

# EIT Food

Improving food together

Dr. Andy Zynga, CEO, EIT Food  
*Athens, 22 November 2019*



# Challenges & Strategic Objectives

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

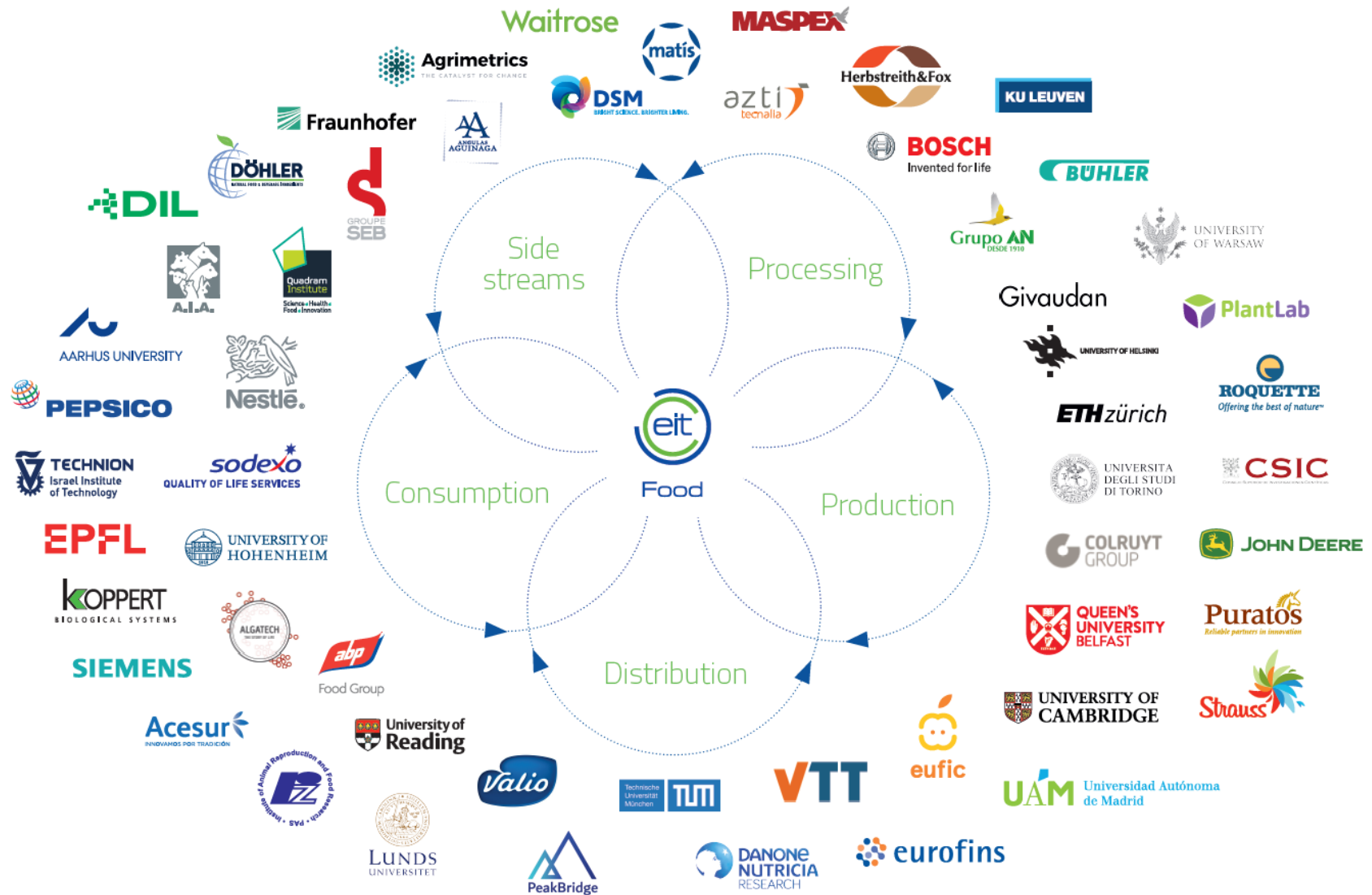
**SO 5: Educate to engage, innovate and advance and attract new talent to the food sector**

Limited entrepreneurial culture

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

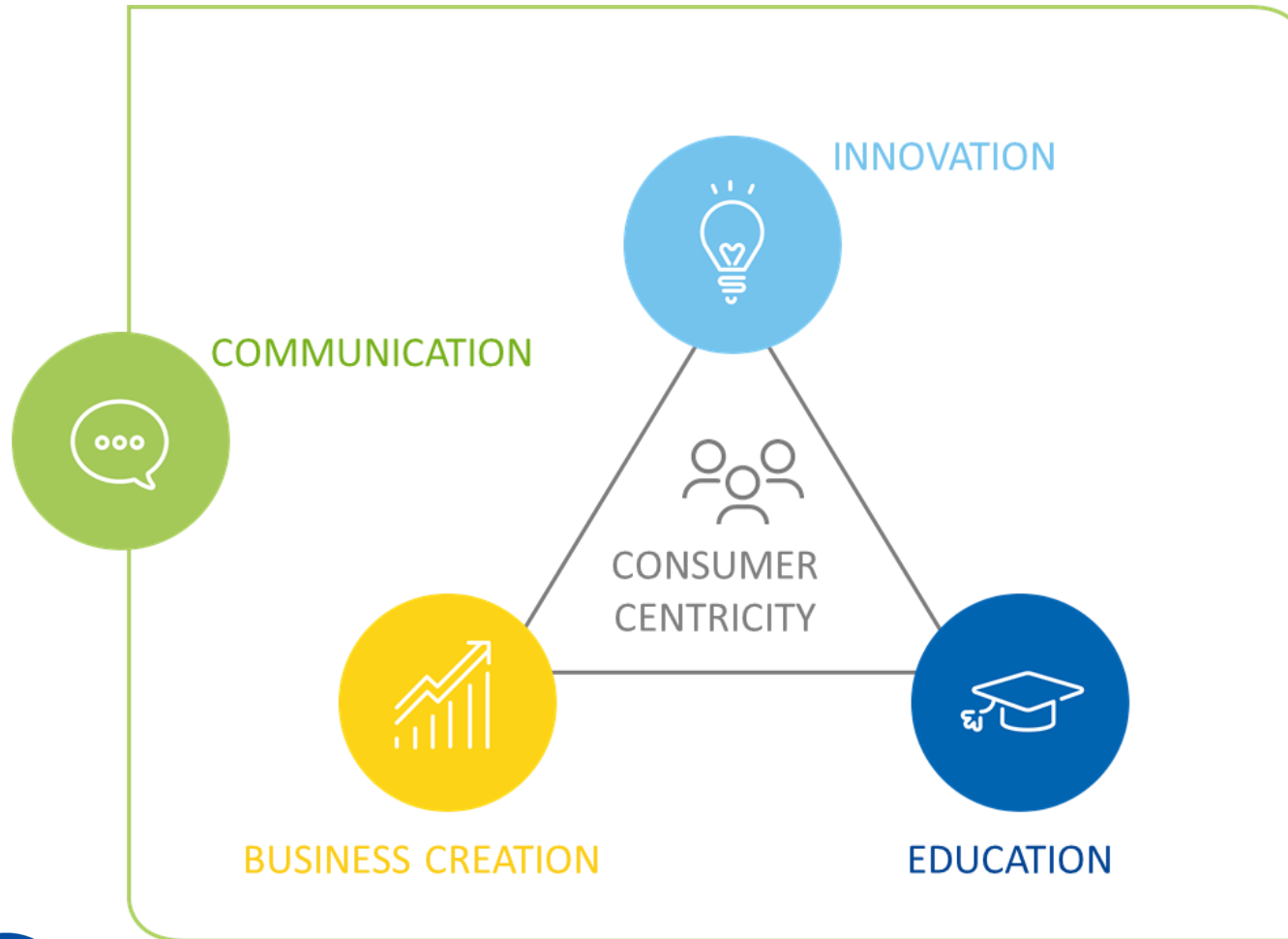
# EIT Food Partners:

## Transforming our Food System together



# *Squaring the Knowledge Triangle*

## 4 Action Areas of EIT Food



# EIT Food Strategic Objective 5: Educate to engage, innovate & advance

We attract, educate and empower  
talents in the food sector

For a more **Sustainable** Food System and a **Healthier**  
**Society**



We educate citizens about the food system

We engage with them to contribute to **Responsible Innovation** and  
transformation of the food sector to be more sustainable and to become **Healthier Citizens**



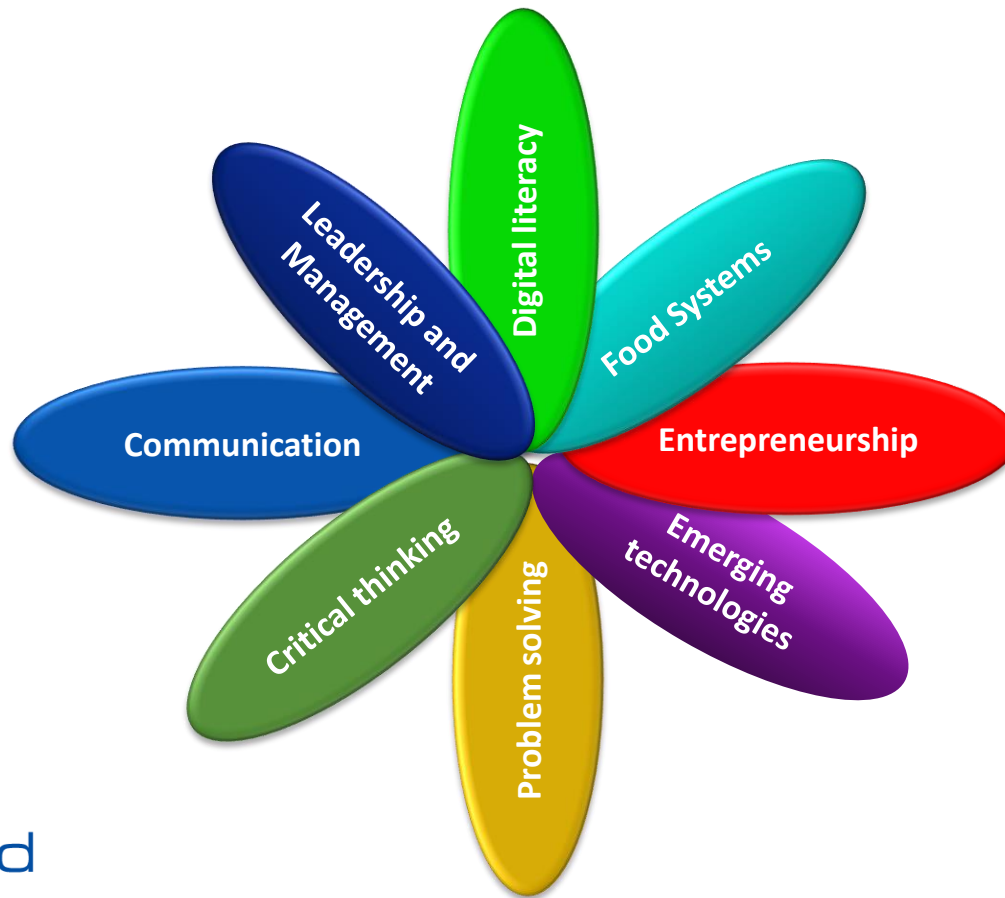
# Education programme architecture

Academy	Studio	Field
<i>Develop core competences</i>	<i>Co-creation of impact</i>	<i>Seeding ideas</i>
<ul style="list-style-type: none"> <li>• Certified pathways</li> <li>• Strategic Objectives 4, 5, 6</li> </ul>	<ul style="list-style-type: none"> <li>• Key to demonstrate KTI</li> <li>• Strategic Objectives 1-6</li> </ul>	<ul style="list-style-type: none"> <li>• Building knowledge</li> <li>• Strategic Objectives 1-4</li> </ul>
<ul style="list-style-type: none"> <li>• Students (MSc/PhD)</li> <li>• Professionals</li> </ul>	<ul style="list-style-type: none"> <li>• Students, entrepreneurs, industry, social actors</li> </ul>	<ul style="list-style-type: none"> <li>• Pupils, citizens, consumers</li> <li>• SMEs</li> </ul>
<b>Master in Food Systems</b>	<b>Inspire programmes</b> <ul style="list-style-type: none"> <li>• Summer schools</li> <li>• Intrapreneurship courses</li> </ul>	<b>Discover</b> <ul style="list-style-type: none"> <li>• WeValueFood (GC SO5)</li> </ul>
<b>EIT Food Fellowships</b> <ul style="list-style-type: none"> <li>• Global Food Venture (PhD)</li> <li>• Frontrunners (graduate)</li> <li>• Innovator (postdoc)</li> </ul>	<b>Food Solutions</b> <ul style="list-style-type: none"> <li>• Food solutions projects for industry</li> </ul>	<b>Engage</b> <ul style="list-style-type: none"> <li>• MOOCs for a general audience (educational arm of citizen engagement)</li> </ul>
<b>Advance</b> (prof dev't) <ul style="list-style-type: none"> <li>• Develop/enhance core competences</li> </ul>	<b>Initiate</b> <ul style="list-style-type: none"> <li>• Food solutions projects for societal actors</li> </ul>	<b>Grow</b> <ul style="list-style-type: none"> <li>• SME workshops</li> </ul>



# Competence framework

*To provide focus for learning opportunities, EIT Food has defined several competence groupings as priority areas to develop talent in the food sector*





# EIT Food Innovator Fellowship

*To empower talents to co-create, address, and gain experiences on excellent ideas capable of bringing their careers a step further.*

## Innovator Fellowship Training

2019

### COVERED AREAS:

- Leadership and Organizational Changes
- Business Analysis, Modelling and Planning
- Science and Technology: Big Data and New Emerging Technologies
- Project Management
- Mentoring and Coaching
- Public Engagement and Responsible Research and Innovation
- SDGs and Grand Challenges





# EIT Food – Food Solutions

## Circular Food Generator Track

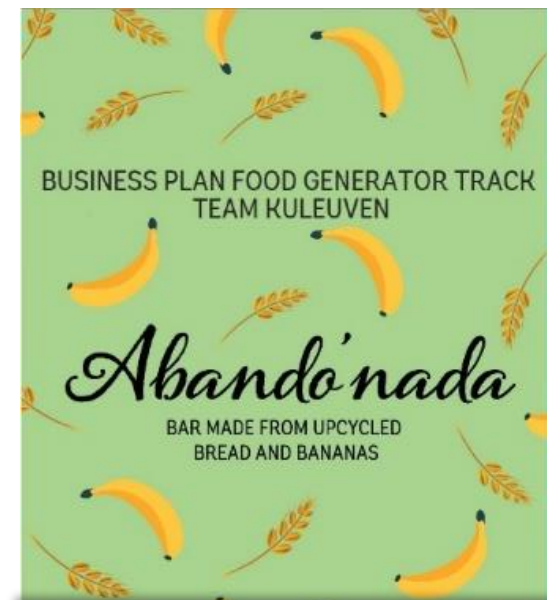
- Multi-disciplinary **students** from different universities
- **Societal Challenge:** “Valorising food loss and food waste from manufacturing and retail”
- **Coaching** from industry, retail and universities
- 10 months to **solution**



student to entrepreneur

idea to product

lab to citizens



# EIT Food Open Courses (MOOCs)



EIT FOOD



## Farm to Fork: Sustainable Food Production in a Changing Environment

Understand how food goes from farm to fork: explore food security, supply chains, food production and agriculture.

🕒 4 weeks 🕒 3 hrs per week

[Go to course](#)



EIT FOOD



## Alternative Proteins as Food Ingredients

Explore a range of new sustainable protein sources - how to derive them, develop them, and bring them to market.

🕒 2 weeks 🕒 10 hrs per week

[Go to course](#)



EIT FOOD



## Superfoods: Myths and Truths

What is a 'superfood'? What foods are 'superfoods'? What effect do they have on the body and society? Find out with this course.

🕒 4 weeks 🕒 3 hrs per week

[Go to course](#)



EIT FOOD



## Drying and Encapsulation of Food Ingredients in Powder Form

Understand the fundamentals of the food drying and food encapsulation process. Learn how to avoid spoilage and reduce waste.

🕒 4 weeks 🕒 5 hrs per week

[Go to course](#)



EIT FOOD



## Intellectual Property Management in the Food Sector: Safeguarding Your Trademarks in the Global Marketplace

Intellectual property is your company's lifeblood. Learn what you need to do to safeguard it.

🕒 4 weeks 🕒 2 hrs per week

[Go to course](#)



EIT FOOD



## Understanding Different Diets: Mediterranean, Baltic sea, and Okinawa

Learn the principles, science and health benefits of the Mediterranean diet, the Baltic sea diet, and the Okinawa diet.

🕒 4 weeks 🕒 2 hrs per week

[Go to course](#)



EIT FOOD



## Food for Thought: The Relationship Between Food, Gut and Brain

The gut and brain are very closely linked. Explore how neurology, the microbiome and more interact to affect health.

🕒 5 weeks 🕒 2 hrs per week

[Go to course](#)



EIT FOOD



## Trust in Our Food: Understanding Food Supply Systems

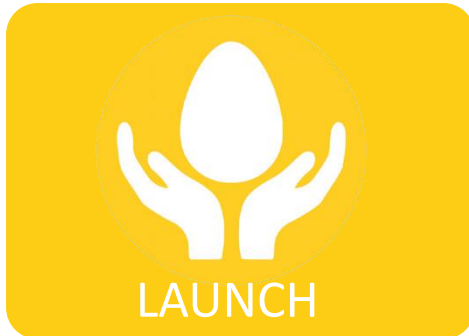
How much do you trust your food? Learn about food supply systems, safety, sustainability and nutrition and quality.

🕒 4 weeks 🕒 3 hrs per week

[Go to course](#)

# Business Creation

We help innovators succeed as an agrifood entrepreneurs



## SeedBed Incubator

- Residential bootcamp
- Mentorship
- Speak to 100 customers
- Final pitching event
- 20K€ cash prize for top 3 graduates



## EIT Food Accelerator

- Access markets customers
- Expert mentors
- Investor and media exposure
- Access to infrastructure
- Up to 100K€ for 3 winners



## RisingFoodStars

- Easy access to an unparalleled network (100K€/year of funding)
- Tailored support in scaling up
- Increased visibility
- Backing from a “trusted network”



# Innovate with us!



## Contact

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[eitfood.eu](http://eitfood.eu)

