



EIT FOOD

South of Europe

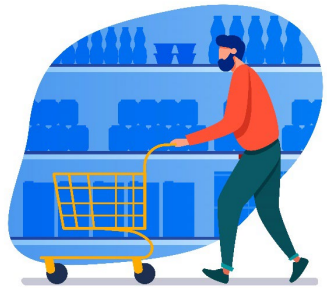
University-Business Collaboration in the Mediterranean

By the largest agrifood community in Europe

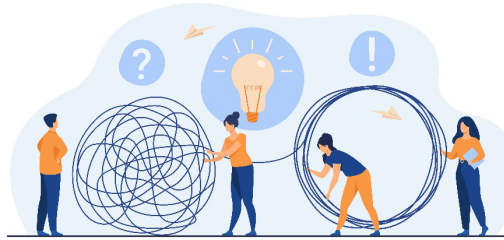
Begoña Pérez Villarreal
EIT Food South Director



Let's begin
a journey together...



The current challenges of
the agrifood industry



Part of the solution:
University-Business
collaboration



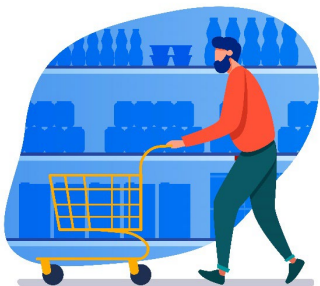
3 EIT Food programmes
in Southern Europe that
are part of this solution



Some success stories
in the Mediterranean



Let's participate!



The current challenges of the agrifood industry



Now, more than ever, we must **innovate**.

BUT,

Food Tech – increase of technology in the industry's value chain, data-driven offerings, digitalization boost, biotechnology (3D food printing, blockchain).

Changing consumer needs – high and personalized nutritional benefits, alternative proteins, value chain traceability, targeted nutrition.

Sustainability – decarbonisation of the food production, creation of circular models towards the consumer for local and fair consumption, protection of the natural capital, reduction of waste.

Less than 4% of all EU start-ups are innovating in the agrifood sector.

One of the key drivers is to support people with an **entrepreneurial mindset and innovative talents for the advantage of agrifood**.

Let's feed the talent!





Part of the solution: University-Business Collaboration



An opportunity to strengthen
the agrifood ecosystem,
supporting rising talent to create
innovative ideas in response to a
relevant challenge.



Some success stories: Challenge Labs

2019

“How can we build a circular food economy that fully integrates the food supply chain leading to a more sustainable system with zero waste?”

More than **60 people** working together in Valencia to find innovative solutions towards a true Circular Food Economy



2020

Find innovative solutions to re-design a circular dairy yoghurt from farm to spoon (and beyond).

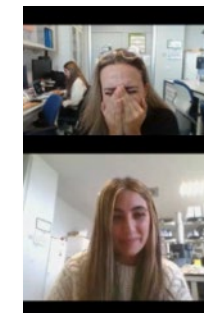
40 participants, 8 teams with diverse backgrounds such as food technologists, scientists, start-up founders, corporate leaders, academics and students from across the RIS region.



2021

In 2021 we hosted **16 Challenge Labs** around Eastern, Central and Southern Europe, with more than **750 participants**.

In the Southern Countries, close to **300 participants co-created and presented 50 solutions** to tackle agrifood challenges.



How can we get sustainable and accessible lettuce to the end consumer?

LOGIFRUIT

47 participants, 9 teams
More than **60 ideas**,
8 pitches and **1 winning team**.



CHALLENGE LAB 2022:
Universities and corporate partners
bringing together talented and creative
minds to define solutions around a
relevant challenge





Why should you
be part of the solution?



Universities and corporate
partners with interest in
entrepreneurship are invited
to take part

2022

Two pan-European editions, Northern and Southern Europe,
the winners of each edition will be invited to a final to compete for the Grand Final Awards.



Finding innovative solutions to big, tangible
problems faced by the food sector.



Building participant capability to develop
entrepreneurial skills.



Why should you
be part of the solution?

Universities



Co-funded by the
European Union



What can you bring to the
Challenge Lab 2022?

- + Recommend students interested in the sector
- + Bring advanced entrepreneurship skills
- + Help us to reach out to a wide community





Why should you
be part of the solution?

Universities and Corporates



Co-funded by the
European Union



**What the Challenge Lab
provides you!**

- An opportunity to fine-tune the Challenge
- A real experience for your students
- A complement of your teaching with other experts
- Get your students experienced in competing internationally
- A network opportunities in the agrifood field
- Be part of a European initiative with your University's experts and mentors





WOMEN ENTREPRENEURSHIP:
Univ-Business collaboration to make it easier for

- female scientists
- young women from STEM

find professional careers and roles in
entrepreneurship





Univ-Business collaboration in Women entrepreneurship

EIT Cross-KIC 2022-2024

2022 activities

For female scientists

STARTUP STAIRWAY

Will identify startups and scaleups seeking to hire more women and will match them with a pool of young female scientists to support their first job in a startup.

For young women from STEM

WOMEN IN FINANCE

Educate young women from STEM careers to gain the necessary skills to work at a venture capital funds and support these last ones to find a first job in a VC or CVC. Educate potential women angel investors to gain the necessary skills to become angel investors.



TEAMUP:
Univ-Business collaboration for building
impactful Agrifood startups



TEAMUP

TeamUp **matches scientists** with business innovators and supports them on their journey to co-create truly **impactful agrifood ventures**.

We provide important tools and support to help you build your startup – **expert guidance, world-class training, mentorship, networking and funding**.

<https://www.eitfood.eu/projects/teamup>

Apply in March-April, 2022

For whom?

- For scientists and innovators with agrifood technologies
- For entrepreneurs and innovators with business experience



**Team up with a Co-Founder
and Build an Impactful
Agrifood Startup**



FresCon Technologies
www.frescon-tech.com

Focus area

- ✓ Sustainable Agriculture
- ✓ **Sustainable Aquaculture**
- Alternative Proteins
- ✓ **Digital Traceability**
- Circular Food Systems
- Targeted Nutrition



A Post-harvest Technology Extending The Shelf-life of Fish by 3-4 Times Compared to Conventional Methods

- They offer a mix of conventional and high-end technology in a new process that economically and technically easy to be adopted by existing fish processing production lines.
- This pioneering method increases triple productivity efficiency while retailers and especially consumers enjoy the benefits of fresh fish with a prolonged shelf life and at an affordable price due to food waste reduction.



Danial Fatchurrahman, PhD
Marios Efthymiou

Attica
Greece



Thanks to the TeamUp programme, this Spin Off of the **University of Foggia** was created and registered. Danial's research was transferred to the newly-created company to reach the market. They won a 10k€ award.



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ReWow

www.rewow.eu

Focus area

Sustainable Agriculture
Sustainable Aquaculture
Alternative Proteins
Digital Traceability
✔ **Circular Food Systems**
Targeted Nutrition



REWOW increases the sustainability of the cosmetic sector through the development of bio-based, biodegradable and circular polymers used as raw material in different formulation.

- Popular bioplastics are currently produced from biomass, that's cultivated for polymer production, which is disrupting the food value chain.
- REWOW produces circular bio-based polymers out of waste products, e.g used cooking oils, which if not collected, causes pollution and sewage system issues. Long term the company intends to create a portfolio of different products for various applications, such as ingredients for cosmetic formulations.



Antonino Biundo
Ilaria Lorusso
Alessandro Cristiano

Bari
Italy



Thanks to the Seedbed programme, they made a partnership with the **University of Bari (EIT Food RIS HUB)** for testing in a small reactor to generate and small batch of bacteria. They received 6k€ to validate the market assumptions.



Funded by the
European Union

Grazie!

Σας ευχαριστώ!

Obrigada!

Merci beaucoup!

Tteşekkür ederim!

Let's participate!

Muchas gracias!

תודה!



Contact us at:

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