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# "Cultivating change at EIT Food: How innovative ecosystems shape the future of our food "

Marie Ammann

# EIT FOOD IN MOTION!



# FOOD SYSTEM CHALLENGES

Our current food system is a leading cause of some of the biggest challenges the world is facing, from climate change, resource depletion and waste, to malnutrition, disease and obesity.

## SOCIAL



We need to feed **10 billion** people by 2050



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



Up to **35%** of children under 5 globally are affected by stunting, wasting or overweight

## ENVIRONMENTAL



**1/3** of our food is wasted globally



**70%** of global freshwater withdrawals come from the food industry



Food production accounts for **26%** of greenhouse gas emissions

## ENTREPRENEURIAL



Only **3.4%** of all EU startups are in the food industry



**9 out of 10** startups fail due to lack of a market need for their products



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

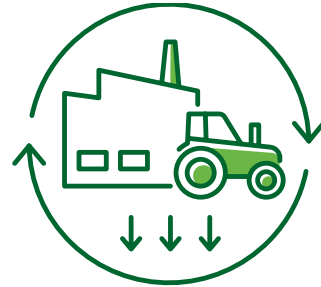
# OUR MISSIONS

We operate through a mission-based approach which puts improving outcomes for people and planet as the starting point for our work.



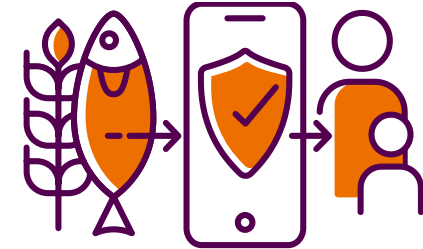
## HEALTHIER LIVES THROUGH FOOD

We will make a material difference to quality of life by enabling more consumers to have better choices through access to affordable, healthier products and actionable information.



## A NET ZERO FOOD SYSTEM

We will scale a systems approach that enables the transition to sustainable and regenerative agriculture practices, creates new markets and opportunities for food waste and loss reduction, and empowers all stakeholders to play an active role in the circular food economy.



## REDUCING RISK FOR A FAIR & RESILIENT FOOD SYSTEM

We will improve food security and safety for consumers everywhere by enabling and establishing resilient and dependable digitally enabled food supply chains.

# WHAT WE DO

At EIT Food we aim to overcome food system challenges **by accelerating innovation to build a future-fit food system that produces healthy and sustainable food for all.**

## COLLABORATION

We connect stakeholders right across the food system that stimulate new ideas and invention to drive change. Together with our community, we will build an innovative and resilient food system that in turn creates a healthier society and planet.

## IMPACT

Supported by the EU, we invest in projects, individuals and organisations that share our goals to deliver positive impact at speed and scale.

## INCLUSION

We believe inclusive systems innovation, which enables all people and places to participate and benefit, is essential to a strong food system that is better for everyone.



**We are the  
world's largest and  
most dynamic  
food innovation  
community**



# OUR COMMUNITY

Our strength comes from our community, which brings together key players from across the food value chain. Our Partner Network is made up of industry organisations, higher education institutions, research centres and non-profits from across Europe.



# OUR COMMUNITY

Our strength comes from our community, which brings together key players from across the food value chain. Our 190+ startups play a crucial role in transforming the food system.



## HEALTHIER LIVES THROUGH FOOD



## A NET ZERO FOOD SYSTEM



## REDUCING RISK FOR A FAIR & RESILIENT FOOD SYSTEM



## A SELECTION OF OUR STARTUPS

Discover all 190+ startups we have supported [on our website](#).

# OUR REGIONS

With teams on the ground across Europe, we unlock innovation potential in businesses and higher education and create and scale agrifood startups to bring new technologies and products to market.

EIT Food is structured around 3 European regions with similar food system and market challenges, and managed by 6 regional offices.



## West

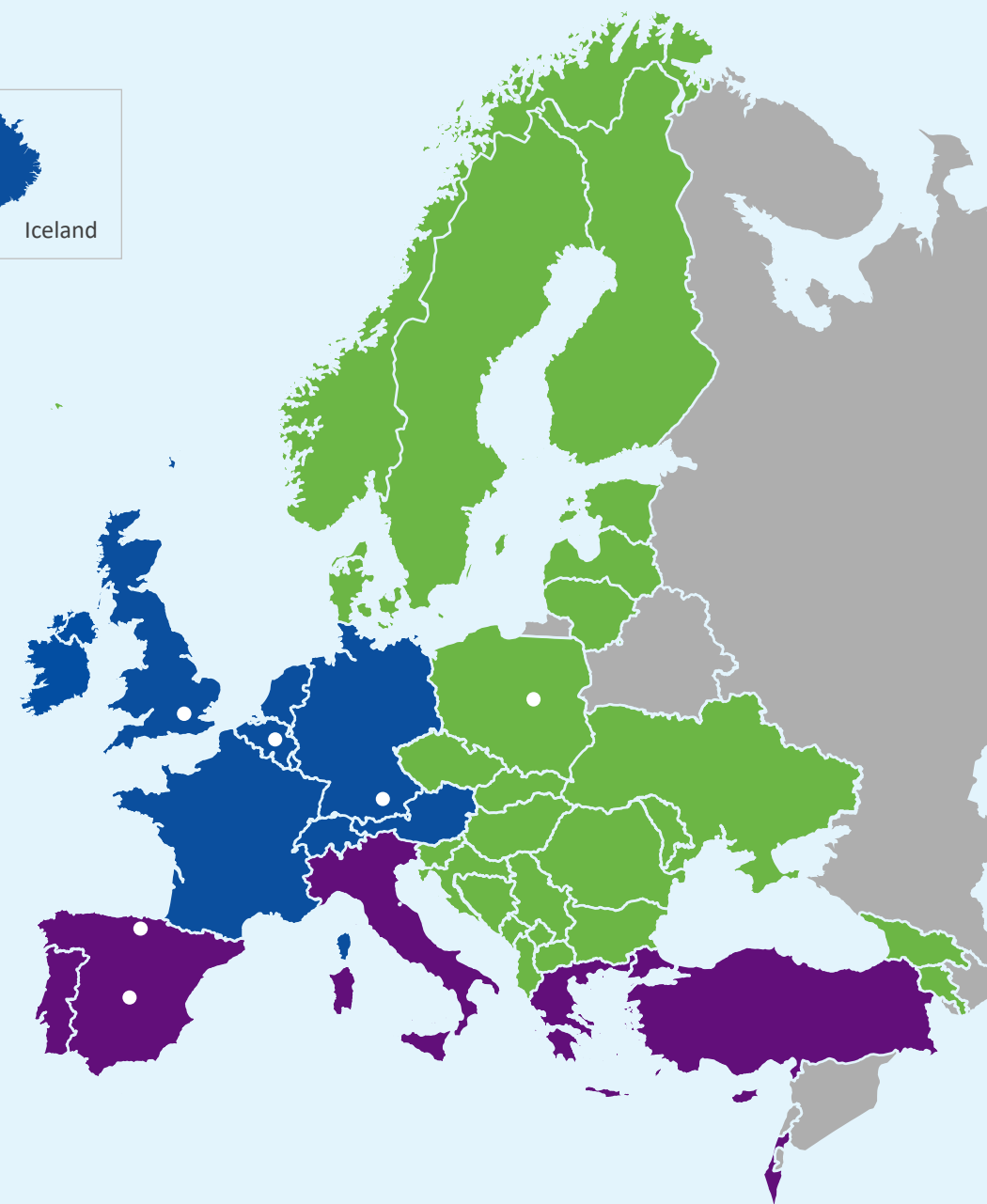
- Reading, UK
- Leuven, Belgium
- Freising, Germany

## North & East

- Warsaw, Poland

## South

- Bilbao, Spain
- Madrid, Spain





# Our Digital Agriculture for Sustainable Food System Challenges



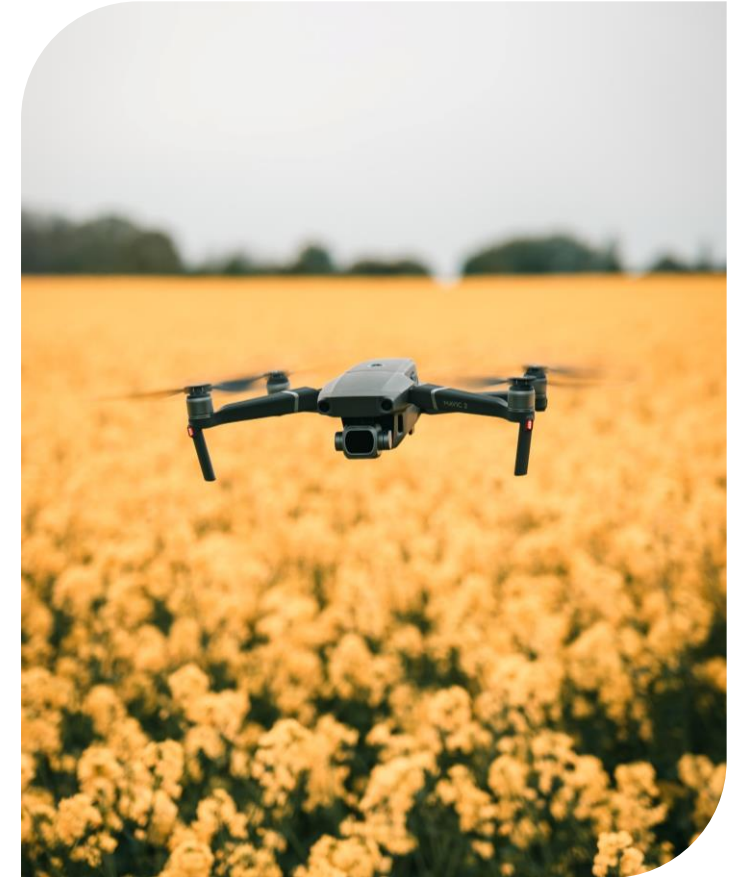
**SIEMENS**



**LfL**

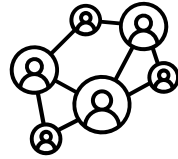
Bavarian State Research Center for Agriculture

Combining competencies to forward digital  
agriculture in Ruhstorf an der Rott!

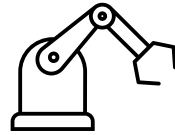


# Challenge: Digital Agriculture for Sustainable Food Systems

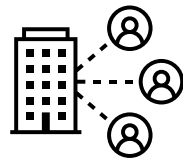
- Networking opportunities with more than 500 farmers & Agtech companies



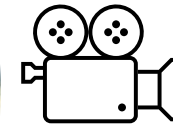
- Validation of the technology on site



- Mentoring by experts in innovation, business model, agriculture & data monitoring



- Access to testing grounds, farmers and agritech experts, SMEs



- Media exposure on regional, national and European scope



- Travel grant of 2,000 € and Prize money of 10,000 €



SIEMENS



Bavarian State Research Center for Agriculture

# Focus Area Sustainable Agriculture

## Vision

- ✓ Support European farmers in **meeting sustainability requirements** by **co-creating climate-neutral, resilient and economically viable farming practices**.
- ✓ Narrow the **innovation gap between farmers' needs** and **EIT Food innovation projects**.
- ✓ Build capacity for **systemic innovation and behavior change** not only in farmers but all actors of the food value chain including consumers.
- ✓ Link our **innovation activities to outputs to create impact** (environmental, societal, economical).



# OUR ACTIVITIES

## EDUCATION

We equip the brightest minds all over Europe and beyond, with skills and knowledge to create a sustainable food system.



[READ MORE >](#)

## INNOVATION

We guide and accelerate food innovation and focus on inclusive systems innovation, enabling all people and places to benefit.



[READ MORE >](#)

## ENTREPRENEURSHIP

We support innovative impactful entrepreneurs and startups to deliver new food innovations and businesses across Europe.



[READ MORE >](#)

## PUBLIC ENGAGEMENT

We design activities to engage people so that they can become agents of change in the food system.



[READ MORE >](#)

## REGIONAL

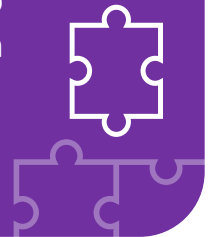
We support the agrifood sector on the ground across Europe in our 3 regions: North & East, West & South.



[READ MORE >](#)

## PUBLIC AFFAIRS

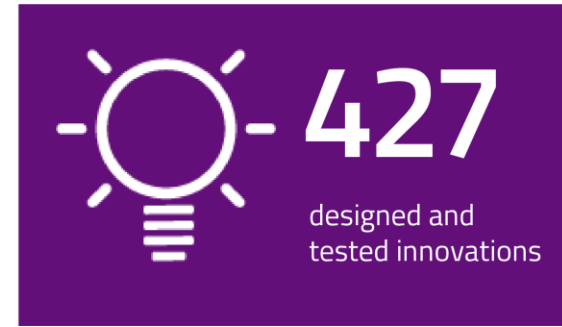
We build institutional relationships and lead relevant policy discussions to drive the agrifood innovation agenda in Europe.



[READ MORE >](#)

# OUR IMPACT IN 2022

Discover more highlights on our [website](#).







Please reach out to me:  
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FÖRDERKENNZEICHEN: EIT2020

# ENGAGE NOW.



Startup  
Newsletter



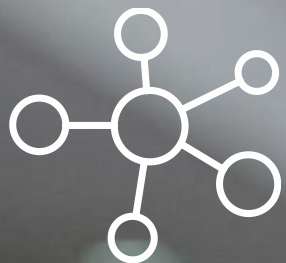
Entrepreneurship  
Community



Become an  
EIT Food Partner



# LET'S CREATE THE FUTURE OF FOOD TOGETHER!



Become part  
of our  
community



Share  
your ideas



Help us  
transform the  
food sector

FIND OUT  
MORE AT  
[EITFOOD.EU](https://eitfood.eu)

CONTACT DETAILS  
[info@eitfood.eu](mailto:info@eitfood.eu)



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