



Synergies with EIT Food

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Challenges

Low consumer trust & transparency

Distorted nutritional habits

Sustainability

Fragmented supply chain

Skills gap

Limited entrepreneurial culture

Technology adoption is slow



Challenges

Low consumer trust & transparency

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Objectives

Overcome low consumer trust

Create consumer-valued food for healthier nutrition

Build a consumer-centric connected food system

Enhance sustainability through resource stewardship

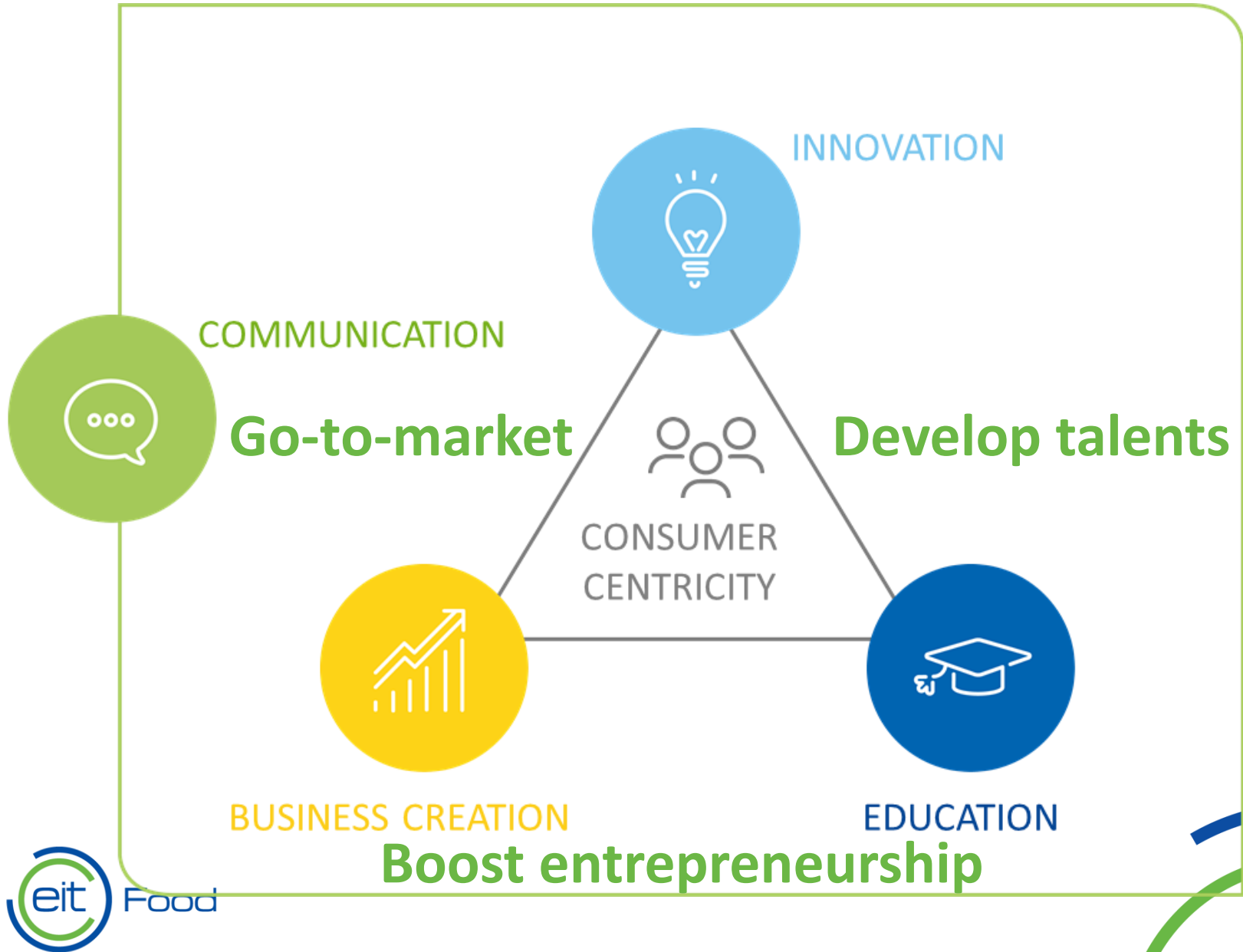
Educate to engage, innovate and advance

Catalyse food entrepreneurship and innovation



EIT Food Strategy:
4 functional areas

Catalysing innovation in the knowledge triangle



EIT Food Innovation programmes



Empower consumers to self-monitor lifestyle and health performance and enable informed healthier decisions and sustainable consumption habits



Consumer-centric “fork-to-farm” approaches to deliver personalized healthy food at economies-of-scale associated with mass production



Digitalization of the food system to boost a demand-driven, resource-efficient food production and build trust by increasing traceability and auditability of food quality, safety and authenticity



Transforming today’s linear “produce-use-dispose” model into a circular bio-economy centered around the consumer

What EIT Food offers to start-ups & SMEs



Rising Food Stars

SUs essential for tackling our SO

Yearly call (early 2019)



“If you want to go fast, go alone,
if you want to go far, go together”

- African Proverb

The EIT Food community

Core partners:

Industry
Higher education
Research

RisingFoodStars:

Start-ups

Network partners:

Civil society
Regional and public
authorities

5 Co-location Centers (CLCs):



Leuven, Reading, Madrid/
Bilbao; Munich; Warsaw

4 CLC South Hubs (2018):



Portugal, Italy, Greece, Turkey

7 CLC North-East Hubs (2018):



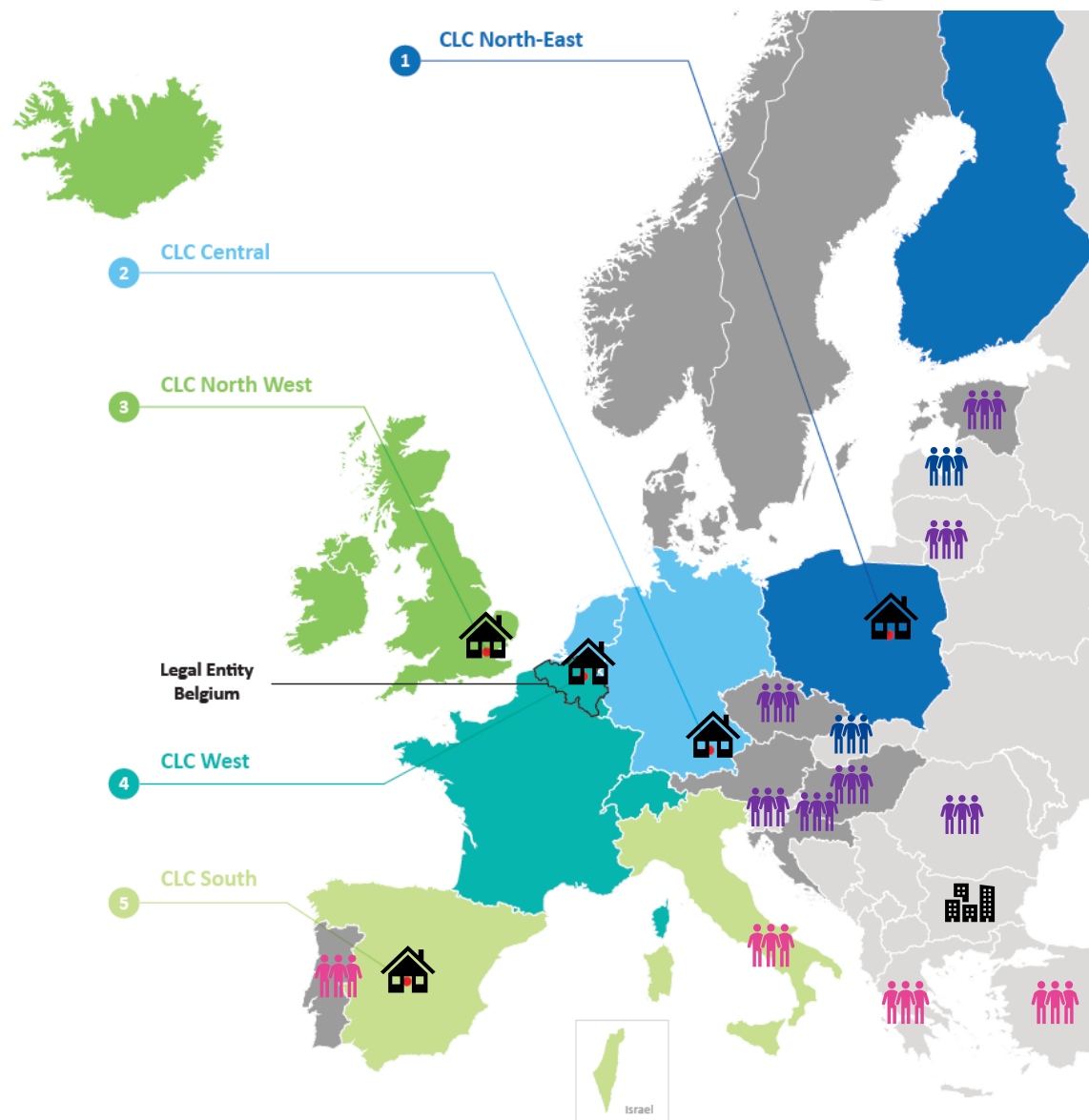
Croatia, Czech Rep., Estonia,
Hungary, Lithuania, Slovenia,
Romania



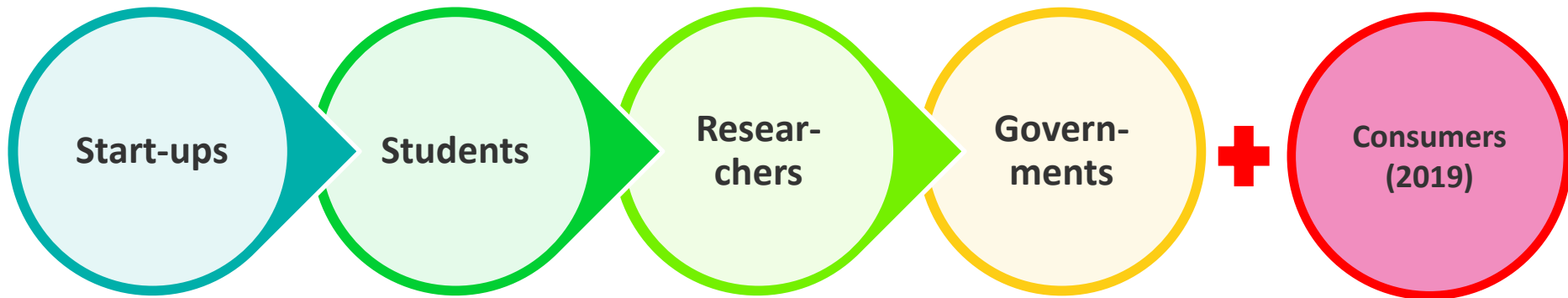
Latvia, Slovakia (2019)



Cross-hubs: Bulgaria



EIT Food RIS instruments – the perspective of stakeholders



- Innovation Scouting
- Demo Days
- Innovation Grants
- *Cross-KIC Bootcamps*

- RIS Fellowships
- *Food Summer School on NPD*

- RIS Expert Community

- EIT Food Government Executive Academy

EIT Food future ambitions

Some of EIT Food's KPI's over the coming 7 years:



10,000

under- and postgraduate students involved in innovative educational interventions



275,000

individuals educated through online courses



35%

Consumer engagement rate



60 + 400

start-ups created+supported



340

start-ups graduating from the accelerator programme



2,000

new jobs



400

Products and services launched on the market



200

new sustainable products or ingredients



1500

participants in EIT Food RIS programmes**



Innovate with us!

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