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# EIT announces a Knowledge and Innovation Community (KIC) on Food

## A new leading partnership will drive a transformation towards a consumer-centric and resource-efficient food sector

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**The European Institute of Innovation and Technology (EIT) has announced the winner of a pan-European competition on the Food4Future call: EIT Food. EIT Food will build sustainable end-to-end food supply chains realized through transformative innovation and education initiatives, with a central role for the consumer. EIT Food has broad coverage in EU member states and associated countries and is a unique partnership of 50 leading companies, universities, and scientific partners covering the entire food value chain. With the consumers as change agents, each of them is committed to jointly transform the way in which we currently produce, distribute and consume our food. Over the next seven years, the partners will invest close to 1200 million euros matched with up to 400 million euros financed by the EIT.**

As the future of food is high on the European Commission's agenda, EIT Food will deliver cutting-edge European skills to rebuild a healthy and sustainable food system in Europe and beyond. The "knowledge triangle" of research, education and entrepreneurship will sharpen the global competitiveness of the European economy. Peter van Bladeren, Vice President Nestec, Global head Regulatory and Scientific Affairs for Nestlé and Chair of the Interim Supervisory Board of EIT Food: "EIT Food is committed to create the future curriculum for students and food professionals as a driving force for innovation and business creation; it will give the food manufacturing sector, which accounts for 44 million jobs in Europe, a unique competitive edge."

EIT Food as Innovation community will become a consumer-driven innovation engine for all actors covering the food value chain. EIT Food will build a trusted food innovation ecosystem that supports consumers in their right to a healthy and more environmentally sustainable diet. Dr. Ellen de Brabander, Senior Vice President Global R&D Nutrition PepsiCo, and interim CEO of

EIT Food: *“By involving the consumer as change agents in all our activities, we will rebuild their trust in the food system. 60% of European consumers will achieve intake levels of positive nutrition including fruits and vegetables, whole grains and proteins by 2030 as well as reduce the levels of salt, sugar and saturated fat as recommended by WHO (World Health Organization) and European authorities. And we will cut food waste by 50% within 10 years.”*

EIT Food will organize international exchange programmes for students, and develop a unique interdisciplinary EIT labelled Food System M.Sc. for graduates. EIT Food will train thousands of students and food professionals via workshops, summer schools and online educational programmes like MOOCs (Massive Open Online Courses) and SPOCS (Specialized Private Online Courses).

EIT Food will set up 4 Innovation programmes targeting societal challenges:

1. personalized healthy food (FoodConnects Assistant),
2. the digitalization of the food system (The Web of Food),
3. consumer-driven supply chain development and new technology adoption in farming, processing & retail (Your Fork2Farm),
4. resource-efficient processes, turning the food sector into the spearhead for transforming the currently linear “produce-use-dispose” model into a circular bio-economy (The Zero Waste Agenda).

*“EIT Food will collaborate with adjacent sectors to accelerate the adoption of new technologies in the food production scene, while stimulating start-ups via dedicated coaching and investment programmes such as our unique innovation vehicle RisingFoodStars and the investment fund SeedInvest”,* says Prof. Thomas Hofmann, Senior Vice President of the Technical University of Munich, who acted as the co-ordinator submitting the proposal.

This large-scale initiative headquartered in Belgium is leveraged by five so-called Co-Location Centres, which stimulate innovation, talent development and consumer involvement at the regional level. They are based in Leuven (Belgium, France, Switzerland), Munich (Germany, Netherlands), Reading (United Kingdom, Iceland, Ireland), Warsaw (Poland, Finland) and Madrid (Spain, Italy, Israel). EIT Food works with a large group of network partners and will be very active in Central and Eastern European countries, including Czech Republic, Hungary, Lithuania and Slovenia.

Comprising partners from Germany and The Netherlands, the Co-Location Central based in Freising/Munich will contribute to the overall mission and strategy of EIT Food by involving its highly committed complementary academic (Technical University Munich, University of Hohenheim), research (Fraunhofer Society, German Institute of Food Technologies) and business core partners (Döhler, DSM, Herbstreith & Fox, John Deere, Koppert Biosystems, PlantLab, Robert Bosch, Siemens) as well as by integrating its network partners enabling a broad outreach to society. *“CLC Central will offer a fertile environment to boost consumer-driven, game-changing innovation towards a digitally enhanced food sector, that is more resource-efficient and delivers on consumers’ nutritional needs”*, says Prof. Thomas Hofmann, consortium coordinator and Senior Vice President of the Technical University of Munich.

## **MORE INFORMATION:**

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<http://eit.europa.eu/newsroom/eit-selects-winning-innovation-partnership-food>

<https://eit.europa.eu/eit-community/eit-food>



Partners EIT Food:

Transforming our food system together



Members Interim Supervisory Board and Management Team EIT Food

## Interim Supervisory Board



**Peter**  
Prof. Dr. van Bladeren  
Chair Board

**Current Position**  
Vice President Nestec S.A,  
Global Regulatory &  
Scientific Affairs

**Christine**  
Prof. Dr. Williams  
CLC North-West

**Current Position**  
Professor of Human  
Nutrition,  
Director Food,  
Agriculture and Health,  
University of Reading

**Jan**  
Prof. Dr. Delcour  
CLC West

**Current Position**  
Chair of the Leuven  
Food Science and  
Nutrition Research  
Centre,  
Head of the Division  
Feed, Food & Health

## Interim Supervisory Board



**Bogdan**  
Tyrybon  
CLC North-East

**Current Position**  
COO Maspex  
Wadowice Group

**Thomas**  
Prof. Dr. Hofmann  
CLC Centrum

**Current Position**  
Senior Vice President  
Research &  
Innovation, TUM

**David**  
Shem Tov  
CLC South

**Current Position**  
CEO of the T-Factor,  
Technion's  
(Israel Institute of Technology)  
accelerator

# Interim Management Team



## Frank

Segebarth  
CFO

### Main Responsibilities

Financial planning and reporting, financial sustainability, third party funding

### Last Position

Group Director of Finance, IT and Legal Affairs, Puratos (retired), Belgium

## Ellen

Dr. De Brabander  
CEO

### Main Responsibilities

Management of the KIC and its operations, high level representative, external relations

### Current Position

Senior Vice President R&D Global Nutrition, PepsiCo, Switzerland

## Klaus

Beetz  
COO

### Main Responsibilities

Operational execution, business planning and project selection

### Current Position

Senior Management, Head of external cooperation EU, Siemens, Germany



## Jochen

Prof. Dr. Weiß.  
Director of Education

### Main Responsibilities

Implementation of the education strategy and programmes as well as of the academic network within the KIC and beyond

### Current Position

Head of Department Food Physics and Meat Science, VP Research, University of Hohenheim, Germany

## Begoña

Perez-Villarreal  
Director of Innovation

### Main Responsibilities

Implementation of the innovation strategy and calls for proposals, management of cooperation with and complementarity to relevant initiatives

### Current Position

Business Director Food Research, AZTI Tecnalia, Spain

## Mieke

Vercaeren  
Director of Communication

### Main Responsibilities

Communication strategy development, set-up and maintenance of communication infrastructure/ maintenance

### Current Position

Advisor Public Affairs and Sustainability Colruyt Group, Belgium

## Thorsten

Dr. Koenig  
Director of Business Creation

### Main Responsibilities

Implementation of the business creation strategy and programmes, management of the involvement of RisingFoodStars, management of the network to European and global entrepreneurial initiatives

### Current Position

Vice President Flavour Science, Givaudan, The Netherlands