

Call for Proposals for Activities to be executed in 2018

Questions and Answers

EIT Food
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1 General Questions for Proposal Development

Q: What is the timeline to submit a proposal

A: There are the following 2017 deadlines:

- January 31st: Submission of the “Idea proposition form”.
- Precall: Open February 22nd; Close March 31st
- Call: Open: April 17th; Close May 19th

Q: What do I need to do for the “Idea proposition form”?

A: The “Idea proposition form” is not a mandatory submission, but it is strongly encouraged. It will help to get an overview of intended projects in advance of the Innovation Market Place Match-Making event in Bilbao on February 22nd / 23rd to allow more effective networking. It is not necessary at this stage for partners to have a perfectly organized project proposal or complete list of partners at this stage. It is the intention of the Bilbao event to enable partners to present their projects ideas, discuss with each other, find partners and share competencies to develop these proposals further.

Q: What is the “pre-call”?

A: The “pre-call” must be submitted by groups of partners (through a nominated lead partner) who intend to submit a project proposal for the later full call. We will provide a simple template for this soon after the Bilbao event. The purpose of this pre-call is to get an overview about the developing portfolio of projects and to help manage potential duplications, strategic gaps and overlaps by allowing early feedback to partners. The proposals will be analysed by the functional directors but there will be no in depth scoring or relative quality assessment at this stage – that formal evaluation will be carried out by an external reviewer panel at the next formal call stage.

Q: How can I submit a proposal during the call phase?

A: The submission will be done using the software platform “Promise Suite”, which is being used by other KICs successfully. Details about this will come soon.

Q: Will there be more details about the project calls?

A: Yes, for each call there will be separate information documents describing criteria for project proposals.

Q: What does a good proposal look like?

A: The EIT Food interim Management Team is not in a position to give input on the scientific or innovative quality of project proposal beyond the information in the overall call document from December 2016. This contains some guidelines of what is expected from good proposals. The upcoming final Call for Proposals document will contain further details.

Q: What are the “early bird” activities, how will they be decided, what is the funding?

A: EIT Food wants to fund “early bird” projects or activities in the second half of 2017, subject to availability of EIT grant funding for the startup year 2017. Potential “Early bird projects” will be ranked according to advice from the external reviewing panel. The top ranked project proposal(s), where the partners have indicated they are in a position to begin in 2017, will be (partially) funded in this year depending on the available budget.

Q: How can I identify partners which have competencies I require for a project?

A: For the Bilbao event, we will develop a booklet, where all partners, including the RisingFoodStars start-ups, self-describe their competencies. This booklet should not only serve as an enabling guide during the Innovation Market Place but can also be used to identify connections and make introductions after the event. In the longer term, our FoodPlaza site will be designed to include networking tools to encourage connections.

Q: Can companies or academia from outside of EIT Food participate in projects?

A: Yes, in principle companies and academia from outside of EIT Food can participate as “sub-grantees”. Of course such third parties should provide capabilities which are essential for the success of a project and not available within the partner network of EIT Food. The funding for such entities is limited to Euro 60k per year.

So called “EIT Food Network partners” are also “sub-grantees”.

Q: Can a consortium with academic partners from 2 CLCs and a Rising Food Star be eligible for a proposal? Or is it mandatory to include an industrial core partner in it?

A: Yes, in principle a consortium with EIT Food partners from academia and RFS is eligible. Nevertheless it should be understood that project proposals must meet at least the following criteria:

- a definition of the added value and business/societal impact traced with KPIs, e.g. creating a new Start-up
- one or more clearly defined deliverables,
- a strong partner commitment and a European dimension involving multiple KIC CLCs and partners.

A partner from industry, with clear defined contribution to the mentioned criteria, would clearly be preferred.

Q: Can one apply full costs, exceeding the 25%-flat rate for indirect costs, for KAVA costs that are funded by partner co-funding?

A: No, EIT funding rules for the eligibility of co-funding apply. Example: A partner would like to contribute KAVA co-funding of 1 FTE á €100k direct personnel costs and €80k indirect costs as of its internal overhead rules. According to EIT rules only €125k (25% indirect costs) (rather than €180k) will be reimbursed as eligible KAVA costs by EIT. The remaining €55k in declared, but unfunded costs can however be claimed as part of the partner's KCA contribution to the project..

2 Questions related to Start-Up Involvement

Q: Can start-ups or SMEs from outside of the RisingFoodStars participate in projects?

A: Yes, in principle start-ups or SMEs from outside RisingFoodStars can participate as “sub-grantees” through an existing partner (RisingFoodStars, a core partner of EIT Food, is an umbrella organisation for up to 50 start-ups acting as an innovation vehicle.) It will be a requirement that such third parties should provide distinct capabilities which are essential for the success of the project but not available within the existing partner network of EIT Food. The funding for such entities is limited to Euro 60k per year.

Q: How can a startup become member of the RisingFoodStars?

A: Start-ups can apply to become members of the RisingFoodStars. We are looking for start-ups which are complementary to our current eco-system with clear excellence and leadership in their field.

Q: Will a start-up have any benefits for being member in the RisingFoodStars?

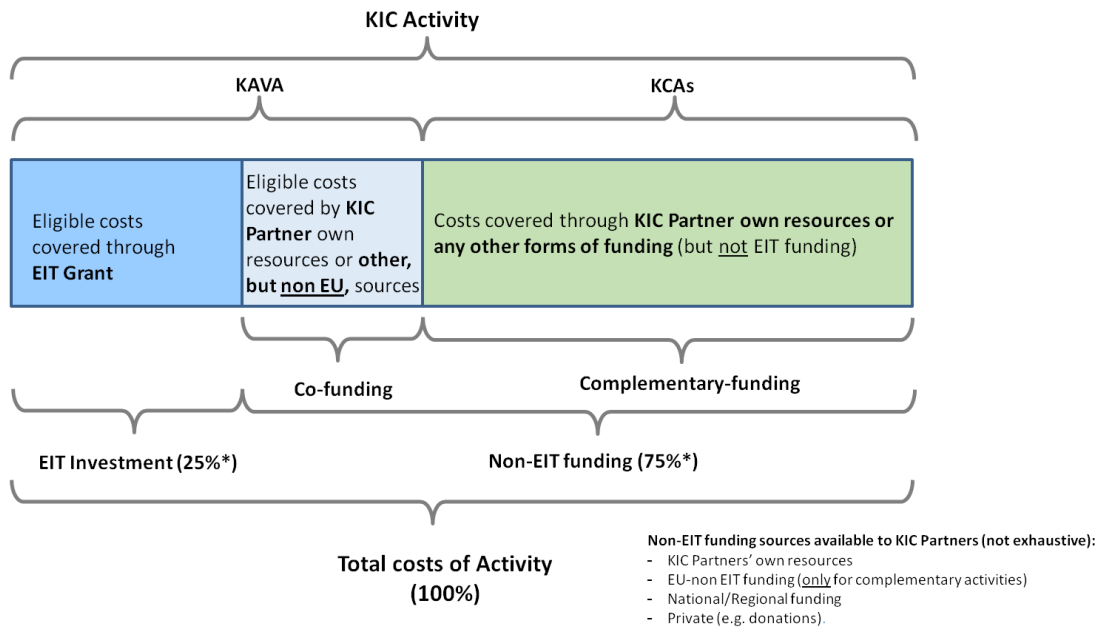
A: Members of the RisingFoodStars will be able to participate in all EIT Food activities like all other partners. In addition there will be special networking and mentoring programs for these start-ups.

3 Questions related to KCAs

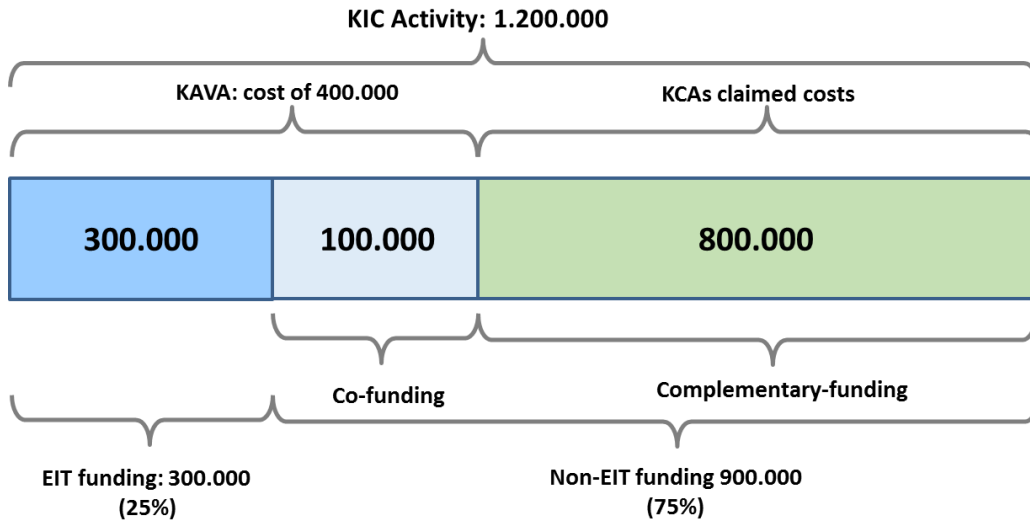
Q: What are KCAs?

A: An EIT Food Activity consists of a KAVA (KIC added value activity) and one or more KCAs (KIC complementary activities). These are activities or (parts of) projects undertaken by EIT Food partners which have a quantifiable cost, a link with at least one KAVA and which are not already financed from the EIT contribution. Typically a KAVA uses results of a KCA and adds additional value in line with the EIT Food strategy. The related costs of KCAs contribute to the 75% non-EIT funding target for EIT Food activities.

The KAVA part consists of the EIT investment and the co-funding, and any additional contribution of a partner or other funder during the runtime of the EIT Food activity.



The following example illustrates the an composition of an EIT Food Activity with its financial parts:



Further breakdown of the above example into individual partner contributions:

KIC Activity

	KAVA Cost	EIT Investment	Co-funding	KCAs costs claimed for KAVA e.g.
Partner A	200.000	100.000	100.000	Coop. Partner A & University: 50.000
Partner B	200.000	200.000	0	Public funded project one or both partner participated 750.000
Total	400.000	300.000	100.000	800.000

EIT Investment (25%) Non-EIT funding (75%)

Q: What are the criteria for a project to qualify as a KCA?

A: KCAs must

- have a clear and described link with at least one KAVA
- be carried out by the KIC Partners or KIC legal entities, or by them in co-operation with other entities
- focus on topics that are part of the KIC overall areas of activities
- be funded from other sources than the EIT

Q: What costs of the KCA can be claimed by my EIT Food activity?

A: The costs claimed for a KIC complementary activities must:

- be incurred by a partner or KIC legal entity
- be proportionate to the cost of KAVA and/or to the expected impact in furthering the mission of a KIC (i.e. the relative weight of KCA within KIC Activities must be suitable and reasonable to achieve the objectives of the activity). Typically this is achieved by claiming the costs related to the parts of a KCA that are of direct relevance to the activity.
- be incurred between the designation date of EIT Food (Nov. 17th 2016) and up to the end of the KAVA (i.e. Dec 31st, 2018, for the current call). The KCA project itself can start earlier and finish later, however.
- be recorded in the partner's accounts in accordance with the applicable accounting principles and declared in accordance with the requirements of the applicable tax and social legislation
- be identifiable and verifiable
- If a KCA is used by multiple KAVAs, costs cannot be claimed more than once for a specific result of the KCA. If different parts of a KCA are relevant for different KAVAs, each can claim their part.

Q: Can you give examples for KCAs in Innovation Activities?

A: A KAVA that is using infrastructure and/or results of an existing living lab can use the living lab operations as a KCA and claim the costs proportionate to its usage of the services and infrastructure as complementary funding.

A company internal R&D project that developed a promising technology or process can be used as KCA for a KAVA that pushes this for commercialization by conducting e.g. field trials.

A H2020 research project, e.g. the InfoVis & Quantified Self project which pursues the study, development and prototyping of innovative technologies and solutions for information visualization. A key aspect of the project is the collection, organization and management of personal data. This project can be a KCA for a KAVA that uses these tools and methodology for collection, management and organization of data for the development of effective visualization and services specific for e.g. nutrition and food consuming habits.

Q: Can you give examples for KCAs in Education Activities?

A: For a KAVA that develops an EIT Food specific MOOC, a relevant KCA could be the costs of developing pre-existing content that is then used in a EIT Food specific MOOC programme.

Universities joining up to deliver a specific food related add-on to their existing masters level education could claim the related administration and base course delivery costs in their respective departments or institutes where students are enrolled in the EIT Food programme as KCAs. As the timing of this support is tied to the reaching period (i.e. the execution of the KAVA), the KCA costs that can be claimed would be from the same year as the KAVA.

Q: Can you give examples for KCAs in Business Creation Activities?

A: For an idea competition KAVA, a KCA could be the entrepreneurship offices of participating organisations which bring the ties to the local startup ecosystem and relevant infrastructure and tools (like IT platforms for competitions) that can be used by the KAVA. As the nature of this support is the usage of existing infrastructure during execution of the KAVA, the KCA costs that can be claimed are from the same year as the KAVA.

4 Questions related to Education Projects

Q: What is the Food System MSc. Program and how will it be developed?

A: The Food Systems MSc. Program is EIT Foods Flagship 2-year Master Program to provide students with a Bachelor degree (from various disciplines) with a systems background in the food arena. Compared to other educational programs, the curriculum will be developed jointly with all educational institutes that would like to contribute to ensure European Master's degree conformity. Curriculum development will begin in 2017, and in the start-up phase of the program, EIT Food will cover some development costs for courses and offerings. Once established, EIT Food will cover primarily student mobility – as has been the case for degree programs supported by other KICs. Academic partners will be invited for a one-day workshop to start the development process in March 2017.

Q: How does the Food Entrepreneurial Summer School work?

A: The summer school is an educational program to teach the basics of entrepreneurship, innovation and business creation to various stakeholders (students and professionals). 100k Euros have been reserved for this activity and will be awarded for the best proposal. Academic institutions, industry partners and research institutions across a minimum of 2 CLCs are expected to collaborate in the development of the proposal. EIT Food will issue a first draft of the call document by early February 2017. Summer schools may be offered for 2017 as an early bird activity, and/or for inclusion in the business plan of 2018.

Q: What is the Rotating SME workshop and how will it be organized?

A: This is an educational workshop / symposium to address emerging trends and technologies to satisfy SME knowledge needs, combined with a job brokerage for students, and a marketplace to foster networking with larger companies. The workshop is to cover both educational and business creation needs. It will allow for network building exercises with SMEs to generate joint innovation/business creation activities. The workshop is to be carried out multiple times at different CLC locations (rotation). Funding will come from EITs education and business creation budget. Funding levels are currently still under discussion, but will be finalized by the time the first draft of the call documents are issued (February). Funding will be provided for a minimum of one SME workshop per year focusing on a specific topic of high interest (e.g. digitization of the food chain, etc.). Subsequent years will address different topics / themes. In that way, a catalogue of different offerings is to be developed over time. A first workshop will be held in 2018. Successful proposals are expected to have been prepared by a mixed consortium of academic & research institutions and industrial partners, and must demonstrate the ability to attract regional SME players.

Q: What are MOOCs; at what level are they funded, and who owns them?

A: MOOCs (massive open online courses) form part of EIT Foods public education mission by providing an open online course repository of Food System related content to the public. The courses are to be prepared in a team-oriented approach (cross CLCs, multipartner), The development of a MOOC will be funded with a flat fee of € 50 k per MOOC, and 6-8 MOOCs are to be developed in the first business plan of 2018 to be launched sequentially in 2018. The call will have a similar format as the one developed by EIT Health (pls. see their website for a model), and a first draft of our specific EIT Food call will be available in February 2017. MOOCs may also be designed with a more in-depth and professionally oriented tutored SPOC in mind (see below) to provide synergies. A link with one of the innovation programs is highly desirable to make sure there is a good integration of pillar activities (e.g. it may be useful for an innovation project yielding a new technology to then provide background information to the public via a MOOC). MOOCs will be owned by the KIC and will be offered via an EIT Food owned dissemination platform. They are branded with the EIT Food label. EIT-branded MOOCs will be available free of charge to everybody, and thus partners may use them in their institutions (albeit with the EIT label). They are to attract attention and raise awareness for the work of our KIC. As such, MOOCs are one of the key tools to improve public trust.

Q: What are small private online courses (SPOCs), and how will the program work?

A: SPOCs are tutored online courses to deliver on-demand educational content (i.e. the modern version of an Industry Workshop). EIT Food will issue a call for 6-8 offerings in 2018, with the first SPOCs to be launched in summer of that year. EIT Food plans to generate revenues from SPOC

development via a revenue sharing model, which is still to be clarified in the next weeks. There is also a question on how demand from industrial partners (who should in the end commission SPOCs) is to be assessed. A meeting of the educational committee (CLC reps) has been scheduled to finalize the concept. A first wave of SPOCs could be issued in 2018 at a reduced cost rate to industrial partners so as to demonstrate the value of SPOCs. A link with any of the innovation programs is highly desired. Ideally, we envision that the carrying out of innovation programs will generate demand for SPOCs, since the participants may need educational workshops to facilitate cross-knowledge exchange.

Q: How does the Extra-Curricular Program “Food Solutions” work?

A: Food solutions is a program for students of all levels to work jointly on an industrially relevant problem set for one year. The projects are to be done in parallel to a standard curriculum. Students from different locations and having different disciplinary backgrounds are to work jointly on a case for about one year. Co-funding by industry is envisioned (e.g. provision of material or use of facilities). The outcome can lead to innovation projects, e.g. truly creative and cutting edge solutions could be carried out in innovation grants later, or even lead to business creation. A minimum 6 different offerings per year are foreseen, with the program starting in 2018 for the first time. Funding levels are currently discussed and will be clarified by the time the first call documents are developed, but there will be a focus on coverage of student mobility and pan-European access in addition to coverage of costs. Students are to be selected from an applicant pool, with applications to be reviewed, to ensure that only the best and brightest participate.

Q: When do the other educational programs start (e.g. the Global Food Venture Program)

A: All other educational programs will start in 2019, however, some development of the needed infrastructure for some of the programs will be done in 2018. For example, the global food venture program requires the set up of cooperation agreements and negotiations on hosting costs in Israel, Singapore or the US. First discussion will take place in the CLC education committee

5 Questions related to Communication Projects

Q: Why a separate call on communication?

A: The communication call responds to the consumer centricity EIT Food stands for. The call stimulates partners to come with specific proposals in well defined programmes being the Network, Explore and Access programme targeting the involvement of consumers and more general the citizens. Communication projects follow the same principles as the other functional area’s calls.

Q: Can we submit the external communication and outreach costs of innovation, education and business creation projects in the call for communication?

A: No, each project within the functional areas has to take into account communication and outreach. These results have to relate to the KPI’s on communication, dissemination and outreach eg. the number of success stories submitted and accepted by EIT, the number of participants in events, the number of social media impressions.... CLC’s and the legal entity reinforce the results of the projects with a common communication strategy (website, EU events, PR, press...).

Q: Can we combine communication and innovation/education/business creation activities in one project?

A: Yes, some projects can be combined. But stand-alone projects fit as well. It is important to describe in detail and separately the activities related to the different programmes. For instance: if a group of students of the “Extra curricular programme Food Solutions”, invites marketing students to set up a social awareness campaign for citizens on personalised food (Network programme); Or carrying out a broad stakeholder consultation of consumers and civil society’s preferences on new farming methods (Citizen participation Forum within the communication program) which in turn delivers a first vision to set up an “engagement lab” within the innovation program.

Q: Will a more detailed call document on communication be available?

A: Yes, the CLC communication committee will elaborate the communication call more in detail.