



*Welcome to the Interactive Course on*

# Securing EU Funding by Communicating and Demonstrating Societal Impact

22 – 24 January, 2025

**AESIS**  
NETWORK FOR  
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF

**LINO**  
Lithuanian RDI Liaison Office

 **RCL**  
Research Council of Lithuania

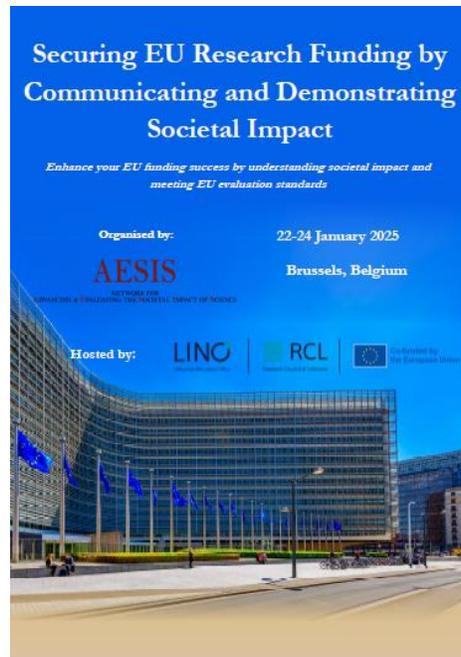
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the European Union

# DAY 2



#EUF22  
@AESISNET

## OVERVIEW OF THE COURSE



### Wednesday, 22<sup>nd</sup> of January

Introductions by AESIS and LINO – Anika Duut van Goor and Tadas Tumėnas  
Introduction to Societal Impact – Anika Duut van Goor  
Maximizing Impact in EU Programs – Andrea di Anselmo  
Dissemination and Exploitation – Andrea di Anselmo  
*Introduction to the Course Assignment*

### Thursday, 23<sup>rd</sup> of January

**Beyond Academia: Maximizing Societal Impact** – Rebecca Thompson  
**Demonstrating Impact** – Rebecca Thompson  
**Collaboration and Communication** – Ritchie Head  
**Visit to the European Parliament & Course Dinner**

### Friday, 24<sup>th</sup> of January

Grant Writing - Ritchie Head  
Participant Presentations

# Rebecca Thompson

*Impact Manager at EIT Food, United Kingdom*

# Securing EU Research Funding by Communicating and Demonstrating Societal Impact

Beyond Academia:  
Maximizing Societal Impact  
1.5 hrs



Co-funded by the  
European Union

*Slides will be  
shared*

Dr Rebecca Thompson / January 2025



## AGENDA

- EIT FOOD as an EU FUNDER – grants and opportunities available
- Creating effective partnerships with industry, policymakers, and civil society
- How to articulate research outcomes that resonate with non-academic stakeholders
- Discussing leveraging interdisciplinary collaborations to enhance societal and economic impact

The course will map out **recent insights and results on measuring the impact of EU research**. improve the **demonstration of “impact”** in their EU research funding applications and **provide tools** to optimise this even further by using the format of a Research Consortium.

Discuss best practices to find **solutions to shared problems** and strengthen both research excellence as well as societal impact.

Main themes:

- Taking an active role within an EU research strategy
- Integrating impact in an institutional research strategy
- Effective collaboration with research institutions and societal partners
- Successful applications of EU Research
- Building consortiums for EU funding

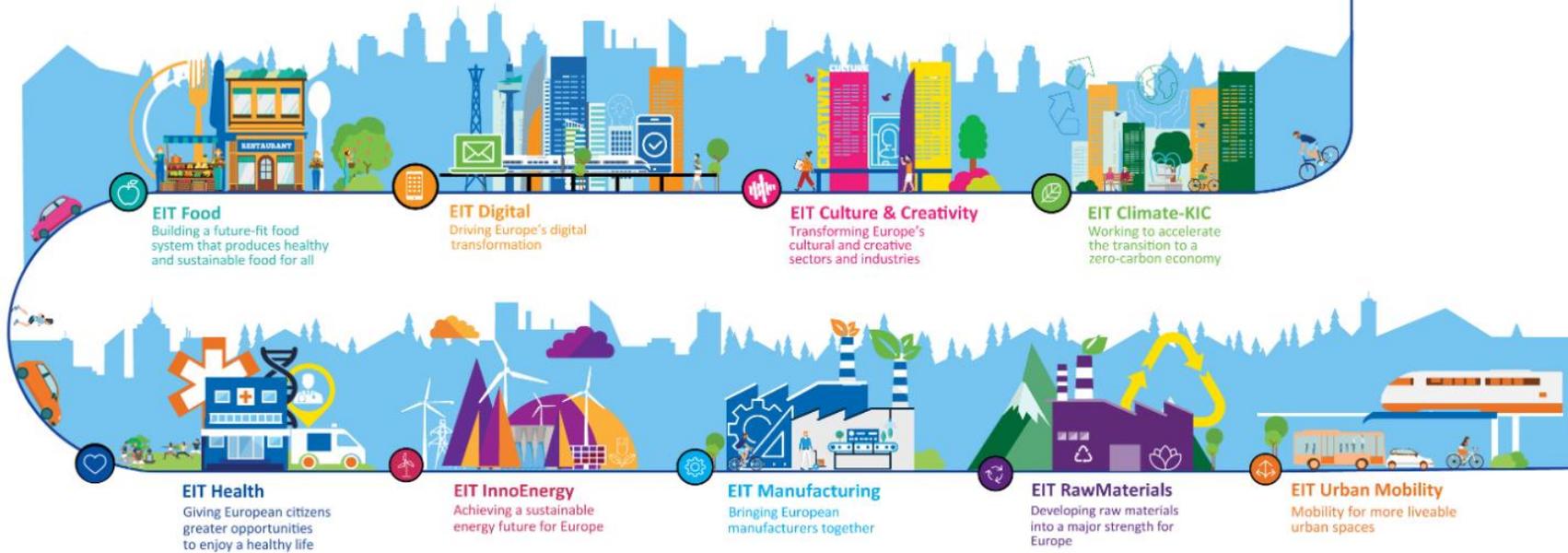
EIT KICS



Knowledge and Innovation Communities (KICs) are Europe-wide networks centred around addressing a specific societal challenge.

- They are communities of:
- Higher education institutions,
- Research centres,
- Businesses and investors,
- Public and non-profit organisations.

# EIT COMMUNITY



# EIT FUNDING AVAILABLE

- EIT CLIMATE

[Open calls - Climate-KIC](#)

- EIT CULTURE & CREATIVITY

[Calls & Funding – EIT Culture & Creativity](#)

- EIT DIGITAL

[Calls & Tenders // EIT Digital](#)

- EIT WATER

[Call for EIT Water: Transforming Europe’s Water, Marine, and Maritime Sectors and Ecosystems | EIT](#)

- EIT FOOD

[EIT Food Open Calls & Procurements - EIT Food](#)

- EIT HEALTH

[New call opportunities - EIT Health](#)

- EIT INNOENERGY

[EIT InnoEnergy open call for sustainable energy solutions](#)

- EIT MANUFACTURING

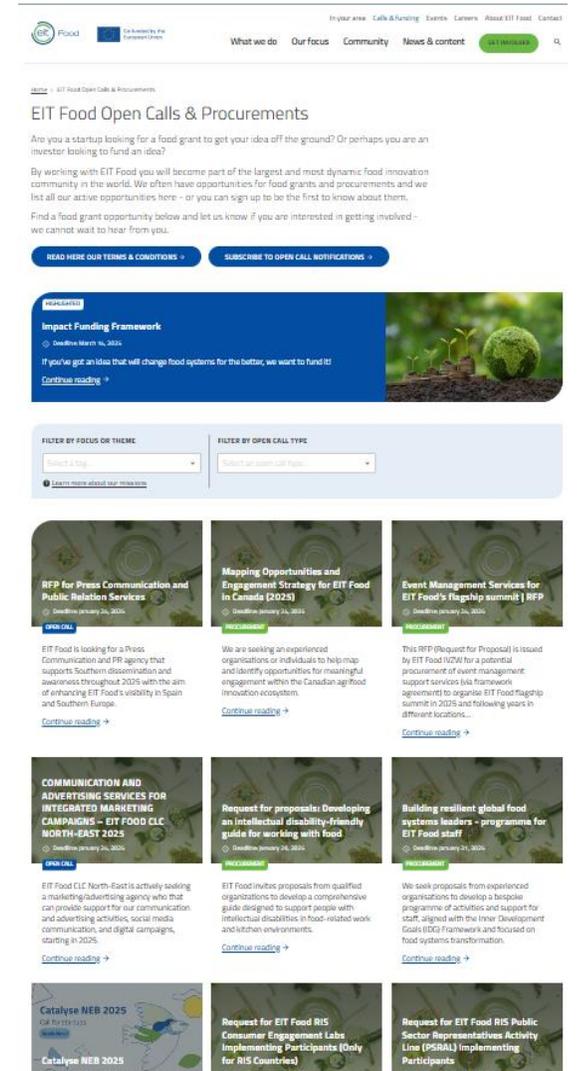
[Calls and opportunities - EIT Manufacturing](#)

- EIT RAW MATERIALS

[EIT RawMaterials – Live calls Developing raw materials into a major strength for Europe](#)

- EIT URBAN MOBILITY

[Call for Proposals – EIT urban mobility](#)



## NOT FOOD – DON'T PANIC!

- Think carefully before you dismiss EIT FOOD
- We've funded projects and programmes that focus on
  - Energy creation
  - Digital tools
  - Online platforms
  - Remote sensing and diagnostics
  - Agriculture
  - Water (aquaculture or addressing drought for example)
  - Social interventions

There is more in the bag than you  
expect



**ALSO: The same advice will apply to other funding instruments that have an impact component**

# EIT FOOD

- Core funding instrument is the Impact Funding Framework
- 2023/24 saw nearly €30 Million allocated to Universities, research organisations, commercial organisations, NGOs and charities.
- Impact is 35% - 40% of the proposal assessment score!

HIGHLIGHTED

## Impact Funding Framework

🕒 Deadline: March 14, 2025

If you've got an idea that will change food systems for the better, we want to fund it!

[Continue reading](#) →



**Help us create lasting and sustainable change in the food system.**

We've launched a competitive, open **Impact Funding Framework** to promote ambitious, long-term collaboration that will lead to food systems change to benefit us all.

We want our co-investment to have a real impact. We're looking for proposals from consortia based around lead organisations who can work effectively, move quickly, and are supported by high-quality research, communications and impact assessment expertise.

The funding is focussed on two separate areas – **larger-scale collaborative programmes**, and **innovative single projects**.

All submission windows close at **12:00 CET** (noon) on the published deadline date.

**Next submission deadline is 14th November 2024, 12:00 CET.**

**MISSIONS**

- HEALTHIER LIVES THROUGH FOOD
- NEXT ZERO FOOD SYSTEM

**PRIORITIES**

- REDUCING RISK FOR A FAIR AND RESILIENT FOOD SYSTEM
- ENSURING PROGRESS & TRANSFORMATION
- BETTER INVESTMENT

### Collaborative Missions Programme Funding

We want to co-fund and co-resource **alliances and collaborative programmes** designed to:

- Improve the impact of diet on obesity and non-communicable disease
- Reduce food-system-related environmental harms
- Deal with the threats posed by food integrity and complex supply chains

As well as connecting key stakeholders, from companies and research organisations to social enterprises and regions, your programme should engage beneficiaries, whether people, business or organisations, with clearly defined impact needs.

For more detail on the impact targets and measures we need your help to reach, see our [Funding for EIT Food Collaborative Missions Programmes document](#).

For technical guidance on your Collaborative Mission's Programme application, see our [Handbook for applicant's using Salesforce document](#).

If you're interested in this funding opportunity, we encourage you to make use of our [Expression of Interest \(EOI\) form](#). You can share key information about your idea and how you can see your consortium working with EIT Food. This informal conversation starter should enable us to help you better connect across our community and teams as you shape your proposal.

[FIND OUT MORE](#) →

[APPLY NOW](#) →

# GUIDELINES

[Calls & Funding](#)

## Impact Funding Framework

If you've got an idea that will change food systems for the better, we want to fund it.

[INTRODUCTORY MEETING](#)

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### MISSIONS

- HEALTHIER LIVES THROUGH FOOD
- A NET ZERO FOOD SYSTEM
- REDUCING RISK FOR A FAIR & RESILIENT FOOD SYSTEM

### PRIORITIES

- IMPROVING NUTRITION
- REDUCING ENVIRONMENTAL IMPACT
- ENHANCING RESILIENCE & SUSTAINABILITY
- REDUCING RISK FOR A FAIR & RESILIENT FOOD SYSTEM

[Collaborative Missions Programme Funding](#)

[Single Project Funding](#)

[How can I get involved?](#)

[FAQ](#)

[Webinars](#)

[Selected Projects](#)

[Important Documents](#)

[Healthier Lives Through Food](#)

[Net Zero Food System](#)

[Reducing Risk for a Fair and Resilient Food System](#)

[Collaborative Missions Programme Funding](#)

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[FIND OUT MORE](#)

[APPLY NOW](#)

**eit Food** Co-funded by the European Union

## Funding for EIT Food Collaborative Missions Programmes

### Implementing Participants Guidelines

HEALTHIER LIVES THROUGH FOOD

A NET ZERO FOOD SYSTEM

REDUCING RISK FOR A FAIR & RESILIENT FOOD SYSTEM

**IMP-STR-2325-OC-02**

**EIT FOOD**  
Leuven, Belgium  
14 September 2023  
**Version 1.1**  
**Amended 22 January 2024**  
Eitfood.eu

**eit Food** Co-funded by the European Union

## Single Project Co-funding Opportunity

HEALTHIER LIVES THROUGH FOOD

A NET ZERO FOOD SYSTEM

REDUCING RISK FOR A FAIR & RESILIENT FOOD SYSTEM

**IMP-STR-2325-OC-01**

**EIT FOOD**  
Leuven, Belgium  
14 September 2023  
**Version 1.2**  
**Amended 11 June 2024**  
Eitfood.eu

<https://www.eitfood.eu/open-calls/impact-funding-framework>

# EIT FOOD DEFINITION OF IMPACT

‘Impact matters to us at EIT Food. What we mean by this is **the identifiable extra benefit that particular groups of people, businesses, organisations or society in general will experience because of the work we fund**. That impact could be economic, environmental, societal, political or health related in nature.’

*EIT Food Impact Funding Framework Guidelines, 2023.*

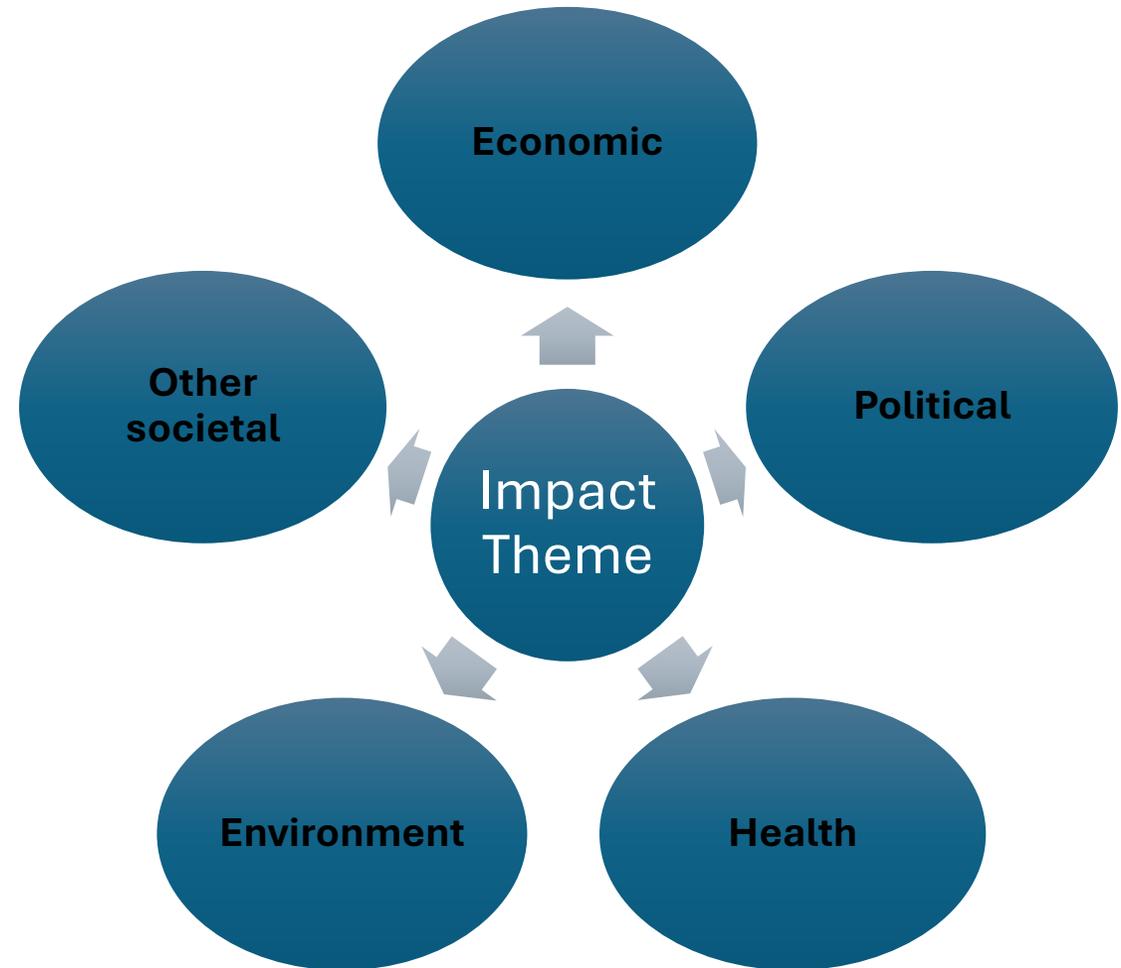


[EIT FOOD Call 2023 Collaborative programmes.pdf](#)

[EIT FOOD Call 2023 Single-Projects.pdf](#)

## IMPORTANT FACTS

- Non members are free to apply
- Applications for Single Projects can be ....



# IMPACT AREAS

It is important for EIT Food grants like the IFF to demonstrate that your work includes a plan to create economic and social impacts in the longer term.



6.3 Evaluation Criteria

**Problem  
Change  
Reach & significance  
Metrics**

<p><b>Excellence (30%)</b></p>	<ul style="list-style-type: none"> <li>• The problem has been well defined in relation to EIT Food’s Mission targets (10%)</li> <li>• Relevance of the proposal to the identified problem and Missions targets (10%)</li> <li>• Originality and innovativeness of the proposal (10%)</li> </ul>	<p>0-5</p>
<p><b>Impact (35%) *</b></p>	<p>Impact for these assessment purposes may include social, economic, environmental or health benefits.</p> <ul style="list-style-type: none"> <li>• Clear definition of unmet needs and proposal as a response (5%)</li> <li>• Benefit from the activity is enjoyed by organisations or populations with needs aligned to Mission targets (10%)</li> <li>• Scale, volume and duration of benefit (either breadth, depth or both) in relation to status quo (10%)</li> <li>• Evaluation mechanisms of impact identified (10%)</li> </ul>	<p>0-5</p>
<p><b>Quality and efficiency of implementation (25%)</b></p>	<ul style="list-style-type: none"> <li>• Value for money, including income generation potential where relevant (10%)</li> <li>• Competences and complementarity of the applicant(s) together with EIT Food to achieve programme objectives. (5%)</li> <li>• Adequate resources (human and financial) to achieve programme objectives. (5%)</li> <li>• Risk analysis and mitigation plan in place. (5%)</li> </ul>	<p>0-5</p>
<p><b>KIC Portfolio strategic fit and compliance with the financial sustainability principles and knowledge triangle integration (10%)</b></p>	<ul style="list-style-type: none"> <li>• Proposal advances on existing portfolio (5%)</li> <li>• Demonstrate systemic approach to creating impact in collaboration with EIT Food capabilities and network (5%)</li> </ul>	<p>0-5</p>

“If you don’t have experience in forecasting social, economic, health or environmental impact, we suggest you **include 5-10% of your budget towards impact modelling, monitoring and evaluation** of your programme. Carrying out an impact assessment planning exercise early in the programme will give you a relevant set of indicators and methodology to use and an assessment plan to work towards. It will also help us to tailor our support and funding more effectively to your programme.” *IFF collaborative programme guidelines.*

## ANNEX 1 – IMPACT QUESTIONS TO CONSIDER

General questions to help understand and predict the nature and scale of your activity impact.

What

What outcomes are expected? are they positive or negative?  
What is the significance of these outcomes to the people or organisations experiencing them?

Who

Which populations are most likely to cause or experience the greatest scale of benefit from the outcomes?  
Will the outcomes occur directly for that population or indirectly?

How Much

How many stakeholders experience the outcome?  
What degree of change will they experience?  
When does the outcome or benefit happen? For how long a period?

Contribution

Would the outcomes be better than those that would have happened anyway? How can you reliably demonstrate this? Each activity must establish robust baselines and forecasts.

Risk

Each project must assess degree of risk of the outcomes not happening due to factors such as: adoption barriers and inter-dependencies in food system; market entry risks/ further investment requirements; competition; unrecognised change in needs while the work is happening, etc.

# HOW DOES EIT FOOD MEASURE IMPACT?

CORE KPI	Description
EITHE02.4	# Marketed Innovations
EITHE04.4	Start-ups created of/for innovation
EITHE05.1	Start-ups created by students
EITHE06.1	Investment attracted
EITHE07.1	Graduates from EIT labelled programmes



# HOW DO WE MEASURE IMPACT?



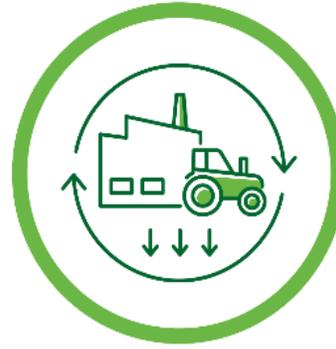
**HEALTHIER LIVES  
THROUGH FOOD**



**Use of guidance:  
Consumer diet**



**Improved  
nutritional profile**



**A NET ZERO  
FOOD SYSTEM**



**Reduced  
CO2e**



**Use of  
waste/side streams**



**REDUCING RISK  
FOR A FAIR & RESILIENT  
FOOD SYSTEM**



**Alternative sources  
of protein**

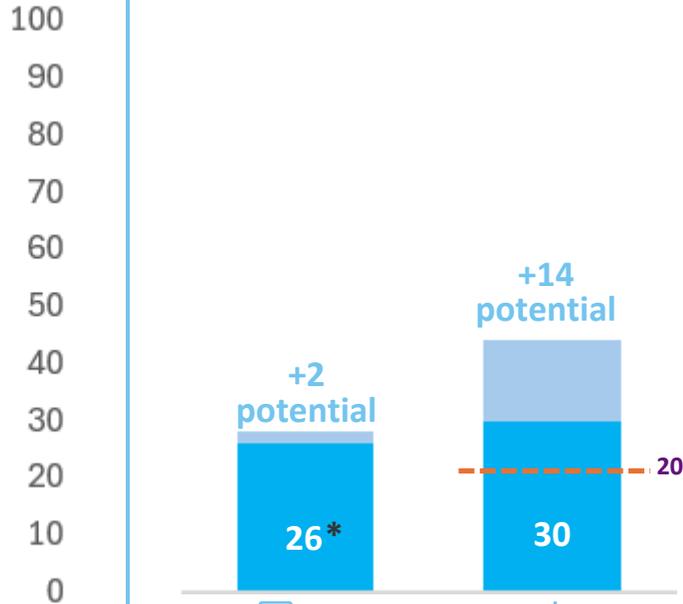


**Digital tools for  
supply chains**



HEALTHIER LIVES THROUGH FOOD

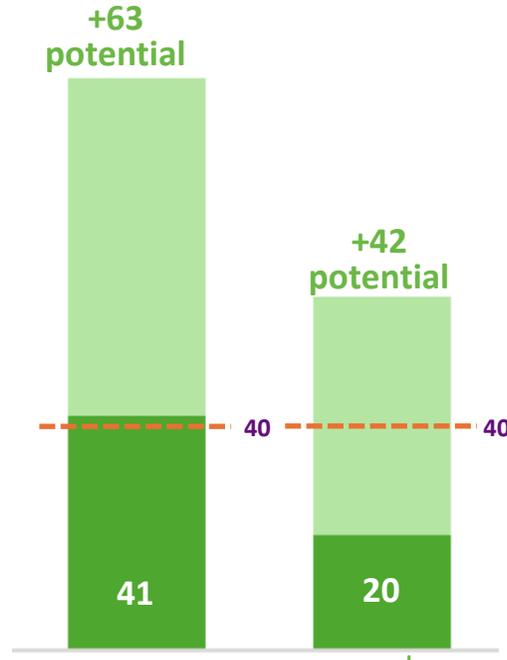
# of Solutions Meeting Impact Indicators



Use of guidance: Consumer diet  
Improved nutritional profile



A NET ZERO FOOD SYSTEM

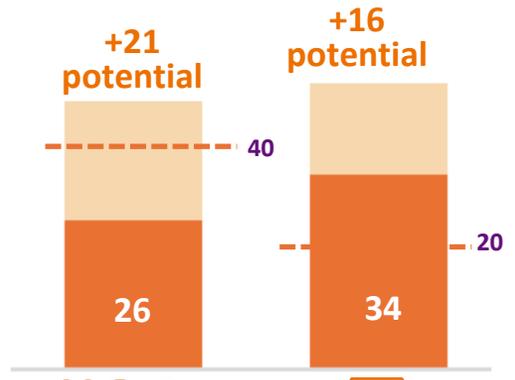


Reduced CO2e  
Use of waste/side streams

----- 2027 Targets



REDUCING RISK FOR A FAIR & RESILIENT FOOD SYSTEM



Alternative sources of protein  
Digital tools for supply chains

\* 63,120 consumers reported in 2023 already. 2027 target of 4000 consumers.

# WHO SHOULD I COLLABORATE WITH?

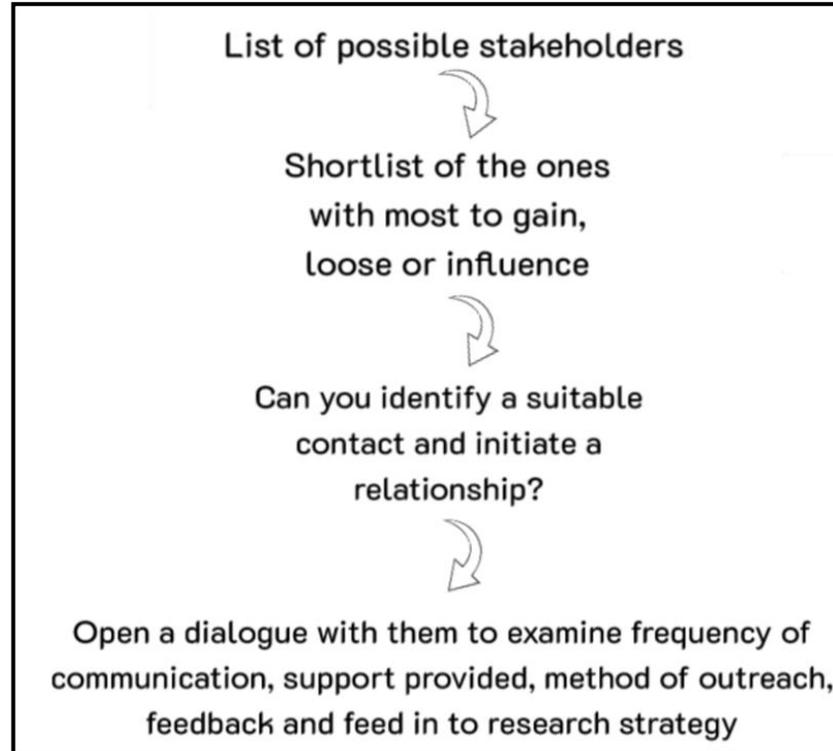
- You could undertake a quick partner mapping exercise



**Stakeholders can be individuals, groups or organisations who might be interested in, benefit from or be harmed as a result of your research.**



*Dr Rebecca Thompson, Impact Manager*

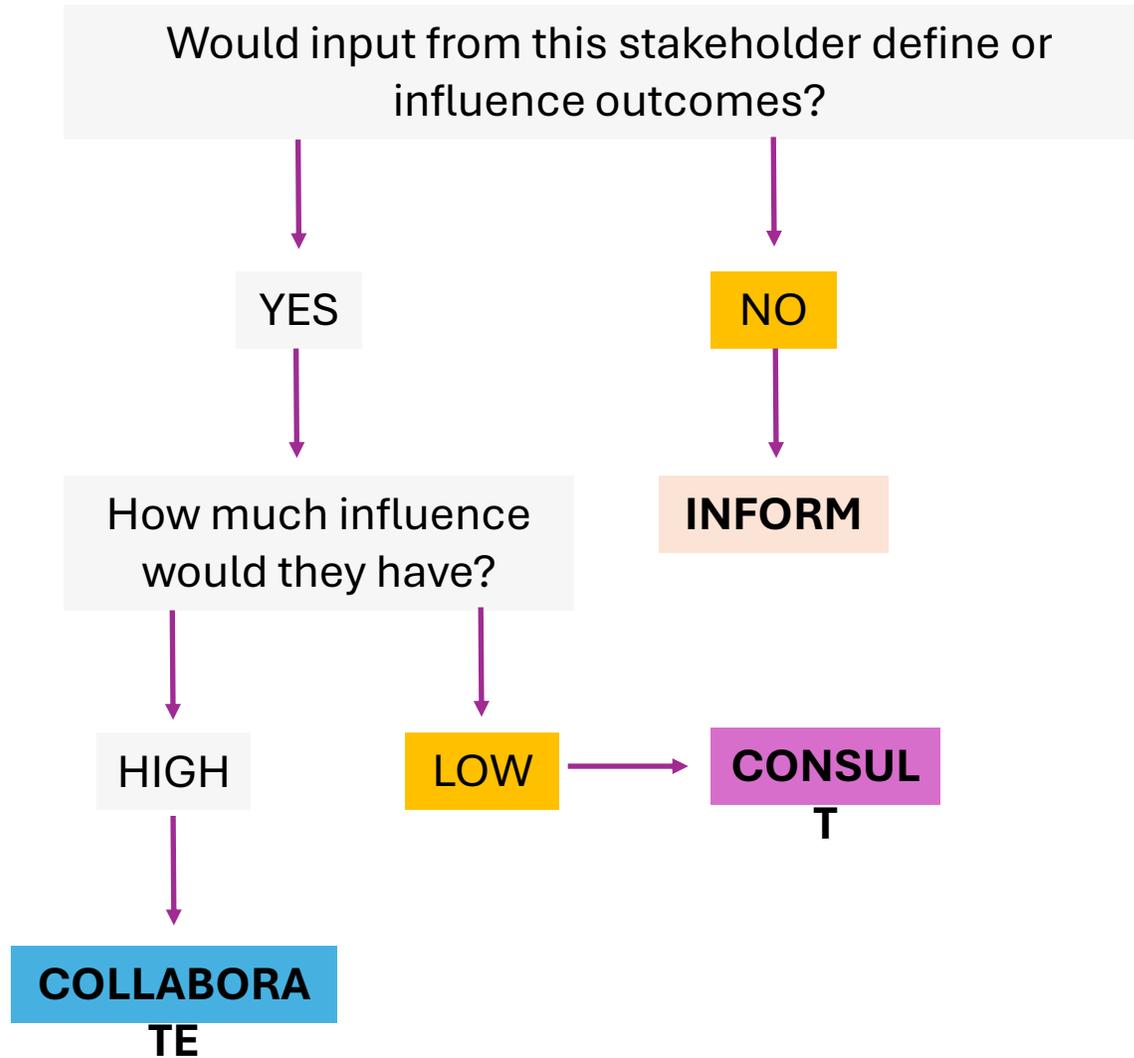


If they aren't in a partner position from the grant application, do you still need to.....

- Keep them informed
- Use them to reach the intended end user
- Gain insight from them
- Manage their expectations
- Use them to disseminate outputs

NOT SURE?

You could use this decision tree.



# WHO SHOULD I COLLABORATE WITH?

## What will help?

Ask yourself  
"What's in it for them?"

Take time to show  
interest in their  
work and drives



Be sensitive to  
personal issues

Be honest and open

Try to open  
discussions with a  
common interest

Radiate enthusiasm

Use events to  
network and do one  
minute pitches

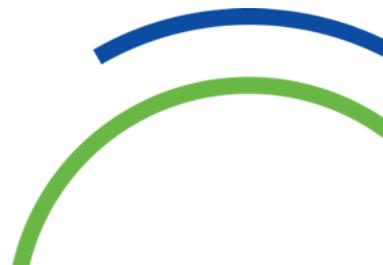
Be aware that they may  
not have time to help  
but may still be  
interested

Meet face to face if possible and  
allow for informality / formality  
depending on what makes them  
most comfortable

If finance is a barrier  
attempt to support  
resource use to  
reduce burden

# CREATING EFFECTIVE PARTNERSHIPS

- Separate work packages can make your lives easier
- Ensure you have adequate admin capacity
- Ensure there are clear responsibilities
- Have regular catch ups – no silos
- Build a honest and enthusaiastic relationship
- Think about what drives them (it might not be the same as you)
- Timeframes are different
- Can you enable capacity if funding is a barrier?
- Does your organisation have something they could benefit from?
- Always think about the next step or idea

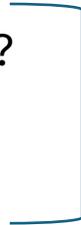


# HOW CAN I GO FROM THEORY TO PRACTICE?

Who is your potential end user?

What is stopping you from reaching your potential end user?

- Commercialisation?
- Contacts?
- Expert input?
- Policy?



Potentially your key collaborators

What do you need to accomplish? (Your workplan)

Risks and how far can you get with one grant?



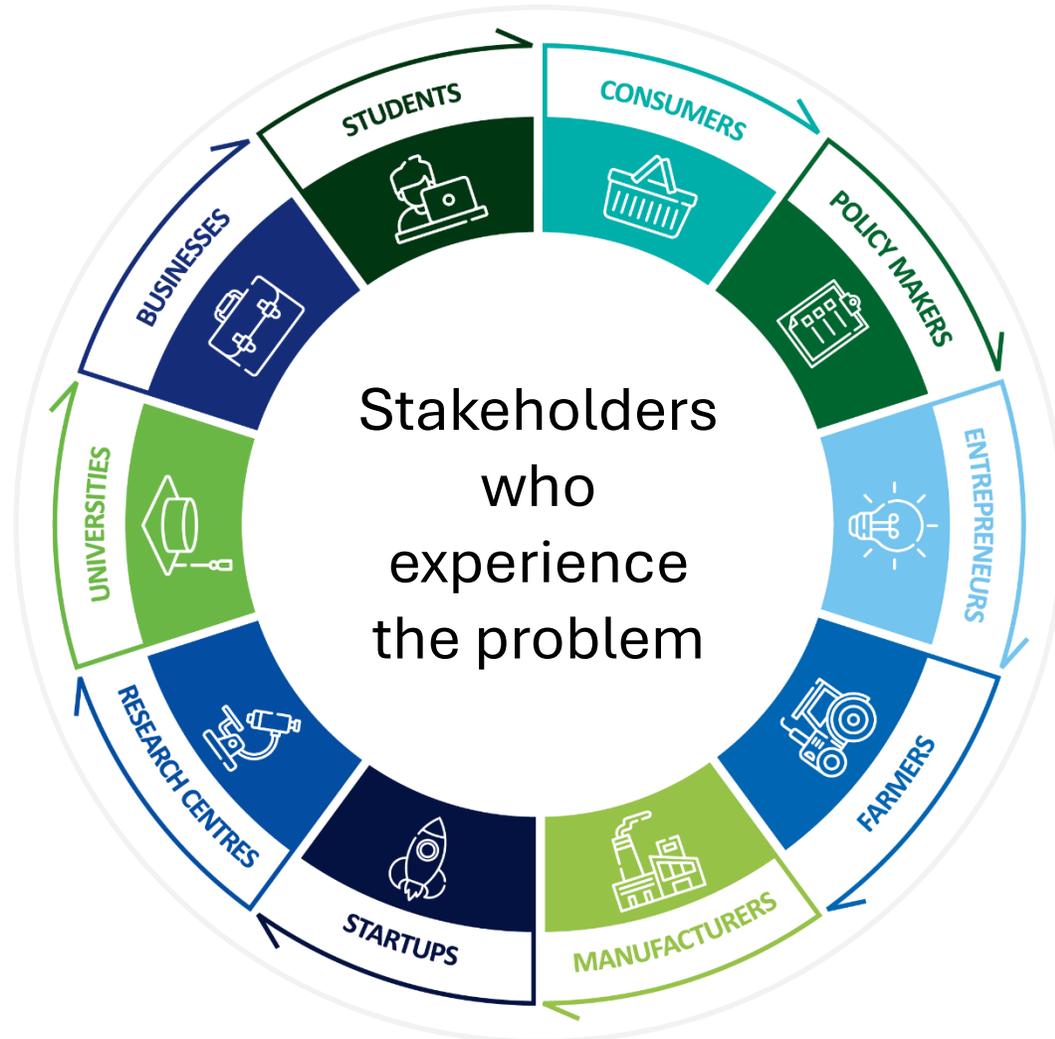
## EXERCISE 1. WHO ARE YOUR POTENTIAL COLLABORATORS?



Co-funded by the  
European Union

EIT Food Public Engagement

# WHO SHOULD I COLLABORATE WITH?



Benefit from the activity is enjoyed by organisations or populations with needs aligned to Mission Targets

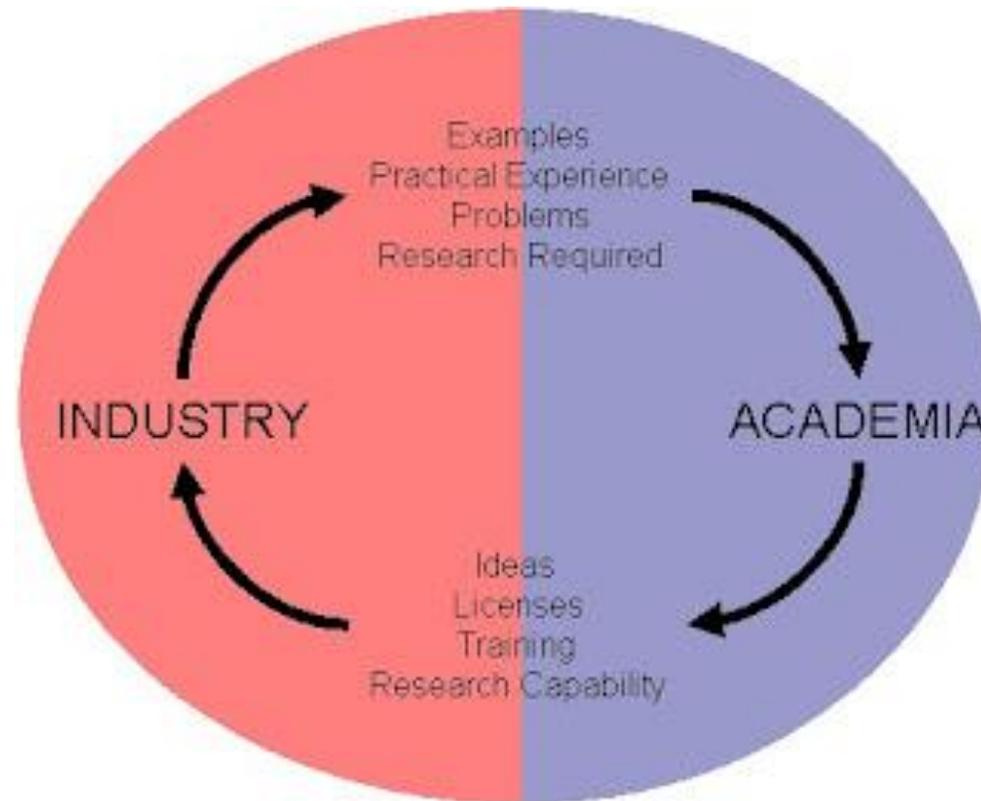
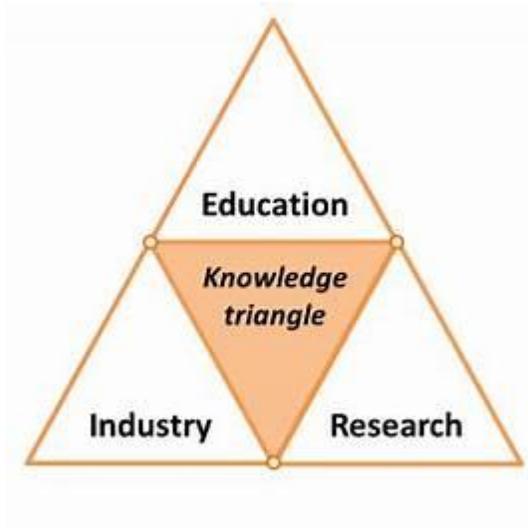
**BE SPECIFIC**

**INCLUDE THE RIGHT PEOPLE**

**WHO? WHERE?  
HOW?**

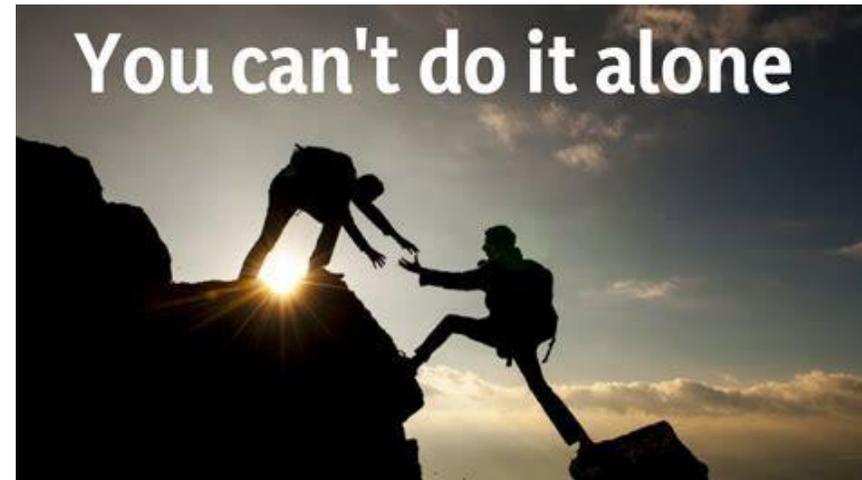
# PARTNERS & COLLABORATORS

- By joining forces with industry, universities gain access to invaluable resources, including state-of-the-art technology, funding, and real-world insights that would be difficult to obtain independently. Industry gain discoveries, validation of claims, expertise and training.



## PARTNERS & COLLABORATORS

- Collaboration and co-creation with policy makers, social enterprise, innovators, researchers, educators and entrepreneurs will make a potential innovation more likely to succeed.



# HOW TO ENGAGE WITH INDUSTRY

- Get them excited about how your research could benefit their business.
- Build an initial relationship that leads to discussion of mutual interest (remember confidentiality agreements) then
- Show them the RANGE of ways they can collaborate with you.
- (Don't ask for money for fundamental science)



# EXAMPLE (severely oversimplified)

University researcher Dr B. **discovers** a processing method for legumes that creates a higher fibre content when creating a paste

After a traditional academic grant they may have produced a manuscript as an output and not ever taken the discovery further

A proof of concept grant demonstrates that the process is **novel** and a patent is filed

Many things aren't patent suitable but can still be shared with industry to mutual benefit – the method could be sold?

An EIT FOOD grant is used to **collaborate** with a food producer to reformulate a humus product with the new method and market it with the improved food composition data

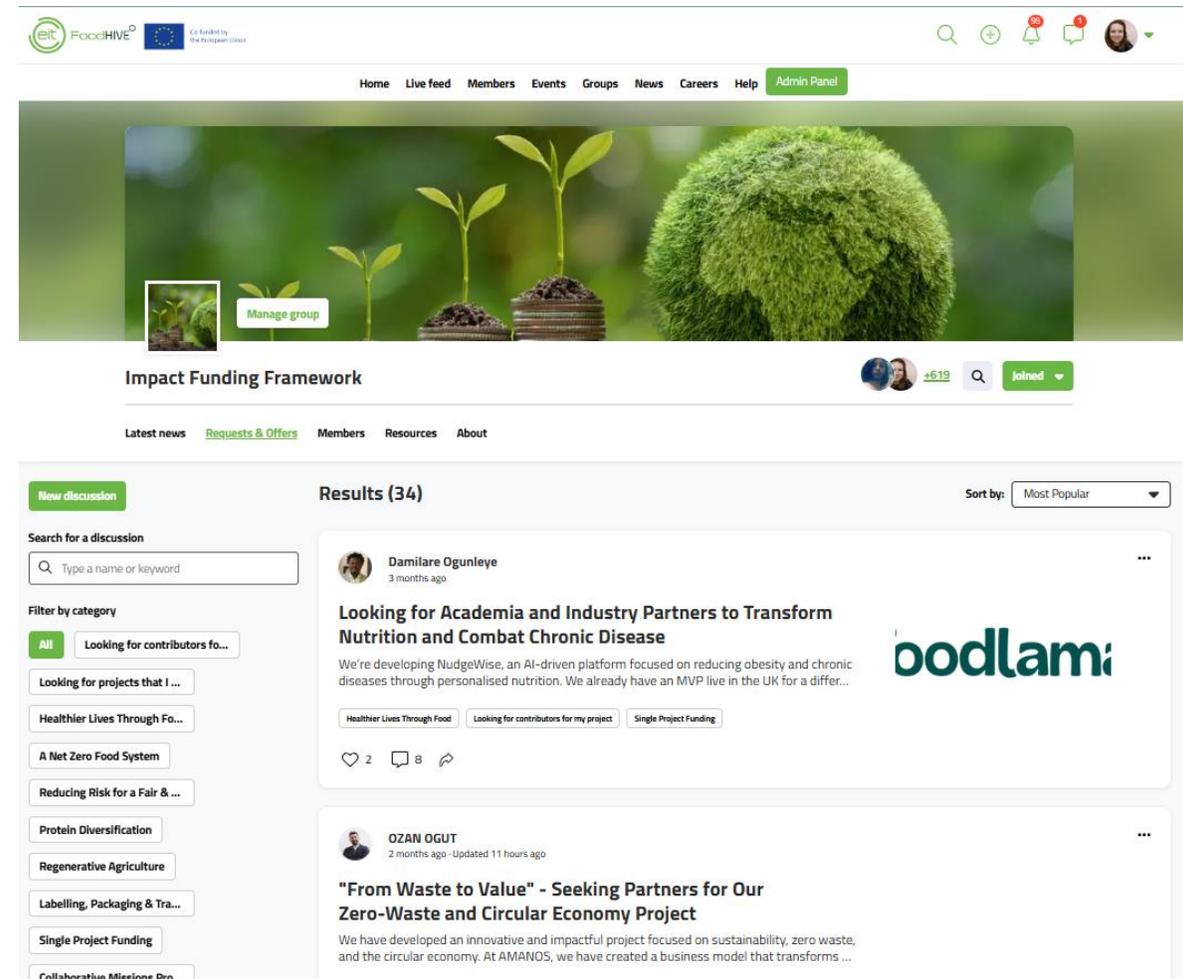
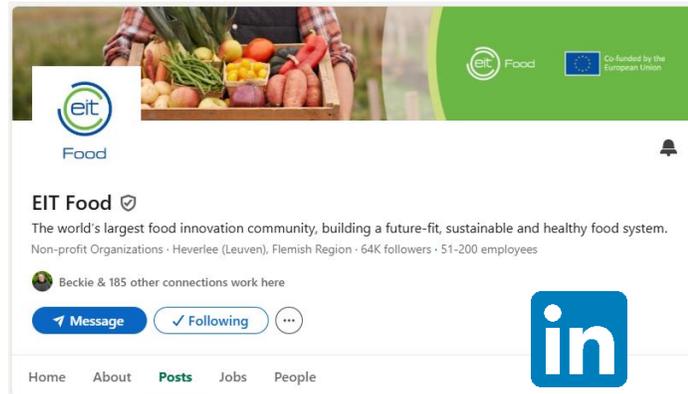
Collaboration with the food manufacturer is essential to achieving economic impact here

The new version humus makes 10% improved **revenue** and the researcher or university TT office receives licencing revenue in return / consumers benefit from nutritional improvements in diet

Make a difference in the real world

# HOW DO I FIND A COLLABORATOR FOR A GRANT IDEA?

- Do the applicants have any existing contacts or networks that could be used to identify potential partners?
- Can you use tools to identify who is already working or talking about the area of interest and approach them – use platforms such as linkedIn.
- Does the funder offer any matchmaking or networking platforms to help find a partner for proposals?

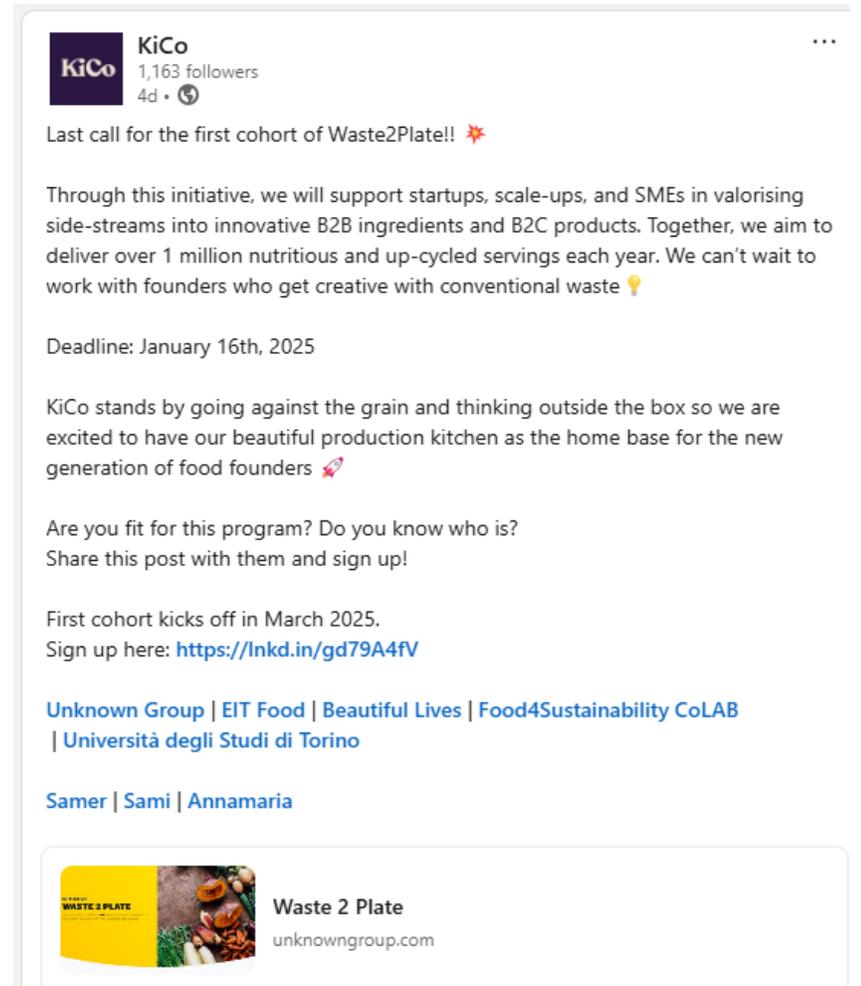


<https://eitfoodhive.eu/>

[EIT Food: Posts | LinkedIn](#)

# CONSORTIUM 1: 'Waste 2 Plate'

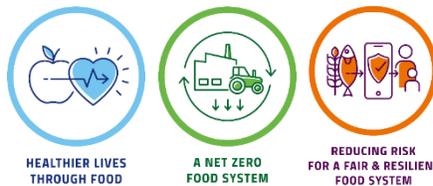
- **Consortia members:** Unknown Innovation / Isti Bv / Food4Sustainability / Torino University / Vaessen-Schoemaker / Beautiful Lives In-search into real life
- **EIT Food allocated:** €1,049,863
- **Missions:** Healthy lives PLUS Net zero
- **Impact goal:** turning food waste and side streams into nutritious and circular food products - a million healthy servings per year by 2027.
- **How:** supporting approximately 60 startups through community practice and innovative funding mechanisms.



Waste2Plate - EIT  
Food  
Waste2Plate -  
Unknown

# CONSORTIUM 2: 'EU Food Biofutures'

- **Consortia members:** Shakeupfactory / MAGFI / Biocatalyst Foundation / Genopole / IST-ID (IBB) / FOFi / DIL / VTT / GFI / New harvest / University of bath
- **EIT Food allocated:** €491,850
- **Missions:** Healthy lives, Net zero and Reducing risk
- **Impact goal:** to make Europe a leader in deep food biotechnology, a field that could transform up to 40% of food production by 2040 through innovations like mycology (fungus tech), precision fermentation, and cellular agriculture.
- **How:** develop strategic recommendations in key areas like education, policy, funding, and infrastructure.



## EU Food Biofutures

one pager

Project funded by EIT Food as part of the [Impact Funding Framework](#) initiative.

Timing: April 2024 – April 2025

Coordinator: Shakeup Factory & MagFi  
contact : kevin@shakeupfactory.com

### Context:

Food biotech is a matter of geopolitical relevance for the future of food and of Europe: biotechnologies are the next frontier of food and ag processes, with a potential to impact up to 40% of what we produce by 2040 (McKinsey). These solutions are more sustainable, less processed, healthier and more affordable at scale, while contributing to the resilience & circularity of the EU food system. This has just been confirmed by the series of targeted actions proposed in March 2024 by the Commission to boost biotechnology and biomanufacturing in the EU

## Europe Food BioFutures

The most powerful consortium of leading actors to make Europe a food biotech leader with EIT Food



With the support of EIT Food, we have gathered together some of the leading EU food biotech actors to build the recommendations and initiatives that will foster entrepreneurship and secure EU leadership in deep food biotech.

The project task force features 10 complementary and expert actors from across Europe: Shakeup Factory (France), Magfi (Malta), VTT (Finland), Bath University (UK), Genopole (France), Biocatalyst (Latvia), IST-ID (Portugal), GFI (EU), New Harvest (EU), DIL (Germany), Future of Food Institute (Netherlands) . In collaboration with EIT Food, they shall produce over the coming year a set of actions and recommendations across 7 pillars - the critical areas needing the most attention: Education; Knowledge & Policy; Facilities; Consumer testing; Entrepreneurship Programs; Funding; Ecosystem coordination.

The systems thinking approach will enable them to identify and disentangle the bottlenecks and design the roadmaps that will foster education, impact policy, support startups, increase public and private funding, strengthen infrastructures and facilitate collaboration to make the EU a leader in deep food biotech. This also aims at nurturing future EU policy reflection.

Beyond policy recommendations, the project will ensure to start building a robust ecosystem to support biotech in Europe and make sure to involve cross-functional stakeholders from across Europe.

### Your role:

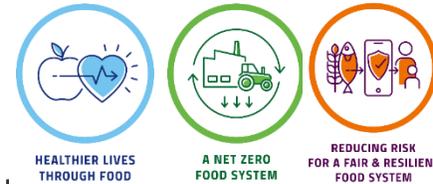
We want to make you the beneficiaries and/or the contributors of our recommendations and future initiatives: that's why we invite you to participate in the building of them. We want to collect your feedback, experience and expertise, interest and potential contribution throughout our initial research, analysis of the context and the definition of our recommendations. Eventually we also want to open you the door to the EU food biotech ecosystem that we are building.

## EU Food Biofutures - EIT

Food  
EU Food Biofutures one-  
pager.docx

# CONSORTIUM 3: 'Tech4RegenAg'

- **Consortia members:** BGI S.A. (Building Global Innovators) / Food4Sustainability / IATA (CSIC) - Instituto de Agroquímica y Tecnología de Alimentos / ZERTIFIER
- **EIT Food allocated:** €838,979
- **Missions:** Healthy lives, Net zero and Reducing risk
- **Impact goal:** increased Regenerative Agriculture uptake in the European Union through the integration of cutting-edge technologies.
- **How:** engaging policymakers, enhancing frameworks, involving consumers, strengthening human capital, developing a data-driven support system, collaborating with living labs, reporting on the RegenAg startup ecosystem, fostering corporate collaborations, and raising consumer awareness.



## About

Tech4RegenAg is set to revolutionize European agriculture with innovative, data-driven regenerative practices. Our mission is to equip the agricultural sector with the tools and knowledge needed to enhance soil health, boost yields, reduce costs, and promote sustainability. We focus on pioneering novel farming practices, establishing soil health baseline, promoting soil regeneration, enhancing the nutritional value of food and dairy products, and addressing the socio-economic impacts of these practices. Aligned with EIT Food's Net-Zero Food system mission, Tech4RegenAg is committed to fostering a sustainable agricultural future, improving soil health, mitigating climate change, and enhancing biodiversity across the EU.

## For Whom?

This project is tailor-made for:

- Farmers aiming to transition to regenerative agriculture practices.
- Policymakers interested in working in regenerative agriculture policies.
- AgTech Startups developing technology that could be implemented in the pilots.
- Retailers who want their suppliers to improve products sustainability.
- Researchers who want to be involved and learn about regenerative agriculture.



SCAN ME

## Key Objectives:

- **Policy Review:** Influence and shape EU policies to support RegenAg adoption.
- **Educational and Training:** Strengthen skills and knowledge through targeted training programs
- **Pilots Design and Implementation:** Partner with farmers to implement pilots and test RegenAg solutions.
- **Data-Driven verification of RegenAg benefits:** Develop a comprehensive data collection, analysis and integration into RegenAg database. Construction of a digital twin for simulations.
- **Business Creation and relation with Corporates:** Foster the RegenAg startup ecosystem and collaborations with corporations to enhance RegenAg adoption.
- **Consumer awareness:** Improve consumer trust and awareness of RegenAg benefits.

200+ Applications Tech4RegenAg Supported courses	100 Stakeholders involved	20+ Startups supported	6 Dissemination activities	250+ Farmers involved since 2024	6+ Pilots implemented
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## Consortium Members:



## Co-funded by:



[Tech4RegenAg-one pager](#)  
[Tech4RegenAg - EIT Food](#)



## SINGLE PROJECT EXAMPLES

### Funding

From €69,000 to  
€999,000

### Topics

Sustainability labels /  
precision farming / Dairy  
alternatives / Shelf-life  
extender / Egg alternative /  
Alternative proteins /  
Sustainable cocoa /  
Aquafaba as an ingredient /  
Carbon offsetting / Mobile  
apps / Upcycled ingredients

### Collaborator

↻ A minimum of two  
organisations from different  
sides of the innovation  
triangle (often an academic  
or research partner with a  
commercial collaborator as  
the exploiting party)

# CHALLENGES



Credit. B. Mellor from D. Butler. Translational research:  
Crossing the valley of death. *Nature*, 453, 840-842, 2008.

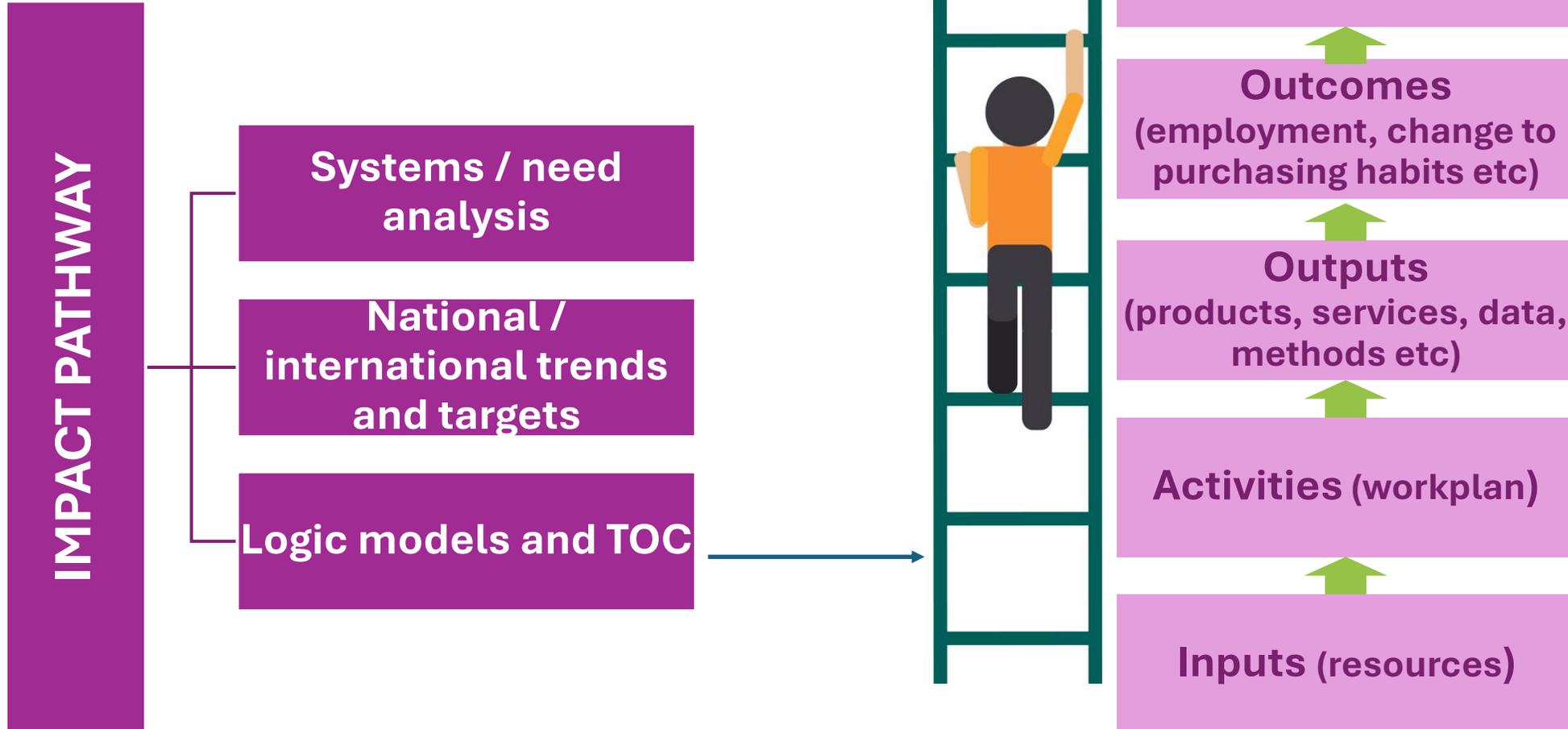
The organisations that in the past have been expected to carry inventions across the divide are now less able to do so. Researchers are busy with research and in this example, physicians, who are busy with patients don't wish to step out. They often don't communicate directly, which makes it even more challenging.

“Benefit from the activity is enjoyed by organisations or populations with needs aligned to Mission Targets”

## TIPS FROM THE BEST PROPOSALS

- “Programme participants will benefit from our training workshops.” **VS** “Approximately 100 currently unemployed persons in the city of Sofia will obtain food safety and hygiene qualifications enabling them to apply for entry level jobs where a shortage of qualified workforce has been predicted by 2030 (**resilient business models**).”
- “Startups will be able to overcome barriers as a result of our programme” **VS** “We plan to support 20 startups (10 of which are female led) in Bulgaria and Latvia that already possess IP on innovations that focus on using available side-steams (**reduce food waste**) to overcome funding barriers that they currently cite as holding them back from market.”
- “Consumers will benefit from improved knowledge regarding healthy food options” **VS** “100,000 consumers located in Bulgaria, Latvia, Romania and Lithuania (highest rates of cardiovascular disease in Europe) will have access to the digital tool (app) which offers improved personalised nutrition (**balanced diet**) plans based on national guidelines.”

# WHAT OUTCOMES?



# HOW TO ARTICULATE OUTCOMES

- Short / medium or long-term goals or metrics?
- Predicted based on what assumptions?

## WHAT IS THE MEASUREABLE CHANGE?

1. To who? YOUR KEY STAKEHOLDERS
2. Why does it matter?

### Success stories



Orbisk, a pioneering organisation based in the Netherlands, is addressing this challenge head-on with innovative digital tools that have already significantly reduced food waste in many professional kitchens.

[Orbisk: Reducing food waste by 50% in the food service sector](#)



Holloid is an innovative company tackling water monitoring head-on with its AI-powered holographic detectors. Their system can identify water contaminants including various bacteria, micro-algae and plastics in under a minute.

[Holloid: Protecting public health with AI-powered water monitoring](#)



Salus Optima has developed an innovative digital solution to empower individuals to make informed dietary and lifestyle choices.

[Salus Optima: Personalising canteen menus for improved employee health](#)



Mimica, a UK-based startup, is rising to the challenge of food waste with its next-generation food expiry labelling. The company has developed innovative labels and caps that provide a real-time indication of a product's freshness,...

[London-based startup Mimica fights food waste with award-winning label](#)

Our impact - EIT  
Food

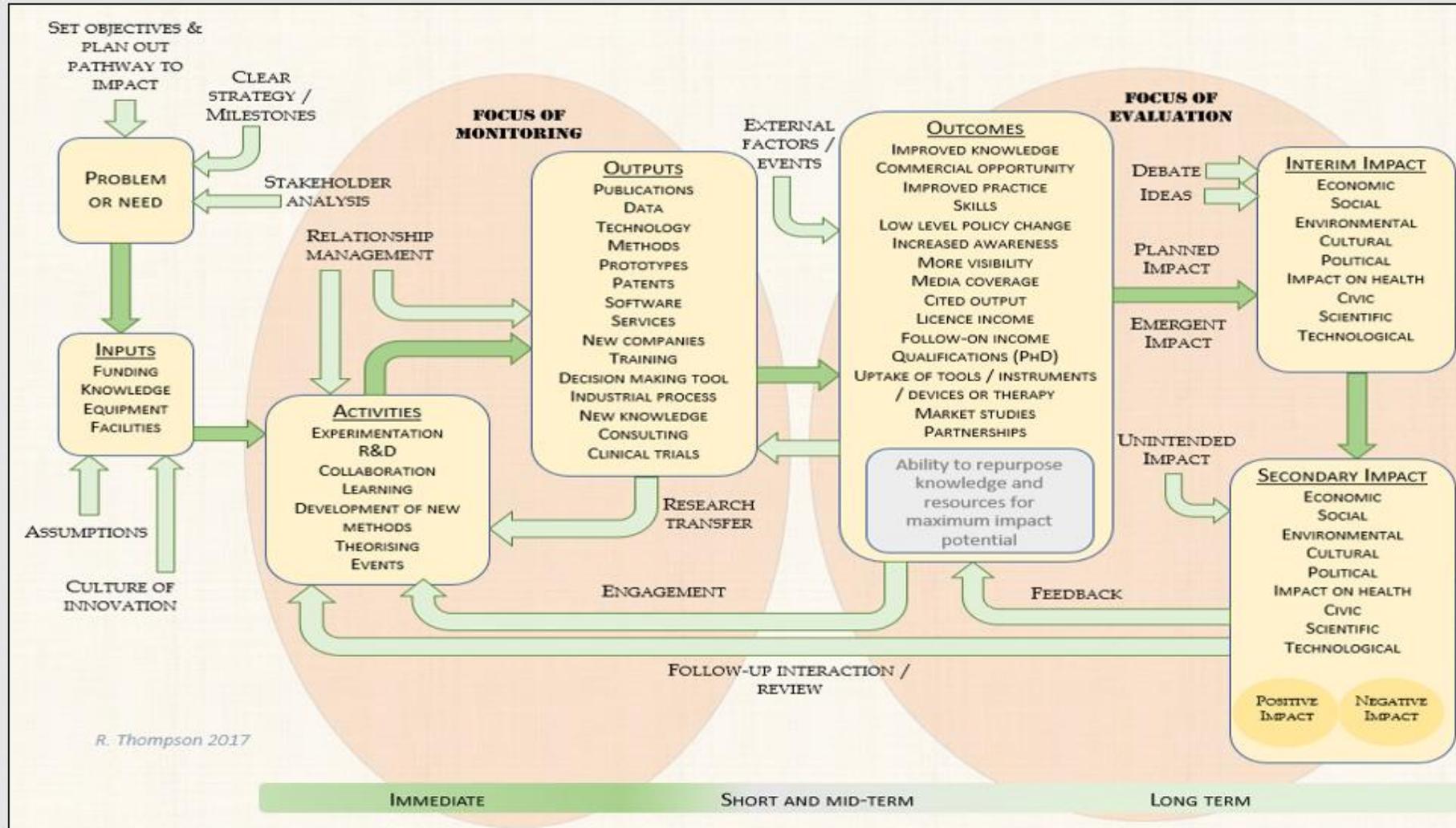
## EXERCISE 2. IS IT AN OUTCOME?



Co-funded by the  
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EIT Food Public Engagement

Impact comes from the outcomes of your research activities and outputs. It is often described as a liner model but in reality it looks a little more like this...



# IFF ASSESSMENT GUIDELINES

Impact may include social, economic, environmental or health benefits.

- Clear definition of unmet **needs** and proposal as a response. Benefit from the activity is enjoyed by organisations or populations with needs aligned to **Mission Targets**
- **Scale, volume and duration** of benefits (either breadth, depth or both) in relation to status quo
- **Evaluation** mechanisms of impact identified
- Describe how you wish to **collaborate** with and leverage the infrastructure of EIT Food programmes and assets (community management, skills, innovation, public and policy engagement) to scale impact and the reach of our existing investments

## Mission Targets

<b>Diversify protein sources for food products</b>	<b>Improve product choice and supply for a balanced diet to benefit people and planet</b>	<b>Optimise nutrient density of food</b>
Establish Regenerative Agriculture as a commercially viable choice in key value chains	Reduce food loss and food waste	Grow the circular economy through packaging and labelling
<b>Invest in growth of fair and resilient business models supporting food security</b>	<b>Improve urban integration of shorter supply chains</b>	<b>Improve sustainable and resilient food production practices</b>

“Clear definition of unmet needs and proposal as a response.”

## BE SPECIFIC

What are you trying to change?

# IDENTIFYING NEEDS

## Healthier Lives through Food Insight Report

**Authors**  
AIT Austrian Institute of Technology GmbH  
Beatrix Wegner, Petra Wagner, Sabine Neuberger, Lenart Motnikar, Peter Fröhlich, Tanja Kostic, Marcus Jarot  
University of Reading  
Iain Green, Yvonne McKeel, Anna Mairreedy, Clare Williams, Daniel Lampert, Julia Vogt, Rachel McCloy, Julie Lovegrove, Ergi Ozan  
University of Turin  
Luca Cocchi, Michele Coffi, Mirko Parasiti, Caprino, Savino Scascia, Simona Bo, Giulia Minicotti  
Twine  
Anna Traylor  
Worth The Squeeze Ltd  
Imran Afzal



www.eitfood.eu



Co-funded by the European Union

EIT Food – Europe's leading food innovation initiative, working to make the food system more sustainable, healthy and trusted

Knowledge & Innovation Center on Food, part of the European Institute of Innovation and Technology (EIT)

## A Net Zero Food System Insight Report

**Lead**  
Queen's University Belfast

**Partners**  
Institute for Manufacturing (IfM) Engage  
University of Cambridge  
University of Reading  
Kerry  
PepsiCo

**Authors**  
Stephane Durand (Lead), QUB, Michaela Fox (QUB), Shannon McLaughlin (QUB), Ryan McGuire (QUB), Julie-Anne Hanna (QUB), Dominic Oughton (IfM), Samuel Short (IfM), Laurence Smith (University of Reading), Eugenio Molteni (University of Reading) and Imran Afzal (Worth the Squeeze Ltd)



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Knowledge & Innovation Center on Food, part of the European Institute of Innovation and Technology (EIT)

## Reducing Risk for a Fair & Resilient Food System Insight Report

**Lead**  
Queen's University Belfast

**Co-lead**  
Austrian Competence Centre for Feed and Food Quality, Safety & Innovation (FFoQS)

**Partners**  
Institute for Manufacturing (IfM) Engage  
UNIQ  
ABP Food Group

**Authors**  
Stephane Durand (Lead), QUB, Michaela Fox (QUB), Sarah Farrell (QUB), Christopher Elliott (QUB), Julie-Anne Hanna (QUB), Tabi Kolawole (QUB), Dominic Oughton (IfM), Diana Khripko (IfM), Rudolf Kriska (FFoQS), Viktoria Neubauer (FFoQS), Alexandra Malachova (FFoQS), Veronica Allegretti (UNIQ)



www.eitfood.eu



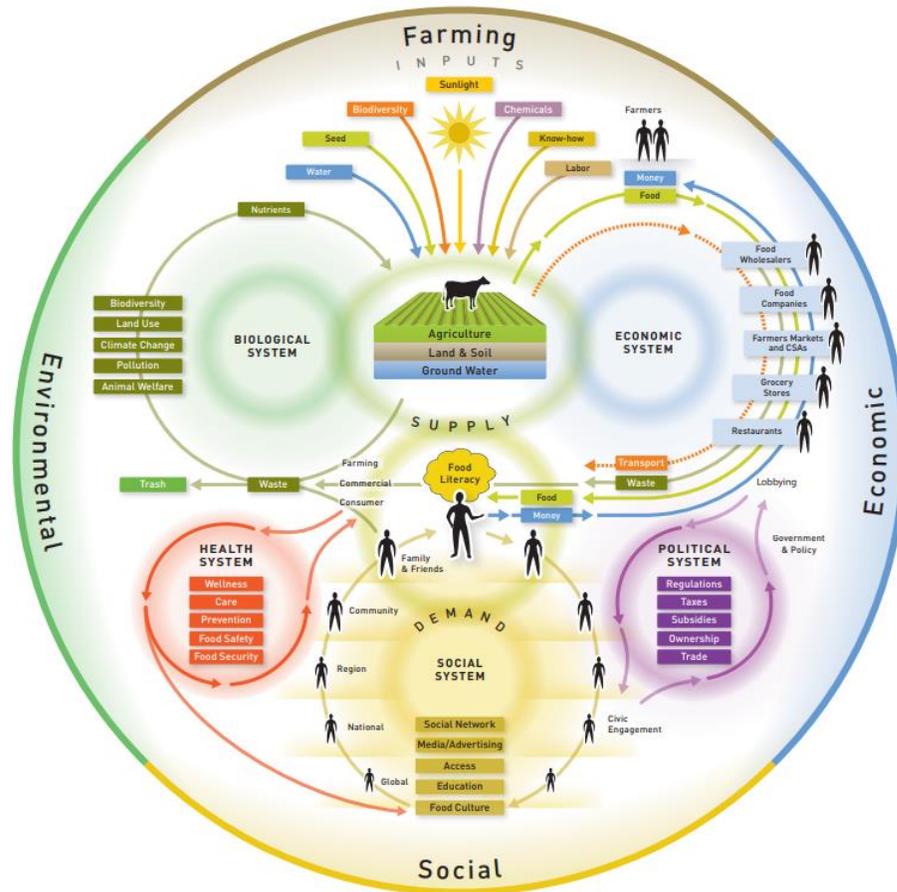
Co-funded by the European Union

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<https://www.eitfood.eu/missions>

# RESPOND TO THE NEED



**BE SPECIFIC**

What are you trying to change?

Ingram, J. (2011). *A food systems approach to researching food security and its interactions with global environmental change*. *Food Security*, 3 (4), 417-431.

## SCALE, VOLUME AND DURATION OF BENEFITS



“Impact is made up of two things: significance (scale) and reach (volume).

Put simply, if my research saves someone’s life, I’ve made a significant impact; if my research saves millions of people’s lives, the impact is no more significant, but now it has reach as well.”

# BUILD LINK AND AMPLIFY EIT FOOD CAPABILITIES



## Innovation

Our mission is to launch, develop and grow research and innovation in products and services harnessing the power of shared knowledge across EIT Food's innovation ecosystem.

[Continue reading →](#)



## Education

We are attracting, developing and empowering bright minds to lead the transformation of the food system into an innovative sector that produces healthy and sustainable food, and is trusted by society.

[Continue reading →](#)



## Entrepreneurship

Startups play a fundamental role in transforming the food system. EIT Food supports innovative impactful agrifood entrepreneurs and startups to deliver new food innovations and businesses across Europe.

[Continue reading →](#)



## Public Insights and Engagement

Here at EIT Food, we define Public Engagement as “a set of diverse activities that foster a two-way dialogue between specialists and the public”. As an organisation, we have always prioritised the active and important role consumers play...

[Continue reading →](#)

# EXPRESSION OF INTEREST

If you are thinking of submitting a collaborative programme proposal, why not talk with us about your idea first?



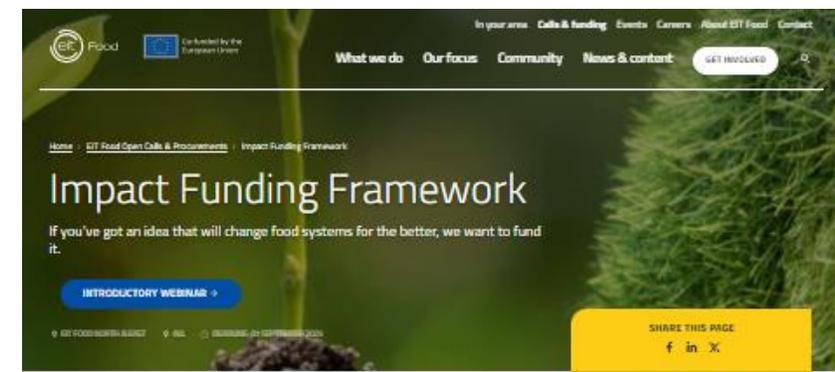
- 1. The Problem(s):**

*Briefly describe the problem(s) your proposal is addressing, including why an intervention is needed.*
- 2. The Solution(s):**

*Briefly describe how the solution(s) you are proposing to implement will address the identified problem(s) and specify the impact you anticipate as a result of your programme.*
- 3. How:**

*Outline how you plan to achieve the programme goals and any existing or potential collaborations that are foreseen.*
- 4. Support from EIT Food:**

*What are the key programme aspects that you need support with? Why is EIT Food likely to be your best choice of partner/ funder to make this happen?*



Help us create lasting and sustainable change in the food system.

We've launched a competitive, open **Impact Funding Framework** to promote ambitious, long-term collaboration that will lead to food systems change to benefit us all.

We want our co-investment to have a real impact. We're looking for proposals from consortia based around lead organisations who can work effectively, move quickly, and are supported by high-quality research, communications and impact assessment expertise.

The funding is focused on two separate areas – **larger-scale collaborative programmes**, and **innovative single projects**.

All submission windows close at **12:00 CET** (noon) on the published deadline date.

**Next submission deadline is 14th November 2024, 12:00 CET.**



## Collaborative Missions Programme Funding

We want to co-fund and co-resource **alliances and collaborative programmes** designed to:

- Improve the impact of diet on obesity and non-communicable disease
- Reduce food-system-related environmental harms
- Deal with the threats posed by food integrity and complex supply chains

As well as connecting key stakeholders, from companies and research organisations to social enterprises and regions, your programme should engage beneficiaries, whether people, business or organisations, with clearly defined impact needs.

For more detail on the impact targets and measures we need your help to reach, see our [Funding for EIT Food Collaborative Missions Programmes document](#).

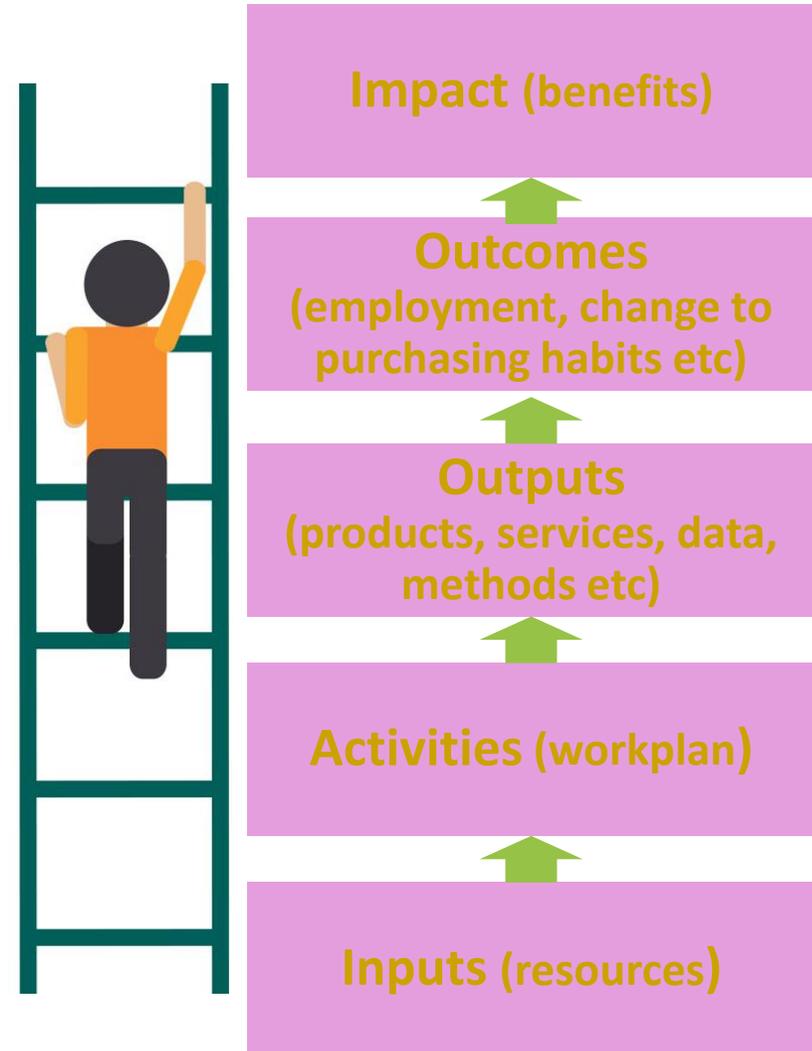
For technical guidance on your Collaborative Mission's Programme application, see our [Handbook for applicant's using Salesforce document](#).

If you're interested in this funding opportunity, we encourage you to make use of our **Expression of Interest (EOI) form**. You can share key information about your idea and how you can see your consortium working with EIT Food. This informal conversation starter should enable us to help you better connect across our community and teams as you shape your proposal.

[FIND OUT MORE](#)

[APPLY NOW](#)

# WHAT DO I MEASURE?



# CASE STUDY



## orbisk

Food service sector



Food waste



294 million tonnes (2022)

Impact



Real-time monitoring from a smart camera system installed above waste bins, which, when paired with a scale, automatically recognises what kind of food is thrown away, in what quantity, at what time of the day and in what part of the process of a kitchen.



# IMPACT METRICS



Reduced by up to 70%  
(738 Tonnes)



5,300 Tonnes



€2.56 million



€5.2 million in food value + customers save \$55,000

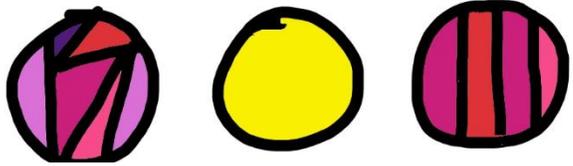


5,162 million litres

# COMMON MISTAKES

DON'T REINVENT  
THE WHEEL 

JUST REDESIGN IT



If something worked: can you replicate or expand it rather than starting blind?

Output  
vs  
Outcome

Real change comes from uptake and use not just clever ideas –  
Have you included activities to ensure this?



Have you asked those you want to benefit what would be most useful BEFORE you plan an activity?



Whatever you're  
thinking, think bigger.

Tony Hsieh

quote fancy

### EXERCISE 3. SHARED EXPERIENCES OF BUILDING CONSORTIA OR QUALITY OF GRANT SUBMISSIONS

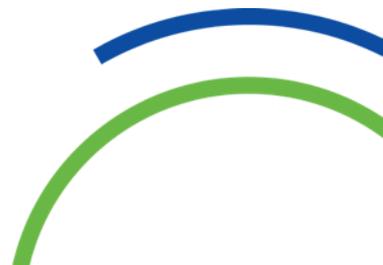


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EIT Food Public Engagement

Reference: s.1.1 EIT Food Business Plan 2023-25

Strategic Objectives	SO1: Address low consumer trust in food	SO3: Build a consumer-centric connected food system across Europe	SO2: Enabling healthier and more sustainable individual consumer choice	SO4: Enhance sustainability through resource stewardship	SO5: Educate to engage, innovate and advance	SO6: Catalyse food sector entrepreneurship and innovation across Europe						
Impact Indicator	# People co-creating innovation	# Digital solutions improving supply chain efficiency	# Consumers guided to improved choice	# Nutritionally improved products	Direct reduction in CO2 eq in key areas	# Products from alternative sources	# Solutions revalorising food waste / side streams	# New / retained jobs	# New professions supported	# New entrepreneurs supported	# Start-ups / scale-ups supported & € income growth	# New innovation clusters
Impact Measure	Causes of reduced trust addressed	Reduction in € burden of foodborne disease	Reduction in relative risk of prevalence of obesity and NCDs	Reduction in CO2 eq in agri-food systems from improvement in known hotspots	Improvement in food system contribution to outcomes under EU Circular Economy Monitoring Framework							
Impact Goal	Improvement in indicators related to trust in the food system		Improvement in health outcomes related to diet	Improved environmental impact			Enabling transition to a circular, sustainable economy					
UN SDG	3; 4; 12		3; 4	3; 6; 11; 15			3; 4; 8; 9; 10					



# COLLABORATORS AND IMPACT PREDICTIONS

Do any of your potential consortia members have

- Connections
- Skills
- Tools

That can help you predict or plan to capture impact?



# IMPACT PREDICTIONS

## INDICATOR BASED

Changes in pre-established indicators that would be expected to show change as impact occurs

## Quantitative

- Improvements in water or soil quality
- Reduced morbidity / mortality
- Financial gains
- Number of companies, new roles or employment
- Number of (or profits from) new commercial products
- Improvement on social cohesion or mobility
- Time, money, lives saved or ecosystem variables as a result of new practice



# IMPACT PREDICTIONS



News and impact stories | Become an Accredited Training Provider | Contact Us | About EIT Food   
Course catalogue | Assess your skills | Learn with EIT Food | Develop your workforce | Collaborate

[EIT Food Learning Strategy](#) | [News and impact stories](#)

## News and Impact stories



### EUROPEAN RESEARCH PROJECT, READJUST, LAUNCHES TO TACKLE INEQUALITIES IN EUROPE'S GREEN AND DIGITAL FUTURE

News • 02 Apr 2024 • 4 minutes read  
Multi-million Euro research initiative investigates policies and develops solutions to mitigate unintended negative consequences of the twin transition.

[View details](#) →



### ARE YOU AN EMPLOYER IN THE FOOD SECTOR SEEKING TO RECRUIT NEW TALENT?

News • 26 Mar 2024 • 5 minutes read  
Then connect with our EIT Food Talent and reach out to us!

[View details](#) →



### WHAT ARE THE KEY SKILLS NEEDED FOR NAVIGATING TODAY'S TRENDS IN THE FOOD PRODUCTION AND AGRICULTURE LANDSCAPE?

News • 25 Mar 2024 • 6 minutes read  
Tap into the potential of Digital Innovation and DeepTech courses offered by EIT Campus & EIT Food Education. Source: blogpost EIT Campus - Author: Pamela Pokorny, Programme Manager Digital Learning Unit, EIT Food Education

[View details](#) →



### HOW CLARA WENT FROM A HANDS-ON INTERNSHIP WITH RIS FELLOWSHIPS TO A BROAD ROLE AT INTERNATIONAL BAKERY PRODUCTS GROUP PURATOS, WITH ONGOING INVOLVEMENT IN THE EIT FOOD NETWORK, EVEN AS MENTOR FOR OTHER STUDENTS AND JURY MEMBER FOR FOOD SOLUTIONS PROGRAMME

Testimonial • 21 Mar 2024 • 4 minutes read  
RIS Fellowships is designed for Master of Science students and graduates. As a participant, you get the chance to apply your academic knowledge during an internship in the food industry. Clara Liedo Morell, from Spain, tells us about her...



### GIANLUCA'S WELL PACKED JOURNEY SINCE WINNING ONE OF OUR FOOD SOLUTIONS PROGRAMMES, REUSING CRAB SHELLS WASTE FOR SUSTAINABLE FOOD PACKAGING

Testimonial • 20 Mar 2024 • 6 minutes read  
Following 2 EIT Food Education and 1 Entrepreneurship Programme, being part of the winning team creating their startup, Assistant at University of Aarhus, landing a job at the European Food Safety Authority, at the Food Ingredients and...



### FROM PHD STUDENT TO CEO REVO FOODS: ROBIN'S REMARKABLE ENTREPRENEURIAL JOURNEY SINCE COMPLETING THE GLOBAL FOOD VENTURE PROGRAMME, SAVING THE MARINE ECOSYSTEM WITH PLANT-BASED ALTERNATIVE SEAFOOD

Testimonial • 18 Mar 2024 • 6 minutes read  
Robin Simsa, from Austria, participated in GFVP in 2020 and is now CEO and co-founder of Revo Foods, a fast-growing company offering plant-based fish alternatives.

## Qualitative

Testimonials from end users

Testimonials from practitioners

Achievement of goal set

Change in perception, awareness or attitudes

Change in culture, cultural discourse or appreciation and benefit



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## Improving food together

[eitfood.eu](http://eitfood.eu)



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Social media: [LinkedIn](#) / [Bluesky](#) / [Mastodon](#)