



Improving food together

EIT Food Annual Report 2018



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

Welcome to our food community





ood

Hello from our CEO	05	What's ahead	18
Our mission	07	Financials	20
Our impact	08	Thank you	22
Our activities	10	Governance, Awards	23
Food stories	12	2018 Events	24



6

strategic
objectives



50

projects
running
throughout
the year



EIT Food in 2018



50

innovative
partners

amazing network!



10



EIT Food Hubs
in our Regional
Innovation Scheme

5



regional offices
with presence
in 15 EU
Member States

50

enterprising
RisingFoodStars startups
from 16 EU member states



ANDY ZYNGA, CHIEF EXECUTIVE OFFICER



Hello!

I'm proud of what we have achieved together over 2018. Our dedicated community has made the first important steps towards the global transformation of how food is produced and valued by society.

A new revolution in food has the potential to create healthy food systems that sustain our society and our planet. This is important as the challenges we are facing are huge: a combination of demographic, environmental and health issues are threatening the future of our food. Furthermore, there is low consumer trust and engagement in today's agrifood industry. We are committed to changing this. Our innovative community puts us in a unique position to bring together the best and brightest minds to solve these issues.

As an organisation EIT Food has grown both in numbers and in influence over the past year. We have set up 5 regional offices, we have recruited teams of highly skilled staff with expertise across our functions and we have new governance structures in place to help us remain focused on delivering our mission.

As well as our network of over 50 Partners, in 2018 we supported a total of 90 startups, integrating 50 of these into RisingFoodStars across 16 EU Member States. We invested €14.5m in Innovation projects, representing

42% of all funding. More than 16,000 learners enrolled on our online education courses. Furthermore, over 40,000 citizens were engaged in 2018, including 5,000 trust measurement participants and 10 Citizen Participation Forums in 5 countries.

Importantly, new friends were made, passions ignited, and minds expanded. It was truly a year of improving food together!

On behalf of the Management Board, a big thank you to everyone who helped make 2018 a great year for EIT Food: our partners, our supportive stakeholders, our Supervisory Board, and our team of Professionals working for you every day.

As a community we can achieve great things together. Let us celebrate our successes and continue to build further on them over the coming years.

Yours

Andy Zynga, CEO



Our mission

We need to future proof our food. So we are on a mission to build an inclusive and innovative community where the consumer is actively involved.

We will do this by creating and scaling-up agrifood startups to deliver new food innovations and businesses; developing talents and leaders to transform the food system; launching new innovative products and ingredients to deliver healthier and more sustainable food; and engaging the public so that they can become the agents of change in the food system.

Our Strategic Objectives

1 Overcome low consumer trust

Supporting European citizens in the transition towards a smart food system that is inclusive and reassuring.

2 Create consumer-valued food for healthier nutrition

Enabling individuals to make informed and affordable personal nutrition choices.

3 Build a consumer-centric connected food system

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

4 Enhance sustainability through resource stewardship

Developing solutions to transform the traditional 'produce-use-dispose' model into a circular bio-economy.

5 Educate to engage, innovate and advance

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

6 Catalyse food entrepreneurship and innovation

Fostering innovation at all stages of business creation.

Our impact 2018

€32m

Total amount invested
in 2018

16,000+

Number of participants in
2018 education programmes

40,000+

Number of citizens engaged

€195k

Value of Innovation
Grants awarded to
agri-food entrepreneurs
from Regional Innovation
Scheme (RIS) countries

90 Number of startups
supported

7 New products and
services launched
into the market



Our activities

Central

200+

direct contacts made by Central region team at Technical University of Munich Open Day in Munich

7

partners presented projects at Central region-led EIT Food Workshop at 5th international ISEKI Food Conference

1st

Shareholder Workshop hosted by Central region to help deliver successful innovation projects within the EIT Food ecosystem

North East

26

specialists from central and southern European Countries took part in the EIT Government Executive Academy

220

startups applied to the cross-KIC Business Idea Competition 2018, with the 6 best teams pitching their concepts to investors

22

students from EIT RIS eligible countries awarded 3-month internships with 16 EIT Food partners

North West

20+

kitchen professionals trained to produce 100% food waste vegan lunch for 50+ European thought leaders at Food Waste Event

16,000

visitors to FoodMattersLive event in London, with 10 RisingFoodStars showcased alongside EIT Food's mission and activities

50%

of participants to North West region events welcomed from outside the EIT Food network alongside other regional partners

South

54

entrepreneurs supported in five Demo Days in the South region

700

participants in the 13 organised events and workshops

10

students from southern countries awarded RIS Fellowships

West

16m

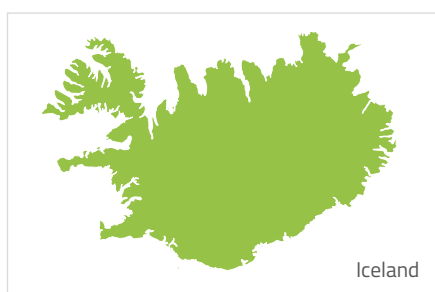
booth at HapjeTapje Food festival in Leuven, reaching 15,000 citizens

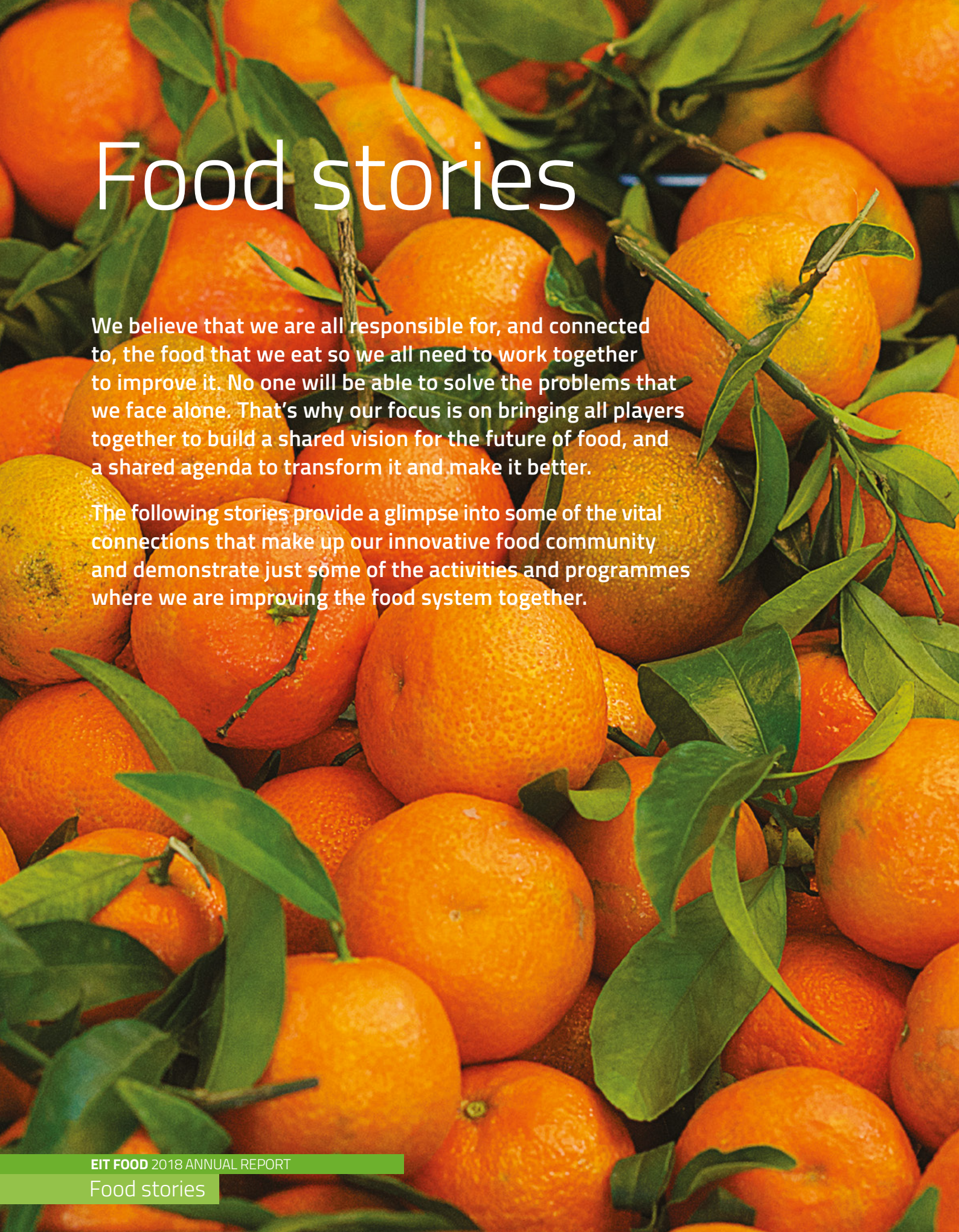
7

goals developed by West region Think Tank partnership to promote local food strategy

€1m

budget open for Health and Food partners in 2019 for cross-KIC initiative. The management of the joint Food4Health project will transfer to our Central region in 2019





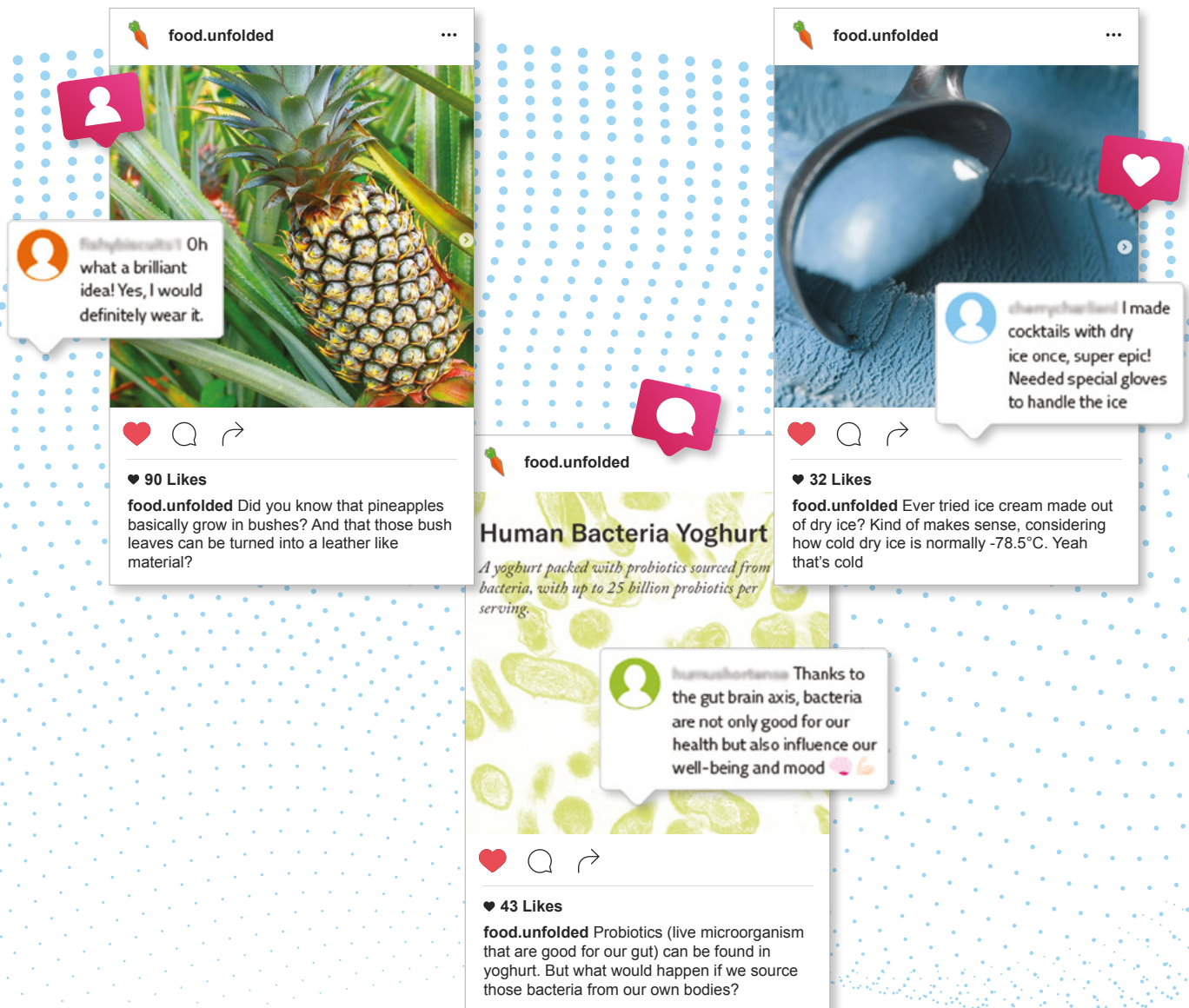
Food stories

We believe that we are all responsible for, and connected to, the food that we eat so we all need to work together to improve it. No one will be able to solve the problems that we face alone. That's why our focus is on bringing all players together to build a shared vision for the future of food, and a shared agenda to transform it and make it better.

The following stories provide a glimpse into some of the vital connections that make up our innovative food community and demonstrate just some of the activities and programmes where we are improving the food system together.



FoodUnfolded® is our new public platform, created to reconnect people with how our food is made. With over 90K collective video views and 1.5K Instagram followers in the first few months of launch, it is the space to share the latest innovations in our food system, and a place for open and honest dialogue on food between the public, academia, startups and industry.



Online learning

Our online courses help people improve their understanding of the food system, how food is made and the best diets for them. In 2018, we ran 6 free online courses, and over 16,000 people from across the globe are already accessing the latest knowledge on the food system from top industry experts.

All our courses are interdisciplinary, interactive, and practice oriented and are jointly offered by partners from academia and business. Most importantly, our courses are open to everyone, so that as many people as possible can learn about our food system.



Fruchtstück

“We are two of six participants from the University of Hohenheim who took part in the EIT Food Circular Food Generator project. We both are now working towards bringing the product we developed to the market as a startup”. Inna is responsible for business-related questions and Ines is in charge of product development, production and communication.

Our product Fruchtstück is a sustainable banana-based alternative to breakfast cereals made from upcycled surplus bananas. It is gluten-free and vegan, and every box is an active contribution to the prevention of food waste. Bananas are one of the four staple products wasted in supermarkets every day, and according to a recent study from the Swedish University of Agricultural Science, they account for around 10% of perishable food products wasted in supermarkets.

The Circular Food Generator project helped us to understand the problems that supermarkets face when it comes to the handling of food waste and that there is a lot of room for improvement. We

have had a great opportunity to create a solution for a real-life problem with the help from our university, industry project partners and EIT Food.”

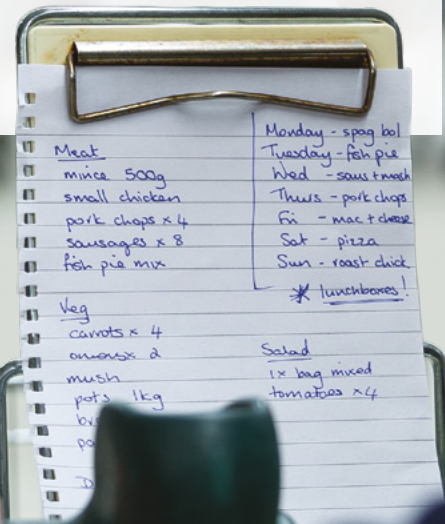
Inna Zhuravlova and Ines Kutzli are a market analyst and food scientist from the University of Hohenheim, Germany. They originally took part in the EIT Food Circular Food Generator project in 2018 as part of a team of six under the name Banabooms. The two of them are now working to bring their product, Fruchtstück, to the market.



Food Waste

The United Nations has reported that a third of all food produced is wasted, with a lack of coordination between actors in the supply chain as a contributing factor. So how do we tackle this huge problem? We start with people. EIT Food is bringing together stakeholders from across the food supply chain and providing them with the opportunities and support they need to work together to come up with innovative solutions which benefit us all.

The EIT Food 'Don't be a food waster' project is looking at providing consumers with information to help them make incremental changes to reduce the volume of food which is needlessly wasted. This includes ideas to help reduce household food waste: for instance, more intelligent ways for consumers to better plan their shopping around their lifestyle, and ideas about how to use up leftovers or make meals from what they already have available. In 2018, the project reported that people are disconnected from how food is made, leading to a decrease in food's perceived value and food waste. The insights from this work will help EIT Food engage even further with consumers and key actors in the food system to reduce food waste.





Fish Food

These black soldier fly larvae may not look like food in the traditional sense, but insect farming offers a sustainable solution to tackling both food waste and providing a protein source for farmed animals.

As part of an EIT Food project, biotechnology RisingFoodStar startup [Entomics](#), along with partners [Matis](#) and [CSIC](#), are developing a system to turn raw insect biomass into nutritionally balanced food for farmed Atlantic Salmon. This method produces insect-based food which gives fish the

protein they need to grow, as well as strengthening their immune system and improving their overall health. So, not only do the insect larvae reduce food waste by feeding on inedible produce, they are also transformed into a rich source of protein and nutrients for healthier, better quality fish.

“The gap between what consumers want and what industry provides is thought to drive low trust levels, which in turn may impact on consumer adoption of healthier and more sustainable diets and new food technologies or ingredients. Measurement of trust marks an important first step towards building consumer trust in the food sector.”

I'm currently working on Trust Tracker®, which is a 7-year EIT Food infrastructure project to develop a scientifically-grounded large-scale tool to measure European consumers' trust in the food industry. Our data will inform scientists, businesses and policy-makers to help prioritise actions and innovations to benefit the future healthiness and sustainability of food.

The development of Trust Tracker®, with a potential reach of up to 150,000 consumers, by 2024, and linkage to a network of over 50 key business and academic players in the food industry, would not have been possible without EIT Food's funding or support. Its main strength is the potential for Trust Tracker® to easily link with other consumer outreach, innovation or education activities in support of EIT Food's health and sustainability development goals.”

Anna Macready

Dr Anna Macready from the University of Reading leads the Trust Tracker® task force of researchers from EUFIC (Sophie Hieke), KU Leuven (Liesbet Vranken), University of Aarhus (Klaus Grunert) and University of Warsaw (Magdalena Klimczuk-Kochańska).



Food Fortress

Consumers could soon be able to track the journeys of the food they buy, improving trust in the supply chain. Being able to show where a food product has come from, that it is safe and of high quality, may also help to improve its value to consumers, encouraging food companies to invest more in making food transparency a greater focus.

The Food Fortress project is looking to gain consumer trust through improving the transparency of the whole supply chain. The cross-industry, cross-European research team from Queen's University Belfast, Waitrose supermarket, ABP Food Group, RisingFoodStar startup Analytics Engines, Azti, and Sodexo, has developed a toolkit to measure consumer trust in different aspects of the food chain.

The next stage of the project is getting consumer feedback on labels or scannable QR codes which provide information on the journeys of specific food products, with the view to developing a user-friendly app. Trialling this consumer-feedback in a supermarket and cafeteria setting will give insight into whether the information changes a consumer's decision-making in different food environments.



What's ahead



EIT Food represents stakeholders from across the whole agrifood value chain, providing them with the opportunities and support they need to work together to develop innovative solutions to deal with the challenges facing our food system. Over the next year we will continue to grow our network, and thereby grow our collective ability to solve the challenges facing our food system.

We are focussing on expanding our partner and startup community to get the best minds working on the challenges facing our food system. We will deliver a range of new innovative projects aimed at accelerating the transformation of the agrifood sector. We will continue to raise consumer awareness of EIT Food and our activities, as well as looking to deepen our engagement with the public on food innovation.

Our vision for the future is of tasty and nutritious food offered and consumed everywhere, not just in specialist retail outlets, but also in mainstream supermarkets, in restaurants, in work cafeterias, as fast-food; accessibility for everyone is important. In our future, there are also significant reductions in food waste from field to fork, and a food system that is trusted by consumers because of consistent quality and transparency in the food we all buy and eat.

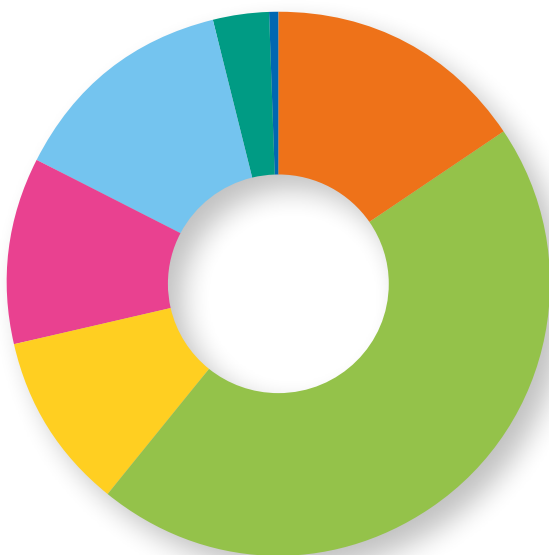


We believe we can achieve this. We can transform the system by bringing actors together, by investing in great ideas that may come with higher risks, and by planning for long term impact. Importantly, we believe that consumers must be actively engaged in this, and our activities are designed to empower them to take an active part in the transformation of the food system.

Once we have accomplished a complete transformation of the food system as we know it, what next? Food does not exist in isolation. There will be a continuing role for EIT Food as society continues to face more challenges, such as those related to the changing climate and in health, requiring us to constantly adapt the way we do business. We are unique because we represent the whole of the food value chain, and we are able to drive social innovation from a position of genuine neutrality.

Financials

In 2018, the activity portfolio of the EIT Food Knowledge and Innovation Community (KIC) consisted of 69 activities with the total investment amounting to €31,889,365. The portfolio was built taking care to balance the investment across the areas of Education, Innovation, Business Creation, EIT Regional Innovation Scheme (RIS), Communication (Public Engagement) and management of the EIT Food KIC to achieve maximal impact on the strategic priorities of EIT Food and the EIT.

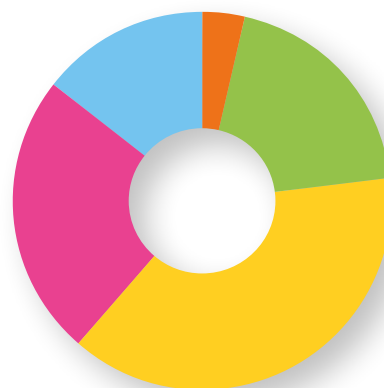


Total investment € 31,889,365

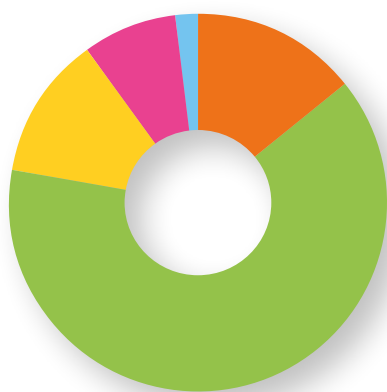
Education	€4,982,154
Innovation	€14,477,811
Business Creation	€ 3,361,459
Communication	€3,496,945
Management	€4,405,395
EIT Regional Innovation Scheme	€1,033,543
Cross-KIC Scheme	€132,057



Education	€4,982,154
Operational Support	€485,306
Master Programmes	€1,406,185
PhD Programmes	€626,298
Professional Education	€466,328
MOOCs	€335,481
Multi-Level Programmes	€1,662,556

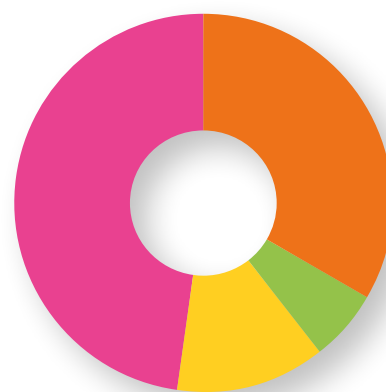


Innovation	€14,477,811
Operational Support	€536,540
EIT Food Assistant	€2,840,327
Your Fork2Farm	€5,516,982
Web of Food	€3,529,016
Zero Waste Agenda	€2,054,944



Business Creation €3,361,459

Operational Support	€477,615
EIT Food Accelerator	€2,137,467
Innovation Grants	€415,120
RisingFoodStars	€267,758
Access to Finance	€63,499



Communication €3,496,945

Operational Support	€1,168,882
Access	€212,808
Network	€452,880
Explore	€1,662,375



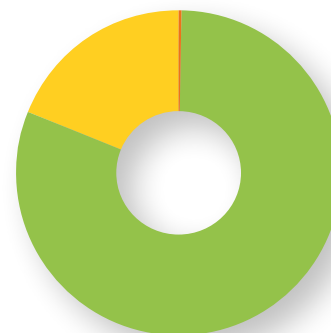
Management €4,405,395

Central KIC Management	€2,581,309
CLCs and Regional Centres	€1,824,086



EIT Regional Innovation Scheme €1,033,543

EIT RIS Action Line 1	€284,959
EIT RIS Action Line 2	€748,584



Cross-KIC Scheme €132,057

EIT House	€115
Cross-KIC EIT RIS	€107,127
Cross-KIC Human Capital	€24,816

Thank you

Partners

Poland: Maspex, Polish Academy of Sciences (IAFR PAS), Raben Management Services Spółka z o.o., University of Warsaw

Finland: University of Helsinki, Valio, VTT Technical Research Centre of Finland

Germany: Bosch Packaging Technology, Deutsches Institut für Lebensmitteltechnik (DIL), Döhler, Fraunhofer, Herbstreith & Fox KG, John Deere, Siemens, (TUM) Technische Universität München, University of Hohenheim

The Netherlands: DSM, Koppert, PlantLab

UK: Agrimetrix Ltd, PepsiCo, Quadram Institute, Queen's University of Belfast, University of Cambridge, University of Reading, Waitrose

Ireland: ABP Food Group

Iceland: Matis Icelandic Food & Biotech R&D

Belgium: Colruyt Group, EUFIC – The European Food Information Council, Puratos, University of Leuven (KULeuven)

France: Roquette Frères, Sodexo

Switzerland: Bühler, Eidgenössische Technische Hochschule Zürich, EPFL (Ecole Polytechnique Federale de Lausanne), Givaudan, Nestlé

Spain: Acesur, Angulas Aguinaga, Azti, CSIC, Grupo AN S. Coop, University of Madrid (UAM)

Italy: AIA – Associazione Italiana Allevatori, University of Torino (Unito)

Israel: Algatechnologies, Strauss Group, Technion – Israel Institute of Technology

Malta: Peakbridge

Germany: Agrilution, Elea, ProLupin

The Netherlands: In Ovo, Protix, Nutrileads

UK: 3F BIO Ltd, Analytics Engines, Cambridge Glycoscience, Entomics, FoodMaestro, Ome Health, TellSpec

Ireland: Nuritas

Belgium: Alberts, FoodPairing, Porphyrion

France: Alkion BioInnovations, Yukon

Switzerland: Ambrosus, Ecorobotix, Essento, Flatev, Gamaya, Morphotonix, QalySense, RethinkResource, Swisssdecode

Spain: Altalentum, BeYou, Eskesso, Natural Machines, Nanolimmunotech, Ypsicon Advanced technologies

Italy: Agriculus S.R.L., Agrifoodie, Microbion

Portugal: Energy Pulse Systems

Israel: Aleph Farms, CropX, DouxMatok, GreenOnyx, Tipa, Algaenovation

Greece: Brite Solar

Food Ambassadors

Alberte Knudsen Hall, Alessia Couvreur, Alexandru Cristian Dandes, Annelies Deleu, Anthony Warner, Belinda Martinez dapena, Ben Coomber, Bernard Deryckere, Brett Copley, Camilla Gerraro, Camille Dubois, Carolin Schaar, Christophe Morre, Clare Every, Daan de Launay, Danette St. Onge, Duygu Cook, Elina Agishina, Elisabeth Debourse, Els Sirejacob, Farrukh Younus, Femke Vandeveld, Gemma Evans, Graeme Tomlinson, Guillem Alcalá Becerra, Josephine Liang, Justyna Połec, Katia Seele, Kimberley Wilson, Kim Van Dam, Kirstyn Byrne, Laura Grosch, Laura Van De Woestyne, Laura Weenink, Lien Pauwels, Lonneke Snel, Louise De Brabandere, Magda Tymczyk, Malgosia Minta, Margarita Ribot Vallejo, Maria Escalona, Marie Dorfschmidt, Michał Korkosz, Michèle Pasture, Nele Vanbesien, Pam Vereecke, Rikke Steen Soerensen, Sara Roversi, Sara Van Camp, Shagufta Ahmed, Signe Camida, Sophie Slabbinck, Stuart Farrimond, Tetiana Balianytsia, Wout, Yvonne Eijkenduijn, Zoe Williams

RisingFoodStars

Poland: SatAgro, Napiferyn Biotech

Hungary: Fitorex

Finland: Foller, GrainSense

Sweden: Glucanova

Governance & management

Senior Management Team

Dr. Andy Zynga	CEO
Dr. Lieven Tack	COO
Dr. Thorsten Koenig	Innovation
Saskia Nuijten	Communication
Benoit Buntinx	Business Creation
Dr. Maarten van der Kamp	Education

Regional Directors

Dr. Martine van Veelen	West
Dr. Georg Schirrmacher	Central
Andrew Carlin	North-West
Begoña Pérez-Villarreal	South
Marja-Liisa Meurice	North-East

Supervisory Board (31-12-2018)

Prof. Dr. Jan Delcour	Interim Chair
Bogdan Tyrybon	
Prof. Dr. Christine Williams	
Prof. Dr. Thomas Hofmann	
David Shem Tov	
Margaret Bath	
Dr. Martin Jager	

Awards

Winners of Business Creation Activities

2018 FAN Innovation Prize

AGRI Marketplace	€60,000
Jet-Eat	€60,000
Wisefood	€60,000

2018 Entrepreneurship Prize Winners

Bio F Solutions	€10,000
Orbem	€10,000
Biokind	€10,000

Winners of Education Activities

GFVP Innovation Prize

First Place: Bio F Solutions	€25,000
Second Place: ORBEM	€20,000
Third Place: U-Diet	€15,000
Fourth Place: Naturally	€10,000
Fifth Place: Canguru Food	€5,000

Promising Entrepreneur Prize for the Digital Supply Chain Summer School

First Place: SMART LOCKERS	€1000
Second Place: DOCUBUD	€500
Third Place: FARMUP	€250

Food Solutions: 2018 Building Skills in Microalgae Promising Entrepreneur Prize

Technion	€5,000
Hohenheim	€3,000
Heksinki	€2,000

Food Solutions, Innovation Prizes

BanaBooms	
(Circular Food Generator Track)	€25,000
Crisp n Go (Foodio)	€25,000

2018 Events



Grand Challenges strategy event
(Leuven, Belgium)



EFSA Food Safety
(Utrecht, NL)

Reading innovation marketplace
(Reading, UK)



**EIT Food & Siemens workshop
on Digitalisation**
(Köln/Germany)

**EIT Food presentation at H2020
Programme Committee**
(Brussels/Belgium)



Food Innovate Summit
(Amsterdam, Netherlands)

Alimentaria
(Spain)

Asset 2018 Summit
(Belfast, UK)



**5th FoodTech Community
Symposium by Strauss**
(Tel Aviv, Israel)

F&A Next
(Wageningen, Netherlands)



Me, my Food and I
(Copenhagen, Denmark)

**The benefits of biologicals
for food & health industries**
(Netherlands)

**Food 2030: R&D for Food and
Nutrition Security Conference**
(Plovdiv, Bulgaria)

South region Community event
(Madrid, Spain)



**5th ISEKI Food conference
by Uni Höhenheim**
(Stuttgart, Germany)



Hapje-Tapje
(Leuven, Belgium)

World Food Summit
(Copenhagen, Denmark)





**1st Cologne Conference
on Food for Future**
(Cologne, Germany)

Bioavailability 2018
(Norwich, UK)

EIT Food Partner Assembly
(Munich, Germany)

Global Food Forum
(Pavia, Italy)

**IFIB 2018 on Industrial
Biotechnology and Bioeconomy**
(Torino, Italy)

SuperNova
(Netherlands)

EIT Food meets UNITO
(Turin, Italy)



**North East region
Matchmaking Event**
(Helsinki, Finland)

South region Nutrition Event
(Seville, Spain)

RIS Demo Days
(Tallinn, Estonia; Bari, Italy;
Prague, Czech Republic)

Food Matters Live 2018
(London, UK)

RIS Awareness Day
(Osijek, Croatia)

10th European Innovation Summit
(Brussels, Belgium)

Food Venture Summit
(Paris, France)



**Revolution in Food and
Biomass Production**
(Cologne, Germany)

Innovent 2018
(Budapest, Hungary)

EIT Awareness Day
(Linz, Austria)

**North West region Food
Waste Challenge**
(London, UK)

Food for Health Cross-KIC event
(Barcelona, Spain)

**AACC International annual
meeting, Cereal & Grains**
(London, UK)

IFNH One year on celebration event
(Reading, UK)



**North West region marketplace
with EIT Food's first Entrepreneur
Prize Event**
(London, UK)

**Sustainable Food &
Innovation Symposium**
(Delft, Netherlands)

West region Matchmaking Event
(Leuven, Belgium)

Let's create the future of food together

Become part of our community

Share your ideas

Help us transform the food sector

- [Partner](#) with us
- [Attend](#) our events
- [Sign up](#) for our courses
- [Discover](#) EIT Food in your country
- [Get in touch](#) with us





eitfood.eu

EIT Food ivzw
Ubicenter A, Philipssite 5
3001 Leuven (Heverlee) Belgium