

Securing EU Research Funding by Communicating and Demonstrating Societal Impact

Demonstrating impact
1.5 hrs



Co-funded by the
European Union

*Slides will be
shared*

Dr Rebecca Thompson / January 2025



AGENDA

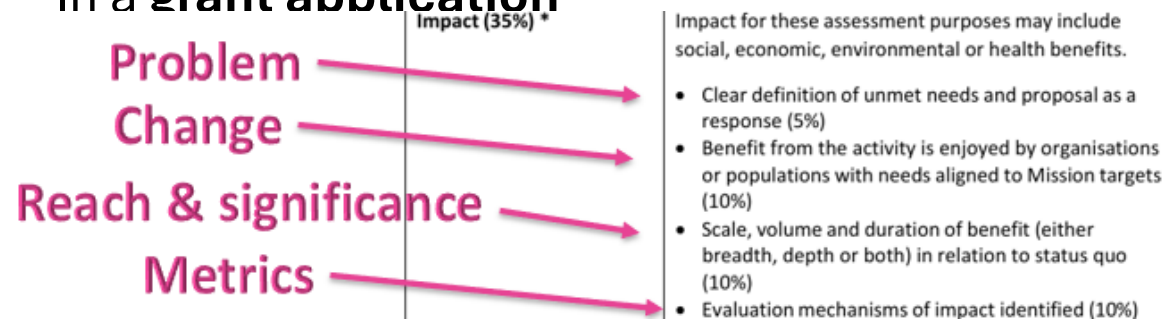
- Methods and Tools
- Interdisciplinary pathways
- How to bridge your research project from theory to practice?

ASK YOURSELF

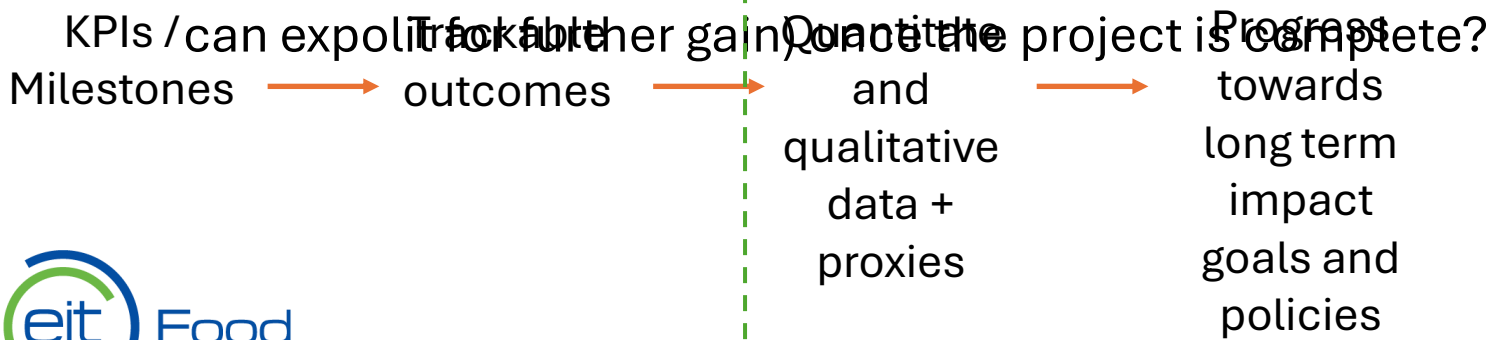
Don't try to do everything

• What planned impact do I **need** to demonstrate:

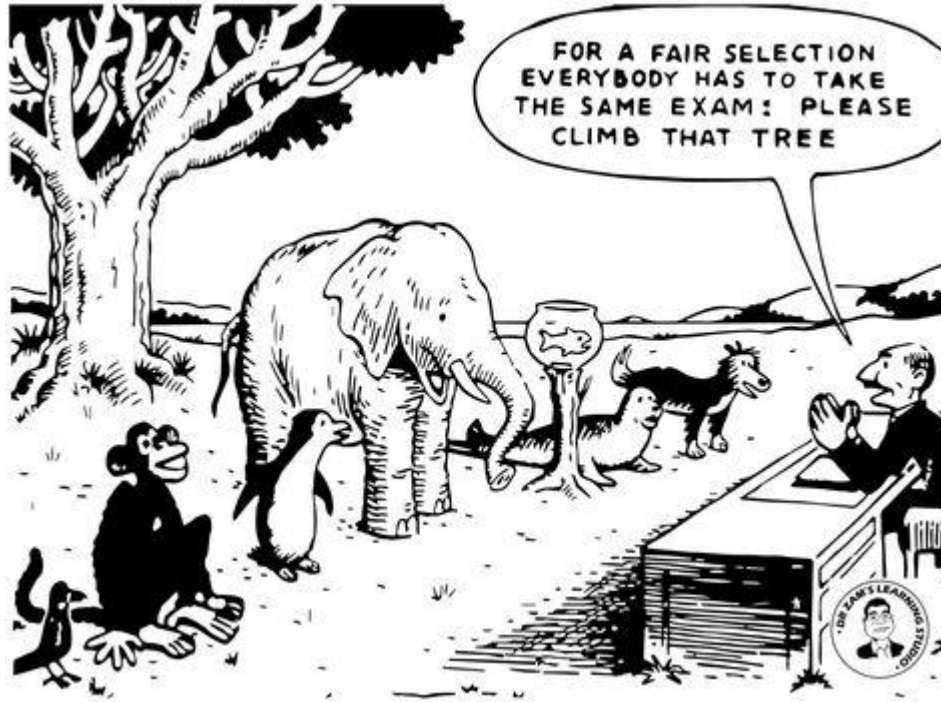
1. In a **grant application**



2. What info do I commit to providing **evidence of** (or that I



ASK YOURSELF



Finding the source of bovine TB on farms

BBSRC-funded researchers are working with Defra and UK farmers to identify sources of bovine tuberculosis (bTB) on farms. Earlier research found that cattle can catch bTB from badgers, and vice versa. However badgers rarely come close enough to cattle to transfer the disease directly, so how do they pass it on to cattle?

Using advanced DNA sequencing techniques developed during the project to detect the pathogen, the researchers, led by Professor Elizabeth Wellington at the University of Warwick, studied 20 farms in Cornwall where bTB was present. They found that bTB could survive in the farm environment. In particular, the bacteria were present in badger and cattle faeces, as well as in manure, slurry and water

troughs. These are a previously unrecognised source of the disease, which can cost the UK £70m per year.

Wellington and team are now working on a field or penside test to detect the bovine TB pathogen to help farmers protect their herds.

£34k

Average cost of controlling a bovine TB outbreak on a farm

10,000

Number of samples processed during the project

£938k

Value of BBSRC funding for the research



95%

Proportion of our food directly or indirectly produced from soils

1-2mm

Depth of soil surface studied with the new method

1bn

Number of microbial cells per typical teaspoon of topsoil

£385k

Value of BBSRC Responsive Mode investment for the project

Soil microbe research influences crop growing practices

Research into the impacts of soil surface microbes on agricultural soils has informed practices for growers associated with UK supermarket Waitrose.

Researchers at Cranfield University, the University of Nottingham and Swansea University used funding from BBSRC, NERC and Defra to develop a new method based on CT scanning to visualise and measure the structure of the top 1-2mm of arable soil. This helped them understand how rainfall and microbes interact to affect the formation of soil crusts. They found that microbes play a major role in soil structural dynamics in this surface zone, especially affecting water filtration, soil erosion and seedling emergence.

Growers in the Waitrose Agronomy Group are using this information to adapt their soil management practices to minimise soil disturbance and encourage surface microbiota development, leading to better quality soils and improved growing success. Much other research is also showing that minimising physical disturbance to soils via no-till or reduced till practices has additional benefits to soil health.

DEMONSTRATING IMPACT - CONSIDER

- What do you mean by impact?
- Don't mistake outputs or early stage outcomes for impact
- Short-medium-long term what can you claim?
- Positive or negative?
- Direct or indirect?
- Will your work affect a linked issue? Systemic view
- Significance
- Reach
- Attribution / contribution



IMPACT CAN BE

- NEW PRODUCTS OR PROCESSES
- KNOWLEDGE EXCHANGE
- NEW COMPANIES AND JOB CREATION
- SKILLS DEVELOPMENT
- ENHANCING QUALITY OF LIFE AND HEALTH
- INTERNATIONAL DEVELOPMENT
- INCREASING EFFECTIVENESS OF PUBLIC SERVICES AND POLICY



IMPACT MUST

Reach the beneficiary



Create change



POSITIVE OR NEGATIVE

Some activities can create both positive and negative impact. For example, if we think about increased agricultural output due to pesticide use....

Positive impact

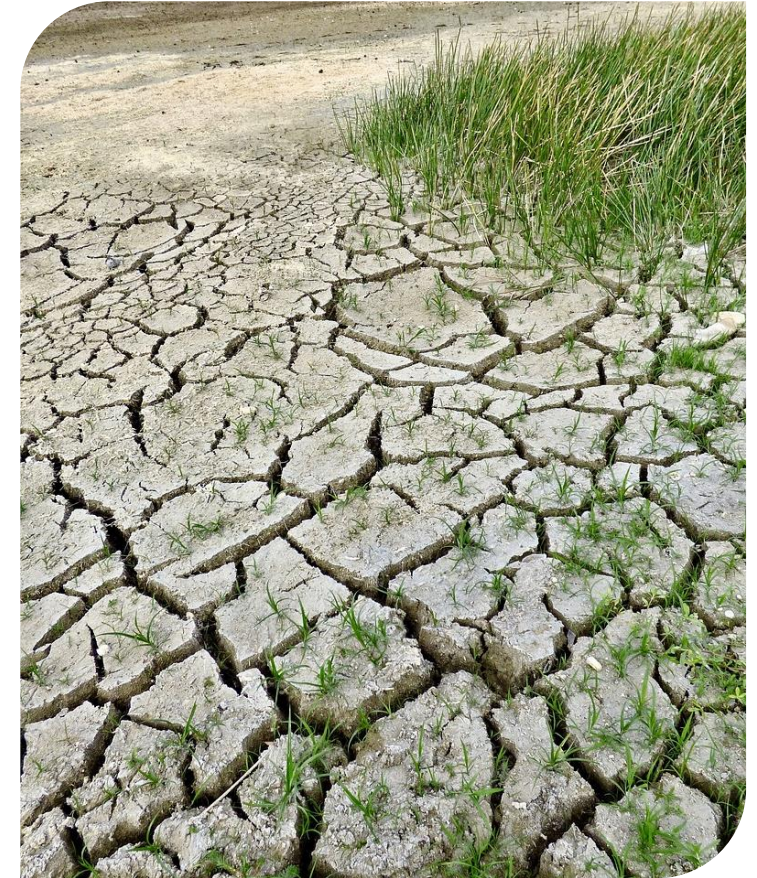
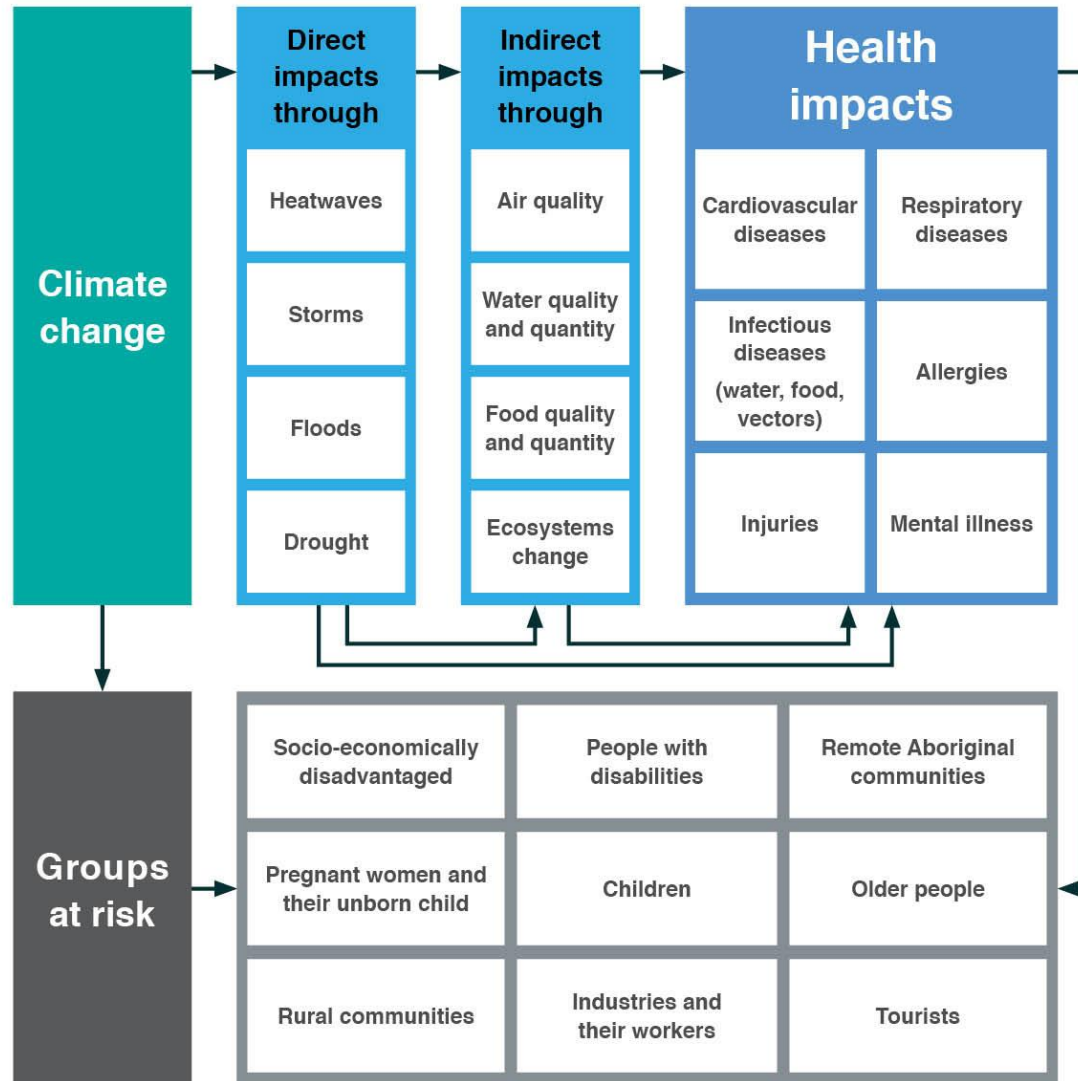
- Revenue from crops
- Availability of food

Negative impact

- Biodiversity loss
- Cost of pesticides to farmers

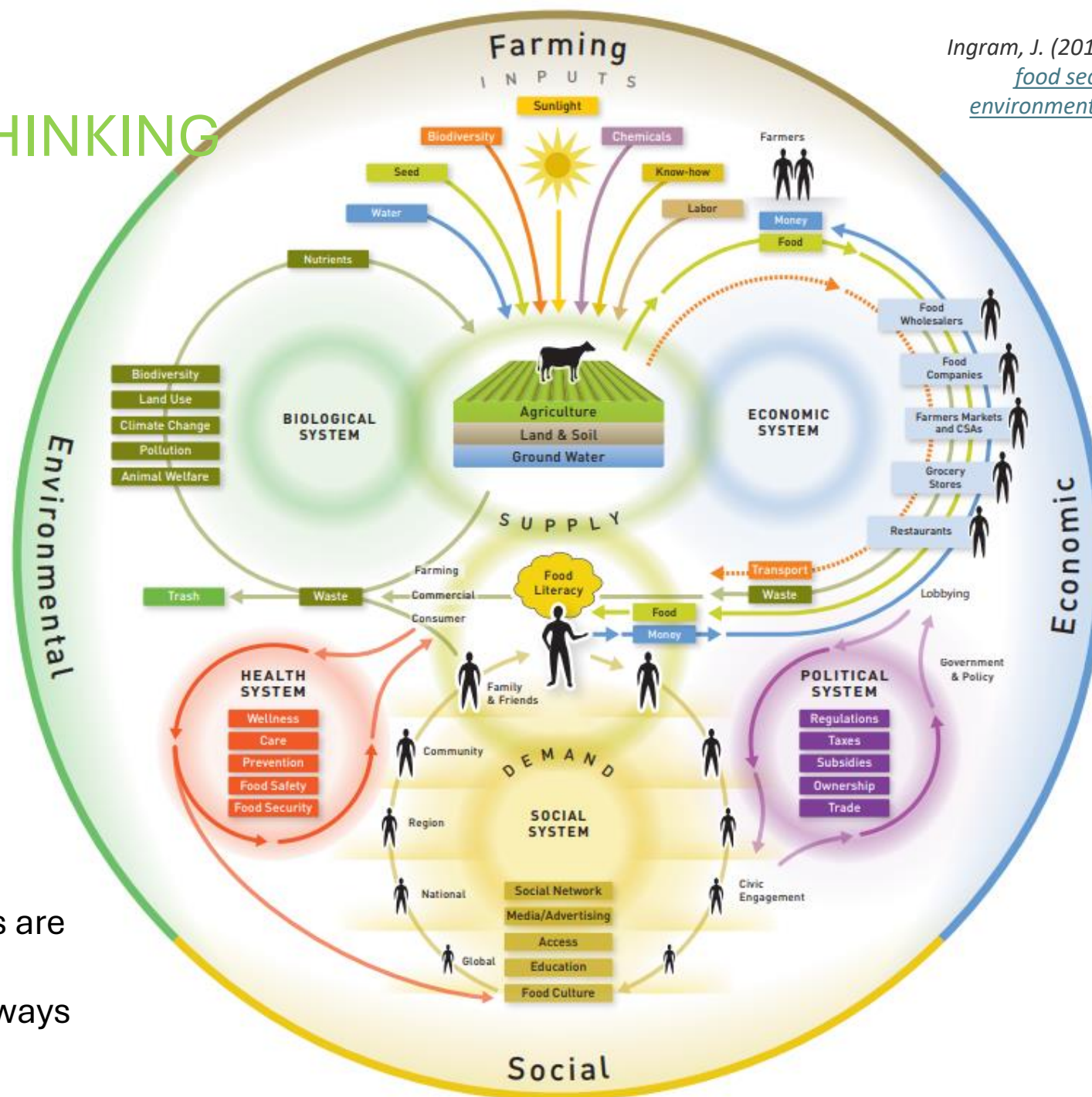


DIRECT OR INDIRECT



SYSTEMS THINKING

Ingram, J. (2011). *A food systems approach to researching food security and its interactions with global environmental change*. *Food Security*, 3 (4), 417-431.



Many different sectors are relevant –
Interdisciplinary pathways

SIGNIFICANCE

- Is the impact short term or enduring?
- Is the impact
 - ✓ Meaningful?
 - ✓ Valuable?
 - ✓ Beneficial?



Why does it matter?

“The degree to which the impact has enabled, enriched, influenced, informed or changed the performance, policies, practices, products, services, understanding, awareness or wellbeing of the beneficiaries.”



REACH

- How many people and over what distance are you affecting?

“The extent and/or diversity of the potential beneficiaries that have been reached”



If you reach 50 people, have you reached 100% of a small group that suffer from a particular ailment or 0.1% of a group who have that condition?

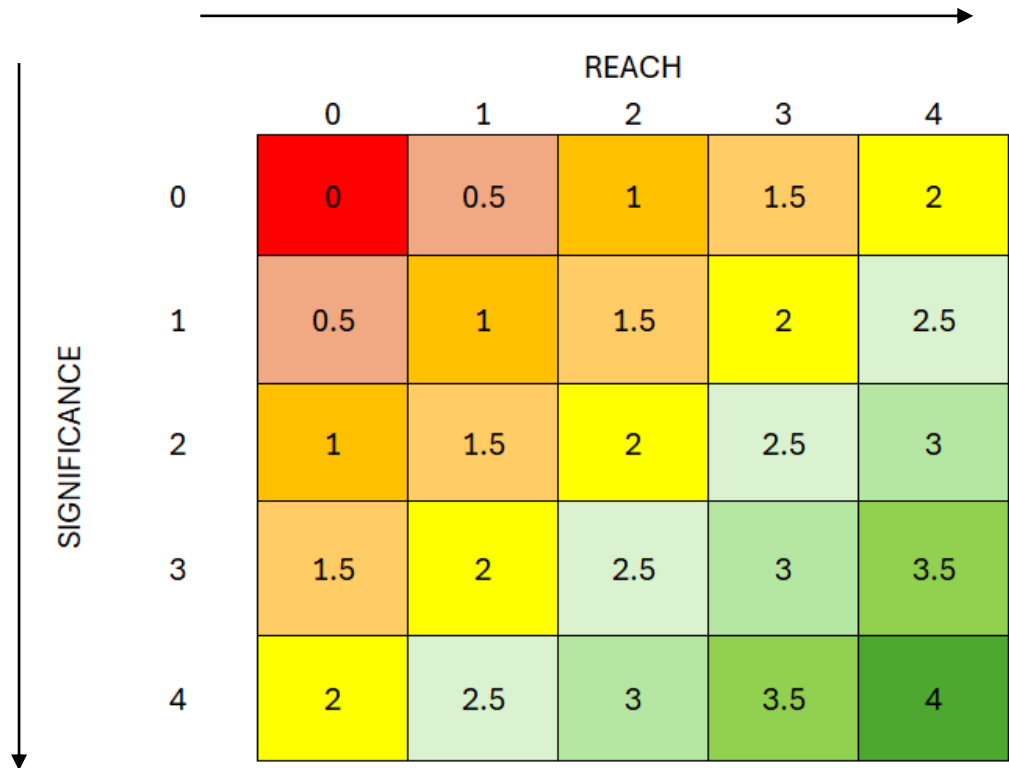


EXERCISE 4: HIGHER / LOWER



Co-funded by the
European Union

EIT Food Public Engagement



Four Star	Outstanding impact in terms of the reach and significance
Three Star	Very considerable impacts in terms of their reach and significance
Two Star	Considerable impacts in terms of their reach and significance
One Star	Recognised but modest impacts in terms of their reach and significance
Unclassified	The impact is little or no reach and significance or the impact was not eligible or not underpinned by excellent research

CONTRIBUTION

- Now imagine that winning project – what if none of the impact evidenced was linked to EIT Food support? With a contribution of 0% that impact would not be something we could claim.
- Indirect impact frequently carries a lower contribution to impact as there are external steps in the impact pathway.
- Would the impact have happened anyway over time? If so the expediated impact is what we can claim.
- Did support from EIT Food remove a barrier and directly lead to impact? If yes, then our contribution would be closer to 100%.

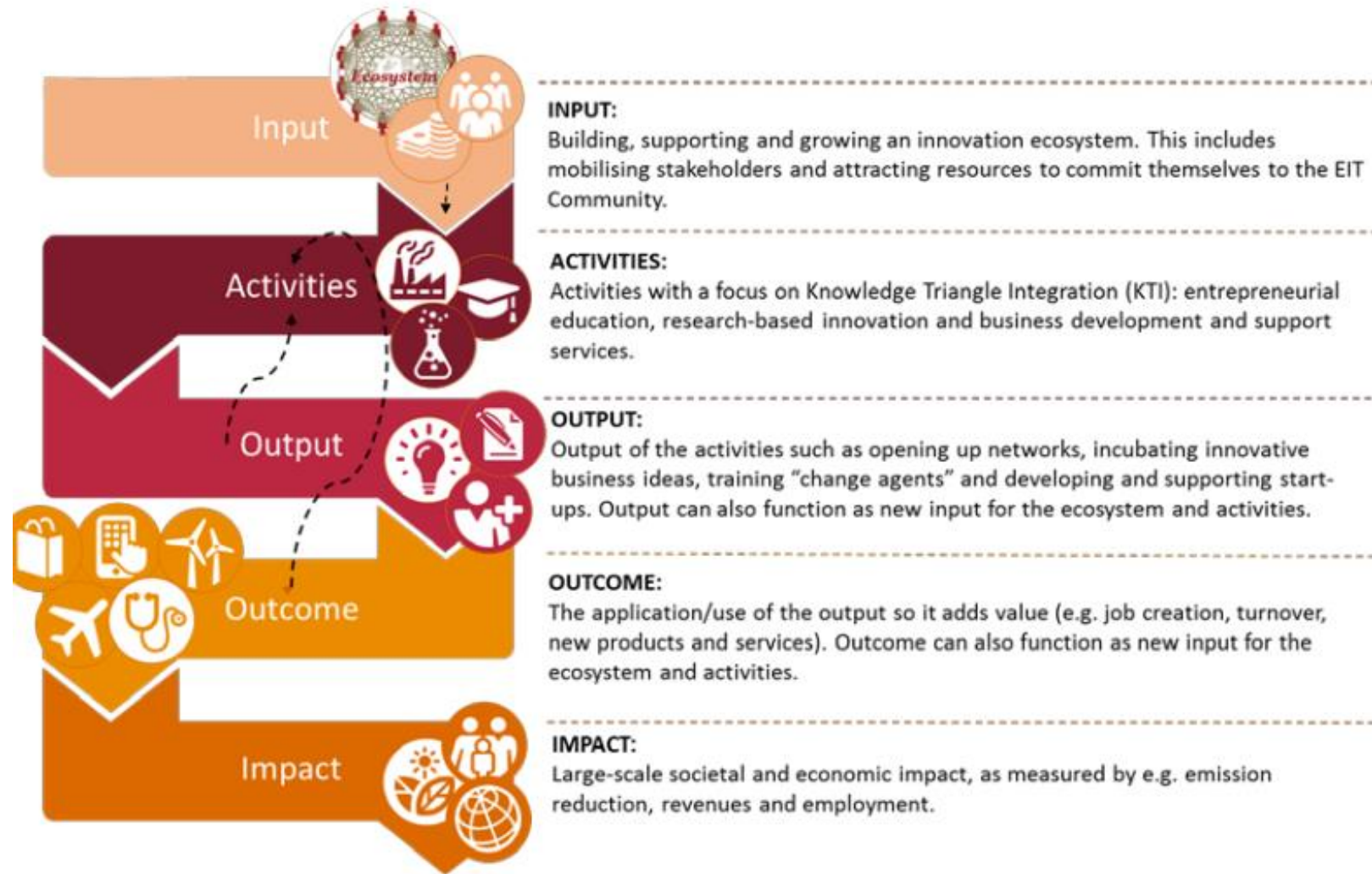


“Data is like garbage. You’d better know what you are going to do with it before you collect it.”

Mark Twain



SIMPLE LOGIC MODEL



EXAMPLE: EXPANDED LOGIC MODEL

*Outputs are products, tools or services that are delivered within the timescale of a project.

Work Package	Outputs*	Stakeholder	Barriers	Opportunities (outcomes)	Measurable Indicators	Impact Goals
<ul style="list-style-type: none"> Workshops for the public (sign up) - Food handling certification & agri food entrepreneurship & Germinado ngo community farm (producing neighbourhoods - urban agriculture and regen agri) Business Creation mentoring Existing business expansion & support (women) Networking big events (2) between participant community - careers fair / presentation from start-ups (I did it so can you) - invite press / angel investors 	<ul style="list-style-type: none"> City focused blueprint (Process document) Updated (targeted) teaching material Database of participants Future thinking group creation (longitudinal pipeline) Food handling cert qualifications Potential business ideas dream board from entrepreneurship course Vouchers provided 	<ul style="list-style-type: none"> 220 Individuals BAME Women Disabled LGBTI Non-natives Low-income households <24 years old NGOs existing networks Local charities Local government representatives (policy and regulators) Local farms and food banks Local news / press Local Start-Ups and SMEs in the agrifood sector Funders 	<ul style="list-style-type: none"> Reach the most impactful beneficiaries Lack of participation engagement Showing value of participation Pride / shame Time availability Language barriers Funding for NGOS Care obligations 	<ul style="list-style-type: none"> Housing solutions Jobs Identifying community needs Marginalised group inclusivity Matriarch-led wider community reach Community advocates Charity ambassadors NGO staff / volunteer training / skills Follow - up business mentoring (6 hrs each) Piggy backing / extra exploitation from two countries and using existing NGO networks Included capacity for scoping emergent opportunities (Lithuania) Start-ups designed / tested Reduced community segregation Participants create a start-up Improved access to affordable, healthy food Improved food security Establishment of new urban farming locations Shorter food transport routes 	<ul style="list-style-type: none"> # participants # key champions identified # follow-up requests # repurposed educational materials # published material and engagement figures Expanding impact reach via EIT Food impact goals # certificated food handlers # employed community workshop leaders # new business ideas / designed # vouchers provided to entrepreneurs # urban food production initiatives # community eves 	<ul style="list-style-type: none"> Regenerative agriculture through urban farming Employment # participants who access careers in food handling Improved access to healthy and sustainable food Improved wellbeing and health Improved community cohesion Shorter supply routes/chains Improved food security Improved access to affordable healthy food

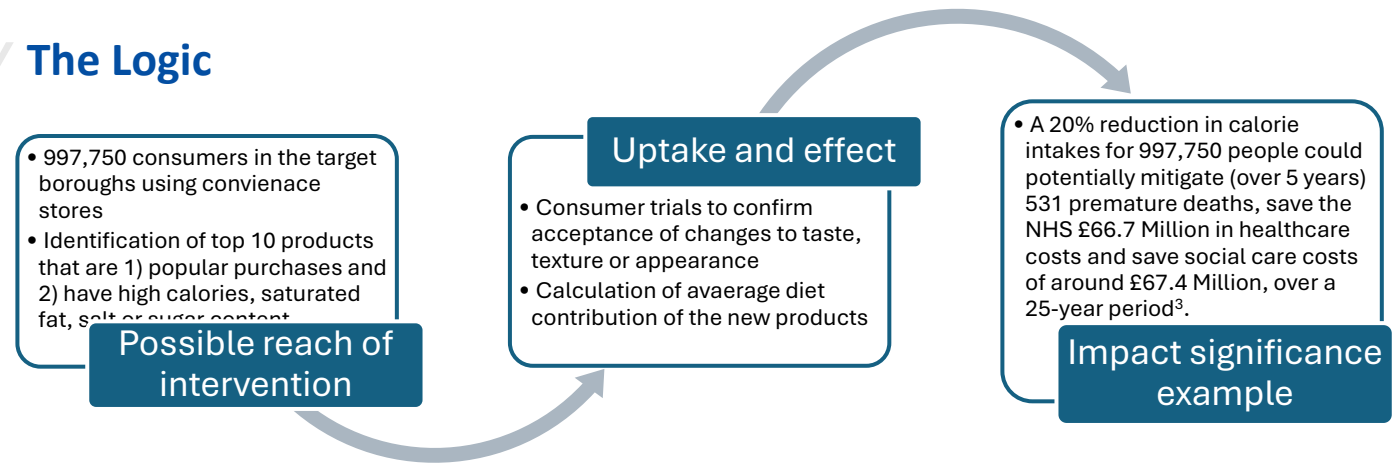
EXAMPLE: IMPACT SUMMARY **The Logic**

Impact Statement

“We plan to identify and reformulate to improve 8-10 regularly eaten Afro-Caribbean and Asian focused foods sold in convenience stores in Lambeth and Southwark that are currently contributing to unhealthy diets and the associated health care burden of Non-Communicable Diseases in these boroughs.”

The Need

In 2021, 26% of adults in England were obese, with figures as high as 34% in the most deprived areas of the UK. Obesity and overweight-related ill health are estimated to [cost the NHS £6.1 billion annually](#)^[1]. Public Health England have already successfully demonstrated^[2] that reformulation to lower levels of sugar, salt, calories and saturated fat places the [least burden on the public](#) in terms of improving diets as there is no need for individuals to consciously review and sustain changes to what they eat. For example, the UK’s salt reduction programme saw reductions in foods of up to 50% and the lowering of average intakes by 11%. The ‘Impact on Urban Health’ proposal will utilise this proven approach to target key products consumed by high-risk populations in^[3] two London boroughs which have known areas of deprivation and are showing elevated rates of obesity and cardiovascular disease.



The Targets

Measurable Indicators	Target	Impact Goals
<ul style="list-style-type: none"> # participants in consumer surveys # reformulated products # SME’s supported # community events Change in nutritional profile (Quantitative change of nutrients (e.g., sugar decreased 30%) / Quantitative change of product (e.g., calories/nutrient density, portion size) / Category change (e.g., sugar moved from ‘high’ to ‘medium’ category based on UK Traffic Light System) / Category Change e.g., product moved to score of less than 4 / ‘healthy’ based on UK Nutrient Profile Model/ # or % of products that are now non-HFSS) Change in ingredient costs (Quantitative change of cost (e.g., ingredient cost decreased 2%) or Goal range of cost (e.g., ingredient cost rose no more than 5%) Change in retail pricing (Quantitative change in price (e.g., price rose 2%) or Goal change vs market leader (e.g., price no more than 10% above)) 	<ul style="list-style-type: none"> 20-68 people take part 8-10 reformulated products 2-6 SMEs 2 community events Targets on nutritional profile: suggested >5% improvements as minimum Cost savings or equal to current supplier burden RRP within 5% of current price 	<ul style="list-style-type: none"> Improved access to affordable, healthy, and culturally diverse food Improved wellbeing and health Improved food security Improved food entrepreneurship

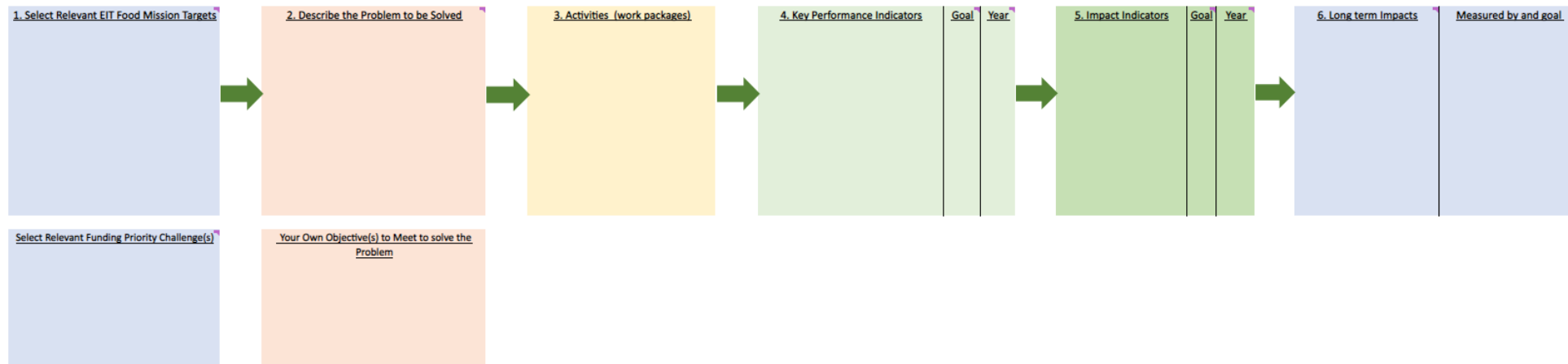
EXAMPLE: IMPACT PLANNING TOOL

Media centre | EIT FoodHIVE



EIT FOOD IMPACT FUNDING FRAMEWORK - APPLICANT IMPACT PLANNING TOOL

Please refer to the *Instructions* tab for help in using this tool



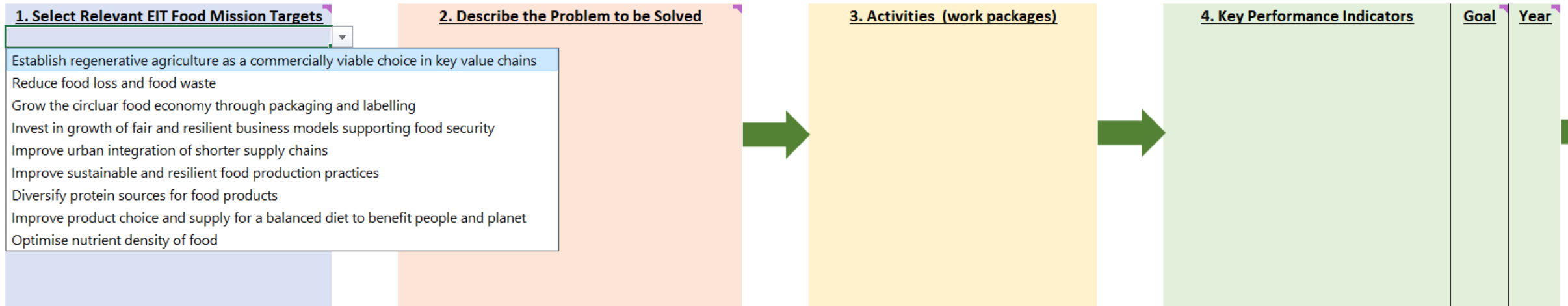
Select Relevant Funding Priority Challenge[s]

Your Own Objective[s] to Meet to solve the Problem

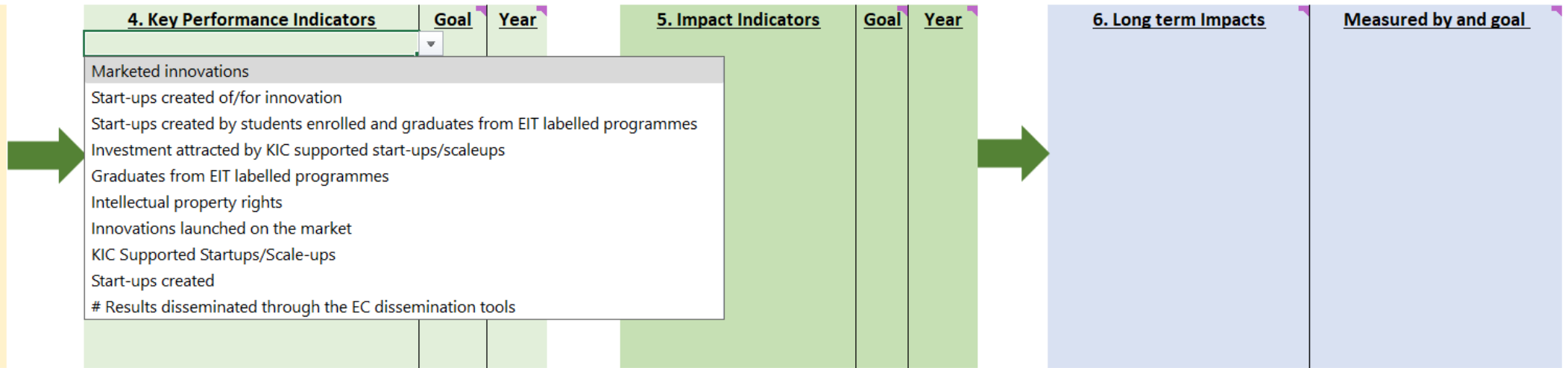


EIT FOOD IMPACT FUNDING FRAMEWORK - APPLICANT IMPACT PLANNING TOOL

Please refer to the **Instructions** tab for help in using this tool



ackages)





<u>4. Key Performance Indicators</u>	<u>Goal</u>	<u>Year</u>
--------------------------------------	-------------	-------------



<u>5. Impact Indicators</u>	<u>Goal</u>	<u>Year</u>	<u>6. Long term Impacts</u>	<u>Measured by and goal</u>
Increase # people taking part in "co-creation" as part of EIT Food activities				
Increase # new digital solutions in use to improve supply chain efficiency, integrity, and transparency				
Increase # consumers personalising or changing diet using technology, solutions or guidance developed with the support of EIT Food				
Increase # food products on the market with reduced levels of salt &/ or free sugars &/or trans & saturated fats				
Increase # food products with an improved nutritional profile on the market				
Increase # new digital solutions in use to improve supply chain efficiency, integrity, and transparency				
Volume reduction in CO2 equivalent tonnes from the agri-food system				
Increase # products derived from alternative sources on the market				
Increase # products or processes launched using revalorised &/ or reintegrated food system side-streams and waste streams				
Increase % of alumni of KIC Education activities retained in the food system				
Increase # of new skills and professions within the food sector supported by EIT Food				
Increase # new entrepreneurs supported by EIT Food and starting a new business within 3 years				



<u>tors</u>	<u>Goal</u>	<u>Year</u>
-------------	-------------	-------------

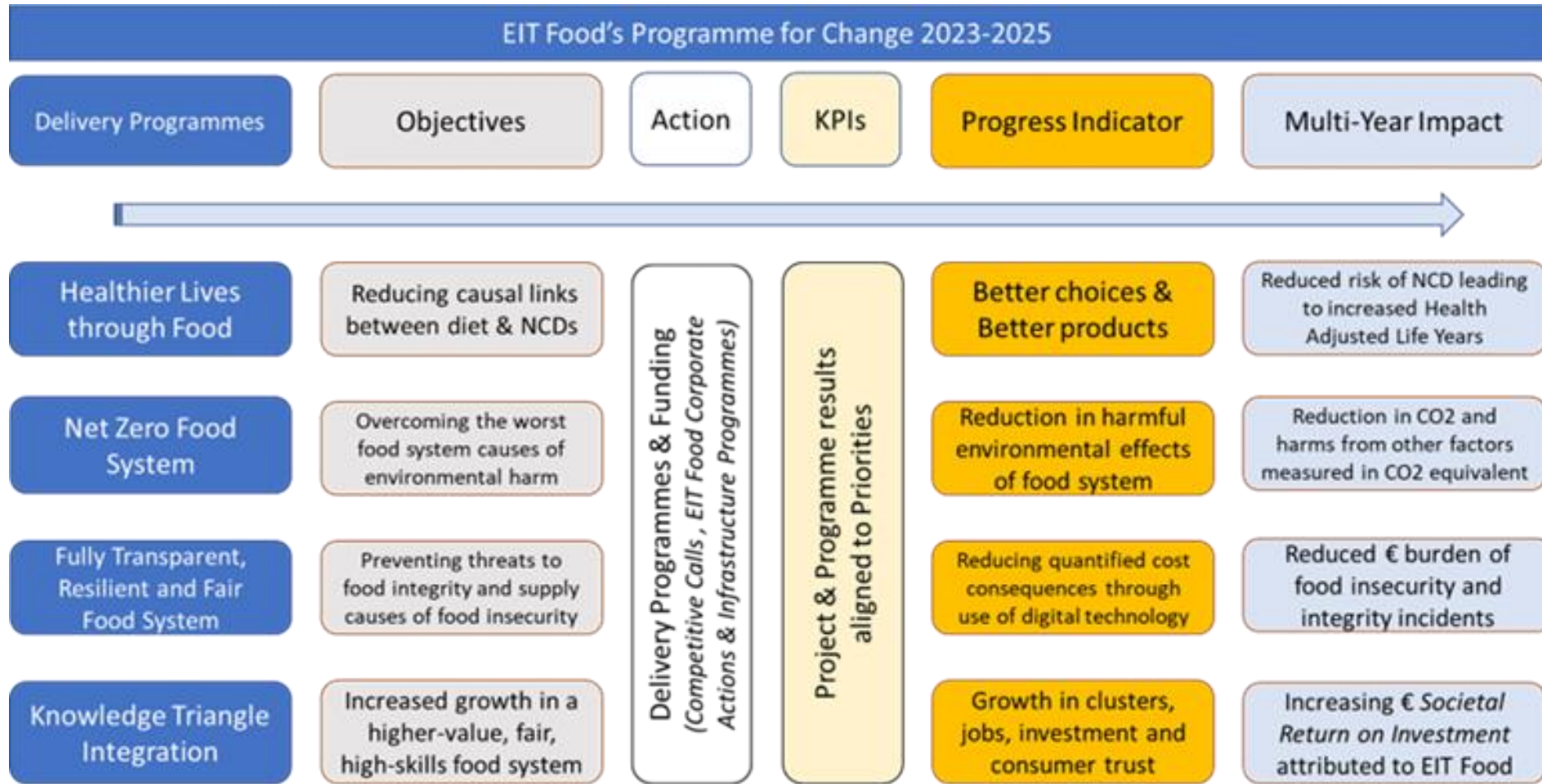


<u>5. Impact Indicators</u>	<u>Goal</u>	<u>Year</u>
-----------------------------	-------------	-------------














<u>6. Long term Impacts</u>	<u>Measured by and goal</u>
Reduction in relative risk of obesity & Non-Communicable Disease (NCD) prevalence in target populations due to known contributory d...	
Enabling transition to a circular and sustainable economy	
Improved environmental impact of Agri-food systems	
Improvement in conditions for enhanced public trust in the food system	

THEORY OF CHANGE



The EIT Food preferred Business Model Canvas includes 11 blocks

Below is our preferred Business Model Canvas modified from Osterwalder et al. , 2010.

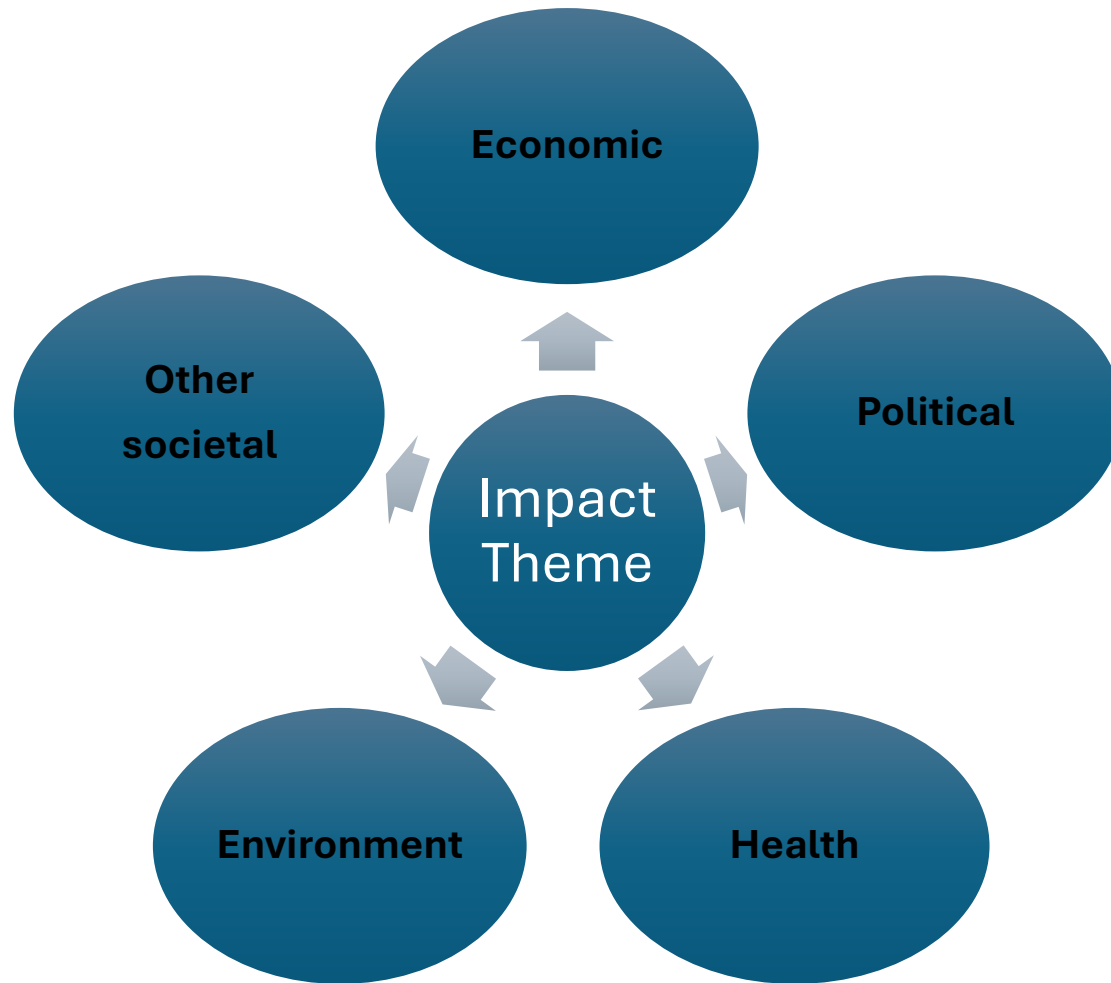
 <p>Technology Solutions</p> <p>These describe the most important technologies for the functioning of the business model.</p>		 <p>Customer needs</p> <p>The understanding of the customer needs is an essential component for the success of the business model. What is the problem you are trying to solve? For which Customer Segment?</p>		
 <p>Key Partnerships</p> <p>The Key Partnerships Building Block describes the network of suppliers and partners that make the business model work. <i>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</i></p>	 <p>Key Activities</p> <p>The Key Activities Building Block describes the most important things a company must do to make its business model work.</p>	 <p>Value Proposition</p> <p>The Value Propositions Building Block describes the bundle of products and services that create value for a specific Customer Segment. <i>What value do we deliver to the customer and to the wider pan-European economy? Which one of our customer's problems are we helping to solve? Which customer needs are we satisfying? What bundle of products and services are we offering to each Customer Segment?</i></p>	 <p>Customer Relationships</p> <p>The Customer Relationships Building Block describes the types of relationships a company establishes with specific Customer Segments</p>	 <p>Customer Segments</p> <p>The Customer Segments Building Block defines the different groups of people or organizations an enterprise aims to reach and serve. <i>For whom are we creating value? Who are our most important customers?</i></p>
	 <p>Key Resources</p> <p>The Key Resources Building Block describes the most important assets required to make a business model work.</p>		 <p>Channels</p> <p>The Channels Building Block describes how a company communicates with and reaches its Customer Segments to deliver a Value Proposition</p>	
 <p>Cost Structure</p> <p>The Cost Structure describes all costs incurred to operate a business model. <i>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</i></p>		 <p>Revenue Streams</p> <p>The Revenue Streams Building Block represents the cash a company generates from each Customer Segment (costs must be subtracted from revenues to create earnings).</p>		

EXERCISE 5: MATCH TO IMPACT TYPE



Co-funded by the
European Union

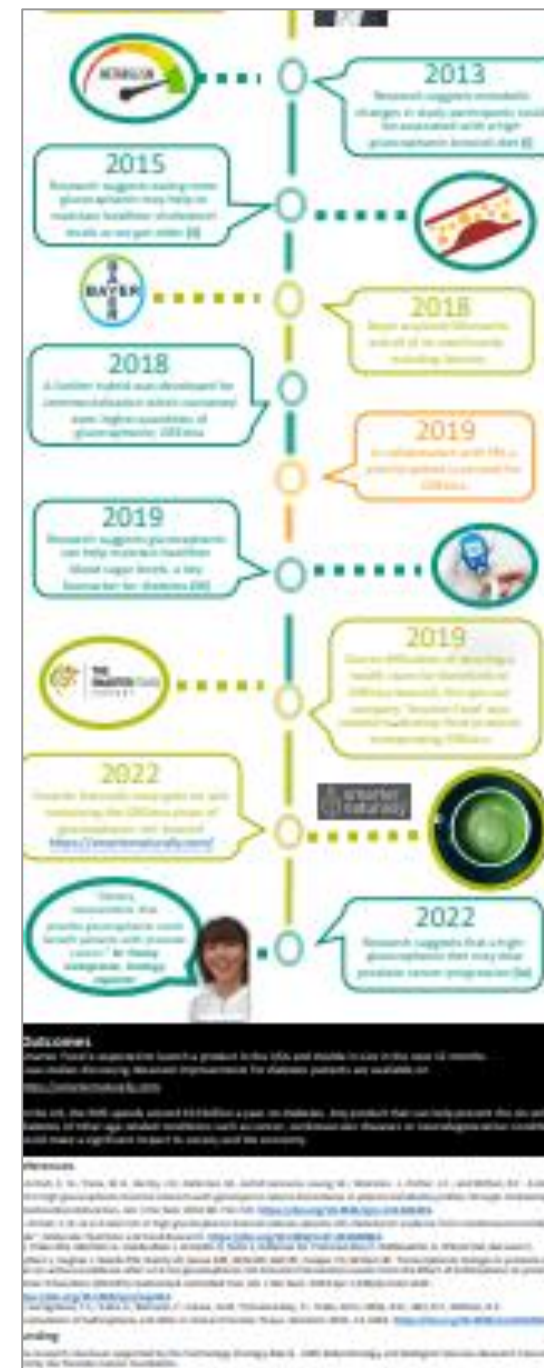
EIT Food Public Engagement



TIMELINES

Before a project you have GANTT charts.

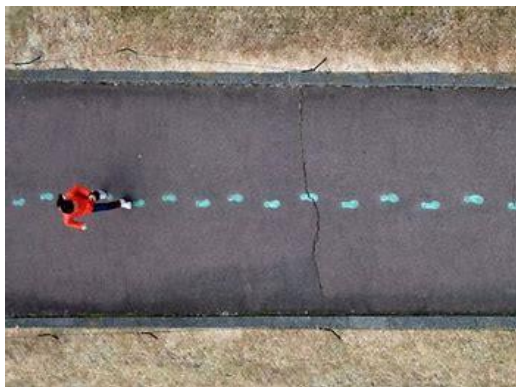
After a project you can also use a timeline to demonstrate significant milestones



Linking KPIS TO OUTCOMES

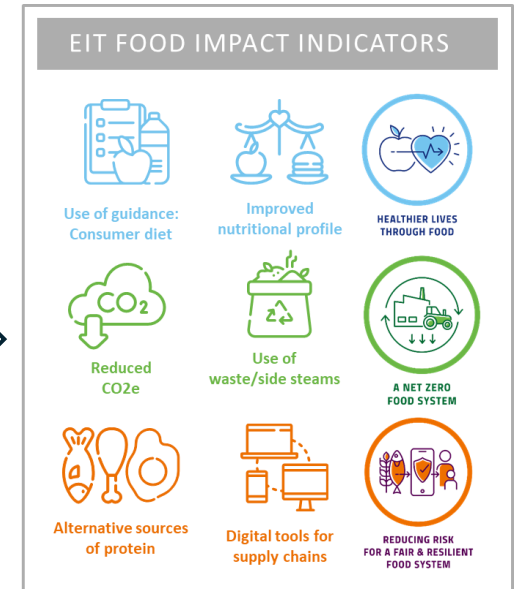
INDICATOR BASED TRACKING

Changes in pre-established indicators that would be expected to appear as impact occurs e.g. ...



EIT Food's Core Grant KPIS

CORE KPI	Description
EITHE02.4	# Marketed Innovations
EITHE04.4	Start-ups created of/for innovation
EITHE05.1	Start-ups created by students
EITHE06.1	Investment attracted
EITHE07.1	Graduates from EIT labelled programmes





A BUFFET OF INDICATORS



EIT Food metrics
(KPIs)

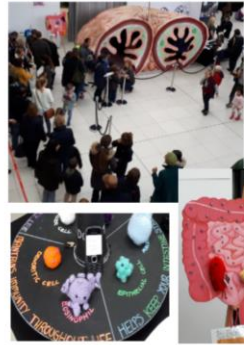
&

Project /
programme
specific metrics



NOT JUST THE DATA –

WHAT DO YOU DO WITH IT AS PART OF YOUR COMMS PLAN



Dr Lindsay Hall developed the interactive exhibit 'Guardians of the gut'.

It is shown here at the Norwich Science Festival



The activity has been immensely popular and she won an award for the Guardians of the gut public engagement programme!

Prof. Simon Carding organised a series of public dialogues.



They involved discussions, short presentations and questions from the audience at local patients at doctors surgeries and at the QIB building.

During the session at QIB the participants knowledge on the gut microbiome and a subsequent increase in it was recorded through raising hands and a hand held voting device. We were also able to record a significant increase in the participants willingness to be involved in clinical trials.

QIB facilitated an online panel discussion between collaborative partners on the Norwich Reserach Park and members of the public.

Rebecca Thompson · You
Impact Manager, EIT Food
6d · Edited · 🌱

Lovely example of a [#FoodWaste](#) stream reduction activity from EIT Food's FoodEducators here. [#NextGeneration](#) [#Innovate](#) [#NetZeto](#). [#SavedValue](#) [#SavedNutrition](#) [#LandUse](#) [#CarbonDioxideEquivalen](#)! ...more

FoodEducators
404 followers
6d · 🌱

Our Croatian hub has been getting crafty with leftovers and now they're making headlines! 🌱 ...more

Anna Traylor and 4 others

Like Comment Repost Send

175 impressions View analytics

EIT Food Learning Services | News and Impact stories | From concept to sustainable products: Ariana Alva Ferrari is the co-founder of German start-up Viva la Faba, pioneering 'faba-lous' vegan cheese made from organic faba beans.

Starting a business wasn't always on her radar, but the Food Solutions programme gave her career a whole new direction.

07 Jan 2025



Can you tell us a bit more about your background?

I was born in Peru and moved to the US when I was 13. I studied International Business Administration and World Development Studies at San Francisco State University. After that, I went back to Peru to get hands-on experience in areas like sustainable development and corporate social responsibility, which led me to a job with the United Nations.

BECOME PART OF THE CHEESE REVOLUTION! CHECK OUT THE VIVA LA FABIA WEBSITE

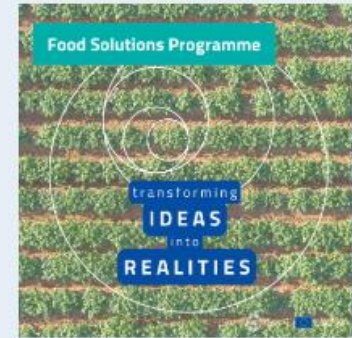
READ ALSO ISA ENTENMANN'S STORY, MASTER IN FOOD SYSTEMS GRADUATE WHO JOINED ARIANA'S TEAM

What prompted you to apply for Food Solutions?

I wanted a **master's degree**, but **most programmes are super academic**. When I looked for something more practical, I found out about the **University of Hohenheim in Germany**. They offered a **master's in bioeconomy** that brought together people from all kinds of backgrounds interested in **sustainable products**. I **moved to Germany** to start my studies, but the pandemic hit shortly after. That's when I discovered EIT Food's **Food Solutions programme** and the 2020 **'Last to Start' challenge** – a Europe-wide business competition. We had 10 months to come up with a food concept and a business prototype that **rescues ingredients typically wasted in the primary sector**. Our team explored lots of ideas – including plant-based chocolate bars and cabbage milk – but we landed on **plant-based cheese**. During our research, we uncovered a shocking truth: **dairy cheese is one of the biggest contributors to carbon emissions** in people's diets. Yet the existing plant-based alternatives were far from satisfying. Our concept ended up winning **first prize in the Food Solutions programme!**

CHECK OUT OUR FOOD SOLUTIONS PROGRAMME! NEW CHALLENGES WILL BE ANNOUNCED AND APPLICATIONS WILL OPEN FEBRUARY/MARCH TIMEFRAME

CURIOS? WHAT THE ANNUAL FOOD SOLUTIONS CHALLENGES ARE ABOUT? CLICK HERE TO GET INSPIRED BY THE PROTOTYPES THE 2024 COHORT DEVELOPED



When did you decide to start your own company?

I never thought I'd be running **my own business**, but the **response to our prototype surprised us**. Two jury members from the programme offered us support to keep going. My **co-founder (an angel)** decided to take the leap.

We chose a partner who we believed would best leverage our strengths and open up greater opportunities for growth. In 2021, we officially founded **Viva la Fabia**, named after the protein-rich faba beans we use to make our cheese.

How did the Food Solutions programme help you on this journey?

RESEARCH EXCELLENCE FRAMEWORK EXAMPLES



REF2021

Impact case study (REF3)		
Institution: University of Cambridge		
Unit of Assessment: UoA15 Archaeology		
Title of case study: Archaeological Contributions to Sustainable Farming and Food Security in China and India		
Period when the underpinning research was undertaken: May 2006 to December 2020		
Details of staff conducting the underpinning research from the submitting unit:		
Name(s):	Role(s) (e.g. job title):	Period(s) employed by submitting HEI:
Professor Martin Jones	Pitt-Rivers Professor of Archaeological Science	October 1990 to September 2018
Dr Tamsin O'Connell Dr Harriet Hunt	Reader in Isotope Ecology Research Associate	October 2004 to present November 2004 to December 2014 & April 2015 to present
Dr Cameron Petrie	Reader in South Asian and Iranian Archaeology	September 2005 to present
Dr Adam Green	Research Associate	October 2016 to present
Period when the claimed impact occurred: August 2013 to December 2020		
Is this case study continued from a case study submitted in 2014? Yes		
1. Summary of the impact (indicative maximum 100 words)		
Archaeological research at the University of Cambridge has shown the importance of past agricultural practices, especially cultivation of hardy, adaptable millets and use of sustainable water management practices, in semi-arid regions of Asia. As a result, as submitted for REF2014, the Aohan area of Inner Mongolia, China, was designated a <i>Globally Important Agricultural Heritage System</i> by the United Nations Food and Agriculture Organisation (FAO) in 2012. The full and ongoing benefit of this work has become manifest in Aohan since August 2013, with major increases in the growing of millet and corresponding improvements in the wellbeing of farmers. Since 2019, moreover, ongoing research has inspired new initiatives by the Indian Administrative Service and the Department of Rural Development and Panchayats, Government of Punjab to promote diversity in farming and resilient water management practices in order to improve sustainability in India.		
2. Underpinning research (indicative maximum 500 words)		
In 2008, Jones and Hunt co-authored an influential article on two Asian millet species, foxtail and broomcorn, highlighting their early cultivation across Eurasia [R1]. Jones' multidisciplinary group subsequently discovered that these millets were first cultivated at least 8,000 years ago in Inner Mongolia, northern China, with stable isotope analysis by O'Connell and colleagues providing direct evidence for their consumption by humans and animals in this region from the same date [R2]. Supported by a European Research Council (ERC) Advanced Grant for the <i>Food Globalisation in Prehistory</i> project, the team discovered genetic evidence from locally adapted cultivars showing that the diversity in broomcorn millet originated in western Inner Mongolia, close to an early site with archaeobotanical and isotope evidence for its use [R3]. Millets then spread throughout Eurasia, in particular along the mountain corridors of Inner Asia.		
Broomcorn and foxtail millets are hardy and well-adapted to semi-arid climates, with low water and nutritional requirements, and a demonstrated capacity for adaptive evolution in response to climatic challenges. Their short growing seasons made multi-cropping possible, which played a pivotal role in the development of settled societies and increased food security. Moreover, this property made millets suitable for the lifestyles of highly mobile pastoralists across northern China and Central Asia. They were subsequently incorporated into established agricultural systems in Europe and South Asia, fuelling dietary diversification and resilience to variable		

REF2021 Research Excellence Framework

[Home](#)
[Results and submissions](#)
[Publications and Reports](#)
[Panels](#)
[Equality and Diversity](#)
[FAQs](#)

Home / Results and submissions / Impact database

Impact case study database

The impact case study database allows you to browse and search for impact case studies submitted to the REF 2021. Use the search and filters below to find the impact case studies you are looking for.

[Impact case study database FAQs](#)

[Download all impact case studies \(spreadsheet\)](#)
[Download all impact case study tags \(spreadsheet\)](#)
[REF 2014 impact case study database](#)
[Website help](#)
[View results](#)
[Submitted outputs' details](#)
[Environment database](#)

Search and filter

[Clear search and filter](#)

[Learn more about advanced searching](#)

Filter by

Higher education institution

None selected

Unit of assessment

None selected

Continued case study

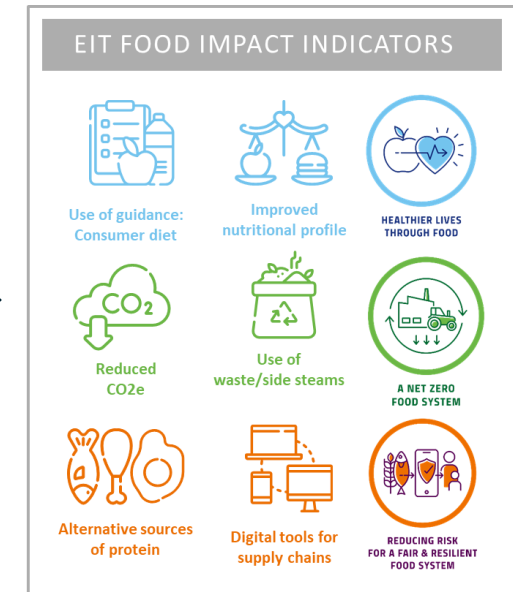
Impact database : Results and submissions : REF 2021

INDICATORS

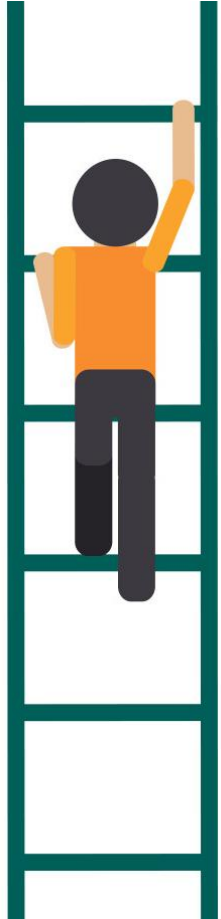
INDICATOR BASED TRACKING

Changes in pre-established indicators that would be expected to appear as impact occurs e.g. ...

Code	KPI
EITHE01	Intellectual property rights
EITHE01.1	#Designed/Tested Innovations 2021-22 / #Innovative products, processes, methods & IPR 2023-25
EITHE02.1*	Innovations introduced on the market during the KAVA duration or within 3 years after completion (products or goods sold)
EITHE02.4*	Marketed Innovations with a sales value of >€10,000 within 3 years
EITHE03.1	KIC Supported Start-ups/Scale-ups
EITHE04.1*	#Start-ups created
EITHE04.4*	Start-ups created of/for innovation
EITHE05.1	Start-ups created by students enrolled and graduates from EIT-labelled programmes
EITHE06.1	Investment attracted by KIC-supported start-ups and scale-ups
EITHE07.1	Graduates from EIT-labelled programmes (used to just be PhDs and Masters FYI)
EITHE07.4	Graduates from EIT labelled MSc/PhD programmes
EITHE07.5	Students enrolled in EIT labelled MSc/PhD programmes
EITHE08.1	Participants in non-labelled education and training
EITHE09.1	#Graduates from EIT labelled programmes who joined Start-ups
EITHE14.1 / 15.1 / 16.1	Disseminated results, good practices and lessons learnt
EITHE16.1	# HEIs involved in EIT and KIC activities
EITHE18.1	% of less represented gender in top governance and management positions combined
EITHE20.1	Number of new Partnerships established as a result of the HEI Capacity Building Initiative
EITHE22.1	Number of new and established KIC Partners from RIS countries
KIC 01	# People actively engaged in targeted interventions aimed at encouraging healthier and more sustainable behaviour
KIC 03	# of entrepreneurs (not legally registered) who receive support from KIC and succeed to start a business within 3 years
KIC 04	# of novel solution concepts designed and tested with support from KIC
KIC 06	# of learners completing at least 75% of the steps in an online course
KIC 07	# ecosystem management activities in year N
KIC 08	# of innovative concepts developed



DESCRIBING YOUR IMPACT

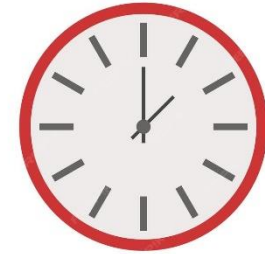


QUANTITATIVE OUTCOMES

QUALITATIVE OUTCOMES

INDICATOR BASED TRACKING

BE SPECIFIC



TIMELINE

Qualitative

- Testimonials from end users
- Testimonials from practitioners
- Achievement of goal set
- Change in perception, awareness or attitudes
- Change in culture, cultural discourse or appreciation and benefit


Quantitative

- Improvements in CO2E footprint, water or soil quality
- Reduced morbidity / mortality
- Financial gains
- Number of companies, new roles or employment
- Number of (or profits from) new commercial products
- Improvement on social cohesion or mobility
- Time, money, lives saved or ecosystem variables as a result of new practice

PICK EASY WINS NOT WHAT MIGHT HAPPEN IN 10 YEARS

Your impact consultant can also help with this

ANALYTICS

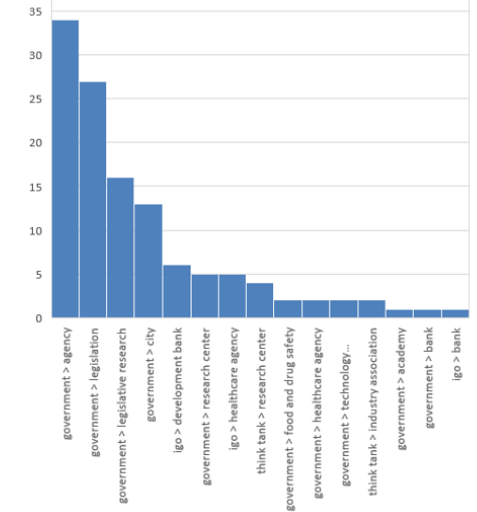
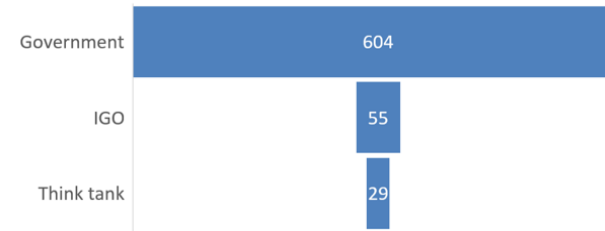
- Google analytics 
- Web scrapers i.e. google scholar = Apify
- BD tools such as Wellspring Scout, Bloomflow or Pitchbook

- Altmetrics
- ResearchFish



Who is citing "EIT Food"?

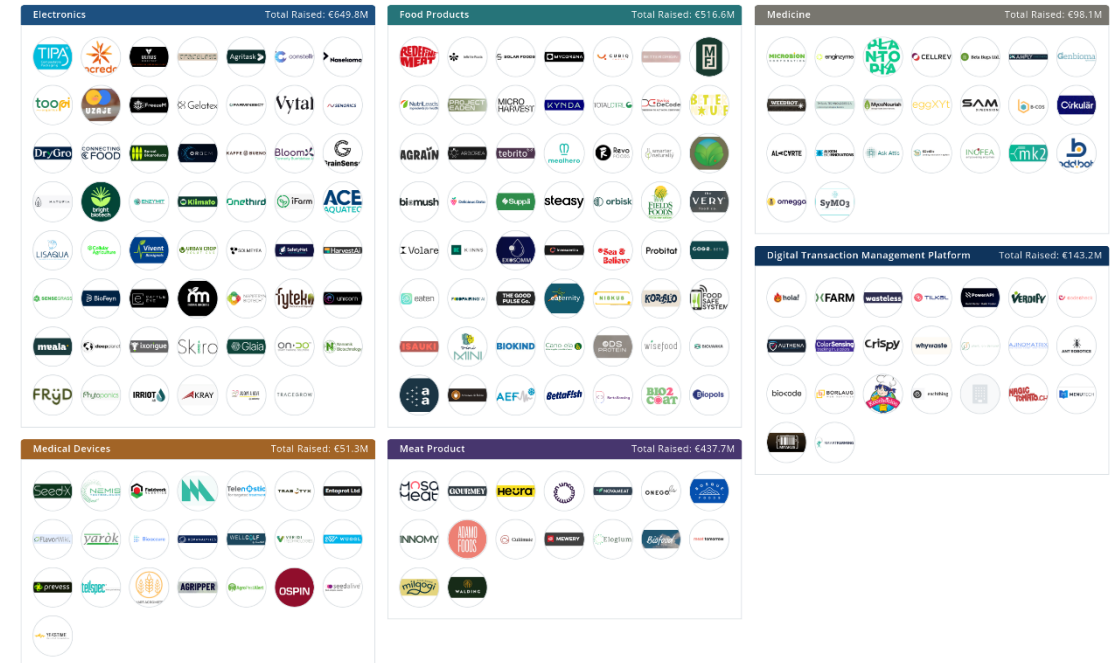
- Predominantly the policy-related citations came from government documents



Start up mapping (not complete) 4th March 2024

Showing: 195 of 491 Companies | Segmentation Method: Machine-Generated

Created on 22-01-2025 | Source: PitchBook



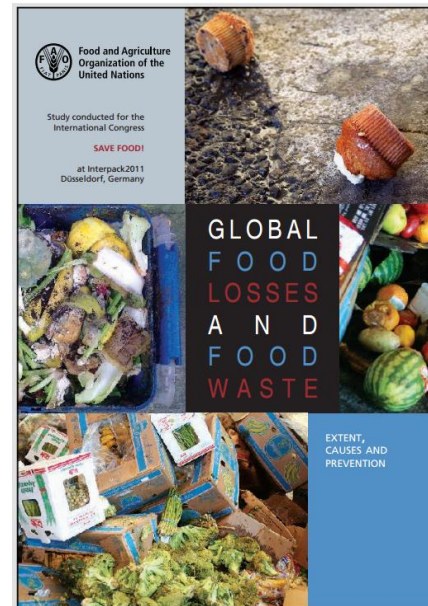
POLICY

- SDGs and regulations / policy

Food Loss & Waste: Regulatory Progress in Europe

- EU Waste Framework Directive
 - Revised most recently in 2018
 - Requires member states to reduce food waste at each stage of the food supply chain, monitor food waste levels, and report on progress
- Farm To Fork Strategy
 - Calls for legally binding targets to reduce food waste across bloc
 - Seeks revision of EU rules on 'use by' and 'best before' dates
- EU Platform on Food Losses and Food Waste
 - Established in 2016 to bring together key stakeholders to share best practices, develop strategies to reduce food waste, and support implementation at member state level
- Food Donation Guidelines
 - Adopted in 2017 to facilitate redistribution of surplus food to those in need
 - Ensuring waste is minimized while maintaining food safety
- Common Agricultural Policy (CAP)
 - Includes measures to reduce waste and loss via promotion of sustainable agricultural practices
 - Encourages member states to implement food waste reduction measures at national level

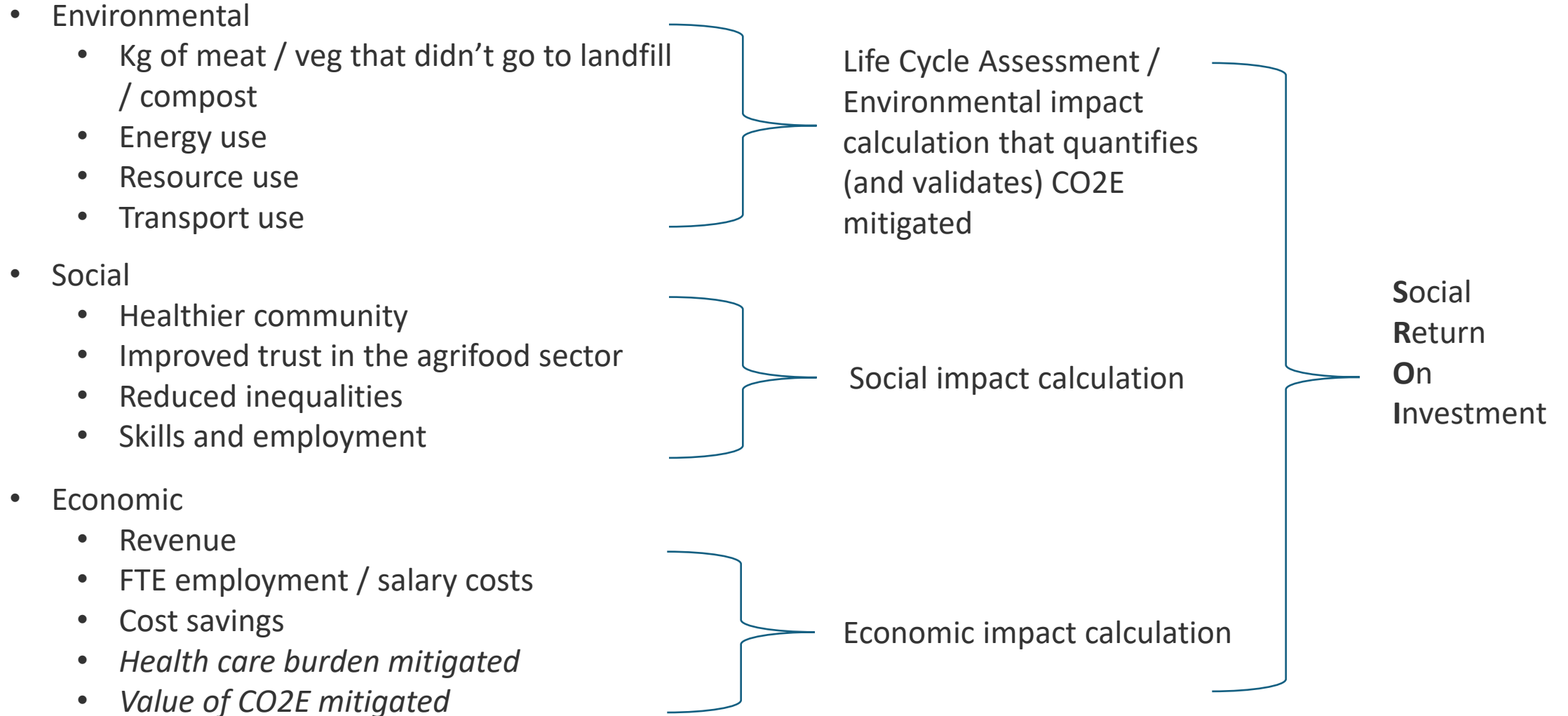
SUSTAINABLE DEVELOPMENT GOALS



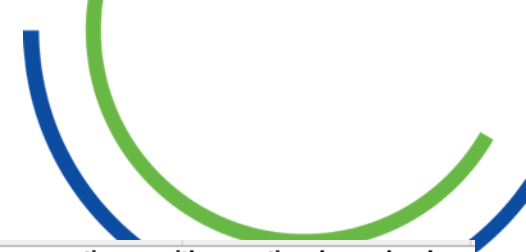
“CAN YOU CITE ANY OF THESE?”



FOOD WASTE AND LOSS PROJECTS MIGHT HAVE



THEMES, OUTCOMES AND MEASURES



Impact metrics and proxies that may apply for food loss and food waste prevention projects or programmes			Please note that this was put together in a few mins inbetween meetings - with more time I can develop a		
Note: a non-exhaustive list intended as a conversation starter only					
What is the CHANGE you can measure at any point or predict?					
Theme	Outcome	KPIs	Short term metrics (examples)	Mid term metrics	Long term
Economy (Promote Skills and Employment)	More local people in employment	# marketed innovations	Revenue	I saved	Revenue
	More opportunities for disadvantaged people	# marketed innovations with a revenue of >£10,000 within 3 years	FTE increase	I earned	SROI
	Improved skills	# people involved in co-creation	# New startups registered	I investment	Lower risk of food insecurities
	Improved skills for disadvantaged people	# startups / scaleups supported	Increased employment or higher wages		
	Improved employability of young people	# participants on training courses			
		I investment leveraged			
Growth (Supporting growth of responsible regional business)	More opportunities for local HEIs, SMEs and VCSEs	I funding raised in collaborative projects	Jobs retained in the agri-food sectors	I leveraged	SROI
	Improving staff wellbeing and mental health	# collaborative project proposals drafted			
	Reducing inequalities				
	Ethical Procurement is promoted				
Social (Healthier, safer and more resilient communities)	Creating a healthier community	# stakeholder informed marketed innovations	# consumers or households participating in intervention	Increased uptake of innovation	Lower food waste at household level
	Vulnerable people are helped to live independently				
	More working with the Community				
Environment (Decarbonising and safeguarding our world)	Carbon emissions are reduced	# marketed innovations	Weight or volume of food as new source of revenue	Land use mitigated	CO2E mitigated
	Air pollution is reduced	# more efficient process or methods	Weight or volume of food saved from landfill	LCAs	I Saved
	Safeguarding the natural environment (includes biodiversity)	# marketed innovations (reused packaging)	% efficiency of process	Impact assessments	
	Resource efficiency and circular economy solutions are promoted		Lower resource use rates		
Innovation (Promoting social innovation)	Social innovation to create local skills and employment	# participants on training courses	# participants gaining employment	Increase to local wages	SROI
	Social innovation to support responsible business	# innovations reaching the potential end user (non-commercial marketed innovations)	Weight or volume of food saved from landfill	Improved community social value	CO2E mitigated
	Social innovation to enable healthier safer and more resilient communities	Increase in reported engagement from end users	Improved reported wellbeing or social cohesion		
	Social innovation to safeguard the environment and respond to the climate emergency				

TOOLS

<https://livelca.com>

LiveLCA Products Blog Recipes Resources Products graph About Login

Products

Search:

Product	CO2e / kg	Studies
Rice	2.578	20
Milk	1.8	19
Cheese	8.897	17
Eggs	2.539	16
Beef	26.926	16
Pork	6.622	16
Potatoes	0.359	14
Soy milk	0.921	13
Apples	0.501	13
Butter	10.179	12

Showing 1 to 10 of 1,205 entries

Previous 1 2 3 4 5 ... 121 Next

Welcome to LiveLCA

Calculate CO2e emissions for my recipe

e.g. **Calculate!**

Examples: Mushroom risotto, White pesto pasta
... or fill in your own ingredients [Supported websites](#)

Latest blog

Battle of the proteins: chicken, cheese or beans, which is most sustainable?

As discussed in our previous blog on emissions from carbohydrates, making strategic choices in our daily food consumption can significantly reduce our individual carbon footprints. One of the most impactful areas where we can make changes is in our choice of protein sources. Meat, dairy, and fish are among the largest contributors to food-related greenhouse gas emissions, so even modest ... [Read more](#)

Statistics

Products	1205
Resources	112
Emission factors	2367
Recipes	197

Product of the day

Char (farmed)

3.05 CO2e / kg

■ = 100 g of Char (farmed)

Recipe of the day

Schweineschnitzel Wiener art 1.167 kg CO2e / portion

4 Items
Eggs
Butter

<https://www.openlca.org/lca-data/>

Blog Forum Twitter LinkedIn Contact

Software LCA data Use cases Learning & Support Network About Download

LCA data

There are many free and commercial LCA databases available, which are provided by different institutions. You can see more information and access them through [openLCA Nexus](#).



PROXIES

Measure	Units	Proxy Value
No. of full time equivalent direct local employees (FTE) hired or retained for the duration of the contract	No. people FTE	£31,285.00
No. of full time equivalent local employees (FTE) hired or retained on the contract who are long-term unemployed (unemployed for a year or longer)	No. people FTE	£20,429.00
No. of full time equivalent local employees (FTE) hired on the contract who are NOT in Employment, Education, or Training (NEETs)	No. people FTE	£15,382.90
No. of full time equivalent local employees (FTE) aged 18+ years hired on the contract who are rehabilitating or ex-offenders.	No. people FTE	£24,269.00
No. of full time equivalent disabled local employees (FTE) hired or retained on the contract	No. people FTE	£16,605.00
No. of staff hours spent on local school and college visits supporting pupils e.g. delivering career talks, curriculum support, literacy support, safety talks (including preparation time)	No. staff hours	£16.93
No. of weeks of training opportunities (BTEC, City & Guilds, NVQ, HNC - Level 2,3, or 4+) on the contract that have either been completed during the year, or that will be supported by the organisation until completion in the following years	No. weeks	£317.82
No. of hours of 'support into work' assistance provided to unemployed people through career mentoring, including mock interviews, CV advice, and careers guidance	No. hrs (total session duration)*no. attendees	£105.58
No. of weeks spent on meaningful work placements or pre-employment course; 1-6 weeks student placements (unpaid)	No. weeks	£194.50
Initiatives to be taken to support older, disabled and vulnerable people to build stronger community networks (e.g. befriending schemes, digital inclusion clubs)	£ invested including staff time	£1.00
Donations and/or in-kind contributions to specific local community projects (£ & materials)	£ value	£1.00
No. of hours volunteering time provided to support local community projects	No. staff volunteering hours	£16.93
Savings in CO2e emissions on contract achieved through de-carbonisation (i.e. a reduction of the carbon intensity of processes and operations, specify how these are to be achieved) against a specific benchmark.	Tonnes CO2e	£244.63
Carbon emissions reductions through reduced energy use and energy efficiency measures - on site	Tonnes CO2e	£244.63
Car miles saved on the project as a result of a green transport programme or equivalent (e.g. cycle to work programmes, public transport or car pooling programmes, etc.)	Miles saved	£0.06
Volunteering time for environmental conservation & sustainable ecosystem management initiatives	No. staff volunteering hours	£16.93
Resources (on the contract) dedicated to creating green spaces, improving biodiversity or helping ecosystems.	£ invested	£1.00
Reduce waste through reuse of products and materials	Tonnes	£96.70
Innovative measures to promote local skills and employment to be delivered on the contract - these could be e.g. co-designed with stakeholders or communities, or aiming at delivering benefits while minimising carbon footprint from initiatives, etc.	£ invested - including staff time (volunteering valued at £16.93 per hours, expert time valued at £101.00 per hour) and materials, equipment or other resources	£1.00
Innovative measures to promote and support responsible business to be delivered on the contract - these could be e.g. co-designed with stakeholders or communities, or aiming at delivering benefits while minimising carbon footprint from initiatives, etc.	£ invested - including staff time (volunteering valued at £16.93 per hours, expert time valued at £101.00 per hour) and materials, equipment or other resources	£1.00
Innovative measures to enable healthier, safer and more resilient communities to be delivered on the contract - these could be e.g. co-designed with stakeholders or communities, or aiming at delivering benefits while minimising carbon footprint from initiatives, etc.	£ invested - including staff time (volunteering valued at £16.93 per hours, expert time valued at £101.00 per hour) and materials, equipment or other resources	£1.00
Innovative measures to safeguard the environment and respond to the climate emergency to be delivered on the contract - these could be e.g. co-designed with stakeholders or communities, or aiming at delivering benefits while minimising carbon footprint from initiatives, etc.	£ invested - including staff time (volunteering valued at £16.93 per hours, expert time valued at £101.00 per hour) and materials, equipment or other resources	£1.00



EXERCISE 6: GROUP CREATED EXAMPLES



Co-funded by the
European Union

Impact

CALL TO ACTION – WHY ARE YOU HERE?

- What are the possible outcomes from this workshop?
 - Are any of you now planning to encourage colleagues to apply for EIT Funding?
 - Do any of you feel better informed of the approach that might be most successful in obtaining EIT Food funding?
 - Have any of you increased your own networks? Skills?
 - Do any of you plan on following up with a speaker or participant on something that could lead to consultancy / collaborative funding / partnerships / problem identification or solving etc?





Co-funded by the
European Union



Improving food together

eitfood.eu



Email: Rebecca.Thompson@EITfood.eu

Social media: LinkedIn / Bluesky / Mastodon

Thank you for
your time and
enthusiasm
today