

A close-up photograph of several hands, belonging to people wearing red and blue plaid shirts, clasped together in a supportive grip. The background is a soft-focus green field.

EU CAP Network brokerage event 'Partnering for innovation with impact in agriculture and rural areas'

Prague, Czech Republic
29-30 April 2025

EIT Food, a mission-based approach for a sustainable, resilient, and consumer-centric European funding service

Mario Roccaro
EIT Food



Co-funded by the
European Union

IMPROVING FOOD TOGETHER

**EU CAP NETWORK
PARTNERING FOR INNOVATION
WITH IMPACT IN AGRICULTURE AND
RURAL AREAS**



Prague 29-30 April 2025
mario.roccaro@eitfood.eu

EIT Community

- **EU Agency** based in Budapest (2008)
- Operates through thematic “Knowledge & Innovation Communities (**KICs**)”

European
Commission



EIT Creative Ind.

EIT Health

EIT Climate-KIC

EIT Digital

EIT Food

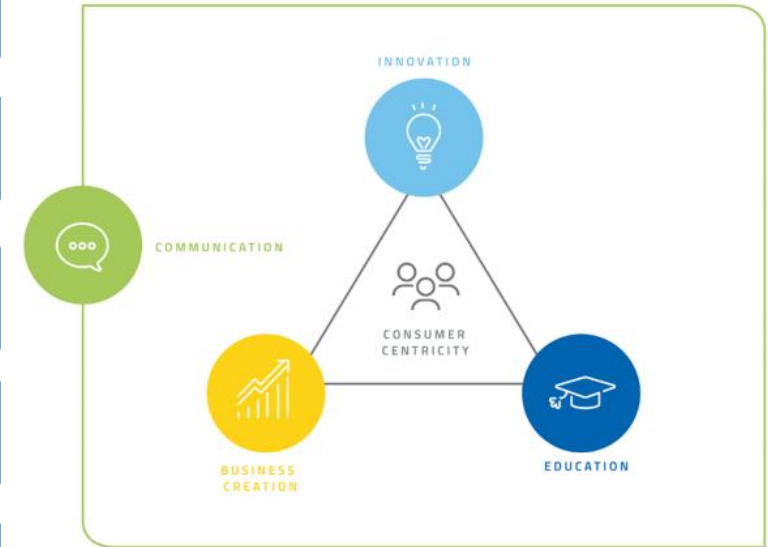
EIT
Manufacturing

EIT InnoEnergy

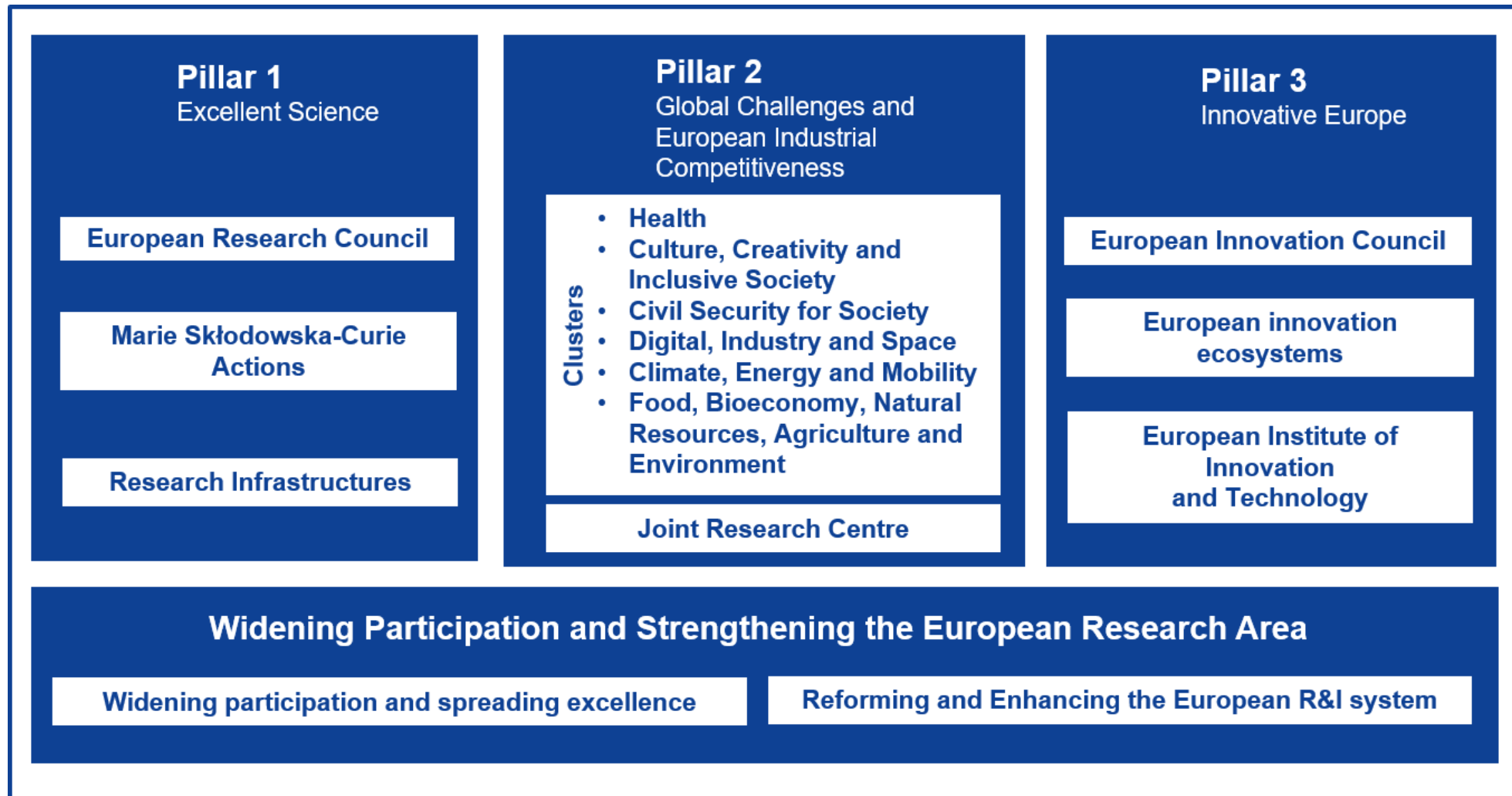
EIT Raw
Materials

EIT Urban
Mobility

Knowledge Innovation Communities (KICs)



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WHAT WE DO

At EIT Food we aim to overcome food system challenges **by accelerating innovation to build a future-fit food system that produces healthy and sustainable food for all.**

COLLABORATION

We connect stakeholders right across the food system that stimulate new ideas and invention to drive change. Together with our community, we will build an innovative and resilient food system that in turn creates a healthier society and planet.

IMPACT

Supported by the EU, we invest in projects, individuals and organisations that share our goals to deliver positive impact at speed and scale.

INCLUSION

We believe inclusive systems innovation, which enables all people and places to participate and benefit, is essential to a strong food system that is better for everyone.



**We are the
world's largest and
most dynamic
food innovation
community**

A MISSIONS-LED APPROACH

Together with our community, we are addressing the complex and critical challenges of **sustainability and climate change**, of **non-communicable diseases and poor nutrition**, and of **consumer trust, scarcity and transparency** through a missions-led approach.

HEALTHIER LIVES THROUGH FOOD



We will make a material difference to health adjusted life years by enabling more consumers to make better choices through access to healthier products and actionable information.

NET-ZERO FOOD SYSTEMS



We will be closer to a net zero food system, reducing CO₂ equivalent emissions by tackling CO₂ hotspots, reducing the footprint of proteins through diversification, and creating new markets for food waste.

A FULLY TRANSPARENT, RESILIENT AND FAIR FOOD SYSTEM



We will see the benefits of more resilient, trusted food supply chains with people experiencing greater food security and safety through widespread digitally enabled food supply chains.

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*)



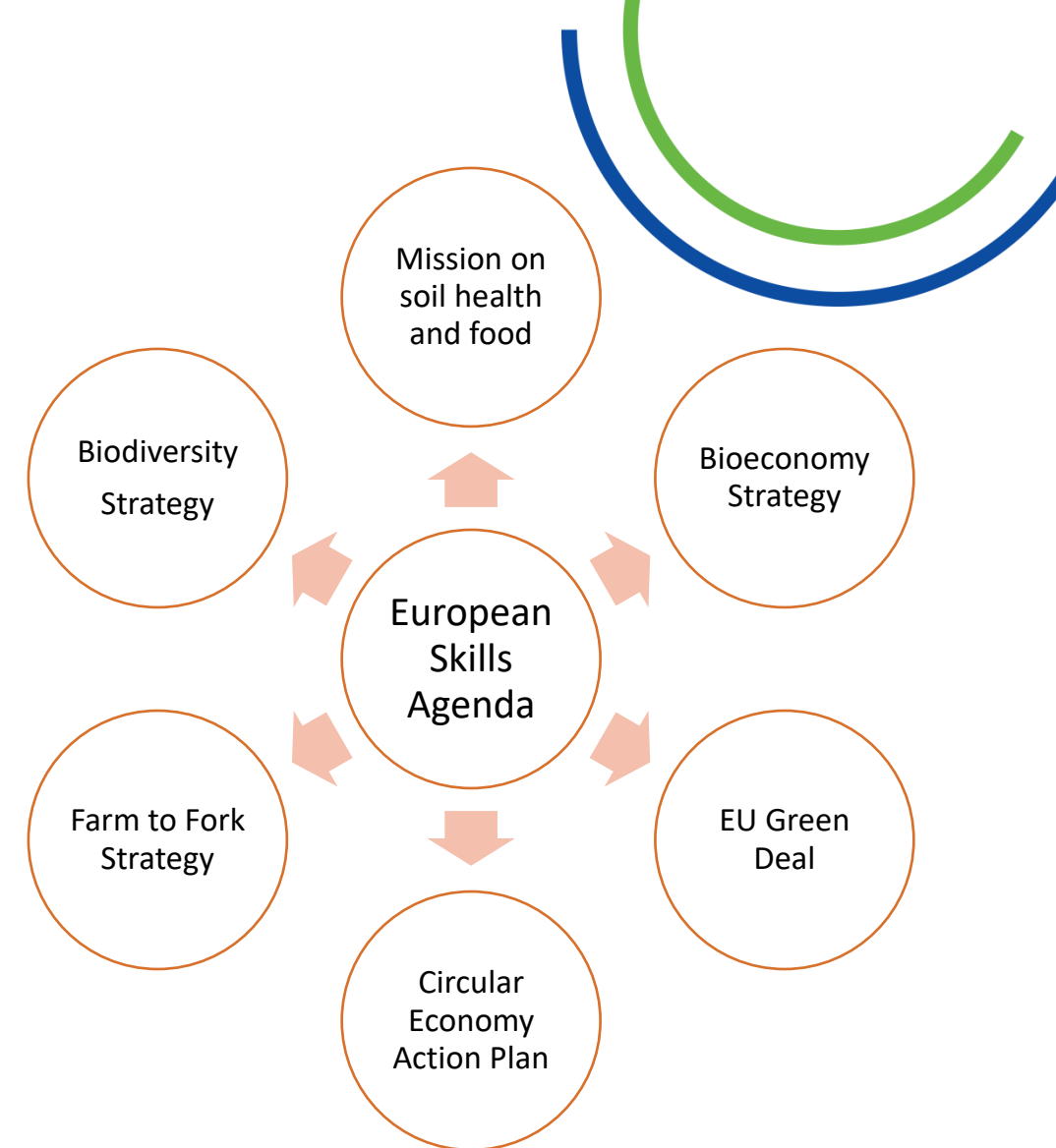
Meeting the UN SDGs could create innovation opportunities worth **US\$200 billion** for the European business sector in agrifood by 2030 (*BSDC, 2016*)

Strategic Objectives

SO5: Educate to Engage, Innovate, and Advance

- Attracting, developing and empowering the brightest minds in agribusiness to lead the transformation of the food system to be more sustainable and create a healthier society
- Educating citizens about the food system, to involve them in the transformation of the food sector to be more sustainable and create a healthier society

SO6: Catalysing entrepreneurship and food innovation



The strategic importance of investing in education and skills is recognised by all recent EU sustainability strategies to transform the agri-food sector.

OUR COMMUNITY

Our community is unique because it brings together key players from across the food value chain including industry partners, startups, research centres and universities



EIT Food Open Calls & Procurements



Call for Farmers to contribute to the LILAS4SOILS Project

🕒 Deadline: May 16, 2025

OPEN CALL

LILAS4SOILS aims to select 50 farmers to co-create, implement and measure Carbon Farming Practices. Selected farmers will be compensated for their efforts in the project with 5,000 euros/year over a period of 3 years.

[Continue reading →](#)



Empowering Women in Agrifood (EWA) Programme 2025 – Call for Female Entrepreneurs

🕒 Deadline: May 25, 2025

OPEN CALL

EIT Food's programme Empowering Women in Agrifood (EWA) is looking for 130 women entrepreneurs from 13 countries to join a 6-month journey of training, mentoring, and networking to grow their agrifood businesses.

[Continue reading →](#)



Request for Proposals: ReGrow.UA 2025 – Supporting Agrifood Innovation and Resilience in Ukraine

🕒 Deadline: May 30, 2025

OPEN CALL

EIT Food CLC North-East invites Ukrainian organisations and consortia to submit proposals for the ReGrow.UA 2025 Activity. The call supports entrepreneurship, innovation, and resilience in Ukraine's agrifood sector amid ongoing war-related...

[Continue reading →](#)



Call for Contractor/s to organise training sessions about conservative and regenerative agriculture in Spain (Basque Country), Netherlands, Belgium, France, Germany, Austria, UK and Ireland


🕒 Deadline: May 05, 2025

OPEN CALL

To carry out the farmer training activity we are looking for one or several contractors to organize our training sessions in Spain (Basque Country region), Netherlands, Belgium, France, Germany, Austria, UK and Ireland.

[Continue reading →](#)

<https://www.eitfood.eu/opencalls?callType%5B%5D=9974852®ion=>



IFF Impact Funding Framework

CALLs 2025

Impact Funding Framework

One Framework 2023–2025



Next deadline: **10th July 2025 and 13th Nov. 2025**

Co-Funding at 70% of the project's total cost with a maximum of €1,000,000 per year for up to 2 years.

- **Launched September 2023**
Three-year Missions funding roadmap
- **€30m fund 2023 - 2025**
5 out of 7 submission windows complete
- **Two routes:**
 - Collaborative Programmes**
 - scaling KTI by design
 - targeting mid-term impact
 - Single Projects**
 - near-term points to accelerate change
- **IMPACT** focused
- **Open to all types of food systems innovation**

WHAT'S THE DIFFERENCE?



Collaborative Programmes

- Series of **connected workstreams** or activities across a whole value chain
- Primarily responding to Mission **targets**
- Demonstrate how you can **work with** EIT Food
- Led by an **organisation** with **resources** and **capacity** to move quickly and effectively to create impact
- Use the **EOI form** to access early support



REGENERATIVE AGRICULTURE
Enabling Farmers to lead the transition to Net Zero



PROTEIN DIVERSIFICATION
Bringing protein diversification to the mainstream



LABELLING, PACKAGING & TRANSPARENCY
Empowering people in their food choices

Single Projects

- Focussing on **point solution** or single intervention point
- Responding to the **Priority Challenges** listed
- Demonstrate **why EIT Food funding** is needed
- Can be led by **all types of organisations**, including start-ups and NGOs (meeting eligibility)

Inclusive spread of awards

And a route to growing the Partnership pipeline:

25 Countries

79 non-partner organisations are now involved in funded activities.

95 organisations collaborating on activities



Collaborative programmes are acting as platforms to generate impact at scale



Waste2Plate

- Competition to find and support 60 solutions
- 1M+ healthy & nutritious servings by 2027
- Access to co-working kitchen space



Tech4RegenAg

- 6 pilots
- 20 start-ups
- 250+ farmers
- Test farm access

Top Tips!

Read the Evaluation Criteria!

- Impact – applying innovation to solve problems
- Excellence
- Quality & Efficiency of the Workplan
- KIC Portfolio Strategic Fit

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

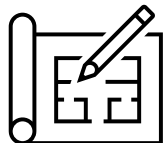


IMPACT

<https://www.eitfood.eu/eit-food-missions>



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Impact Planning Tool Now Available!


EIT FOOD IMPACT FUNDING FRAMEWORK - APPLICANT IMPACT PLANNING TOOL

Please use drop down lists and expand boxes where applicable

1. Select EIT Food Mission Targets	2. Describe the Problem to be Solved	3. Activities (work packages)	4. Key Performance Indicators	Goal	Year	5. Impact Indicators	Goal	Year	6. Long term Impacts	Measured by
Grow the circular food economy through packaging and labelling			Start-ups created of/for innovation							

Select Relevant Funding Outcome(s)

Objective(s) to help achieve Outcomes



Impact Pathway Template 1. Mission Targets & Outcomes 2. Problem & Objective Setting 4. EIT Food KPIs 5. Impact indicators 6. Long term impacts +

Workbook Statistics Give Feedback to Microsoft 100%

Open Calls IFF 2025

Submission Windows (closing at 12pm CET)

~~13th March 2025~~

10th July 2025

13th November 2025

Evaluation: Up to **6 weeks** post-submission deadline.

Preliminary communication to selected projects about **9 weeks** post-submission deadline.

Project Grant Award letters sent, and contracting begins* about **8 weeks** post-preliminary communication.

*Pending review and validation from the EIT



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All information on the brokerage event is available on the event webpage:

<https://eu-cap-network.ec.europa.eu/events/eu-cap-network-brokerage-event-partnering-innovation-impact-agriculture-and-rural-areas>

