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# **Serbia Resilient Agriculture Landscape**

## **Call Guidelines**

EIT Food/Serbian Resilient Agriculture Landscape/2026

**EIT FOOD**

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**eitfood.eu**

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# Call Fact Sheet

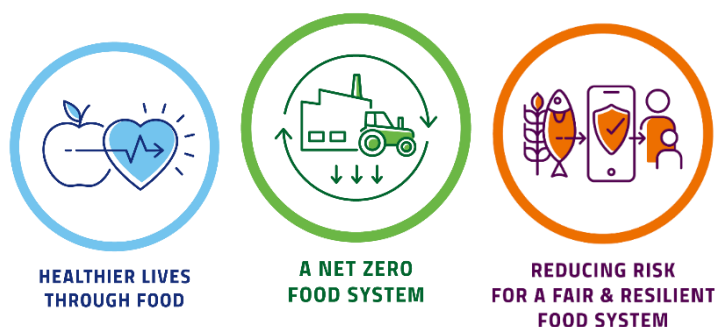
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|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Title of Call</b>       | First Regenerative Agriculture Landscape in Serbia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Objective and Scope</b> | <p>To recruit a consortium to deliver the Serbia Resilient Agriculture Landscape from 2026 to 2028. To establish, operationalize, and scale a New Regenerative Landscape in Serbia by enabling a measurable transition from conventional to regenerative agriculture systems through farmer engagement, MRV-based evidence, value-chain incentives, and policy alignment, in line with EIT Food's regenerative landscape framework.</p> <p>There are 5 work packages. Applications should be from a consortium addressing all WPs, and an individual organisation can deliver multiple WPs if they demonstrate appropriate capability:</p> <ol style="list-style-type: none"><li>1. WP 1: Project Management, Coordination &amp; Communication Services</li><li>2. WP 2: MRV System Design &amp; Deployment</li><li>3. WP 3: Training &amp; Advisory</li><li>4. WP 4: Soil Analysis</li><li>5. WP 5: PR &amp; Marketing for Retail</li></ol> |
| <b>Call Deadline</b>       | 8 September 2026 12:00 CET                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Available Funding</b>   | €549,280 with potential for more to be added.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Project Duration</b>    | 2026-28, with a final report in early 2029.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>How to apply</b>        | Please submit your online application, including necessary attachments via <a href="https://myeitfood.eu">myeitfood.eu</a> .                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Contact Information</b> | <a href="mailto:Przemek.adolf@eitfood.eu">Przemek.adolf@eitfood.eu</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

## 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](#).

## Abbreviations

- **MRV** – Monitoring, Reporting and Verification
- **GHG** – Greenhouse Gas
- **CRCF** – Carbon Removal Certification Framework (EU)
- **LSRG** – Land Sector and Removals Guidance (GHG Protocol)
- **SBTi** – Science Based Targets initiative
- **CSRD** – Corporate Sustainability Reporting Directive
- **KPI** – Key Performance Indicator
- **PMO** – Project Management Office
- **SAI Platform** – Sustainable Agriculture Initiative Platform

## 2. Call to “First Regenerative Landscape in Serbia”

### 2.1. Description of Activities

This EIT Food call has the objective of recruiting participants to deliver the “First Regenerative Landscape in Serbia”.

The landscape is focused on enabling the transition from conventional to regenerative agricultural practices through farmer engagement, MRV-based evidence, value-chain incentives, and alignment with EU sustainability and policy frameworks. The Landscape will bring supply chain resilience by transitioning land to regenerative agriculture over 3 agricultural years from 2026-28, setting a foundation for continued progress in the region beyond the initial 3 years.

This Call is seeking a coalition of partners, to deliver key services that will drive measurable impact in the region of Vojvodina, Serbia. The initiative will support farmers in transitioning to regenerative agriculture practices while promoting the long-term sustainability of the wider region. A single organisation can deliver more than one work package if they demonstrate sufficient capability.

The farmers that we will work with are based in the Vojvodina region and farm a mix of soy, sunflower, wheat, corn and apples. The project will follow a phased approach with more farmers and hectares added every year. In 2026, we plan to work with 1430 hectares and 11 farmers, ramping that up to a total of 3750 hectares and 27 farmers in 2028.

## **WP1 – Project Management, Coordination and Communication Services**

1. Governance and Coordination
  - a. Support the implementation of a shared governance framework to enable aligned decision-making, issue resolution, and accountability across EIT Food, corporate partners, field-level entities, and consortium members.
  - b. Coordinate field-level entities responsible for in-field delivery, ensuring consistency across corporate supplier networks and agronomist teams.
  - c. Facilitate regular coordination meetings and structured information flows across partners.
2. Implementation Oversight and Alignment
  - a. Monitor delivery of technical assistance to ensure alignment with corporates' regenerative practices technical guidelines.
  - b. Ensure technical assistance is efficiently deployed across participating suppliers and agronomists within each corporate network.
  - c. Performance management and progress tracking against agreed workplans, milestones, and KPIs, escalating risks and proposing corrective actions where needed.
  - d. Support alignment between field-level implementation and broader landscape objectives.
3. Impact Measurement and Reporting
  - a. Consolidate inputs into landscape-level reporting aligned with EIT Food standards.
  - b. Ensure delivery of data collected and measured to each corporate member according to their reporting requirements, allowing integration in overall corporate MRV.
  - c. Develop the Reporting Framework and support transparent reporting of progress, outcomes, and lessons learned.
4. Communications and Visibility
  - a. Develop and implement a shared communication framework delivering consistent messaging across partners.

- b. Support internal and external communications, including updates, case studies, and learning outputs, documents translation from local language into English and vice versa when required.
- c. Prepare a Baseline Analysis or Regenerative Agriculture in Vojvodina Region. The analysis should provide an overview of farmers currently participating in supply chains, as well as those already implementing regenerative agricultural practices. It should also assess the potential number of farmers who could be integrated into supply chains in the future, along with the potential for expanding the number of hectares under regenerative practices. In addition, the analysis should include a brief policy overview of regenerative agriculture in Serbia, as well as a short review of the regenerative practices already being implemented in the country by off-takers.
- d. Organise yearly consortium events, including a kick-off event in 2026
- e. Obtain visibility for the project at annual landscape forums (fairs, conferences).
- f. Provide support to develop policy briefs and recommendations.
- g. Interact with the Ministry of Agriculture and other stakeholders (such as embassies, business associations, civil organizations, institutes etc) to support inclusion of regenerative agriculture practices in national legislation by organising bilateral meetings and roundtable events.
- h. Engage with other companies for potential extension of partnership in consortium with advising from EIT Food where relevant

## WP2 – MRV System Design & Deployment

The purpose is to recruit the infrastructure and methodological expertise necessary to quantify greenhouse gas (GHG) emission reductions, carbon removals and other benefits like soil health, biodiversity and farmer wellbeing achieved through the transition to more sustainable and regenerative agricultural practices. This should be done in accordance with the SAI Platform Regenerating Together Framework, GHG Protocol, CRCF, LSRG, SBTi and ISO 14067.

### MRV System Design & Deployment

1. MRV Framework Design and Governance
  - a. Design and implement a standardized MRV framework aligned with the participating organisations and EIT Food requirements, ensuring data privacy and rights are respected.
  - b. Define harmonized data collection protocols, methodologies, sampling approaches, and quality assurance processes for environmental, agronomic, and socio-economic indicators. This should include soil sampling every year on all cultivated areas.
  - c. Manage an integrated digital platform such as Cool Farm Tool to seamlessly aggregate and distribute MRV data individually to each partner, as needed, to integrate in their individual reporting framework.
  - d. Select and align relevant frameworks for GHG emissions, regenerative agriculture, and whole-farm performance, e.g. Cool Farm Tool.

- e. Develop and validate allocation methodologies and integrate them into collaboration and governance agreements.
2. MRV Deployment, Baseline, and Data Management
    - a. Deploy the MRV approach across pilot farms and a statistically representative selection of participating farms.
    - b. Collect, validate, and verify baseline and ongoing farm-level data.
      - i. These may include monitoring of land management practices like tillage, cover cropping, fertilization, irrigation, plant protection and crop rotations, measurement of carbon emissions and sequestration (e.g. using Cool Farm Tool), and socio-economic indicators like production cost changes and more.
      - ii. Collect soil samples in line with the plan made for the landscape
    - c. Input all farm-level data into the respective partner MRV systems either required by the companies or the platform selected by EIT Food.
    - d. Ensure data quality, traceability, scientific consistency, and completeness through verification and quality control procedures.
  3. Ongoing Monitoring, Reporting, and Compliance
    - a. Coordinate regular monitoring activities, including farm visits, sampling calendars, and analytical reviews.
    - b. Report regularly to project manager and consortium members on progress, including farmer participation, activities, and compliance with advisory and transition plans.
    - c. Maintain effective, continuous communication with farmers and suppliers, including:
      - i. Coordination of farm visits
      - ii. Communication of sampling timelines
      - iii. Sharing analytical results, insights, and feedback to support adaptive management
    - d. Track progress against agreed KPIs and flag risks, gaps, or corrective actions as needed.
  4. Reporting, Insights, and Learning
    - a. Produce consolidated data reports covering:
      - i. Agronomic and environmental KPIs (e.g. soil health, biodiversity, GHG emissions, water use, productivity), supported by a verified baseline.
      - ii. Financial and socio-economic KPIs, including farm-level profitability and net economic impact.
    - b. Deliver reporting and insights at multiple levels (corporate entity, farm, supplier network, and landscape) to demonstrate holistic system-level benefits.
    - c. Support learning, communication, and evidence-building across the EIT Food portfolio and partner networks.

## WP3 – Training & Advisory Services

Lead the design and delivery of farmer training for successful, long-term regenerative adoption.

1. Planning and Design
  - a. Develop comprehensive education on regenerative techniques tailored to local conditions
  - b. Develop regenerative agriculture guidelines for the farmers involved in the landscape, as well as training plans
  - c. Leverage, complement, and advance existing materials and initiatives to develop suitable modules/curriculum and guidelines fitting to the landscape, the crops, the typology and the current knowledge
  - d. Define the strategy for on-farm advisory support, which should include individual coaching and visits, group trainings and farmer mentorship by pairing experienced regenerative farmers with newcomers
  - e. Support the collection and input of data from farmers' fields into the MRV platform and partners with the MRV providers to support on the MRV design where needed
2. Implementation of Advisory and Training
  - a. Deliver training to ensure farmers use the MRV platforms as planned and ensure all data is adequately logged
  - b. Deliver training on regenerative practices for
    - i. farmers involved in the landscape
    - ii. one training a year for additional farmers
  - c. Advise each farmer in the selection of the practices they will implement, and advise them on the implementation
  - d. Match farmers to each other for mentorship
  - e. Take soil samples on farm
  - f. 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.
3. Reporting and Monitoring
  - a. Report to the local PMO on progress made, number of participants at trainings, farmers engaged, practices implemented and budgets spent

In all the above activities, the applicant is expected to leverage existing stakeholders, initiatives, expertise, materials, data and infrastructure where possible.

Due to the nature of this work package, which combines continuous on-farm advisory support, farmer engagement, and behavioural change towards regenerative practices, it is

expected that training and advisory services will be primarily delivered by organisations with strong field-level presence and established farmer networks. These may include NGOs, advisory organisations, and practitioner-led networks with demonstrated experience in farmer engagement and knowledge transfer.

Organisations with academic or research backgrounds are strongly encouraged to participate as part of the consortium, particularly in the design of training content, development of methodologies, and validation of approaches. However, given the need for ongoing, on-the-ground engagement and implementation support, applicants should ensure that the consortium includes partners with proven capacity for direct farmer-level delivery and advisory services.

## **WP4 – Soil Analysis**

This work package focuses on establishing reliable measurements of soil health across participating farms that link soil parameters with agricultural practices.

1. Soil Analysis Execution
  - a. Carry out soil analysis on key regenerative agriculture indicators such as:
    - i. Soil organic matter content
    - ii. Soil organic carbon content
    - iii. Soil compaction levels
    - iv. Preferably also: microorganisms present
    - v. Preferably also further soil health indicators
  - b. Align with MRV provider to ensure data is included in the modelling and reporting

## **WP5 – PR & Marketing for Retail**

To enhance visibility of regeneratively grown produce and to spread the knowledge about the benefits of regenerative agriculture, we are looking for PR and marketing support to create campaigns, mainly for retail.

1. PR & Marketing:
  - a. Develop in store communication and/or digital communication and/or leaflet communication to present a message about the specific production method
  - b. Create poster and/or signage screen communicating the story of regenerative agriculture
  - c. Create in-store communication (explanatory and infotainment materials) to raise consumer awareness of regenerative agriculture
  - d. Develop PR awareness support

- e. Provide the communications materials for all events and trainings organised as part of this work, including those with the wider public, suppliers and other stakeholders.
- f. Develop special packaging and design with clearly communicated benefits for bulk and packaged products
- g. Provide the communications materials for all events and trainings organised as part of this work, including those with the wider public, suppliers and other stakeholders.

## 2.2. Key Performance Indicators (KPIs)

All EIT Food funded projects should achieve relevant Core Key Performance Indicators (KPIs). For the Serbian Resilient Agriculture Landscape, the main KPIs are:

| Code    | KPI                                                        | KPI Definition                                                                                                                                                                                                                                    |
|---------|------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| EITHE07 | <b>Graduates from EIT labelled programmes (target: 20)</b> | Supporting farmers, advisors and any other stakeholders with training programmes<br><br><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 must submit project deliverables. For this activity the deliverables include but are not limited to:

### WP1 – Project Management, Coordination and Communication Services

- Operational landscape-level governance and coordination model with defined roles, decision-making processes, and regular partner coordination forums.
- Active project management and performance managed delivery, milestones, KPIs, and risks, ensuring alignment with regenerative practices and landscape objectives.
- Consolidated impact reporting, communication outputs, and strategic guidance supporting visibility and learning.
- Vojvodina region regenerative agriculture report

- Ecosystem & stakeholder map
- Consortium marketing and communication plan and guidelines developed
- Organised annual landscape forum organised (one kick-off and 2 forums)

#### **WP2 - MRV System Design & Deployment**

- Approved MRV framework defining indicators, data protocols, quality assurance, and allocation methodologies aligned with partner requirements.
- Deployed MRV approach delivering verified baseline and ongoing farm-level data across pre-defined environmental, agronomic, and socio-economic KPIs.
- Regular multi-level reporting and insight outputs translating MRV data into actionable learning at corporate, farm, supplier, and landscape scales, at least yearly.

#### **WP3 – Training & Advisory**

- Finalised advisory and training plan covering delivery models and integration of existing materials where possible.
- Delivered multi-year advisory to support farmers to integrate regenerative agriculture practices.
- Established demonstration farms (minimum 3).
- Established farmer peer to peer mentoring network.

#### **WP4 – Soil Analysis**

- Soil analysed across participating farms, for three years.
- Soil level data shared and made available to the MRV platform for visualisation by project members and farmers.

#### **WP5 – PR & Marketing for Retail**

- Create marketing and PR assets to be used in a retail environment and to share information with consumers about regenerative agriculture.

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**

Applications should be from a full consortium able to meet requirements of all work packages. Please note, consortium members can be responsible for more than one WP. 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, Coordination and Communication Services**

Coordinate and manage landscape-level governance and day-to-day activities, including partner collaboration, operational oversight, communications, and reporting, to ensure aligned delivery, accountability, and visibility of outcomes. Mobilise key stakeholders and build early engagement across the value chain to create the foundation for landscape implementation and farmer participation.

Lead communication, stakeholder engagement, and partnership development to strengthen visibility, policy dialogue, and collaboration across the value chain, while supporting knowledge exchange within EIT Food landscapes and enabling expansion of the regenerative agriculture ecosystem.

The applying entity, or consortium, must clearly 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 workstream 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.
- Ability to manage timelines, budgets, risks, and deliverables across multiple workstreams, acting as the primary interface with EIT Food and funders.
- Strong communications experience, including coordination of reporting, learning outputs, case studies, and visibility activities across European and Serbian platforms.
- The selected entity must be locally based in Serbia and able to work fluently in Serbian to ensure effective farmer engagement, regional coordination, and seamless communication with national stakeholders.

### **WP2 – MRV System Design & Deployment**

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.

The selected entity, or consortium, must demonstrate proven, independent MRV expertise, capable of delivering credible, decision-grade data across environmental, agronomic, and socio-economic outcomes relevant to a variety of agriculture systems including row crops and orchards.

The organisation(s) leading this workstream should demonstrate:

- Proven MRV methodologies for GHG, soil, practice adoption, productivity, biodiversity, and socio-economic indicators, with regional or crop system baselines and an integrated practice and outcome indicator framework.
- Crop system baseline establishment and soil sampling by end of 2026
- Demonstrated MRV delivery at farm, supplier, and landscape scale, including baseline development, monitoring, and documented QA/QC to produce audit ready outputs.
- Strong data governance including privacy protections, data sharing protocols, 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, 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 and others, supporting 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.
  - Remote sensing and satellite data (where appropriate), applied to indicators such as land use and crop cover.

### **WP3 - Training & Advisory**

The applying entity or consortium must 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 and advisory services to support farmers' transition to regenerative agriculture. Preference will be given to consortia that combine academic or research excellence with strong field-level delivery capacity (e.g. NGOs, advisory organisations or farmer networks), ensuring both technical quality and effective farmer engagement.

Build farmer knowledge and capacity to adopt regenerative agriculture practices through targeted training programmes, advisory support, mentorship, and demonstration farms that enable practical learning and knowledge transfer across the landscape.

The organisation(s) leading this workstream should demonstrate:

- Deep technical knowledge of regenerative agriculture practices.
- Proven experience advising and training farmers on regenerative practices.
- Strong understanding of the Serbian farming systems and ecosystem.

- Capacity to deliver both individual on-farm advisory services and group-based farmer training, including transition planning, practice implementation, and adaptive management.
- Work closely with MRV team to establish crop system baseline and soil sampling by end of 2026
- Ability to design and deliver multi-year training programmes, using classroom, field, and on-farm demonstration formats.
- Strong communication, facilitation, and farmer engagement skills, with Serbian-speaking advisors able to operate effectively in Vojvodina region.
- The selected entity must be able to work fluently in Serbian to ensure effective farmer engagement, regional coordination, and seamless communication with regional stakeholders.

#### **WP4 – Soil Analysis**

The selected entity must demonstrate proven, independent soil analysis expertise, capable of delivering accurate data for a variety of soil healthy indicators.

Demonstrated experience in soil laboratory analysis, supporting baseline and ongoing measurement of soil health, soil carbon, and nutrient status indicators should be demonstrated.

#### **PR & Marketing for Retail**

Create marketing and PR assets to be used in a retail environment and to share information with consumers about regenerative agriculture.

The organisation(s) leading this should demonstrate:

- Min 5 Years of PR experience
- A relevant portfolio for the Food and Agriculture sector
- Successfully run campaigns for major retailers in Serbia
- Excellent command of the Serbian language

## **4. Funding**

This is a co-funded initiative between EIT Food and corporate partners. The total available funding to this call is €549,280. One project will be selected. It runs from October 2026 to April 2029. The maximum funding available for that period per application is €549,280.

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 Agriculture 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. Applicants are not expected to bring in any co-funding.

# 5. Call Timeline and Application

## 5.1 Timeline

This funding opportunity follows the timeline below:

|                                                           |                             |
|-----------------------------------------------------------|-----------------------------|
| Call Open Date                                            | 08 July 2026                |
| Call Deadline                                             | 08 September 2026 12:00 CET |
| Expert Evaluation of Applications                         | 09 Sept – 15 Sept 2026      |
| Communication to applicants                               | 16 September 2026           |
| Standstill period, Onboarding, Validation and Contracting | 16 Sept – 16 Oct 2026       |
| Indicative start of project implementation                | 19 October 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. Admissibility, Eligibility and Evaluation Process

### 6.1 Admissibility

Please note that completing the following two steps is a mandatory prerequisite for submitting an application for EIT Food Calls.

- First, applicants must register their organisation on the [EU Funding & Tenders Portal](#) in order to obtain a unique nine-digit Participant Identification Code (PIC); if unsure whether a PIC already exists, organisations can verify their registration directly via the [EU Portal](#).
- Second, applicants must register, access and complete their submission through the platform MyEITFood.eu.

Only proposals complying with the following conditions will be considered eligible for further evaluation:

Applications must be submitted in English before the call deadline, submitted using the forms provided inside MyEITFood.eu, complete and contain all parts and mandatory annexes and supporting documents.

**Any proposals submitted after the deadline will be inadmissible.**

**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 Eligibility

Any legal entity, regardless of its place of establishment, including legal entities from [non-associated third countries](#) is **eligible to participate**, provided that the conditions laid down in the Horizon Europe Regulation have been met (e.g. the entity is not under EU sanction, please refer to annex 1), along with any other conditions laid down in the specific call/topic.

For this call, a 'legal entity' means any legal person created and recognised as such under national law, EU law or international law, which has legal personality and which may, acting in its own name, exercise rights and be subject to obligations, or an entity without legal personality.

In accordance with the Horizon Europe Work Programme 2025, in order to be **eligible for funding**, the **applicant must be established in one of the eligible countries**, i.e.:

- the Member States of the European Union, including their outermost regions;
- the Overseas Countries and Territories (OCTs) linked to the Member States;

- countries associated to Horizon Europe;
- certain low- and middle-income countries.
- Legal entities, which are established in countries not listed above will be eligible for funding if their participation is considered essential for implementing the action by the EIT.

Only proposals satisfying all the eligibility criteria shall pass on to the selection and evaluation stages.

Applicants must have minimum of 3 years proven experience for their respective work package deliverables.

### 6.3 Consortium composition

Only legal entities forming a consortium are eligible to participate in the actions provided that the consortium includes, as beneficiaries, at least **two legal entities** independent from each other.

### 6.4 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 in section 6.4.1. External evaluators score the award criteria Excellence, Quality and Efficiency of Implementation and Impact. Internal evaluators only score Strategic Fit (15% of total weight). The internal evaluator score does not outweigh the external assessment. The evaluation consists of a remote evaluation phase where internal and external evaluators conduct their assessment based on the stated criteria, followed by an interview with the same evaluators. Evaluators have the possibility to revisit their scores after the panel.

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.

Expert evaluators are obliged to use the [Horizon Dashboard](#) during the assessment and to provide evidenced justification on the assessment of the proposal's budgets.

#### 6.4.1. Evaluation Criteria

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

| Criteria                                                                    | Sub criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Score |
|-----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| <b><i>Excellence (40%)</i></b>                                              | <ul style="list-style-type: none"> <li>• The experience of the consortium in delivering regenerative agriculture projects and EU-project delivery experience</li> <li>• The strength of the consortium's presence in Serbia and connection to the agricultural ecosystem</li> <li>• Demonstrated ability in partnering and/or advising on collaborations with farmers, public and private sector actors such as supermarkets, retailers, regional and national authorities, etc.</li> <li>• Demonstrates how gender and diversity dimensions are considered in the expected impact of the project, including effects on different social groups</li> </ul> | 1-5   |
| <b><i>Impact (25%)</i></b>                                                  | <ul style="list-style-type: none"> <li>• Capacity to demonstrate measurable improvements in farming practices, environmental outcomes, and data-driven decision-making and program evolution if needed</li> <li>• Plan for development of marketing and PR assets towards retailers and consumers</li> </ul>                                                                                                                                                                                                                                                                                                                                               | 1-5   |
| <b><i>Quality and efficiency of the implementation (20%)</i></b>            | <ul style="list-style-type: none"> <li>• Ability to deliver the activities outlined at a high quality</li> <li>• Efficient use of resources, including use of digital tools, data systems, and adaptive management processes</li> <li>• Strength of workplan including timelines, risk mitigation</li> <li>• Value for money: efficient use of funding</li> <li>• Long-term sustainability of the landscape (e.g. through improved farmer economics, continued corporate engagement, or scalable service models)</li> </ul>                                                                                                                                | 1-5   |
| <b><i>KIC portfolio strategic fit and compliance with the financial</i></b> | <ul style="list-style-type: none"> <li>• Overall fit to EIT Food portfolio and strategic priorities, including resilient agriculture</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 1-5   |

|                                        |                                                                                                                                                  |  |
|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>sustainability principles (15%)</b> | <ul style="list-style-type: none"> <li>Ability to collaborate with EIT Food, corporate partners, suppliers and financial institutions</li> </ul> |  |
|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|--|

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.

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 (only one proposal will be funded) after the interview conducted by 1 internal and 3 external experts, based on the same criteria listed under 6.4.1.**

| 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. |

Following the award decision, all applicants shall be informed of the result in writing. All applicants shall receive their assessment, including their score.

In case an applicant requests further clarification regarding the evaluation result, it may contact the KIC by email. Such requests will be replied within 15 days (this deadline may be extended by the KIC with due justification).

Successful proposals will be invited to the financial support agreement preparation stage/onboarding, the other proposals will be put on the reserve list or rejected.

## 6.5 Appeal on Evaluation Results

Applicants can submit an appeal within 15 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, 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.

A Collaboration Agreement will also be signed by the corporate offtakers and EIT Food.

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.

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

## 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 call, please contact [przemek.adolf@eitfood.eu](mailto:przemek.adolf@eitfood.eu).

Please visit [our website](#) 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.