



**FOODITY**

## Open Call Overview

FOODITY – Open Call #1



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# 1 Introduction

**The main goal of FOODITY is to create a European ecosystem of digital solutions that contributes to a more sustainable and healthy food and nutrition system — whilst respecting citizens' rights to personal data sovereignty.**

FOODITY will run a **2M€ pilot development programme for creating 12 data-driven solutions** to demonstrate the potential of data-driven innovation in food and nutrition while guaranteeing the user's full control and ownership over their personal data.

These innovations will provide novel solutions to existing research and technical challenges to achieve the four Food 2030<sup>1</sup> (the EU's research and innovation policy to build better food systems by 2030) key priorities: (1) Nutrition for sustainable and healthy diets, (2) Food systems supporting a healthy planet, (3) Circularity and resource efficiency and (4) Innovation and empowering communities.

Participants in the pilot development programme will be selected through two open calls, the first of which will launch in September 2023. The programme will provide its beneficiaries with a set of value-added services: from one-to-one mentoring to training on technical, business, and legal matters, as well as technical and financial support (up to €187,500 per beneficiary) for developing their pilots.

During the next three years (January 2023 - December 2025), the FOODITY consortium, composed of seven partners, will join forces to make this a reality.

## 2 Background

Our modern-day world faces numerous complex challenges that require complex solutions. Food systems account for one third of global greenhouse gas emissions, the second leading cause of premature death is obesity in Europe and, despite advances in data regulation, citizen awareness of our own data and how they are harnessed remain highly variable among EU Member States. Furthermore, technology continues to advance at a rapid rate with unknown consequences with necessary regulation and legislation struggling to keep up. The EU has made significant advancements in recognising the need for the protection of data rights, yet the implications of how data are utilised within food systems are unknown given large providers, such as Apple and Google, operate in closed systems.<sup>23</sup>

The FOODITY project recognises a two-fold need: first, that empowering citizens to take control of their data is part of a necessary shift towards better decision-making and thus, healthier food choices and two, better decisions lead to more sustainable food systems. In line with this shift, an open data economy can allow for the development of more accurate and personalised digital solutions, potentially shaping consumer-driven demand towards more environmentally friendly and healthy choices, thereby initiating a trickle-down effect, e.g., reduced food waste, with impacts along the entire value chain.

<sup>1</sup> [https://research-and-innovation.ec.europa.eu/research-area/environment/bioeconomy/food-systems/food-2030\\_en](https://research-and-innovation.ec.europa.eu/research-area/environment/bioeconomy/food-systems/food-2030_en)

<sup>2</sup> <https://www.sciencedirect.com/science/article/abs/pii/S0267364921000583>

<sup>3</sup> [https://www.europarl.europa.eu/RegData/etudes/BRIE/2022/698898/EPRS\\_BRI\(2022\)698898\\_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/BRIE/2022/698898/EPRS_BRI(2022)698898_EN.pdf)



### 3 Open call objectives

FOODITY is seeking actors in the areas of research and development and social innovation to develop data-driven solutions that will:

- Provide innovative solutions allowing citizens to take control of their data and make better decisions around food and nutrition.
- Address the low readiness level and lack of standards in (food and data sovereignty) research.
- Address poor understanding of data rights and utilisation among citizens.
- Bring together different actors towards developing data privacy standards.

Pilots must develop a solution that addresses a minimum one of the following areas: (1) food and nutrition personalisation, (2) sustainable food systems, or (3) shopping experiences, all within the domains of nutrition and food systems.

Citizen engagement is expected as part of the development of the solutions and during the pilots to ensure that the above aims will not only be reached, but that developed solutions will fit needs and interests, allowing for maximum impact.

Ultimately, FOODITY cares about “aware” citizens navigating food systems through informed decision-making and conscious consumption. In turn, this project believes that better choices will also facilitate healthier and more sustainable food systems.

### 4 Consortium requirements

FOODITY will fund multidisciplinary consortia of 2-3 entities that include small and medium-sized enterprises (SMEs) and start-ups, research and technology organisations (RTOs) and universities, social innovation actors and training organisations. The consortia must demonstrate the capacity to develop the data-driven solution and collectively show capacity for user engagement and social innovation.

### 5 Open call areas

FOODITY is seeking solutions addressing a minimum of one of three areas, as seen in Figure 1. In addition, the open call will also accept solutions that widely fall under the scope of data-driven innovations in food systems and nutrition. Specific conditions will apply.

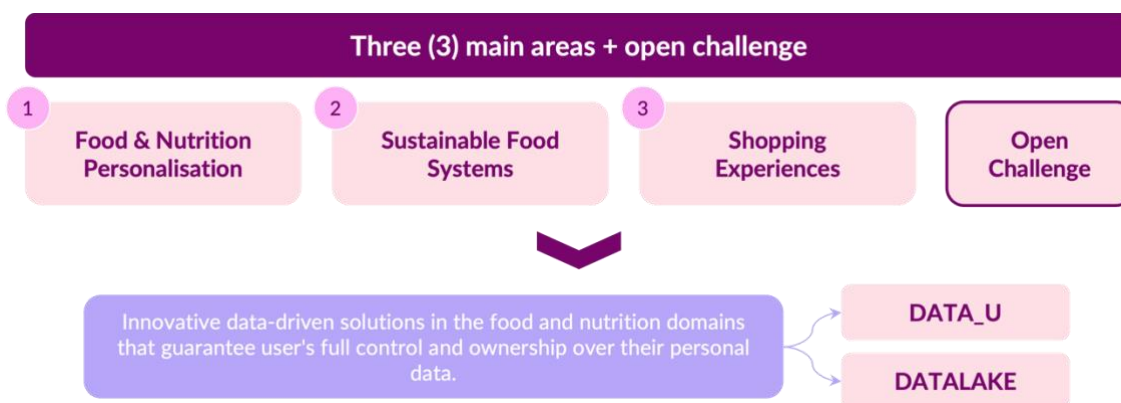


Figure 1. Defined challenges and target areas



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The open call will fund at least three applications that incorporate at minimum one of five components (see Annex 1.1), namely:

- Food recognition from photos
- Food product identification from photos
- Nutrition and activity ontology
- Personalised support for nutrition and physical activity
- Personalised nutrition plan (software)

Selected applicants will be given guidance on how to integrate these components into their proposed solutions. Details on the components, including model description, file type, and associated references can be found in Annex 1.1.

FOODITY will be providing data architecture for ethical protection, management, and storage of data. The FOODITY **datalake** and **dataU platform** are secure resources for these purposes. All proposed pilots are required to utilise them. The dataU will process and manage data whilst the datalake provides the architecture for storage. Any personal data will be the responsibility of the pilots unless consent is obtained to store the data publicly and anonymously.

## 6 Funding scheme

Beneficiaries may receive up to **€180,000** and qualify for the **FOODITY Star Award (€7,500)** as seen in the Guidelines for Applicants. The funding is broken into two phases: the first grants €150,000 and the second €30,000. Only three of the six pilots will proceed to the second phase. The funds are disbursed based on quality of results and all pilots will be evaluated against KPIs by external experts. Pilots are required to fully complete their KPIs to receive complete funding.

## 7 Pilot programme overview

The programme will apply a funnel approach where beneficiaries will first develop their project in Phase 1 and then test their solutions in Phase 2. Pilots will enter a pitching contest between Phases to determine which three of six pilots will proceed to the second Phase.

The full pilot programme lasts 12 months. During this period, beneficiaries will receive capacity building services, group coaching and technical support. The training programme will include access to FOODITY's platform providing a secure space for data sharing transactions. More information can be found in the Guidelines for Applicants.

## 8 Open call timeline

The FOODITY Open Call #1 opens **5 September 2023** and closes on **8 November 2023** at 17:00 CET (Brussels time). Proposals must be submitted vis the F6S Platform at <https://www.f6s.com/foodity-open-call-1/apply>.



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After submission, FOODITY will begin the evaluation and selection process (Figure 2). Proposals not fitting the eligibility criteria will be notified. The top six proposals will be notified to enter the contract preparation and signature phase and access the Pilot Programme.

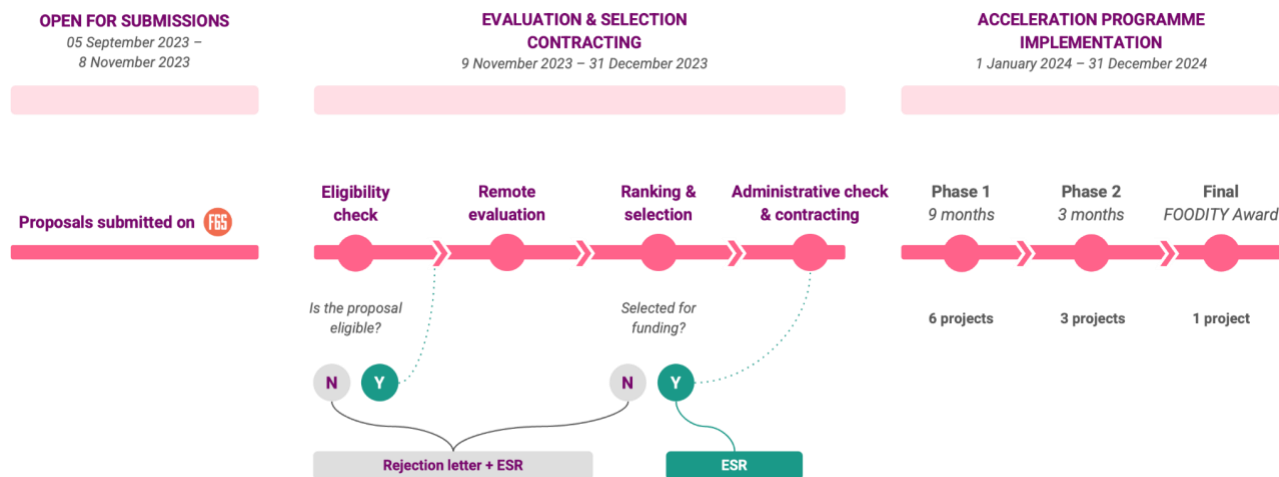


Figure 2. Timeline for submission, evaluation of proposals and pilot

## 9 Additional information

All the information on the FOODITY project and open call is available on:

- The project [website](#), where all official documents are published.
- The online Q&A and discussion forum on the [F6S Platform](#), which contains the latest information on the application process.
- FOODITY social media channels: [Twitter](#), [LinkedIn](#), [Mastodon](#) and [YouTube](#).
- The Guide for Applicants documents where the rules and procedures of the programme are described (available for download at <https://foodity.eu/open-calls/>).
- Match-making service: <https://www.f6s.com/foodity-match-making-open-call-1/apply>