



# Building the future of food together.

Press kit

# EIT FOOD

*EIT Food accelerates innovation to build a future-fit food system that produces healthy and sustainable food for all.*

**EIT Food** is the world's **largest and most dynamic food innovation community**. We accelerate innovation to build a future-fit food system that produces healthy and sustainable food for all.

Supported by the [European Institute of Innovation and Technology](#) (EIT), a body of the European Union, we invest in projects, organisations, and individuals committed to creating a healthy and sustainable food system. EIT Food harnesses the innovation potential of businesses and universities, creating and scaling agrifood startups to bring cutting-edge technologies and products to market. We empower entrepreneurs and professionals with the skills needed to transform the food system, placing consumers at the heart of our work and helping rebuild trust by reconnecting them with the origins of their food.

EIT Food is one of nine innovation communities established by the European Institute for Innovation & Technology ([EIT](#)), an independent EU body set up in 2008 to drive innovation and entrepreneurship across Europe.

Find out more at [www.eitfood.eu](http://www.eitfood.eu)



# NEXT BITE ROME 2024

EIT Food's biggest event of the year takes place in **Rome, 15 - 16 October 2024**.

This first edition of our all-new annual event is a unique opportunity to acquire knowledge, establish connections and bring innovative value to the European food system.

Next Bite will be the place for all the professionals and experts actively engaged in the food industry, market and EU regulations, such as food industry professionals, entrepreneurs, researchers, investors, policymakers, NGO representatives, dieticians, farmers and journalists.

The entire European food ecosystem will be there to share knowledge and innovative perspectives on the future of food.

Find out more at [www.eitfood.eu/next-bite](http://www.eitfood.eu/next-bite)



# Three stages, three missions



## Food as medicine

### Healthier Lives Through Food

*This first track examines the crucial link between dietary choices and overall health, revealing their significant impact on well-being and vitality.*

[Discover the programme](#)



## Plate and Planet

### Net Zero Food System

*The concept of reformulation from farm to fork, with a focus on strategies for reducing waste, boosting efficiency, and advancing responsible consumption practices.*

[Discover the programme](#)



## Redesigning Food

### Fair and Resilient Food System

*Traditional business models disruption and introduction innovative frameworks in the food industry.*

[Discover the programme](#)

# Healthier Lives Through Food

## Food as medicine



### EIT FOOD'S MISSION

Nutritious, diverse food choices can benefit people and planet, but challenges in affordability, profitability and lack of awareness means unhealthy food products are often favoured by both industry and consumers. To increase the uptake of balanced, sustainable and healthy diets, we need greater levels of awareness about the relationship between nutrition and health, increased support for innovative solutions for affordable products, and policy interventions that prioritise soil health, nutrition and food education.

*"Humans are what they eat"* this is not only a metaphysical famous declaration from Ludwig Feuerbach. The intersections between food and health have now been repeatedly reaffirmed by scientific research. At Next Bite an entire track will be dedicated to this crucial theme: **Healthier Lives Through Food**.

Dietary behaviour change is the first step and requires a variety of stakeholders working hand in hand to set priorities.

At Next Bite 2024, key stakeholders from across the entire value chain will come together to drive actions that enhance access to healthy, nutritious, and sustainable food products.

[Discover the programme](#)



# Net Zero Food System

## Plate and Planet



### EIT FOOD'S MISSION

The food system is responsible for almost a third of greenhouse gas emissions, with connected challenges such as food waste, resource depletion and energy consumption. To reach net zero and mitigate the impacts of the climate crisis, we must scale a systems approach to change that enables the transition to sustainable and regenerative agriculture practices, creates new markets and opportunities for food waste and loss reduction, and empowers all stakeholders to play an active role in the circular food economy.

Valorising side streams, helping nature to recover and thrive, promoting responsible consumption are the best practices that the EIT Food community is promoting.

The entire world is impacted by the food ecosystem, the professionals of the food industry and market can't miss the **Net Zero Food System** track at Next Bite.

Regenerative agriculture as a commercially viable option is a strategic starting point. The transition to regenerative agriculture is not without challenges and we have the duty to de-risk this transition. The entire food supply chain can benefit from reducing food loss and waste. The future of food requires advanced skills and cooperation between stakeholders from the most technical industry leadership to the single farmer.

Packaging and labelling needs to be re-thought accordingly to enable more the circular economies. Understanding and nudging consumer behaviour change can create a gold standard for information that is accessible and valuable for everyone.

[Discover the programme](#)



# Fair and Resilient Food System

## Redesigning Food



### EIT FOOD'S MISSION

The current food system is vulnerable to external shocks, putting stakeholders across the entire value chain at risk. To reduce this risk and increase food security and safety for consumers everywhere, at all times, we must collaborate to enable fairer, more resilient and transparent food supply chains that are rooted in innovation and equitable business models.

Sustainability at its core must be the new framework for advancing change in the entire food system. We are building the future of food through sustainable and resilient food production, an improved urban integration to simplify supply chains and investments in the design of new business models. These are key structural guidelines for reducing risk for the entire agrifood ecosystem.

The redesign process needs an interdisciplinary approach and collaboration: complex global challenges require the combined expertise of designers, engineers, scientists, and other professionals to develop effective solutions.

Next Bite will be the space for fostering a collaborative approach to the food innovation system.

[Discover the programme](#)

# Invite-only Stage: AgriFoodTech Ventures

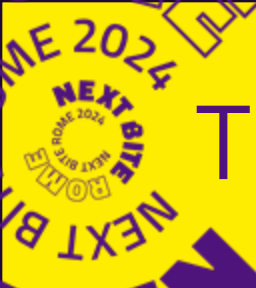


This platform brings together agrifoodtech startups, business angels, impact funds, VCs, CVCs, and leading European agrifood companies and universities. It serves as an inspiring and interactive stage for exchanging ideas, fostering collaboration, and building partnerships to drive positive change in the food system.

*Access to this track is by invitation only.*

[Discover the programme](#)





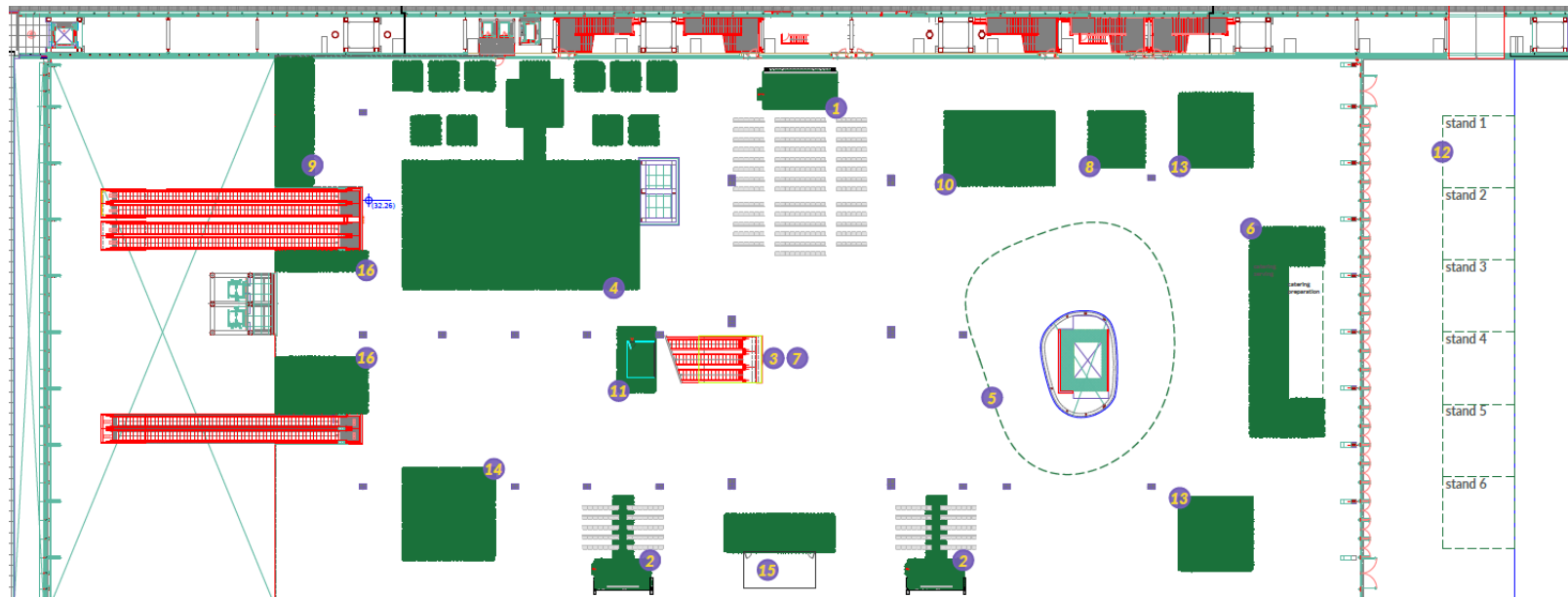
# The venue: Rome Convention Center “La Nuvola”



La Nuvola, located in the Roman neighborhood of EUR, is a visionary masterpiece crafted by Massimiliano Fuksas, a cornerstone of Italian and global architecture.

[Discover more on the official website](#)

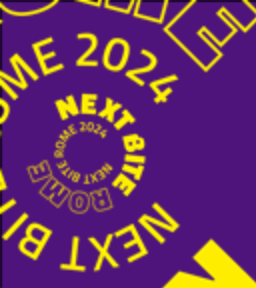
# Marketplace



## LEGENDA

- |   |                                   |                           |                               |
|---|-----------------------------------|---------------------------|-------------------------------|
| 1 MAIN PLENARY                                  | 5 NETWORKING AREA<br>B2B MEETINGS | 9 NET LOUNGE              | 13 RELAX AREA                 |
| 2 THREE PARALLEL<br>TRACKS                      | 6 CATERING AREA                   | 10 EIT Food AREA          | 14 PROJECT SPACE AREA         |
| 3 VENTURE TRACKS<br>upper floor - by invitation | 7 VIP LOUNGE<br>upper floor       | 11 PODCAST BOOTH          | 15 SPEAKER ROOM<br>PRESS ROOM |
| 4 STARTUP VILLAGE                               | 8 PHOTOBOOTH<br>INTERVIEWS        | 12 TERRACE FOOD<br>TRUCKS | 16 PHOTO EXHIBITION           |

- Explore offerings from **over 50 dynamic startups**, each showcasing cutting-edge solutions and transformative ideas.
- Immerse yourself in **25 captivating project showcases**, where you'll witness groundbreaking advancements firsthand. Our **EIT Food corner** will take you on a journey through our milestones, highlighting the impact of our initiatives.
- Plus, don't miss the stunning art **exhibitions** that will add a touch of inspiration and creativity to the experience.



# Speakers of NEXT BITE ROME 2024



**Sara Roversi**

Founder **Future Food Institute**

[Discover more](#)



**Richard Zaltzman**

Chief Executive officer (CEO) **EIT Food**

[Discover more](#)



**Tony Hunter**

Global **Food Futurist** Speaker

[Discover more](#)

[Discover all Next Bite Speakers](#)





# Speakers of NEXT BITE ROME 2024



## Reniera O'Donnell

Food Initiative Lead  
**Ellen MacArthur Foundation**

[Discover more](#)



## Tim Spector

Professor of Genetics and Author

[Discover more](#)



## Dario Toso

Product Sustainability & Circular  
Economy Manager **Lavazza Group**

[Discover more](#)

[Discover all Next Bite Speakers](#)

# Useful resources

The NEXT BITE Programme:

<https://www.eitfood.eu/next-bite/programme>

SOCIAL MEDIA Tool Kit:

[Exclusive social media toolkit](#)

SOCIAL MEDIA assets:

[FACEBOOK](#)

[INSTAGRAM](#)

[LINKEDIN](#)

[X](#)

Customizable Canva Template:

[POST ABOUT ATTENDING NEXT BITE!](#)





## Press contacts

E-mail: [miriam.sastre@eitfood.eu](mailto:miriam.sastre@eitfood.eu) / [media@eitfood.eu](mailto:media@eitfood.eu)

Telephone number: +34 650 27 15 18

Media accreditation: [Media and Press](#)





**ROME**  
**NEXT BITE**  
NEXT BITE ROME 2024

# Building the future of food together

