

EIT Food

IMPROVING THE AGRIFOOD SYSTEM TOGETHER

AN INTRODUCTION TO
EIT Food and
REGIONAL INNOVATION SCHEME

AGRIFOOD SYSTEM CHALLENGES

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*)

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

A GUIDE TO EIT Food

As Europe's leading food initiative, we are working to make the food system more **sustainable, healthy and trusted**

OUR MISSION

Our mission is to create a Sustainable and future-proof food system by creating an **inclusive and innovative community** where the **consumer is actively involved**.

OUR ROLE

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 over 90 of Europe's leading agrifood companies, research institutes and universities.

The network also includes the **Rising Food Stars association**, bringing together Europe's best agrifood startups and scaleups

Our headquarters are in Leuven and have regional offices in Warsaw, Freising, Reading, Bilbao and Madrid

EIT Food Central
Freising, Germany

EIT Food North-West
Reading, UK

EIT Food West & HQ
Leuven, Belgium

EIT Food South
Madrid/Bilbao, Spain

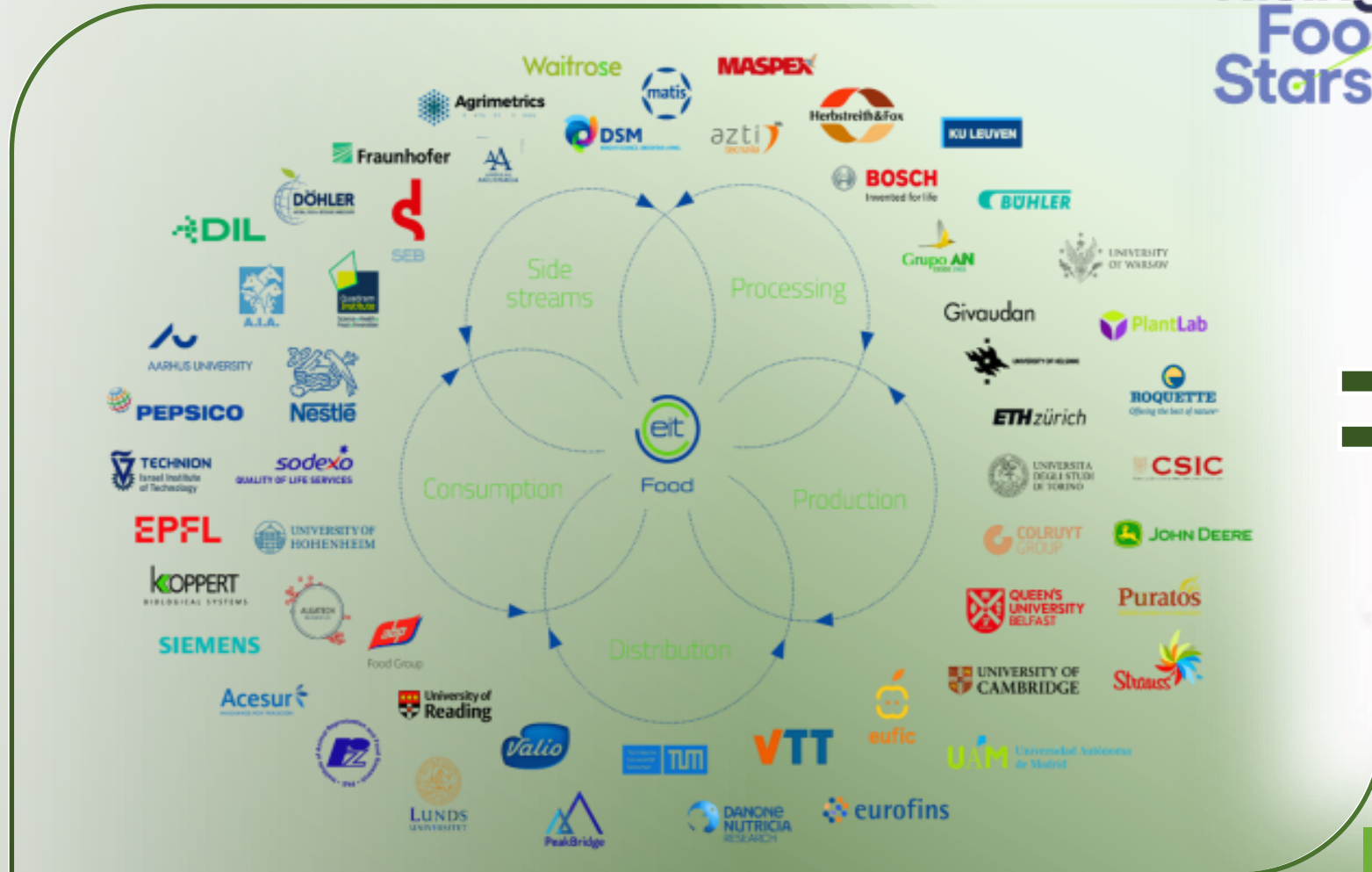
EIT Food North-East
Warsaw, Poland

Iceland

Georgia and
Armenia

UNIQUE INNOVATION COMMUNITY

Our community brings together key players from across the food value chain including Industry, startups, research centres and universities



1 Brilliant Innovation Community



OUR SIX FOCUS AREAS



Alternative proteins



Sustainable Agriculture



Sustainable aquaculture



Targeted Nutrition



Digital transformation of traceability



Circular food systems

**CONSUMER CENTRICITY
&
DIGITAL TRANSFORMATION
OF THE FOOD SYSTEM**

2020 COVID INVESTMENT IN STARTUPS

The COVID-19 Bridge Fund supports European agrifood startups that have been affected by coronavirus, as part of the EIT Crisis Response Initiative

+ €5M

to support

**13 innovative
agrifood startups**

74 companies from 19 countries applied

- Alternative proteins,
- Sustainable agriculture,
- Targeted nutrition and
- Circular food systems.

2020 COVID INVESTMENT IN INNOVATION

As a part of EIT's Crisis Response, this initiative will fund high-impact innovative activities executed until 31 December 2020.

3 projects in total, made up from consortia representing **52 global organisations.**

Winning innovations include an edible anti-viral coating for food, a test for micronutrient deficiencies' effect on disease strength and dynamic pricing technology which can decrease supermarket food waste by over 40%

+ €6M

COVID-19 Innovation Fund

EIT REGIONAL INNOVATION SCHEME (RIS)

EXTRA SUPPORT FOR SOUTHERN AND EASTERN EUROPE

Objective

- Contribute to enhancing of the innovation capacity in **moderate and modest innovators*** (EU Member States and Horizon 2020 Associated Countries)

Approach

- Share good practices and experience emerging from the EIT Community's activities
- Widen participation in EIT Food Activities and facilitate access to wider networks
- Support collaboration in regions and countries in line with the priorities set out in Smart Specialisation Strategies (RIS3)

** European Innovation Scoreboard*



EIT FOOD RIS HUBS

STRONG FOOTING IN LOCAL INNOVATION ECOSYSTEMS

EIT Innovation Communities via open calls designate ambitious and resourceful local entities to act as EIT Hubs



- EIT Hubs **ensure the active involvement** of local knowledge triangle actors in EIT Food activities, as well as liaise with and provide expertise to the relevant national, regional and local authorities
- EIT Hubs facilitate **co-creation** and **access** to business developers, investor networks and public funding sources

RIS Highlights 2020



14 NEW RIS PARTNERS

+ 800 PEOPLE ATTENDED

“The Agrifood Sector:
Future-proof or Future-ready?” online event

+ 3000 PARTICIPANTS

in RIS Events



50 FEMALE LED

Empowered Startups within
EWA programme



4 NEW PRODUCTS

Launched on the market



5€M INVESTED

In Regional Innovation Scheme
programmes

+500 ENTREPRENEURS

Received training through
Demo Days, Challenge Labs
and Workshops

375K IN PRIZES

To help startups keep growing

OUR ACTIVITIES in 2021

EDUCATION

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

EXAMPLES

- [RIS Professional Development](#)
- [RIS Fellowships & Youth](#)
- [RIS Summer Schools](#)
- [RIS Public Representatives](#)
- [RIS Regenerative Agriculture](#)
- [RIS STEM Pipeline](#)

INNOVATION

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

EXAMPLES

- [Phenoils](#)
- [ChiLd MicroBes predict how to stay away from Obesity- CLIMB-Out](#)
- [Black to the future - biochar and compost as soil amendment](#)

PUBLIC ENGAGEMENT

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

EXAMPLES

- [RIS Proof of Concept](#)
- [Consumer Engagement Labs](#)
- [Western Balkans \(xKIC\)](#)
- [R&D expert group on LINKEDIN](#)

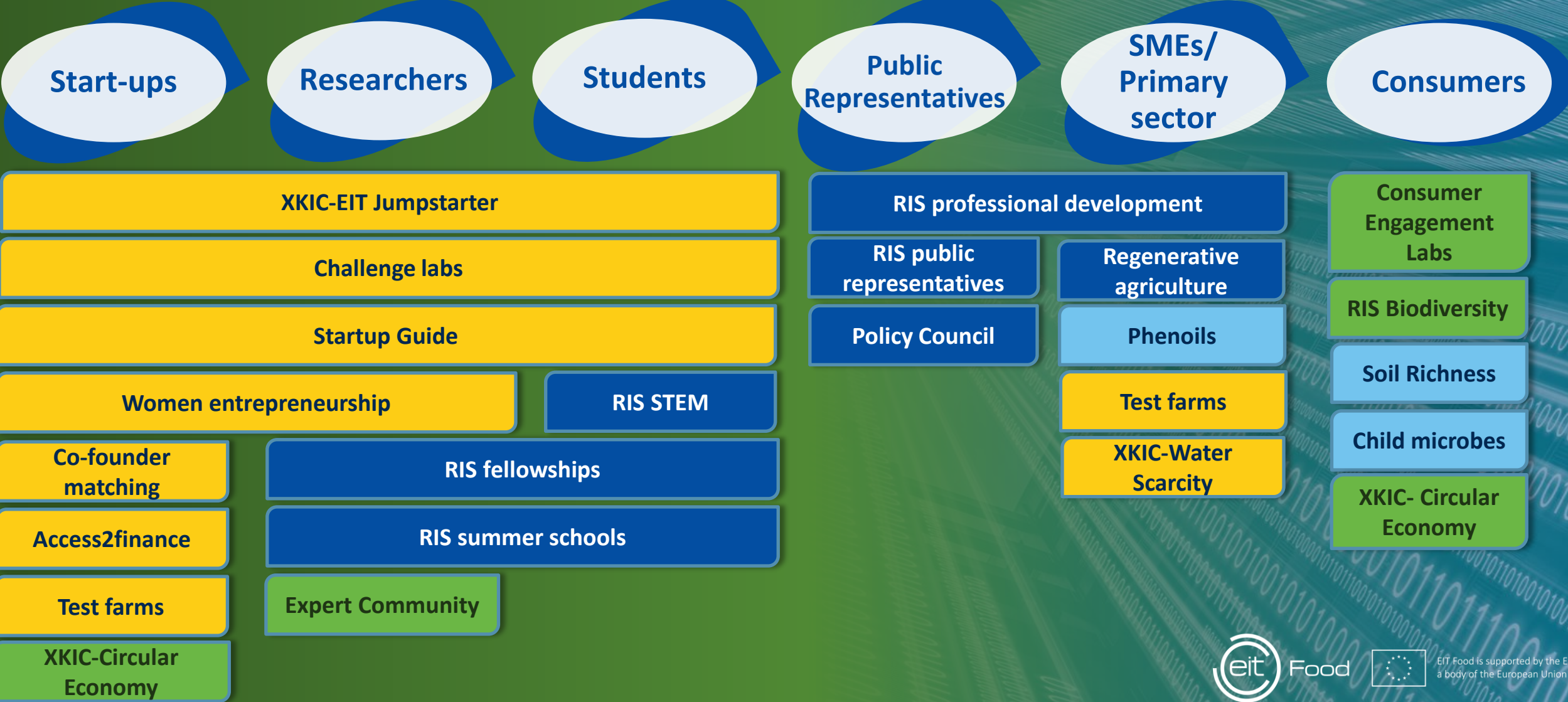
ENTREPRENEURSHIP

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

EXAMPLES

- [Test Farms](#)
- [Challenge Labs](#)
- [Cofounder Matching](#)
- [EWA](#)
- [RIS Access 2 finance](#)
- [Water Scarcity \(xKIC\)](#)
- [Jumpstarter \(xKIC\)](#)

RIS TARGET GROUPS



RIS EDUCATION 2021

ACADEMY **Develop core competences. Certified pathways**

RIS FELLOWSHIPS

RIS FELLOWSHIPS & TALENTS

Apply academic knowledge in 3-6 months funded internships at KIC partners.

- Students
- Graduates
- PhD

RIS YOUTH

1-3 months internship **improving their professional and linguistic competences**

Students of vocational or technical schools

RIS PUBLIC REPRESENTATIVES

GOVERNMENT EXECUTIVE ACADEMY

Insights into new agrifood technologies, innovation policies for food system and best practices in leveraging publicly funded research infrastructures for industrially oriented R&D and entrepreneurship.

Representatives of public sector

RIS RESEARCH INFRASTRUCTURE NETWORK

Activities enhancing knowledge and practical skills in management of publicly funded research infrastructures for agri-food sector

Agrifood representatives of publicly funded research infrastructures

ACADEMY Develop core competences. Certified pathways

Farmers

Students

SMEs



SUDAPS

Providing **dairy sector** stakeholders with knowledge and ready-made solutions, to become stronger innovators



New Product Development (NPD)

Professional workshops teaching the tools, techniques and best practices developed to support the New Product Development process.



Growing Consciousness

Educational activities directed to fill the existing know-how gap at rural areas, with niche production of **local varieties**.



WE Lead

Equipping woman-leaders of the food industry to enable them to challenge current practices and deliver a sustainable and equitable food sector.

**RIS
PROFESSIONAL
EDUCATION**

RIS EDUCATION 2021

STUDIO Co-creation of impact Key to demonstrate KTI

Students

Graduates

PhD



**Targeted
Nutrition**

A blended online course and onsite experience, will make **young academics** able to familiarize with the expectations, trust issues and needs of hypersensitive consumers who require **targeted nutrition solutions and services**.



**Digital
Food Chains**

Different teams will **brainstorm on novel applications, understanding gaps and opportunities**, and be faced with the interface between technology and food systems.



**Circular
Business Models**

Connect students with insights into current academic/ industry trends on **sustainable circular and bio-based food systems**, enhancing the biodiversity of local systems and combining tradition with innovation aiming at feeding humanity in the most sustainable way

**RIS
Summer
Schools**

RIS EDUCATION 2021

FIELD Seeding ideas and building knowledge

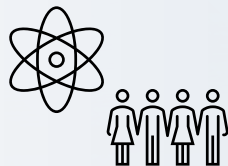
REGENERATIVE AGRICULTURE



Train and help farmers **transition their farms to regenerative agriculture practices**

- Produce a series of videos that explain what it is and its benefits
- **Work with large agrifood businesses**
- Design a study to prove the health benefits

RIS STEM Pipeline



Attract, retain and graduate **students in STEM subjects and ICT applied to the agri-food sector**

GROW WORKSHOPS

EIT FOOD BUSINESS CREATION

BENEFITS FOR AGRIFOOD ENTREPRENEURS

The entrepreneurs who work with us and our partners stand to benefit in many ways.



Access to
infrastructure, labs
and technologies



Access to finance and
help with fundraising



Access to market and
customers



Brand promotion
and media exposure



Access to a
thriving network



Support through
their journeys



Access to world-class
mentors and experts

EIT FOOD BUSINESS CREATION

OUR IMPACT 2019

€3M+
invested
in European
countries with low
innovation levels

25 EIT Food
partners
actively involved in
Business Creation
programmes

2K+
startups
involved in our
Business Creation
pipeline

€91M total
investment attracted by
supported
startups

€756K direct
financial
support
awarded in prizes, subgrants
and investments

147
registered
startups
supported by EIT Food

EIT FOOD BUSINESS CREATION

OUR PROGRAMMES

EIT Food Business Creation works with entrepreneurs at all stages of their journey, from validating their market to scaling up their business to achieve impact.



PRE-LAUNCH

New ideas and building a team

- Co-Founder Matching
- Challenge Labs
- EWA



LAUNCH

For aspiring entrepreneurs and intrapreneurs

- Seedbed



ACCELERATE

For registered startups, (pre)seed with traction indicator

- FAN
- Test Farms



SCALE

For early scaleups, past ideation phase with paying customers

- Rising Food Stars
- Water Scarcity

Startup Manual and Application Support

EIT FOOD BUSINESS CREATION

LAUNCH

Understand your market

For aspiring entrepreneurs and intrapreneurs



SEEDBED

A 6-month pre-accelerator programme to transform innovative ideas into market-validated business propositions



Participating teams can access expert training and mentoring to identify their core business assumptions and develop a roadmap to validate these with stakeholders



Financial support to get out of the building and speak to at least 100 stakeholders, customers and users to test the market and refine product ideas



Follow-on support to spin-out/startup a new company or fund feasibility tests with identified partners via EIT Food's Business Services and Financial Services Scheme

SEEDBED



FeJuice is a ‘functional food’ startup with an all-female team. Their juices, smoothies and ice creams are formulated according to a unique algorithm based on scientific research to increase iron levels in the blood, helping those with anaemia - including women at reproductive age, pregnant women and vegans.

EIT FOOD BUSINESS CREATION

ACCELERATE

Build your business

For registered startups, (pre)seed with traction indicator



FOOD ACCELERATOR

A 4-month programme delivered
at six unique innovation hubs in
Europe



Build skills, benefit from mentoring and gain exposure to your market, potential customers, investors and media




Become part of a rich network of businesses and research institutions, and make crucial relationships that will help you fast-track your progress



Access to facilities such as labs, pilot sites, and agricultural land



Potential for follow-on funding for some startups as part of our supporting traction scheme

A medium shot of Mariano Oto, CEO of Nucaps, sitting on a bed and speaking. He is wearing a light blue button-down shirt over a dark t-shirt. He has short dark hair and a goatee. His hands are gesturing as he speaks. The background shows a window with white curtains and a view of a balcony railing.

MARIANO OTO
CEO, NUCAPS

EIT FOOD BUSINESS CREATION

SCALE

Grow internationally

For early scaleups, past ideation phase with paying customers



RISINGFOODSTARS ASSOCIATION

Our thriving agritech network gives outstanding early scaleups access to knowledge and partners that will propel them further, faster



Easy access & personalised introductions to world-leading corporates, academia and research organisations



Opportunities to partner in EIT Food innovation projects with a trusted network of leading global companies



Increased visibility through accessing high-impact international agrifood and startup events



Tailored support to scale up, raise investment and tackle typical startup growing pains

RISINGFOODSTARS



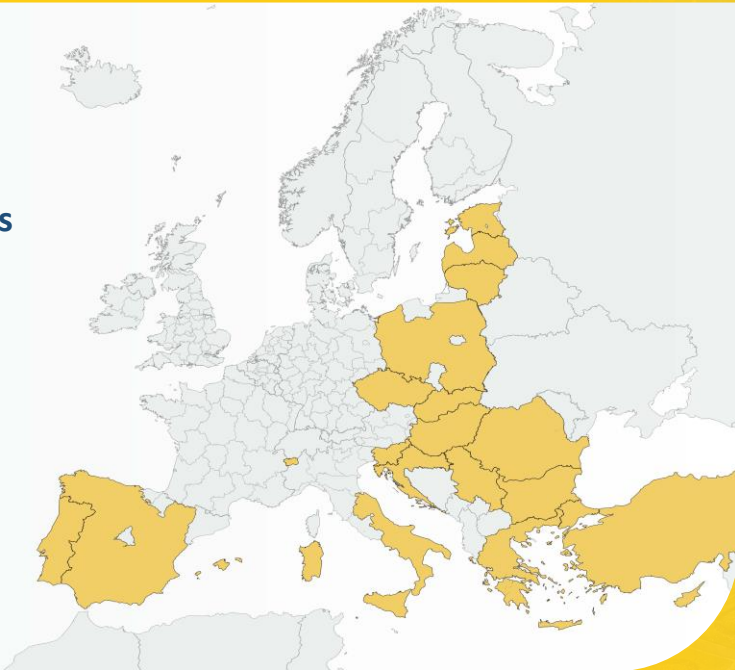
Redefine Meat is the world's first 3D printed, plant-based alt-steak product. The team worked with leading butchers, chefs, food technologists and taste experts to digitally map over 70 sensorial parameters, including premium beef cuts' texture, juiciness and fat distribution to create sustainable, high-protein, no-cholesterol steaks that look, cook, and taste like beef.

EIT FOOD BUSINESS CREATION

EXTRA SUPPORT FOR SOUTHERN AND EASTERN EUROPE



Access to these supporting activities is specifically for entrepreneurs who are resident or citizen of countries in Southern and Eastern Europe.



APPLICATION SUPPORT

We help you write better applications to Seedbed, FAN and Rising Food Stars.

All stages



CHALLENGE LABS

Hackathons based on real food system challenges. Great opportunity to learn entrepreneurial skills, meet a co founder and understand the challenge in the food system.

Pre-Launch

EIT FOOD BUSINESS CREATION

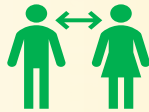
EXTRA SUPPORT FOR SOUTHERN AND EASTERN EUROPE



EMPOWERING WOMEN IN AGRIFOOD

A programme to help 70 female agrifood entrepreneurs get started on their journey to running a business.

Pre-Launch



CO-FOUNDER MATCHING

A programme to link the best agrifood scientists with brilliant entrepreneurs to build new companies for a better food system.

Pre-Launch



TEST FARMS

We link agricultural startups with farmers to help them validate and test their products and services and showcase their business to customers and investors.

Launch and Accelerate



WATER SCARCITY

A programme to support the scaleups and SMEs that are tackling the challenges of water scarcity in Europe.

Scale

RIS PUBLIC ENGAGEMENT 2021

Citizens

R&D Expert Community

Agrifood experts community working together on innovative solutions to make the food system more sustainable, healthy and trusted.

+400

R&D experts engaged

CONSUMER ENGAGEMENT LABS

The Labs engage senior consumers who jointly go through an interactive **process of ideation to develop concepts of new products/services** that better address their preferences.

7 PROOF OF CONCEPTS

- **Improving societal health to reduce childhood obesity**
- **Improving societal health to reduce the prevalence of NCDs**
- **Sustainability in the food chain to reduce greenhouse gas emissions**

EIT FOOD INNOVATION

RIS INNOVATION 2021

TARGETED
NUTRITION



**ChiLd MicroBes predict
how to stay away from
Obesity CLiMB-Out**

CIRCULAR
FOOD SYSTEMS



Phenoils

SUSTAINABLE
AGRICULTURE



**Black to the future -
biochar and compost as
soil amendment**

EIT RIS in post-2020

- EIT Regional Innovation Scheme integrated in the EIT innovation model
- Special focus on the role of **higher education institutions** in the innovation ecosystems: teaching and technology transfer
- Strengthening the innovation ecosystems by **building on the country-specific assets** and interconnecting the innovation players
- Build on synergies with the **European Structural and Investment Funds** (ESIF)

LET'S CREATE THE FUTURE OF FOOD TOGETHER!



GET IN TOUCH: Elvira.domingo@eitfood.eu