



Co-funded by
the European Union

Youth Mission

Request for Contributors

for activities being implemented in 2023, 2024,
2025

EIT Food

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[Eitfood.eu](https://eitfood.eu)

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1. Introduction

EIT Food is the world's largest food innovation community, creating connections right across the food system. Supported by the EU, we invest in projects, organisations and individuals who share our goals for a healthy and sustainable food system.

We've built a unique not-for-profit business to carry out transformative programmes in skills, education, entrepreneurship, start-up investment and communications. We deliver these programmes in partnership with our members to create a culture and build a community which sees the long-term value in the food innovation we fund through open, competitive calls.

EIT Food has a strategic approach to systems change to create societal and economic impact. This is underpinned by a robust Theory of Change and a clear set of impact indicators and goals published in our [Strategic Agenda 2021-27](#).

2. Key Information about the programme

2.1 What is the EIT Food Youth Mission (YM)?

The EIT Food Youth Mission is an umbrella programme, led by EIT Food, aiming to arise youth's interest in the food that reaches their plates and become the agrifood leaders of tomorrow. The programme was launched in January 2022.

With society facing major challenges such as obesity, food waste and environment degradation, the need for the next generation to make better and more sustainable food choices has never been more important. With the Youth Mission Initiative, we aim at increasing awareness amongst our target audience of the food industry and to get them engaged in making better, healthier, and more sustainable food choices.

We want children between 9 and 18 to better understand the connection between food system stakeholders, understand the farm to fork to disposal journey of food, and acknowledge the components of a healthy lifestyle.

Through this programme we also intend to inspire leadership, entrepreneurial mindset, and vocational possibilities. Through our activities we hope to plant the seeds and develop a desire for children to work on food systems challenges – bridging from theory to practice – via experience sharing. Children cannot be what they cannot see. Our activities will allow them to visit labs, fields, factories and other agrifood workplaces.

Finally, this programme will identify and test promising education practices, and support learning practices aligned with today's expectations for the education of all pupils.

2.2 What activities were implemented in 2022?

The Youth Mission (YM) programme started in early 2022. It was a busy year getting the activities off the ground and creating the basis for the future of the programme.

In 2022, the YM had 3 main lines of work:

- Developing and testing Educational Resource Packs for teachers
- Implementing career days in different countries
- Developing day in a life video series

Developing and testing Educational Resource Packs for teachers

Resource packs

A working group made of experts in the education sector (EIT Food partners and externals) led the development of the resource packs. In a collaborative and interdisciplinary way, together with the EIT-Food programme team, they decided on the target audience and the best approach to achieve the programme outcomes. They were responsible for developing and disseminating the materials.

To make sure that whatever was developed as part of this work stream was a real niche and responded to the needs of those that were going to use the packs – the teachers – the working group reached out to teachers to get their views on what they needed. For this, they implemented a survey in several languages in seven countries that got responses from 600+ teachers.

With the needs identified, the working group got inspiration from resources developed as part of other EIT Food funded projects, reutilised, or adapted them and created new materials for the educational resource packs.

As a result, two resource packs were published and translated into different languages. The [Food Mission](#) for children between 9 and 14 years old and [Food Careers](#) for children between 15 and 18 years old.

The packs have been developed for teachers to use in the classroom to bring food-related issues closer to children.

Each educational resource packs offer:

- freely accessible online materials in multiple languages
- three thematic modules including ready-to use, detailed lesson plans
- additional resources to be used during the implementation of the lesson (videos, quizzes, and others)

Pilots

It was important for the success of the programme to test in a real-life set-up both resource packs. For this, we translated the resource packs into local languages and run pilots¹ in five countries². We engaged with dozens of schools and reached hundreds of children.

Before running the pilots, we had train-the-teachers' workshops with those teachers that were going to be part of the pilots. We went through the lesson plans with them and addressed any questions.

After the delivery of the lessons, feedback will be gathered and analysed.

Career Days

Through the Career days we want to raise awareness of the significance of food in modern life, and to demonstrate its relevance in achieving the Sustainable Development Goals.

The objective of Career Days is to illustrate to the next generation of children and adolescents the necessary higher education pathways, leading to meaningful and exciting careers that innovate the agrifood sector across the entire value chain, in agri/aquaculture, industry, academia and research, but also as entrepreneurs and creators of start-ups.

In 2022 there were 5 different career days organised in locations like Latvia (online), Spain, Portugal, Denmark, and Scotland³. Hundreds of children were engaged in different activities such as visiting a farm, participating in cooking shows, playing games to learn about nutrition or the agrifood system, or learning about the importance of bees for the planet. Children living in an urban environment were also given the opportunity to learn about farming through Virtual Reality.

Day in a life video series

The 'A Day in the Life' series is a way of raising awareness of the variety of jobs and careers in the food system. Through the videos we want to let our audiences know about the different jobs in the agri-food sector, inspire them to consider a STEM career in the sector and inform them of ways they can pursue a career in this area.

The series, composed of short videos, cover multiple careers in the agrifood sector. Each profession has a video targeting a [younger audience](#) and one for [adults](#).

More information can be found on this [webpage](#).

¹ At the time of writing this document, the pilots have been planned but not implemented.

² Czech Republic, Cyprus, Hungary, Israel, and Spain

³ At the time of drafting this document all career days were planned but only those in Latvia, Portugal, Scotland and Spain had been implemented.

2.3 Work packages of the YM for 2023 Implementation

The YM activity will be developed into 3 Work Packages (WPs)

WP 1: Programme Management

Under this Work Package (WP) a Request for Contributors will be organised to build a team. It shall be composed of individuals representing a diversity of experience with young audiences through engagement, communication and/or education projects.

The programme manager will ensure sound management of the programme, organising regular meeting with WP leads, setting up milestones and monitoring tools for budget spending, KPI and deliverables tracking.

As all WPs are very closely linked and depend on one another, it's crucial for the activity manager to make sure internal communication between WPs runs smoothly.

WP 2: Communication

This WP will set up and run the internal communications plan with the necessary internal feedback loops to make sure that the necessary EIT Food network players are well informed about YM outcomes.

In addition, the WP should create a strong YM brand, set up and run the external communications plan/media strategy with the aim to position the Youth Mission Food. A plan for stakeholder consultation will be put forward ensuring that the needs of the audience are well considered.

An active promotion and communication of the activities and outcomes from the WPs to the relevant audiences will be implemented by the working group. Results from WP3 will also be disseminated at organised events, to a range of audiences, therefore showcasing the findings and partners involved.

The WP Lead will be responsible to build a YM community. The first beneficiaries of the activities will be an instrumental part of dissemination. The WP will collect feedback on their programme experience and publish testimonials across digital platforms and organised events. It will aim at setting this up systematically and continuously so that the programme gets updated and adapted to the needs of the target audiences (e.g., creation of a YM Hive group).

WP 3: Implementation

This WP will be responsible for the coordination of several activities aiming at young audiences through different means and focusing on:

- Transferring knowledge about:
 - The relationship between food and health
 - How food is produced
 - Circular economy and sustainability principles

- Upskilling our young audience, enabling them to identify:
 - Healthy and sustainable eating patterns
 - Food sources.

You can find below a non-exhaustive list of activities:

1. YM handbook improvements and development:

On the basis of the already created handbooks, contributors to this WP will review the feedbacks gathered as part of the pilots to improve the content if necessary and work with WP2 on the dissemination strategy (e.g., by building additional relationships with schools & teachers).

In addition, contributors to this activity will develop a plan for the future use of the handbooks (new pilot countries, or additional work in the already piloted countries, other use of the handbook outside classrooms, etc.).

2. Career Days (CDs):

Contributors to this activity will be responsible for the creation of an ongoing Request for Contributors (RFC) aiming at finding future CDs hosts.

Lesson learnt from BP22 will be analysed ahead of the launch of the RFC, which is anticipated to be around February 23. The WP will then select appropriate CD hosts and aim to organise at least 5 CDs per calendar year. Representation from as many CLCs as possible will be encouraged.

The target group for the CDs is secondary schoolchildren.

A close collaboration with WP2 will be key, to ensure a wide promotion of the RFC, as well as the outcomes of the CDs.

3. “Day in a Life” video series:

Contributors to this activity will continue developing the “day in a life” series in cooperation with EIT Food staff.

4 new videos should be developed every year.

In cooperation with WP2, a strategy will be developed for the use of the videos within YM activities as well as a communication plan to the most appropriate audiences to insure high reach.

4. YM holiday exercise book:

As part of the Youth Mission work in 2022, a proposal for a children exercise book has been put together. The frame of the book as well as part of the content was already put together by a published author of children’s books. Based on the created content and in cooperation with the author, contributors to this activity will move it further (from content production to publication).

5. La Salvacomidas:

The already successful activity will continue its implementation in Spain, and from 2023 onwards, U.K, and other countries to be determined. Contributors to this activity will be responsible to replicate the activity outside Spain.

More information [here](#).

6. Events:

Contributors to this activity will aim at developing and/or taking part in events targeting young audiences (i.e., for instance science fair) and develop/adapt education materials accordingly.

7. Additional new activities:

In agreement with WP1 and depending on the available funding, the WP Lead will be tasked to set up new activities in line with the YM goals that will contribute to our KPIs. As a basis, a number of ideas, activities, and possible cooperation were discussed during the cocreation session on 27 October 2022.

For instance, new activities could be to take part in science festival to reveal the extraordinary and indissoluble link between food and science; to reach out and cooperate with municipalities, farm owners, museums, food markets and many more to develop entertaining, informative activities around food; to work in collaboration with EIT Food's Food Unfolded to develop a platform for kids and/or parents....

3. Key Information about the Request for Contributors

3.1 What we are looking for: Programme Contributors

Through this Request for Contributors, we aim to recruit active EIT Food partners and non-partners committed and motivated to support EIT Food implementing YM activities (See 3.2) and reach our KPIs. (See 3.3).

3.2 Expertise sought per Work Packages

WP1: This WP will be led by EIT Food. We are looking for Contributors.

In cooperation with the EIT Food programme manager, interested contributors will be asked to participate in:

- Liaising with the EIT Food personnel overseeing this programme and always ensuring continuous communication and clear reporting.
- Coordinating the smooth implementation of the programme, from budget allocation to reporting.
- Designing and implementing a clear process for communication among the WP Leaders.
- Coordinating programme meetings, ensuring all WPs communicate effectively and collaborate towards the overall goal.
- Help ensuring all KPIs, and deliverables are achieved.

WP2: We are looking for a WP lead as well as Contributors.

The WP lead will be expected to:

- Manage the workload distribution and oversee the implementation of the work within the WP to all contributors and/or other co-operators if necessary
- Ensure a sound implementation of the activities and reaching KPI targets
- Liaise with the other WP leads to ensure good management of the YM in line with the strategy
- Setting up WP meetings, ensuring they are effective and running on-time
- Holding the WP contributors accountable to EIT Food.
- Contribute to the reporting to the programme manager.

Contributors are expected to:

- Set-up and implement a strong all-encompassing communication and dissemination plan for the YM
- Ensure good internal communication of the YM with EIT Food, with CLCs and partners.
- Further develop a YM brand (including stakeholder consultation to ensure audience needs are met)
- Support the development and running of marketing campaigns globally and in local area
- Actively contribute to the dissemination of YM content
- Build the YM community with YM beneficiaries, collect feedback, publish testimonials across digital platforms, contribute to organised events, set-up systematically and continuously processes.

WP3: We are looking for a WP lead as well as Contributors.

The WP lead will be expected to:

- Manage the distribution and oversee the implementation of the work within the WP to all contributors and/or other co-operators if necessary.
- Ensuring sound implementation of the activities and reaching KPI targets.
- Constantly liaise with the other 2 WP leads to ensure good management of the YM in line with the strategy.
- Setting up WP meetings, ensuring they are effective and running on-time

- Holding the WP contributors accountable to EIT Food.
- Contribute to the reporting to the programme manager.

Contributors are expected to:

- Actively contribute to the improvement and development of the teacher handbooks
- Help building a strong community of educators committed to empower the youth
- Manage the implementation of the YM exercise book
- Help developing new YM activities
- Build relationship with new stakeholders (e.g., cities, museums, etc.)

3.3 KPIs⁴

EIT Food, as programme manager, has defined contributions towards the [EIT Food KPIs](#). They are as follow:

	2023	2024	2025
#Number of children reached (KIC-01)	2000	3000	4000
#Number of stakeholders involved in the activities (KIC-01)	100	200	300
#Number of career days organised (EITHE15.1-3)	5	5	5
#Participants to career days (EITHE15.1-4)	300	300	300

3.4 Deliverables⁵

EIT Food, as programme manager, has defined these deliverables:

	Title	Description
DEL01	Communication and Dissemination Report	Report summarizing the communication and dissemination activities from throughout the years 2023-2025
DEL02	Career days, day in a life videos and exercise book	A report on the career days that have taken place with information on the location, agenda, target audience, number of attendees, audience, and where relevant, lesson learnt and findings.
DEL03	Education material for teachers	A report on the use of the learning material for teachers.
DEL04	Los Salvacomidas	A report on the implementation of Los Salvacomidas with information on the location, didactic units, learning outcomes, target audience, number of participants, audience, communication activities and where relevant, lesson learnt and findings.
DEL05	Report on Activity X	A report that describes the new activity being implemented, and its impact
DEL06	Report on Activity Y	A report that describes the new activity being implemented, and its impact

Each Contributor will be expected to actively contribute to all deliverables

⁴ Note that the KPI's definitions may be evolved, and therefore targets may need to be adjusted

⁵ Note that the list of deliverables is currently indicative and will be finalised once all activities being implemented in 2023-2025 will be known.

4. RFC specific requirements

4.1 Timeline

	Date	Comment
Request for contributors announced and applications open	8 November	Documents for the application will be made available on EIT Food website .
Deadline for applications	8th December 12:00 CEST	Application form must be submitted in PDF format via email to youthmissioncontributors@eitfood.eu by this date.
Eligibility check	by 9th December	EIT Food will check that application forms against criteria set in Section 7.1.
Review panel	16th December	The reviewers will decide based on the criteria in the request for contributors' guidelines.
Decision made on Contributors	W/c 21st December	EIT Food to inform all applicants.
Where relevant, contract to be finalised with WP Leads and Contributors	by 15th January	Agreements will be made using the information provided in the application.
Kick off meeting	by 31st January	Lead contributor to organise meeting and discuss ways of working and WG's mission.

This is an open Request for Contributors which means the RFC guidelines will be published on EIT Food website and promoted by EIT Food.

4.2 Duration

The continuation programme will last from 1st January 2023 to 31st December 2025.

4.3 Financial Aspects

4.3.1 Funding Allocation

The activities under the Youth Mission are 100% EIT funded.

In your application form, please indicate an estimated budget associated to your proposed contribution. As a reference in 2022, the Working Group members were budgeted on the basis of 0,2 FTEs. WP Leads are encouraged to consider the additional workload associated to the role.

In addition, a budget for travel and accommodation of 2000 EUR for the period Jan-Dec 23 will be granted to all selected contributors for the purpose of project meetings.

4.3.3 Eligibility of Expenditures

For KIC partners: All costs need to comply with Horizon Europe regulations regarding the eligibility of expenses. Please refer to Article 6 of the [Model Grant Agreement](#) and the [Annotated Model Grant Agreement](#).

4.4 Monitoring

All Activities selected for funding undergo continuous monitoring by EIT Food to ensure effective progress and implementation in accordance with the Project Agreement, and to trigger payments according to the achievement of milestones, deliverables and KPIs.

EIT Food may request regular reporting of actual costs incurred, as well as regular reporting of KPIs and deliverables, together with the supporting documentation.

In the case of under-performance, significant delay of implementation, misconduct of the consortium, or any other reason jeopardizing the timely implementation of the Activity identified during the monitoring process, EIT Food reserves the right to discontinue or restructure the funding of the Activity at any point during the Activity duration.

5. Intellectual Property

5.1 Intellectual Property Policy

[EIT Food Intellectual Property's \(IP\) Policy](#) complies with Horizon Europe's IP Policy, found in Article 16 of the [Model Grant Agreement](#).

5.2 Additional Access Rights

For Public Engagement (Communication) activities, partners will be required to grant to KIC LE additional Access Rights on (non-confidential) Data/Developed (Communication) tools, resulting from the activity. KIC LE will have to be granted the right to these for internal purposes, including further research such as but not limited to quantitative and qualitative studies, and for communication/dissemination and publication by disclosing the Data/developed tools to the general public by appropriate means, excluding scientific publications. The rights include the rights to communicate through press information services, inclusion in widely accessible databases, editing or redrafting, translation, presenting, showcasing, and exhibiting, storage and archiving and the right to authorise third parties to act on behalf of EIT Food.

6. General Proposal Preparation, Submission & Evaluation

6.1 Who can apply?

The Youth Mission Request for Contributors is open to individuals and organisations from Member States of the European Union (EU) and from [Horizon Europe Associate Countries](#). In an exceptional case, an entity not coming from the EU or the Third countries (not associated to Horizon Europe) can be awarded financial support, if approved directly by the EIT.

You don't have to be an existing partner or member of EIT Food to apply for funding but, by becoming one, you'll gain access to a valuable source of expertise and potential collaborators to work with.

Please find eligibility requirements for individual organisation, consortium, and proposal eligibility in Section 7.1.

All selected contributors shall demonstrate rich experience in teaching, engaging and learning activities with young audiences. WP shall be composed of contributors representing a diversity of experience with young audiences through engagement, communication and/or education projects.

6.2. Proposal Submission

The application form template can be found on EIT Food website. It should be a maximum of 6 pages. The proposal should be submitted by 8th December 12:00 CEST.

6.3 Mandatory Documents

All documents that need to be submitted are described on the Request for Proposal [webpage](#).

7. Evaluation and Selection Process

7.1 Eligibility

The eligibility criteria are as follow:

- The proposal has been submitted via email by the set deadline, in the correct format (PDF). EIT Food will consider the date of the submission by email as the official submission date.
- Proposal is correctly completed, in English. All mandatory sections of the proposal are correctly filled in (no missing information) and respect the page limit.
- The proposer is eligible to EIT funding (see section 6.1)

7.2 Evaluation Process

All eligible applications will be reviewed and assessed by external evaluators on a standard score sheet and assessed based on below criteria.

Following external evaluators assessment with the attendance of EIT Food internal evaluators a consensus panel will take place to agree on the scoring and selection of applications.

- Background and experience (maximum: 10 points)
- Vision (maximum: 10 points)
- Proposed Contribution (maximum 30 points)
- Ambition (maximum: 15 points)
- Networks (maximum: 15 points)
- Budget: lowest budget receives the highest score; the score for other offers shall be calculated in relation to the lowest budget in linear equation (maximum: 20 points)

Total maximum score: 100 points

7.3 Appeal on Evaluation Results

Applicants can submit an appeal on within 5 days of result receipt, if:

- There is an indication that the results of the eligibility checks were incorrect
- The evaluation of their proposal has not been carried out in accordance with the procedures set out in this document.

For more details, please read [EIT Food Redress Mechanism .docx](#)

8. Next steps for selected Proposals

8.1 EIT Food legal framework & legal documents to be signed

Following the initial notification letter, selected proposals will receive a second communication with instructions regarding the completion of the following, as well as agreeing to EIT Food's conflict of interest policy:

1. EIT Terms and Conditions Agreement. The document transposing the provisions of the Project Agreement entered into by and between EIT and KIC LE, in the KIC's legal and operational arrangements between KIC LE and EIT Food Participants. The Terms and Conditions has to be considered as the internal agreement that is required by EIT under Article 1 and Article 5.3 of the PA
2. 2. Subgrant Agreement between EIT Food and an EIT Food Participant laying down the contractual arrangements between them regarding their respective rights and obligations pertaining to the implementation by the EIT Food Participant of Activities or Projects, under the KIC Business Plan. For the implementation of the Activities the EIT Food Participant will act as a Third Party Receiving Financial Support from KIC LE.
3. 3. Project Agreement: Between EIT Food and the EIT Food Participant to lay down the contractual arrangements between them, regarding the proposal where the participants are involved, that will be performed by the and third parties in accordance with this Project Agreement and to further specify certain rights and obligations pertaining to them.

8.2 Payment Schedule

For KIC partners, EIT Food will transfer your funding in instalments. A proportion of the Activity budget will be pre-financed, with subsequent payments being linked to the achievement of the deliverables as explained in Section 3.2. The majority of the grant will be transferred at the end of the Activity, once eligible costs have been determined and following the completion of final Activity reporting and the fulfilment of all obligations specified in the Project Agreement.

Contractors and Consultants will be paid upon reception of invoices. Invoices may be sent on a monthly basis or on a quarterly basis.