

EIT Food – towards innovative and sustainable food system in Europe

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EIT Food – Transforming the Food System

Challenges & Strategic Objectives

We are on a MISSION

**EIT Food is an ecosystem
for solving complex
societal challenges by
deploying innovative
solutions**

Transparency in the
supply chain

**SO 1: Address low
consumer trust in
their food**

Distorted nutritional
habits

**SO 2: Create
consumer-valued
food for healthier
nutrition**

Fragmented supply
chain

**SO 3: Build a
consumer-centric
connected food
system**

Sustainability

**SO 4: Enhance
sustainability through
resource stewardship**

Skill gaps

**SO 5: Educate to
engage, innovate and
advance and attract
new talent to the food
sector**

Limited
entrepreneurial
culture

**SO 6: Catalyze food
sector
entrepreneurship and
innovation**



EIT Food – Transforming the Food System

Production, Processing, Distribution, Consumption, Side streams



DIGITAL TRANSFORMATION OF TRACEABILITY



TECHNOLOGY TO ENSURE FOOD SAFETY AND QUALITY



DIGITAL TRANSFORMATION OF TRACEABILITY



POWER OF MICROBIOTA (HUMAN, ANIMAL, PLANTS)



ENHANCING BIODIVERSITY



TARGETED NUTRITION



WATER USE OPTIMISATION

CIRCULAR FOOD SYSTEMS



REDUCE FOOD LOSS AND WASTE: REPURPOSE/REDISTRIBUTE



REDUCE FOOD LOSS AND WASTE: MEASURE, TRACK, EVALUATE



REDUCE FOOD LOSS AND WASTE: BETTER FOOD PRESERVATION



REDUCE FOOD LOSS AND WASTE: PRECISION TOOLS



GREENHOUSE GASES REDUCTION, INNOVATION FOR FARMING



ALTERNATIVE PROTEINS

SUSTAINABLE AQUACULTURE



ALGAE: GOODNESS FROM THE SEA



OPTIMISING AQUACULTURE

ENHANCE CROP YIELD



EFFICIENT NITROGEN AND PHOSPHORUS USE



ENHANCING CROP YIELD



NEXT GEN INGREDIENTS

11 areas

EIT Food – Tangible impact

Our ambition over 7 years

Economic

- ✓ 400 new products/services launched
- ✓ 340 startups graduating from the accelerator programme
- ✓ Over 60 startups created and 400 supported
- ✓ Mechanisms to nurture SMEs to transform the food system:
60% participation rate in activities
- ✓ Job creation of 2,000 new jobs

Environmental

- ✓ Over 200 new sustainable products or ingredients
- ✓ Enabling partners to reduce GHG, water and electricity
- ✓ Reducing loss of biodiversity
- ✓ Circular economy: converting waste streams into high value added streams / new business models

Societal

- ✓ Increased transparency and food safety to increased consumer trust
- ✓ KIC innovations significantly contribute to reduction in prevalence & diet related risk
- ✓ 10,000 under- and postgraduate students involved in innovative educational interventions about Food System Challenges
- ✓ 70% top talent attracted to the food sector after completion EIT Food education programmes
- ✓ 275,000 individuals educated through online courses

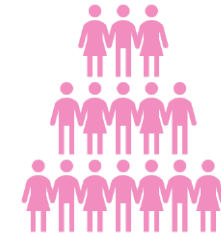
Achievements



Food



€300k
innovation grants



7k
consumers
in innovation
co-creation

+37k
learners

startups supported
166

+100k
citizens
engaged

35
innovations

EIT Food
Masters in
Food Systems
228

2nd VS
292 entrepreneurs
559 matchmakings

+8m

€1m
cross-KIC
Food4Health

4,500
farmers
meeting
technology



TrustTracker™
13 countries



EIT Food RIS HUBS

STRONG FOOTING IN LOCAL INNOVATION ECOSYSTEMS

From 2020 EIT Food RIS Hub
in **Serbia** offers a new entry
to our community

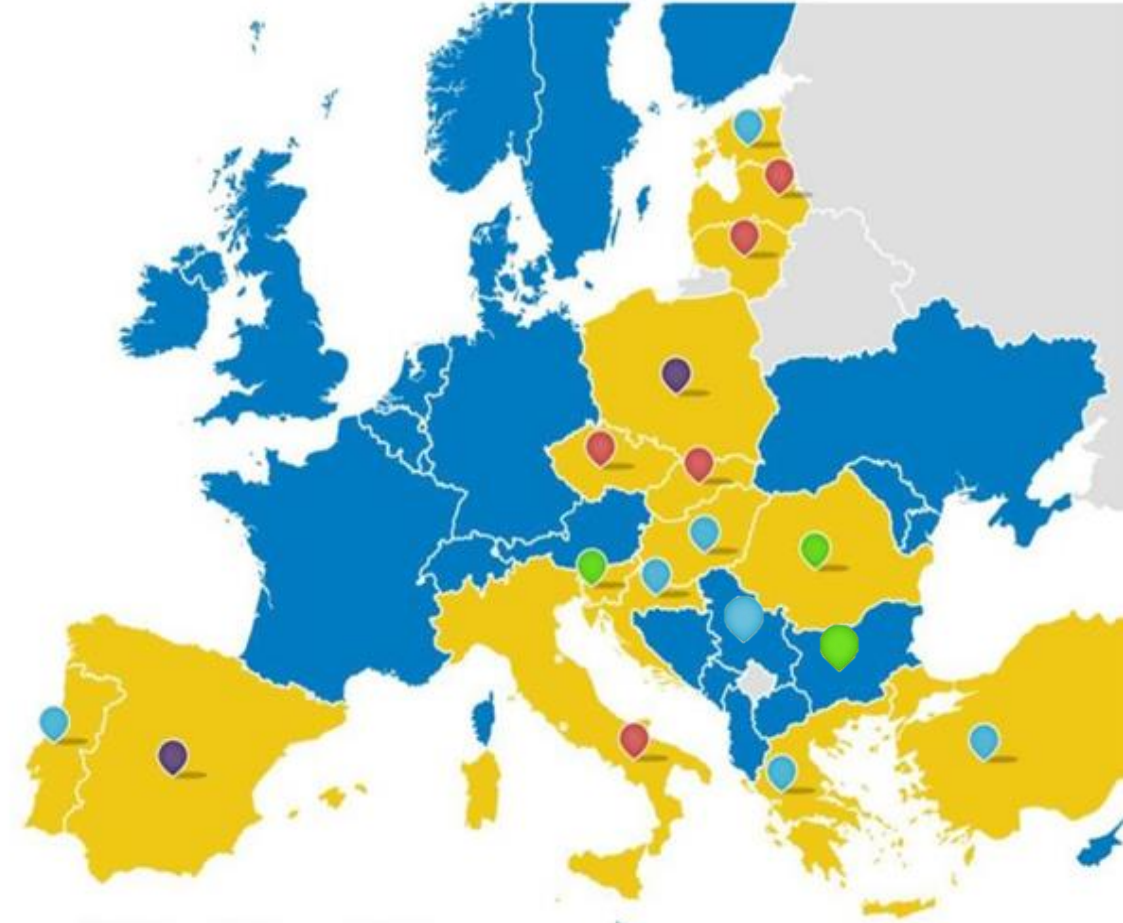
Regional Innovation Scheme Programme

15 HUBS / 2 leading CLCs:

CLC North-East (Poland)



CLC South (Spain)



Examples of Activities available for beneficiaries from Western Balkans

EIT Food RIS Expert Community: (28 RIS countries)

- Expand professional network and connecting to high profile peers from around the world
- Increase their industry knowledge
- Exchange opinions and ideas with other experts in the agri-food sector
- Strengthen their personal brand within the peer group
- Receive up to date information on opportunities from EIT Food e.g. invitations to participate / speak at events, real life networking opportunities, R&D grant opportunities etc.
- AMBASADORS - influencers

Food R&D Experts

The screenshot displays the LinkedIn interface for the 'Food R&D Experts' group. At the top, the navigation bar includes icons for Home, My Network (with a notification badge), Jobs, Messaging, Notifications (with a notification badge), Me, and Work. The group page header shows the group name 'Food R&D Experts' as an 'Unlisted group' with 250 members and an 'Invite members' button. Below the header, there are icons for starting a conversation, adding photos, videos, and documents. A recent post by Małgorzata Młynarska, dated 1 day ago, welcomes Vivek Dogra as the new community ambassador. The post text reads: 'Let's give a friendly welcome to our new community ambassador, **Vivek Dogra**, leading Corporate R&D's Incubation & Venturing at Nestlé, the world's largest food and beverage company. His wide, valuable experience in various positions...see more'. The post features a photo of Vivek Dogra and a 'FOOD R&D EXPERTS' logo. To the right of the post, there is a section 'About this group' which states: 'This is an exclusive group for R&D experts in the agri-food sector interested in increasing their industry knowledge, expanding their professional network, finding project partners and new resources and exchanging experiences, opinions and ideas with their peers. This community brings together agri-food sector experts from business, academia and research backgrounds to discuss trending food innovation topics.' Below this is a 'Group rules' section: 'Thank you for joining Food R&D Expert community. We monitor all submissions to the group and will only accept conversations related to the agri-food industry in the area of innovation, research and... Show more'. The bottom of the post shows 'Like' and 'Comment' buttons, and a prompt 'Be the first to react'.

Examples of Activities available for beneficiaries from Western Balkans

GOVERNMENT EXECUTIVE ACADEMY (28 RIS countries)



- **Build an international network of policy-makers** working on the agri-food related Smart Specialisation Strategies (RIS3)
- **Working with European experts** in agri-food industry and innovation management
- In 2020 will also include discussions related to the resilience of European food systems, policies resulting from the **COVID-19 pandemics**



Public Representatives

RIS FELLOWSHIPS & TALENTS (28 RIS countries)



- 3-6 months paid internships with EIT Food partners
- for students and graduates with different educational backgrounds as well as Ph.D. students and post-docs discover
- job opportunities in the food industry



POSTDOCS

STUDENTS

SUMMER SCHOOL ON NEW PRODUCT DEVELOPMENT (28 RIS countries)

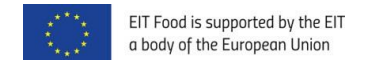


- One-week summer study program
- Learn methodologies and techniques to develop new products
- Apply sensory analysis in the process of food design!
- Network and share your experiences with directors, managers, scientists and other experts working in the agri-food industry



STUDENTS

PROFFESIONALS



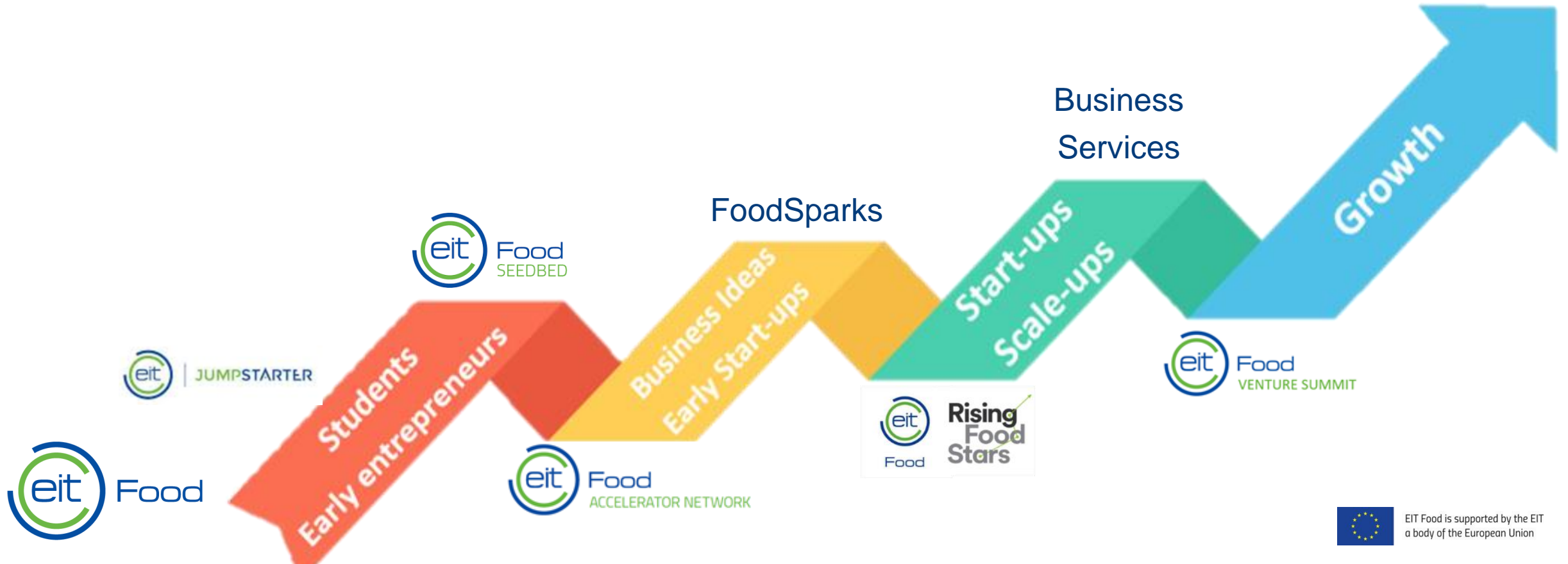
Examples of Activities available for beneficiaries from Western Balkans

NEW BUSINESS CREATION SUPPORT (in 28 RIS countries)

- Free Startup Manual
- EIT JumpStarter – workshops, mentoring and pitching competition for early stage startups
- EIT Seedbed
- EIT FAN
- EIT Food RisingFoodStars



Entrepreneurial Teams



EIT Food is supported by the EIT
a body of the European Union

Pilot Activities planned for 2021 in Western Balkans

CROSS-KIC ACTIVITIES (all WB countries)

- New 3 year long programme on cross-sectoral engagement of EIT KICs in WB
- Focus on Circular Economy
- Joint activities in Education, Innovation, Business Creation Support and Public Engagement

CONSUMER ENGAGEMENT LABS: (2 WB countries)



- Co-creation sessions carried out by citizens / consumers
- Focused on ideation/ development of new solution concepts that cover their needs and demands
- Local NON EIT Food Partners (involved):
 - Scientific organisations
 - Business representatives
 - Start-ups



Citizens

Food R&D Experts

CITIZEN ENGAGEMENT (2 WB countries)



- Competitions for designing citizen engaging activities run with local partners
- Rising awareness about circular economy cross sectoral topics
- Support for implementation of local activities

NGOs

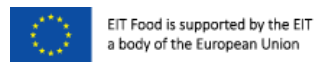
STUDENTS

PROFFESIONALS



THANK YOU!

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