

EIT Food – towards innovative and sustainable food system in Europe

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19th November 2020



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



EITFood

At EIT Food we aim to overcome these challenges by bringing all players together and guiding and accelerating the innovation process to transform the food system

SOCIAL



We need to feed **10 billion** people by 2050 (*UN, 2017*)



Over to **2 billion** people are currently overweight (*WHO, 2018*), while **800 million** are undernourished (*FAO, 2019*)



Up to **35%** of children under 5 globally are stunted, wasted or overweight (*UNICEF, 2019*)

ENVIRONMENTAL



1/3 of our food is wasted globally (*FAO, 2019*)



70% of global freshwater withdrawals come from the food industry (*FAO, 2016*)



Food production accounts for **26%** of greenhouse gas emissions (*Science, 2018*)

ENTREPRENEURIAL



Only **3.4%** of all EU startups are in the food industry (*ESM, 2016*)



9 out of 10 startups fail due to lack of a market need for their products (*Munich Business School, 2016*)



Meeting the UN SDGs could create innovation opportunities worth **US\$200 billion** for the European business sector in agrifood by 2030 (*BSDC, 2016*)

THE 6 EIT FOOD INNOVATION FOCUS - AREAS

ALTERNATIVE PROTEINS



TARGETED NUTRITION



DIGITAL TRACEABILITY



SUSTAINABLE AGRICULTURE



SUSTAINABLE AQUACULTURE



CIRCULAR FOOD SYSTEMS



CONSUMER CENTRICITY & DIGITAL TRANSFORMATION OF THE FOOD SYSTEM

OUR IMPACT IN 2019

2m+

Online media audience for
EIT Food activities

€91m

Of investment attracted by startups
supported by EIT Food

16,000+

Number of participants in
Education programmes

127

Number of startups
supported

€3m₂₀₁₉ + 5m₂₀₂₀

Invested in European countries with
moderate innovation levels

15

New products and services co-created with
consumers and launched into the market

OUR ACTIVITIES

EDUCATION

Attracting, developing and empowering talent to lead the transformation of the food system

EXAMPLES

RIS Fellowships [>](#)
RIS Regenerative Agriculture [>](#)
MOOCs [>](#)

INNOVATION

Fostering collaboration across the entire food system to develop innovative technologies, products and services

EXAMPLES

Phenoils [>](#)
Digitalised test beds [>](#)
underPRESSURE [>](#)

ENTREPRENEURSHIP

Supporting innovative impactful entrepreneurs and startups to deliver new food innovations and businesses across Europe

EXAMPLES

FAN/SeedBed [>](#)
EWA [>](#)
Water Scarcity [>](#)

PUBLIC ENGAGEMENT

Engaging with people so they become change agents of the food system

EXAMPLES

R&D Expert Community [>](#)
Food Unfolded [>](#)
Salvacomidas/Foodsavers [>](#)

The Springboard for Agrifood Entrepreneurs

ENTREPRENEURSHIP

LAUNCH

Understand your market

Aspiring entre/intrapreneurs looking to co-create novel solutions, validate ideas and launch new businesses underpinned by technology

Idea to market discovery
SeedBed Incubator

Pre-seed



ACCELERATE

Build your business

Established early stage start-ups wanting to increase visibility, test products and services and find customers and investors

Customer validation & acquisition
EIT FAN Accelerator

Seed



SCALE

Grow internationally

Early scaleups, past ideation phase with paying customers and an impactful scalable technological solution to an EIT Food focus area

International business growth
RisingFoodStars Network

Early stage / Emerging growth





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Odd.Bot have developed a smart and sustainable solution to weeding with the Weed Whacker - a robot that provides higher yield and less manual labour, alongside a reduction or total elimination of herbicides.

Odd.Bot was part of the 2020 Food Accelerator Network Programme in Bilbao and is one of the winners of EIT FAN 2020, receiving an investment sum of €100,000 from EIT Food.

- Member of Food Accelerator Network-FAN in Bilbao
- Winner of EIT FOOD FAN 2020



Supported by EIT Food CLC South

Crover has developed a small robotic device that can “swim” through bulk solids like cereals and grains, constantly monitoring their condition while they are in storage. By leaving no grain unchecked, the robotic device limits the impact of spoilage and infestations and ultimately avoids any loss of profit due to grain quality loss.

Crover was part of the 2019 Seedbed Programme and the 2020 Food Accelerator Network held in Bilbao. Crover was selected as the most innovative startup in the Sustainable Farming Side Track of the FAN 2020 programme.

- Member of Seedbed 2019 in Bilbao
- Member of FAN 2020 in Bilbao
- Winner of Sustainable Farming Side Track 2020

TEST FARMS

Connects producers/farmers with innovative startups who want to test their products and services on farms.

BENEFITS

For the farmers:

- Access new agricultural technologies or techniques de-risking their adoption.

For the agricultural startups:

- Access to farmers and agricultural land
- Access to mentors and agrifood experts
- Access to funding and network with whom they can test their product and services.

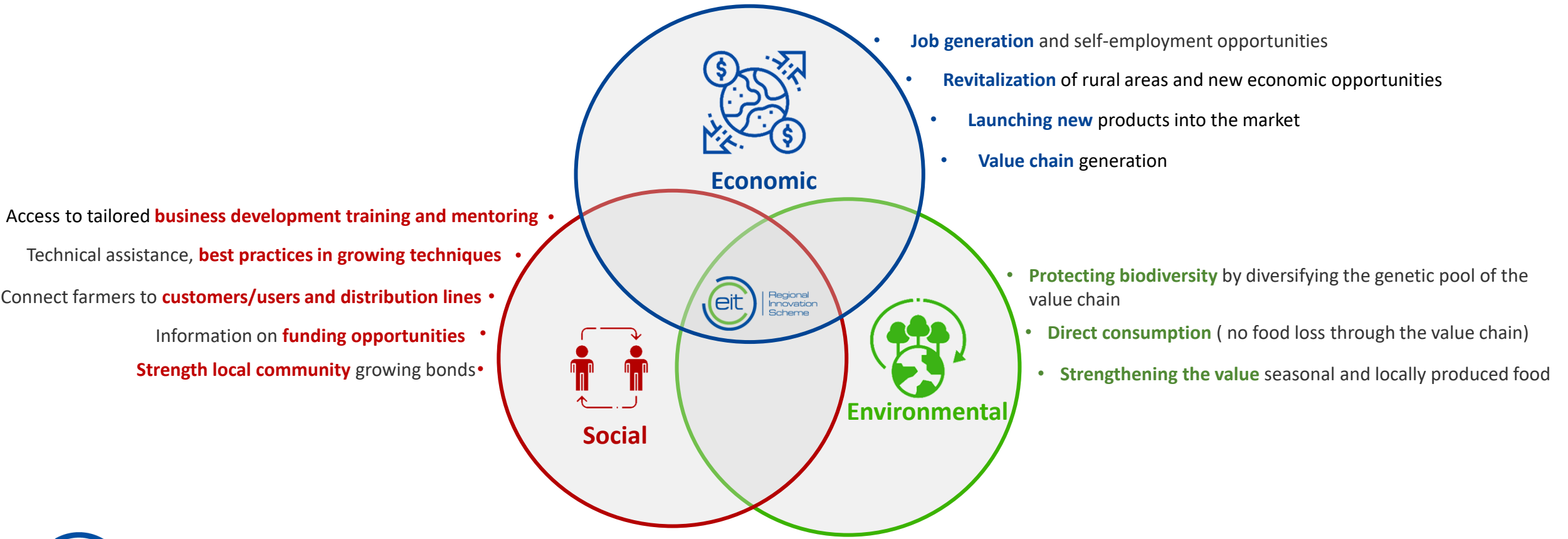


GROWING CONSCIOUSNESS

EDUCATION

ENTREPRENEURSHIP

The Value of Protecting Biodiversity Through Entrepreneurship in Rural Areas



REGENERATIVE AGRICULTURE

EDUCATION

ENTREPRENEURSHIP

Activities with farmers towards more regenerative methods of agriculture

'50% of the carbon in the earth's soils has been released into the atmosphere over the past centuries. Sequestering that carbon through regenerative agriculture is one of the greatest opportunities to address human and climate health, along with the financial well-being of farmers.'

For farmers it offers:

- Farmer to farmer training
- Access to independent agronomists
- Online regenerative agriculture curriculum
- Information on funding opportunities and business models
- Market incentives through consumer storytelling and introductions to corporates.





+50

Women entrepreneurs in 2020

+80 in 2021

Dedicated training, mentoring, business coaching and networking for women entrepreneurs in the agri-food sector

- ☆ Women entrepreneurs account for only **1/3 of self-employment** across the EU.
- ☆ Only **28% of women** in the sector assume management roles or high responsibility in agricultural and livestock farms in the European Union.
- ☆ This figure is even **lower** in countries in Europe with less GDP per capita and lower innovation ratio.

EWA Offers:

- 6 months training, mentoring schemes, and Startup manuals in native language
- Community Creation- Workshops and EWA virtual platform to connect between entrepreneurs, mentors and create a unique support network
- Expected: Increase female participation and diversity in entrepreneurship programmes

FINDING INNOVATIVE SOLUTIONS TO WATER SCARCITY IN SOUTHERN EUROPE

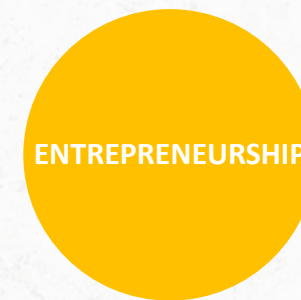
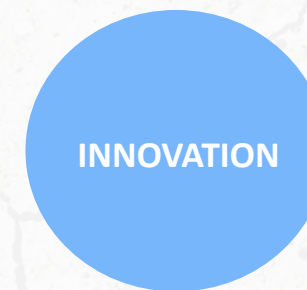
**EIT Food, EIT Climate, EIT Manufacturing, and EIT Digital
joint forces to face the real challenges around water scarcity**

Benefits for participants:

- Access to 25 independent highly qualified experts
- Online training on the most innovative technologies – **Water Academy**
- Access to tailored training and mentoring programmes
- Information on funding opportunities
- Market incentives through introductions to corporates.

Cross-KIC Offer:

- **Strengthening cross-networks to work together in innovation and entrepreneurship.**
- **Boosting technology adoption in regions with modest to moderate rates in innovation**
- **Promoting synergies with Smart Specialisation Strategies and successful policy initiatives**



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**startups solving the
challenges of the water
scarcity**

TRANSFORMING TOGETHER

THE AGROFOOD SYSTEM

More in
EITFOOD.EU

Thank you!

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