

Call for expressions of interest to participate in EIT Food RIS Consumer Engagement Labs

EIT Food is looking for 6 consortia consisting of 3 organisations operating in the same country (scientific organisation + food producer/retailer + startup) that would participate in EIT Food RIS Consumer Engagement Labs activity.

Application deadline: 6 March 2020, 3 pm CET.

Application template: see Annex.

4 consortia will be selected from countries: Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Romania, Slovakia, Slovenia **and 2 consortia will be selected from countries:** Greece, Italy (in 2019, the activity has already been piloted in Lithuania, Poland, Portugal and Spain)

Further details about EIT Food can be found at: www.eitfood.eu, and key details of EIT Food RIS Consumer Engagement Labs are available at <http://timo.wz.uw.edu.pl/cel>. With respect to the present call, **EIT Food and University of Warsaw will not provide new information that has not already been included in this call document**, but can assist potential applicants by explaining contents of this document (interested applicants are encouraged to contact Magdalena Zatorska, mzatorska@wz.uw.edu.pl).

1. Background information

1.1. EIT Food

EIT Food is one of the largest and most impactful food-related initiatives worldwide. As part of the European Institute of Innovation and Technology (EIT), EIT Food connects partners from leading businesses, universities and research centres across Europe. It is a people-centric and resource-smart transformer of the European food system, driving consumer confidence and improved global health. EIT Food members have a strong belief that the food sector needs to be transformed and that this can only be achieved by reconnecting partners within the food sector and by giving the consumer a more central role. The main issues the food sector is facing are that it is complex, fragmented, slow to adopt new technologies, not attractive to new talent, and not resource efficient. An effective food sector is needed to address major societal issues and challenges: feeding 9-10 billion people in 2050; 3 billion overweight people; 2 billion undernourished people; more than 30% of food wasted. EIT Food's vision is to put Europe at the centre of a global revolution in food innovation and production, and its value in society. EIT Food will engage consumers in the change process, improve nutrition and make the food system more resource-efficient, secure, transparent and trusted.

1.2. EIT Food Regional Innovation Scheme (RIS)

The EIT Regional Innovation Scheme (EIT RIS) is the EIT's outreach scheme. The scheme enables the transfer of good practices and know-how from the EIT's unique approach to boosting innovation. It opens up the activities of the EIT to innovators that are not partners, by providing targeted support to individuals and organisations to take part in and benefit from activities, services and programmes. Detailed information about the EIT RIS, including the EIT RIS Implementation Guidance Note, can be found at: <https://eit.europa.eu/activities/outreach/eit-regional-innovation-scheme-ris>

1.3. EIT Food RIS Consumer Engagement Labs

EIT Food RIS Consumer Engagement Labs is an activity implemented by EIT Food partners in 2019-2020 and led by University of Warsaw. Consumer Engagement Labs are **pre-competitive co-creation sessions** carried out by a relatively coherent group of consumers in a joint, physical place and limited in time, focused on **development of new product concepts**.

The Lab methodology was developed by University of Warsaw in 2019 and the project involves in 2020 EIT Food partners (University of Warsaw, University of Aarhus, Maspex, Sodexo, Doux Matok, EIT Food CLC North-East, EIT Food CLC South). In 2019, the Labs were piloted in Poland, Lithuania, Portugal and Spain, **engaging senior consumers**. In 2020, the project will be rolled-out to 6 further countries of EIT RIS that are also members of the European Union. 4 implementing consortia will be selected as the top ranked applicants from countries: Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Romania, Slovakia, Slovenia (working with EIT Food CLC North-East) and 2 consortia will be selected from applications coming from: Greece and Italy (working with EIT Food CLC South).

The interactive methodology of Labs uses design thinking and gamification to engage consumers, stimulate creativity and foster the acceptance of new products. It **allows non-experts to modify product features without the need to master specialist vocabulary or understand ingredients/manufacturing methods**. This collective exercise yields **non-obvious, counter-intuitive combinations of product features and be attractive for consumers** involved in the co-creation.

The co-creation processes will take into consideration **specific requirements of the aging population**, including nutritional needs related to chemo-sensory decline (e.g. in olfactory, gustatory and chemesthetic perception), challenges posed by dental health, possible drug interactions, changed frequency and quantity of food intake, as well as pre-existing, personal value systems and eating habits to cope with neophobia. Older consumers in EIT RIS countries are characterized by: **lower purchasing power, price consciousness and frequent experiences of food insufficiency, have specific dietary preferences and eating behaviour patterns, attach importance to nutritious needs for balanced diets**. Older consumers as a group present **limited monetization potential for major food manufacturers**, but **account for a growing share of population** and thus, by understanding their needs, food and beverage manufactures could better address important societal challenges. Through the Labs process, consumers will co-create new product concepts that will subsequently be introduced to the market. Additional information about EIT Food RIS Consumer Engagement Labs is available on project website at: <http://timo.wz.uw.edu.pl/cel/>

2. EIT Food RIS Consumer Engagement Labs participation

Selected activities of EIT Food RIS Consumer Engagement Labs will be implemented with the support of dedicated subcontractors. The present call is launched by EIT Food Co-Location Centres (CLCs) North-East and South jointly with University of Warsaw as activity leader to select consortia consisting of subcontractors (all consortium members must be **organisations having the status of legal persons**). The selection process is implemented as an open call, using clear and transparent selection criteria, and the selection will be carried out with the help of experts evaluators. **Existing partners of EIT Food are not allowed to become subcontractors and applications of consortia/innovation networks including EIT Food partners will be rejected.** In 2020, subcontractors will benefit from funding to carry out the tasks and implement their contractual obligations (based on subcontracting relationship, i.e. by issuing VAT invoices, without the requirement to apply Horizon 2020 rules for personnel cost accounting). They will have precisely defined workplans, linked to the timeline of RIS Consumer Engagement Labs activities coordinated by University of Warsaw.

2.1. Countries targeted by the call

- (1) Bulgaria (EIT Food CLC North-East)
- (2) Croatia (EIT Food CLC North-East)
- (3) Czech Republic (EIT Food CLC North-East)
- (4) Estonia (EIT Food CLC North-East)
- (5) Greece (EIT Food CLC South)
- (6) Hungary (EIT Food CLC North-East)
- (7) Italy (EIT Food CLC South)
- (8) Latvia (EIT Food CLC North-East)
- (9) Romania (EIT Food CLC North-East)
- (10) Slovakia (EIT Food CLC North-East)
- (11) Slovenia (EIT Food CLC North-East)

2.2. Eligible organisations

- Legal persons (please note that informal/semi-formal organisations that do not have the status of legal persons are not eligible);
- Operating in a country targeted by the call;
- Able to sign a subcontracting agreement with one of EIT Food's Co-Location Centres and act as a subcontractor in a project funded based on Horizon 2020/EIT modalities;
- Not having the status of EIT Food partners;
- Possessing knowledge, skills and resources rendering them able to carry out the subcontracted tasks.

2.3. Types of organisations invited to respond to the call

EIT Food is looking for **consortia** consisting of **3 organisations** operating in the same country (**scientific organisation + food retailer or food producer + startup company**) that would participate in EIT Food RIS Consumer Engagement Labs activity in countries covered by this call. Only one consortium can be selected in each of the target countries and the winning consortia will be selected in 6 out of 11 eligible countries, based on the assessment of the submitted applications.

Each consortium should consist of **3 organisations operating in the same country**, including:

- (1) scientific organisation (higher education institute such as university or research institute)
- (2) food producer (company manufacturing food and/or beverages; *NACE codes C10 and/or C11*) or food retailer (company operating supermarkets, convenience stores, delicatessen stores or hypermarkets; *NACE code G46.3*)
- (3) startup company (legal person, young organisation using specialist knowledge, technology, consumer insights and/or intellectual property to address specific needs of customers, including seniors as food consumers; the company could also be a spin-off or special purpose vehicle established by another entity such as e.g. university)

Applications from single organisations, groups of organisations with less or more than 3 members, or consortia not including all of the above-listed 3 types of members **will be rejected**.

Each organisation-member of the consortium needs to have the status of a **legal person** and be able to **sign a subcontracting agreement** with EIT Food CLC South / CLC North-East. **Existing partners** of EIT Food are **not allowed** to become subcontractors and applications of consortia including EIT Food partners will be rejected.

Members of consortium do not need to demonstrate to EIT Food that they have formalized their mutual relations (i.e. no formal consortium agreement is required as part of application), but they need to jointly submit their application, with data and signatures provided by each member organisation. Based on lessons learned from pilot activities in 2019, EIT Food recommends members of local consortia to agree on the distribution of project-related responsibilities and modalities for their cooperation, which could ideally be confirmed by a consortium agreement, supplementing the subcontracting agreement signed by each organisation with EIT Food.

Members of consortium need to have **working relations** and will be required **to jointly work on the preparation and implementation of the Labs**, as well as on the subsequent selection and **market introduction of at least 1 new product** that will result from the Labs process.

2.4. Contractual tasks of subcontractors

- (1) **Scientific organisation** (gross funding of up to 8,000€ to cover the eligible costs of project involvement in 2020)
- Responsibility for the organisation and delivery of the Consumer Engagement Labs session in country of operations in April-June 2020, using the methodology and involving at least 3 expert facilitators;
 - Ensuring involvement of other members of the consortium (food retailer/food producer and startup company) in the session of Consumer Engagement Labs;
 - Selection of senior consumers-participants of the Labs session using an open call, with short, written applications from consumers and selection controlling for gender, education levels and urban/rural location to ensure diversity, and ensuring the participation in the Labs session of 15 consumers matching the criteria;
 - Communication with consumers-participants of the Labs session in the local language;
 - Ensuring the signatures of attendance lists and legal consent forms by consumers-participants of the Labs compliant with GDPR, organizational procedures for personal data protection and EIT reporting requirements;
 - Translation of Labs session scripts and materials between English and the local language;
 - Organisation of the Labs sessions for a group of around 15 consumers in April-June 2020 (two physical meetings) including: workshop logistics, workshop venue, and ensuring compliance with health and safety requirements;
 - Facilitation of the Labs session based on guidance provided by project partners, workshop scripts and materials;
 - Preparation of the Labs session's audio-visual recording, transcript of the recording, written documentation and translation of the Labs' transcript and session results into English;
 - Involvement in the process of selecting new product co-created by consumers to be commercialised jointly by food retailer/food producer and startup company as the outcome of the Consumer Engagement Labs process;
 - Conducting 6 in-depth qualitative interviews with 4 local food companies (not participating in the consortium) and 2 companies-members of the consortium to gain insights into challenges of consumer co-creation and commercialisation of new food products, based on interview scripts provided by University of Warsaw, as well as recording, transcribing and translating the interview transcripts into English;
 - Submitting by 17 July 2020 "Report on the Consumer Engagement Labs workshops" (including details on organisation of the Labs, data on participants, descriptions of the creative process with transcripts, translations and recordings, summaries of results, lessons learned and recommendations on how to use the methodology in the future). Detailed instructions and report templates will be provided by University of Warsaw.

(2) **Food retailer/food producer** (gross funding of up to 6,000€ to cover the eligible costs of project involvement in 2020)

- Involvement in the session of Consumer Engagement Labs in April-June 2020, including observation and identification of commercially feasible ideas for new products;
- Covering the costs of catering for consumers participating in two days of Labs sessions, organised by consortium member 1 (lunch and refreshments for about 15 consumers, accompanied by moderators and organizers);
- Offering tokens of gratitude for about 15 consumers participating in the Labs session (e.g. shopping vouchers, sets of food products), as consulted with consortium member 1, with a view to incentivize participation of consumers;
- Planning for commercial exploitation of results of the Labs session by screening for commercially feasible product concepts, with the support of project partners;
- Communicating with local media to ensure at least 2 non-paid printed publications in the local language (press or thematic magazines) describing the EIT Food RIS Consumer Engagement Labs (referring to EIT Food and the company) (other than publications that are accounted for by the remaining members of the consortium);
- Selection of at least one new product co-created by consumers participating in the Labs session that will be commercialised jointly by food retailer/food producer and startup company, with commitment to introduce the product to the market in the first half of 2021, using the logo of EIT RIS (or other similar logo format, as defined by EIT/EIT Food) on packaging/marketing materials (confirmed by written description of the planned product and plans for commercialisation, delivered by 30 October 2020, and obligation to introduce the product in the first half of 2021); the development and marketing of the product will not be funded by this project and is the responsibility of the consortium member;
- Submitting by 30 October 2020 “Report on the new product concept selected for commercialisation” (providing details of at least 1 new product concept selected for market introduction and commercialisation plans, involving food retailer/food producer and startup company). Detailed instructions and report templates are provided by University of Warsaw as project leader.

- (3) **Startup company** (gross funding of up to 6,000€ to cover the eligible costs of project involvement in 2020)
- Involvement in the session of Consumer Engagement Labs in April-June 2020, including observation and identification of commercially feasible ideas for new products;
 - Supporting the consortium member 1 in the process of selecting senior consumers-participants of the Labs session using an open call to ensure diversity;
 - Planning for commercial exploitation of results of the Labs session by screening for commercially feasible product concepts, with the support of project partners;
 - Communicating with local media to ensure at least 2 non-paid printed publications in the local language (press or thematic magazines) describing the EIT Food RIS Consumer Engagement Labs (referring to EIT Food and the company) (other than publications that are accounted for by the remaining members of the consortium);
 - Selection of at least one new product co-created by consumers participating in the Labs session that will be commercialised jointly by food retailer, food producer and startup company, with commitment to introduce the product to the market in the first half of 2021, using the logo of EIT RIS (or other similar logo format, as defined by EIT/EIT Food) on packaging/marketing materials (confirmed by written description of the planned product and plans for commercialisation, delivered by 30 October 2020, and obligation to introduce the product in the first half of 2021); the development and marketing of the product will not be funded by this project and is the responsibility of the consortium member;
 - Submitting by 30 October 2020 “Report on the new product concept selected for commercialisation” (providing details of at least 1 new product concept selected for market introduction and commercialisation plans, involving food retailer/food producer and startup company). Detailed instructions and report templates are provided by University of Warsaw as project leader.

2.5. Benefits for organisations selected as subcontractors

Organisations selected as subcontractors will be offered the following benefits in 2020:

- Ability to benefit from the association with EIT Food and the EIT community (as subcontractors in EIT Food activities), and the brands of EIT Food, EIT, EIT RIS and EIT Food Consumer Engagement Labs;
- Rights to participate in thematic project meetings, organized by EIT Food and its partners (no membership fees will be required from subcontractors; EIT Food will not cover travel costs to attend internal meetings, but organisations designated as subcontractors can use their assigned budgets to cover these costs);
- Rights to promote the association with EIT Food RIS Consumer Engagement Labs, commercialise the product(s) developed as outcomes of the Labs process and introduce them to the market using logos of EIT RIS (or other similar logo format, as defined by EIT/EIT Food) on packaging/marketing materials;
- Opportunities for networking with EIT Food partners, including opportunities for joint project ideation and involvement in other EIT Food projects;
- Subcontracting agreement with one of EIT Food's Co-Location Centres with gross funding as defined in this call document, contingent upon the delivery of contractual tasks. Payments will be linked to compliance with the contractual tasks and deliverables;
- Knowledge and organisational support of EIT Food, its CLCs and partners in implementation of the activities planned for each subcontractor of EIT Food RIS Consumer Engagement Labs.

Becoming a subcontractor in EIT Food RIS Consumer Engagement Labs shall be considered an opportunity to become associated with the community of EIT Food, establish relations with EIT Food partners and become better embedded in their activities, as well as to benefit from results of consumer co-creation processes to develop and commercialise innovative products. Subcontractors will also benefit from the increased visibility in their local innovation ecosystems, strengthening their position on the regional and national levels.

3. Selection process

Interested and eligible organisations are invited to **submit their applications by 6 March 2020, 3 pm CET**, using the “**EIT Food RIS Consumer Engagement Labs Application Form**”. **Please send the electronic version of application, based on the attached template**, to: mzatorska@wz.uw.edu.pl. Incomplete applications or applications submitted by ineligible organisations will be rejected. Complete applications received by EIT Food will be evaluated by an expert committee using standardized selection criteria. EIT Food reserves the right to select subcontractors only in some of the targeted countries, contingent on the quantity and quality of the submitted applications, ensuring the excellence of selected consortia/innovation networks and value for money, and to relaunch the call for the countries where the present selection process would not yield satisfactory results. EIT Food reserves the right to contact the applicant organisations by e-mail or phone asking for additional explanations or supporting documents, and to schedule selection interviews with the short-listed organisations. All applications will be evaluated using transparent selection criteria, and all applicants will receive concise written feedback, sent to an e-mail account indicated in the application template. Results of the call will be published by EIT Food on its website and selected organisations will be required to sign subcontracting agreements with EIT Food Co-Location Centres North-East or South.

All proposals will be evaluated taking into account the following **selection criteria**, related to the applicant consortia (including member organisations) and their plans of activities:

- (1) Relevant experiences (participation in projects related to qualitative consumer research and new product development in agri-food sector; ability to present the relevance of these experiences for EIT Food);
- (2) Potential for project delivery (suitable premises to organise the Consumer Engagement Labs workshop; employees capable of facilitating consumer co-creation workshops);
- (3) Commercialisation potential (ability to develop new product based on existing manufacturing capacities and to deliver new product to a large number of consumers through the retail network);
- (4) Potential to enrich the diversity of EIT community and increase the impacts of EIT-funded activities within the regional/national innovation ecosystems.

Selected organisations will be required to sign subcontract agreements based on the agreement template published as part of this call documentation.

EIT Food RIS Consumer Engagement Labs Application Form

Please fill in the application form, ensuring that **all fields** are completed, including signatures of legal representatives of applicant organisations. Please submit the set of applications from 3 organisations in the consortium/innovation network in electronic format (PDF) by 6 March 2020, 3 pm CET to email address: mzatorska@wz.uw.edu.pl. Applications that are incomplete or sent after the deadline will be rejected. Please do not provide further supporting documents and limit your application to presenting all information required by this form.

EIT Food RIS Consumer Engagement Labs Application Form	
Consortium member 1: scientific organisation (higher education or public research institute)	
1. Country	
2. Name of the applicant organisation	
3. Legal form	
4. Office address (street, city, country)	
5. Website address	
6. Contact person	
7. Position	
8. E-mail	
9. Phone	
10. Please provide examples of the relevant activities/services/projects implemented by your organisation that involved qualitative consumer or citizen studies (such as: focus group interviews, consumer panels, social labs, co-creation workshops, creativity sessions) and justify, why they are meaningful for EIT Food RIS Consumer Engagement Labs.	
11. Please provide details of 3 experts - workshop moderators who will be involved in the activities of EIT Food RIS Consumer Engagement Labs (please provide name and short profile, indicating relevant experiences related to moderating/facilitating group sessions such as: focus group interviews, consumer panels, social labs, co-creation workshops, creativity sessions).	
Expert 1:	
Expert 2:	
Expert 3:	
12. Scientific organisation involved in the EIT Food RIS Consumer Engagement Labs will need to have access to facilities that could be used for the Labs session, including one plenary room (for	

about 15 consumers and observers) and 3 smaller rooms for breakout groups. The facilities do not need to be owned by the organisation, but costs for renting and maintaining these facilities will not be additionally reimbursed by EIT Food. Please briefly describe the facilities that you plan to use and their location.

13. RIS Consumer Engagement Labs workshop should be organized in April-June 2020, and consist of 2 sessions of one day each, separated by about 1 week interval. Prior to day 1 of the workshop, you will need to promote the project among potential applicant, ensure recruitment of a group of consumers meeting detailed selection criteria, prepare local translations of Labs materials used in workshops and meet the requirements including workshop logistics and recording of the sessions. Workshop dates should not overlap with national or religious holidays, elections, or other foreseeable events disrupting the creative process. Please provide preliminary proposal of workshop dates:

-workshop day 1:	
-workshop day 2 (~one week after day 1):	

14. How would you ensure the coordination of work between members of your consortium?

By submitting this application form, I confirm that the information provided above correctly represents the scope of activities and plans of my organisation. I understand that the information provided in this form may be used to define obligations in subcontracting agreement. I give consent to processing the application by EIT Food, its Co-Location Centres, University of Warsaw and external experts involved in the evaluation process, and am willing to cooperate to provide further information or documents confirming the facts presented above.

If selected, I declare the willingness to promptly proceed to sign the subcontract agreement with EIT Food based on the template published online by EIT Food as part of the call documentation. I will act as subcontractor in EIT Food RIS Consumer Engagement Labs in 2020 based on conditions described in the "Call for expression of interest to participate in EIT Food RIS Consumer Engagement Labs". I am aware of the scope of services that should be provided and confirm having familiarized myself with the contents of the „Call for expressions of interest to participate in EIT Food RIS Consumer Engagement Labs”, subcontract agreement and excerpts from EIT Food Framework Partnership Agreement, published online by EIT Food as part of the call documentation.

I understand that my subcontracting agreement can only enter into force if all three members of the consortium, jointly submitting the application, confirm their participation in EIT Food RIS Consumer Engagement Labs by signing their subcontracting agreements.

Date, place

Name of the person submitting the application

Organisation submitting the application

EIT Food RIS Consumer Engagement Labs Application Form	
Consortium member 2: food retailer / food producer	
1. Country	
2. Name of the applicant organisation	
3. Legal form	
4. Office address (street, city, country)	
5. Website address	
6. Contact person	
7. Position	
8. E-mail	
9. Phone	
10. Please identify a specific category of food products that co-creation workshops in your country would focus on. Justify why the creative work of a group of consumers on identifying new food product concepts in this product category could be meaningful for EIT Food RIS Consumer Engagement Labs project and also beneficial for senior consumers in your country.	
11. Food retailer / food producer involved in the EIT Food RIS Consumer Engagement Labs will commercialise at least 1 new product resulting from the Labs session. Please explain your motivation to deliver food innovations targeting senior consumers.	
12. Please describe how you plan to promote the Labs in local media (printed press or magazines) to ensure non-paid publications in the local language about the Labs.	

By submitting this application form, I confirm that the information provided above correctly represents the scope of activities and plans of my organisation. I understand that the information provided in this form may be used to define obligations in subcontracting agreement. I give consent to processing the application by EIT Food, its Co-Location Centres, University of Warsaw and external experts involved in the evaluation process, and am willing to cooperate to provide further information or documents confirming the facts presented above.

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I understand that my subcontracting agreement can only enter into force if all three members of the consortium, jointly submitting the application, confirm their participation in EIT Food RIS Consumer Engagement Labs by signing their subcontracting agreements.

Date, place

Name of the person submitting the application

Organisation submitting the application

EIT Food RIS Consumer Engagement Labs Application Form	
Consortium member 3: startup company	
1. Country	
2. Name of the applicant organisation	
3. Legal form	
4. Office address (street, city, country)	
5. Website address	
6. Contact person	
7. Position	
8. E-mail	
9. Phone	
10. Please explain how your competencies could best contribute towards the development and commercialisation of a new food product that will be proposed by consumers participating in the co-creation sessions, and will correspond to the food product category identified by food retailer / food producer from your consortium.	
11. Year of establishment of your organisation	
12. Total number of employees	
13. Startup company involved in the EIT Food RIS Consumer Engagement Labs will jointly with food retailer/food producer from the consortium commercialise at least 1 new product resulting from the Labs session. Please explain your motivation to deliver food innovations targeting senior consumers.	
15. Please describe how you plan to promote the Labs in local media (printed press or magazines) to ensure non-paid publications in the local language about the Labs.	

By submitting this application form, I confirm that the information provided above correctly represents the scope of activities and plans of my organisation. I understand that the information provided in this form may be used to define obligations in subcontracting agreement. I give consent to processing the application by EIT Food, its Co-Location Centres, University of Warsaw and external experts involved in the evaluation process, and am willing to cooperate to provide further information or documents confirming the facts presented above.

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Date, place

Name of the person submitting the application

Organisation submitting the application