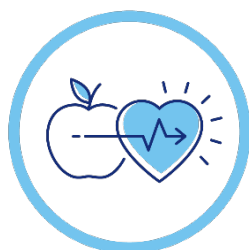


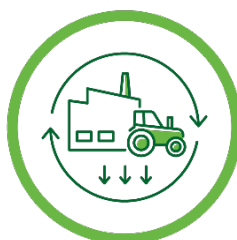


Co-funded by  
the European Union

# Single Project Co-funding Opportunity



**HEALTHIER LIVES  
THROUGH FOOD**



**A NET ZERO  
FOOD SYSTEM**



**REDUCING RISK  
FOR A FAIR & RESILIENT  
FOOD SYSTEM**

## Guidance Document

IMP-STR-2325-OC-01

EIT FOOD  
Leuven, Belgium  
14 September 2023  
**Version 1.3**

**Amended 14 September 2024**

Eitfood.eu

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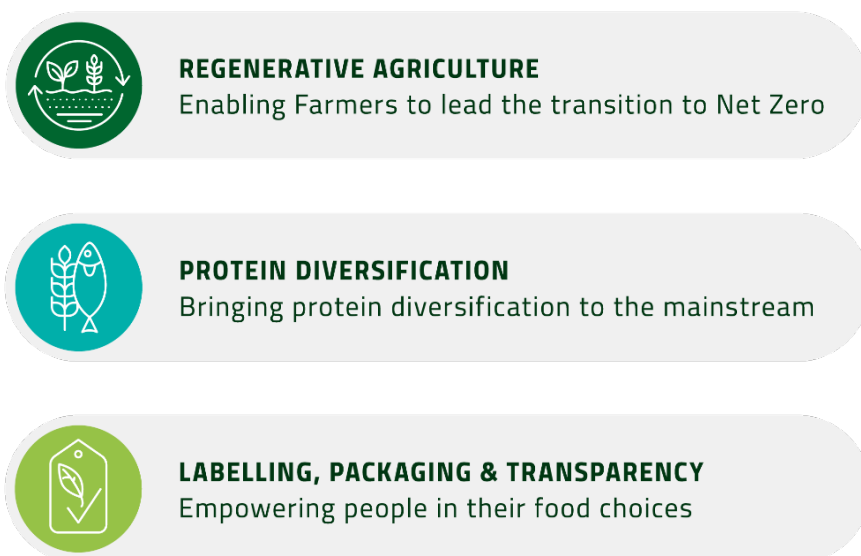
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## 1. Introduction

**EIT Food** is dedicated to creating lasting and sustainable change in the food system. Our new funding stream aims to do this by investing in innovative solutions to some of the most urgent challenges in skills, innovation, business creation and public engagement.

This funding opportunity is designed to help you make a difference in priority areas identified by the EIT Food community. These are where we feel are most likely to deliver long-term impact across our three [Missions](#). These priority areas are:



We also fund long-term partnerships and programmes which build capacity for systems change and aligned to our Mission targets, such as test environments, demonstrators, clusters, knowledge exchange and professional skills activities through our parallel [Collaborative Missions Programmes](#) funding scheme. That scheme is intended for larger scale and longer term, multi-party partnerships which enable systems change more widely.

It may be that you are reading this as a start-up hoping to accelerate the growth of your business as a whole, rather than developing single solutions or products, in which case our other business development funding routes are a more appropriate choice for you. Please get in touch with your nearest [EIT Food office](#) to discuss your options.

We may also issue very specific funding calls and competitions from time to time to accelerate progress in defined areas. We will also offer opportunities for organisations and individuals to play specific roles in our internal business programmes. All of these will be advertised at [www.eitfood.eu](http://www.eitfood.eu).

## 2. Purpose of the Call

You will often see us talking about the impact of our work. By this, we mean the identifiable benefits that people, businesses, organisations or society in general will experience through the work we fund.

This funding call is aimed at creating greater, combined impact from our portfolio of investments by targeting improvements in certain points of the food system. Your proposal should address one or more of the following challenges:



### **REGENERATIVE AGRICULTURE**

Enabling Farmers to lead the transition to Net Zero

- De-risk transition to Regenerative Agriculture for farmers, incl. carbon farming and carbon pricing
- Enable & incentivise reductions in Scope 3 emissions
- Reduce food loss
- Reduce occurrence and risks in water scarcity/management
- Reduce cost of Regenerative Agriculture transition to business and consumers
- Demonstrate improvement in Soil Health & Biodiversity



### **PROTEIN DIVERSIFICATION**

Bringing protein diversification to the mainstream

- Collaborative reformulation, involving primary producers, processors, retailers & “out-of-home” business.
- Increased availability of affordable, nutritious, sustainable food products targeting NCD risks in key markets & demographics
- Improved production and manufacturing processes to reduce environmental impacts
- Adoption of new business models enabled through Protein Diversification
- Education and awareness programmes on the benefits of a diverse protein diet.



### **LABELLING, PACKAGING & TRANSPARENCY**

Empowering people in their food choices

- Digitally enabled, communication of food product integrity & supply chain to consumers
- Digital tools along value chains to reduce cost & complexity in producing standardised score-based food labels
- Increased uptake of affordable, nutritious, sustainable food products targeting NCD risks in key markets & demographics
- Improved manufacturing processes to supply more food products building economic value from food waste and side streams
- Inform and increase consumer demand for circular economy benefits from food choices

Please refer to the [Mission Insight Reports](#) produced by the EIT Food community for ideas on the points of greatest need and greatest impact opportunities across the food system.

Our core funding document EIT Food [Strategic Agenda 2021-27](#), has even more information, baselines and data sources to help you forecast your long-term impact when you apply to us for funding. You'll also find questions to help you understand the long-term benefits we're looking for in **Annex 1 – Impact Questions to Consider**, later in this document.

If you don't have experience in forecasting social, economic or environmental impact, we suggest you include 5-10% of your budget to carry out an impact assessment planning exercise. Doing this early in the project will give you a set of indicators and methodology to use, and an assessment plan to work towards. We might even ask you to do this as an early deliverable in your project if we feel it necessary.

### 3. Types of proposals sought

This Single Project Funding Opportunity invites proposals from all sides of the knowledge triangle: innovation, education, and entrepreneurship, but in combination with a key fourth element, citizen/public engagement.

All our funded projects are collaborative and require a minimum of two organisations working together. At least one of these should be a company or social enterprise directly involved with key communities, and at least one other should be a research or university organisation. These organisations should be from at least two different countries participating automatically or by association in the Horizon Europe programme.

We can be flexible in what we fund. While we are always interested in funding new R&D and commercialisation projects with good prospects of getting to market within 12-18 months, we can also provide funding to:

- Existing research project teams who have a commercialisation or impact plan that needs follow-on funding to get to market. These do not have to be previous EIT Food projects – we can support projects previously funded by other EIT organisations, EU programmes and third-party funders – but we cannot “double fund” other current EU funded projects.
- Develop and market new applications and business models for existing technology. This includes transferring proven technology from other sectors into the food industry.
- Run market demonstration and scale-up activities for high impact products or services that already have promising results.
- Demonstrate and expand impact from existing innovative social enterprise, dietary health or education programmes and interventions leading to behaviour change or better consumer outcomes.

Under this scheme, we encourage proposals from consortia based around lead organisations which have the capabilities to move quickly and effectively in creating impact from our co-investment, supported by high-quality research, communications and impact assessment expertise.

## 4. Timeline

This funding opportunity is intended to remain open until 31<sup>st</sup> December 2025. We'll periodically assess the applications we receive according to the timetable below. Should funding become limited at any point, requiring us to introduce a cap on total awards, or should the funding window be extended, we'll update this timeline and communicate this publicly.

Call open	14 <sup>th</sup> September 2023
Submission Windows (12h00 CET deadline)	16 <sup>th</sup> November 2023 14 <sup>th</sup> March 2024 11 <sup>th</sup> July 2024 14 <sup>th</sup> November 2024 13 <sup>th</sup> March 2025 10 <sup>th</sup> July 2025 13 <sup>th</sup> November 2025
Evaluation	Up to 6 weeks post submission deadline
Preliminary communication to selected projects	7 weeks post submission deadline
Project Grant Award letters sent and contracting begins*	11 weeks post submission deadline

\*Pending review and validation from the EIT

## 5. Call specific requirements

We invite proposals from all sides of the knowledge triangle - innovation, education, entrepreneurship - strengthened by public/citizen engagement. **Proposals may be aimed at producing either commercial or not-for-profit outcomes leading to impact.** The commercial profile of your proposal will determine the funding requirements applied. Please read this section in full for details.

### 5.1 Initial Funding Amounts and Duration

The starting funding amount allocated to this 2023–2025 funding scheme is €30m. The purpose of this funding scheme is to support your investment in improving the food system.

#### 5.1.1 How Does the Funding Work?

Where you can assure us of your collective ability to fund a minimum of 30% of your eligible project costs from other non-EU sources, we can reimburse up to 70% of the eligible project costs. Individual members of a consortium can each contribute co-funding and resources at different rates (e.g., one party may decide to take less grant funding and contribute more in-kind or co-funding to the budgets for strategic reasons, thus allowing other parties to have a higher de facto reimbursement rate within the project funding envelope). There are rules around which costs are allowed and how you can claim them detailed later in this document. Other EU funding is not an eligible source of co-funding under this scheme.

**We expect to fund commercial projects under this scheme with EIT grant funding of up to €1,000,000 per project over a period of no longer than 18 months initially.**

In this context, by “commercial” we mean projects with outcomes which potentially lead to trading profits via fees, sales or other income to an organisation or organisations funded under the project. Examples of this may include service fees, licensable or sale-able Intellectual Property or know-how, product sales, establishing a spin-out vehicle for investment or trading purposes, etc. Commercial

projects also include those with benefit to linked third parties such as group companies and discounted trade between linked parties. All such projects must have a strong commercialisation strategy.

Once we have feedback from the evaluation process, we may require you to produce revised or more detailed commercial plans as an early project deliverable, even if your application is unsuccessful.

**For non-commercial projects we expect requests of EIT grant funding up to a total of €100,000 per project over a period of no longer than 18 months initially.**

This applies where a proposal is aimed primarily at delivering outcomes leading to not-for-profit impacts (those not aimed directly at generating trading profits, income for distribution to shareholders, or similar). These could be social, health or consumer behaviour interventions, or products, services or learning resources being made available on a verifiable “cost-recovery only” or free at point-of-use basis.

### 5.1.2 Community Reinvestment

In return for de-risking your commercial investment through our funding, we'll ask you to participate in a *Success Sharing Mechanism*. This allows us to reinvest in our community, to drive more systems change that will benefit us all.

This creates the potential, over a reasonable period, to return a minimum of 100% of the value of the project funding you benefit from in your commercial plans and outcomes under the project award.

As a community, we're invested in your success. We will only ask you to pay that success forward if you achieve it - as projected in your proposal. More details can be found on our website under [Success Sharing Mechanism](#).

If this requirement applies to your project, we'll put in place a short additional agreement alongside the main grant funding agreements. If that commercial success genuinely doesn't happen, whether unintentionally or by design (e.g., for some social enterprise or education initiatives), there will be nothing further to contribute. That's why we talk about de-risking. Your financial risk today is significantly reduced and, if there is a commercial upside to you or any member of your consortium, the benefits are shared with others to support future risk-takers changing the food system.

**For non-commercial projects making a significant contribution to our impact indicators, but not-for-profit in nature, you are entitled to request a full or partial waiver of the Success Sharing Mechanism during the application process.**

To apply for a waiver, please complete the relevant section of the application form.

**Any such waiver is granted at the sole discretion of EIT Food's Executive Management Team.**

### 5.1.3 Duration

We welcome applications for projects of **up to 18 months** initial duration. An option for follow-on funding for a further 6 months, post project end date, is available for all projects, which will be performance dependent. For example, an extension may be granted, but only if all deliverables and KPIs originally proposed have been delivered. This extension period must be formally requested and approved by EIT Food. The purpose of any extension period is to build upon success, for example, to

enhance commercial performance, generate further KPIs, demonstrate impact or scale-up business activity. Any extension or follow-on funding decision is at the discretion of EIT Food.

## 5.2 Core KPIs and Deliverables

### Product or Services Projects

Projects aimed at testing, launching or scaling products or services should have relevant Core KPIs:

- **Marketed Innovations** (EITHE02.4). Number of innovations introduced on the market during the project duration or at the latest within 3 years from the start of the project with a sales revenue of at least 10 000 EUR documented.
- **Start-ups created of/for innovation** (EITHE04.4). Number of start-ups established in year N as a result / based on the output(s) of project (s), or start-ups created for the purpose of an innovation project to organise and support the development of an asset having financial transactions of at least 10 000 EUR for a service/product) sold to customers during the project duration or at the latest within 18 months from the start of the project.

### Non-Commercial Projects & Optional Additional KPIs

Non-Commercial projects may also identify similar objectively measurable KPIs such as services launched and used by a target number of end-users/ beneficiaries to support their claims towards impact. In this case, we may require an updated performance measurement plan from you as an early deliverable to ensure we are both clear on how to monitor and evaluate your success.

EIT Food reserves the right to reject proposals that do not include clear and relevant KPIs.

You can find a full list of [EIT KPIs here](#).

For applications including an education component or KPI EITHE07.1 Graduates from EIT labelled programmes, these will need to align with EIT Label accreditation during the grant period. Please [click here](#) for further Guidance. This requirement may be formalised as a Deliverable or condition of funding.

### Deliverables

Clearly defined deliverables are critical for all projects, as your deliverables demonstrate the work you have done, the value you have added and how others can benefit. For all projects, at least one deliverable should be produced at the end of the activity. Depending on the duration and development phase of your project, you may require multiple work packages. In this case, you should plan to produce relevant deliverables and milestones for each work package so that we can assess progress together, in order to achieve the main outputs of the project.

A communication, dissemination and outreach plan must also be included for all projects (see [website for Brand Guidelines](#))

Applicants are reminded to check the maximum number of deliverables that can be submitted in the application portal.

For a full glossary of terms including outputs and deliverables, please visit our [website](#).



### 5.3 Eligibility of Costs

All costs need to comply with Horizon Europe regulations regarding the eligibility of expenses. Please refer to Article 6 of the [Model Grant Agreement](#) and the [Annotated Model Grant Agreement](#).

In addition to the guidance provided by Horizon Europe, please note that participants are not permitted to give a subgrant to another third party.

If proposals under this scheme would involve sub-contracting or making further awards or prizes to third parties (e.g., through start-up or technology competitions) those further awards must be made on a competitive basis to a similar or higher standard normally operated by EIT Food.

In addition to the guidance provided by Horizon Europe, the proposals must comply with the following maximum thresholds:

- Subcontracting can amount to a maximum of 15% of total costs.
- Depreciation can amount to a maximum of 10% of total costs. In case of adding additional depreciation costs, please consult EIT Food in advance.
- Sub-granting: participants will be funded through a subgrant. Participants are not permitted to give a subgrant to another third party.

### 5.4. Intellectual Property Policy

[EIT Food Intellectual Property's \(IP\) Policy](#) complies with Horizon Europe's IP Policy, found in Article 16 of the [Model Grant Agreement](#).

## 6. General Proposal Preparation, Submission & Evaluation

### 6.1 Who can apply?

Funding for this call is available to all eligible organisations (see below), from Member States of the European Union (EU) and from [Horizon Europe Associate Countries](#). Please note, you are not required to be an EIT Food partner to submit a proposal, or to receive funding under this call.

### 6.2 Proposal Submission

All proposals must be submitted via an application form on our portal.

- If this is your first application, please [register as a guest here](#). We will validate your registration and you'll receive an email so you can get started on your application.
- If you are ALREADY registered; you can apply directly [via this link](#).

For all projects, you must submit these mandatory documents for evaluation:

- A Business Model Canvas
- A Launch Plan (outlining strength of the commercial case and/or strategy to drive adoption by intended users – with supporting evidence and research)

Where applicable:

- Success Sharing Mechanism (for commercial projects)
- Proof of current TRL (**for technology-based ideas**)

Note: You may be asked to expand upon or qualify these documents as an early deliverable as part of the evaluation process.

For technology-based ideas, your ability to reach the equivalent of TRL 9 i.e., be available for market or launched by the end of a project, will be assessed during evaluation.

Templates are available on the [Funding Page](#).

Please note all proposals are evaluated based on the following principles:

1. Impartiality: all proposals are treated equally and are evaluated impartially on their merits, irrespective of their origin or the identity of the applicants;
2. Objectivity: each proposal is evaluated as submitted; meaning on its own merit, not its potential if certain changes were to be made;
3. Accuracy: judgment is made against the official evaluation criteria and the call or topic the proposal addresses, and nothing else;
4. Consistency: the same standard of judgment to all proposals are applied.

## 7. Evaluation and Selection Process

### 7.1 Eligibility

All submitted proposals will undergo an eligibility check and evaluation to determine their feasibility and suitability for funding.

<b>Organisation Eligibility</b>	Each participating organisation must:
	<ul style="list-style-type: none"> <li>• Be a legally incorporated entity in one of the EU or Horizon Europe eligible countries for a minimum of one year.</li> <li>• Have at least one year published accounts showing business Activity*.</li> <li>• Provide a PIC Number: <a href="https://www.eitfood.eu/files/PIC-Guidance.pdf">https://www.eitfood.eu/files/PIC-Guidance.pdf</a>.</li> </ul>
<b>Consortia Eligibility</b>	To be eligible consortia must:
	<ul style="list-style-type: none"> <li>• Have an EU dimension (pan-European character; involving at least <b>two independent entities from two different Horizon Europe eligible countries</b>) committed to collaboration, representing at least <b>two sides of the knowledge triangle</b>, with at least <b>one industry</b> or social enterprise organisation.</li> <li>• Each organisation must be an active participant in the consortium, showing a role commensurate with the level of budget. They should be under separate legal control.</li> <li>• At least one of the parties should be nominated as a delivery lead for the project outcomes whether commercial or non-commercial.</li> </ul>
<b>Proposal Eligibility</b>	To be eligible proposals must:

	<ul style="list-style-type: none"> <li>• Respond to one or more priority challenges.</li> <li>• Demonstrate impact within Europe.</li> <li>• Be no longer than 18 months in initial project duration.</li> <li>• Be complete, submitted on time via the online portal, in English.</li> <li>• Include relevant KPIs and assessment metrics.</li> <li>• Include relevant deliverables.</li> <li>• Include all relevant supporting documents necessary to assess the application. You must include all mandatory documents (Business Model Canvas and Launch Plan) and where relevant, Success Sharing Mechanism (for commercial outcomes) and Proof of TRL).</li> <li>• Not cause EIT Food to come into conflict with its core purposes, funding obligations towards EIT or balance of impact principles.</li> </ul>
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**\*EIT Food reserves the right to undertake financial due diligence on any applicant and the outcomes of this this may result in a range of options from amended pre-financing or grant distribution to rejection of an applicant if deemed too high risk.**

Please refer to Annex 2 – Eligibility for further information.

## 7.2 Evaluation

EIT Food will evaluate each proposal based on the criteria below on its own merits. You must provide sufficient information and evidence to support claims or statements made in your application.

The evaluation will involve two elements:

**Strategic Fit Evaluation:** EIT Food will screen proposals for alignment with overall purposes of this funding and its published portfolio of activities. Proposals that are not strategically aligned may not pass to the next phase of external evaluation. Please see Section 3 and Annex 1 for more information on the types of activities we are seeking.

**Technical Evaluation:** Proposals showing Strategic Fit will be evaluated by at least three external evaluators and one internal evaluator based on the criteria below and the panel will provide objective scoring and recommendations in regard to funding.

All external evaluators have been selected in an open and transparent process. All evaluators, both internal and external, are trained extensively on the [European Union’s Code of Conduct for Evaluators](#), namely on the importance of transparency, fair treatment of all applicants, confidentiality and how to avoid conflict of interest. Evaluators must contractually agree to recuse themselves in the event of a conflict of interest.

Each evaluation sub-criterion will be scored from 1 to 5 using the scoring system in Annex 3.

**The quality threshold for selection is a total weighted average score of 3.5.**

EIT Food may invite applicants to a clarification panel meeting with evaluators, before reaching a final decision on funding of proposals. Projects whose provisional scores range from a weighted average of 3 to a weighted average of 3.5 will be called to a clarification panel for the purposes of moderating scores. Scoring is weighted by question and averaged among evaluators.

The number of proposals accepted under any single submission window is at the discretion of EIT Food.

### 7.3 Evaluation Criteria

The following criteria and weighting will be used in the assessment:

<b>Excellence (30%)</b>	<ul style="list-style-type: none"> <li>• Relevance of the proposal to the EIT Food priority challenges (10%)</li> <li>• Strength of the commercial case and/or strategy to drive adoption by intended users – with supporting evidence and research (10%)</li> <li>• Originality and innovativeness of the proposal (10%)               <ul style="list-style-type: none"> <li>○ Please refer to Annex 4 for details to consider for technology, product or service projects</li> </ul> </li> </ul>	0-5
<b>Impact (40%)*</b>	<p>Impact for these assessment purposes may include commercial, social, economic, environmental or health benefits as described in under our Missions.</p> <ul style="list-style-type: none"> <li>• Clearly definition of unmet needs and proposal as a response (10%)</li> <li>• Benefit from the activity is enjoyed by organisations or populations with needs aligned to Mission impact goals (10%)</li> <li>• Scale and duration of benefit (either breadth, depth or both) over and above current trends (10%)</li> <li>• Evaluation mechanisms of impact identified (10%)</li> </ul>	0-5
<b>Quality and efficiency of implementation (20%)</b>	<ul style="list-style-type: none"> <li>• Value for money (5%)</li> <li>• Competences and complementarity of the applicant(s) together to achieve project objectives (5%)</li> <li>• Adequate resources (human and financial) to achieve project objectives (5%)</li> <li>• Risk analysis and mitigation plan in place (5%)</li> </ul>	0-5
<b>KIC Portfolio strategic fit and compliance with the financial sustainability principles and knowledge triangle integration (10%)</b>	<ul style="list-style-type: none"> <li>• Proposal advances on existing portfolio (5%)</li> <li>• Demonstrate systemic approach to creating impact in collaboration with EIT Food community (5%)</li> </ul>	0-5

\*EIT Food observes a ‘balance of impact’ principle. If detriment is likely in relation to other missions or impact targets which would outweigh the forecast gains in the proposal, the Impact score will be set to 0. Please refer to Annex 3 - Evaluation.

For more details on Evaluation please refer to **Annex 3 - Evaluation**.

### 7.4 Appeal on Evaluation Results

All activity leaders 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 proposal has not been carried out in accordance with the **procedures** set out in this document.

For more details, please read the [EIT Food Redress Mechanism](#).

If unsuccessful, a proposal may be resubmitted, using the next available window and incorporating the feedback from the evaluation process.

## 8. Next Steps for Selected Proposals

### 8.1 EIT Food Legal Framework & Legal Documents to be signed

The EIT mandates a mandatory 30-day standstill period following selection.

In line with Horizon Europe requirements, applicant validation processes for first-time applicants or applicants with a change of status or grant receipt threshold will be required. Successful completion of such validation will be a condition of award. Please find below the list of documents that may be required.

Once the proposal has been officially accepted for funding, the Activity Leader will be contacted regarding the provision of financial/ grant eligibility documentation and the completion of the following documents, as well as agreeing to EIT Food's conflict of interest policy:

- A. Framework Agreement for the Participation in EIT Funded Activities**
- B. KAVA Contract**
- C. Success Sharing Mechanism (if applicable)**

## 9 Payments and Monitoring

### 9.1 Payment Schedule

EIT Food will transfer funding in instalments. A proportion of the funding will be prefinanced, with subsequent payments being linked to the completion of deliverables. The amount of the prefinanced funding will depend on the category of the participant organisation.

The majority of the grant will be transferred at the end, once eligible costs have been determined and contractual obligations have been met.

Please note: the amount and timing of funding is dependent on the dispersal of funds to EIT Food from the EIT.

### 9.2 Monitoring

All Activities selected for funding undergo continuous monitoring by EIT Food to ensure effective progress and implementation at each Stage in accordance with the KAVA Contract, and to trigger payments according to the achievement of deliverables and KPIs.

The monitoring will cover several aspects relating to the Activity implementation including, but not limited to achievement of deliverables and KPIs; risk management; financial management; quality assurance; progress against KPI achievement and impact delivery; communication and dissemination (in compliance with [MGA Article 17](#)); and progress towards commercialisation and exploitation of results.

EIT Food may request regular reporting of actual costs incurred with the subgrant, as well as regular reporting of KPIs and deliverables, together with the supporting documentation. The monitoring process may result in an amendment to the Activity workplan and/or budget, however the Success Sharing Mechanism Agreement cannot be renegotiated following the approval of the Activity.

In the case of under-performance, significant delay of implementation, misconduct of the consortium, or any other reason jeopardizing the timely implementation of the Activity identified

during the monitoring process, EIT Food reserves the right to discontinue or restructure the funding of the Activity at any point during the Activity duration. Furthermore, EIT Food will monitor all Activities up to 5 years after Activity completion to track long-term impact, the status of commercialisation and to ensure the achievement of KPIs anticipated after Activity end.

A formal ex-post impact assessment will be conducted within at least 5 years of the end of the activity and its outputs.

## 10. Your Questions

If you have any questions about this Call for Proposals, please contact [missions@eitfood.eu](mailto:missions@eitfood.eu) about the content of the call.

Please visit our [website](#) for information about upcoming events to support your application. All changes or updates to the Funding will be posted on our [webpage](#).

## ANNEX 1 – IMPACT QUESTIONS TO CONSIDER

General questions to help understand and predict the nature and scale of your activity impact.

<b>What</b>	What outcomes are expected? are they positive or negative? What is the significance of these outcomes to the people or organisations experiencing them?
<b>Who</b>	Which populations are most likely to cause or experience the greatest scale of benefit from the outcomes? Will the outcomes occur directly for that population or indirectly?
<b>How Much</b>	How many stakeholders experience the outcome? What degree of change will they experience? When does the outcome or benefit happen? For how long a period?
<b>Contribution</b>	Would the outcomes be better than those that would have happened anyway? How can you reliably demonstrate this? Each activity must establish robust baselines and forecasts.
<b>Risk</b>	Each project must assess degree of risk of the outcomes not happening due to factors such as: adoption barriers and inter-dependencies in food system; market entry risks/ further investment requirements; competition; unrecognised change in needs while the work is happening, etc.

Please refer to the [Mission Insight Reports](#) produced by the EIT Food community for ideas on the points of greatest need and greatest impact opportunities across the food system. The below is not an exhaustive list.

<b>Mission</b>	<b>Understanding your Impact</b>
<b>Healthier Lives Through Food</b>	<p>The rate/ likelihood of experiencing Non-Communicable Diseases (NCDs) for certain groups of people is strongly linked to food and diet. You should consider which NCD risks might be lowered by your work, whose risks will be reduced, and where they might be living.</p> <p>This will allow us to better understand why you have chosen to look at a specific problem. This approach will also help you explain the benefit of your work as you will be able to compare your customers or users against national and/ or demographic data sets.</p> <p>The ultimate measure of benefit this area will be Health Adjusted Life Years (HALYs). These can be predicted once you understand which NCD risks are being reduced by the improvements you are making, by how much that risk is reduced and how many people are likely to have their risk reduced.</p>
<b>Net Zero Food System</b>	<p>Whether you're directly targeting CO<sub>2</sub> reduction or targeting other environmental factors which can be converted into CO<sub>2</sub> equivalent tonnes as a measurement, you'll need to clearly explain which sectors or products you are concerned with, and which stage in production/ distribution/ consumption you're focused on.</p> <p>Life Cycle Assessment (LCA) is a reliable way of demonstrating the scale of the particular issue you're looking at. We're happy for you to reference published LCA reports<sup>1</sup> – it's not essential to have carried out your own,</p>

<sup>1</sup> [https://eplca.jrc.ec.europa.eu/uploads/ConsumerFootprint\\_BoP\\_Food.pdf](https://eplca.jrc.ec.europa.eu/uploads/ConsumerFootprint_BoP_Food.pdf)

	<p>but it makes your business case even stronger if you have.</p> <p>You'll also need to consider the geography of where you're working or intend to roll out your results. The significance of specific problems can be very different depending on location, business sector and consumer factors.</p>
<b>Reducing risk for a fair, and resilient food system</b>	<p>Can you estimate the cost reduction or savings attached to food insecurity and food safety issues you're targeting?</p> <p>There may also be an overall <i>Societal Return on Investment</i> from the adoption of technology that improves transparency, traceability, and security across the food system. This might include measures such as jobs created, industry costs reduced or avoided, the value of efficiency gains made, investment raised, reduced public health costs, etc.</p>

Please remember that impact can also come from how you do your project, not just from the results.

When you apply for funding, you should consider what opportunities you're creating with your project. Working with start-up companies, working with social enterprises, diverse recruitment, giving career development opportunities to your team members, including under-represented groups of people in your product testing or consumer consultations – these are all examples of ways in which you can benefit individuals, organisations and groups through your work.

You and your teams will have access to a range of skills and business support programmes at EIT Food, as well as opportunities to build professional networks to support career development. By taking advantage of these, you'll help us all to build a strong and diverse food sector in future.

How your results are published and promoted can also make a big impact. At EIT Food, we offer excellent communications support. We engage both the public and policy makers in all sorts of ways, from direct meetings to podcasts, social media to [white papers](#). Our capability can help you to engage your audience and increase your reach, so think about how you might make best use of it.

The Mission Targets described below are the longer-term impact goals supported by this challenge-led funding call. You'll also see we have identified long-term *Strategic Levers* to help shape the food system. We have a twin funding mechanism for organisations wishing to join us in addressing these targets in programmes involving multi-stakeholder, multi-project consortia – see our [Open Calls webpage](#) for further details.



## EIT Food Mission Targets



### HEALTHIER LIVES THROUGH FOOD

#### 3 x medium-term targets to maximise impact

Diversify protein sources for food products

Improve product choice and supply for a balanced diet to benefit people & planet

Optimise nutrient density of food



### A NET ZERO FOOD SYSTEM

#### 3 x medium-term targets to maximise impact

Establish Regenerative Agriculture as a commercially viable choice in key value chains

Reduce Food Loss and Food Waste

Grow the circular food economy through packaging & labelling



### REDUCING RISK FOR A FAIR & RESILIENT FOOD SYSTEM

#### 3 x medium-term targets to maximise impact

Invest in growth of fair and resilient business models supporting food security

Improve urban integration of shorter supply chains

Improve sustainable and resilient food production practices

## Strategic Levers



### COMMUNITY & COALITIONS



### POLICY AND REGULATION



### FINANCING FOR CHANGE



### DATA, DEFINITIONS & STANDARDS

## ANNEX 2 – ELIGIBILITY

### Please Note:

1. Failing any of the criteria in Section 7.1 will make your proposal ineligible. Failing to meet the Individual Organisation criteria will make that single organisation ineligible, which might affect the eligibility of the whole proposal, depending on the relevance of the role of the applicant being removed. If an applicant or the proposal is ineligible, participants will be informed.
2. 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.
3. 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.
4. Proposals will be deemed ineligible if any organisation in the consortium:
  - a) is bankrupt, subject to insolvency or winding-up procedures, where its assets are being administered by a liquidator or by a court, where it is in an arrangement with creditors, where its business Activities are suspended, or where it is in any analogous situation arising from a similar procedure provided for under national laws or regulations.
  - b) has been established by a final judgment or a final administrative decision that the organisation is in breach of its obligations relating to the payment of taxes or social security contributions in accordance with the applicable law.
  - c) has been established by a final judgment or a final administrative decision that the organisation is guilty of grave professional misconduct by having violated applicable laws or regulations or ethical standards of the profession to which the organisation belongs, or by having engaged in any wrongful conduct which has an impact on its professional credibility where such conduct denotes a wrongful intent or gross negligence.
  - d) is found to be attempting to influence the decision-making process of the call during the process, e.g., attempting to obtain confidential information that may confer upon its undue advantages in the call process.
  - e) has been established by a final judgment that the organisation is guilty of fraud, corruption or money laundering.

## ANNEX 3 - EVALUATION

Each evaluation sub-criterion will be scored from 1 to 5 using the following scoring system.

**The quality threshold for selection is a total weighted average score of 3.5.**

Score		Description
0	Not addressed	Not addressed
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.

### Balance of Impact Principles:

- a. **Reputation:** Working with the topic, method, or approach poses a clear risk to the reputation of EIT Food
- b. **Negative Impact:** The proposed initiative would negatively affect the ability of EIT Food to generate income, secure co-funding, grow partnerships or generate impact.
- c. **Scope:** The proposed initiative falls outside our organisation's main goals. The identified problem is not explicitly listed in the Impact Funding Framework. **Or although it falls inside our target goals, it does not bring added value to our work or undermines the establishment of EIT Food strategic initiatives.**
- d. **Double funding:** The proposed initiative is repeating work we've already funded or solving problems for which we've funded solutions, **without bringing any new benefits.** However, if a proposed project is similar but expands to a new market or region, for example, they should proceed to evaluation.

## ANNEX 4 – PRODUCT/SERVICE/TECHNOLOGY DETAILS TO CONSIDER

Please consider the following details in your proposal when describing the originality and innovativeness of an envisioned product, service or technology as per section 4 of the Application Form.

- Describe the technical and functional features of the product(s) and/or service(s)
  - If applicable, please provide documentation to support your description. This may include a video demonstration, or product description document.
- Explain if the products or services developed in this project are:
  - New
  - An improvement of an existing product/service
  - Or an adaptation of an existing product/service to enter a new market
- What kind of breakthrough will your technology provide that has not been seen on the market before?
- Why is the innovation advancing the state of the art in the field? Please define the underlying technology(s) in terms of:
  - Disruptiveness and competitiveness of the technology
  - Commercial viability
- Please explain the current development stage of the product(s)/and or service(s), including but not limited to:
  - Recent test results
  - Commercial agreements of the product or service, etc
- Please explain the technical feasibility of increasing the TRL of your technology, and its potential for scalability, according to the project plan and based on an analysis of:
  - Basic assumptions for testing the technology
  - Test plan to validate the technical feasibility

## ANNEX 5 - History of Changes

Version	Publication Date	Changes
Version 1.0	15 <sup>th</sup> September 2023	Original version
Version 1.1	1 <sup>st</sup> February 2024	“Commercialisation Plan” renamed “Launch Plan” Section 7.2 Evaluation Plan.
Version 1.2	11 <sup>th</sup> June 2024	No changes – republished for July Submission window
Version 1.3	14 <sup>th</sup> September 2024	<p><b>Minor text edits for clarity and context</b></p> <p><b>Significant changes include:</b></p> <p><b>Section 5.1.1: How does the funding work?</b> Change to funding thresholds on commercial projects to “total EIT grant funding of up to €1,000,000” and for non-commercial projects “total EIT grant funding of up to €100,000”</p> <p>Revised text “e.g., one party may decide to take less grant funding and contribute more in-kind or co-funding to the budgets”</p> <p><b>Section 5.2: Core KPIs and Deliverables</b></p> <p>Applications including an education component or <i>KPI EITHE07.1 Graduates</i> from EIT labelled programmes, must align with <i>EIT Label</i> accreditation.</p> <p><b>Section 7.1: Eligibility</b> Applications are now generally open to organisations with a minimum of one year of trading history rather than three.</p> <p><b>Section 7.2 Evaluation:</b> Description of process revised.</p> <p><b>Section 7.3 &amp; Annex 3: Evaluation Criteria</b></p> <p>Clarification of definition concerning "Strategic Fit" and "Balance of Impact"</p>