



# IMPROVING FOOD TOGETHER

AUGUST 2023

# FOOD SYSTEM CHALLENGES

Our current food system is a leading cause of some of the biggest challenges the world is facing, from climate change, resource depletion and waste, to malnutrition, disease and obesity.

## 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 affected by stunting, wasting 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*)

# 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**

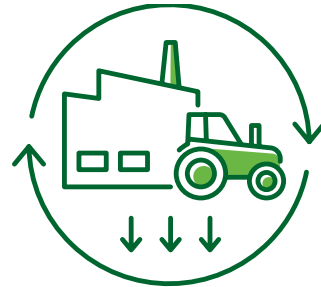
# OUR MISSIONS

We operate through a mission-based approach which puts improving outcomes for people and planet as the starting point for our work.



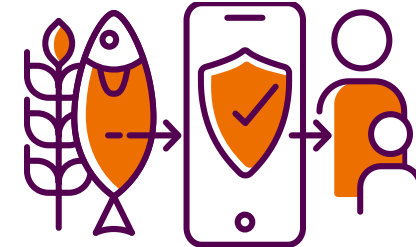
## HEALTHIER LIVES THROUGH FOOD

We will make a material difference to quality of life by enabling more consumers to have better choices through access to affordable, healthier products and actionable information.



## A NET ZERO FOOD SYSTEM

We will scale a systems approach that enables the transition to sustainable and regenerative agriculture practices, creates new markets and opportunities for food waste and loss reduction, and empowers all stakeholders to play an active role in the circular food economy.



## REDUCING RISK FOR A FAIR & RESILIENT FOOD SYSTEM

We will improve food security and safety for consumers everywhere by enabling and establishing resilient and dependable digitally enabled food supply chains.

## OUR REGIONS

With teams on the ground across Europe, we unlock innovation potential in businesses and higher education and create and scale agrifood startups to bring new technologies and products to market.

EIT Food is structured around 3 European regions with similar food system and market challenges, and managed by 6 regional offices.



### West

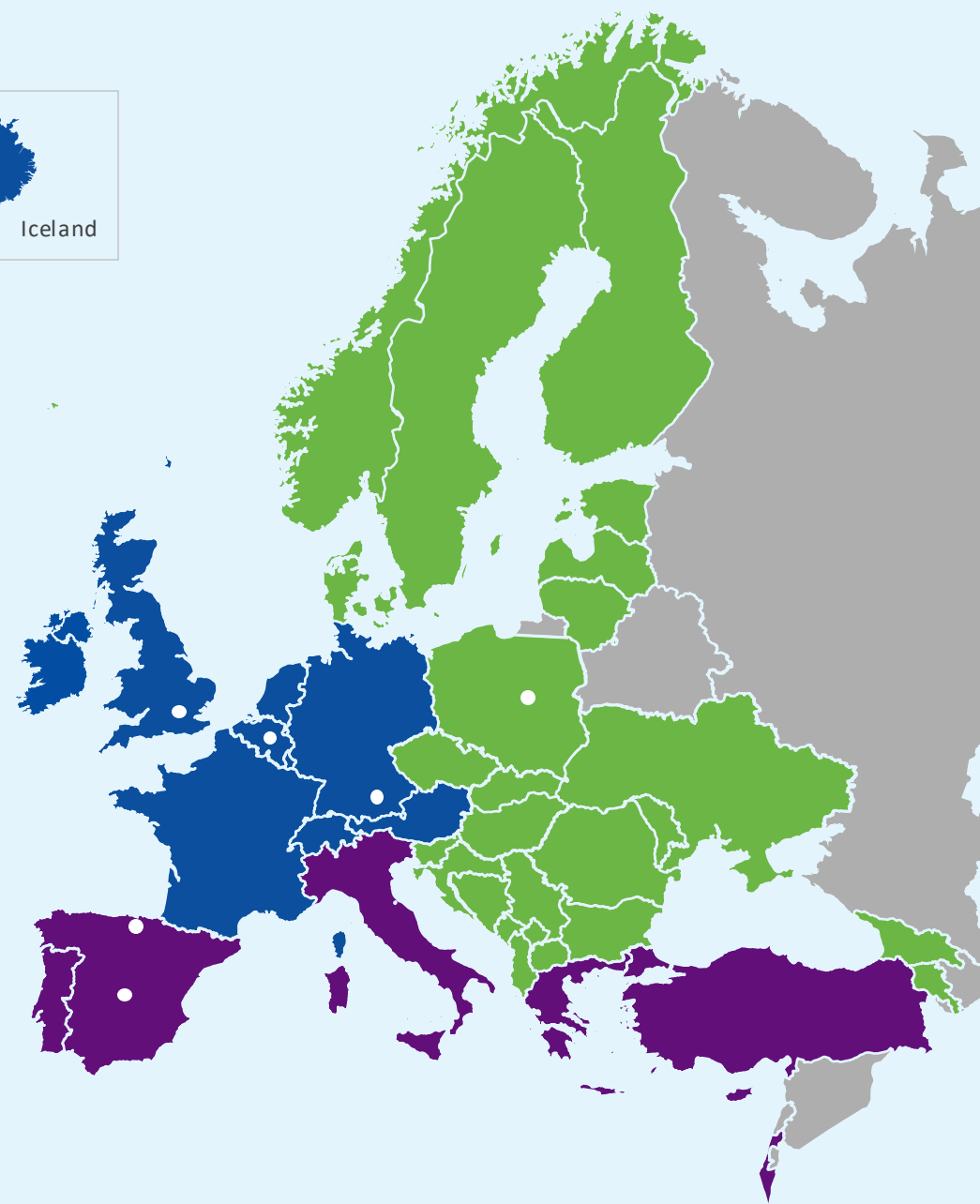
- Reading, UK
- Leuven, Belgium
- Freising, Germany

### North & East

- Warsaw, Poland

### South

- Bilbao, Spain
- Madrid, Spain



# OUR COMMUNITY

Our strength comes from our community, which brings together key players from across the food value chain. Our Partner Network is made up of industry organisations, higher education institutions, research centres and non-profits from across Europe.



# OUR COMMUNITY

Our strength comes from our community, which brings together key players from across the food value chain. Our 190+ startups play a crucial role in transforming the food system.



## HEALTHIER LIVES THROUGH FOOD



## A NET ZERO FOOD SYSTEM



## REDUCING RISK FOR A FAIR & RESILIENT FOOD SYSTEM

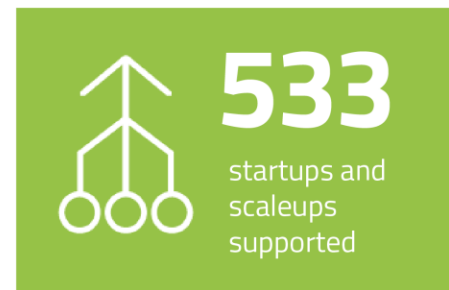
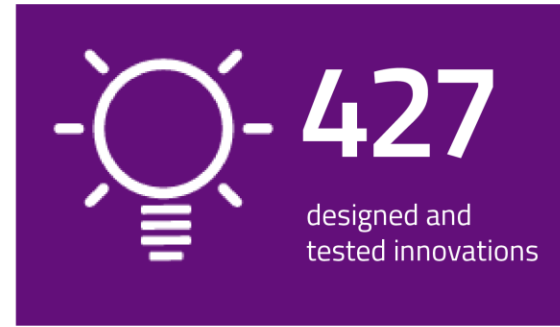


## A SELECTION OF OUR STARTUPS

Discover all 190+ startups we have supported [on our website](#).

# OUR IMPACT IN 2022

Discover more highlights on our [website](#).





# OUR ACTIVITIES

## EDUCATION

We equip the brightest minds all over Europe and beyond, with skills and knowledge to create a sustainable food system.



[READ MORE >](#)

## INNOVATION

We guide and accelerate food innovation and focus on inclusive systems innovation, enabling all people and places to benefit.



[READ MORE >](#)

## ENTREPRENEURSHIP

We support innovative impactful entrepreneurs and startups to deliver new food innovations and businesses across Europe.



[READ MORE >](#)

## PUBLIC ENGAGEMENT

We design activities to engage people so that they can become agents of change in the food system.



[READ MORE >](#)

## REGIONAL

We support the agrifood sector on the ground across Europe in our 3 regions: North & East, West & South.



[READ MORE >](#)

## PUBLIC AFFAIRS

We build institutional relationships and lead relevant policy discussions to drive the agrifood innovation agenda in Europe.



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# OUR ACTIVITIES – EDUCATION

We equip the brightest minds all over Europe and beyond, with skills and knowledge to create a sustainable food system



## LEARNING SERVICES

Our EIT-labelled Learning Services for employers provide a comprehensive methodology and toolkit to support the upskilling and reskilling of staff in innovation competencies. The services allow tailor-made solutions to support HR and line managers while driving impact throughout clients' organisations.

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## PROFESSIONAL EDUCATION

Our professional education portfolio includes programmes in entrepreneurship, leadership, food systems approaches and deep technical trainings which are not available through traditional providers of education and training in the food system. Examples are WE Lead, for women leaders, the Innovator Fellowship, for researchers, and Algal Biotech, for technical staff.

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## THE REGENERATIVE AGRICULTURE REVOLUTION

Our online courses have helped over 130,000 learners understand the food system, how to make better food choices and how technologies can contribute to sustainability. The Regenerative Agriculture Revolution is our newest addition and explores sustainable farming methods.

[READ MORE >](#)

## OUR ACTIVITIES – INNOVATION

We guide and accelerate food innovation and focus on inclusive systems innovation, enabling all people and places to benefit



### PHENOLIVA

PHENOLIVA – an EIT Award nominee and EIT Food Impact Award winner – is combatting food waste in the olive oil industry. Using a novel process, antioxidants from olive pomace are extracted and processed into an innovative food antioxidant.

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### BREEZE

BREEZE is bringing a prevention and control system for sea lice management to market, developed with the environment, fish welfare, food safety and farm economics in mind. It will enable the successful scaling of sustainably managed fish farms, to meet the growing demand for healthy proteins.

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### TASTE2MEAT

TASTE2MEAT contributes to a zero-waste and sustainable food system by developing hybrid (meat & plant protein) and fully plant protein-based meat alternatives using underutilised sources, such as sunflower press-cake. Focusing on flavour and structure and co-creating with consumers, the project is delivering tasty alternatives that meet consumer demands.

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# OUR ACTIVITIES – ENTREPRENEURSHIP

We support innovative impactful entrepreneurs and startups to deliver new food innovations and businesses across Europe



## HAI

Hai develops tools that enable vertical farmers to consistently produce high-quality crops without the need for manual monitoring. Through Seedbed, HAI has built and validated its proof of concept, and organised trial collaborations with the connections made from the programme.

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## uFraction8

EIT Food Accelerator Network alum uFraction8 designs filters to help bio-manufacturers harvest products such as cultured meat with energy-efficient, affordable and scalable systems. With the help of FAN, uFraction8 secured two industrial pilot trails and was awarded €100,000 to help scale its solutions.

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## DEEP PLANET

Deep Planet's VineSignal is a satellite and AI-based solution that reduces vineyard variability, monitors yield and improves crop quality, helping winegrowers adapt to the increasing impact of climate change. As part of the Rising-FoodStars network, Deep Planet partnered to help more growers adapt to changing weather conditions.

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# OUR ACTIVITIES – PUBLIC ENGAGEMENT

We design activities to engage people so that they can become agents of change in the food system



## CITIZEN PARTICIPATION FORUM (CPF)

Putting consumers at the heart of our activities, the CPF provides EIT Food with key consumer insights - needs, wants, perceptions, concerns, intentions - around food products and the food system. The CPF reports, such as demand for algae-based products, have helped us gain a deeper understanding of consumer attitudes.

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## FOOD UNFOLDED

FoodUnfolded® is our global multimedia platform that brings people closer to food with well-researched and constructive storytelling. Through the website in 3 languages, 20 million+ engagements on social media and in-person dialogues between the public, academia, policymakers, startups and industry, FoodUnfolded® creates a new solution-focused culture around food.

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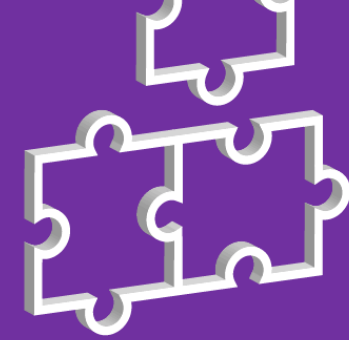
## FOOD EDUCATORS

Young people are a critical part of our future as they will deliver the deep change our world requires. The Food Educators project provides children with the knowledge to make sustainable and healthy dietary choices and brings agrifood career opportunities closer to secondary school students.

[READ MORE >](#)

## OUR ACTIVITIES – PUBLIC AFFAIRS

We build institutional relationships and lead relevant policy discussions to drive the agrifood innovation agenda in Europe



### FUTURE OF FOOD CONFERENCE

Our annual flagship policy event provides an opportunity to shape the transition of the European food system. Sessions are focussed on future trends and priorities in European food innovation, in line with the UN SDGs and the EU Farm to Fork Strategy. Ultimately, the shared goal among delegates is to achieve a European policy framework that can deliver healthy and sustainable food for all.

[READ MORE >](#)



### WHITEPAPER PROTEIN DIVERSIFICATION

Protein diversification is one of the keys to unlocking rapid and deep change in the food system. In this whitepaper we highlight the state of technological developments, the business and societal potential of diversifying the proteins we produce and eat. Given our focus on impact, it also identifies needs and opportunities in research and innovation to further accelerate this growing strategic sector.

[READ MORE >](#)



### POSITION PAPER BLUE BIOECONOMY

We regularly share our knowledge and expertise via position papers - the result of consultations with our community. A recent example is the Blue Bioeconomy paper, produced to inform on how to scale up the sustainable production of algae-based products, ensure their safe consumption and boost their innovative use. This paper ensures that views from across the food value chain will feed into the EU Algae Strategy.

[READ MORE >](#)

# OUR ACTIVITIES IN NORTH & EAST

## EMPOWERING WOMEN IN AGRIFOOD (EWA)



EWA has supported 260 female entrepreneurs from 15 Eastern and Southern European countries with tailored training, mentorship, and networking opportunities. Going into its 3<sup>rd</sup> year, the project culminated in the first Women in Agrifood Summit in December 2022. EWA has helped Giedre Kesiunaite, EWA 2021 1<sup>st</sup> prize winner from Lithuania, develop a clear path for her startup and join Seedbed, while 2<sup>nd</sup> Prize winner from Lithuania Milda Savickaitė continues her entrepreneurial journey with EIT Food Accelerator Network.

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## MICROCAPSULES FOR NUTRITION AND PROTECTION



Croatian-based startup MAKABI develops microcapsules for plant nutrition and protection for agro-ecological agriculture, reducing the usage of fertilisers. They came second in TeamUp 2022, our programme that finds and matches brilliant technologists with compatible business entrepreneurs and supports them on their journey to co-create truly impactful agrifood ventures.

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## DECARBONISING AGRIFOOD IN CEE



Recent shocks, including the COVID-19 pandemic and the war in Ukraine, revealed the vulnerabilities within Europe's food supply chains. As a response, the New AgVentures programme launched in 2023 for companies in Central-Eastern Europe to better understand trends, look for solutions to make their supply chain more resilient, and learn from their peers. The kick-off event, CEE Agrifood decarb, provided knowledge and skills to help companies in their decarbonisation efforts.

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# OUR ACTIVITIES IN SOUTH

## CROSS-SECTOR ACTION ON WATER SCARCITY



Water scarcity is one of the major challenges threatening the sustainability of Europe's food system. This is a particular issue in Southern European countries. To improve the region's water resources, the Water Scarcity project carries out a series of activities – from supporting scaleups and SMEs that tackle water-related challenges and creating a community of experts, to fostering the adoption of a water saving culture in Europe.

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## EDIBLE FOOD COATINGS



Spanish startup Bio2Coat secured a place in the 2020 Seedbed Incubator Bilbao and won the Venture Summit award for a net-zero food system in 2022 with their edible food coating products. Made entirely from natural sources, the coatings can be applied to food products to preserve and extend their shelf life. They are colourless, flavourless and fragrance-free, and can be consumed together with the food product without changing its sensory characteristics.

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## WOMEN-LED ENTREPRENEURSHIP



The Supernovas project offers coaching and training opportunities for women to take their managerial and leadership skills to the next level. Dedicated activities support female-led startups to enter new European markets and women starting their careers in venture investment. By creating a support system for female investors and entrepreneurs, we are actively bringing more women into these sectors and addressing the gender imbalance.

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# OUR ACTIVITIES IN WEST

## OPPORTUNITIES FOR CONTROLLED ENVIRONMENT AGRICULTURE



From a ploughed field to a high-tech greenhouse with artificial lighting, producers exert varying degrees of control over plant growth conditions in every type of crop production system. In this report, we explore the barriers and opportunities for controlled environment agriculture in urban, semi-rural and rural areas in Iceland, Ireland and The United Kingdom.

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## NEW OUTLETS FOR FOOD WASTE



Together with Growzer, EIT Food West launched an online circular marketplace – Get Wasted – that creates new outlets for food surpluses from different actors in the value chain. The project was piloted at Belgian schools, offering students healthy soups from surplus vegetables. Additional support from the Flanders Circular Grant and Flemish Food Strategy, will allow Get Wasted to continue to shape the circular economy in Flanders and beyond.

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## ACTinEITFood



ACTinEITFood is an exciting partnership between EIT Food and Germany's Federal Ministry of Education and Research to help future-proof Germany's food system. Launched back in 2020, the national project has been supporting the creation and growth of startups, the development of talents and leaders to enable the transformation, the launch and promotion of innovative products and business models and the engagement of citizens in the region.

[READ MORE >](#)

# WHY SHOULD YOU JOIN THE EIT FOOD COMMUNITY?

## PARTNERS...

gain unparalleled access to a network of Europe's leading agrifood businesses, startups, universities and research organisations

## CURIOUS MINDS...

benefit from the latest online courses, education programmes and professional development opportunities so they can have a positive impact in society



## ENTREPRENEURS...

are provided with expert mentoring, tailor-made entrepreneurship programmes and easy-to-access funding to enable them to launch, accelerate and scale agrifood businesses

## THE PUBLIC...

can engage in a dialogue with the food industry and co-create the future food system through access to our innovative events, digital platforms and public engagement activities

## CHANGEMAKERS...

are supported in taking their ideas from concept to market so they can launch new innovative products, ingredients and solutions to deliver healthier, trusted and more sustainable food

# BECOME A PARTNER

We welcome impact-driven organisations of all sizes: from startups and SMEs, right through to large global corporates, universities and research organisations. [Choose the best path for your organisation.](#)

## COMMUNITY MEMBER



Organisations that want to be part of a dynamic network and to connect and collaborate with our strategic and delivery partners

- ✓ Benefit from our network of partners, sector insights and knowledge
- ✓ Take part in exclusive online and in person events
- ✓ Premium access to our dedicated digital community platform FoodHIVE

## DELIVERY PARTNER



Organisations that want to focus on delivery of impact through projects and programmes

*Includes community member benefits +*

- ✓ Deliver a range of high-impact projects, or focus on one
- ✓ Run local activities and events with our support
- ✓ Benefit from dedicated account management and support in finding funding opportunities

## STRATEGIC PARTNER



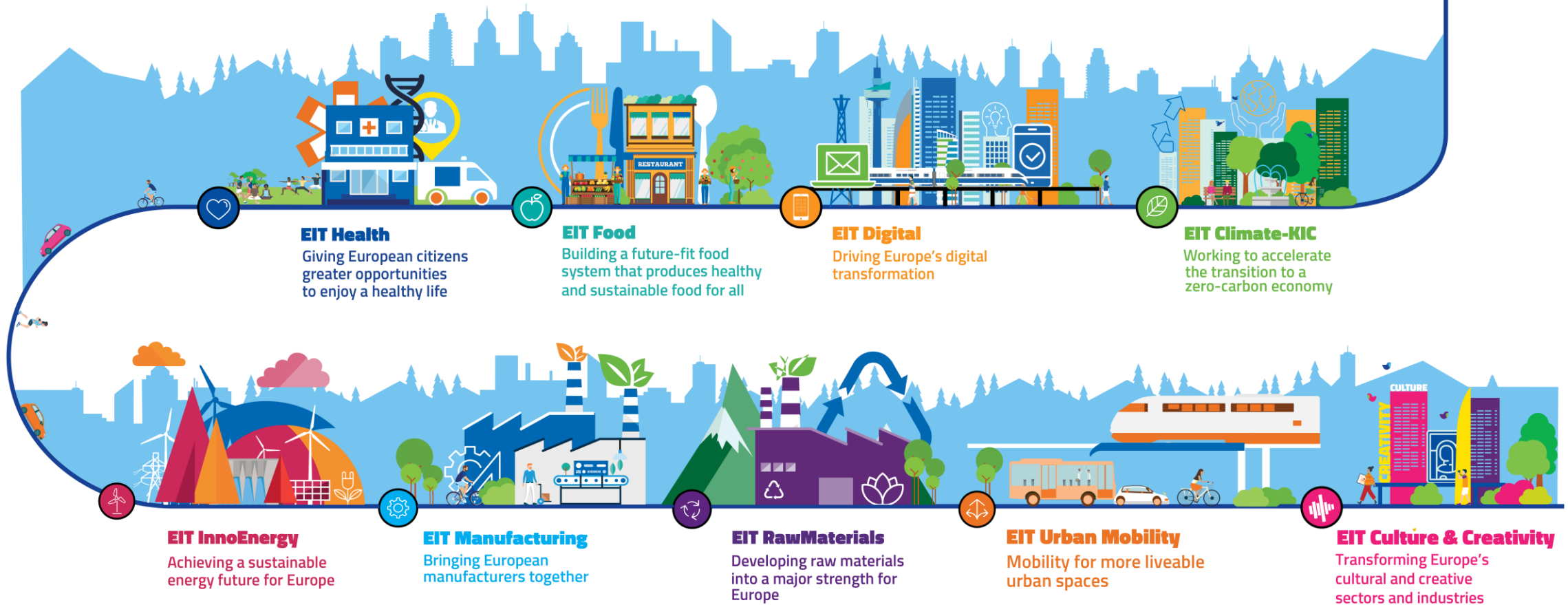
Organisations that want to set the agenda for a future-fit food system and have a strong influential voice in the EU and beyond

*Includes delivery partner benefits +*

- ✓ Shape our national, EU-wide and global flagship programmes with us
- ✓ Be a thought leader across the key challenges for the sector
- ✓ Get access to experts and talents to strengthen your organisation

# WE'RE PART OF EIT: EUROPE'S ONE-STOP SHOP FOR INNOVATION

The [European Institute of Innovation and Technology \(EIT\)](#) drives innovation by supporting entrepreneurs, innovators and students across Europe to turn their best ideas into reality. For each major societal challenge, there is an ecosystem of partners, the EIT's Innovation Communities, that creates and finds innovative solutions.



# LET'S CREATE THE FUTURE OF FOOD TOGETHER!



Become part  
of our  
community



Share  
your ideas



Help us  
transform the  
food sector

FIND OUT  
MORE AT  
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