

EIT Food HUB
Kick off meeting

inauguration of cooperation



Agenda

11.00-11.20 EIT and RIS - Saskia Nuijten (EIT Food) and Laura Supjeva (EIT)

11.20-11.40 EIT Food – Begoña Pérez-Villarreal (CLC South) and Danuta Ciechańska (CLC North-East)

Team introduction — CLC North-East and CLC South

11.40-12.40 EIT Food Hubs – introductions:

- Your main role within your community
- Who is who inside your organisation
- What is your best asset for EIT Food? What can we count on you for?

12.40-13.40 Lunch break

13.40-14.00 EIT Food Hubs – goals, tasks, reports, evaluation - Marcin Kardas (CLC N-E)

14.00-14.50 EIT Food Hub activities and tasks, including:

- Promoting EIT Food brand & visibility Joanne Mazoyer (CLC-S) and Milda Kraużlis (CLC N-E)
- RIS Fellowship project Martyna Czerniakowska (UW)

14.50-15.15 Q&A, open discussion

15.15-15.30 Summary and conclusions







European Institute of Innovation and Technology

- Saskia Nuijten (EIT Food)

Knowledge and Innovation Communities (KIC)

EIT Climate-KIC (2010)



EIT Digital (2010)



EIT InnoEnergy (2010)



EIT Raw Materials (2014)



EIT Health (2014)



EIT Food (2016)





2018 call's: EIT Manufacturing & EIT Urban Mobility

EIT: European Institute of Innovation and Technology



Our vision is to become the leading European initiative that empowers innovators and entrepreneurs to develop world-class solutions to societal challenges, and create growth and skilled jobs

- EU initiative bringing together the three sides of the 'knowledge triangle': business, education and research
- aims to increase the cooperation and integration of the Knowledge Triangle to facilitate the transition from:



student to entrepreneur

idea to product

lab to customer







EIT Regional Innovation Scheme

- Laura Supjeva (EIT)





EIT Food

- Begoña Pérez-Villarreal (CLC South)
- & Danuta Ciechańska (CLC North-East)

Challenges

Objectives

Low consumer trust & transparency Overcome low consumer trust

Distorted nutritional habits • Create consumer-valued food for healthier nutrition

Sustainability •

Enhance sustainability through resource stewardship

Fragmented supply chain • Build a consumer-centric connected food system

Skills gap

Educate to engage, innovate and advance

Limited entrepreneurial culture • Catalyse food entrepreneurship and innovation



Mission

to catalyse the transformation of the food system and effectively meet the global food sector demands of present and future generations by building, managing and empowering a sustainable and trusted multi-stakeholder community with a central role for the consumer.



EIT Food partners: transforming our food system together



The EIT Food community

Core partners:

Industry

Higher education

Research

RisingFoodStars:

Start-ups

Network partners:

Civil society

Regional and public

authorities

5 Co-location Centers (CLCs):



Leuven, Reading, Madrid; Munich; Warsaw

4 CLC South Hubs (2018):



Portugal, Italy, Greece, Turkey

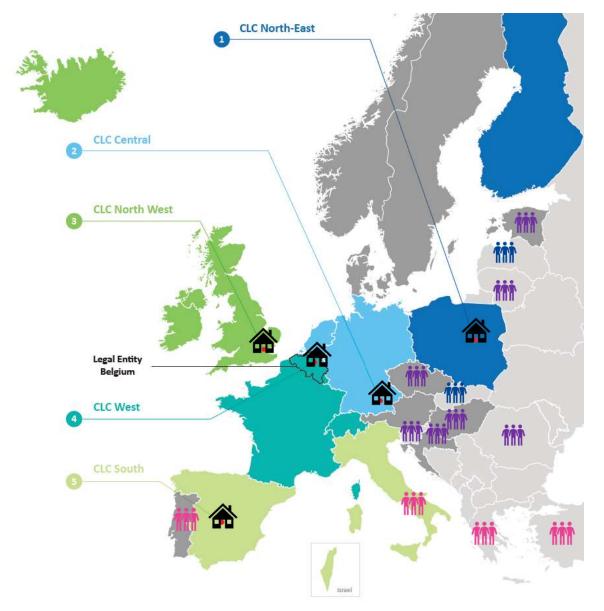
7 CLC North-East Hubs (2018):



Croatia, Czech Rep., Estonia, Hungary, Lithuania, Slovenia, Romania

TA

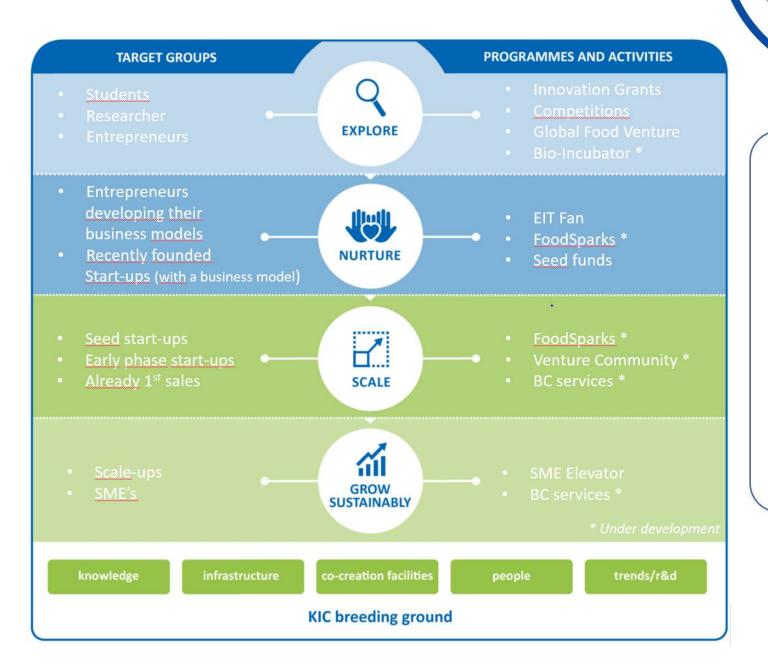
Latvia, Slovakia (2019)



Catalysing innovation in the knowledge triangle



What EIT Food offers to start-ups & SMEs

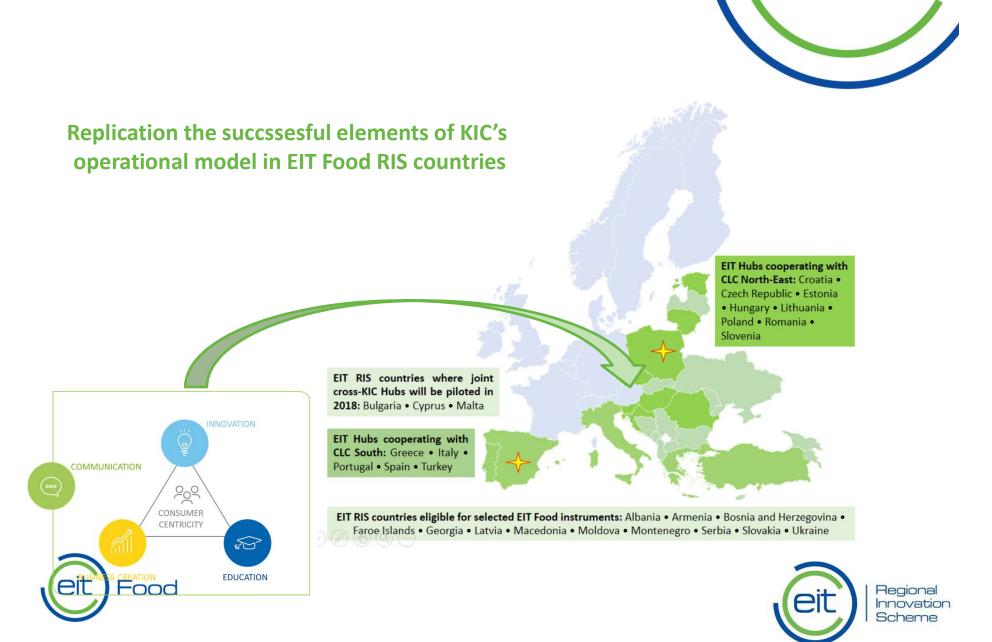




SUs essential for tackling our SO

Yearly call (early 2019)

EIT Food RIS Strategy, 2018-2020



EIT Food RIS instruments - the perspective of stakeholders

• RIS



Govern-Resear-**Start-ups Students SMEs** chers ments

- Innovation Scouting
- Demo Days
- Innovation Grants
- Cross-KIC **Bootcamps**

- RIS Expert Fellowships Community
- EIT Food Government Executive Academy
- Food Summer School on NPD



Contact – EIT Food CLC North-East



Timo Haapalehto
Director



Danuta Ciechańska Member of Management Board



Marcin Kardas RIS Program Manager



Monika Linkowska Event Manager



Justyna Kulawik-Dutkowska Project Manager

Food



Adam Strzelecki Project Manager



Milda Kraużlis Project Manager



Paweł Rokicki RIS Community Manager

Contact – EIT Food CLC South



Begoña Pérez-Villarreal
Director



Alicia González
Office Manager



Joanne Mazoyer
Social Media and
Communications Manager



Elvira DomingoRIS Program Manager







EIT HUBs introduction

Your main role within your community

Who is who inside your organisation

What is your best asset for EIT Food?
 What can we count on you for?







EIT Food Hubs – goals, tasks, reports, evaluation

- Marcin Kardas (RIS Program Manager)

Presentation plan

EIT Regional Innovation Scheme

(general information about EIT RIS)



- European Innovation Scoreboard
- EIT RIS eligible countries and regions
 - EIT RIS benefits, funding, participants

EIT Food RIS strategy 2018-2020 and its RIS HUBs

(progress in implementation of EIT Food RIS Strategy)



- EIT FOOD RIS activities/projects and their synergies/complementarities with other EIT Food instruments from Innovation, Education and Business Creation pillars
- EIT FOOD RIS Hub's status, selection and tasks

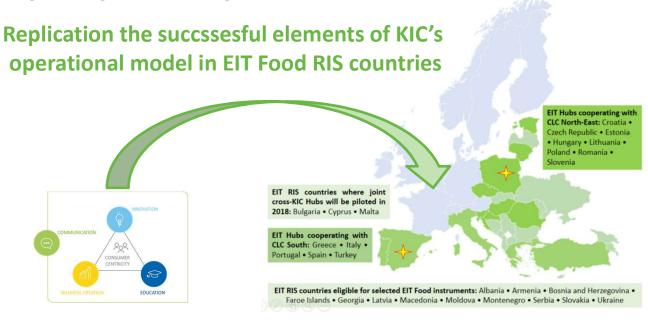




EIT Food RIS Strategy, 2018-2020

of stakeholders in EIT RIS countries, overcome the barriers to their full participation in KIC's activities and increase the innovativeness of targeted regions and countries by embedding these high-potential innovation aspirers into a portfolio of carefully elaborated and efficiently implemented projects.

EIT Food RIS replicates the successful elements of the KIC's operational model by catalysing cooperation for innovation on local levels and widening participation of EIT RIS stakeholders in EIT Food's activities, while at the same time **striving to adapt the successful elements of Knowledge Triangle Integration in targeted countries.**





EIT FOOD RIS Hub organisation



EIT Hub organisation:

- individual organisations having the <u>status of legal persons</u> (not consortia, networks or physical persons)
- recognized as <u>important players in the local innovation eco-systems</u>
 with strong regional outreach, experienced in supporting
 entrepreneurs and capable of organising local events



One year agreement signed between EIT CLC and organisation hosting EIT Food Hub (acting as subcontractor in 2018)

















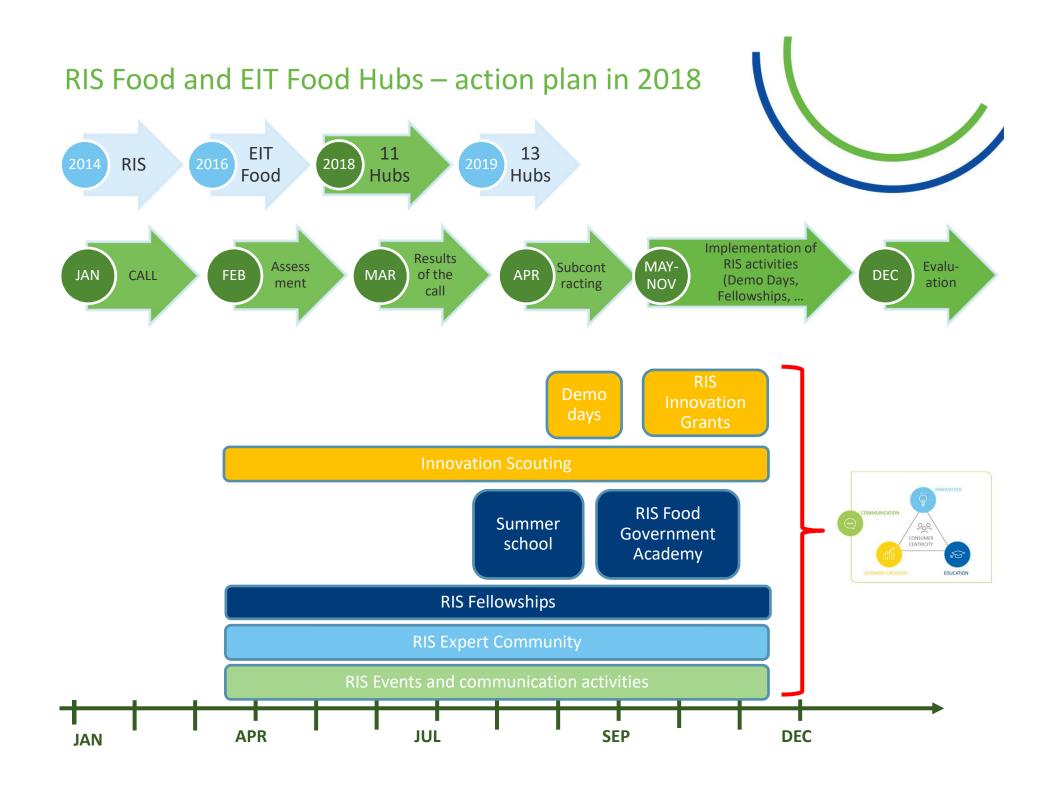
EIT FOOD RIS Hubs - tasks



EIT HUBs workplans for 2018:

- update contact lists of relevant stakeholders
- maintain relations with selected regional players
- engage in the exploration of the local start-up community
- organize stakeholder events (workshops for RIS Fellowships, Demo Days, awareness event)
- support recruitment and selection of beneficiaries (students, government executives, companies,...)
- promote EIT Food's instruments in their target countries
- acquiring the local funding

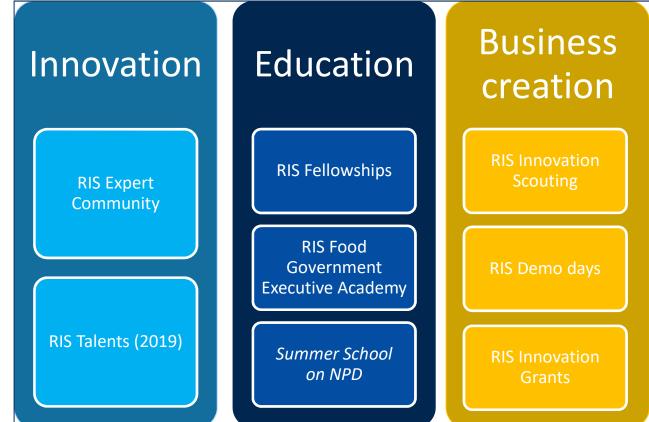






Complementarities of EIT Food pillars and EIT Food RIS projects (2018)

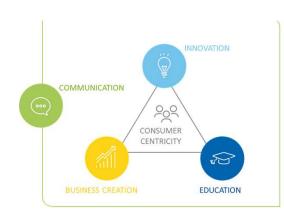






Communication

RIS Events

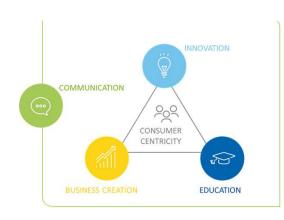






- RIS Expert Community a <u>virtual community of R&D professionals</u> from EIT RIS countries, <u>specialized in agri-food research</u>, allowing R&D experts to engage in EIT Food-coordinated network through the use of publicity available social media platforms (LinkedIn and Academia).
- Innovation Talents (2019) Doctoral students and young postdocs from EIT RIS countries, representing <u>scientific disciplines other than</u> <u>food science</u>, will benefit from the short-term inter-sectoral mobility scheme to participate in R&D projects carried out by EIT Food partners.



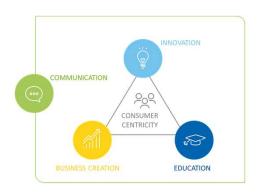






- RIS Fellowships 3 months internships in EIT Food partner organisations to talents from higher education institution and young entrepreneurs from RIS countries to strengthen their knowledge of innovations in various segments of the food system and promote the culture of entrepreneurship in their local food industry upon their retune to home countries; the selection of interns will be proceded by regional workshops conducted by Hubs.
- EIT Food Government Executive Academy a week-long courses stimulating learning environment for representatives of public administration institutions from EIT RIS countries, relevant for agri-food industry and Research & Innovation policies, including the oversight of Smart Specialisation Strategy implementation.



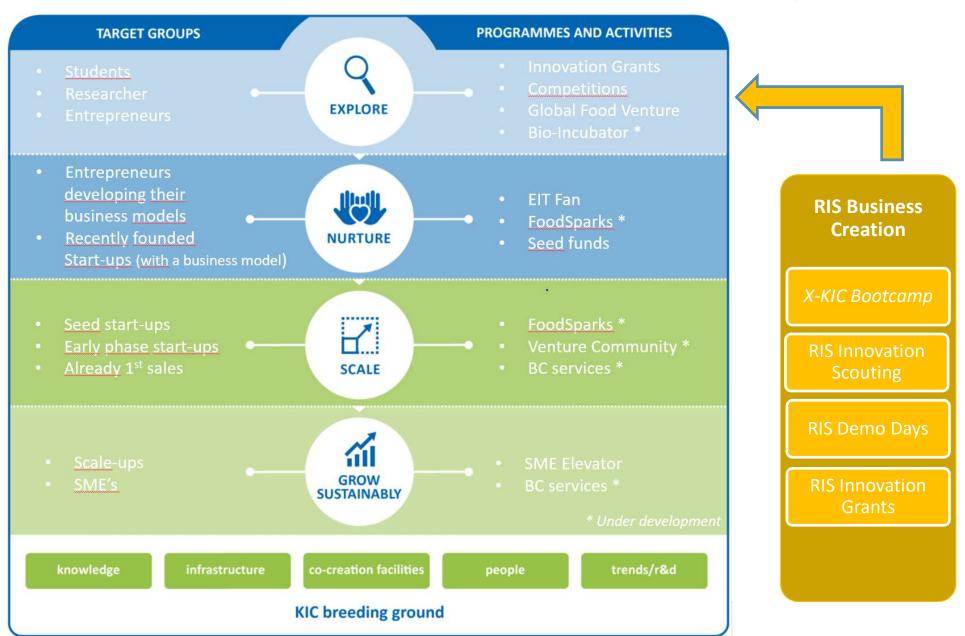


EIT Food RIS in Business creation pillar

- **Demo Days** <u>regional entrepreneurship incubation workshops</u> organized by EIT Hubs, engaging agri-food start-ups or prospective entrepreneurs to help them strengthen the marketing pitching, business model development and customer outreach to validate product or service prototypes.
- **RIS Innovation Grants** prizes supporting creation of start-up businesses, development of prototypes and product testing, awarded to beneficiaries selected in a call open to EIT RIS countries.
- Innovation Scouting a continuous search for entrepreneurial talents and high-potential start-ups in EIT RIS countries, combined with communication activities to better align them with EIT Food Strategic Innovation Agenda and support their business development activities and deepen linkages with EIT Food partners



EIT Food RIS in Business creation pillar (synergies)



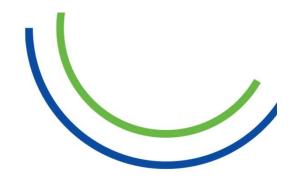




Activities (according to EIT Food RIS Strategy, 2018-2020 and call for expressions of interest to become EIT Food Hubs)	Type of activity	Indicator of activity (minimum to achieve in 2018)	Time	Payment (20 000 euro)
Regular updates of contact lists of relevant stakeholders	Continuous action	Updated contact list (at least 50 new contacts representing all sides of the Knowledge Triangle)	November	5%
Maintaining relations with key regional players and acting as a regional contact point for stakeholders interested in working with EIT Food and promoting EIT Food's portfolio of instruments among potential beneficiaries	Continuous action	Consultation with at least 10 external stakeholders	November	5%
Engaging in the exploration of the local start-up and spin-off community	Continuous action	Identification at least 30 start-ups or entrepreneurial talents (not yet engaged in EIT Food activities)	November	5%
Organizing EIT Food awareness event for local stakeholders representing all sides of the Knowledge Triangle	1 event	Organised 1 event (at least 20 participants)	November	20%
Organizing entrepreneurship incubation workshop Demo Days	1 event	Organised workshop (at least 10 agri-food start-ups or prospective entrepreneurs recruited in open call)	October	20%
Organizing recruitment workshops for RIS Fellowships	1 event	Organised workshop (up to 30 participants)	May-June	20%
Supporting the recruitment and selection processes for RIS Fellowships, RIS Innovation Grants, EIT Food Government Executive Academy, cross-KIC bootcamp and summer school for food companies from RIS countries	3 recruitment and selection processes	At least 5 recruited persons in EIT RIS Fellowships, at least 10 applicants-government representatives in EIT Food Government Executive Academy, at least 10 applicants to the summer school for food companies, 2 awarded RIS Innovation Grants	November	5%
Developing a regional action plan to establish the EIT Food Hub as a relevant actor in the national/regional innovation ecosystem	1 document	Regional action plan	November	5%
Developing an own approach to acquiring local, regional, national or European co-funding to leverage the initial funding from EIT Food and strengthen the impacts for the local innovation ecosystem	1 document	Plan with own approach to co-fund EIT Food activities (could be part of regional action plan)	November	5%
Participating in kick-off and annual meetings for EIT Hubs to disseminate results and good practice	2 events	Participation in two meetings organized for EIT Food Hubs (in Belgium, Poland or Spain)	May-June / November	5% / 5%



EIT FOOD Hub's – reporting activities



- EIT Food Hub shall submit to the CLC a detailed <u>interim report by 31/07/2018</u> and a <u>final report by 1/12/2018</u>. The interim and final reports shall contain description of the work performed and description of results achieved. Any deviation from the Action Plan shall be justified in the interim and final reports.
- CLC shall present <u>interim and final reports templates</u> within a month from the day of signature of the Contract. EIT Food Hub shall co-operate with the CLC to provide all information as is required to fulfil the reporting obligations towards EIT Food and the EIT.
- CLC shall issue a <u>Performance Certificate</u> (referred to as "Performance Certificate") after completion of Services indicated in interim and final reports in a proper and timely manner. In case certain tasks described in Action Plan are not implemented properly or timely, they will not be included in the Performance Certificate.
- EIT Food Hub shall submit an <u>invoice/invoices covering all the costs</u> related to activities included in the Performance Certificates.



EIT FOOD Hub's – evaluation



- The performance of EIT Hubs will be evaluated in 2018 and lessons learned will be used to further improve RIS activities.
- EIT Hubs will be expected to develop in 2018 their own approaches to local funding in order to accelerate the implementation of Knowledge Triangle Integration and leverage the initial EIT funding. The success in acquiring the local funding will be considered in annual evaluations of EIT Hubs.
- In 2019 and 2020, results of evaluations and lessons learned will be considered, and further adjustments in the selection of countries and structures of EIT Hubs are possible, including withdrawal from some of the initially targeted countries, if/when faced with limited interests of regional stakeholders, and changes to the list of selected target countries.
- In 2018, the selected organisations will act as **sub-contractors**, while in 2019 and 2020, the positively evaluated EIT Hub hosts will become sub-grantees, involved in planning and implementation of EIT RIS activities*.







Promoting EIT Food instruments

- Joanne Mazoyer (CLC S) and Milda Kraużlis (CLC N-E)

Promoting EIT Food's portfolio of instruments

Many different activities
 https://www.eitfood.eu/our-activities/

Example: SPOC opens on 2 July

• Contacts: <u>milda.krauzlis@eitfood.eu</u> and <u>joanne.mazoyer@eitfood.eu</u>



Specialised private online course - Alternative proteins as food ingredients

We offer a state of the art course for professionals about emerging alternative proteins to design new plant-based products for tomorrow's consumers. Our international team of renowned experts will cover the topic from fundamentals to applications including consumer aspects.





EIT Food awareness event

- Bring local stakeholders together to raise awareness of EIT Food and opportunities.
- We can help you get in touch with your CLC if you need material, speakers
- Interested in your proposals, get in touch!







Demo days: exploring local start-up community

- At least 30 new start-ups or entrepreneurial talents
- Bootcamp (business idea holders competition)
- Rising Food Star Association
- Accelerator programme (<u>FAN</u>)









EIT Food Government Executive Academy

- 39 participants from 13 countries (government representatives involved in the management of Research & Innovation S3 related to agri-food sector)
- One week workshops in Warsaw
- Partners: PepsiCo, Siemens, Maspex, Colruyt, Givaudan, University of Warsaw







EIT RIS Fellowships

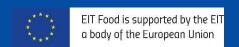
- Martyna Czerniakowska (University of Warsaw)



EIT Food RIS Fellowships 2018
Involvement of EIT Hubs in the interns' selection process







What is it about?

30 students and graduates with different educational backgrounds from RIS countries will discover job opportunities in the food industry, by getting unique, professional, paid 3-months internships within the framework of RIS Fellowships project.



Unlike other scholarship projects, the students and graduates will reveal their talents in agri-food sector, through gaining hands-on experiences and strengthening their job-related skills, including analytical thinking and creative problem solving.



Interns' recruitment procedure ON-LINE APPLICATIONS WORSHOPS INTERVIEW INTERNSHIPS

1st STAGE

- •creating LinkedIn profiles
- verificationby EIT Hubs



2nd STAGE

- •running workshops based on centrally provided materials, case studies, individual and group tasks, paper/pencil tests
- verification by EIT Hubs

3rd STAGE

- matching candidates to the business operations areas identified by the host companies and meeting selection criteria
- verification by host partner companies

- providing internships plans
- providing mentor/buddy for the interns

1st stage of selection process: on-line application via LinkedIn



- Triple pre-screening of candidates based on LinkedIn profiles and clearly defined selection criteria; creating report reffering to the on-line recruitment process (Evaluation sheet)
- Shortlisting best candidates for workshops up to 30 workshop participants/1 EIT Hub

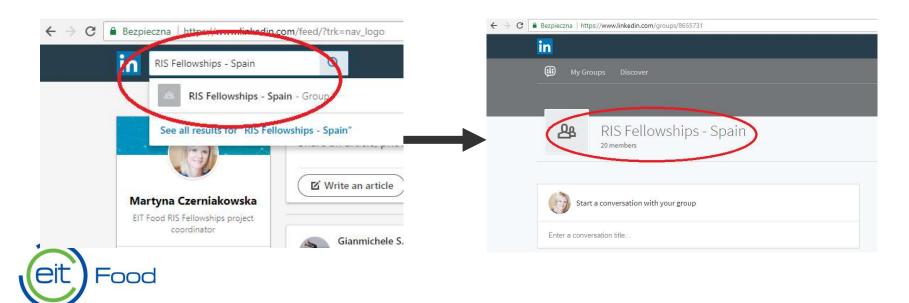


At the 1st stage: EACH EIT HUB NEEDS TO:

1. Visit LinkedIn social media platform

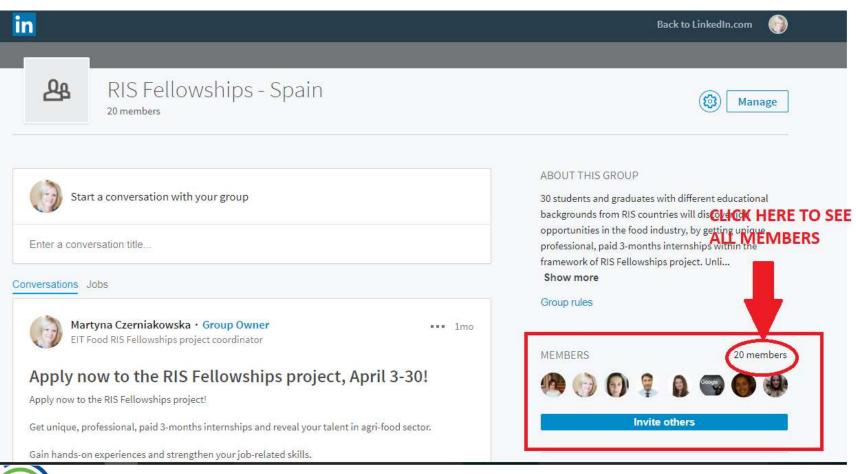


2. Find specific RIS Fellowships group in your maternal location, for example if you are EIT Hub from Spain, please find RIS Fellowships – Spain group and ask to join.



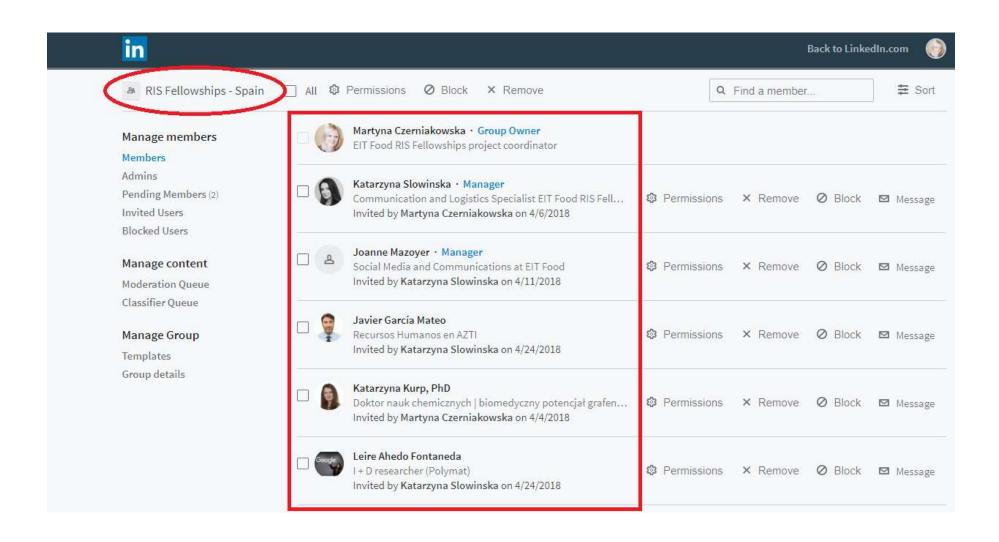
3. Review all members profiles(candidates for interns) of a specific group



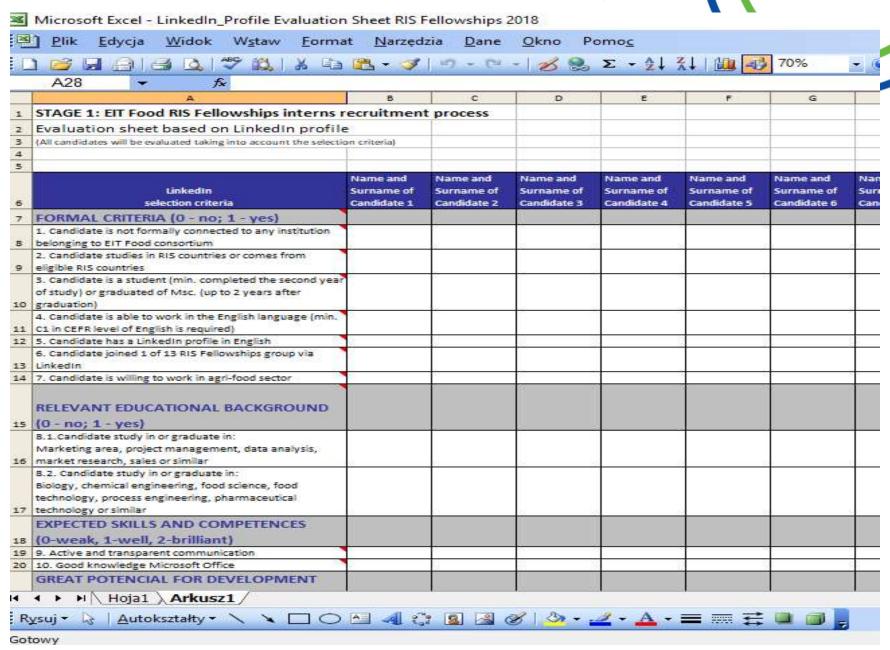




4. Rate/assess each profile based on the provided Evaluation Sheet in Excel, regarding RIS Fellowships selection criteria



LinkedIn Profile Evaluation Sheet RIS Fellowships 2018



5. Repeat the entire assessment procedure for candidates from 2 other countries (2 other LinkedIn groups in specific location) indicated in the Evaluation Matrix (for example EIT Hub from Spain need to assess candidates from Portugal and Turkey)

	Α	В	С	D	E	F	
1	EIT Food RIS Fellowships project evaluation matrix 2018						
2	lin						
3							
4	No	EIT Hub	Country 1	Country 2	Country 3		
5	1	Croatia	Croatia	Slovenia	Estonia		
6	2	Czech Republic	Czech Republic	Lithuania	Poland		
7	3	Estonia	Estonia	Romania	Lithuania		
8	4	Greece	Greece	Italy	Portugal		
9	5	Hungary	Hungary	Poland	Czech Republic		
10	6	Italy	Italy	Spain	Greece		
11	7	Lithuania	Lithuania	Estonia	Hungary		
12	8	Poland	Poland	Hungary	Croatia		
13	9	Spain	Spain	Portugal	Turkey		
14	10	Portugal	Portugal	Turkey	Italy		
15	11	Romania	Romania	Croatia	Slovenia		
16	12	Slovenia	Slovenia	Czech Republic	Romania		
17	13	Turkey	Turkey	Greece	Spain		
18							
19							
20							
21	NC	TE: At 1st stage of	of the recruitment p	rocedure to the EIT F	ood RIS Fellowships		
22	pro	ject, the task of e	ach EIT Hub is to ev	aluate all Linkedin p	rofiles of candidates		
23		from 3 cou	untries: native and t	wo coutries listed in	the table		
24							
25	0						
26							
30		Fvaluation mat	rix / Arkusz2 / Arkusz	3 /			

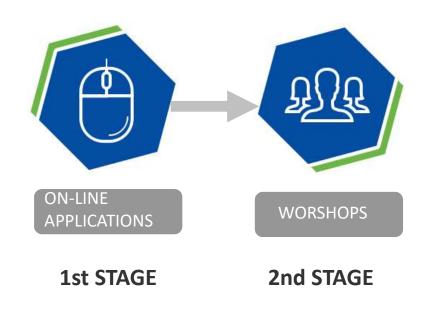
SUMMARY of the 1st stage:

- Create 3 evaluation sheets of candidates applying for workshops in 3 different EIT Hubs locations
- Send all 3 evaluation sheets to University of Warsaw EIT Food RIS Fellowships project coordinator: mczerniakowska@wz.uw.edu.pl

no later than 29th of May (Tuesday)

 For the transparency of the assessment, UW experts will compare candidates' evaluation sheets and select a short list of workshops participants in 13 EIT Hubs locations





2nd stage of selection process: workshops



- Assessment of candidates based on personal workshop survey, group case study and paper-pencil tests, regarding to clearly defined selection criteria; creating report on workshop recruitment process (2nd Evaluation sheet)
- Shortlisting best candidates for interns max 5 candidates/1 EIT
 Hub



At the 2nd stage **EACH EIT HUB NEEDS TO:**



- make a presentation about challenges in agri-food sector (30-45 min)
- 2) conduct personal workshop survey (15 min)
- 3) carry out a group task 'Zebra case study' and assess student competences based on the provided materials (1h30min)
- carry out paper-pencil tests: analytical and mathematical tests (1h15min each)
- 5) collect a written feedback (15 min)
- 6) distribute certificates to workshops participants



At the 2nd stage **EACH EIT HUB WILL RECEIVE:**



- ✓ Workshops outline
- ✓ Workshops materials (presentation; personal survey; Zebra group task with instruction, cards and competences sheets; analytical and mathematical tests with answer sheets; written feedback form; certificates for participants)
- ✓ 2nd Evaluation sheet to create 1 report on workshop recruitment process



Assessment center based on group case study ('Zebra')



- Divide a group into max 10 person teams
- Min 2 assessors need to be present
- Assessment need to be done based on competences sheets; to evaluate all candidates: communication skills, leadership skills in teamworking, problem solving skills.

COMMUNICATION SKILLS	Need of improvement	Our standard	Above expectations
Candidate 1			
Candidate 2			
Candidate 3			

LEADERSHIP SKILLS	Need of improvement	Our standard	Above expectations
Candidate 1			
Candidate 2			
Candidate 3			

PROBLEM SOLVING SKILLS	Need of improvement	Our standard	Above expectations
Candidate 1			
Candidate 2			
Candidate 3			



SUMMARY of the 2nd stage:

- Create 1 evaluation sheet of workshops participants
- Send evaluation sheet to University of Warsaw EIT Food RIS Fellowships project coordinator: mczerniakowska@wz.uw.edu.pl

no later than one week after workshop

 For the transparency of the assessment, UW experts will compare workshops participants' evaluation sheets and select a short list of best workshops participants – max 5 best candidates for interns from 13 EIT Hubs locations







Thank you for your attention!

Martyna Czerniakowska

Project coordinator

EIT Food RIS Fellowships

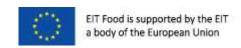
University of Warsaw, Faculty of Management

mczerniakowska@wz.uw.edu.pl

eitfood.eu @EIT_Food











Promoting EIT Food brand & visibility

- Joanne Mazoyer (CLC S) and Milda Kraużlis (CLC N-E)

Describing the relationship between hubs and EIT

Food

"This is an activity of EIT Food, Europe's leading food innovation initiative, launched by/powered by/boosted by NAME OF HUB, a key local partner of the initiative."







Branding and Visual identity

- Use the full colour landscape version of EIT Food logo whenever possible (as below).
- Always in combination with EU flag & text & EIT RIS logo
 For example:













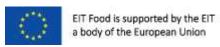
Summary and conclusions





Innovate with us!

milda.krauzlis@eitfood.eu joanne.mazoyer@eitfood.eu



eitfood.eu









