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UK Regenerative Agriculture Landscape Finance Model Pilot: Technical Implementation & Replicability Assessment (Implementer Call)

**EIT FOOD/UK Regenerative Agriculture
Landscape Finance Model Pilot/
2026-2027**

EIT FOOD

Leuven, Belgium

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Table of Contents

Call Fact Sheet.....	2
1. Introduction	2
2. Adding a Technical Delivery Participant for the UK Regenerative Agriculture Landscape Finance Replication Model Pilot for Technical Implementation and Replicability Assessment	2
2.1. Description of Activities	3
2.2. Key Performance Indicators (KPIs)	3
2.3. Deliverables and Milestones.....	4
3. Description of Role & Profile	5
3.1 Role	5
3.2 Profile.....	5
4. Funding	6
4.1. Financial Sustainability	6
5. Call Timeline and Application	7
5.1 Timeline	7
5.2 Application Submission.....	7
6. Eligibility, Evaluation and Selection Process.....	7
6.1 Eligibility.....	7
6.2 Evaluation Process	8
6.2.1. Evaluation Criteria	8
6.3 Appeal on Evaluation Results	10
7. Administrative Items.....	10
7.1 Onboarding	10
7.2 EIT Food Legal Framework & Legal Documents to be signed.....	11
7.3 Payment Schedule	11
7.4 Monitoring	11
7.5 Support	11
ANNEX 1 – Eligibility.....	13
ANNEX 2 - History of Changes	14

Call Fact Sheet

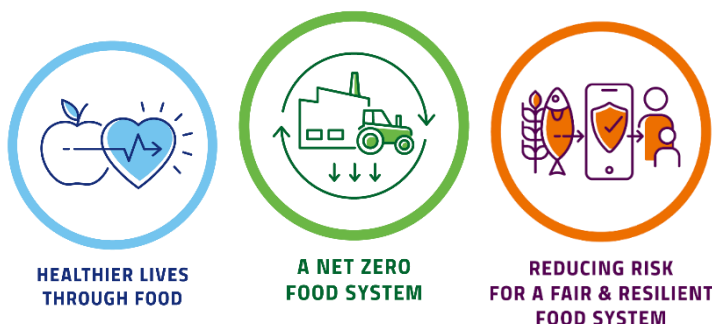
Title of Call	UK Regenerative Agriculture Landscape Finance Model Pilot: Technical Implementation & Replicability Assessment (Implementer Call)
Objective and Scope	Recruit an entity to provide technical implementation support, assess replicability, and document success factors and replication conditions for a pre-defined UK regenerative agriculture landscape finance model.
Call Deadline	06-05-2026 12:00 CET
Available Funding	Funding for this call is a maximum of 130,000 euros
Project Duration	June 2026 – June 2027
How to apply	MyEITFood Portal
Contact Information	Regenerative Innovation Portfolio RegenInnoPortfolio@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. Adding a Technical Delivery Participant for the UK Regenerative Agriculture Landscape Finance Replication Model Pilot for Technical Implementation and Replicability Assessment

This EIT Food Request for Implementing Participants has the objective of recruiting one technical delivery participant to provide technical support and to conduct an assessment of the replicability of a pre-defined UK regenerative agriculture landscape finance model pilot currently underway within an Overarching Landscape Initiative in the East of England.

The initiative and pilot currently underway are built on a pre-existing overarching initiative in the East of England which WBCSD-OP2B joined in March 2025 to co-develop and pilot a blended finance model aimed at transitioning 40% of the region's cropland to regenerative practices by 2030.

The selected technical delivery participant will be responsible for the technical and financial replicability assessment and for the direct implementation support, including governance and operating arrangements, and finance mobilisation support. The selected participant will also coordinate on the farmer engagement activities (which will be led by an additional participant selected through a separate open call as part of the project) and will integrate relevant inputs from that workstream into the structured replication learnings produced for application in other European landscapes.

2.1. Description of Activities

The selected entity will:

- Provide direct technical support to the UK pilot implementation of the **pre-defined** financing model and deliver a technical and financial assessment to test applicability and replicability of the financing model for implementation in the UK Regenerative Agriculture Landscape.
- Establish implementation readiness documentation covering governance and operating arrangements, including stakeholder roles, decision making processes, and delivery coordination.
- Support mobilisation and fundraising readiness with key finance and enabling actors, including preparation of engagement materials and structured inputs to secure commitments.
- Support in the identification and mobilization of a pool of interested farmers (in coordination with an additional consultant selected through a separate open call to lead the farmer engagement activities). Support will include at least monthly coordination touchpoints and the integration of farmer engagement feedback into the refinement of the financing package, the implementation readiness documentation, and the replication/adaptation learning package.
- Support targeted piloting and refinement of priority components of the financing model, with clear recommendations and documented decision points.
- Produce a replication learnings package with a structured process map, success factors, enabling conditions, and a practical guidance note for transfer to other European landscapes.
- Provide inputs for the dissemination outputs, including contribution to dissemination materials and participate in structured dialogue on replication pathways and enabling conditions for application in other European landscapes.

2.2. Key Performance Indicators (KPIs)

All **EIT Food funded** projects should achieve relevant Core Key Performance Indicators (KPIs). For this activity, the main KPI is:

Code	KPI	KPI Definition
EITHE11	Financial Sustainability	Financing revenues generated by the EIT Food.

EITHE16	Results Disseminated	Results disseminated through the EC dissemination tools.
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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:

- **Communication, Dissemination and Outreach Plan** (Month 2)
- **D1 Inception package** including workplan, methodology, coordination plan with the farmer engagement provider (procured through a separate open call), and risk register (Month 2)
- **D2 Interim technical and financial replicability assessment findings** including emerging governance and finance mobilisation insights (Month 6)
- **D3 Governance and operating arrangements package** including draft governance structure, roles, decision making, operating model, and participation documentation and agreements (where applicable) (Month 8)
- **D4 Finance mobilisation and fundraising readiness package** including stakeholder engagement approach and documented commitment pathway outputs suitable for implementation (Month 9)
- **D5 Replication learnings and guidance package** (replication playbook) including success factors, enabling conditions, implementation process map, and replication guidance for other European landscapes (Month 11)
- **D6 Final report and co-branded dissemination materials pack** including (non-sensitive) inputs suitable for joint materials/events/reports and a short summary of replication pathway and enabling-conditions dialogue outputs, plus a dissemination log aligned to KPI 6.2 evidence needs (Month 12)

Milestones (project level indicators, evidenced through deliverables)

- **M1 Minimum 6 coordination touchpoints with EIT Food** and structured coordination with the (farmer engagement provider procured through a separate open call) maintained throughout delivery (by Month 12)
- **M2 Governance structure endorsed by participating stakeholders**, evidenced in writing (by Month 8)
- **M3 Lead coordinating organisation confirmed for implementation**, evidenced by formal confirmation (by Month 9)
- **M4 MoUs or letters of intent secured with key anchor organisations where feasible**, including non-binding indicative funding commitments where applicable, evidenced by signed documents (by Month 10)
- **M5 MRV provider appointment confirmed where in scope**, evidenced by formal confirmation (by Month 10)
- **M6 Impact measurement framework and MRV data requirements agreed where in scope**, evidenced by final document and written endorsements (by Month 12)

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

- Lead delivery of **technical and financial replicability assessment** and **implementation readiness support** for a blended finance model currently being designed within a pre-existing UK Regenerative Agriculture Landscape in the East of England. WBCSD-OP2B joined the initiative in March 2025 to co-develop and pilot a blended finance model aimed at transitioning 40% of the region's cropland to regenerative practices by 2030.
- Develop and document **governance and operating arrangements** required for implementation readiness, including roles, decision making, working routines, and interfaces with key landscape stakeholders.
- Drive **stakeholder coordination and engagement** with relevant finance and enabling actors, including **banks, corporates, insurers, and public sector actors**, to support pathways needed for implementation.
- Provide end to end **project management and delivery coordination**, including integration with the parallel farmer engagement workstream (led by an additional consultant selected through a separate open call), and clear management of risks, dependencies, and timelines.
- Produce **replication ready outputs** including structured success factors, enabling conditions, implementation process mapping, and practical guidance for transfer to other European landscapes.
- Deliver the required **D1 to D6 deliverables** and provide evidence against **M1 to M6 milestones** through documented outputs, stakeholder confirmations, and final packages.
- Support **KPI 16 dissemination** by preparing **Communication, Dissemination and Outreach Plan**, and by delivering the related dissemination-ready outputs suitable for publication on EC dissemination platforms (e.g., Horizon Results Platform), including replication guidance and implementation readiness outputs, guidelines, and a dissemination log as part of the final deliverables.
- Maintain structured coordination with EIT Food and the farmer engagement provider selected through a separate open call, ensuring farmer engagement insights are captured and reflected in implementation readiness documentation and replication guidance.

3.2 Profile

Required expertise and capacity

- **Team expertise and capacity** in transition finance, regenerative agriculture, and landscape-level initiatives.
- Evidence of delivery on **comparable projects in the last 5 years**.

UK experience and established stakeholder network

- Demonstrated **UK delivery experience** in relevant programmes or landscape level initiatives, with ability to operate effectively in the East of England context.
- Existing or clearly demonstrated ability to build relationships with relevant UK stakeholder groups, including farmer facing organisations and enabling actors.

Stakeholder coordination and engagement capability

- Proven capability in stakeholder mapping, relationship management, and delivery in multi stakeholder systems.
- Ability to convene and coordinate across key actor groups relevant to implementation.

Implementation and finance mobilisation capacity

- Demonstrated ability to engage and work with **banks, corporates, insurance providers, and public sector actors**.
- Ability to develop practical work packages that support mobilisation of finance and stakeholder commitment pathways.

Project management and delivery approach

- Strong project management capability including planning, delivery control, risk management, and quality assurance.
- Ability to coordinate parallel workstreams and contractors and manage dependencies.

Replication ready outputs

- Ability to produce structured learnings, success factors, process mapping, and practical guidance suitable for replication across other European landscapes.
- Ability to prepare dissemination-ready materials suitable for publication on EC dissemination platforms, to support wider communication and outreach.

4. Funding

The total budget for this call is EUR 130,000. Implementing participant recipients will receive a subgrant to fund their cost.

The project runs from June 2026 to June 2027. The maximum funding available for that period per application is EUR 130,000.

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 101269771. In those limits are included all the EIT Funding awarded to an organization across all the activities and prizes for the 3-year grant agreement.

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

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

- Subcontracting can amount to a maximum of 30% of total costs.
- Participants are not permitted to give a subgrant to another third party.

4.1. Financial Sustainability

Financial sustainability is supported through a co-financed implementation approach that combines partner contributions for the original model and replication, alongside potential revenue pathways

linked to services enabled by the project outputs, including implementation support, governance and operating arrangements, technical guidance, and dissemination and learning products that can be reused for future replication cohorts and funding opportunities.

5. Call Timeline and Application

5.1 Timeline

This funding opportunity follows the timeline below:

Call Open Date	06 March 2026
Call Deadline	06 May 2026 at 12:00 CET
Remote Evaluation of Applicants	06 May 2026 – 20 May 2026
Communication to selected participants	20 May 2026
Standstill period, Onboarding, Validation and Contracting	Until 20 June 2026
Indicative start of project implementation	21 June 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](#), no later than the call deadline.

6. Eligibility, Evaluation and Selection Process

6.1 Eligibility

This call is open to all eligible legal entities and is targeted to mono-beneficiaries. Consortia are not eligible to apply. 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 5 years. - Provide a PIC Number. If you do not have, create one here: https://www.eitfood.eu/files/PIC-Guidance.pdf
Application Eligibility	Each application must:
	- Be complete, with all mandatory application documents uploaded. - Include mandatory deliverables listed above. - 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.

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

6.2.1. Evaluation Criteria

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

Criteria	Sub criteria	Score
Excellence (30%)	• Team expertise and capacity in transition finance, regenerative agriculture, and landscape-level initiatives • Comparable projects delivered in the last 5 years • Capability to facilitate workshops/interviews in English with English speaking stakeholders and to produce high quality written outputs in English. • Robust technical and financial replicability assessment approach • Ability to produce replication-ready outputs and high-quality deliverables • Clear approach to technical implementation support and technical and financial replicability assessment. • The proposal demonstrates how gender and diversity dimensions are considered in the expected impact of the project.	1-5

Impact (30%)	• Credible implementation readiness pathway for the UK and replication across EU landscapes • UK (East of England) stakeholder network and engagement approach including farmer-facing organisations • Finance mobilisation readiness approach engaging banks, corporates, insurers, and public sector actors • Dissemination contribution through practical outputs for publication on EC dissemination platforms, supported by evidence	1-5
Quality and efficiency of the implementation (20%)	• Clear workplan, timeline, and resourcing aligned to deliverables • Strong project management, risk management, and quality assurance • Clear coordination approach with the farmer engagement provider (to be selected through a separate open call) and management of dependencies • Value for money with proportionate budget	1-5
KIC portfolio strategic fit and compliance with the financial sustainability principles and knowledge triangle integration (20%)	• Alignment with EIT Food objectives and the EIT food Resilient Agriculture Landscapes. • Compliance with EIT Food brand, dissemination, and IP requirements • Replication and sustainability logic focused on structured replication planning and enabling conditions	

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 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 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**

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 according to the Company Size, with subsequent payments being linked to eligible cost reported. In multi-year projects, EIT Food will transfer yearly instalments calculated based on the latest cost report.

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.

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 cina.tanzarella@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.

ANNEX 2 - History of Changes

Version	Publication Date	Changes
Version 1	02.03.2026	
Version 2	24.03.2026	Increase of call budget from 114,000 euros to 130,000 euros. Modification of description of Existing Initiative in East of England (in section 2 and section 3.1)