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Request for FoodUnfolded Implementing Participants Guidelines

IMP-PE-25- 18272-1

EIT FOOD

Leuven, Belgium

March 2025

Version: 1.0

eitfood.eu

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Call Fact Sheet

Title of Call	FoodUnfolded - Food Literacy Activities 2025
Objective and Scope	Selection of participants to implement FoodUnfolded activities in the relevant countries.
Call Deadline	8 April 2025
Available Funding	€150,000 total (up to €12,000 per application)
Project Duration	3 June to 31 December 2025
How to apply	Via this LINK
Contact Information	Penny Kidd / penny.kidd@eitfood.eu and hello@foodunfolded.com

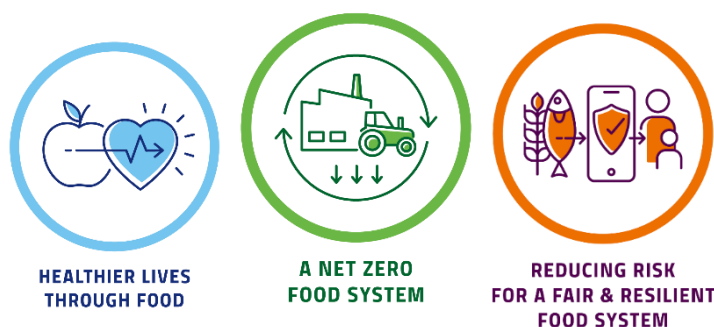
1. Introduction

1.1 EIT Food

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. Adding Implementing Participants to FoodUnfolded

This EIT Food Request for Implementing Participants has the objective of recruiting participants to join an existing consortium tasked with implementing FoodUnfolded (www.foodunfolded.com).

2.1. What is FoodUnfolded?

FoodUnfolded is an infrastructure programme delivered by the Public Insight and Engagement team at EIT Food. Its goal is to provide evidence-based yet practical content that helps people make healthier and more sustainable food choices.

The programme was first launched in 2019 and has seen a steady increase in the size of the community through activities including a website, social media content, documentaries, courses and events.

In 2024, FoodUnfolded achieved more than 1.1 million website sessions and an Instagram account with 112,000 followers.

Our Mission

Our mission is to provide people with valuable and practical tools and information to improve their food literacy.

By providing achievable and supportive content with a focus on everyday actions and solutions, we can help Europeans build a positive relationship with food over a lifetime and navigate, engage and participate within a complex food system.

Our Vision

An information hub that empowers people to plan, select, prepare and enjoy food confidently throughout their lives.

What is Food Literacy?

- Food literacy helps people make healthy and sustainable choices in their everyday lives.
- It is a collection of knowledge, skills and values required to plan, manage, select, prepare and eat food.
- It allows individuals to develop a positive relationship with food across a lifetime and be able to navigate, engage and participate within a complex food system.

2.2. Description of Activities

This request for Implementing Participants has the objective of recruiting and selecting participants to implement FoodUnfolded activities in the relevant country. One organisation per country will be selected.

We are seeking proposals from 15 target countries-based organisation with proven experience in implementing general public food literacy activities.

We are asking to organise and/or participate in meaningful public events and activities to reach a broader audience and extend FoodUnfolded's impact in the target countries.

Our target audience is all adults 18+. We acknowledge that all people are at different levels on their learning journey (Food Literacy is a continuum) and that not everyone has the social, economic and cultural capital to be able to participate in the food system equally.

We entrust local applicants to identify and target audience groups based on their own determined criteria for example, their existing network, audiences with the greatest need or those most willing to engage.

We expect proposals to include ideas for furthering adult education around key Food Literacy concepts, including:

- Understanding what's in your food
- Understanding where your food comes from
- Understanding how diet affects physical health, energy and mental wellbeing
- Choosing sustainable, healthy foods, local and seasonal
- Meal planning and preparation
- Cooking healthy, sustainable meals
- Storing food / Reducing food waste
- Understanding the social and cultural importance of shared meals and community eating
- Growing your own food

Applicants are also asked to plan clear methods for counting the engagement level (i.e. people participating in the activities).

2.3. Key Performance Indicators (KPIs)

All **EIT Food funded** projects should achieve relevant Core Key Performance Indicators (KPIs). For FoodUnfolded, the main KPIs are:

Code	KPI	KPI Definition
18272-23-EITHE17.1-23	# People reached through communication activities	Minimum of three (3) events attended. Minimum of 3,000 adults reached.

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).

2.4. Deliverables and Milestones

Grant recipients must submit final deliverables at the end of the implementation period. For this activity the deliverables include:

- Report describing the events, activities provided, audience measured, and Communication, Dissemination and Outreach activities implemented
- Supporting documents: photos and agenda, proof of participation (e.g. booth plan of the event)

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

The role of the applicant will be to devise and implement engagement events in their local community.

Organisations hosting an activity will be responsible for:

- Designing the main content of the event, in discussion with EIT Food FoodUnfolded Team Lead
- Providing the event description
- Procurement and payment of all goods and services of the event (where relevant), ensuring all costs are eligible and in line with Horizon Europe rules
- Complete the delivery of at least 3 events
- Submitting follow-up information to EIT Food after the event, including GDPR-compliant statistics on targeted audience participation
- Preparing and submitting an activity report and reporting costs
- Communication activities on the national level

We will support through the provision of a read-to-print FoodUnfolded roll-up, brand identity guidelines for applicants to create branded materials and existing tools/games (e.g. Top Trumps cards, Sort Your Fridge exercise, Food Waste quiz). Applicants are expected to produce branded collateral that include the FoodUnfolded logo and website. We expect activities to be proposed at externally organised general public events such as science festival, music festivals and sports' events. Or at other open places such as supermarkets, metro stations and parks. We are asking the applicant to share concrete ideas of events they are planning to target.

4. Funding

The total budget for this call is €150,000. Implementing participant recipients will receive a subgrant to fund their cost. This is cascade funding:

- The project runs from 3rd of June till 31st of December 2025.
- The maximum funding available for that period per application is €12,000.

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 01101912. 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 0% of total costs.
- Depreciation can amount to a maximum of 0% of total costs.
- Participants are not permitted to give a subgrant to another third party.

5. Call Timeline and Application

5.1 Timeline

This funding opportunity follows the timeline below:

Call Open Date	7 March 2025
Call Deadline	8 April 2025
Evaluation	From 09 April 2025 to 25 April 2025
Communication to selected participants	From 28 April 2025 to 2 May 2025
Standstill* – including: Onboarding, Validation and Contracting	30 days - provided all documents have been submitted by the applicant
Indicative start of project implementation	3 June 2025

*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.

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 eligible legal entities based in one of the following RIS countries: Bulgaria, Croatia, Czech Republic, Greece, Hungary, Italy, Latvia, Lithuania, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Turkey.

This is a pilot project that aims to extend food literacy initiatives to adults in countries outlined above. These are countries where the **FoodEducators** programme already focuses on K-12 students and schools. If the pilot is successful, we may expand to other RIS countries in the future.

This call is addressed to a **mono-beneficiary**, therefore proposals must be submitted by single entity only. Proposals with multiple entities will be deemed ineligible.

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 2 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.

During the eligibility check, should EIT Food identify obvious application or technical errors in a proposal, the applicant may be given the opportunity to correct or resubmit their proposal within three (3) calendar days following proper communication from EIT Food. 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 2 external evaluators and 1 internal evaluator, based on the criteria below.

6.2.1. Evaluation Criteria

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

Criteria	Sub criteria	Score
<i>Excellence (40%)</i>	- Design of engagement activities linked to improving Food Literacy levels amongst adult population (25%) - Potential of the proposed events to match the expected engagement rate (15%).	1-5
<i>Impact (30%)</i>	- Applicants must demonstrate methodology for tracking number of activated participants (20%) - Ensuring that the proposed activities are accessible and inclusive (10%)	1-5
<i>Quality and efficiency of the implementation (10%)</i>	Clarity and complexity of implementation action plan in line with brand guidelines and provision of high-quality communication content. (10%)	1-5
<i>KIC portfolio strategic fit and knowledge triangle integration (20%)</i>	Experience delivering Food Literacy activities. (20%)	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 application per country 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 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, where they might be required to provide additional documentation and to sign a Declaration of Honor (DoH).

As part of the onboarding process, selected entities must:

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

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.

EIT Food reserves the right to undertake financial due diligence on any applicant and the outcomes of this may result in a range of options from amended pre-financing or grant distribution to rejection.

For further information on the project implementation, you will be contacted by Business Support Team.

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** ([link](#))
2. **Kava Contract** ([link](#))

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. The expenditure and progress on the project plan will be monitored periodically and reported, with regular monitoring and reporting gates set out by EIT Food to determine if expenditures have been made in line with the cost eligibility criteria. 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 FoodUnfolded project will be monitored regularly and may be audited.

EIT Food monitors projects to ensure that agreed targets are achieved during the activity implementation timeframe.

All Activities selected for funding undergo continuous monitoring by EIT Food to ensure effective progress and implementation at each stage in accordance with the Project Agreement. The monitoring will cover several aspects relating to the Activity implementation including but not limited to achievement of deliverables and KPIs; risk management; financial management; quality assurance; progress against KPI achievement and impact delivery; communication and dissemination (in compliance with MGA Article 17); and progress towards commercialisation and exploitation of results.

EIT Food will request the reporting of actual costs incurred with the subgrant, as well as regular reporting of KPIs and deliverables, together with the supporting documentation, and monitoring reports.

In the case of under-performance, significant delay of implementation, misconduct, 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. Furthermore, EIT Food will monitor all Activities up to 5 years after Activity completion to ensure the achievement of KPIs anticipated after Activity end.

7.5 Support

If you have any questions about this Request for Implementing Participants, please contact penny.kidd@eitfood.eu and hello@foodunfolded.com.

Please visit [our website](#) for any updates to this call and information about upcoming events to support your application. You will also find our list of [Frequently Asked Questions](#)

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 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.