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UK Regenerative Agriculture Landscape Finance Model Replication Pilot: Farmer Engagement Mobilisation and Communications (Implementer Call)

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

EIT FOOD

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Call Fact Sheet

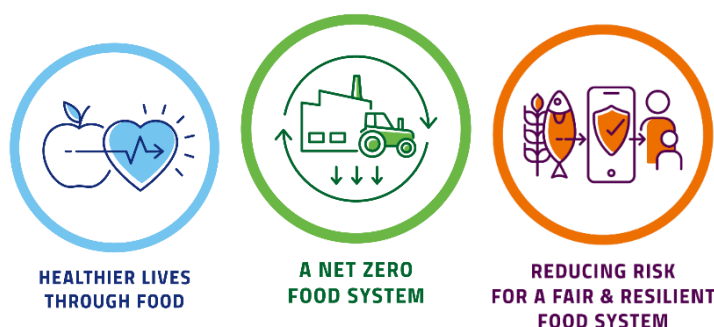
Title of Call	UK Regenerative Agriculture Landscape Finance Model Replication Pilot: Farmer Engagement Mobilisation and Communications
Objective and Scope	Deliver farmer engagement mobilisation to provide structured feedback on a UK regenerative landscape finance model, including on criteria and considerations relevant to potential uptake and implementation. The scope includes identification and engagement of a farmer cohort to provide feedback on the financing model, planning and delivery of engagement activities , coordination with the Technical Implementer (under selection) , and development and delivery of dissemination outputs aligned to EIT Food requirements.
Call Deadline	05 May 2026 12:00 CET
Available Funding	Funding for this call is a maximum of EUR 45,000.
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 Participant for Farmer Engagement Mobilisation and Communications to Support Structured Feedback on the Finance Model and Its Potential Uptake

This EIT Food Request for an Implementing Participant has the objective of recruiting a delivery participant to lead farmer engagement mobilisation and communications activities in support of a pre-defined regenerative agriculture landscape finance model replication pilot underway in the United Kingdom.

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. A technical and financial replicability assessment will be conducted in parallel and in connection with the activities under this call.

The participant selected through this call (Farmer Engagement Mobilisation and Communications) will coordinate closely with the [Technical Implementer \(under selection\)](#), responsible for the technical implementation and replicability assessment of the financing model, to ensure that farmer feedback and engagement insights are systematically captured and transmitted to inform refinement of the financing package, implementation design, and related learning outputs.

The selected participant for this call will be responsible for leading farmer engagement mobilisation and communications activities, including outreach, consultations and structured feedback to inform refinement of the financing package and implementation design, as well as criteria and considerations relevant to potential uptake.

2.1. Description of Activities

- **Design and deliver a farmer engagement and outreach plan** with the objective to mobilize a cohort of farmers willing to A) provide feedback informing and supporting the pre-defined financing model and to B) identify the factors, criteria and enabling conditions relevant to attractive and feasible future uptake of the financing mechanism.
- Engagement formats may include a combination of in person and virtual consultations, workshops, webinars, roundtables and related formats to support cost effective and inclusive delivery in the East of England context. A minimum of 4 consultations and engagement sessions is required, with in person delivery expected for up to 2 sessions where relevant.
- Activities will include:
 - Targeted outreach to farmers to present the financing model and to mobilize their participation in providing feedback on its implications for farm-level transition to regenerative practices
 - Development and implementation of a process to identify and engage farmers to participate in consultations and provide feedback on the financing model, including on the factors, criteria and enabling conditions relevant to attractive and feasible future uptake of the financing mechanism
 - Development and deployment of communication and engagements materials tailored to regional farmers and relevant enabling actors such as workshop,

webinar and outreach materials aligned to the milestones and deliverables of this call

- **Facilitate structured farmer feedback on the financing model design**, including coordinating a series of farmer consultations and/or engagement activities to assess key components of the proposed financing mechanism and to gather insights on feasibility, scalability, and attractiveness. Activities will include:
 - Engagement of farmers to discuss transition implications, barriers, and enabling conditions
 - Collection of feedback on the financing model and package including relevant technical assistance and MRV considerations
 - Consolidation of learnings from these activities will inform the design and refinement of the financing package and provide insights relevant for potential replication, adaptation and scaling of the model within the UK and Europe
- **Coordinate closely with the financing model technical implementation partner** to ensure that farmer feedback and engagement insights are systematically captured and transmitted to inform the refinement of the financing package and related learning outputs.

2.2. Key Performance Indicators (KPIs)

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

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

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 deliverable is:

D1 Final report and outputs materials package including but not limited to the following elements:

- Farmer Engagement, Outreach, Communication and Dissemination Plan, including target farmer groups and relevant enabling actors, proposed engagement formats and channels, and indicative delivery timeline
- Inception package, including:
 - farmer engagement workplan, stakeholder mapping of relevant farmer organizations and networks in the landscape, and proposed outreach approach
 - farmer engagement, outreach and communication templates, guidelines and materials
 - coordination plan with the Technical Implementer engaged under Call 1
- Evidence and materials related to the development and delivery of at least 4 consultations and engagement sessions focused on the financing model (including workshops, webinars, roundtables, panels and related formats, together with participation data and activity documentation)

- Structured farmer feedback and financing model insights, including:
 - recommendations and considerations to inform refinement of the financing package and implementation design
 - factors, criteria and enabling conditions relevant to potential future uptake of the financing model, including a potential trial of the model in 2027

The report and supporting documentation must be aligned to EIT Food reporting requirements. (July 2027)

Milestones (project level indicators, evidenced through deliverables)

M1 Initial coordination and planning established and approved including agreement on the Farmer Engagement, Outreach, Communication and Dissemination Plan and the coordination approach and plan with the technical consultant engaged under [Call 1](#) (Month 1)

M2 Inception package and farmer engagement, outreach and communications materials developed and ready for deployment, including:

- farmer engagement workplan, stakeholder mapping, proposed outreach approach, and
- materials supporting workshops, webinars, roundtables and related formats (Month 4)

M3 Delivery of at least 4 consultations and engagement sessions focused on the financing model (including workshops, webinars, roundtables, panels and related formats) with participation data, activity documentation, and structured feedback outputs provided to the Technical Implementer engaged under Call 1 (Month 10)

M4 Final Report and package of material including

- structured and consolidated farmer feedback and financing model insights,
- dissemination materials and supporting documentation
- recommendations to inform refinement of the financing package and implementation design, and
- factors, criteria and enabling conditions relevant to potential future uptake of the financing model (and a potential trial of the model in 2027)
- supporting document aligned to EIT Food reporting requirements (Month 12)

Minimum 6 coordination touchpoints with EIT Food and structured coordination with the Technical Implementer engaged under Call 1 maintained across delivery (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

- Deliver farmer and farming community engagement mobilisation and communications to support structured feedback on a UK regenerative landscape finance model including considerations relevant to potential uptake and implementation.

- Develop and execute a communication and engagement plan for regional farmers and relevant enabling actors, selecting the most effective formats and channels for the UK context.
- Produce and submit communication and engagement materials, including workshop, webinar and outreach materials, that clearly present the financing model, its benefits, and its implications for farmers and enabling actors.
- Plan and deliver outreach and engagement activities such as in person or virtual consultations, workshops, panels, webinars, roundtables, and targeted outreach meetings, including a minimum of four farmer group feedback sessions focused on the financing model design, practical implementation considerations, and criteria relevant to potential uptake.
- Capture and document participation data, communication outputs, and structured farmer feedback, including financing model insights and factors, criteria and enabling conditions relevant to potential future uptake and trial of the financing model, for submission in line with deliverables and reporting requirements.
- Provide ongoing coordination with EIT Food and structured coordination with the Call 1 provider to align timing, messaging, and integration of farmer feedback into implementation readiness outputs.

3.2 Profile

Economic drivers and criteria for farmer transition to regenerative practices

- Demonstrated understanding of the economic drivers of farmers' transition to regenerative practices, and experience supporting farmers and farming organizations in understanding transition implications, including the ability to translate technical and financial concepts into accessible guidance.

Farmer engagement and mobilisation capability

- Demonstrated expertise and capacity to design and deliver farmer and farming community engagement to support structured feedback on the UK regenerative landscape finance model and its potential uptake and trial.
- Evidence of comparable farmer engagement or mobilisation programmes delivered in the last 5 years with documented outcomes

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 access to, or credible ability to mobilise, UK farmer facing organisations, networks, and regional farming communities

Communications, facilitation, and outreach delivery

- Proven ability to develop and deploy practical outreach materials tailored to farmers and relevant enabling actors
- Experience delivering effective engagement formats such as events, panels, webinars, and targeted outreach meetings, including facilitation and moderation, with participation evidence captured

Project management and coordination

- Strong project management capability including planning, delivery control, risk management, and quality assurance.
- Ability to coordinate closely with EIT Food and the Call 1 Implementer and to manage dependencies across the two calls.

4. Funding

The total budget for this call is **EUR 45,000**. Implementing participant recipients will receive a subgrant to fund eligible costs related to delivery of the activities and outputs set out in this call.

The project runs from June 2026 to June 2027. The maximum funding available for that period per application is **EUR 45,000 (lump sum)**.

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 lump sum 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](#).

Participants are not permitted to give a subgrant to another third party.

The total lump sum contribution will be disbursed in instalments. It is conditional upon the delivery of the project deliverable mentioned above. The deliverable is associated with proportional cost allocation and deduction rate. In cases where deliverables are not completed or only partially fulfilled, a deduction will be applied up to the amount associated with the incomplete deliverable.

The lump sum is intended to support a broad set of activities aligned with Horizon Europe and EIT Food priorities. It covers the following cost categories:

- **Personnel (up to €32,400):** *This will support the delivery of farmer engagement, mobilisation and communications activities in the East of England for regenerative agriculture landscape finance model replication pilot. Personnel input across 12 months for outreach, coordination, engagement delivery, feedback synthesis, and reporting.*
- **Travel & Subsistence (up to €1,600):** *This will cover travel for up to 2 in person consultations or workshops, related coordination meetings, local travel, and limited farmer participation support (and travel for those participants)*
- **Other Goods & Services (up to €2,000):** *This will cover venue hire, catering, outreach materials, and digital tools for a minimum of 4 consultations and engagement sessions (including at least 2 in-person consultations or workshops).*
- **Indirect Costs (up to €9,000):** *This will support indirect costs for the delivery of farmer engagement, mobilisation and communications activities in the East of England for regenerative agriculture landscape finance model replication pilot.*

4.1. Financial Sustainability

This call is positioned within the broader WBCSD OP2B initiative and is designed to generate replication ready outputs that can be applied across additional European landscapes. Financial sustainability is supported through a co-financed implementation approach that combines non-EU funding and partner contributions for 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	3 April
Call Deadline	05 May 2026 at 12:00 CET
Remote Evaluation of Applicants	05 May 2026 – 19 May 2026
Communication to selected participants	19 May 2026
Standstill period, Onboarding, Validation and Contracting	Until 19 June 2026
Indicative start of project implementation	22 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 Portal](#), no later than the call deadline.

6. Eligibility, Evaluation and Selection Process

6.1 Eligibility

This call is open to all legal entities and targets mono-beneficiaries. Consortia are not eligible.

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: https://www.eitfood.eu/files/PIC-Guidance.pdf
Application Eligibility	Each application must:
	• Be complete, with all mandatory application documents uploaded. • Be submitted on time via our submission template. • Be fully written in English.

Equal opportunity: The call is open to all applicants, including those without an existing partnership agreement with EIT Food. All members of the KIC Partnership (as defined in the Partnership Agreement) shall have equal opportunity to participate in this funding opportunity.

6.2 Evaluation Process

All submitted applications will undergo an eligibility check and evaluation to determine their feasibility and suitability for funding opportunity.

During the eligibility check, if EIT Food identifies obvious or technical errors in a proposal, applicant will have the opportunity to correct or resubmit their proposal within three (3) calendar days following the call submission deadline. Such errors may include system malfunctions, typos, or missing supporting documents.

The correction window is intended to ensure that these issues do not unduly affect the evaluation of otherwise eligible proposals. Please note that this opportunity is strictly limited to rectifying technical errors and does not permit substantive modifications to the proposal content.

The evaluation will be conducted by a minimum of 1 external evaluator 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 farmer engagement, mobilisation, and communications for regenerative agriculture or landscape level initiatives • Comparable farmer engagement programmes delivered in the last 5 years with documented outcomes • Quality and realism of the proposed engagement and outreach approach for the regional context • Ability to produce practical outreach materials and clear written outputs	1-5
Impact (30%)	• Strength of UK experience and stakeholder network including farmer facing organisations and regional farming communities • Credible approach to mobilizing and engaging farmers in consultations and feedback activities, with appropriate consideration of diversity and inclusion • Quality of the approach to gathering and synthesizing farmer feedback to support financing package refinement and financing implementation readiness • Quality of the proposed dissemination approach and approach to capturing reach and participation	1-5
Quality and efficiency of the implementation (20%)	• Clear workplan, timeline, and resourcing aligned to deliverables	1-5

	• Strong project management, risk management, and quality assurance • Clear coordination approach with the technical consultant engaged under Call 1 and management of dependencies • Value for money with proportionate budget	
<i>KIC portfolio strategic fit and compliance with the financial sustainability principles and knowledge triangle integration (20%)</i>	• Alignment with EIT Food objectives and dissemination requirements, including: ○ Compliance with EIT Food brand, visibility, and IP requirements ○ Contribution to stakeholder engagement and collaboration, and replication learning value	1-5

Each evaluation sub-criterion will be scored from 1 to 5 using the following scoring system. **The quality threshold for selection is a total weighted score of 3.5. The top highest-scoring applications will be selected.**

Score		Description
1	Poor	The criterion is inadequately addressed, or there are serious inherent weaknesses
2	Fair	Application broadly addresses the criterion but there are significant weaknesses
3	Good	Application addresses the criterion well, but a number of shortcomings are present
4	Very good	Application addresses the criterion very well, but a small number of shortcomings are present
5	Excellent	Application successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

All applicants will be alerted in writing to the outcome of their proposal.

The recipients of EIT Funding must take all measures to promote equal opportunities between men and women in the implementation of the action and, where applicable, in line with the gender equality plan. They must aim, to the extent possible, for a gender balance at all levels of personnel assigned to the action, including at supervisory and managerial level.

6.3 Appeal on Evaluation Results

Applicants can submit an appeal within 5 days of receiving their result, if:

- The evaluation of their proposal has not been carried out in accordance with the procedures set out in this document.

For more details, please refer to [EIT Food Redress guidance](#).

7. Administrative Items

7.1 Onboarding

Entities that have never been part of projects funded by the EIT Food and that do not have a PIC validated by the Research Executive Agency (REA) of the European Commission will be subject to a PIC validation process managed by the EIT Community Onboarding Service. All validated entities will proceed with the signature of legal agreements with EIT Food.

As part of the onboarding process, selected entities must:

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

Additionally, EIT Food reserves the right to request the EIT Community Onboarding Service a Financial Assessment Capacity to check the financial capacity of any entity of a selected proposal. In such case, EIT Food may require:

- an enhanced financial responsibility regime, i.e. joint and several liability for all subgrantees or joint and several liabilities of Affiliated Entities if any
- prefinancing paid in instalments (multiple/additional prefinancing)
- (one or more) prefinancing guarantees

or

- propose no prefinancing or
- request that the entity be replaced or, if needed, might reject the entire proposal

In other words, if the assessment results are not satisfactory, the EIT Food might reject the participation of this entity and will then check whether the proposal is still eligible.

For further information on the project implementation, please read the [EIT Food Activity Implementation Guidelines for Participants](#).

7.2 EIT Food Legal Framework & Legal Documents to be signed

Selected applicants will receive a second communication with instructions regarding the completion of the following documents, as well as agreeing to EIT Food's conflict of interest policy:

To be signed between the participant and EIT Food:

Lump sum agreement

Any other legal agreements to make this grant eligible.

7.3 Payment Schedule

The total lump sum contribution will be disbursed in instalments and is conditional upon the delivery of the project deliverables mentioned above. Each deliverable is associated with proportional cost allocation and deduction rate. In cases where deliverables are not completed or only partially fulfilled, a deduction will be applied up to the amount associated with the incomplete deliverable.

To prove that the activity has been successfully implemented, the following compulsory deliverables and KPIs must be submitted and approved.

	Value assigned to deliverables as percentage of total EIT Food contribution
Final report and outputs materials package	100% of the subgrant

Please note: the amount and timing of funding is dependent on the dispersal of funds to EIT Food from the EIT.

7.4 Monitoring

The project will be monitored and may be audited. All Activities selected for funding undergo continuous monitoring by EIT Food to ensure effective progress and implementation in accordance with the Project Agreement.

EIT Food may request regular reporting of actual costs incurred with the subgrant, as well as regular reporting of KPIs and deliverables, together with the supporting documentation. The monitoring process may result in an amendment to the Activity workplan and/or budget, however the Financial Return Mechanism Agreement cannot be re-negotiated following the approval of the Activity.

In the case of under-performance, significant delay of implementation, misconduct, misalignment with the project specifications in the grant management system or any other reason jeopardizing the timely implementation of the Activity identified during the monitoring process, EIT Food reserves the right to discontinue or restructure the funding of the Activity at any point during the Activity duration.

A formal ex-post impact assessment within at least five years of the end of the activity and its outputs is required for each activity, including those implemented by third parties.

7.5 Support

If you have any questions about this Request for Implementing Participants, please contact RegenInnoPortfolio@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.