



FOODITY

Annex 1 Guidelines for Applicants

FOODITY – Open Call #2



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Acronyms and definitions

| Acronym | Meaning |
|---------|------------------------------------|
| EC | European Commission |
| ESR | Evaluation Summary Report |
| EU | European Union |
| GA | Grant Agreement |
| HE | Horizon Europe |
| OCT | Overseas Country and Territory |
| RTO | Research and Training Organisation |
| SME | Small and medium-size enterprises |
| TRL | Technology Readiness Level |
| VAT | Value Added Tax |



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1 Introduction

This document provides the relevant information regarding Open Call #2 of the FOODITY project. The FOODITY – Open Call #2 aims to engage different entities, including SMEs and startups, research and technology organisations (RTOs) and universities, social innovation actors and training organisations, to develop data-driven solutions towards citizen empowerment in regard to data rights and sustainable food systems.

2 General information

2.1 Terms and definitions

This section describes the relevant terms that are used in the open call documentation. Unless otherwise stated, the definition of a term is the one stated in this section.

2.1.1 Persons, entities, and committees

Table 1. Definitions of persons, entities, and committees

| Term | Definition |
|---------------------------|---|
| Consortium | Group of legal entities that are cumulatively responsible for implementing the FOODITY project as defined in the Grant Agreement number 101086105. |
| Applicant | Individual or organisation that intends to submit or has submitted a proposal to the funding programme. |
| Beneficiary | An individual or organisation that has submitted a proposal to the funding programme that has been accepted for funding and has signed or is in the process of signing a sub-grant agreement. |
| External Evaluator | An expert that has been invited by FOODITY to assist in the evaluation of the proposals submitted to the funding programme. Experts cannot have conflicts of interest and are bound by their own confidentiality agreement. |

2.1.2 Funding programme

Table 2. Definitions of the funding programme

| Term | Definition |
|----------------------------------|--|
| FOODITY Funding Programme | Programme under which the present open call is run. It is defined by the documents and templates provided by the FOODITY consortium as defined in section 4.1. The funding programme considers two parts: <ol style="list-style-type: none"> 1. Open call for proposals, evaluation, contract preparation and signing. 2. Implementation with two phases (for selected beneficiaries). |
| Proposal Phase | Period when applicants can submit proposals to the open call. Each open call has a fixed deadline that is automatically enforced. |



| Term | Definition |
|---|---|
| Evaluation Phase | Period when the consortium evaluates and ranks the applications. At the end of the phase, all proposals are notified of the results of the evaluation. |
| Contract Preparation & Signing Phase | Period when the selected proposals and the consortium complete the administrative procedures to sign the sub-grant agreement and prepare administrative documents. |
| Implementation Phase | Successive period of 9 or 3 months, varying according to the open call phase (1 or 2), when the work is performed by the beneficiary. At the end of each phase, the project is subject to a formal evaluation made by an internal evaluation team to assess if the project is meeting its objectives. |

2.2 Means of submission

The FOODITY page on the F6S platform (<https://www.f6s.com/foodity-open-call-2/apply>) will be the entry point for the submission of all proposals to the FOODITY open calls. Any proposal submitted through other channels will be automatically rejected.

Any documentation that is required and requested by the FOODITY consortium should be submitted via a dedicated channel that will be indicated by the consortium during the execution of the sub-granted projects.

2.3 Language

English is the official language for the FOODITY open calls. Submissions done in any language other than English will not be eligible or evaluated.

English is the only official language during the whole implementation of the FOODITY programme. This means that any requested submission of documentation and deliverables will be done in English to be eligible.

2.4 Documentation formats

Any documentation requested in any of the phases of the open call and projects' implementation must be submitted electronically in PDF format without restrictions for printing. For Annex 2, formatting guidelines must be respected as defined in the document.

2.5 Data protection

To process and evaluate applications, FOODITY consortium will need to collect Personal and Industrial data. F6S Network Ireland Limited, will act as Data Controller for data submitted through the F6S platform for these purposes. Please see our privacy policy [here](#). A Data Protection Officer (DPO) has been appointed by F6S generally, to ensure compliance with data protection regulations, such as the General



FOODITY – Open Call #2 | Annex 1 – Guidelines for Applicants

Data Protection Regulation (GDPR), and that personal data is collected, processed, and stored in a secure manner.

The F6S platform's system design and operational procedures ensure that data is managed in compliance with the General Data Protection Regulation (EU) 2016/679 (GDPR). Each applicant will accept the F6S terms to ensure compliance. Please refer to <https://www.f6s.com/privacy-policy> to review the F6S platform's privacy policy and data security policy.

Apart from the F6S platform, data will also be stored in the F6S Google Drive.

Please note that the FOODITY consortium must retain generated data until five years after the balance of the FOODITY project is paid or longer if there are ongoing procedures (such as audits, investigations or litigation). In this case, the data must be kept until they end.

2.6 Origin of the funds

Selected applicants will sign a dedicated sub-grant funding agreement with the FOODITY consortium. The funds attached to the Sub-grant funding agreement come directly from the funds of the European project FOODITY and therefore remain property of the EU until the payment of the balance, whose management rights have been transferred to the project partners in FOODITY via European Commission GA no. 101086105.

As detailed in Annex 3: Sub-grant Agreement template, the relation between the sub-grantees and the EC through the FOODITY project carries a set of obligations to the sub-grantees with the EC. It is the task of the sub-grantees to achieve them and of the FOODITY consortium partners to inform about them.

3 Eligibility criteria

FOODITY invites multidisciplinary consortia of 2-3 entities to submit proposals for data-driven solutions that demonstrate the potential of data-driven innovation in food and nutrition while guaranteeing the user's full control and ownership over their personal data.

The following eligibility criteria, related to the applicants, funding, and proposals apply.

1. Submissions will **ONLY** be accepted through the F6S platform and respective page dedicated to the FOODITY – Open Call #2: <https://www.f6s.com/foodity-open-call-2>
2. Fit within the target audience/ applicant as indicated in section 3.1.1.
3. Are based in an eligible country as indicated in section 3.1.3.
4. Have provided their application and all requested documents only in the English language.
5. Have provided the proposal description using the FOODITY – Open Call #2 Proposal Description Template (Annex 2.1) and followed all mandatory guidelines.
6. Are in the appropriate TRL range as explained in section 4.1.5.



3.1 Applicants' and consortium eligibility

All applicants and consortia must meet the requirements described in this section to be eligible for the FOODITY – Open Call #2.

3.1.1 Types of applicants

The call will fund projects developed by a consortium of 2-3 entities, led by a coordinator. Natural persons or entities applying alone are not eligible.

The following types of entities may apply as part of a consortium:

- **SMEs¹** including startups developing solutions for data-driven innovation in personalised nutrition, sustainable food systems and shopping experiences.
- **Social innovation actors (SIA)**, which may be a non-profit organisation or company, providing new practices aiming at citizen empowerment and proposing concrete actions for data sovereignty, as well as associations representing consumers' interest in health and nutrition.
- **Research and technology organisations (RTOs) and universities**, working on advancing the state-of-the-art and solving the challenges around data driven innovation for health and nutrition and mechanisms to preserve citizens sovereignty of their personal data in using solutions for health and nutrition.
- **Training organisations** providing professional training for careers in the food industry, such as culinary or nutrition schools, interested in teaching and experimenting with the power of data for innovation and competitiveness in food production and diet planning.

3.1.2 Consortia requirements

Eligible consortia must be a **multidisciplinary consortium of 2-3 entities, led by an SME** (who will act as the consortium coordinator). The 2nd and 3rd partner (if applicable) must be an SME (including start-ups), RTO, university, SIA or a training organisation, that must collectively show capacity for user engagement and social innovation.

This will enable multiple third parties to be funded and contribute to the area of digital transformation and data driven innovation, using short research cycles targeting the most promising ideas.

- In the case of a **2 partners consortium**, a second SME (or start-up) can participate **if their main area of activity is social innovation and/or citizen engagement**. This must clearly be described in the technical proposal.
- In the case of 3 partners, a second partner may be an SME (or start-up), but must mandatorily also include an RTO, a SIA or a training organisation (**three SMEs are not eligible**).
- For 2-partner and 3-partner consortia, **the lead partner (Coordinator) must also be registered in an EU 27 Member State or one of the 17 associated countries** with proof of activity in their respective location.²

¹ EC recommendation for Small and Medium-sized Enterprises (SMEs) 2003/361 (https://ec.europa.eu/growth/smes/sme-definition_en)

² Please refer to [this link](#) for reference (pages 1 - 2). Note: the United Kingdom is not eligible.

- **Both multiple-country and single-country consortia are allowed.**

NOTE: All entities of the consortia must be registered with a verifiable VAT (which will be requested as part of the individual Declaration of Honour). Unincorporated startups are not eligible, even if the Coordinating entity on a given application is registered.

A SIA is defined as an entity with proven impact from a social innovation:

“Social innovations encompass new practices – concepts, policy instruments, new forms of cooperation and organisation – methods, processes and regulations that are developed and/or adopted by citizens, customers, politicians etc. in order to meet social demands and to resolve societal challenges in a better way than existing practices.” (Howaldt et al. 2014)³

Figure 1 represents the Theory of innovation taken from the [SI Drive EU-funded Project](#) encompassing five key dimensions. Social innovation is considered essential to solve global societal challenges **and applicants must demonstrate their capacity to incorporate this in their pilots.**

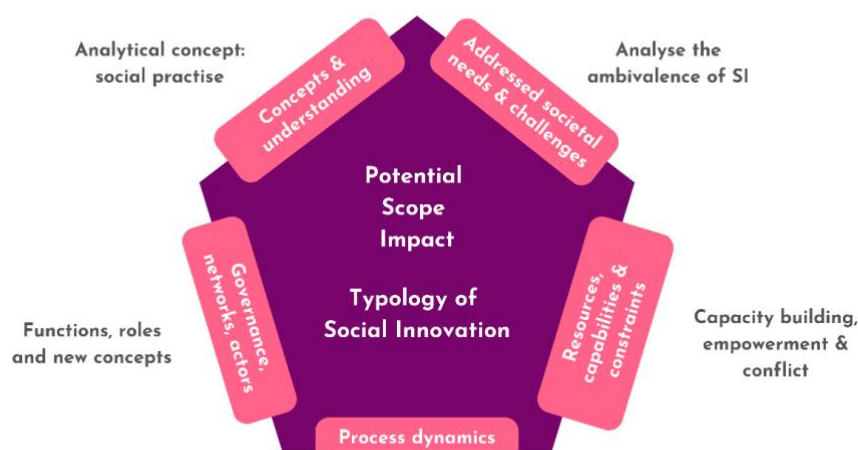


Figure 1. Theory of innovation taken from the SI Drive EU-funded Project encompassing five key dimensions.

For organisations with a solution that are seeking to partner with a social innovation actor, you are invited to consult this interactive [map](#), which lists several examples of entities across the globe (note that country eligibility conditions apply). You can also visit the FOODITY website for a list of SIAs open for collaboration.

Actors in this field may be public or private (e.g., social enterprise, foundations, private company), civil society institutions (e.g., NGOs) and academia/research institutes. Any entity belonging to these categories must provide demonstrable impact.⁴

³ Howaldt, Jürgen, et al. "Theoretical approaches to social innovation-a critical literature review." *A deliverable of the project: 'Social Innovation: Driving Force of Social Change' (SI-DRIVE). Dortmund: Sozialforschungsstelle 2014 (2014): 8-19.*

⁴ Impact may include results from a social innovation project and/or description of a strategy/method implemented within the given entity that is itself considered a social innovation.



3.1.3 Eligible countries

Entities established in the following countries are eligible to participate in the FOODITY – Open Call #2:

- The Member States (MS) of the European Union (EU), including their outermost regions.
- Overseas Countries and Territories (OCTs) linked to Member States.
- Horizon Europe associated countries (those that have signed an agreement with the EU as identified in the [HE Programme Guide](#)) according to the updated list published by the EC.

*NOTE: The United Kingdom and Switzerland are **not** eligible for this call.*

In general, the FOODITY – Open Call #2 follows the rules applied by the EC for the R&D Programme Horizon Europe in terms of geographical coverage, eligibility, and exclusions, which take precedence. However, this call is targeted for innovations in Europe. Therefore, **all applications must show an intention to expand into the European market (and if applicable, current presence).**

3.1.4 Conflict of interest

Applications will not be accepted from entities who are partners (beneficiaries) or affiliated entities/ linked-third parties in the FOODITY consortium or who are formally linked in any way to them. Any entity with a previous formal and legal connection to a FOODITY beneficiary (e.g., spin-off), will not be accepted, unless a minimum of 3 years (as of 1 January 2023) has passed since the termination of the connection.

Applicants must not have any current and/or potential conflict of interest with the FOODITY – Open Call #2 selection process and during the whole programme. Applicants must formally and immediately notify the FOODITY coordinator of any situation constituting or likely to lead to a conflict of interests and take all the necessary steps to rectify this situation.

All cases of conflict of interest will be assessed case by case. Applicants must take all measures to prevent any situation where the impartial and objective evaluation and implementation of the project is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests').

If a conflict of interest is discovered and confirmed at the time of the evaluation process, the proposal will be considered as non-eligible and will not be evaluated.

3.1.5 Number of proposals and resubmissions

The FOODITY – Open Call #2 is a competitive funding programme. Any entity may only participate in **one proposal** to this open call. Any entity participating in more than one consortium will automatically disqualify all proposals in which the entity(ies) participate. Exceptionally, an RTO or university may apply to Open Call #2 if they represent a different unit/ department/ research group funded through Open Call #1 and are addressing a different theme with a novel proposal.

Any SME that is already funded through Open Call #1 is not eligible to participate in Open Call #2 (list of funded entities [here](#)).

Any entity or consortium that participated but was not funded in Open Call #1 is eligible to participate in Open Call #2. In such cases, applicants are required to describe how they are submitting a different proposal and improvements made.



3.2 Financial eligibility

The following financial conditions apply for proposals to be eligible:

- The total budget per project **may not exceed €180,000**, which corresponds to Phase 1 - Project Implementation (€150,000), in which all six funded projects will participate, and Phase 2. Note that only three teams will proceed to Phase 2 and receive an additional €30,000.
- The total amount requested (not exceeding €180,000) must represent 100% of the total project costs, and cover personnel costs, other direct costs, and indirect costs (25%). Subcontracting is not an eligible cost.
- All proposals must provide justifications of the planned costs and resources of the project following the guidelines and calculation rules provided in Annex 2.1 – Technical Annex.

For approved projects, the funds will be disbursed in lump sums at the end of each stage and pending the achievement of agreed KPIs.

3.3 Other conditions

Each applicant must confirm:

- The proposed project is based on original research/ ideas and, going forward, any foreseen developments are not limited by third party rights, or are clearly stated if they are limited.
- The project is based on work that has not been developed and offered as a commercial product or solution.
- It is not under liquidation or is not an enterprise under difficulty according to the [*European Commission Regulation No 651/2014, art. 2.18.*](#)
- The participating organisations should not have been declared bankrupt or have initiated bankruptcy procedures.
- The organisations should not have convictions for fraudulent behaviour, other financial irregularities, and unethical or illegal business practices.
- It is not excluded from the possibility of obtaining EU funding under the provisions of both national and EU law, or by a decision of both national and EU authority.

Note: Third parties receiving financial support from FOODITY through the open call will not become part of the FOODITY Grant Agreement. The FOODITY Grant Agreement will not need to be amended to include the selected beneficiaries.

4 Open call submission, selection, and negotiation process

Proposals submitted to the FOODITY – Open Call #2 are submitted in a single stage and evaluated in two steps, as presented in Figure 3 below.

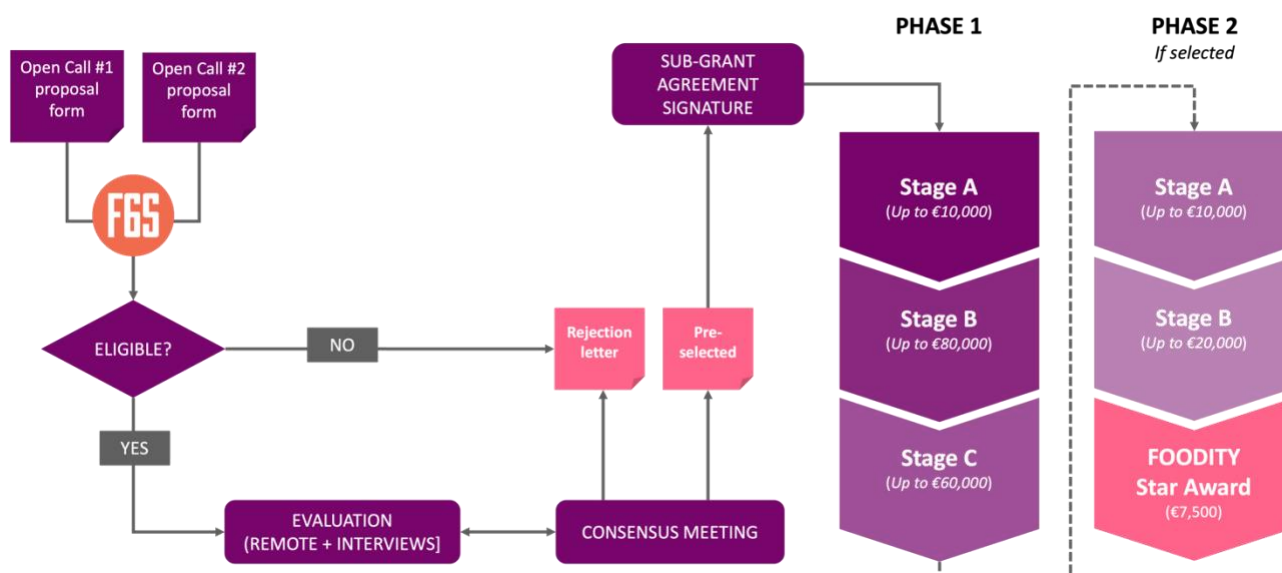


Figure 2. FOODITY Open Call #2 submission and evaluation process

4.1 Proposal preparation and submission

The submission of proposals to the FOODITY - Open Call #2 will follow the steps listed in this section. The open call launches on **8 May 2024**. The deadline for submission of proposals is **10 July 2024, 17:00 CEST** (Brussels time).

4.1.1 Open call publication and documentation

The open call is supported by the following documentation, which can be found at <https://foodity.eu/open-call-2/>. Applicants are encouraged to consult all relevant files before proceeding with the submission.

- Annex 1: Guidelines for Applicants, *the present document*.
- Annex 1.1: Technical Annex.
- Annex 2: Proposal form, an online application form, available at F6S platform (<https://www.f6s.com/foodity-open-call-2/>).
- Annex 2.1: Technical proposal (template), *a Word template that indicates all the technical information that should be provided as part of the project proposal*.
- Annex 3: Sub-grant agreement (template), *which is the sub-grant agreement (contract) that the successful applicants will be requested to sign*.
- Annex 4: Declaration of Honour, *which is the declaration all selected entities will have to sign*.
- Annex 5: Consortium Declaration of Honour, *which is the declaration representing the consortium that all selected entities will have to sign*.
- Annex 6: SME Declaration, *which evaluates the status of SMEs*.
- Annex 7: Bank account information, *which collects information about the bank account to which payments will be made*.



4.1.2 Applicants' registration

Entities interested in submitting a proposal to the FOODITY – Open Call #2 must be registered on the [F6S platform](#), which is the main interface for managing the proposals.

4.1.3 Proposal preparation and submission

Applicants must consider the following when preparing their proposal:

1. Applicants are required to apply online and answer all mandatory questions (with no exception) at: <https://www.f6s.com/foodity-open-call-2/apply>.
2. The information and documentation to be provided/ submitted are:
 - **Application form:** includes the administrative questions to be completed directly on the F6S platform: <https://www.f6s.com/foodity-open-call-2/apply>.
 - **Selection of the main theme** that the proposal will address (in the application form and technical proposal). *NOTE: The open call will fund a maximum number of proposals per theme.*
 - **Annex 2.1 - Technical Proposal**, submitted as a PDF only. This describes the project and is structured into multiple mandatory sections. *NOTE: The technical annex provides guidance on the required items to be addressed.*
 - Tick boxes for the applicants to confirm that they have read and agree with the conditions of the open call and the Guidelines for Applicants.
3. Applicants are recommended to become familiar with **Annex 3** - Sub-grant agreement; **Annex 4** – Declaration of Honour (applicable to all entities); **Annex 5** – Consortium Declaration of Honour; and **Annex 6** – SME Declaration (applicable to entities that are SMEs). These documents must be provided if the applicant is selected and are mandatory to finalise the contract and enter the funding programme. *NOTE: only an electronically verified digital signature will be accepted.*
4. It is strongly recommended that applicants submit their proposal well before the deadline. If the applicant discovers an error in the proposal, and if the call deadline has not passed, the applicant may request the FOODITY team to re-submit the proposal (for this purpose please contact support@f6s.com). **However, FOODITY does not guarantee that a resubmission will be feasible in due time in case the request for resubmission is not received by the FOODITY team at least 48 hours before the open call deadline.**
5. The open call deadline will not be extended unless a major problem with the F6S platform makes the system unavailable. In case an extension is provided, all applicants will be notified.
6. Failure to submit a proposal on time, for any reason (e.g. network issues) is not acceptable as an extenuating circumstance. The time of receipt of the application as recorded by the submission system will be definitive.

4.1.4 Selection of the proposal theme

The FOODITY – Open Call #2 welcomes proposals that address key areas of the open call as well as applications that broadly fit under the scope of the project's vision: citizen data sovereignty and sustainable food systems. The three core themes can be seen in Figure 3. These themes are broad in nature and it is up to the applicant to select the area most suitable to the solution they are proposing.

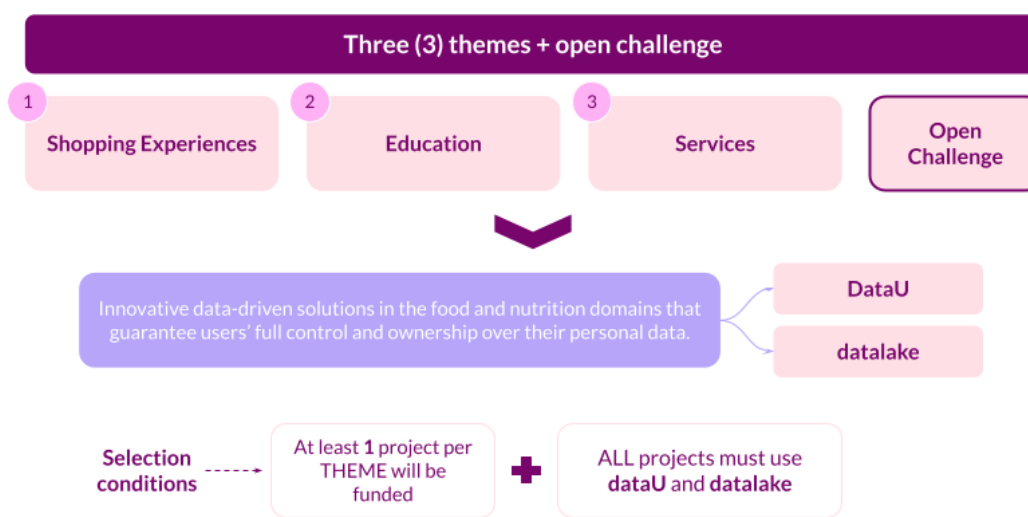


Figure 3. Three areas of the FOODITY - Open Call #2

FOODITY is looking for digital solutions (tools and concepts) that are focused in addressing the digital transition and innovation in food systems. All proposals should clearly describe how citizen data are considered and respected, as well as engaging citizens throughout the pilot programme. The **proposed data driven solution should be novel and clearly outline a path to individual behaviour change** as part of a greater transition to sustainable food systems (in other words, individual changes for/as part of systems change).

Furthermore, the open call welcomes proposals that adopt widespread and emerging technologies, including: robotics, blockchain, sensors/wearable devices, and AI & ML.

FOODITY - Open Call #2 themes overview

All themes can include different business models, including B2B, as long as there is a clear method for citizen engagement during the pilot programme. Citizen engagement is expected for the product or service being developed. The proposed project itself should be co-designed and co-developed with future users and ultimately validated by those users as well as part of the overall citizen engagement plan. The thematic areas described below are intentionally broad and meant as a guide.

Shopping Experiences

Solutions that incorporate a tool/service that improve citizens' experience, as well as reducing information overload⁵. Solutions that facilitate easier decision-making around healthy and/or sustainable options. Solutions that allow the consumer to understand different options in a simple way outside of

⁵ A situation in which you receive too much information at one time and cannot think about it in a clear way – Cambridge dictionary



popular market demand. Solutions that facilitate comparisons between different products, for example, product origins and nutritional content.

Education

Solutions that educate consumers on what “healthy” and “sustainable” mean, especially in the context of an entire food system. Solutions for specific target groups that may be marginalised or have difficulty accessing information and making healthy choices, for example, disadvantaged (rural) communities, disabled persons and migrants. Solutions that incorporate education on environment and climate change (in relation to food systems).

Services

Solutions that facilitate new networks and strengthen existing networks between different actors along the food supply chain. Solutions that allow for swift evaluation of products to ensure they adhere to the national and European food safety standards and other solutions which develop a system for standardisation, evaluation and/or certification of products and/or in regard to EU regulations. Solutions to shorten the food value chain and reduce environmental impact.

FOODITY aims to ensure a balanced distribution of funding across the three areas while ensuring that the FOODITY technologies are also leveraged in the projects. Therefore, the following conditions apply:

1. FOODITY will fund at least **three applications** that address one of the themes, i.e. minimum of one proposal under each theme.
2. FOODITY may fund at least **one application** that does not address any of the specific areas but is broadly fitting under FOODITY's scope (“open challenge”).
3. The two conditions above apply as long as the minimum evaluation conditions are met.

*NOTE: Incorporation of FOODITY components is **not** required for any of the themes or open challenge. The use of components is optional and will **not** result in increased points during the evaluation.*

For applicants that wish to submit a proposal, it is important to note that all other eligibility criteria (Section 3) still apply and therefore, the proposed solution is expected to be data-driven, innovative (more specifically, outline how social innovation will be implemented) and promote citizen data awareness. The scoring (minimum threshold) and ranking rules also apply.

All proposals, regardless of incorporation of components or addressing key areas, are required to use the dataU and datalake solutions (details provided in Annex 1.1).

4.1.5 Proposal and solution TRL

The FOODITY – Open Call #2 focuses on the development of innovative data-driven solutions for food and nutrition that are respectful of users' personal data sovereignty. Therefore, with the objective of enabling solutions to be ready for the market in Phase 2, the open call will accept proposed solutions currently **between TRL 4 and 6, but capable of scaling up to TRL 7**.

*NOTE: Scaling to TRL 7 is desired, but **not** required. Applicants must demonstrate a clear pathway to TRL advancement during the pilot programme. Feasibility of stated projection, as well as current TRL, will be evaluated both during the evaluation and the interview.*



4.1.6 Data and personal data management

The FOODITY project has a mission centred on ensuring respect for citizens' rights to personal data sovereignty. This respect is also expected from all those participating in the FOODITY – Open Call #2.

Applicants submitting their proposals to the open call must ensure respect for personal data rights and the GDPR. To support this, applicants are required to adhere to the data management protocol for FOODITY, including the appropriate use of the dataU and datalake (described in Annex 1.1).

Pilots must also describe how they intend to store and manage personal data that cannot be stored inside the datalake, as well as describe how they will address Ethics/ Security issues indicated in their technical proposal (Annex 2.1). A data management plan will be required and revised in the first stage of the pilot with assistance from the FOODITY consortium as requested.

4.2 Proposal evaluation and selection

The evaluation of proposals is carried out by the FOODITY consortium with the support of independent external experts (Evaluation Panel). The FOODITY consortium ensures that the process is fair and in line with the principles outlined in the EC's rules on proposal submission and evaluation.

4.2.1 Step 1: Eligibility verification

An initial eligibility verification will be done to filter out and discard non-eligible proposals. Proposals must meet **ALL the following eligibility criteria**, which will check the following:

1. Submissions have been made ONLY through the F6S platform and by the defined deadline.
2. The proposing entities are legal entities established in an eligible country and eligible for funding under Horizon Europe rules.
3. The proposing consortia meets the consortium formation requirements.
4. The proposal, including the F6S application form and all requested and mandatory information and documents, are fully completed (this includes a full technical proposal with all sections completed).
5. The proposal is written in the English Language.

A proposal is only considered eligible if its content corresponds to the objectives of the FOODITY – Open Call #2, including the specific eligibility conditions defined in the relevant sections of this Guidelines for Applicants. The eligibility check enables the creation of a shortlist of proposals to be evaluated in the next step of the evaluation process.

Proposals marked as non-eligible (for not meeting one or more of the eligibility criteria) will receive a rejection letter with a justification.



4.2.2 Step 2: External remote evaluation

Proposals considered eligible will move on to the external evaluation phase. The external evaluation will be done remotely by expert evaluators.

The evaluators will be selected from a pool of experts that will be established through a call for expressions of interest. The call will invite experts to provide their expertise in the domains addressed by the open call, as well as experience in evaluations. Expert profiles will be evaluated, and a pool of evaluators will be established. The top-ranked experts will be invited to evaluate proposals.

Evaluators are required to be independent, impartial, and objective. All evaluators will sign a contract, which includes a declaration of confidentiality and the absence of conflicts of interest. Any known conflict of interest will be immediately communicated to the FOODITY team. Evaluators will also be bound by strict confidentiality regarding the evaluation process and throughout the full evaluation process.

Two external evaluators will evaluate each proposal and will be distributed considering their domains of expertise and, whenever possible, country of origin. The proposals will be scored based on the criteria below (Table 3).

Table 3. FOODITY – Open Call #2 description of evaluation criteria

| Criteria | Description |
|--|---|
| 1. Concept & Research Challenges | <ul style="list-style-type: none"> • Alignment of the proposal with the FOODITY project and the area being addressed. • Description of the proposed solution and how it is novel or not yet widely deployed. • Project objectives (general and specific). • Advancement in the state-of-the-art for the development of innovative food and nutrition data driven applications, as well as the challenges associated with guaranteeing citizens’ data rights provided by the current regulations (e.g., GDPR). • Starting and expected TRL, and respective rationale. |
| 2. Impact & Innovation Potential | <ul style="list-style-type: none"> • Description of the pilot results and relation with data-driven innovation in food and nutrition and citizens’ data rights. • Contribution to the FOODITY impacts, namely fostering open data systems, empowering citizens on data sovereignty and environmentally friendly and sustainable food systems; contribution to the EU’s FOOD 2030 research and innovation policy. • Quantitative and qualitative overview, with examples, of the long-term impact in the form of (individual and/or societal) behaviour change, market potential and scalability. • Measures to promote the project and exploit/commercialise results. |
| 3. Data Rights & Citizen Engagement | <ul style="list-style-type: none"> • Consideration of citizens’ data rights and proposed mechanisms to guarantee them. Application must describe planned activities (min. one) on data awareness. • Description of the level of engagement of end-users in the development (Phase I) and piloting (Phase II) of the proposed data-driven solution. • Proposed engagement activities to include target groups (e.g., co-designing features and developing Unique Selling Proposition (USP) and estimated sample size of end-users in Phase II. • Overview of how personal data will be collected and managed. |



| Criteria | Description |
|-------------------------------------|--|
| 4. Implementation & Team | <ul style="list-style-type: none"> • Description of the project work plan, including alignment of outcomes with proposed objectives; description of barriers/ risks that may affect the work plan. • Proposed KPIs, i.e. quantifiable goals/targets, (which will be further refined and expanded in Phase I) including technical, business, and social innovation. • Description of the consortium members' track record and areas of expertise, plus the technical capacity to develop the solution; respect to gender balance. • Description of how social innovation and citizen engagement capacity and experience are represented in the consortium, and impacts achieved. • Description and rationale of project costs, including for the team and other resources. |

Each criterion will be scored between 1 and 5. For each criterion under examination, score values will indicate the following rationale (Table 4):

Table 4. FOODITY - Open Call #2 scoring rationale

| Score | Rationale |
|----------------------|--|
| 1 / POOR | The proposal addresses the criterion in an inadequate manner or there are significant weaknesses. |
| 2 / FAIR | The proposal addresses the criterion broadly, but there are still several weaknesses. |
| 3 / GOOD | The proposal addresses the criterion well, but improvements are necessary. |
| 4 / VERY GOOD | The proposal addresses the criterion very well, but some improvements are still possible. |
| 5 / EXCELLENT | The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor. |

The final score (including for each criterion) is calculated based on the average of the scores provided by the evaluators. The score per criteria and final score may be a decimal. The threshold for each criterion is three (3), therefore any criterion with a score less than three is automatically rejected.

Each evaluator will record their individual assessment of each proposal using an Individual Evaluation Report (ISR). A single Evaluation Summary Report (ESR) will be prepared by the Evaluation Panel, representing opinions and scores on which the evaluators agree.

4.2.3 Step 3: Ranking of proposals

At the end of the external remote evaluation process, all proposals will be ranked in a single list. The primary rule for ranking proposals will be their overall score, based on the average scores of the evaluators. In the case there are proposals in the same position, tie-breaks will be applied by giving priority to the proposals with the highest score in specific criteria, considering the following order:



FOODITY – Open Call #2 | Annex 1 – Guidelines for Applicants

- Criterion 2. Impact & Innovation Potential
- Criterion 3. Data Rights & Citizen Engagement
- Criterion 1. Concept & Research Challenges
- Criterion 4. Team & Implementation

After applying these tie-break rules, if there are still proposals in the same position, priority will be given to those with a share of women and men in the consortium that is closer to 50/50, following European guidelines on gender equality⁶.

4.2.4 Step 4: Interviews

Up to fifteen proposals, according to ranking from the external evaluation, will pass on to the interview phase. The interviews will be conducted by the FOODITY consortium and will primarily evaluate the following criteria and with a focus on particular sub-criteria.

Table 5. FOODITY - Open Call #2 Interview Focus

| Criteria | Description |
|--|--|
| 1. Concept & Research Challenges | <ul style="list-style-type: none"> • Advancement in state-of-the-art • Rationale for starting & projected TRLs |
| 2. Impact & Innovation Potential | <ul style="list-style-type: none"> • Connection between expected pilot results & innovations in the food sector and citizens' data rights • Quantitative & qualitative impacts (link to individual & societal level behaviour change; long-term & short-term projections; market potential; scalability) |
| 3. Data Rights & Citizen Engagement | <ul style="list-style-type: none"> • Citizen engagement plan (for both Phases I & II) |
| 4. Implementation & Team | <ul style="list-style-type: none"> • Pilot work plan (including objectives, outcomes, risk assessment) |

Interviews will be approximately 45 minutes in length. Selected applicants will have 20 minutes to present their proposals followed by another 20 minutes of questioning. Further details will be provided to those selected for the interviews.

The interview score will override the results of the external evaluation. Therefore, the final 6 selected pilots will be determined from interviews only. They will take place in the **first half of September**. Applicants are expected to be available during this period.

All proposals will receive an acceptance or rejection letter together with an anonymised version of their ESR, including scores and rationale.

⁶ <https://op.europa.eu/en/publication-detail/-/publication/ffc06c3-200a-11ec-bd8e-01aa75ed71a1/language-en/format-PDF/source-232129669>



4.3 Redress process

Within three (3) working days of receiving (1) a rejection letter informing the proposal as non-eligible or (2) an ESR of non-acceptance, an applicant may submit a request for redress if they believe the results of the eligibility checks have not been correctly applied, or if they feel that there has been a shortcoming in the way their proposal has been evaluated.

In such a case, an internal review committee from FOODITY will examine the applicant's request for a redress. The committee's role is to ensure a coherent interpretation of such requests, and equal treatment of applicants. Requests for redress must:

- Be related to the evaluation process or eligibility checks.
- Clearly describe the complaint (in English).
- Sent by the entity's legal representative that has also submitted the proposal.

The committee will review the complaint and will recommend an appropriate course of action. If there is clear evidence of a shortcoming that could affect the eventual funding decision, it is possible that all or part of the proposal will be re-evaluated. Please note:

- This procedure is concerned only with the general evaluation and/or eligibility checking process. The committee will not question the scientific or technical judgement of the evaluators.
- A re-evaluation will only be carried out if there is evidence of a shortcoming that affects the final decision on whether to fund the proposal or not. This means, for example, that a problem relating to one evaluation criterion will not lead to a re-evaluation if a proposal has failed anyway on other criteria.
- The evaluation score following any re-evaluation will be regarded as definitive. It may be lower than the original score.

All requests for redress will be treated in confidence and must be sent to the FOODITY team at: opencalls@foodity.eu.



4.4 Sub-project negotiation and onboarding

After the evaluation phase is concluded and the sub-projects are selected, the FOODITY consortium will start the contract preparation phase in collaboration with the representatives of the sub-projects that have been awarded.

Contract preparation will run through an administrative and financial check (and potentially into technical or ethical/security negotiations) based on evaluators' comments. On a case-by-case basis, a phone call or teleconference may be required with a selected project to clarify specific questions.

The objective of the contract preparation is to fulfil the legal requirements between the FOODITY consortium and each beneficiary of the open call. The items covered are presented in Table 5.

It should be emphasised that each participating **entity should provide at contract preparation time a valid VAT.**⁷ **Failure to provide a valid VAT number will automatically result in exclusion from the contract preparation.**

Table 5. FOODITY - Open Call #2 requirements for contract preparation

| Requirement | Description |
|---|---|
| Proof of Legal Existence | Company register, official journal or other official document per country showing the name of the organisation, the legal address and registration number and a copy of a document proving VAT registration (in case the VAT number does not show on the registration extract or its equivalent). |
| Specific to SMEs | <p>Proof of the SME condition is required:</p> <ul style="list-style-type: none"> • If the applicant has been fully validated as an SME on the Beneficiary Register of the EC Participant Portal, the PIC number must be provided. • Provision of the signed (with a valid e-signature) SME declaration (Annex 5): in the event the beneficiary declares being non-autonomous, the balance sheet and profit and loss account (with annexes) for the last period for upstream and downstream organisations is required. A Status Information Form may be requested, which includes the headcount (AWU), balance, profit & loss accounts of the latest closed financial year and the relation, upstream and downstream, of any linked or partner company. • Supporting documents. In cases where either the number of employees or the ownership is not clearly identified: any other supporting documents which demonstrate headcount and ownership such as payroll details, annual reports, national regional, association records, etc. |
| Declaration of Honour | One document per entity of the consortium, signed by the legal representative of the entity. |
| Consortium Declaration of Honour | One document for the consortium, signed by the legal representative of each entity of the consortium. |
| Bank Account information | The account where the funds will be transferred will be indicated via a specific form signed by the entity, individuals, and the bank owners. The holder of the account will be the entity/ individual. Provided using Annex 7. |

⁷ http://ec.europa.eu/taxation_customs/vies/



| Requirement | Description |
|---------------------|--|
| Sub-grant agreement | Signed between the FOODITY consortium, represented by its coordinator (F6S) and the beneficiary. The sub-grant agreement will also include the comments (if any) of the proposal's ESR to the work plan. |

NOTE: the contract as provided to the sub-grantee is final and may not be changed, including the addition or removal of any articles or other content.

All documentation that requires a signature (e.g., Declaration of Honour, SME Declaration (if applicable), Bank Account, and sub-grant agreement must be signed by hand (e.g., with the same signature on the identity card) or with a valid electronic digital signature. FOODITY reserves the right to request one or the other types of signatures for specific documentation.

Use of qualified signatures

FOODITY will only use digital and qualified electronic signatures in all documents included in the proposal and in the subsequent sub-grant agreements. A qualified electronic signature is an advanced electronic signature which is additionally created by a qualified signature creation device (QSCD); and is based on a qualified certificate for electronic signatures⁸.

Therefore, scanned wet signatures (hand-written signatures) are not considered eligible. Applicants may use any Digital Signature Services that support qualified digital signatures.

The European Commission proposes a [demo of DSS](#) (Digital Signature Services), a tool that enables the signature of documents. More information about qualified digital signatures is available [here](#).

The request of the above listed documentation by the FOODITY consortium will be sent to the project representatives, including deadlines by which information and documentation should be sent. In general, the negotiation should be concluded within 2 weeks. An additional period may be provided by the FOODITY coordinator in case of a relevant reasoning. In case negotiations have not been concluded within the above period, the proposal is automatically rejected and the next proposal in the reserve list is invited to initiate the contract preparation.

At the end of the contract preparation and negotiation phase, the sub-grant agreement (Annex 3) will be signed between the FOODITY consortium represented by its coordinator (F6S), and the Lead Beneficiary.

⁸ <https://ec.europa.eu/digital-building-blocks/wikis/display/DIGITAL/eSignature+FAQ>



5 FOODITY Pilot Programme

5.1 Implementation and reporting

The first Phase focuses on implementation and the second on impact and testing, as demonstrated in Figure 3. The six selected teams will be required to participate in a face-to-face KoM in November 2024.

NOTE: During the KoM, selected pilots are expected to actively participate in sessions and workshops. One-way communication and passive presence is considered inappropriate.



Figure 4. Breakdown of Phases and funding per pilot

5.1.1 Phase 1 – Project Implementation

Phase I: will run for 9 months and consist of three stages:

- Specification and design** (1.5 months): delivery of a detailed plan for how the solution will be implemented and defining necessary components to integrate.
- Implementation** (6 months): Development of the solution and integration of components from FOODITY's library with the incorporation of citizen data rights and privacy regulations.
- Validation and verification** (1.5 months): performance of test scenarios to ensure that the solution will confirm with requirements specification.

Pilots will be evaluated at the end of each stage of Phase 1. Funding will be distributed three times, according to the achievement of KPIs at the end of each stage:

- **Project launch and pre-financing:** €10,000
- **Mid-term review and second payment:** up to €80,000 (with 100% achievement of KPIs).
- **Final review and third payment:** up to €60,000 (with 100% achievement of KPIs).

Phase 1 will end with a pitch contest where the teams will present their projects and the top-three projects will progress to Phase 2.

The jury selecting the winners will be formed by experts which will assess the following for the six projects: (1) advanced research regarding the state of the art and technological excellence, (2) business



strategy and commercialisation potential of the use case, (3) the pitching skills demonstrated. A template covering the three criteria will be made available to the jury.

Only the top-three projects will be selected to advance to Phase 2.

5.1.2 Phase 2 – Impact Optimisation

Phase II: will run for three months (for the selected three projects) and include the following:

- **Pilot testing:** testing the solution in a realistic setting with end users and obtaining their feedback; usability testing.
- **Impact maximisation measures:** promotion of the solution with citizens, highlighting respect to user data rights and differentiation from existing market solutions.
- **Business sustainability measures:** develop an action plan for sustainability post-project and commercialisation.

For the second Phase, pilots will again be evaluated against a defined set of KPIs. The funding will be dispersed as follows:

- **Implementation start:** €10,000.
- **Final review and payment:** up to €20,000 (with 100% achievement of KPIs).

Any pilot that underperforms by fulfilling less than 25% of their KPIs in either phase will automatically be disqualified from the project and no further payments will be released.

5.1.3 FOODITY Star Award

At the end of Phase 2, the three projects will again pitch their work to a jury. The best project will be awarded the FOODITY Star Award and receive an additional €7,500.

5.2 Technical and business mentoring support

The FOODITY Programme will provide a programme of activities from both technical and business perspectives, with the aim of supporting the selected projects to achieve their objectives and maximise their impact in key areas.

The main objective of this programme is to provide the funded projects with value-added services to ensure the successful development of their projects. This is achieved through activities such as specialised training, group coaching, general webinars, and other resources to strengthen participants' skills and knowledge. In addition, a mentoring programme will be established with external experts, which aims to maximise the capacity and reach of the initiatives funded under the programme. This collaboration will enable projects to receive specialised guidance and support, which will help them overcome challenges and reach their full potential.

The programme is committed to ensuring the continuity of third-party actions through the implementation of sustainability plan activities. This involves establishing measures and actions that enable the selected projects to continue their development and operation after the end of the initial funding phase. Therefore, mutual learning and exchange between the beneficiaries of the open call is



encouraged. Through collaborations, meetings, workshops and events, an environment of cooperation and joint learning is promoted, where projects can share lessons learned, best practices and know-how.

- **Financial support:** projects will be provided with financial support to carry out the work detailed in their proposals.
- **Business support:** projects will be offered comprehensive business guidance and support services in the form of mentoring, coaching, and networking opportunities. The aim is to help beneficiaries to develop robust business models, refine their value proposition, and navigate the complexities of the food and data industries.
- **Technical support:** projects will be provided specialised guidance and assistance to integrate the solutions in the different tech components developed by the consortium. This support will be provided through tailored workshops, one-on-one consultations, and access to a Jira ticketing to offer a smart channel to quickly address potential issues and questions.
- **Social innovation support:** projects will be provided with initiatives that focus on fostering collaboration, promoting diversity and inclusion, and addressing pressing social and environmental challenges. Through group coaching activities, beneficiaries will be encouraged to actively engage with their communities, share best practices, and explore innovative solutions that have a positive impact on society.

5.3 Additional reporting and requirements

At any moment during the FOODITY programme and after the applicant ends its activities, the FOODITY consortium may require additional reporting and or contributions from the beneficiaries, beyond those mandatory to release payments. Such reporting will be requested to ensure that the FOODITY project respects any specific requests of the EC, to ensure compliance with any requirements internal to a FOODITY partner, or to support the promotion of the projects. Such requests may include, but are not limited to:

- Details on data management practices of the beneficiaries, as part of the project they are implementing or specific to the entity.
- Contributing with a minimum of three (3) public and open datasets.
- Contributing with information and to the development of practice abstracts, which provide easy to read information on practices related to the project.
- Details on origin and management of data that is being brought into the project (using an existing data provider) and not generated exclusively during the project implementation.
- Information about the implementation and conclusions of the project to develop promotional materials (e.g., videos, success stories).
- Statistics on researchers and employees working on the project for the beneficiary.
- Information on planned IP measures.



6 Additional considerations

The selected entities are indirectly beneficiaries of EC funding. Therefore, selected entities are responsible for the appropriate use of the funding and must comply with obligations under Horizon Europe specific requirements as described in Horizon Europe.

Specific details and guidelines related to all aspects of the responsibilities of the beneficiaries are provided in the sub-grant agreement.

6.1 Responsibilities of the beneficiaries

6.1.1 Conflict of interest

Beneficiaries must take all measures to prevent any situation where the impartial and objective implementation of the sub-project is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interest').

They must formally notify the FOODITY coordinator without delay of any situation constituting or likely to lead to a conflict of interest and immediately take all the necessary steps to rectify this situation. The FOODITY coordinator will verify if the measures taken are appropriate and may require additional measures to be taken by a specific deadline.

If a sub-granted project consortium member breaches any of its obligations, the sub-grant agreement may be automatically terminated. Moreover, costs may be rejected.

6.1.2 Checks and reviews

The EC may, at any time during the implementation of the sub-project and up to five years after the end of the sub-project, arrange for a check and review to be carried out, by external auditors, or by the EC services themselves, including the European Anti-Fraud office (OLAF). The procedure shall be deemed to be initiated on the date of receipt of the relevant letter sent by the EC.

There will be no financial checks, reviews, or audits to check costs, since beneficiaries have no obligation to document the costs incurred for the action. Checks, reviews, and audits will focus on the technical implementation of the action.

6.1.3 Promoting the action and give visibility to the EU funding

The beneficiary must promote the sub-project, the FOODITY project and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner and to highlight the financial support of the EC.



6.2 Intellectual property rights

The results and IPR developed during the sub-granted project implementation will be the exclusive property of the corresponding partner/consortium. The applicants are advised to include Intellectual Property Rights issues and results dissemination generated from the project teams through FOODITY funding in their internal Consortium Agreement.

While the FOODITY project will support its beneficiaries in creating conditions for their solution to reach the market and have a commercial potential, it is also expected that the beneficiaries contribute with open results. Therefore, while the results and IPR remain the property of the beneficiaries, these should make available in open source all or parts of the code/ algorithms behind the solution. Furthermore, all sub-granted projects will be required to make fully available and open access at least three datasets generated during and as part of their project, respecting the *FAIR principles*.

6.3 Confidentiality and Data Protection

The final list of the awarded projects and SME applicants/beneficiaries will be made public, including the name of the projects, abstract, legal name of the entity, type of entity, country of origin, and projects' results, duration, and budget.

During the implementation of FOODITY Open Call #2 activities and for five years after the end of the programme activities, the beneficiary(ies) must keep confidential any data, documents, or other material (in any form) that is identified as confidential at sub-contract signature ('confidential information').

If a selected applicant requests, the European Commission and the FOODITY Consortium may agree to keep such information confidential for an additional period beyond the initial five years. This will be explicitly stated in the Sub-grant agreement.

If the information has been identified as confidential during the FOODITY programme or only orally, it will be considered to be confidential only if this is accepted by the FOODITY coordinator and confirmed in writing within 15 days of the oral disclosure. Unless otherwise agreed between the parties, they may use confidential information only to implement the Sub-grant Agreement.

The selected beneficiary(ies) may disclose confidential information to the FOODITY Consortium and to the selected reviewers, who will be bounded by a specific Non-Disclosure Agreement.



7 Contact information

The FOODITY consortium will provide information to the applicants primarily via <https://www.f6s.com/foodity-open-call-2>, so that all information (questions and answers) will be accessible to all potential applicants.

No binding information will be provided via any other means (e.g., telephone or email).

- More info about FOODITY at: <https://foodity.eu/>
- More information about FOODITY – Open Call #2: <https://foodity.eu/open-call-2/>
- Apply via: <https://www.f6s.com/foodity-open-call-2/apply>
- Online Q&A and discussion forum: <https://www.f6s.com/foodity-open-call-2/discuss>
- F6S support team (for platform issues during the application): support@f6s.com
- Other support: opencalls@foodity.eu