EIT Food: Improving food together

15 APRIL 2021
EIT’s vision is to become the leading European initiative that empowers innovators and entrepreneurs to develop world-class solutions to societal challenges, and create growth and skilled jobs.

- First EU initiative bringing together the three sides of the ‘knowledge triangle’: business (companies and SMEs), education institutions and research centres.
- Aim to increase the cooperation and integration between higher education, business and research to facilitate the transition from:
  - student to entrepreneur
  - idea to product
  - lab to citizens
Food System Challenges

At EIT Food we aim to overcome these challenges by bringing all players together and guiding and accelerating the innovation process to transform the food system.

**SOCIAL**
- We need to feed **10 billion** people by 2050 *(UN, 2017)*
- Over to **2 billion** people are currently overweight *(WHO, 2018)*, while **800 million** are undernourished *(FAO, 2019)*
- Up to **35%** of children under 5 globally are stunted, wasted or overweight *(UNICEF, 2019)*

**ENVIRONMENTAL**
- **1/3** of our food is wasted globally *(FAO, 2019)*
- **70%** of global freshwater withdrawals come from the food industry *(FAO, 2016)*
- Food production accounts for **26%** of greenhouse gas emissions *(Science, 2018)*

**ENTREPRENEURIAL**
- Only **3.4%** of all EU startups are in the food industry *(ESM, 2016)*
- **9 out of 10** startups fail due to lack of a market need for their products *(Munich Business School, 2016)*
- Meeting the UN SDGs could create innovation opportunities worth **US$200 billion** for the European business sector in agrifood by 2030 *(BSDC, 2016)*
Our Ecosystem

**OUR ROLE**

• Our role is to bring all players together and guide and accelerate the innovation process that will transform the food system.

**OUR STRENGTH**

• Our strength comes from partners, which represent Europe’s leading agrifood companies, research institutes and universities: **72 core partners + 64 network partners + over 100 linked third parties/other participants.**

• The network also includes the RisingFoodStars Association, bringing together Europe’s best agrifood startups and scaleups (**64 startups**).

• We are headquartered in **Leuven** and have regional offices in **Warsaw, Freising, Reading, Leuven, Bilbao** and **Madrid**.

• We have **15 innovation hubs in EIT RIS countries**

For an up-to-date list of partners please visit: [https://www.eitfood.eu/partners/](https://www.eitfood.eu/partners/)
6 Focus Areas spanning over the whole Value Chain

PRODUCTION
- ALTERNATIVE PROTEINS
- SUSTAINABLE AGRICULTURE
- TARGETED NUTRITION

PROCESSING
- SUSTAINABLE AGRICULTURE
- DIGITAL TRANSFORMATION IN TRACEABILITY
- CIRCULAR FOOD SYSTEMS

PACKAGING

WASTE STREAMS

HEALTHY PEOPLE

DISTRIBUTION

LOGISTICS

EIT Food PROJECTS
Our Activities

**EDUCATION**
Attracting, developing and empowering talent to lead the transformation of the food system

**EXAMPLES**
- Global Food Venture Programme
- Focus on Farmers
- Food for Thought

**INNOVATION**
Fostering collaboration across the entire food system to develop innovative technologies, products and services

**EXAMPLES**
- SeaCH4nge
- From Waste to Farm
- Digital Twin Management

**ENTREPRENEURSHIP**
Supporting innovative impactful entrepreneurs and startups to deliver new food innovations and businesses across Europe

**EXAMPLES**
- FeJuice
- Delicious Data
- Redefine Meat

**PUBLIC ENGAGEMENT**
Engaging with people so they become change agents of the food system

**EXAMPLES**
- Annual Food Agenda
- Food Unfolded®
- Future of Food

Funded by the European Union
Joining EIT Food as Partner: Categories and fees

**Core partners**: industrial and/or service company or a higher education or research institution with legal personality

- **Gold**: annual membership fee of 90,000 Euros. Can vote (5 votes) in the Partner Assembly, participate in EIT Food activities. EIT funding without limits.
- **Silver**: annual membership fee of 45,000 Euros. Can vote (2 votes) in the Partner Assembly, participate in EIT Food activities. EIT funding of a maximum amount of 500,000 Euros.
- **SME**: annual membership fee of 22,500 Euros. Can vote (1 vote) in the Partner Assembly, participate in EIT Food activities. EIT funding of a maximum amount of 250,000 Euros.

**Network Partners**

- Annual membership fee of 5000 Euros. Can participate in EIT Food activities and receive corresponding EIT funding for a maximum amount of 50,000 Euros. Cannot participate in the EIT Food Partner Assembly.

**Associates**

- Associate may participate in activities with zero EIT funding but will not have the right to lead Activities. Don’t pay partnership fees and cannot participate in the EIT Food Partner Assembly.

For more information on becoming a partner please visit: https://www.eitfood.eu/news/post/more-info-on-eit-food-partnerships
EDUCATION

PROGRAMME ARCHITECTURE

ACADEMY
Develop core competences
Certified pathways

DEGREE PROGRAMMES
• Master in Food Systems

FELLOWSHIPS
• Global Food Venture
• Innovator

PROFESSIONAL EDUCATION
• Authority
• Advance programmes

STUDIO
Co-creation of impact
Key to demonstrate KTI

INSPIRE PROGRAMMES
• Summer Schools

FOOD SOLUTIONS
• Industrial challenges
• Societal challenges (EFSET)

CROSS-KIC
• Skills for the Future

FIELD
Seeding ideas
Building knowledge

ENGAGE PROGRAMMES
• MOOCs

GROW WORKSHOPS
• SME Workshops
• Focus on Farmers

CROSS-KIC
• Citizen Engagement
Opportunities: Fellowships

• **EIT Food Innovator Fellowship 2021 (deadline 14 May 2021):** Post-Doctoral and Young Professional training to transform a lab-idea in business ideas. Identifying talents with creative and innovative potential, wishing to expand their skill repertoire through advanced training for the development of an innovative idea with significant impact in the food system.

• **The Global Food Venture Programme (deadline 2 May 2021):** fosters the entrepreneurial growth of doctoral students working on challenges in the Agrifood sector.
Opportunities: Focus on Farmers 2021

Starting 2021 - two new Consortia with new Partners:

1. Mindset Change
   • It plans to engage pan-European farming community through interlinked educational workshops on emerging trends and technologies with focus on sustainable agriculture and circular food systems.
     (Sweden, France, Portugal, Austria).

2. AgTech
   • European Farmers Academy to allow the sector to learn, discuss and share experiences of applying digital technologies for sustainable agriculture.
   • Focus on Young Farmers and Women in Agriculture.
     (Germany, Poland, UK)
### EXAMPLE: Circular Food Systems Challenges 2021

<table>
<thead>
<tr>
<th>CHALLENGES ADDRESSED</th>
</tr>
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<tbody>
<tr>
<td><strong>Circular Food Systems</strong></td>
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<tr>
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<tr>
<td><strong>Circular Food Systems</strong></td>
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</tbody>
</table>
Phenoliva

Treatment and valorisation of olive mill wastes
- Application of olive polyphenols to food

Solution: Implement an integrated waste management concept for the olive oil industry. Olive antioxidants extracted with novel process; extracts processed (purified and functionalised) to two different antioxidants-based ingredients, tested in several fat- and water-based industrial food products. Process further generates pomace oil, biogas, irrigation water and biochar.

Outcomes and Impact:

• Enhance the sustainability of an important economic sector in Mediterranean countries
• Provide the food industry with powerful, natural antioxidants
• Creation of a start-up
Opportunities: Future Calls for Proposals

**Investing in impactful solutions:**

- As of 2022 calls open to partner and **non-partner organizations**
- Partner co-funding required
- No funding for research, but funding for innovative solutions with well-defined societal and economic impact
- Proposals need to focus on solutions with TRL 6-7 which can be brought to higher TRL (9)
- Selected proposals will need through a **proof-of-concept stage** to access their innovation potential
- Proposals will require the participation of a partner with a clear commercialization and exploitation strategy who is ready to enter an agreement with EIT Food on revenue sharing
ENTREPRENEURSHIP

The Springboard for Agrifood Entrepreneurs

LAUNCH
UNDERSTAND YOUR MARKET

Aspiring entre/intra-preneurs looking to co-create novel solutions, validate ideas and launch new businesses underpinned by technology

IDEATION AND CUSTOMER DISCOVERY

PRE-SEED

SeedBed Incubator

ACCELERATE
BUILD YOUR BUSINESS

Established early stage start-ups wanting to increase visibility, test products and services and find customers and investors

CUSTOMER VALIDATION & ACQUISITION

SEED

EIT FAN Accelerator

SCALE
GROW INTERNATIONALLY

Early scaleups, past ideation phase with paying customers and an impactful scalable technological solution to an EIT Food focus area

INTERNATIONAL CUSTOMER GROWTH

RisingFoodStar Association

Access 2 Finance

Funded by the European Union
**ENTREPRENEURSHIP**

**Impact in 2020**

- **173** startups supported in 2020 across 6 Focus Areas

- **350+** startups supported since 2018 (alumni)

- **35+** partners involved in BC infrastructure programmes

- **43** innovation projects with EIT Food partners

- **€6.3m** direct investment by EIT Food in 2020

- **€188m** external investment attracted by BC startups in 2020

- **€50m** EIT FAN

- **€133m** RisingFoodStars

- **€4.7m** Other

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**Focus Areas**

- Circular Food Systems
- Digitalized traceability
- Targeted Nutrition
- Sustainable aquaculture
- Sustainable Agriculture
- Alternative Proteins
Opportunities

Annual call for startups to join our entrepreneurship programmes: Next call spring 2022.

- Seedbed
- EIT Food Accelerator Network
- Rising Food Stars: A network organisation for successful, game-changing early agrifood scaleups, enabling its members to participate as Partners in all EIT Food activities.

Test-Farms: links agricultural startups with farmers and testing-land (deadline 30 April 2021)

Open innovation: Matchmaking between startups and corporate partners interested in joint business opportunities.
TrustTracker®

• The EIT Food TrustTracker® is an annual evidence-based consumer survey to measure the trust that Europeans have in the food industry over time.
• It began in 2018 with 5000+ citizens in 5 countries, expanding to 11,000+ citizens in 13 countries in 2019 and **over 19,000 citizens in 18 countries in 2020.**
• The research compares how much trust people in different countries have in different actors in the sector: farmers, manufacturers, retailers & authorities.
• It explores how they rate each of these groups in the food value chain for key determinants of trust: care, competence and openness.
• It also tracks consumer confidence in the integrity of their food – through five components: taste, safety, health, authenticity and sustainability.
• And it explores attitudes and behaviours around health, sustainability & novelty.
## PUBLIC ENGAGEMENT

### Trust in individual entities within the food chain

<table>
<thead>
<tr>
<th>ARE...</th>
<th>BECAUSE...</th>
<th>SO MUST...</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FARMERS</strong></td>
<td>&quot;poor&quot; • good • trustworthy</td>
<td>• are hard-working • are underpaid • are under pressures</td>
</tr>
<tr>
<td><strong>AUTHORITIES</strong></td>
<td>dependant and weak • not doing what is expected • reactive and hidden</td>
<td>• influenced by lobbies &amp; politics • frequent scandals • do not educate, explain or adapt standards</td>
</tr>
<tr>
<td><strong>RETAILERS</strong></td>
<td>good at marketing • poor in sales • avoid responsibility</td>
<td>• say what they want • do not engage in personal relationships • aim to increase profit</td>
</tr>
<tr>
<td><strong>MANUFACTURERS</strong></td>
<td>good at making profit • the reason for declining quality • not responsible</td>
<td>• only want to make money • cause harmful &amp; artificial substances usage • do not care about health, the planet or the law</td>
</tr>
</tbody>
</table>
Our Impact

Collaborative innovation aligned with EU policies

Improved in conditions leading to more trust in the food system

Better health outcomes from our diet

Enabling transition to a circular, sustainable food economy

Open Calls geared towards impact

Between 2021-2027, EIT Food will deliver:

- 210,000+ consumers engaged to define healthier, sustainable behaviour.
- 700+ innovations supported during their design and test phases.
- 1300+ graduates from EIT labelled MSc/PhD programmes.
- 345,000+ online learners by 2027.
- 180 new entrepreneurs into the food system.
- 800+ companies securing over €350m investment funding.
87.45–94.56
GIGATONS
CO₂ EQUIVALENT
REDUCED SEQUESTERED (2020–2050)

REduced Food Waste

Roughly a third of the world's food is never eaten, which means land and resources used and greenhouse gases emitted in producing it were unnecessary. Interventions can reduce loss and waste, as food moves from farm to fork, thereby reducing overall demand.

SOLUTION SUMMARY
A food loss food waste factory to fork. Reducing resources—lands, water, capital—and genotypes we name when organic but we waste is responsible for. Losing food to waste in low-income countries. It's generally unintentional or mental or means of higher income, willful waste chain. Retailers and consume and coloring, or simply on.

There are numerous and i
EIT Food Catalogue of *Game Changing Innovators*
UN Food Systems Summit

UN Food Systems Summit Dealroom – European Lead

The Deal Room journey

Agribusiness Deal Room has so far facilitated engagement on US$ 12.1 billion of public and private investment capital.

<table>
<thead>
<tr>
<th>Deal Room</th>
<th>2018 Kigali</th>
<th>2019 Accra</th>
<th>2020 Virtual</th>
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<tbody>
<tr>
<td>Total no. of participants</td>
<td>250</td>
<td>500</td>
<td>3600</td>
</tr>
<tr>
<td>Successful meetings and connections made during AGRF</td>
<td>58</td>
<td>500</td>
<td>800+</td>
</tr>
<tr>
<td>Capital seekers (SMEs)</td>
<td>16</td>
<td>117</td>
<td>700+</td>
</tr>
<tr>
<td>Amount in US$ million being sought by SMEs</td>
<td>35 mn</td>
<td>804 mn</td>
<td>600+ mn</td>
</tr>
<tr>
<td>Amount in US$ million in transaction pipeline post matchmaking</td>
<td>455 mn</td>
<td>329 mn</td>
<td></td>
</tr>
<tr>
<td>SME preparation</td>
<td>2 SME preparatory webinars</td>
<td>SME resource bank launched</td>
<td></td>
</tr>
<tr>
<td>Capital providers (investors)</td>
<td>10</td>
<td>50+</td>
<td>312</td>
</tr>
<tr>
<td>Governments and government agency participation</td>
<td>8</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>Amount in US$ billion being sought by governments</td>
<td>250mn</td>
<td>2 bn</td>
<td>7.8 bn</td>
</tr>
<tr>
<td>Technology development</td>
<td>Virtual platform launched</td>
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Become part of our community

Share your ideas

Help us transform the food sector

CONTACT DETAILS

giovanni.colombo@eitfood.eu

FIND OUT MORE AT EITFOOD.EU