



Co-funded by
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Call for retailers -Summary- Straight to Market 2025 Guidelines

SUP-RIS-25-01

EIT FOOD
Leuven, Belgium

2025

[Eitfood.eu](https://eitfood.eu)

The EIT Food Straight2Market (S2M) Retailers Call 2025 aims to **foster partnerships between retailers and startups to bring innovative food products and retail technologies to market**. The program focuses on **reducing food waste and loss**, improving sustainability, and promoting circular food systems.

Apply here: <https://www.myeitfood.eu/s/xx-call-for-proposals/a1EP50000028T5JMAU/ris-straight-to-market-2025>

1. Key Objectives

- Support the **market launch** of innovative food products aligned with EIT Food missions.
- Enable **PoCs** for technological solutions targeting food waste, sustainability, and resilient supply chains.
- **Test and improve food products** using valuable consumer insights to enhance market fit and impact.
- Facilitate **open innovation** by encouraging collaboration between retailers and startups.

2. Who Can Apply?

- **Retailer–Startup Consortia:** One retailer and one startup may apply together, but **each must submit an individual application**.
- **Individual Retailers:** May apply alone. EIT Food will support in identifying suitable products and technologies from startups.
- **Eligibility:** Applicants must be **legally established** entities in eligible **EU Member States** or **Horizon Europe Associated Countries**.

3. Eligible Solutions Must Focus On:

Food Products: Aligned with EIT Food’s goals in health, sustainability, and circularity:

EIT Food Goal	Type of Product
1. Reduce risk of obesity & non-communicable diseases (NCDs)	Products with reduced salt, sugar, and fats, or improved nutritional profiles.
2. Alternative sources	Products derived from alternative proteins, new plant varieties, or innovative production techniques.
3. Food waste & loss reduction	Products or processes using revalorized food system side-streams and waste streams.
4. Environmental impact & circular economy	Products that reduce CO ₂ emissions or align with EU Circular Economy goals (waste reduction, recycling, innovation).

Retail Technology Solutions: Focused on efficiency, resilience, and sustainability:

EIT Food Goal	Type of Technology
Reduce food waste & loss	Tech that reduces food loss in-store and across the customer journey.
Circular solutions for food systems	Innovations addressing waste and sustainability challenges.
Resilient supply chains	AI-driven or digital tools enhancing supply chain robustness and adaptability.

4. Funding

- **€15,000€ per Project with startup**
- 20% co-funding
*information to be explained by the programme manager: izaskun.valle@eitfood.eu
- Funding is granted as **cascade funding** and based on actual costs, in line with Horizon Europe regulations.

5. Timeline

- **Call Opens:** May 15, 2025
- **Deadline:** June 20, 2025
- **Project Duration:** July 2025 – July 2026
- **Market Launch Deadline:** December 31, 2025
- **KPI Achievement Deadline:** July 1, 2026

6. Selection Criteria

Applications will be evaluated on:

- **Impact (50%):** Alignment with EIT Food missions and business potential
- **Excellence (30%):** Innovation and competitiveness
- **Implementation Quality (20%):** Resources, timeline, and risk mitigation

7. Key Performance Indicator (KPI)

- **Marketed Innovations (EITHE02.4):** Product or service must generate at least **€10,000 in sales** by July 1, 2026.

8. Deliverables

- **Testing Report** by Dec 31, 2025
- **Communication Plan** by Feb 1, 2026
- **Proof of Market Launch** with required sales
- **Marketing visibility** with EIT Food branding and media dissemination

9. Monitoring and IP

- Projects will be monitored and may be audited.
- IP rules follow the Horizon Europe [Model Grant Agreement](#).
- [EIT Food Intellectual Property's \(IP\) Policy](#)

10. Support

- Technical issues: support@eitfood.eu
- Program inquiries: izaskun.valle@eitfood.eu
- Applications submitted via [MyEITFood Portal](#)

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