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Guidelines – RIS Inspire Call for Consortia (Full proposal)

2024-2025

EIT FOOD

IMP-ED/RS-24-21308-02

18/06/2024

EITFood.eu

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# Inspire Programmes

## About the Inspire Programmes

Inspire is a suite of excellent entrepreneurship programmes in the food system offered at different locations in Europe (and/or online), to reach a wide and diverse group of learners from across Europe.

The aim of the programmes is to foster an entrepreneurial mindset and to give participants experience of the entrepreneurial process, with the objective to increase the participation of individuals in the transition to a circular and sustainable economy across the food system. The target audience of the Inspire Programmes is broad and comprises students, researchers, entrepreneurs, and professionals. The overall approach is experiential and hands-on, thus, giving the participants a toolkit to become effective innovators in the food system. The programmes provide training in food systems and equip with knowledge on design thinking, business idea development, entrepreneurial self-efficacy, team building, market research, risk analysis, negotiation, pitching, etc.

The Inspire Programmes are firmly rooted in EIT Food’s unique Competency Framework1 and quality standards, which provide the backbone. The programmes integrate excellent entrepreneurship education, provided by the Entrepreneurship Spine, with key technical skills related to Food Systems. Individuals are equipped with the ability to recognise, develop and act on entrepreneurial opportunities in a range of organisational settings. This novel approach taps into investment in education and skills, thereby generating individuals who dare to think outside the box and empowers them in the job market.

The Inspire Programmes are designed to practically demonstrate the benefits of [EIT Food Knowledge Triangle](https://eit.europa.eu/library/catalysing-innovation-knowledge-triangle-practices-eit-knowledge-and-innovation-communities) integration through collaboration between bright minds from higher education, entrepreneurs, professionals, and industrial companies and start-ups. Investing in education and growing bright minds is essential to boost economic growth and to intensify Europe’s knowledge-based economy.

The current Activity Leadership Team comprises:

|  |  |  |  |
| --- | --- | --- | --- |
| Inspire Programmes Activity Lead | Dario Peirone | Associate Professor of Entrepreneurship & Management | University of Turin |
| Inspire Programmes Teaching Lead | Magdalena Marczewska | Assistant Professor in Management | University of Warsaw |
| Inspire Programmes Partnerships Lead | Begum Mutus | Global Public Affairs General Manager | Yildiz Holding |
| Inspire Programmes manager(s) | Elvira Domingo (RIS)  Mariana Fazenda | Programme Manager RIS  Programme Manager Education | EIT Food |

## About the RIS Inspire Programmes

EIT Food is focused on delivering RIS Education activities and programmes that develop local talent and enhance local innovation output, while promoting closer interactions among the local innovation actors, supporting them to establish local synergies that will enhance EIT Food’s impact.

With a joint vision and mission with the Inspire Line and with the view to lead the transformation of the agri-food system across RIS countries, by among other activities, nurturing the entrepreneurial capacity of students or professionals from the modest to moderate innovator countries, EIT Food offers a number of education activities specifically dedicated to participants from the EIT RIS countries.

As such, RIS Inspire Programmes will be dedicated to students from RIS countries, who will be benefited by receiving high-quality learning experience from academic members with innovative and interactive teaching methods, as well as practical training in collaboration with industry partners and established startups from the food sector.

RIS Inspire Programmes raise awareness of global food challenges while covering specific challenges relevant to RIS countries and promote entrepreneurship as a possible career path. RIS Inspire programmes also raise the entrepreneurial capacity of RIS participants and an intention to establish their own entrepreneurial projects across RIS countries.

The overall approach is experiential and hands-on, providing training in food systems and equipping participants with knowledge on design thinking, business idea development, entrepreneurial self-efficacy, team building, market research, risk analysis, negotiation, pitching, etc.

The programme must provide the participants with a toolkit to become effective innovators in the food system and preparing the pipeline to high value jobs and start-ups, by enhancing the appeal of the STEM (Science, Technology, Engineering, and Mathematics) education at earlier stages of education as well as in VET through embedding KTI and entrepreneurship in teaching and learning.

The local approach will be ensured with the connection with specific Smart Specialisation Strategies of RIS countries and regions.

Besides being dedicated to RIS participants and the connection with local and national Smart Specialization Strategies, full workplans submitted for RIS Inspire Programmes will support the objective of attracting and facilitating the integration of potential new partners by engaging entities from the EIT RIS countries and regions to participate as successful and added value partners, establishing close partnerships and balanced consortia between stakeholders from EIT RIS countries and regions and those outside the EIT RIS area is highly encouraged.

## About the Entrepreneurship Core

The Inspire and RIS Inspire programmes are designed with an overarching Entrepreneurship Core, with food systems content to contextualise and enhance the learning experience. The Entrepreneurship Core comprises a set of key activities to promote an entrepreneurial mindset and to develop some entrepreneurial skills, thus, playing an essential role in all programmes. The goal of the Entrepreneurship Core is to foster the entrepreneurial capacity of the participants with the view to lead the transformation of the food sector. Under this task, the programmes will educate in the area of entrepreneurship and business creation and upscale competences such as leadership, communication skills, problem solving, creativity and critical thinking.

The entrepreneurial skills developed will be primarily those that underpin entrepreneurship competences (more information section 10.8):

* Valuing ideas (determine multiple forms of value created)
* Assessing consequences of ideas (social, environmental, and economic impact)
* Identifying individual and group strengths and weaknesses
* Mobilising resources/making the most of limited resources
* Planning and management
* Basic financial literacy
* Taking decisions when the result is uncertain
* Handling fast-moving situations
* Working remotely using contemporary digital tools

|  |  |  |  |
| --- | --- | --- | --- |
| Food Systems & Entrepreneurship Core Coordination | Magdalena Marczewska | Assistant Professor in Management | University of Warsaw |

# 

# Guidelines

These guidelines are aimed for the Business plan 2023-2025. Each RIS Inspire Activity is designed and delivered by a consortium of partners.

EIT Food is seeking for one **consortia** to implement capacity building activities about food systems for [RIS Inspire programmes](https://www.eitfood.eu/projects/inspire), which are designed with an overarching Entrepreneurship Core and with technical skills about Food Systems, to run in 2024-2025.

The overall approach is experiential and hands-on, thus, giving the participants a toolkit to become effective innovators in the food system. The programmes must provide training in food systems and equip with knowledge on design thinking, business idea development, entrepreneurial self-efficacy, team building, market research, risk analysis, negotiation, pitching, etc.

Each Inspire Programme is designed and delivered by a consortium of partners led by an Activity Leadership Team.

The Task Leader and Consortia participants must have relevant expertise and networks in the following 3

[EIT Food Missions](https://www.eitfood.eu/missions) (*see Annex 09.5 for more details*)

* Mission 1 “Healthier lives through food”
* Mission 2 “A net zero food system”
* Mission 3 “Managing Risk for a Fair and Resilient Food System”

## Number of consortia

* RIS Inspire Programmes aim to support one (1) consortia, delivering 1 programme per year.
* The consortia must include one (1) Task Leader (see details in Annex 10.4) and at least two (2) consortia participants (see details in Annex 10.5)
* EIT Food is accepting expression of interest to become consortia participants in other current consortia

## Consortium requirements

* **Partnership size:** the consortium must include at least three members **(Task Leader must be based in a RIS region)**
* **Geographic coverage:** the consortium may include both EIT Food partners and non-partners, from  Member States of the European Union (EU) and from [Horizon Europe Associate Countries](https://www.eitfood.eu/files/list-3rd-country-participation_horizon-euratom_en.pdf#asset:245707@3).
* **Task Leaders (TL):** Task Leadership role should be taken upon by an organization established and based in a RIS country and the person proposed for the TL position must be an employee at that partner’s organisation.
* **Partner roles:** each participant involved (including the Task Leader) should have a clear role in the consortium towards achieving the defined objectives that reflect the Knowledge Triangle Integration.
* **Knowledge Triangle Integration (KTI):** each consortium must contribute to Knowledge Triangle Integration by involving organisations from at least two fields of the knowledge triangle – e.g. academia/research and industry.
* **Consortium Agreement:** participants in a consortium must agree to negotiate and sign a Consortium Agreement as soon as possible after the start of the programme. An EIT Food template is available for guidance on the EIT Food Plaza and may be amended as necessary.
* **RIS Inspire workplans** will be led by entities from the EIT RIS countries and regions, as successful and added value partners, RIS workplans should ensure the establishment of balanced consortia between stakeholders from EIT RIS countries and those outside the EIT RIS areas.

# Duration/Deliverables

## Activity Workplan

The structure of the submitted proposal needs to be broken down into tasks including:

1. Project management
2. Programme development and delivery
3. Communication & dissemination activities
4. Financial sustainability plans
5. Community building plan

Description of the activity must include:

1. Start and end dates
2. Milestones with measurable go/no-go criteria
3. Budget breakdown plan

The management of each programme is a mandatory first task.

Further tasks can be defined according to the Activity purpose.

Multiple partners can collaborate in one task, and the same partner can be active in multiple tasks. Each task has to be assigned to a predefined list of task categories

## KPIs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Code | KPI | KPI Definition | Target |
| RIS Inspire | EITHE07.2 | Graduates from EIT labelled programmes from RIS countries | Sum of graduates from EIT labelled master’s, PhD programmes and other education activities awarded EIT Label (in year N). | [TARGET] 100/programme/year |
| EITHE05.2 | Start-ups created by students enrolled and graduates from EIT-labelled programmes in RIS countries | Start-ups created by students enrolled and graduates from EIT-labelled programmes by 2025 or within 3 years from the graduation | 3 by 2025 |

## Target Audience List

* Students and researchers with multidisciplinary backgrounds looking to learn more about a specific area and considering future career opportunities;
* Aspiring entrepreneurs interested in innovating in the food system and looking for a coaching experience by EIT Food renowned experts in entrepreneurship, innovation, and food systems;
* Multidisciplinary backgrounds (e.g. Food Science, Other Sciences, Engineering, Business/ Marketing, Informatics and Computational Science) are welcome and encouraged.

## 

## Scouting, Outreach, Marketing & Impact

The Activity Leadership Team will drive the overall Inspire Strategy for Scouting and Marketing supporting each Programme in developing and delivering their own Scouting & Marketing plan through the **Work Package ‘Communication & Dissemination’**.

EIT Food Education will also provide support. The different type of support includes:

* Some banners
* Powerpoint template
* Certificate of completion
* Flyer
* Email signature
* Email marketing campaigns
* Webpage for the different programmes on our Learning.eu website
* Application page
* Workbook for the students
* Evaluation Form
* Prize Winner Voucher
* Paid Advertising Campaign through our Advertising Agency – that requires separate budget
* In case of new topics, that didn’t exist yet: we propose the ‘core imagery’ in line with Edu Branding Guidelines and discuss and adjust if needed with the Activity Lead

# Funding

## Eligibility of Expenditures

All costs need to comply with Horizon Europe regulations regarding the eligibility of expenses. Please refer to Article 6 of the [Model Grant Agreement](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/agr-contr/general-mga_horizon-euratom_en.pdf) and the [Annotated Model Grant Agreement](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/aga_en.pdf).

Total EIT Food Funding provided through this call is **100.000 €** per year for 2024 and 2025**.** The total amount will be split among consortia members based on their roles and responsibilities within the programme proposed.

Candidates to participate as project participants will receive budget according to the already defined budget to develop current activities and to the tasks they will be implementing.

In addition to the guidance provided by Horizon Europe, the full workplan 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 30% of total costs.
* Participants are not permitted to give a subgrant to another third party.

## Financial Sustainability

A unique feature of the Partnership Agreement between the EIT and EIT Food is the obligation for EIT Food to become financially sustainable on the long term. This means that as a condition to receive the EIT funding, EIT Food must develop and implement revenue-generating strategies to sustain the innovation ecosystem and KTI activities beyond the period covered by the EIT grant. Plans to achieve financial autonomy are outlined in the Financial Sustainability Strategy in the EIT Food Strategic Agenda.

EIT Food is committed to developing a level of financial autonomy which gradually reduces the proportion of EIT grant funding within a mixed portfolio of funding over the long-term. As a result, EIT Food supports Activities and initiatives with potential to provide both a financial return and a diverse mix of revenue streams and mechanisms.

Each consortium is strongly encouraged to propose a specific percentage of co-funding and/or other potential income revenues in their workplans, which will have a positive impact on the evaluation of the workplans. The co-funding must come from resources other than EIT funding. For the workplans which will include the co-funding it is essential to demonstrate committed funding from resources other than EIT. Each consortium is also encouraged to nominate

To that end, it is essential to develop **a comprehensive plan** that includes **a detailed financial plan** and outlines various mechanisms for making the program financially sustainable. The comprehensive plan could incorporate a combined approach, including different revenue streams, reducing costs, increasing enrolments, developing new revenue streams, and innovation in education.

The following strategies could be considered, but are not limited to:

1. Diversify revenue streams: One way to make your programme financially sustainable is by diversifying revenue streams. This could involve partnering with other educational institutions or businesses, finding alternative sources of funding such as grants or donations, and generating income through participant course fees, exploitation of program results by students through start-ups or industrial partnerships, revenue sharing or lump sum payments from industrial sponsors, education services rendered, and other potential sources of income.
2. Reduce Costs: Another approach is to reduce the costs associated with your programme. This could involve cutting back on unnecessary expenses, finding ways to use technology to make teaching more efficient, or negotiating better deals with suppliers.
3. Increase Enrolment: Increasing enrolment is another way to make your programme financially sustainable. This could involve marketing the programme to a wider audience, offering incentives to students to enrol, or partnering with businesses to provide training or apprenticeships.
4. Develop New Revenue Streams: Another approach is to develop new revenue streams by creating new products or services that complement the existing educational offerings. For example, a school could offer consulting services or develop new educational software that can be sold to other schools or businesses.
5. Innovate: Innovation can be key to making your programme financially sustainable. This could involve finding new ways to deliver education, such as online courses or hybrid models that combine online and in-person instruction. It could also involve developing new technologies or teaching methods that can improve learning outcomes while reducing costs.

By incorporating these strategies into the comprehensive plan for ensuring the financial sustainability of your proposed program, including the detailed financial plan, you will be better positioned to secure the necessary funding and resources needed to continue operating and delivering value to your participants and stakeholders for years to come.

Beyond 2025, the goal is for the program to operate independently of EIT Food funding support, with annual reports detailing the various sources of co-funding, income, sponsorship, and other forms of support as part of the financial sustainability plan.

**Inspire Financial Sustainability Target Rate:**

|  |  |
| --- | --- |
| **Year** | **RIS FS Rate %** |
| 2024 | 35% |
| 2025 | 50% |

The **financial sustainability rate** is calculated as (TOTAL COSTS – TOTAL EIT FUNDING) / TOTAL COSTS, where Total costs include the sum of co-funding plus all the revenue sources.

# General Submission & Evaluation of EOI

## Timeline

|  |  |
| --- | --- |
| Proposal submission | 19/06/2024 – 19/07/2024 |

## Who can participate

The funding is available to all organisations, both EIT Food partners and non-partners, from Member States of the European Union (EU) and from [Horizon Europe Associate Countries](https://www.eitfood.eu/files/list-3rd-country-participation_horizon-euratom_en.pdf#asset:245707@3).

## Full Workplan Submission

The submission forms available in [EIT Food Website](https://www.eitfood.eu/open-calls/call-for-expression-of-interest-to-become-participant-of-eit-food-regional-innovation-scheme-in-2024-2025)

Budget Template [here](https://eitfoodivzw.sharepoint.com/:x:/r/sites/eitfoodimt/_layouts/15/Doc.aspx?sourcedoc=%7BFC1CA52B-579E-45FF-AAF0-5D8613C1DEA1%7D&file=EIT%20Food%20Budget%20Template.xlsx&action=default&mobileredirect=true)

# Evaluation and Selection Process

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

## Eligibility

|  |  |
| --- | --- |
| Organisation Eligibility | Each implementing participant must: |
|  | * Be a legally incorporated entity in one of the EU or Horizon Europe eligible country listed above for a minimum of 3 years. * Provide a PIC Number: <https://www.eitfood.eu/files/PIC-Guidance.pdf> * Comply with requests for documents during due diligence/validation. |
| Expression of Interest and Full Workplan Eligibility | Both expression of interest and any eligible full workplan submitted must: |
|  | * Be complete, with all mandatory supporting documents uploaded. * Be submitted on time via our submission template, in English. |

Please Note:

1. Failing any of the above criteria will make your workplan ineligible. If an applicant or the workplan is ineligible, participants will be informed.

2. According to EU policies and measures, Russian 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.

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 workplan 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. Workplans will be deemed ineligible if any organisation is:

a. 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. it 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. it 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 workplan during the process; e. attempting to obtain confidential information that may confer upon it undue advantages in the application process;

f. it has been established by a final judgment that the organisation is guilty of fraud, corruption or money laundering.

## Workplan Evaluation Process

Each expression of interest and full workplan submitted will be evaluated by RIS Programme Manager Elvira Domingo; Education Programme Manager Mariana Fazenda and Inspire Activity Lead Dario Peirone based on the criteria below.

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

|  |  |  |
| --- | --- | --- |
| Demonstrable fit for the role (30%) | Evidence that the candidate has the hands-on experience for the role as described above | 0-5 |
| Innovativeness experience, quality and efficiency of implementation (50%) | The candidate is familiar with different educational approaches, the proposal submitted has high quality and demonstrates an efficient implementation plan | 0-5 |
| Multi-Disciplinary breadth (20%) | The breadth of skills and experience the applicant brings to the role, demonstrating that your analysis will be based on a wide range of skills. | 0-5 |

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

The quality threshold for selection is a total score of 3.

|  |  |  |
| --- | --- | --- |
| Score |  | Description |
| 0 | Not addressed | Not addressed |
| 1 | Poor | The criterion is inadequately addressed, or there are serious inherent weaknesses |
| 2 | Fair | It broadly addresses the criterion but there are significant weaknesses |
| 3 | Good | It addresses the criterion well, but a number of shortcomings are present |
| 4 | Very good | It addresses the criterion very well, but a small number of shortcomings are present |
| 5 | Excellent | It successfully addresses all relevant aspects of the criterion. Any shortcomings are minor. |

# Next Steps for Selected Workplans

## EIT Food Legal Framework

Selected workplans will receive instructions regarding the completion of contracts required, as well as agreeing to EIT Food´s conflict of interest policy.

## Monitoring

All Activities selected for funding undergo continuous monitoring by EIT Food to ensure effective progress and implementation at each stage in accordance.

Monitoring will include **quarterly project updates**, **annual amendments and reporting** completed.

# Your Questions

In case the applicants require additional information or clarifications, these should be addressed to the person indicated below. **All communication between EIT Food and applicants is only possible in writing, all requests will be done and answered by e-mail only.** **All questions should be sent prior to application deadline.**

**Contact name**:

* Elvira Domingo, EIT Food RIS Inspire Programmes Manager ([elvira.domingo@eitfood.eu](mailto:elvira.domingo@eitfood.eu))

# **Annexes**

## About EIT Food

EIT Food is the world’s largest food innovation community, creating connections right across the food system. Supported by the European Union (EU), we invest in projects, organisations and individuals which share our goals for a healthy and sustainable food system.

We have built a unique not-for-profit business to carry out transformative programmes in skills, education, entrepreneurship, start-up investment and communications. We deliver these programmes in partnership with our members to create a culture and build a community which sees the long-term value in the food innovation we fund.

EIT Food has a strategic approach to systems change to create societal and economic impact. This is underpinned by a robust Theory of Change and a clear set of impact indicators and goals published in our [Strategic Agenda 2021-27.](https://www.eitfood.eu/media/documents/EIT_Food_Strategic_Agenda_2021-2027.pdf)

## About EIT RIS (Regional Innovation Scheme)

The EIT Regional Innovation Scheme (EIT RIS) was introduced in 2014 to advance the innovation performance of European countries and regions with moderate or modest innovation scores as defined by the European Innovation Scoreboard. Since its establishment, the EIT RIS, which is steered by the EIT and implemented by EIT Food among its Knowledge and Innovation Communities (KICs), has successfully led to a significant expansion of EIT Community activities to more countries and regions across Europe, contributing to a pan-European spread of EIT Food Community engagement, opportunities and networks.

The EIT RIS has been designed as a long-term initiative to strengthen the national and regional innovation eco-systems of countries and regions that are moderate and modest innovators. EIT Food Regional Innovation Scheme is fully integrated in the EIT Food strategies, by interconnecting networks and innovation ecosystems across Europe, through combined efforts, knowledge, talent and other intellectual assets.

During the 2021-2027 period, the EIT Food RIS will be focused on delivering RIS Education activities and programmes that develop local talent and enhance local innovation output, as well as, in promoting closer interactions among the local innovation actors, supporting them to establish local synergies that will enhance the EIT Food’s impact while supporting the objective of attracting and facilitating the integration of potential new partners in the EIT KICs and link local innovation ecosystems to pan-European innovation ecosystems, while it is used as a bridge towards relevant Research and Innovation Smart Specialisation Strategies (RIS3s);

Countries eligible to take part in the EIT RIS (2021-2024):

* **EU Member States:** Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain.
* **Horizon Europe Associated Countries\*:** Montenegro, Republic of North Macedonia, Serbia, Turkey, Ukraine.
* **Outermost Regions:** Guadeloupe, French Guiana, Réunion, Martinique, Mayotte and Saint-Martin (France), the Azores and Madeira (Portugal), and the Canary Islands (Spain).

\*These third countries, which are all listed in the European Innovation Scoreboard, will be fully eligible for the EIT RIS, following the successful conclusion of individual Horizon Europe Association Agreements.

For more information about Regional Innovation Scheme please visit the following website: <https://eit.europa.eu/our-activities/eit-regional-innovation-scheme>

## About EIT Food Education

[EIT Food’s Education](https://www.eitfood.eu/education) activities are state-of-the-art, premium educational interventions aimed at students and professionals working in the food system.

The unique value proposition of EIT Food courses comprises thought leadership (including food systems approaches), experiential learning, employability, alignment with the EIT Food Competency Framework (*see* , digital learning and working, and access to a European-wide network of innovators working across the food system, from higher education institutions to food companies. All EIT Food courses put creating positive societal impact (social and/or environmental) at their core, with practical applicability the hallmark of EIT Food alumni.

We want as many people as possible to care about our food system and help transform it. This means equipping them with knowledge. We educate people at different points across the knowledge journey – helping them develop their understanding of food challenges and learn new skills.

## Overarching philosophy

All activities in EIT Food’s portfolio need to be aligned with our overall vision, missions, and the set of established KPIs while tangibly contributing to societal and economic impact for healthier diets and sustainable food systems. They must contribute to the [EIT Food Strategic Objectives](https://www.eitfood.eu/media/documents/EIT_Food_Strategic_Agenda_2021-2027.pdf) as primary goal to achieve an impact. For education activities, the following Strategic Objectives are applicable:

SO5: Educate to engage, innovate and advance

SO6: Catalyse food sector entrepreneurship and innovation across Europe

## About the EIT Food Missions

EIT Food operates through a Mission-based approach which puts improving outcomes for people and planet as the starting point for our work.

**Mission 1 “Healthier lives through food”:**

Through its programmes and activities, EIT Food aims to make a material difference to health-adjusted life years by enabling more consumers to make better choices through access to healthier products and actionable information.

* Success of the mission will be measured through the following impact indicators:
* Increasing the availability of food products with improved nutritional profile to consumers.
* Increasing the availability of food products with reduced levels of salt, sugar, or trans and
* saturated fats to consumers.
* More consumers using innovative technology, products or services that help to change or
* Personalise their diet in line with relevant national dietary guidelines.

**Mission 2 “A net zero food system”:**

Through its programmes and activities, EIT Food aims to be closer to a net zero food system, reducing CO2 equivalent emissions by tackling CO2 hotspots, reducing the footprint of proteins through diversification, and creating new markets for food waste.

 Success of the mission will be measured through the following impact indicators:

* Reduction of CO2 in the food system (measured in tonnes).
* Reduction of other significant environmental impacts in the food system (usually measured in
* CO2 equivalent tonnes).
* An increase in the number of products on the market that use food waste or side-streams.
* An increase in the use of food waste or side-streams in food production.
* An increase in products on the market that use alternative or new ingredients and improve
* environmental impact outcomes.

**Mission 3 “Managing Risk for a Fair and Resilient Food System:**

Through its programmes and activities, EIT Food aims to see the benefits of more resilient, trusted food supply chains with people experiencing greater food security and safety through widespread digitally enabled food supply chains.

* Success of the mission will be measured through the following impact indicators:
* Reduction in the estimated cost (€) burden attached to food insecurity and food safety issues.
* Overall increase in Societal Return on Investment per € of grant due to the adoption of technology improving transparency, traceability or security across the food system. (This might include value from measures such as jobs created, costs avoided, food waste avoided, € value of efficiency gains made, investment raised, reduced public health costs, etc.)

## About the EIT Food Focus Areas

EIT Food’s Focus Areas for delivering System Change

To align activity KPIs with Impact Goals from 2021, EIT Food has further identified six initial Focus Areas, we believe must be addressed to effectively deliver progress towards our Impact Goals. The emphasis on consumer centricity and digital transformation will carry through all six of the Focus Areas as fundamental shifts in innovation thinking and practice.

Workplans which do not align with any Focus Area are not eligible to apply for this application.

**EIT Food Focus Areas**

1.      Alternative Proteins

2.      Sustainability Agriculture

3.      Targeted Nutrition

4.      Sustainability Aquaculture

5.      Digital Traceability

6.      Circular Food Systems

In combining Strategic Objectives with Mission Areas and KPI targets, EIT Food creates an innovation framework, whose outputs also align to priorities in the EIT Strategic Agenda and Farm to Fork Strategy. This is further enabled by RIS, which helps us address geographic innovation disparity and contributes to the advancement of the innovation performance of the targeted countries and their regions.

## EIT Food Education Competency Framework

Chart, sunburst chart

Description automatically generated

## Table indicative of Entrepreneurship Content

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Session type** | **Session title** | **Duration (min)** |
| **Week 1** | Tasks that students need time to complete on their own **at the beginning of Week 1** | Canvas: The Inspire Entrepreneurship Core (Individual) (5 min)   * Guide to the Inspire Entrepreneurship Core * Meet the Inspire Entrepreneurship Core Team   Canvas: Module 1 Introduction to Entrepreneurship (Individual) (15min):   * Welcome to Introduction to Entrepreneurship | 20 min |
| Live | Intro to Entrepreneurship | 30 min |
| Live | Teams formation | 15 min |
| In-class (learning + teamwork, no Learning Impact Team Moderation) | Canvas: Module 1 Introduction to Entrepreneurship (Teamwork):   * Complete the ‘Your Entrepreneurial Competences’ Exercise (1 h)   **Output:** Competence Map/spreadsheet | 60 min |
| Live | Entrepreneurial Mindset | 90 min |
| Tasks that students need time to complete on their own **in the middle of Week 1**: | Canvas: Module 1 Introduction to Entrepreneurship (Individual) (15 min):   * EntreComp Reflections   Canvas: Module 2 Idea Generation and Validation (Individual) (20min):   * Introduction to Problem Identification * Part 1: Challenges in the Food System | 35 min |
| Live | Entrepreneurship Student Clinic | 120 min (every Wednesday 4-6 CET) |
| In-class (learning + teamwork, no Learning Impact Team Moderation) | Canvas: Module 2 Idea Generation and Validation (Teamwork):   * Part 2: The Problem Tree & Exercise (1.5 h) **Output**: Problem tree * Introduction to 'Your Market Opportunity'   + Exploring Market Opportunities   + Wrap up (1.5 h) **Output**: 3 good ideas * Who cares about your idea? (1h) **Output**: Stakeholder map, Persona, Proposition Development Grid | 240 min |
| **Week 2** | Tasks that students need time to complete on their own **at the beginning of Week 2** | Canvas: Module 3 Business Model Development (Individual) (60 min)   * Introducing the Business Model Canvas * 10 Key Questions your Business Model Must Answer * The 9 Building Blocks of the Business Model Canvas * Summaries of each Business Building Block * Business Model Canvas Examples | 60 min |
| In-class (learning + teamwork, no Learning Impact Team Moderation) | Canvas: Module 3 Business Model Development (Teamwork):   * Introduction to Business Model Canvas (video 9min) * The Value Proposition Canvas (audio 5min) * Proposition Statements (video 20mins) * Your Value Proposition Statement (task 30 min)   **Output:** Value Proposition Statement   * Key Activities to Deliver the Value Proposition (task 15 min)   **Output:** Completed Business Model Canvas à Key Activities   * Key Partners to Deliver the Value Proposition (task 15 min)   **Output:** Completed Business Model Canvas à Key Partners | 95 min |
| Live | Entrepreneurship Student Clinic | 120 min (every Wednesday 4-6 CET) |
| **Week 3** | Tasks that students need time to complete on their own **at the beginning of Week 3** | Canvas Module 4: Marketing and Sales (Individual): (90 min)   * Introduction to Marketing and Brand Segmentation * The Marketing Mix | 90 min |
| In-class (learning + teamwork, no Learning Impact Team Moderation) | Canvas Module 4: Marketing and Sales (Teamwork)   * Solution-Market Fit (60 min) **Output:** 2 minutes long mini presentation based on market research to be delivered in class later during the course | 60 min |
| Live | Entrepreneurship Student Clinic | 120 min (every Wednesday 4-6 CET) |
| Live | Solution-Market Fit 2 min mini Pitch Session | 20mins per team – 2mins pitch + 15mins Q&A and guidance |
| In-class (learning + teamwork, no Learning Impact Team Moderation) | Canvas Module 5: Financial Planning and Management (Teamwork):   * Funding your Start Up (20 min video + 30 min teamwork) **Output**: Completed Business Model Canvas | 50 min |
| **Pitch Session – Inspire Impact** (at least 2 weeks after the schools ends) | Live | Final Pitch | 20mins slots per team - 6mins pitch+12mins Q&A |
| **December 2024/2025 Inspire Impact Grand Final** | Live | Pitching contest of best presentations from each school + final concluding event of the Inspire Programme 2024/2025 | 120 min |

# Roles and responsibilities

## Activity Lead (AL) and RIS Activity Lead

* Programme design and strategy in coordination with EIT Food Education Director and PMs
* Ensure TLs establish programme ownership by having all partners involved
* Actively communicate with TLs
* Define timelines, materials and templates to be used
* Quality assurance and evaluation of programmes
* Closely monitoring the Activity Line progress to ensure smooth implementation
* Ensure DreamApply is prepared on-time by individual programmes
* Ensure all partners have effective marketing and promotional activities in place (Work Package Communications and Dissemination)
* Coordinate communication and dissemination activities (planogram), gather testimonials and share with marketing team, etc. (Work Package Communications and Dissemination)
* Coordinate with PMs and ensure in time communication to RIS Hubs and others when relevant
* Ensure there is an ongoing and open communication channel between all partners
* Communicate actively with EIT Food
* Ensure quarterly project updates, annual amendments and reporting completed with input from TLs
* Review, create testimonials and make recommendations from all feedback into the Inspire Impact Report (including surveys and key metrics)
* Coordination of the Leadership Team

## Teaching Lead

* Oversee entrepreneurship education led by the Entrepreneurship Core team
* Ensure coordination and alignment between Entrepreneurship content and Food Systems
* Ensure Canvas is prepared on-time by individual programmes
* Actively communicate with Task Leads and the Entrepreneurship Core team ensuring regular updates are scheduled
* Lead Entrepreneurship Core team work related to entrepreneurship teaching programme
* Support EIT Label process all for Inspire Programmes
* Prepare assessment and evaluation tools

## Partnerships Lead

* Develop a strategy and process to create new ways of financial support for the programme
* Develop a community building engagement plan with AL and with the contribution from the Task Leaders/ nominated individual from each consortium
* Oversee financial sustainability plans for each activity (Work Package Community Building) with representatives from each Activity
* Support AL with the Inspire Impact Report (including surveys and key metrics)
* Actively communicate with Task Leaders and/or nominated individual from each consortium and ensure regular updates are scheduled

## **Task Leaders (TLs)**

* Manage and coordinate design and delivery of specific programme
* Coordination, promotion and recruitment for the Inspire Programme (link to Work Package Communication and Dissemination)
* Collect data/evidence for programme and be accountable for deliverables and KPIs
* Attend mandatory fortnightly TL updates with the AL, Work Package Communication and Dissemination and Work Package Financial Sustainability closer to the programme delivery attend weekly individual AL/TL meetings
* Actively report to AL on the development of the programmes
* Definition of Financial Sustainability plan for their own program (mini-Kava)
* Track good news stories as they arise throughout the year, and ensure dissemination with AL
* Use standardised templates provided for Inspire for the different reporting requirements

## **Consortia Participants**

* Promote the Inspire programme the partners will deliver
* Collect data/evidence for programme and be accountable for deliverables and KPIs
* Actively cooperate with the TL on the development and delivery of the programmes
* Use standardised templates provided for RIS Inspire
* Contribute to the definition of Financial Sustainability plan for their own program (mini-Kava) (as part of the Work Package ‘Community Building’)

## EIT Food Programme Managers

* Drive strategy development of Inspire in close cooperation with EIT Food EDU Director & AL Team
* Monitor design & implementation of the Inspire Activity Line
* Resolve bottlenecks in cooperation with the ALs
* Guidance and support during the EIT Food Annual Grant Cycle
* Marketing support to partners during recruitment periods
* Oversight of the Financial Sustainability Inspire strategy and plan
* Act as link between ALs and RIS Hubs when relevant to ensure proper approach/outreach at local level
* Aid with DreamApply & Canvas in close cooperation with EIT Food Head of Education Services
* Conduct quarterly project updates/reviews (annual mid-term reviews) & progress of the Inspire Activity Line
* Review quarterly project updates, annual amendments and annual reporting