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Advancing the Sustainability and Resilience of Oilseed Rape Production in the United Kingdom Call Guidelines

EIT Food/Call for Sustainable Oilseed Rape Production in UK/2026

Call for a single entity, or a coalition of maximum 3 entities, to join EIT Food, and two of Europe's leading CPGs to provide Technical Assistance, MRV, Communication and Project Management services

EIT FOOD

Leuven, Belgium

June 2026

V.1

eitfood.eu

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Call Fact Sheet

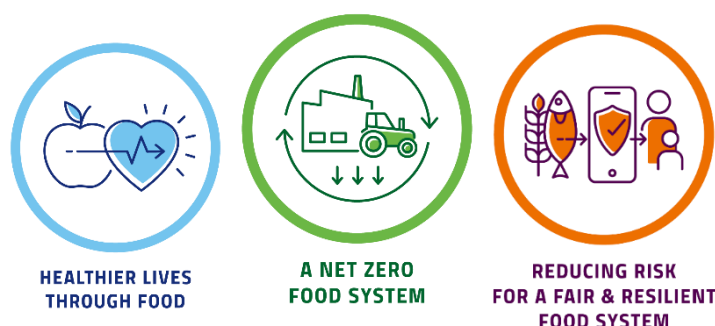
Title of Call	Advancing the Sustainability and Resilience of Oilseed Rape Production in the United Kingdom
Objective and Scope	To recruit a single entity, or a coalition of partners (complete consortia) to deliver the Advancing the Sustainability and Resilience of Oilseed Rape Production in the United Kingdom Landscape from 2026-2029 through a whole farm approach. This project aims to support farmers in UK to transition to regenerative agriculture, with a project co-financed by EIT Food and two of Europe's leading Consumer Packaged Goods (CPGs) active in those regions. 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: Farmer Recruitment, Training and Advisory Services. WP3: Monitoring, Reporting, and Verification (MRV) Services.
Call Deadline	August 11th, 2026, 12:00 CET
Available Funding	1,220,000€
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

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. About Advancing the Sustainability and Resilience of Oilseed Rape Production in the United Kingdom

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 two of Europe's leading CPGs to drive measurable impact on Farms producing oilseed rape (OSR) in their rotation in the UK. The initiative will support farmers in transitioning to regenerative agriculture practices while promoting the long-term sustainability of the wider landscape.

The selected organisation/consortia will be expected to deliver:

Work package 1: Project Management and Coordination Services

Provide programme coordination ensuring effective collaboration with EIT Food, corporate partners, suppliers, field-level delivery entities, and consortium members. This includes establishing clear roles and responsibilities, facilitating structured coordination and decision-making, tracking delivery against workplans and KPIs, escalating risks, required reporting and ensuring consistent implementation across corporate supplier networks. This organization will also support engagement with financial institutions, recommend partnership models and incentive alignment, and advise on how we can support lenders in integrating regenerative practices into their risk assessment and credit evaluation frameworks and develop co-investment opportunities along the supply chain

Work package 2: Farmer Recruitment, Training and Advisory Services

Deliver targeted agronomic transition support for farmers' to regenerative agriculture. Services will include farmer recruitment, engagement and onboarding, baselining and technical assistance design, on-farm advisory visits, group farmer training, and joint delivery, mentoring, and coaching of local suppliers' and aggregators' 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 work scope

Detailed specifications of the tasks envisaged under each Work Package will be set out in the Annex to the Agreement, which shall in particular undertake the following key activities:

Work package 1: Project Management and Coordination Services

A. Governance and Coordination

- Lead the implementation of all landscape 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, and local partners to ensure effective delivery of advisory services.
- Coordinate field-level entities responsible for in-field delivery, ensuring consistency across corporate supplier networks and agronomist teams.
- Facilitate regular coordination meetings and structured information flows across partners.

B. Implementation Oversight and Alignment

- Monitor delivery of technical assistance to ensure alignment with corporates' regenerative practices, technical guidelines and relevance to local climate risks.
- Ensure technical assistance (TA) is efficiently deployed across participating suppliers and agronomists within each corporate network.
- 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.

C. Impact Measurement and Reporting

- Coordinate data collection and reporting across field-level entities to support robust, consistent impact measurement.
- Consolidate inputs into landscape-level reporting aligned with EIT Food standards and corporate partners' annual reporting requirements.

- Ensure delivery of data collected and measured to each corporate member according to their reporting requirements, allowing integration in overall corporate MRV.
- Ensure alignment and coordination of reporting in line with the developed framework, supporting transparent reporting of progress, outcomes, and lessons learned.

D. Communications and Visibility

- Support internal and external communications, including updates, case studies, and learning outputs.

E. Strategic Advisory and Program Design and partnership with Financial Institutions

- Provide strategic guidance on farmer transitions, ensuring fairness, transparency, and farmer confidence throughout the 3-year programme.
- Support in strengthening engagement with local financial institutions and agricultural lenders to better support farmers' transition to regenerative agriculture.
- Identify and recommend partnership models with financial institutions, including ways to stack lender-provided benefits and align program design with the climate risk-reduction practices lenders are looking to promote.
- Identify and recommend end-to-end co-funding opportunities across the supply chain (e.g., government, suppliers, financial institutions, retailers, insurers), ensuring aligned incentives and scalable support for farmer transition.
- Advise on how regen ag programs and financial-institution partnerships can demonstrate improved creditworthiness and borrowing capacity for regenerative farmers (through measurable risk and performance signals).
- Develop an expanded financial sector engagement strategy (i.e, banks, insurers, investors).

Work package 2: Farmer Recruitment, Training and Advisory Services

A. Planning and Design

- Design, develop, and implement a technical assistance (TA) package for OSR farmers, 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.
- Support the collection and input of data from farmers' fields into the MRV platform.
- Define the agronomic advisory strategy, including delivery model, integrating local agronomists in co-delivery and learning roles.
- Establish criteria for selecting participating farms.
- Develop a training plan aligned with transition pathways, 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 including Cool Farm Tool

B. Farmer and Agronomist Engagement

- Take full responsibility for the recruitment, engagement, and onboarding of farmers, ensuring that at least the minimum required number of farmers are enrolled in the project.
- Support farmer recruitment and engagement activities in collaboration with EIT Food, corporate partners, and local suppliers/aggregators.
- Identify and engage local suppliers'/aggregators' agronomists for participation in training and co-delivery.
- Recruit and onboard farmers based on agreed selection criteria.
- Target minimum farmer participation:
- The hectare figures below represent the minimum we would need respondents to commit to. We expect all respondents to provide more ambitious hectare targets they believe they will be able to deliver on based on the available budget:
 - **By EOY 1 transition 10,000 hectares** with OSR in the rotation (Maximizing OSR hectares in the rotation)
 - **By EOY 3 transition 17,000 hectares** with OSR in the rotation (Maximizing OSR hectares in the rotation)

C. Implementation of Advisory and Training

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

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

A. MRV Framework Design and Governance

- Design and implement a standardized MRV framework aligned with the involved CPGs' and EIT Food's 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.
- Select and align relevant frameworks for sustainable sourcing, GHG emissions, regenerative agriculture, and whole-farm performance. (A whole farm approach is an intervention that supports a farmer in transitioning to regenerative agriculture across all crops in their rotation—which in this case must include oilseed rape. This is done by supporting consistent, system-wide practice changes in all crops and seasons, rather than implementing an intervention on individual fields, crops or years in isolation.)
- Develop and validate allocation methodologies and integrate them into collaboration and governance agreements.

B. MRV Deployment, Baseline, and Data Management

- Deploy the MRV approach across pilot farms 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, productivity, and farmer well-being.
- Input all farm-level data into the respective partner MRV systems either required by the companies or the platform selected by EIT Food.
- Ensure data quality, traceability, scientific consistency, and completeness through verification and quality control procedures.

C. Ongoing Monitoring, Reporting, and Compliance

- Coordinate regular monitoring activities, including farm visits, sampling calendars, and analytical reviews.
- Report regularly to project manager on progress, including farmer participation, activities, and compliance 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
- Track progress against agreed KPIs and flag risks, gaps, or corrective actions as needed.

D. Reporting, Insights, and Learning

- Produce consolidated data reports covering:
 - Agronomic and environmental KPIs (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 (corporate entity, farm, supplier network, and landscape) to demonstrate holistic system-level benefits.
- Support learning, communication, and evidence-building across the EIT Food portfolio and partner networks.

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 “Advancing the Sustainability and Resilience of Oilseed Rape Production in the United Kingdom” 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. For this activity, the deliverables shall include the the list described below. The deliverables described herein are non-exhaustive.

Work package 1: Project Management and Coordination Services

- Landscape Implementation Performance Report and Coordination Tracker – tracking delivery against workplan and coordination of local actors. Project progress reporting - active project management and performance managed delivery, milestones, KPIs, and risks, ensuring alignment with regenerative practices and landscape objectives, which includes annual project progress reporting to EIT Food and Corporates including costs, KPIs, impact milestones and deliverables.
- Project Impact reporting – provide with a consolidated impact reporting, communication outputs, and strategic guidance supporting visibility and learning.
- Financial Partnerships and Incentive Alignment Strategy Brief – advisory on engaging financial actors and aligning farmer incentives. Provide advisory support on how to engage and partner with financial institutions and agricultural lenders, including recommendations on partnership models and mechanisms to stack farmer financial benefits in alignment with the incentives these institutions offer. (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).
- Budget Tracking and Financial Coordination Reports – monitoring budget use and supporting financial reporting.
- 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.

Work package 2: Farmer Recruitment, Training and Advisory Services

- Training – provide with finalized advisory and training plan covering delivery models, farm selection, co-delivery with local agronomists, whole-farm methodologies, and monitoring and evaluation (M&E) indicators, as well as deliver group training for farmers and other relevant stakeholders. (A whole farm approach is an intervention that supports a farmer in transitioning to regenerative agriculture across all crops in their rotation—which in this case must include oilseed rape. This is done by supporting consistent, system-wide practice changes in all crops and seasons, rather than implementing an intervention on individual fields, crops or years in isolation.)
- Farmer recruitment – provide a report and relevant documents confirming the recruited and onboarded cohorts of farmers and supplier/aggregator agronomists, supported by clear engagement processes and annual participation targets.
- Agronomic advisory – deliver multi-year advisory services based on defined technical advisory packages, training, and mentoring program ensuring a minimum level of farmer engagement (e.g. regular advisory visits), enabling transition plans and progressive handover to local agronomists.
- Peer-to-peer engagement – facilitate events and collaboration opportunities for farmers in the landscape.

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

- MRV infrastructure alignment – deliver approved MRV framework defining indicators, data protocols, quality assurance, and allocation methodologies aligned with partner requirements.
- MRV approach definition – provide with deployed MRV approach delivering verified baseline and ongoing farm-level data across pre-defined environmental, agronomic, and socio-economic KPIs.
- Data collection – gathering and analysing MRV data from the different scheme operators.
- Reporting and Outputs – provide with regular multi-level reporting and insight outputs translating MRV data into actionable learning at corporate, farm, supplier, and landscape scales.
- MRV outputs – deliver cohesive MRV data outputs at scheme and project level suitable for EIT Food landscape alignment, and international framework compliance according to the needs of corporate sustainability reporting (e.g. SAI Platform, CRCF, GHG Protocol, LSRG, SBTi).

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. Where deemed necessary, multiple entities can assume responsibility for one work package.

Work package 1: Project Management and Coordination Services

- **Role:** Coordinate and manage landscape-level governance, partner collaboration, implementation oversight, communications, and reporting to ensure aligned delivery, accountability, and visibility of outcomes.

Work package 2: Farmer Recruitment, Training and Advisory Services

- **Role:** Lead farmer engagement, recruitment and onboarding, as well as the design and delivery of farmer training and agronomic advisory services, while strengthening the capacity of local suppliers' and aggregators' agronomists to enable scalable, long-term regenerative agriculture support.

Work package 3: 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:

- Experience in managing large-scale regenerative agriculture or sustainable sourcing programmes, including engagement with agri-food value chain actors
- Ability to coordinate multi-stakeholder collaborations, including private sector, technical, and public actors
- Experience designing and managing incentive-based programmes aligned with corporate sustainability objectives
- Strong project management capacity, including planning, budgeting, risk management, and delivery across multiple workstreams
- Ability to translate high-level sustainability goals into operational, field-level implementation and measurable outcomes
- Experience in impact measurement and economic analysis related to regenerative agriculture
- Capacity to engage financial actors and explore mechanisms linking regenerative practices with financial performance and risk reduction
- Strong communication and reporting capabilities across diverse stakeholder groups
- Experience applying whole-farm approaches to regenerative agriculture, including systems where oilseed rape (OSR) is part of the crop rotation, ensuring consistent transition across all crops rather than isolated field-level interventions.
- Strong understanding of farm economics and transition pathways, including the ability to assess financial implications and support economically viable adoption of regenerative practices.

Applicants should also demonstrate their ability to ensure effective coordination at national level, including engagement with relevant stakeholders in the UK context.

The division of roles across work packages is flexible, provided that all required capabilities are clearly covered within the proposed team.

Applicants are encouraged to refer to Annex 3 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 €1,220,000. **The project runs from September 2026 to September 2029. The maximum funding available for that period per application is €1,220,000.**

A template for the Collaboration Agreement is attached to this Call as an Annex and will be negotiated between EIT Food and corporate offtakers in the selected Schemes. Please note, the Call award is contingent on the signing of this agreement between EIT Food and corporate offtakers 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 20% 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	June 11 th , 2026, 12:00 CET
Call Deadline	August 11 th , 2026, 12:00 CET
Evaluation	August 12 th , 2026 - August 17 th , 2026

Invitation to interviews, panels	August 18 th , 2026
Interviews/Panels	August 20 th , 2026 - August 21 st , 2026
Communication to selected participants	August 24 th , 2026
Standstill period, Onboarding, Validation and Contracting	Until September 24 th , 2026
Indicative start of project implementation	September 28 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 Portal](#), 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 a minimum of 3 external evaluators and 1 internal evaluator, based on the criteria below. A panel presentation and discussion will be part of the evaluation process for the highest-ranking applications.

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
<i>Excellence (40%)</i>	• Proven experience designing and delivering multi-partner programmes, including governance, coordination, and stakeholder alignment across field-level actors and corporate partners • Ability to work via a whole farm approach and crowd in additional upstream & downstream value chain stakeholders • Demonstrated expertise in developing and implementing technical approaches, including technical assistance (TA), agronomic advisory services, and MRV frameworks across the whole farm • Demonstrated capacity to deliver high-quality implementation (e.g. advisory services, MRV deployment, data collection – incl. Assessment of GHG reductions & pathway to assessing removals) and monitor performance against KPIs • Strength of methodologies, tools, and systems proposed (e.g. advisory models, training materials, MRV protocols – incl. Assessment of GHG reductions & pathway to assessing removals, data systems) • Proven ability to work within public-private partnerships and delivering results for all partners • Cost-effectiveness and hectare delivery • Strength and feasibility of the workplan, including timelines, coordination mechanisms, and risk management approach	1-5
<i>Impact (25%)</i>	• Ability to recruit, engage, and retain farmers and relevant stakeholders, and deliver activities at sufficient scale (e.g. hectares, farmers, partners)	1-5

	• Demonstrated ability in partnering and/or advising on collaborations with Financial Institutions (i.e., lenders) and supermarkets, retailers, etc. • Capacity to demonstrate measurable improvements in farming practices, environmental outcomes, and data-driven decision-making and program evolution if needed • Efficient use of resources, including use of digital tools, data systems, and adaptive management processes	
<i>Quality and efficiency of the implementation (20%)</i>	• Ability to generate actionable insights and contribute to broader landscape-level outcomes and programme objectives • Ability to collaborate with EIT Food, corporate partners, suppliers, and financial institutions, including alignment of incentives	1-5
<i>KIC portfolio strategic fit and compliance with the financial sustainability principles (15%)</i>	• Alignment with EIT Food strategic priorities, including regenerative agriculture and MRV standardisation • Understanding of how different types of financial institutions (e.g. banks, lenders, insurers, investors) provide diverse incentive mechanisms and financial products, and ability to leverage these within the programme	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 top highest-scoring applications 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 the 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.

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 - History of Changes

Version	Publication Date	Changes

ANNEX 3 - Profile description

Work package 1: Project Management and Coordination Services

To deliver the desired outcome, a strong applicant should demonstrate strong program leadership and coordination capabilities, capable of managing complex, multi-partner initiatives involving corporate actors, technical providers, and farmers.

The organisation(s) leading this work package should demonstrate:

- Proven experience managing regenerative agriculture or sustainable sourcing 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 OSR 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 work packages, acting as the primary interface with EIT Food and funders.
- 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.
- Ability to provide strategic advisory services engaging financial institutions and agricultural lenders, with the capacity to recommend partnership approaches and high-level models that align regenerative agriculture programs with lenders' climate-risk-reduction goals.
- Capability to develop data-informed strategies that identify and collect relevant data points and outline engagement pathways to demonstrate regenerative farmers' improved creditworthiness, while expanding collaboration across banks, agricultural lenders, insurers, and investors.
- Strong communications experience, including coordination of reporting, learning outputs, case studies, and visibility activities across European and UK platforms.

- The selected entity should be locally based in the UK and able to work fluently in English to ensure effective farmer engagement, regional coordination, and seamless communication with national stakeholders.

Work package 2: Farmer Recruitment, 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 organization will be responsible for farmers engagement, recruitment and onboarding, as well as 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 work package should focus on farmers engagement activities, as well as 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 OSR production in the UK.

The organisation(s) leading this work package should demonstrate:

- Proven capacity and track record in farmer recruitment, engagement, and onboarding, including the ability to effectively identify, mobilise, and enrol farmers in line with defined selection criteria and participation targets.
- Deep technical knowledge of regenerative agriculture practices, including crop rotation, cover cropping, minimum and no-tillage, input optimisation, integrated pest management, soil health, biodiversity enhancement, irrigation efficiency, precision agriculture, and whole-farm system design. (A whole farm approach is an intervention that supports a farmer in transitioning to regenerative agriculture across all crops in their rotation—which in this case must include oilseed rape. This is done by supporting consistent, system-wide practice changes in all crops and seasons, rather than implementing an intervention on individual fields, crops or years in isolation.)
- Proven experience (minimum 3–5 years) advising and training farmers on regenerative practices, ideally within the UK.
- Strong understanding of UK OSR 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 OSR 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 etc.) through joint delivery, mentoring, and coaching models.
- Strong communication, facilitation, and farmer engagement skills, with English-speaking advisors able to operate effectively in the UK.
- Recognition as a credible and trusted actor within the UK agricultural ecosystem, with strong networks and outreach to OSR growers.

- The selected entity must be locally based in the UK and able to work fluently in English to ensure effective farmer engagement, regional coordination, and seamless communication with regional stakeholders.

Work package 3: 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 OSR production systems.

The organisation(s) leading this work package 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 UK 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.