



# IMPROVING FOOD TOGETHER

OCTOBER 2020

# FOOD SYSTEM CHALLENGES

At EIT Food we aim to overcome these challenges by bringing all players together and guiding and accelerating the innovation process to transform the food system

## 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 stunted, wasted 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*)

# A GUIDE TO EIT FOOD

As Europe's leading food initiative, we are working to make the food system more **sustainable, healthy and trusted**

## OUR MISSION

Our mission is to create a world where everybody can access and enjoy sustainable, safe and healthy food, with trust and fairness from farm to fork.

## OUR ROLE

Our role is to bring all players together and guide and accelerate the innovation process that will transform the food system.

## OUR STRENGTH

Our strength comes from partners, which represent over 85 of Europe's leading agrifood companies, research institutes and universities.

The network also includes the RisingFoodStars Association, bringing together Europe's best agrifood startups and scaleups.

We are headquartered in Leuven and have regional offices in Warsaw, Freising, Reading, Leuven, Bilbao and Madrid.

EIT Food Central  
Freising, Germany

EIT Food North-West  
Reading, UK

EIT Food West & HQ  
Leuven, Belgium

EIT Food South  
Madrid/Bilbao, Spain

EIT Food North-East  
Warsaw, Poland

Iceland

Georgia and  
Armenia

# WHAT'S OUR FOCUS?

We will transform the food system by achieving our **6 Strategic Objectives**:



## Overcome low consumer trust

creating a smart food system that is inclusive and reassuring for everyone



## Build a consumer-centric connected food system

developing a digital food supply network with consumers and industry as equal partners



## Educate to engage, innovate and advance

providing 'food system' skills for students, entrepreneurs and professionals through advanced training programmes



## Create consumer-valued food for healthier nutrition

enabling individuals to make informed and affordable personal nutrition choices



## Enhance sustainability through resource stewardship

developing solutions that create a circular bio-economy



## Catalyse food entrepreneurship and innovation

fostering innovation at all stages of business creation

# OUR COMMUNITY

Our community is unique because it brings together key players from across the food value chain including industry partners, startups, research centres and universities





## OUR IMPACT IN 2019

**2m+**

Online media audience  
for EIT Food activities

**€77m**

Of investment attracted by  
startups supported, globally

**7,500+**

Learners in our skills  
based programmes

**118**

Number of startups  
supported, globally

**€3m+**

Invested in European countries  
with modest innovation levels

**15**

New products and services co-created with  
consumers and launched into the market



# OUR ACTIVITIES

## EDUCATION

Attracting, developing and empowering talent to lead the transformation of the food system

### EXAMPLES



[Global Food Venture Programme](#)



[Focus on Farmers](#)



[Food for Thought](#)



## INNOVATION

Fostering collaboration across the entire food system to develop innovative technologies, products and services

### EXAMPLES



[SeaCH4nge](#)



[From Waste to Farm](#)



[Digital Twin Management](#)



## ENTREPRENEURSHIP

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

### EXAMPLES



[FeJuice](#)



[Delicious Data](#)



[Redefine Meat](#)



## PUBLIC ENGAGEMENT

Engaging with people so they become change agents of the food system

### EXAMPLES



[Annual Food Agenda](#)



[Food Unfolded®](#)



[Future of Food](#)





# OUR ACTIVITIES – EDUCATION

Attracting, developing and empowering talent to lead the transformation of the food system



## GLOBAL FOOD VENTURE PROGRAMME

The Global Venture Programme fosters the entrepreneurial skills of PhD students working on agrifood challenges through mentoring, bootcamps, networking events and pitch competitions. Successful candidates include Catarina Chemetova, who founded the startup “FiberGlob” upon participation, converting local waste-streams into a high-quality growing soil for agriculture.

[READ MORE >](#)



## FOCUS ON FARMERS

Focus on Farmers uses a wide range of professional educational activities to accelerate the uptake of agricultural technologies by farmers, from farm visits and attending national shows to facilitating 1-2-1 peer mentoring support. The programme has already engaged over 6,000 farmers and continues to reach more as it grows.

[READ MORE >](#)



## FOOD FOR THOUGHT

Our online courses have helped over 50,000 learners understand the food system, how to make better food choices and how technologies can contribute to sustainability. With a 4.4 rating, Food for Thought is one of our most successful courses running on FutureLearn. Together with experts in the field, learners explore the relationship between food, gut and brain.

[READ MORE >](#)



# OUR ACTIVITIES – INNOVATION

Fostering collaboration across the entire food system to develop innovative technologies, products and services



## SeaCH4nge

SeaCH4nge is developing an easily accessible seaweed that reduces methane emissions from cattle, lowering their environmental impact. Throughout the research process, the potential of different seaweed forms on methane reduction is being tested, as well as their impact on animal welfare and product quality.

[READ MORE >](#)



## FROM WASTE TO FARM

The From Waste to Farm project is experimenting with innovative ingredients such as insect larvae in poultry feeding. Insect larvae not only serve as a rich protein source, they also feed on inedible produce, tackling locally produced food waste and building a better food system that is fit for the future.

[READ MORE >](#)



## DIGITAL TWIN MANAGEMENT

The linking of digital twins along the food value chain enhances its transparency and enables a more rapid reaction during food safety events, ultimately reducing food production losses and recalls. Already recognised at the EIT INNOVEIT-awards, this innovative project will productise its Digital Twin Management apps in 2021.

[READ MORE >](#)

## OUR ACTIVITIES – ENTREPRENEURSHIP

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



### FEJUICE

Fejuice is a 'functional food' startup with an all-female team, supported by our Seedbed programme. Their juices, smoothies and ice creams are formulated according to a unique, scientifically based algorithm to increase iron levels in the blood, helping those with anaemia - including women at reproductive age, pregnant women and vegans.

[READ MORE >](#)



### DELICIOUS DATA

Delicious Data, a Food Accelerator Network participant, developed a cloud-based online interface using machine learning to help catering companies forecast food demand that is twice as precise as usual planning methods – meaning higher margins, less food waste and more time to focus on their businesses.

[READ MORE >](#)



### REDEFINE MEAT

Redefine Meat, part of our RisingFoodStars network, has developed the world's first 3D printed, plant-based alt-steak product. The team worked with leading butchers, chefs, food technologists and taste experts to digitally map over 70 sensorial parameters of meat to create sustainable, high-protein, no-cholesterol steaks that look, cook, and taste like beef.

[READ MORE >](#)



# OUR ACTIVITIES – PUBLIC ENGAGEMENT

Engaging with people so they become change agents of the food system



## ANNUAL FOOD AGENDA

The Annual Food Agenda is a communication project powered by EIT Food. Its main goal is to engage consumers, encouraging them to think about the food they eat and involving the entire value chain.

[READ MORE >](#)



## FOOD UNFOLDED

FoodUnfolded® is our public platform that reconnects people with the origins of their food. With over 35K followers on Instagram, it is the place to share the latest innovations in our food system and enable an open and honest dialogue on food between the public, academia, startups and industry.

[READ MORE >](#)



## FUTURE OF FOOD

The Future of Food is an event that brings together EU Policymakers, EIT Food Partners and other key stakeholders active in research, innovation and education, along the whole food value chain. The conference provides a platform to discuss future trends and priorities in food innovation in Europe.

[READ MORE >](#)



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

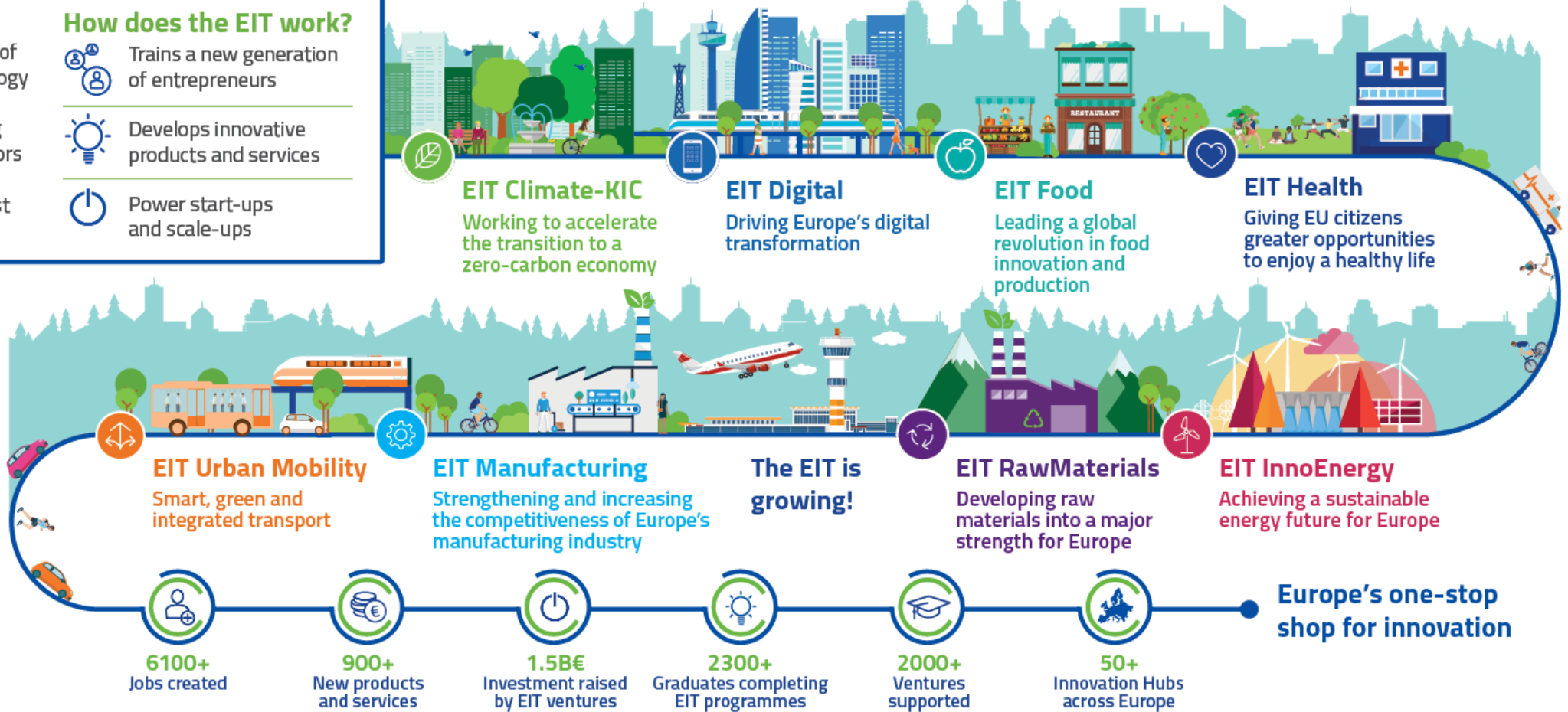
## What is the EIT?

The European Institute of Innovation and Technology (EIT) drives innovation in Europe by supporting entrepreneurs, innovators and students across Europe to turn their best ideas into reality.

## How does the EIT work?

- Trains a new generation of entrepreneurs
- Develops innovative products and services
- Power start-ups and scale-ups

The EIT's Innovation Communities create and find innovative solutions to major societal challenges



# 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

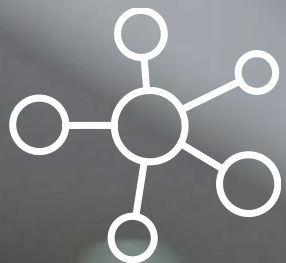
## THE PUBLIC...

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

# 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  
[EITFOOD.EU](http://EITFOOD.EU)

CONTACT DETAILS  
[info@eitfood.eu](mailto:info@eitfood.eu)



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