Food4Health - Call for Ideas

1. Background Information

Food4Health is a collaboration between EIT Food and EIT Health that aims to develop a joint strategy and build a shared portfolio in the overarching area of food for health. To achieve this, the two networks have joined forces to engage their respective partners in combined activities.

In 2019, two top-down innovation projects will be jointly launched by the two networks to address specific needs where food and health are linked. In relation to this, Food4Health is opening a call for novel business case ideas in order to develop projects that address the food and health issues that are most relevant to society. Partners from both networks are invited to submit a business case that falls under one of the following project areas. The deadline for submission is Thursday 18 April at 16:00 CET.

**FOOD4HEALTH PROJECT AREAS**

**Consumer behaviour and a healthy diet**
Behavioural change involves several elements, including stress, sleep, physical exercise, leisure, food intake, socio-psychological stability, addictions, some or most of which individual citizens have difficulty mastering. Amongst these, food intake is recognized as high impact, being amendable both to public health interventions and to business-driven initiatives. However, in order to achieve real impact, commitment from different stakeholders, including health and nutrition experts, industry partners and citizens, is essential. This project focusses on bringing together these different stakeholders to develop effective tools and strategies that help consumers to make healthier food choices over the longer term.

**Food intake in clinically relevant situations**
This project focusses on the validation and introduction of nutritional regimes into the health care setting that aim at:
1. Better preparation for interventions (pre-operative approaches)
2. Improved recovery from interventions (e.g. surgery), by post-intervention nutritional programmes
3. Optimising interventions (e.g. chemotherapy)
4. Reducing sarcopenia and the impact of poor nutritional life-histories on other chronic diseases and conditions.

In the case of the latter, we will concentrate on improving health care delivery in the domestic environment and stimulating the vitality of elderly citizen at risk for frailty.

2. Why submit an idea?

Do you have an innovative idea for a product or service that links food and health? Does your idea relate to one of the above-mentioned project areas? Then why not submit your business case idea. These ideas will be taken into consideration when defining the 2019 projects and outlining possible focus areas for the collaboration in 2020. There will also be the opportunity to discuss these ideas further during the Food4Health workshop on 15-16 May in Rotterdam.
3. How will the ideas be evaluated?

The Food4Health advisory board will evaluate the business cases based on the following criteria.

- **Level of innovation** – Presents a novel approach to address the challenges associated with food for health
- **Fit to the project areas** – Demonstrates a clear link to one of the two project areas outlined above
- **Commercial potential** – Outlines a valid business case that can be brought to the market within 2 years of completing the project

Based on this evaluation, one or more business cases will be selected per project area.

4. What happens if your idea is selected?

The selected business cases will be used to prepare detailed work package descriptions for the two innovation projects. Once this is ready, there will be a call for Expression of Interest, where the partners from both EIT Food and EIT Health can apply to work on one or more of these work packages. *Please note that submission of a business case idea does not automatically guarantee that you will work on the related project.*

5. How can I submit an idea?

Partners from both EIT Food and EIT Health are invited to submit a business case idea that demonstrates a clear fit to one of the project areas mentioned above. The business case should be described in 350 words and include 3 relevant references. Ideas can be submitted by **completing section 7 of this document** and sending it to hayley.every@eithealth.eu or kerstin.burseg@eitfood.eu. **The deadline for submission is Thursday 18 April at 16:00 CET.**

6. Who can I contact if I have questions?

Any questions can be addressed to the representatives from EIT Food and EIT Health.

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<tr>
<td>Hayley Every</td>
<td>Kerstin Burseg</td>
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<td><a href="mailto:hayley.every@eithealth.eu">hayley.every@eithealth.eu</a></td>
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7. Business case idea

7.1. Applicant details
Name:
Organisation:
Email address:

7.2. Which project area does your business case idea relate to?
☐ Consumer behaviour and a healthy diet
☐ Food intake in clinically relevant situations

7.3. What is your business case?
What is your innovative product/service? What problem/need does it address? How is your product/service different from what is already on the market? Who will buy your product/service? How long after the project is completed will the product/service be brought to the market? What is the initial market size? What is the target price for your product/service (if known)?

(Describe in max. 350 words. Please include 3 relevant references.)