

Call for Proposals for Activities to be executed in 2019

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 2018 deadlines:

- Precall: Open February 19th ; Close March 16th
- Call: Open: April 23th ; Close June 6th

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

A: The submission will be done using the software platform “PromiseSuite”, which is being used by other KICs successfully. It is hosted on the Plaza (intranet).

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

A: Yes, please refer to the “Call for Proposals 2019” document, the latest version of which is available for download on the Intranet page for the call.

Q: What does a good proposal look like?

A: The EIT Food 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. This contains some guidelines of what is expected from good proposals. The upcoming final Call for Proposals document will contain further details.

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

A: For the Reading event, we developed a booklet, where all partners, including the RisingFoodStars start-ups, self-describe their competencies. This booklet serves as an enabling guide during the Innovation Market Place and 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, SMEs, start-ups 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-contractors” or “linked third parties”:

- Sub-contracting: KIC Partners may award subcontracts covering the implementation of certain action tasks described in the proposal. Subcontracting may cover only a limited part of the specific action. The KIC Partners must award the subcontracts ensuring the best value for money or, if appropriate, the lowest price. In doing so, they must avoid any conflict of interests (see Article 41 FPA).
- Linked third parties: Linked third parties are either affiliated entities or third parties with a legal link to a KIC Partner. To take part in a proposal, they have to be registered in the Plaza (EIT Food Intranet). They may implement action tasks attributed to them in the Business Plan. Nevertheless, at the level of the Business Plan, they should be involved for a minor part of the work in comparison with the EIT Partner they are linked to.

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 for €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.

Q: What is the “Task Type” to be selected in the submission system in Tab 5 - Budget, for the task details?

A: Task types identify the general type of a task:

- Technology Maturation: Raise the maturity of a technology-based product or service to be ready for commercial exploitation.
- Technology Experimentation: Validate experimentally the technical, user and/or business performance of a technology-based product or service.
- Technology Transfer: Transfer a mature technology-based product or service to a business owner ready for go-to-market.
- Business Modelling: Develop business scenarios and business models.
- Business Creation: tasks related to founding and incorporating a start-up or spin-off, or setting up an inhouse business unit.
- Business Development: growing or preparing for growth business based on EIT Food results
- Courses Development: defining and creating course materials and curricula, including online materials.
- Courses Delivery: delivering classroom or online courses.
- Dissemination & Events: matchmaking, result fairs, conferences and/or participation with EIT Food partners and results.
- Outreach & RIS: spreading information about the KIC and involving non-core countries in EIT Food activities.
- Programme or Project Management: leading a KIC Activity or task.
- KIC Management: reserved for central and regional management and coordination of the EIT Food legal entities

Q: What is “Sustainability” and what is expected as my contribution?

A: Sustainability refers to the medium to long term strategic goal of achieving financial sustainability of EIT Food, i.e. the independence from EIT funding.

All activities are asked to propose a return on investment mechanism based on the added value that the EIT Food funded activity creates for the partners. In 2019, high quality activities which propose a robust mechanism for return on investment will be prioritised. EIT Food expects the return on its investment to be at least equal to or greater than the investment itself. A return on investment mechanism can be, for example, the revenue sharing of product/service sales, sharing of IP licensing revenues, equity in start-ups created by Innovation Activities and/or supported by Business Creation Activities, sharing of tuition fees for Education programmes, etc.

2 Questions related to Start-Up Involvement

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

A: Yes they can but only as a sub-contractor. Therefore, their participation cannot be confirmed in an activity before the partner in charge has performed a best value for money analysis for sub-contracting.

Q: How can a start-up 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. In

2018, a call for new members will be opened in the second quarter. More information can be provided by contacting EIT Food RisingFoodStars at rfs@eitfood.eu.

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

A:

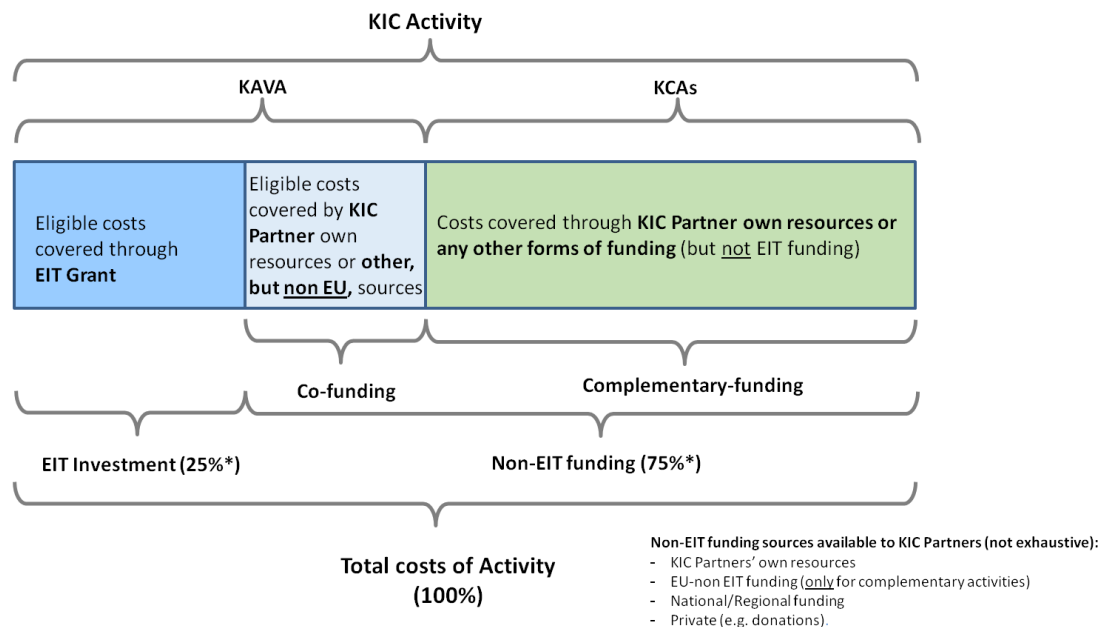
- Members of the RisingFoodStars will be able to participate in all EIT Food activities like all other partners for EIT funding for up to EUR 100K.
- RisingFoodStars provides access for its Members to support in any technological, technical, marketing related and business matters, by relying on the network of EIT Food industrial and academic partners;
- RisingFoodStars endeavours to be a valuable source of information on the state of technology. At the same time, the Association offers help to the Members to gain access to laboratories, premises and equipment at research institutions for the realisation of innovations and for further development of products and technologies;
- RisingFoodStars maintains close contacts with international research programmes and organisations that promote innovation;
- RisingFoodStars supports active exchange among the Members of the Association and encourages intense networking.

3 Questions related to KCAs

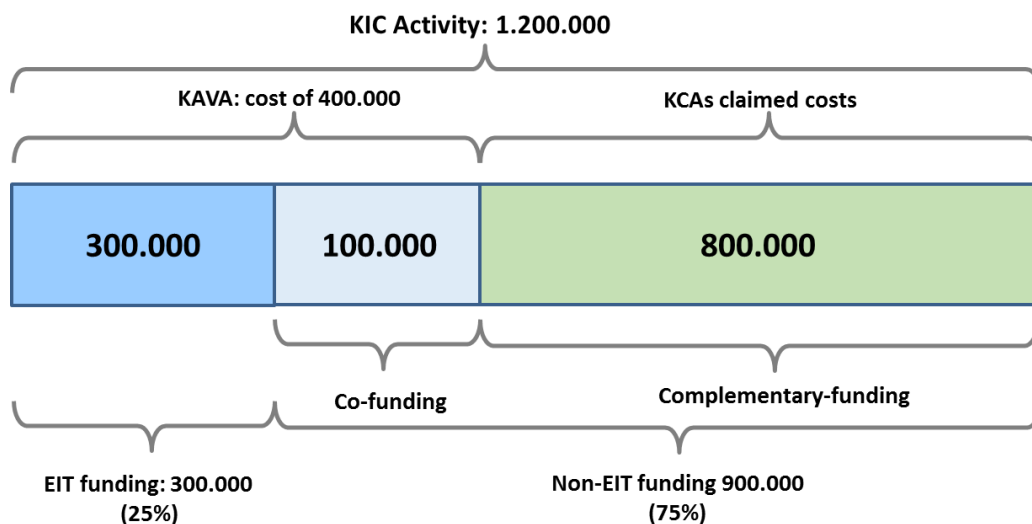
Q: What are KCAs?

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 them 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 composition of an EIT Food Activity with its financial parts:



Further breakdown of the above example into individual partner contributions:

KIC Activity

The table provides a detailed breakdown of partner contributions. It shows KAVA Cost, EIT Investment, Co-funding, and KCAs costs claimed for KAVA (e.g., Coop. Partner A & University, Public funded project one or both partner participated). The total KAVA cost is 400,000, EIT investment is 300,000, Co-funding is 100,000, and KCAs costs claimed for KAVA are 800,000. The total funding is 1,200,000, with EIT investment representing 25% and Non-EIT funding representing 75%.

	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 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, 20198, for the current call). However, the KCA project itself can start earlier and finish later.
- 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 company internal R&D project that developed a promising technology or process can be used as KCA for a KAVA that pushes this for commercialisation 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 visualisation. A key aspect of the project is the collection, organisation and management of personal data. This project can be a KCA for a KAVA that uses these tools and methodology for collection, management and organisation of data for the development of effective visualisation 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. Programme and how will it be developed?

A: The Food Systems MSc. Programme is EIT Food's Flagship 2-year Masters course to provide graduate students (from various disciplines) with a systems background in the food arena. Compared to other educational programmes, 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 2018; once established, EIT Food will cover primarily student mobility – as has been the case for degree programs supported by other KICs.

Q: How does the Food Entrepreneurial Summer School work?

A: The summer school is an educational programme to teach the basics of entrepreneurship, innovation and business creation to various stakeholders (students and professionals). Academic institutions, industry partners and research institutions across a minimum of 2 CLCs are expected to collaborate in the development of the proposal. Innovative learning methods will be prioritised.

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

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 will be provided for a

minimum of one SME workshop per year focusing on a specific topic of high interest (e.g. digitisation of the food chain). 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 Food's 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 and launched in 2019. 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 programmes 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. There are opportunities to develop cross-KIC MOOCs with other KICs, particularly EIT Health.

Q: What are small private online courses (SPOCs), and how will the model 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 2019. EIT Food plans to generate revenues from SPOC development via a profit share model on the basis of a 50:50 split between the organisers and EIT Food. 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; industrial partners have provided input about SPOCS that will be of interest to staff development.

Q: How does the Extra-Curricular Programme "Food Solutions" work?

A: Food Solutions is a programme for students of all levels to work jointly on an industrially relevant problem. 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. There will be a 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 the most innovative participate.

Q: What are Professional Development Courses?

A: In 2019, EIT Food will introduce Professional Development Courses to enhance the opportunities for employee and executive development. The format of these courses can include a wide range of educational modes; it will be essential to leverage workplace-based learning and to include reflective practice. PDCs need to be developed in line with the framework that will be established by EIT Food to ensure professional certificates can be awarded. The long-term view is that the certificates are the basis for portfolio-based degrees (cf the professional apprenticeships as currently set up in the UK).

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, etc. CLC's and the legal entity reinforce the results of the projects with a common communication strategy (website, EU events, PR, press, etc.)

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.