



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**

EIT Food Central
Freising, Germany

EIT Food North-West
Reading, UK

EIT Food West & HQ
Leuven, Belgium

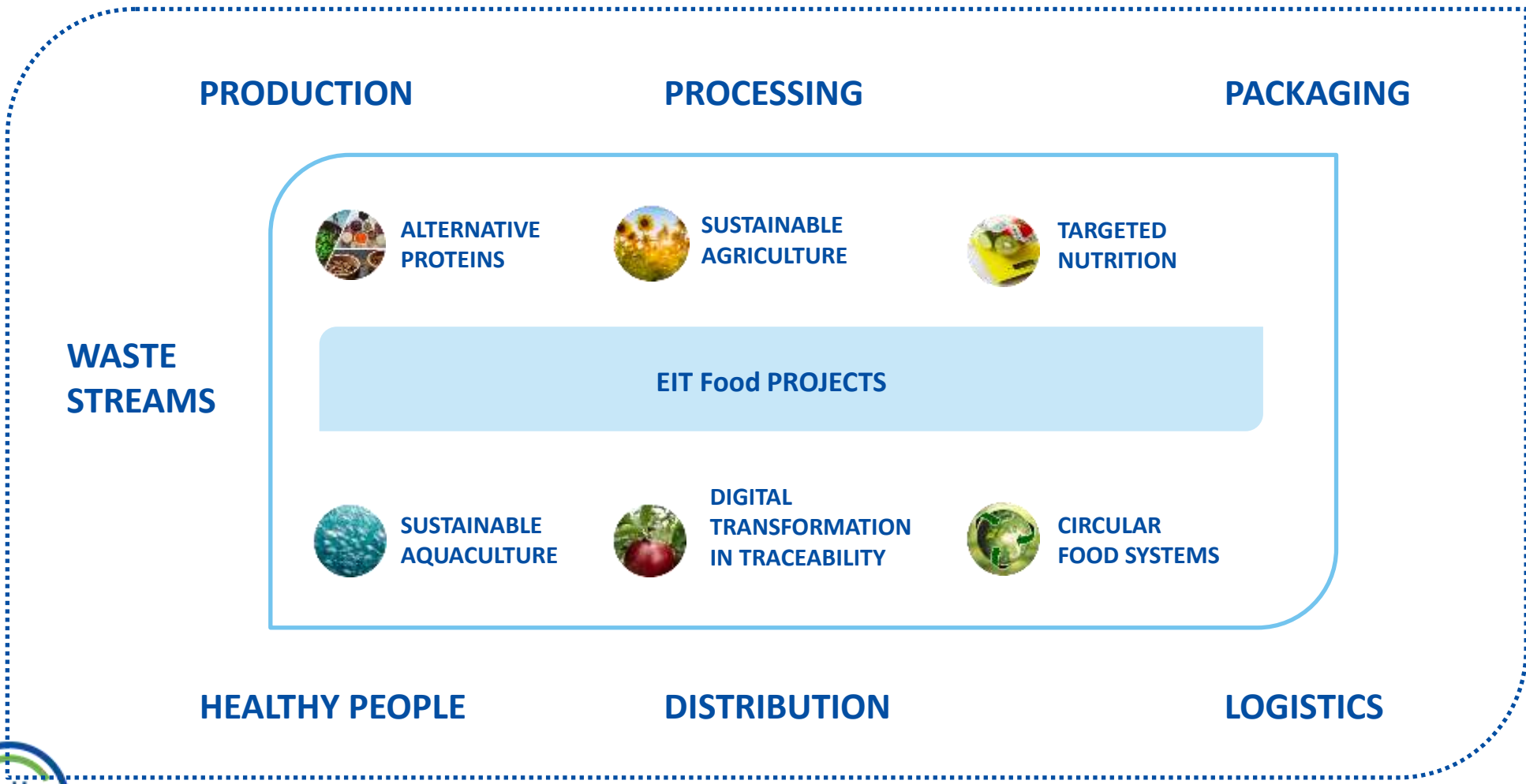
EIT Food South
Madrid/Bilbao, Spain

EIT Food North-East
Warsaw, Poland

Iceland

Georgia and
Armenia

6 Focus Areas spanning over the whole Value Chain



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](#)



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.

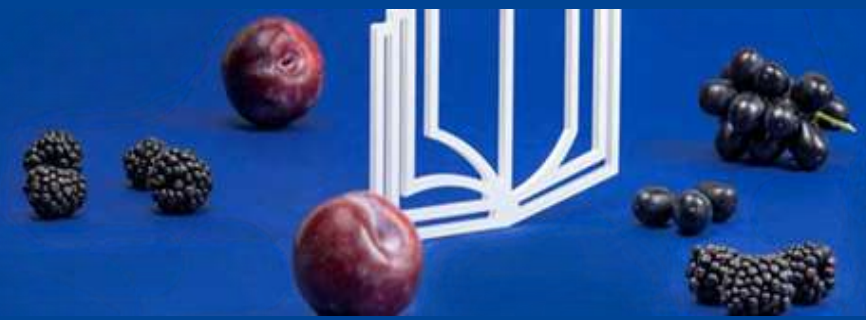


For more information on becoming a partner please visit:
<https://www.eitfood.eu/news/post/more-info-on-eit-food-partnerships>



Funded by the
European Union

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

CHALLENGES ADDRESSED		
Circular Food Systems	6.1	Develop solutions that are leading away from unsustainable linear food production and towards full circularity , e.g. by avoidance and/or valorisation of side streams and food waste (food industry) . This also includes addressing the need for behavioural change to repurpose and redistribute the surplus of edible food at retail and/or consumer level .
Circular Food Systems	6.2	Develop innovative smart and/or sustainable packaging concepts (including recycling solutions) and sizes and other approaches to reduce food spoilage, damage and contamination and/or packaging waste.
Circular Food Systems	6.3	Develop solutions to improve harvest, transport and storage practices along the food value chain. Solutions shall lead away from fragmented processes and material flows for foodstuffs and can be based on, for example, a wider adoption of monitoring and digital tools (digital twinning via IoT, data analytics; see also Focus Area “Digital Traceability”). Solutions may also focus on the integration of sustainable farming practices in urban and peri-urban locations.

The 2021 Call for proposals was launched on 12 March 2020



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



Consortium



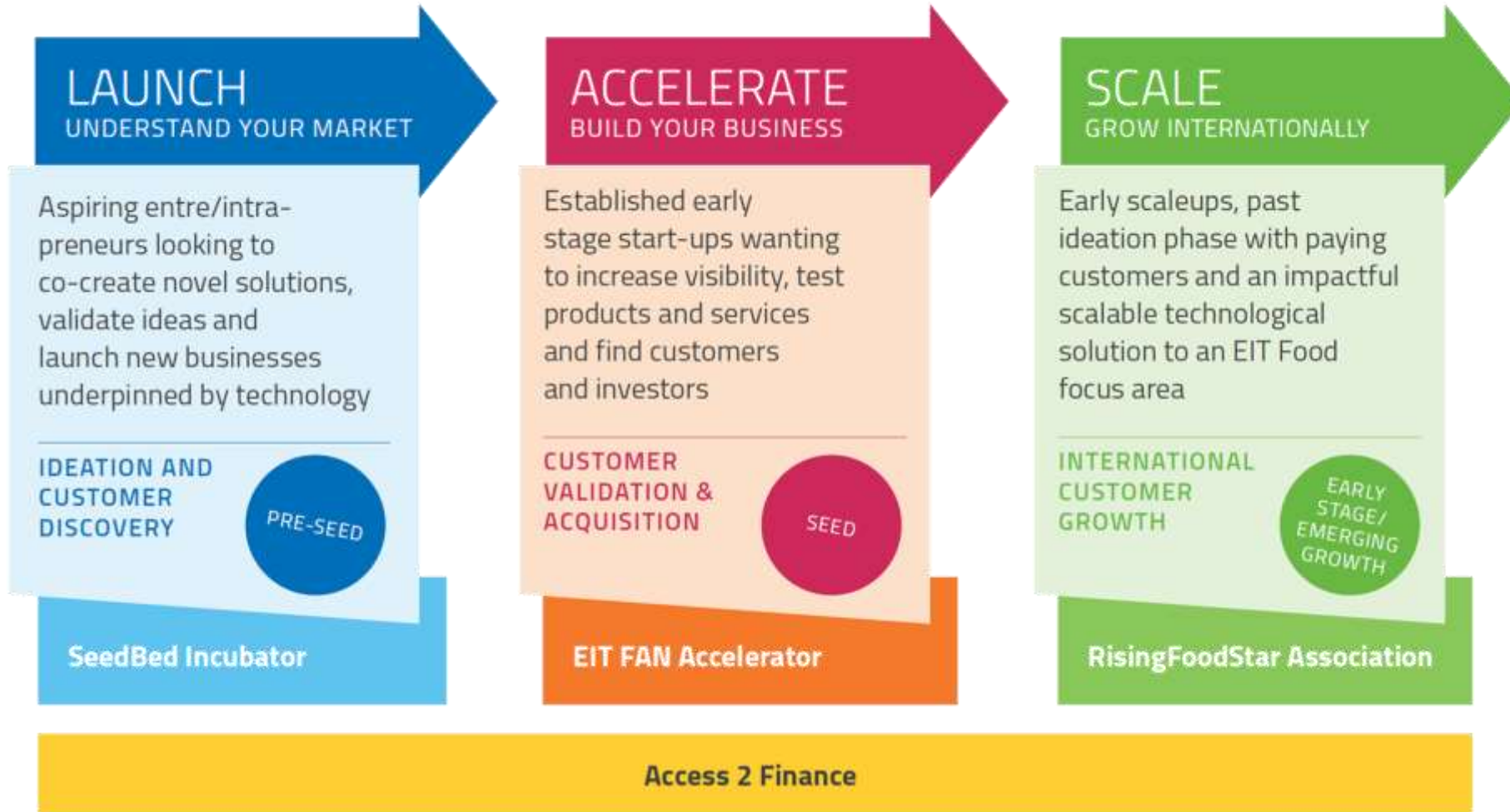
Funded by the European Union

Opportunities: Future Calls for Proposals

Investing in impactful solutions:

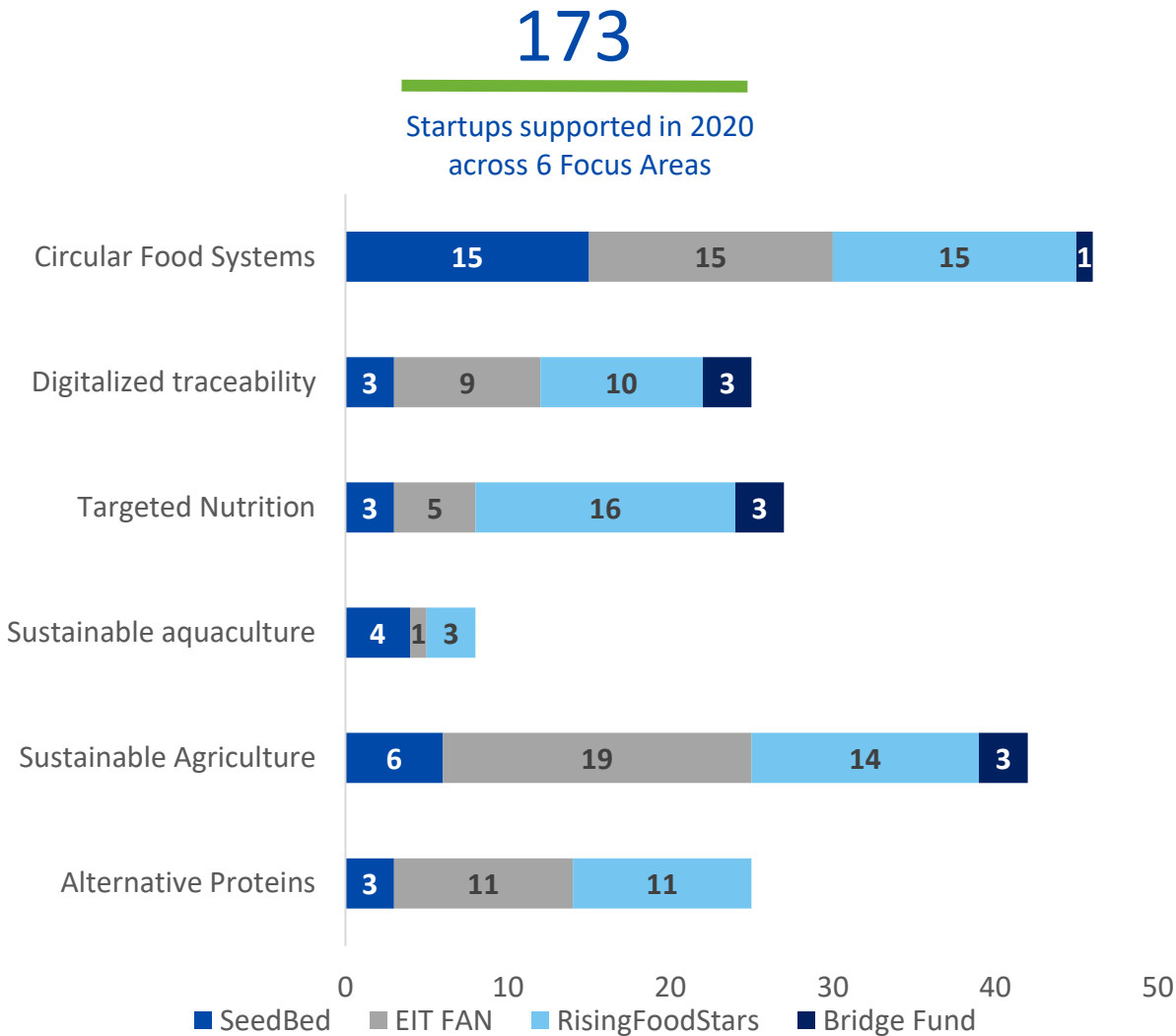
- As of 2022 calls open to partner and **non-partner organizations**
- Partner co-funding required
- No funding for research, but funding for innovative solutions with well-defined societal and economic impact
- Proposals need to focus on solutions with TRL 6-7 which can be brought to higher TRL (9)
- 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

The Springboard for Agrifood Entrepreneurs



ENTREPRENEURSHIP

Impact in 2020



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

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**.

Trust in individual entities within the food chain

	ARE...	BECAUSE...	SO MUST...
FARMERS	<ul style="list-style-type: none">• "poor"• good• trustworthy	<ul style="list-style-type: none">• are hard-working• are underpaid• are under pressures	<ul style="list-style-type: none">• ensure transparency• sell directly• avoid chemicals• unite
AUTHORITIES	<ul style="list-style-type: none">• dependant and weak• not doing what is expected• reactive and hidden	<ul style="list-style-type: none">• influenced by lobbies & politics• frequent scandals• do not educate, explain or adapt standards	<ul style="list-style-type: none">• make evidence-based decisions• be proactive and show results• communicate reasons for changes and teach nutrition rules
RETAILERS	<ul style="list-style-type: none">• good at marketing• poor in sales• avoid responsibility	<ul style="list-style-type: none">• say what they want• do not engage in personal relationships• aim to increase profit	<ul style="list-style-type: none">• be honest & provide details• prove knowledge & be helpful• inspire others to follow trends
MANUFACTURERS	<ul style="list-style-type: none">• good at making profit• the reason for declining quality• not responsible	<ul style="list-style-type: none">• only want to make money• cause harmful & artificial substances usage• do not care about health, the planet or the law	<ul style="list-style-type: none">• focus on quality over quantity• avoid food additives• encourage and inspire positive changes

Our Impact

Collaborative innovation aligned with EU policies



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.

EIT Food Catalogue of *Game Changing Solutions*



REDUCED FOOD WASTE

REDUCE SOURCES › Food, Agriculture, and Land Use › Address Waste and Diets
SUPPORT SINKS › Land Sinks › Address Waste and Diets

87.45–94.56

GIGATONS
CO₂ EQUIVALENT
REDUCED / SEQUESTERED
(2020–2050)

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 third of the food raised from factory to fork. Producing resources—seeds, water, capital—and generates greenhouse methane when organic waste is responsible for

Losing food to one waste in low-income countries. In poor generally unintentional and higher income, willful food chain. Retailers and consumers and coloring, or simply or

There are numerous and



EIT Food Catalogue of *Game Changing Innovators*



UN Food Systems Summit

UN Food Systems Summit Dealroom – European Lead



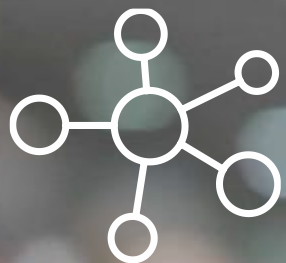
The Deal Room journey

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

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



LET'S CREATE THE FUTURE OF FOOD TOGETHER!



Become part
of our
community



Share
your ideas



Help us
transform the
food sector

FIND OUT
MORE AT
EITFOOD.EU



CONTACT DETAILS

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