



Co-funded by
the European Union

Transforming Whole-Farm Systems through Regenerative Agriculture in Extremadura, Spain

Call Guidelines

EIT Food/Resilient Agriculture Landscape in Extremadura,
Spain /2026

**Call for a single entity, or a coalition of maximum 3 entities, to provide Technical Assistance, MRV,
Communication and Project Management services**

EIT FOOD

Leuven, Belgium

July 2026

V.1

eitfood.eu

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Call Fact Sheet

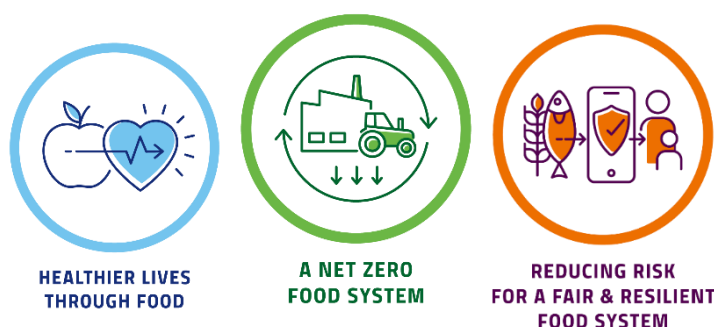
Title of Call	Transforming Whole-Farm Systems through Regenerative Agriculture in Extremadura, Spain
Objective and Scope	To recruit a single entity, or a \ consortium to deliver the Transforming Whole-Farm Systems through Regenerative Agriculture in Extremadura (corn and tomato crops), Spain from 2026-2029. This project aims to support farmers in Extremadura region (Spain) to transition to regenerative agriculture, with a project co-financed by EIT Food and three leading global Fast-moving consumer goods (FMCG) companies active in that region. There are three work packages (WP). Applications should be from a consortium addressing all three Work Packages, or an individual organisation can deliver multiple WPs if they demonstrate appropriate capability: WP1: Project Management and Coordination Services. WP2: Training and Advisory Services. WP3: Monitoring, Reporting, and Verification (MRV) Services.
Call Deadline	September 10th, 2026 12:00 CET
Available Funding	820,000€
Project Duration	2026-2029
How to apply	Please submit your online application, including necessary attachments via myeitfood.eu .
Contact Information	Oksana Hrynevych, Agriculture project manager Oksana.hrynevych@eitfood.eu
Terminology used	Landscape – A defined agricultural intervention area in Extremadura where coordinated activities support the transition of farms to regenerative, whole-farm systems, contributing to transformation at landscape scale. Landscape partners – EIT Food and three leading global food and consumer goods companies jointly supporting and guiding the implementation of whole-farm system transformation across the Landscape. Corporates/Corporate partners – The three leading global food and consumer goods companies participating in the initiative, leveraging their supply chains and sourcing influence to support the transition to regenerative, whole-farm systems. Suppliers – Farmers and agricultural producers within the corporates' supply chains in Extremadura, primarily engaged in corn–tomato production, who are supported in transitioning to regenerative, whole-farm systems. External stakeholders – Organizations and entities engaged in specific activities under this Open Call, e.g., such as technical experts, training service and MRV providers or local actors contributing to the implementation of the Landscape initiative. Consortium/Consortium members – The selected implementing participants under this Open Call responsible for delivering activities that support suppliers in transitioning to regenerative, whole-farm systems across the Landscape.

1. Introduction

EIT Food is the world's largest food innovation community, creating connections right across the food system. Supported by the European Union (EU), we invest in projects, organisations and individuals which share our goals for a healthy and sustainable food system.

We have built a unique not-for-profit business to carry out transformative programmes in skills, education, entrepreneurship, start-up investment and communications. We deliver these programmes in partnership with our members to create a culture and build a community which sees the long-term value in the food innovation we fund.

Our Missions



EIT Food's Missions respond to major societal challenges within the food system. The alignment of our chosen challenges towards United Nations Sustainable Development Goals (SDGs) and EU policy is detailed in our main funding [strategy document](#) agreed with EIT (European Institute of Innovation & Technology). For more about our Missions-led approach please visit [our website](#).

2. Transforming Whole-Farm Systems through Regenerative Agriculture in Extremadura Call

This call has the objective of selecting a consortium/entity to implement the "Transforming Whole-Farm Systems through Regenerative Agriculture in Extremadura".

The project aims to drive the transition of corn and tomato growers in the Extremadura landscape toward regenerative, whole-farm agricultural systems, creating measurable environmental and agronomic impact at scale. To achieve this, the coalition is seeking a consortium/entity to coordinate delivery and provide the technical advisory, training, and MRV capabilities needed to support farmers' transition, ensure consistent implementation across partners, and generate robust, data-driven insights to track and scale outcomes.

This Call is seeking a single entity, or a coalition of partners (complete consortia), to deliver key services (all 3 work packages) that will enable EIT Food, and three of Europe's leading Consumer Packaged Goods (CPGs) to drive measurable impact in sourcing area in Extremadura, Spain. The initiative supports corn and tomato farmers in transitioning their entire farm systems to regenerative practices, driving lasting sustainability across the wider agricultural landscape.

The selected organisation will be expected to deliver:

Work package 1: Project Management and Coordination Services

Provide programme coordination and governance support, ensuring effective collaboration across landscape partners, suppliers, external stakeholders, and consortium members. This includes facilitating structured coordination and decision-making, tracking delivery against workplans and KPIs, escalating risks, and ensuring consistent implementation across corporate supplier networks.

Work package 2: Training and Advisory Services

Deliver targeted agronomic training and advisory services to enable farmers to transition their whole-farm systems to regenerative practices across the corn–tomato rotation, contributing to transformation at landscape scale. Services include technical assistance design, on-farm advisory visits, group farmer training, and coaching of local suppliers’ and aggregators’ or supplier agronomists to build scalable, long-term advisory capacity. Advisory support must be locally relevant, climate-risk informed, and aligned with agreed regenerative practices and transition pathways.

Work package 3: Monitoring, Reporting, and Verification (MRV) Services

Design, deploy, and operate a robust MRV system to measure, report, and verify farm- and landscape-level impacts. This includes baselining and ongoing monitoring of a standardized set of 10–15 environmental, agronomic, and socio-economic KPIs, ensuring data quality, verification, and alignment with EIT Food and corporate partner requirements, and delivering clear, actionable reporting, integrated into a digital platform, to support decision-making and continuous improvement.

2.1. Description of Activities

Detailed specifications of the tasks envisaged under each Work Package will be set out in the Annex to the Agreement concluded with the selected organization or consortium of organizations, which shall in particular undertake the following key activities:

WP1: Project Management and Coordination Services

A. Coordination

- Lead the implementation of agreed activities and coordination of local actors, ensuring efficient day-to-day operations aligned with the agreed workplan and timelines. This includes overseeing collaboration with on-the-ground providers, agronomists, suppliers, Corporates’ partners to ensure the effective delivery of advisory services. Coordinate field-level entities responsible for in-field delivery, ensuring consistency across Corporates’ supplier networks, Corporates’ technical partners (for additional requirements beyond the Landscape), and their agronomist teams.
- Facilitate regular coordination meetings and structured information flows across landscape partners.

B. Implementation Oversight and Alignment

- Monitor delivery of technical assistance to ensure relevance for farmers, local climate risks alignment with Corporates’ regenerative practices (i.e., reduced tillage/strip till, permanent soil cover/mulching, cover crops, crop rotation optimisation, organic amendments, precision nutrient management, integrated pest management, water-saving irrigation strategies, intercropping, waste and plastic reduction) technical guidelines and objectives and relevance to local climate risks.

- Ensure technical assistance is efficiently deployed across participating suppliers and external stakeholders.
- Ensure performance management and progress tracking against agreed workplans, milestones, and KPIs, escalating risks and proposing corrective actions where needed.
- Support alignment between field-level implementation and broader landscape objectives defined by landscape partners.

C. Reporting

- Consolidate inputs into landscape partners reporting aligned with EIT Food standards and corporates' reporting requirements.
- Ensure delivery of data collected and measured to corporates according to their reporting requirements, allowing integration in overall corporate MRV.
- In collaboration with the MRV provider, develop the Reporting Framework and support transparent reporting of progress, outcomes, and lessons learned.

D. Communications

- Support internal and external communications, including updates, case studies, and learning outputs, documents translation from local language into English and vice versa when required.

E. Strategic Advisory and Program Design

- It is crucial that the program developed and managed by the selected consortium remains flexible, enabling the integration and alignment of additional activities beyond the core landscape. This may include collaborating with other providers and incorporating existing initiatives independently led by corporates, including those implemented through suppliers' agricultural teams.
- Moreover, during the transition to a landscape-level approach, it will be important to maintain continuity by seamlessly integrating established technical assistance delivery mechanisms and existing incentive payment structures. This should be done in close alignment with corporates and any other relevant stakeholders.
- Advise on appropriate transition approach and incentive design.
- Recommend engagement opportunities with local entities (i.e. banks, government stakeholders, technology providers, input providers) where opportunities to drive efficiency, create impact and improve coordination exist.

WP2: Training and Advisory Services

A. Planning and Design

- Design, develop, and implement a technical assistance (TA) package across tomato and corn rotations in the region, including tailored materials for farmers and agronomists, informed by regional service mapping and needs assessments, and including the development of a technical protocol document and its subsequent implementation with participating farmers.

- Leverage, complement, and advance existing materials and initiatives by reviewing current tools, guidance, and training resources, identifying gaps and opportunities for alignment, and explicitly designing the TA package to build on—not duplicate—what is already in place
- Define the agronomic advisory strategy, including delivery model, integrating suppliers and local agronomists in co-delivery and learning roles.
- Develop a training plan aligned with transition approach, agronomic cycles, and agronomist capacity needs.
- Partner with MRV provider and support on the MRV design
- Design methodologies for:
 - On-farm advisory visits and group training for farmers;
 - Joint delivery, shadowing, and coaching with local suppliers'/aggregators' agronomists;
 - Digital training platforms

B. Farmer and Agronomist Engagement

- Support farmer recruitment and engagement activities in collaboration with corporate partners, and local suppliers/aggregators.
- Engage local suppliers'/aggregators' agronomists for participation in training and co-delivery.
- Support onboarding of farmers based on agreed selection criteria.

The hectares figures below represent the minimum we would need respondents to deliver TA and MRV on. We expect all respondents to provide more ambitious hectare targets they believe they will be able to deliver on based on the available budget:

- **Year 1 (2027):**
Minimum 3,000 total hectares
(At minimum 1,700 Tomato hectares and 1,300 Corn hectares - in rotation with each other)
- **Year 2 (2028):**
Minimum 5,000 total hectares
(At minimum 2,100 Tomato hectares and 2,900 Corn hectares - in rotation with each other)
- **Year 3 (2029):**
Minimum 7,000 total hectares
(At minimum 2,500 Tomato hectares and 4,500 Corn hectares - in rotation with each other)

C. Implementation of Advisory and Training

- Deliver technical assistance packages as per outlined in aligned training plan designed.
- Ongoing activities may include regular agronomic farm visits, knowledge transfer through joint visits involving local agronomists and farmers, remote agronomic consultancy, monthly coordination updates, and annual program reviews to inform continuous improvement and scaling.

WP3: Monitoring, Reporting, and Verification (MRV) Services

A. MRV Framework Design and Governance

- Design and implement a standardized MRV framework aligned with landscape partners' requirements, ensuring data privacy and rights are respected.
- Define harmonized data collection protocols, methodologies, sampling approaches, and quality assurance processes for environmental, agronomic, and socio-economic indicators.
- Develop and manage an integrated digital platform to seamlessly aggregate and distribute MRV data individually to each partner, as needed, to integrate in their individual reporting framework.
- Develop and validate measured benefits of allocation methodologies to the Corporates.

B. MRV Deployment, Baseline, and Data Management

- Deploy the MRV approach across farms involved in this project and a statistically representative selection of participating farms.
- Collect, validate, and verify baseline and ongoing farm-level data on 10-15 pre-determined and standard KPIs.
 - These may include a combination of soil health, biodiversity, GHG emissions, water management, and productivity.
- Ensure Input all farm-level data can be transferred in an automated way (i.e., API) into the respective landscape partners' MRV systems.
- Ensure data quality, traceability, scientific consistency, and completeness through verification and quality control procedures.
- Make raw measures and verification available to coalition members upon request.

C. Ongoing Monitoring and Compliance

- Coordinate regular monitoring activities, including farm visits, sampling calendars, and analytical reviews.
- Provide regular updates on progress, including farmer participation, activities, and alignment with advisory and transition plans.
- Maintain effective, continuous communication with farmers and suppliers, including:
 - Coordination of farm visits
 - Communication of sampling timelines
 - Sharing analytical results, insights, and feedback to support adaptive management

D. Reporting

- Produce consolidated data reports covering:
 - Project metrics (e.g. hectares, volumes, farmers trained, etc)
 - Agronomic and environmental KPIs, which will be defined during design of coalition objectives per WP 1 (e.g. soil health, biodiversity, GHG emissions, water use, productivity), supported by a verified baseline;
 - Financial and socio-economic KPIs, including farm-level profitability and net economic impact.

- Deliver reporting and insights at multiple levels (corporates, farm, supplier network, and landscape partners in full scope) to demonstrate holistic system-level benefits.
- Deliver training to farmers, suppliers, Landscape partners and agronomists on data collection tools and methodologies, as well as on the use of the MRV platform, including data entry and upload procedures.

In all the above activities, the applicant is expected to leverage and integrate existing stakeholders, initiatives, expertise, materials, data and infrastructure where possible, including current MRV systems under the different Corporate partners existing programs.

Respondents will be requested to provide us with an estimate of what proportion of the entire budget they believe will be needed for each Work Package (i.e., % of total budget towards Work package 1: Project Management and Coordination Services). We will leave it up to the respondents and their expertise and business model to determine the most appropriate split. Our indicative suggestions are as follows:

- % of total budget towards Work package 1: Project Management and Coordination Services: **10-20%**
- % of total budget towards Work package 2: Farmer Recruitment, Training and Advisory Services: **40 - 60%**
- % of budget towards Work package 3: Monitoring, Reporting, and Verification (MRV) Services: **25 - 45%**

2.2. Key Performance Indicators (KPIs)

All EIT Food funded projects should achieve relevant Core Key Performance Indicators (KPIs). For the “Transforming Whole-Farm Systems through Regenerative Agriculture in Extremadura”, the main KPIs are:

Code	KPI	KPI Definition
EITHE 07	Graduates from EIT labelled programmes	Supporting farmers, advisors and any other stakeholders with training programmes <i>Please note, input/output documentation will be required to prove that the training programmes have had an impact on the recipient's understanding</i>

Please note: At the end of the funding period, EIT Food requires specific structured data and documentation to verify the achievement of KPIs. Grantees must report their KPI achievements through the grant management tool and ensure that all required structured data and supporting evidence is submitted in accordance with the guidelines provided (see [EIT Food KPI Guidance Document](#) for details).

2.3. Deliverables and Milestones

Grant recipients shall submit project deliverables on the annual basis. For this activity, the deliverables shall include the following for each Work Package. However, the detailed and complete list of deliverables shall be set out in the Annex to the Agreement concluded with the selected organisation or consortium, and the deliverables described herein are non-exhaustive.

WP1: Project Management and Coordination services

- Landscape implementation performance and Coordination report – tracking delivery of partner activities and alignment with agreed objectives.
- Project management and performance monitoring framework – tracking delivery, KPIs, and risks aligned with coalition objectives.
- Strategic incentive framework and oversight plan – supporting the design, alignment, and monitoring of corporate-funded farmer incentive mechanisms, including recommendations on governance, eligibility, and implementation approaches (excluding direct farmer incentive payments from this budget).
- Communication and Dissemination, Outreach and Stakeholder Engagement Plan and Activity Reports – including annual local communication and dissemination plans, quarterly outreach and engagement activity reports, and ongoing stakeholder engagement tracking aligned with the overall Landscape communication strategy.

WP2: Training and Advisory Services

- Finalized advisory and training plan covering delivery models, co-delivery with local agronomists and corporates' partners, whole-farm methodologies.
- Farmer and Agronomist engagement and Onboarding report – tracking recruitment, onboarding, and participation against targets.
- Advisory and Training Delivery Report and Transition Framework – tracking advisory delivery, training, and farmer transition.

WP3: Monitoring, Reporting, and Verification (MRV) Services

- MRV Framework and Data Protocol Documentation - an approved MRV framework document defining indicators, data collection protocols, quality assurance procedures, and allocation methodologies, aligned with landscape partner requirements.
- MRV Implementation and Data Reporting Package - a structured set of outputs demonstrating the deployment of the MRV approach, including verified baseline and ongoing farm-level data across pre-defined environmental, agronomic, and socio-economic KPIs.
- MRV Insights and Multi-level Reporting Package - a structured set of reporting outputs translating MRV data into actionable insights across corporate, farm, supplier, and landscape levels.
- MRV Data Outputs and Compliance Reporting Package - a structured set of MRV data outputs at scheme and project level, designed to meet landscape partner reporting needs and ensure alignment with relevant international frameworks for corporate sustainability reporting (e.g. SAI Platform, CRCF, GHG Protocol, SBTi, LSRG).

Grant recipients have obligations on communication, dissemination and visibility rules. Please see Article 17 of the [Model Grant Agreement](#) and EIT Food's [Brand Guidelines](#).

Grant recipients must adhere to [EIT Food Intellectual Property's \(IP\) Policy](#) which complies with the IP provisions outlined in Article 16 of the Horizon Europe [Model Grant Agreement](#).

3. Description of Role & Profile

3.1 Role

These roles are expected to be delivered by a single entity, or a consortium, applying as a single, integrated group. The consortium does not need to assign a separate entity to each role, and we are open to one or more entities within the consortium fulfilling multiple roles where this is efficient and appropriate. Where deemed necessary, multiple entities can assume responsibility for one work package.

WP1: Project Management and Coordination services

- Role: Coordinate and manage consortium-level governance and day-to-day activities, including collaboration, operational oversight, communications, and reporting, to ensure aligned delivery, accountability, and visibility of outcomes.

WP2: Training and Advisory Services

- Role: Lead the design and delivery of farmer training and agronomic advisory services, while building the capacity of local suppliers' and aggregators' agronomists to enable scalable, long-term regenerative agriculture adoption.

WP3: Monitoring, Reporting, and Verification (MRV) Services

- Role: Lead the design, deployment, and operation of a robust MRV approach to measure, verify, and report whole-farm environmental, agronomic, and socio-economic outcomes.

3.2 Profile

The applicant (individual entity or consortium) should demonstrate strong capabilities in programme leadership and coordination, including the ability to manage complex, multi-stakeholder initiatives involving actors across the agricultural value chain.

Proposals should clearly describe how the necessary expertise and responsibilities for programme management and coordination will be organised within the team.

The applicant(s) should collectively demonstrate:

- Proven experience in managing and coordinating multi-stakeholder projects or programmes, ideally within agri-food systems or related sectors.
- Capacity to operate in collaborative or pre-competitive environments, engaging corporates, value chain actors, technical providers, and farmers.
- Ability to manage timelines, budgets, risks, and deliverables, ensuring effective implementation and coordination across activities.
- Demonstrated experience in supporting farmers in the adoption of sustainable or regenerative agriculture practices, including advisory and/or training delivery.
- Strong technical understanding of agricultural systems, preferably in Mediterranean or irrigated contexts (e.g. corn and tomato systems).
- Capacity to design and implement multi-year support programmes (e.g. advisory, training, capacity building) adapted to crop cycles and regional conditions.
- Experience in data collection, monitoring, and reporting, including the ability to generate reliable and decision-relevant outputs.

- Understanding of data governance, quality assurance, and sustainability reporting requirements, with familiarity with relevant frameworks considered an asset.
- Ability to translate strategic objectives into practical, field-level implementation and measurable outcomes.
- Strong communication and stakeholder engagement skills, including coordination of reporting and knowledge-sharing outputs.
- Ability to support on the design, strategic oversight and execution of incentive payments scheme for transitioning farmers

Applicants are expected to demonstrate sufficient organisational capacity and local presence in Spain, including the ability to operate effectively in Spanish and English.

Applicants may apply individually or as a consortium. The proposed structure, roles, and allocation of responsibilities should be clearly described in the proposal.

Applicants are encouraged to refer to Annex 2 for a more detailed description of the expected implementing profile.

4. Funding

This is a co-funded initiative between EIT Food and corporate partners. The total available funding to this call is €820,000. **The project runs from October 2026 to October 2029. The maximum funding available for that period per application is €820,000.**

A template for the Collaboration Agreement is attached to this Call as an Annex and will be negotiated between EIT Food and corporates in the selected Schemes. Please note, the Call award is contingent on the signing of this agreement between EIT Food and corporates as co-financing parties.

There is a 6 million EUR limit per participants from Member States of the European Union (EU) and from [Horizon Europe Associate Countries](#) for the whole 3-year Grant Agreement. Legal entities from non- Horizon Europe Associate countries can participate in consortia but are limited to funding of 60 000 over 3 years for a Grant Agreement. This funding is implemented under GA 101269771. In those limits are included all the EIT Funding awarded to an organization across all the activities and prizes for the 3-year grant agreement.

The Subgrant is based on actual costs and value for money. All costs, including co-funding, need to comply with Horizon Europe regulations regarding the eligibility of expenses. Please refer to Article 6 of the [Model Grant Agreement](#) and the [Annotated Model Grant Agreement](#).

In addition to the guidance provided by Horizon Europe, the proposals must comply with the following maximum thresholds:

- Subcontracting can amount to a maximum of 30% of total costs.

Participants are not permitted to give a subgrant to another third party.

4.1. Financial Sustainability

Like other initiatives within the [EIT Food Resilient Innovation Portfolio](#), this project is based on a co-investment model that brings together public and corporate funding through strategic matchmaking. EIT Food provides catalytic funding, which is matched and ideally exceeded by contributions from participating corporates.

5. Call Timeline and Application

5.1 Timeline

This funding opportunity follows the timeline below:

Call Open Date	July 10 th , 2026 12:00 CET
Call Deadline	September 10 th , 2026 12:00 CET
Evaluation	September 11 th , 2026 - September 17 th 2026
Invitation to interviews, panels	September 18 th , 2026
Interviews/Panels	September 22 th , 2026 – September 24 th , 2026
Communication to selected participants	September 25 th , 2026
Standstill period, Onboarding, Validation and Contracting	Until October 26 th , 2026
Indicative start of project implementation	October 27 th , 2026

The standstill period is a set time after funding selection for appeals, final administrative checks, and compliance in the award process. The project cannot start before this period. The standstill period of 30 days applies to this call.

5.2 Application Submission

Applications must be submitted via myeitfood.eu, no later than the call deadline.

6. Eligibility, Evaluation and Selection Process

6.1 Eligibility

This call is open to all MRV providers, agronomic consultancies, training organisations, or related entities. Please read Annex 1, in addition to the following eligibility criteria:

Organisation Eligibility	Each implementing participant must:
	• Be a legally incorporated entity in one of the EU or Horizon Europe eligible country listed above for a minimum of 3 years. • Provide a PIC Number: https://www.eitfood.eu/files/PIC-Guidance.pdf
Application Eligibility	Each application must:
	• Be complete, with all mandatory application documents uploaded. • Be submitted on time via our submission template. • Be fully written in English.

Equal opportunity: The call is open to all applicants, including those without an existing partnership agreement with EIT Food. All members of the KIC Partnership (as defined in the Partnership Agreement) shall have equal opportunity to participate in this funding opportunity.

6.2 Evaluation Process

All submitted applications will undergo an eligibility check and evaluation to determine their feasibility and suitability for funding opportunity.

During the eligibility check, if EIT Food identifies obvious or technical errors in a proposal, applicant will have the opportunity to correct or resubmit their proposal within three (3) calendar days following the call submission deadline. Such errors may include system malfunctions, typos, or missing supporting documents.

The correction window is intended to ensure that these issues do not unduly affect the evaluation of otherwise eligible proposals. Please note that this opportunity is strictly limited to rectifying technical errors and does not permit substantive modifications to the proposal content.

The evaluation will be conducted by 3 external evaluators and 1 internal evaluator, based on the criteria specified below. External evaluators score the award criteria Excellence, Quality and Efficiency of Implementation and Impact. Internal evaluators only score Strategic Fit. The internal evaluator score does not outweigh the external assessment.

The evaluation process comprises two stages:

Remote Evaluation: Each proposal will be independently assessed by the Evaluation Committee specified above against the evaluation criteria set out in 6.2.1 Evaluation Criteria.

Panel Presentation: Applicants whose proposals achieve a minimum score of 3.5 (the quality threshold) during the remote evaluation will be invited to deliver a panel presentation to the Evaluation Committee.

Following the panel presentations, the proposal with the highest overall score will be selected for funding.

All external evaluators have been selected in an open and transparent process. All evaluators, both internal and external, are trained extensively on the European Union's Code of Conduct for Evaluators, namely on the importance of transparency, fair treatment of all applicants, confidentiality and how to avoid conflict of interest. Evaluators must contractually agree to recuse themselves in the event of a conflict of interest. EIT Food aims for representation of either women or men not falling below 40% as a parity threshold within evaluation committees.

6.2.1. Evaluation Criteria

The following criteria and weighting will be used in the assessment:

Criteria	Sub criteria	Score
Excellence (35%)	• Proven experience designing and delivering multi-partner programmes, including governance, coordination, and stakeholder alignment across field-level actors and corporate partners • Demonstrated involvement of at least two sides of the EIT Knowledge Triangle (e.g. business, education, and/or research)	1-5

	• Demonstrated expertise in developing and implementing technical approaches, including technical assistance (TA), agronomic advisory services, and MRV frameworks • Strength of methodologies, tools, and systems proposed (e.g. advisory models, training materials, MRV protocols, data systems, incentives) • Contribution to scalable, interoperable, and financially sustainable incentive models, supporting long-term impact and cross-landscape learning • Cost-effectiveness and efficient use of resources, including use of digital tools, data systems, and adaptive management processes • Demonstrated capacity to deliver high-quality implementation (e.g. advisory services, MRV deployment, data collection, incentives) and monitor performance against KPIs • Gender mainstreaming and integration of gender dimension into the training content	
Impact (30%)	• Ability to deliver activities at sufficient scale (e.g. hectares, farmers, partners) • Capacity to deliver measurable improvements in farming practices, environmental outcomes, and data-driven decision-making	1-5
Quality and efficiency of the implementation (20%)	• Strength and feasibility of the workplan, including timelines, coordination mechanisms, and risk management approach • Ability to generate actionable insights and contribute to broader landscape-level outcomes and programme objectives	1-5
KIC portfolio strategic fit and compliance with the financial sustainability principles (15%)	• Alignment with EIT Food strategic priorities, including regenerative agriculture and MRV standardisation • Ability to collaborate with EIT Food, corporate partners, suppliers, and financial institutions, including alignment of incentives	1-5

Each evaluation sub-criterion will be scored from 1 to 5 using the following scoring system. The quality threshold for selection is a total weighted score of 3.5. The highest-scoring application will be selected.

Score		Description
1	Poor	The criterion is inadequately addressed, or there are serious inherent weaknesses
2	Fair	Application broadly addresses the criterion but there are significant weaknesses

3	Good	Application addresses the criterion well, but a number of shortcomings are present
4	Very good	Application addresses the criterion very well, but a small number of shortcomings are present
5	Excellent	Application successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

All applicants will be alerted in writing to the outcome of their proposal.

The recipients of EIT Funding must take all measures to promote equal opportunities between men and women in the implementation of the action and, where applicable, in line with the gender equality plan. They must aim, to the extent possible, for a gender balance at all levels of personnel assigned to the action, including at supervisory and managerial level.

6.3 Appeal on Evaluation Results

Applicants can submit an appeal within 5 days of receiving their result, if:

- The evaluation of their proposal has not been carried out in accordance with the procedures set out in this document.

For more details, please refer to [EIT Food Redress guidance](#).

7. Administrative Items

7.1 Onboarding

Entities that have never been part of projects funded by EIT Food and that do not have a PIC validated by the Research Executive Agency (REA) of the European Commission will be subject to a PIC validation process managed by the EIT Community Onboarding Service. All validated entities will proceed with the signature of legal agreements with EIT Food.

As part of the onboarding process, selected entities must:

- Sign and submit the Declaration of Size.
- Sign and submit the Financial Information Form.
- Register on EIT Food grants management platform.

Additionally, EIT Food reserves the right to request the EIT Community Onboarding Service a Financial Assessment Capacity to check the financial capacity of any entity of a selected proposal. In such case, EIT Food may require:

- an enhanced financial responsibility regime, i.e. joint and several liability for all subgrantees or joint and several liabilities of Affiliated Entities if any
- prefinancing paid in instalments (multiple/additional prefinancing)
- (one or more) prefinancing guarantees

or

- propose no prefinancing or
- request that the entity be replaced or, if needed, might reject the entire proposal

In other words, if the assessment results are not satisfactory, the EIT Food might reject the participation of this entity and will then check whether the proposal is still eligible.

For further information on the project implementation, please read the [EIT Food Activity Implementation Guidelines for Participants](#).

7.2 EIT Food Legal Framework & Legal Documents to be signed

Selected applicants will receive a second communication with instructions regarding the completion of the following documents, as well as agreeing to EIT Food's conflict of interest policy:

To be signed between the participant and EIT Food:

1. Framework Agreement
2. Kava Contract

It is highly recommended that this document be signed by all members of the consortium:

Consortium Agreement. It is suggested to consider using the [DESCA](#) model as a framework for the consortium agreement.

Any other legal agreements to make this grant eligible.

7.3 Payment Schedule

EIT Food will transfer funding in instalments. A proportion of the Activity budget will be prefinanced, with subsequent payments being linked to the completion of deliverables, EIT label award, and accountable KPIs. The majority of the grant will be transferred at the end of the Activity, once eligible costs have been determined and following the completion of final Activity reporting and the fulfilment of all obligations specified in the Project Agreement.

For more information, please see [EIT Food Project Financing Policy](#).

Please note: the amount and timing of funding is dependent on the dispersal of funds to EIT Food from the EIT.

7.4 Monitoring

The project will be monitored and may be audited. All Activities selected for funding undergo continuous monitoring by EIT Food to ensure effective progress and implementation in accordance with the Project Agreement.

EIT Food may request regular reporting of actual costs incurred with the subgrant, as well as regular reporting of KPIs and deliverables, together with the supporting documentation. The monitoring process may result in an amendment to the Activity workplan and/or budget, however the Financial Return Mechanism Agreement cannot be re-negotiated following the approval of the Activity.

In the case of under-performance, significant delay of implementation, misconduct, misalignment with the project specifications in the grant management system or any other reason jeopardizing the timely implementation of the Activity identified during the monitoring process, EIT Food reserves the right to discontinue or restructure the funding of the Activity at any point during the Activity duration.

A formal ex-post impact assessment within at least five years of the end of the activity and its outputs is required for each activity, including those implemented by third parties.

7.5 Support

If you have any questions about this Request for Implementing Participants, please contact oksana.hrynevych@eitfood.eu.

Please visit [EIT Food | Accelerating Food Innovation for a Future-Fit Food System - EIT Food](#) for any updates to this call and information about upcoming events to support your application.

ANNEX 1 – Eligibility

Please Note:

1. Failing any of the above call specific criteria will make your application ineligible. If an applicant is ineligible, the participant will be informed.

2. [According to EU policies and measures](#), Russian and Belarus entities will not be authorised to participate in any new grant under the EU Research and Innovation programmes. This ban applies not only to their potential participation as beneficiaries, but to their potential participation in any kind of role: beneficiaries, linked third parties/affiliated entities, subcontractors, in-kind contributors, international partners/associated partners, and third parties receiving financial support. Find the full statement from the European Commission [here](#).

3. Pursuant to Article 2 (2) of the [Decision 2022/2506](#) of 15 December 2022 on measures for the protection of the Union budget against breaches of the principles of the rule of law in Hungary *where the Commission implements the Union budget in direct or indirect management pursuant to of Article 62(1) points (a) and (c), of Regulation (EU, Euratom) 2018/1046, no legal commitments shall be entered into with any public interest trust established on the basis of the Hungarian Act IX of 2021 or any entity maintained by such a public interest trust*. This prohibition applies to financial support to third parties (sub-grants and prizes), hence the proposal of any entity or group of entities where a Participant is included in the list of public interest trusts shall be considered as not eligible.

4. Applicants will be deemed ineligible if:

a. bankrupt, subject to insolvency or winding-up procedures, where its assets are being administered by a liquidator or by a court, where it is in an arrangement with creditors, where its business Activities are suspended, or where it is in any analogous situation arising from a similar procedure provided for under national laws or regulations;

b. it has been established by a final judgment or a final administrative decision that the organisation is in breach of its obligations relating to the payment of taxes or social security contributions in accordance with the applicable law;

c. it has been established by a final judgment or a final administrative decision that the organisation is guilty of grave professional misconduct by having violated applicable laws or regulations or ethical standards of the profession to which the organisation belongs, or by having engaged in any wrongful conduct which has an impact on its professional credibility where such conduct denotes a wrongful intent or gross negligence;

d. is found to be attempting to influence the decision-making process of the call during the process;

e. attempting to obtain confidential information that may confer upon its undue advantages in the call process;

f. it has been established by a final judgment that the organisation is guilty of fraud, corruption or money laundering.

ANNEX 2 - Profile description

WP1: Project Management and Coordination services

The applying entity, or consortium, should demonstrate strong program leadership and coordination capabilities, capable of managing complex, multi-partner initiatives involving corporate actors, technical providers, suppliers, and farmers.

The organisation(s) leading this workstream should demonstrate:

- Proven experience managing regenerative agriculture programs for agri-food corporates, ideally working with multiple corporate partners simultaneously.
- Strong capability coordinating cross-sector and pre-competitive collaborations, including value chain actors, technical providers, and public-sector stakeholders.
- Experience designing and overseeing incentive-based regenerative agriculture programs in corn and/or tomato systems, including alignment with corporate targets and reporting needs. (It is important to note that the farmer incentive payments themselves will not be made from this budget, this budget is only meant to fund the workstreams defined in this call)
- Ability to manage timelines, budgets, risks, and deliverables across multiple workstreams, acting as the primary interface with landscape partners.
- Demonstrated experience translating corporate sustainability goals into actionable field-level delivery and measurable outcomes.
- Capacity to oversee impact measurement and economic analysis of regenerative practices, and to provide strategic guidance on the transition from practice-based to outcome-based incentive mechanisms.
- Strong communications experience, including coordination of reporting, learning outputs, case studies, and visibility activities across European and Spanish platforms.
- The selected entity or consortium must be locally based in Spain and able to work fluently in Spanish to ensure effective farmer engagement, regional coordination, and seamless communication with national stakeholders.

WP2: Training and Advisory Services

The applying entity or consortium should demonstrate strong technical expertise and on-the-ground delivery capacity to support farmers in the effective adoption of regenerative agriculture practices. The selected organisation will deliver training, advisory, and coordination services to support farmers' transition to regenerative agriculture, while working closely with local food suppliers, aggregators, and their agronomists.

This workstream should focus on practical, regionally adapted support that builds the capacity of both farmers and supplier agronomy teams, enabling effective implementation, alignment across the value chain, and long-term scalability of regenerative practices in Extremadura, Spanish corn and tomato systems.

The organisation(s) leading this workstream should demonstrate:

- Deep technical knowledge of regenerative agriculture practices, including:
 - Reduced tillage and strip-till systems
 - Permanent soil cover and mulching

- Cover cropping, with an emphasis on multi-species mixes (minimum three species)
 - Crop rotation optimisation
 - Use of organic amendments (e.g. manure, compost, digestate)
 - Precision nutrient management
 - Integrated pest management (IPM)
 - Water-saving and efficient irrigation strategies
 - Whole-farm system design.
 - Biodiversity practices
- Proven experience (minimum 5 years) advising and training farmers on regenerative practices, ideally within Spain and in water-stressed, irrigated cropping systems.
- Strong understanding of Spanish corn and tomato production systems, including agronomy, irrigation practices, climate risks, and regional environmental constraints.
- Capacity to deliver both individual on-farm advisory services and group-based farmer training, including transition planning, practice implementation, and adaptive management.
- Ability to design and deliver multi-year training programmes aligned with tomato and corn crop cycles, crop calendars, delivery windows, and water availability constraints, using classroom, field, and on-farm demonstration formats.
- Demonstrated experience building the capacity of local independent agronomists or affiliated advisors (i.e. cooperative, aggregators, suppliers, etc.) through joint delivery, mentoring, and coaching models.
- Strong communication, facilitation, and farmer engagement skills, with Spanish-speaking advisors able to operate effectively in Extremadura.
- Recognition as a credible and trusted actor within the Spanish agricultural ecosystem, with strong networks and outreach to corn and tomato growers.
- The selected entity or consortium must be locally based in Spain and able to work fluently in Spanish to ensure effective farmer engagement, regional coordination, and seamless communication with regional stakeholders.

Preference will be given to organisation(s) with demonstrated, hands-on experience in the above-mentioned regenerative practices.

WP3: Monitoring, Reporting, and Verification (MRV) Services

The selected entity, or consortium, should demonstrate proven, independent MRV expertise, capable of delivering credible, decision-grade data across environmental, agronomic, and socio-economic outcomes relevant to corn and tomato production systems.

The organisation(s) leading this workstream should demonstrate:

- Proven MRV methodologies for GHG, soil, water, practice adoption, productivity, biodiversity, and socio-economic indicators, with regional or crop system baselines and an integrated practice and outcome indicator framework.
- Demonstrated MRV delivery at farm, supplier, and landscape scale, including baseline development, monitoring, verification, and documented QA/QC to produce audit ready outputs.

- Strong data governance including privacy protections, data sharing protocols, and compliance with EU and Spain requirements, with ability to align data formats, indicators, and timelines with the Program Coordinator and EIT Food.
- Experience working with multiple funders and stakeholders while maintaining analytical independence and methodological rigor.
- Robust data management, digital tools (including API integration), and reporting suited to farmer facing, corporate, and finance audiences, translating MRV results into insights on impact, performance, risk reduction, and value.
- Alignment with leading standards including SAI Platform, GHG Protocol Land Sector and Removals, and EU CSRD, supporting credible Scope 3 reporting and broader impact and risk reporting.

Preference will be given to organisation(s) with demonstrated experience in the following MRV data collection and verification approaches:

- Structured field visit reports, used to verify and complement farmer-reported data for indicators related to practice adoption, crop management, irrigation practices, and agronomic implementation.
- Soil laboratory analysis, supporting baseline and ongoing measurement of soil health, soil carbon, and nutrient status indicators.
- Remote sensing and satellite data (where appropriate), applied to indicators such as land use, crop cover, vegetation indices, and water-related metrics, recognising that this may not be suitable in all cases.
- Sensors and in-field probes, supporting higher-resolution monitoring of soil moisture, irrigation efficiency, and selected agronomic parameters where relevant.
- Use of external databases and models, particularly for advanced MRV indicators, including biodiversity metrics and other environmental outcomes already deployed or planned for deployment within MRV-advanced systems.