

# EIT Food: catalysing innovation

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EIT Food is supported by the EIT  
a body of the European Union

# EIT's Innovation Communities

**EIT Climate-KIC**



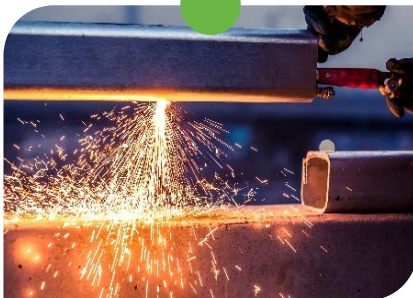
**EIT Digital**



**EIT InnoEnergy**



**EIT Raw Materials**



**EIT Health**



**EIT Food**





# Challenges

Low consumer trust & transparency

Distorted nutritional habits

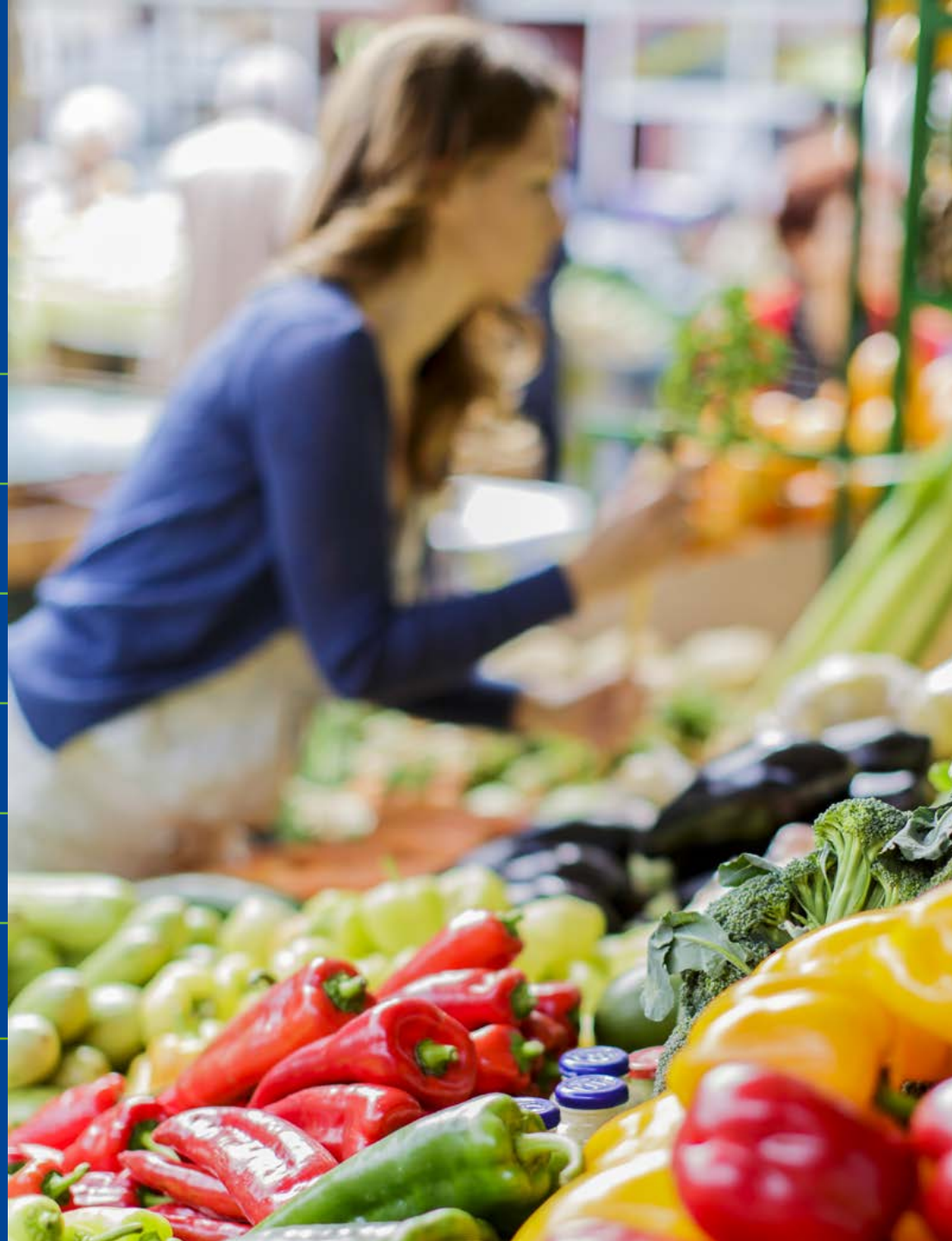
Sustainability

Fragmented supply chain

Skills gap

Limited entrepreneurial culture

Technology adoption is slow



# Challenges

Low consumer trust & transparency

Distorted nutritional habits

Sustainability

Fragmented supply chain

Skills gap

Limited entrepreneurial culture

# 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

# The EIT Food community

## 5 Co-location Centers (CLCs)

Leuven/Brussels  
Reading  
Madrid/Bilbao  
Munich  
Warsaw

## Core partners

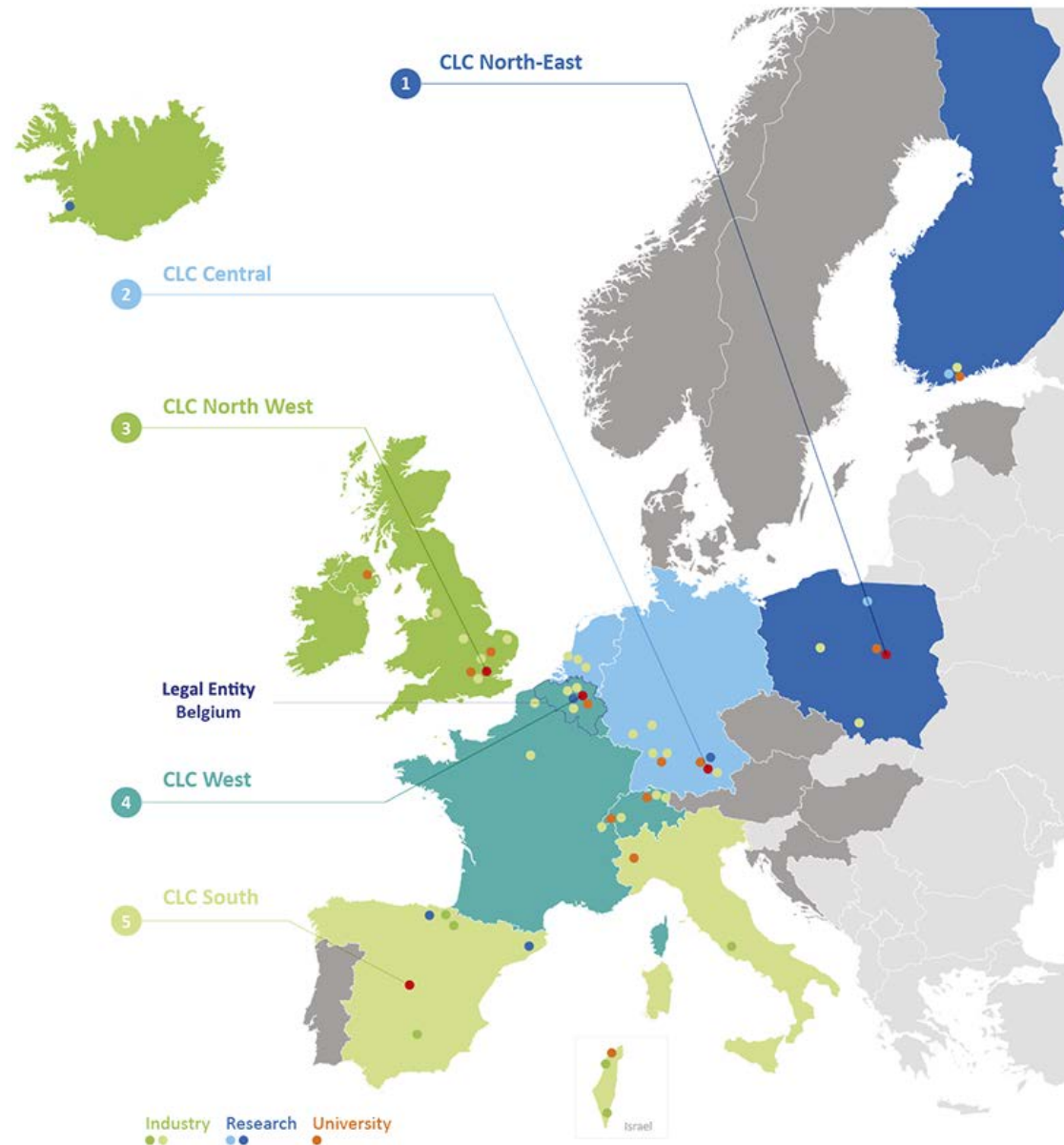
Industry  
Higher education  
Research

## RisingFoodStars

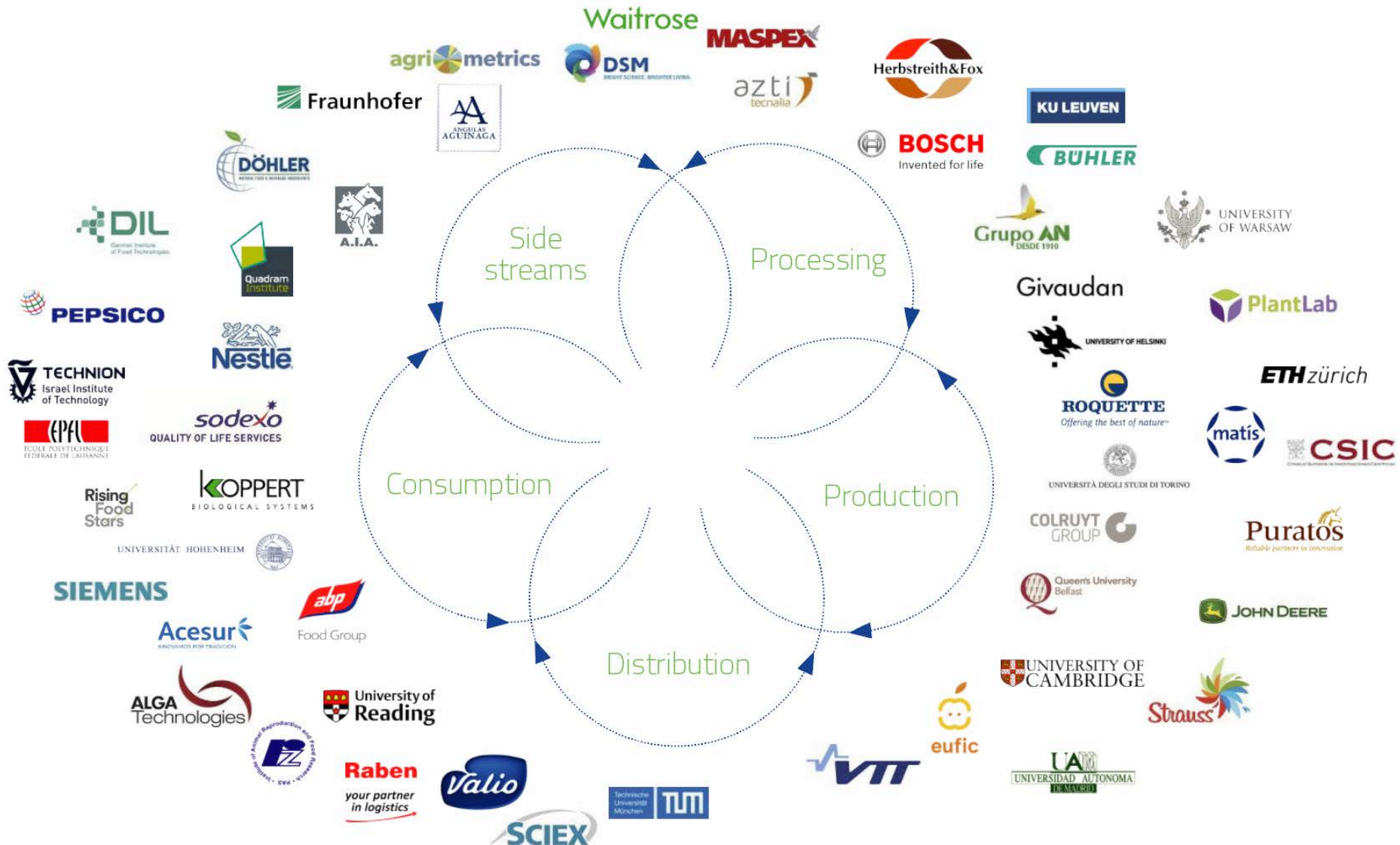
Start-ups

## Network partners

Civil society • Regional and public authorities

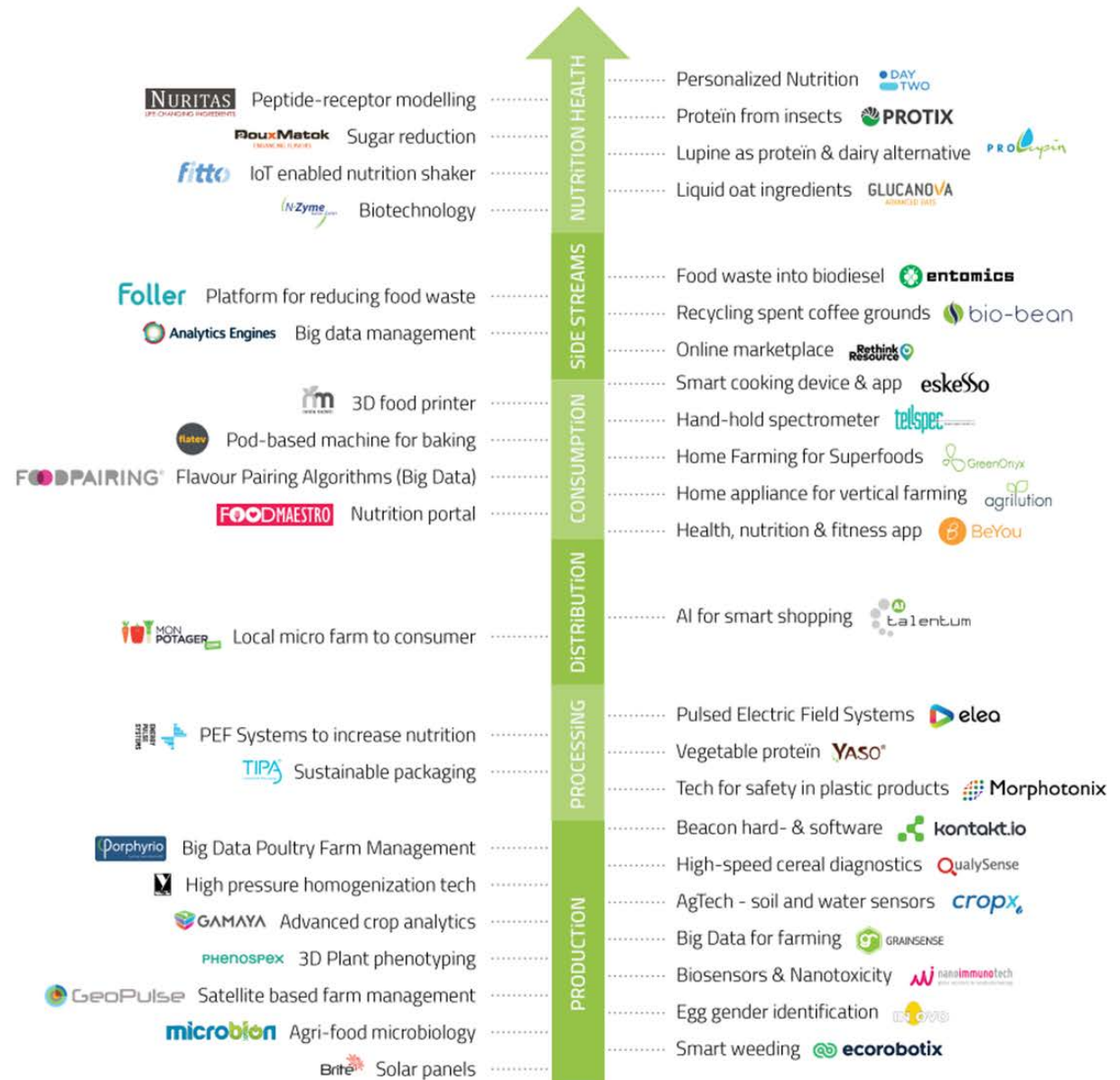


# EIT Food partners: transforming our food system together

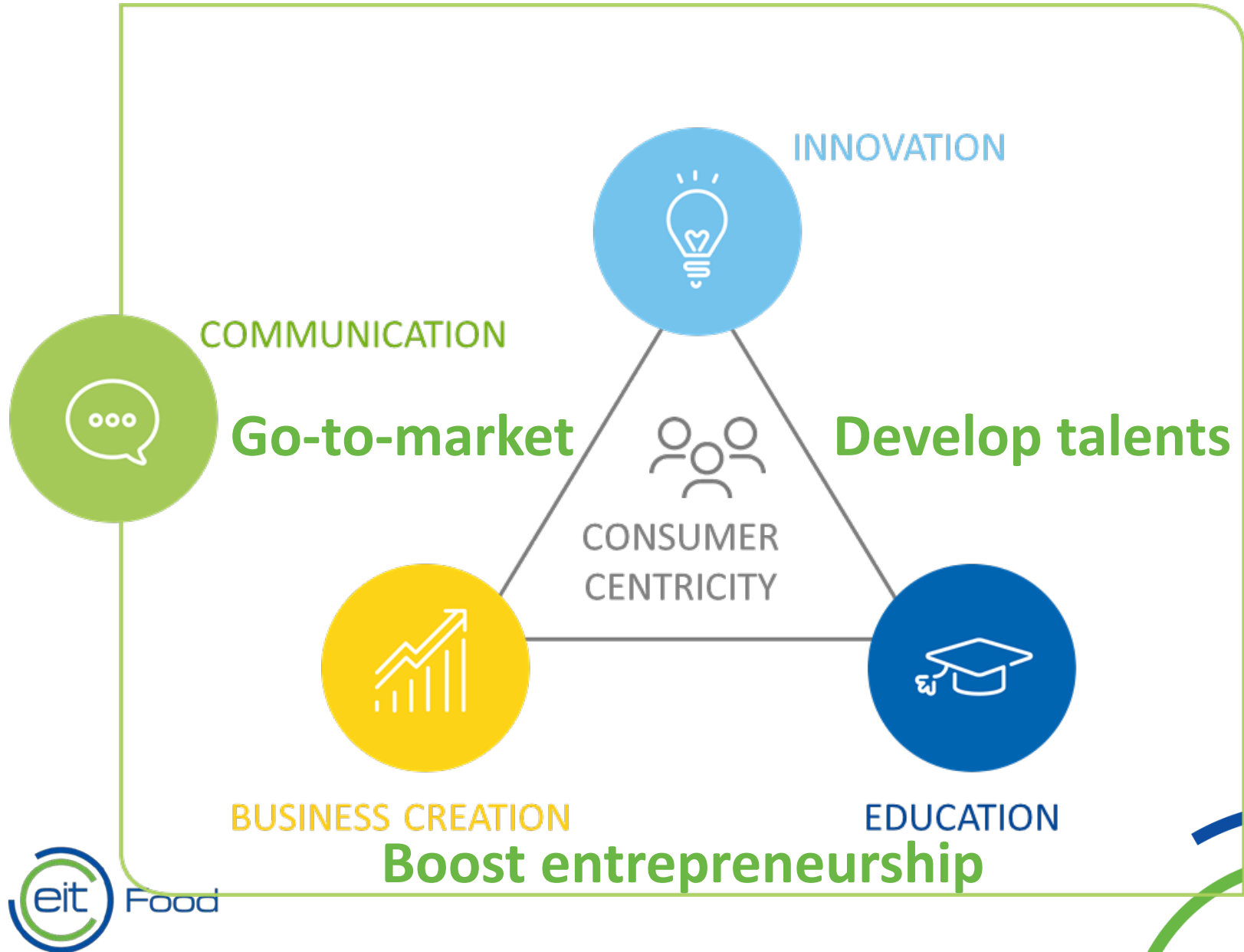




- Unique innovation vehicle to advance the concept of Food4Future faster and more innovative
- Association of 42 outstanding agri-food tech start ups, over 20 countries



# Catalysing innovation in the knowledge triangle





# Different food / food made differently



**Food waste transformed by insects into aquaculture feed and organic fertiliser**

**Smart and healthier breakfast at the touch of a button**



**Satellite images for precision farming and optimisation of fertilisers**

**New strategies for reduction of fat, sugar and salt in consumer products**



# Education activity: Global Food Venture

*A unique entrepreneurship, mobility program*

*The program is suitable for 30 early stage (pre-seed)  
food & agtech start-ups founded or co-led by a current PhD student*



## Some of the benefits

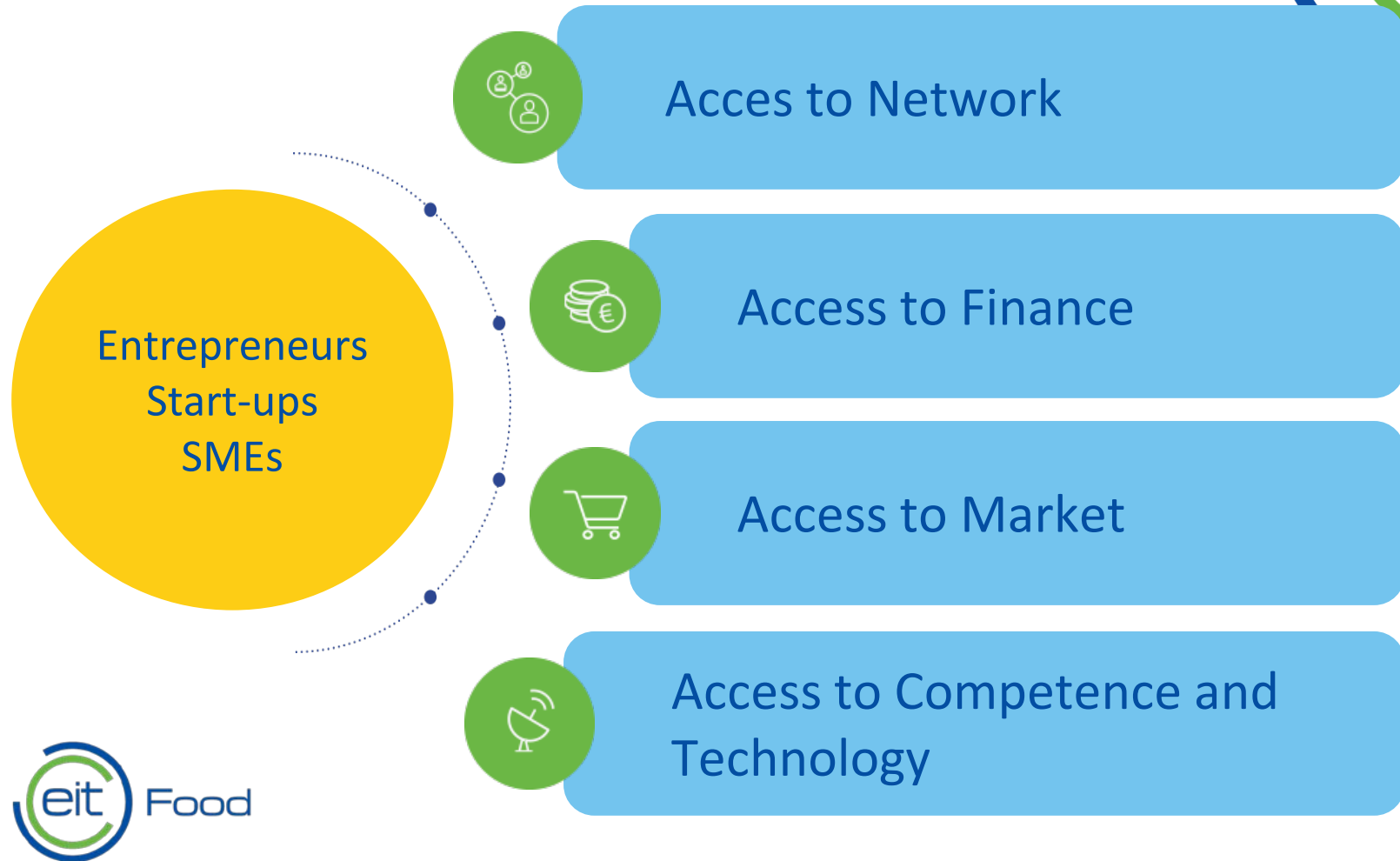
- 9-month one-to-one mentoring
- Bootcamp at TU Munich
- International visits to two key innovation ecosystems, Israel and the Silicon Valley
- Pitching at the food & agtech conference in Europe with a best start-up award



**Find out more and apply on:**

<https://www.eitfood.eu/programmes/global-food-venture-program>

# End-to-end Business Creation Strategy





## 5 strong dedicated communication projects

- Don't be a food waster
- Cultivating engagement, a Consumer Participation Forum on Vertical Farming
- The EIT Food School Network
- The EIT Food Ambassadors Programme
- Games of Foods, an 'escape rooms' concept on food





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

- African Proverb

# 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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