customer : [YES] [NO]*

### 1. **PRODUCT/PROCESS** PERFORMANCE CHARACTERISTICS

### 2. **PRODUCT/PROCESS** PHYSICAL PARAMETERS

### 3. FUNCTIONALITIES DEMONSTRATING NOVELTY OF THE **PRODUCT/PROCESS**



Co-funded by the  
European Union



**EITHE02 – SUPPORTING DOCUMENT - NEW PRODUCT OR PROCESS DESCRIPTION**

**TITLE FIRST NAME FAMILY NAME**

**SIGNATURE**

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## ANNEX 3 – THE MARKETED INNOVATION DECLARATION FORM



Co-funded by the  
European Union



**EITHE02 - DECLARATION DEMONSTRATING LINK WITH A SPECIFIC KIC AND FINANCIAL PROOF OF THE KAVA INVESTMENT IN THE INNOVATION DEVELOPMENT**

**TITLE FIRST NAME FAMILY NAME**

**JOB TITLE**

**COMPANY / ORGANIZATION**

**ADDRESS**

XX/XX/2024

On behalf of COMPANY / ORGANIZATION, I confirm that EIT FOOD has provided added value to the creation of the PRODUCT / SERVICE NAME as follows:

- My organization has been involved in the EIT FOOD Activity ACTIVITY NAME (ACTIVITY CODE).
- In this Activity, the following new product | service | process named NAME OF THE PRODUCT was launched into the market in the year [REDACTED]:
  - Description of the new product/service with specified performance characteristics/physical parameters/functionalities demonstrating novelty of the product/process.
- The following work in the EIT FOOD Activity contributed to the launch of the product into the market:
  - Description of the task
  - Description of the task
- My COMPANY / ORGANIZATION has a collaboration agreement with EIT FOOD (in the form of grant agreement | subgrant agreement | other (specify)).

Attached to this statement is the documented proof demonstrating the launch of the new product into the market / that the purchase has been made by a customer (e.g. invoice, sales contract, order form, etc.).

**TITLE FIRST NAME FAMILY NAME**

**SIGNATURE**

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