

WEBINAR VALUSECT  
FUNDING TO HELP  
EUROPEAN INSECT-BASED  
**FEED** BUSINESS

11 JANUARY 2022

**Interreg**   
EUROPEAN UNION  
**North-West Europe**

**ValuSect**  
European Regional Development Fund



**WELCOME!**

# Sabine Van Miert

*Research Manager RADIUS – TMK  
Lead applicant*

## Valuable Insects

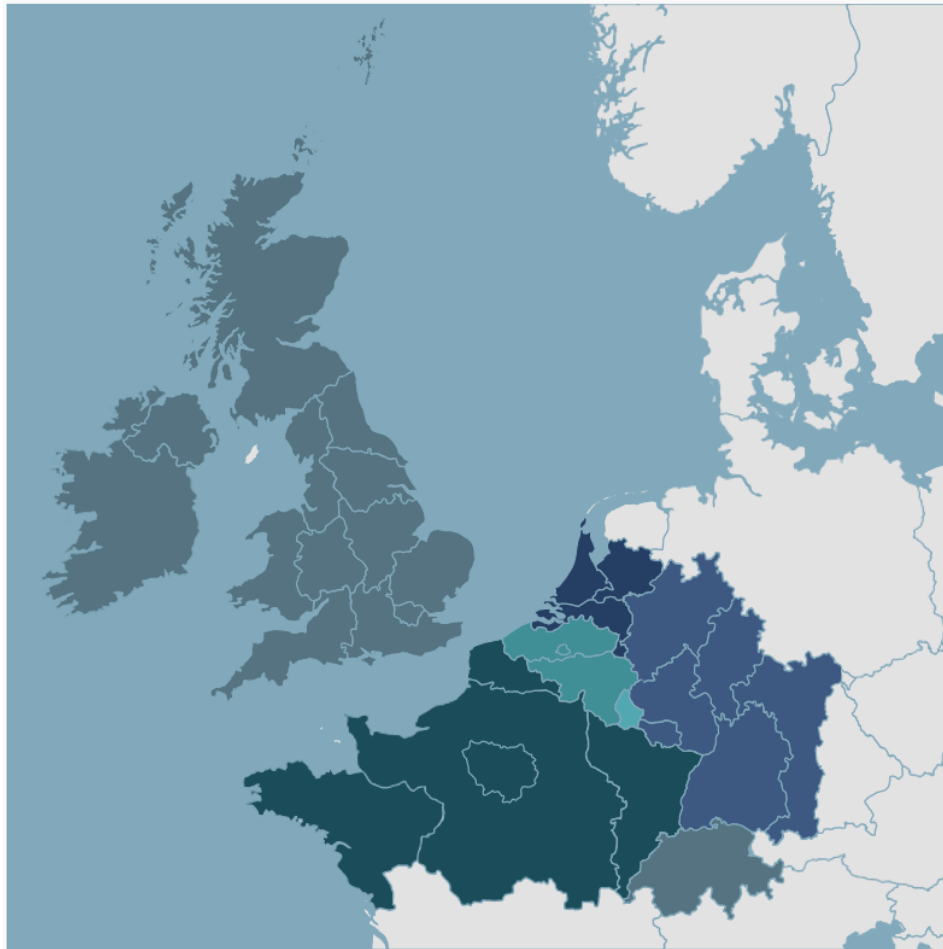
# Rules for online meeting

- For **questions** use **chat** function
- Questions that **can not be answered** during the call will be answered by **mail**
- A list of **Q&A** will be published on the **ValuSect website**



## Partners involved





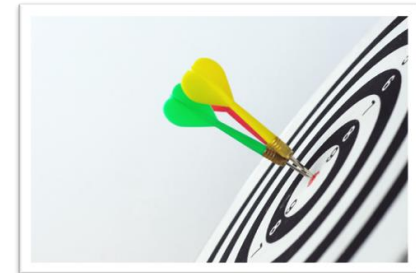
# The NWE area

*"The question is no longer if insects can be the solution for the increasing protein demand; now the focus is on the search for the best strategy to strengthen this development."*



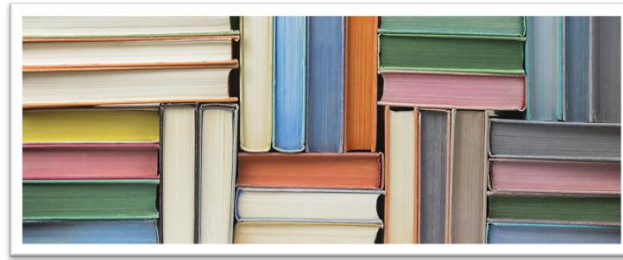
# Goals

- This initiative enhances innovation performance of **NWE feed companies** by transferring knowledge on efficient use of insects and insect components as building blocks for new feed products.
- **Goals** of the project are
  - (1) knowledge transfer from food- to feed industry
  - (2) inclusion of feed sector in the accelerator





# Overview



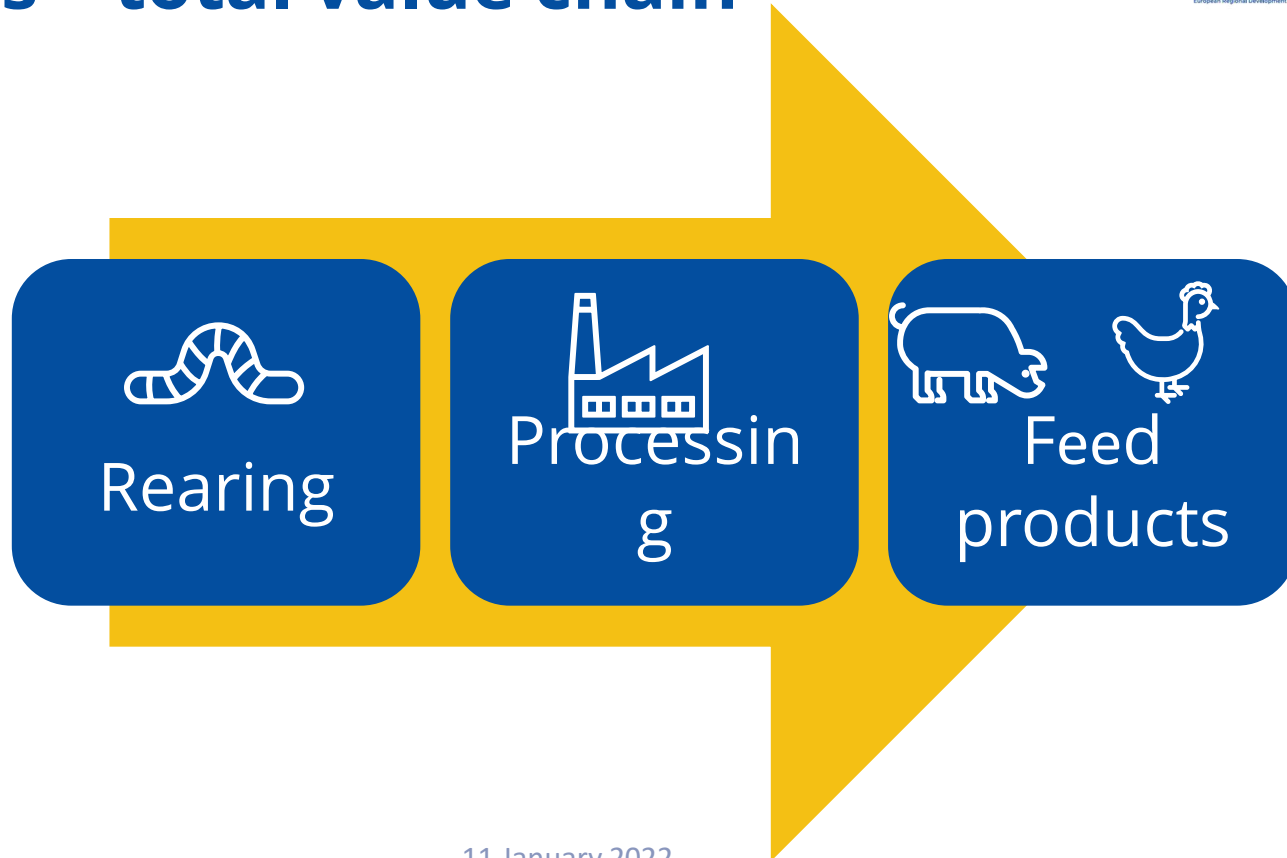
## Aim

- Introducing insects (*Tenebrio molitor*, *Acheta domesticus*, *Locusta migratoria* and *Hermetia illucens*) in feed products (incl. pet food)
- Preparing the market for insect-based feed products
- Increasing acceptance
- Enhancing the innovation performance of enterprises

## Innovation

- Expansion of knowledge to **feed industry** and addition of BSF as insect specie
- Transnational Accelerator program for food and feed innovations

# Vouchers – total value chain



# Investment voucher scheme

- Selection, assessment and performing of the 20 cases: small (10k€), medium (20k€) and large (40k€)
- These cases will deliver general recommendations that can be used by other companies



# Interreg North-West Europe

EUROPEAN UNION

## ValuSect

European Regional Development Fund

# Let's go on!

**Sonja Floto-Stammen**  
**Natalia Naranjo-Guevara**  
*Fontys University of Applied science*  
*Voucher system leader*

**Valuable Insects**

Make insects a great business  
Apply for support!

Investment voucher scheme

60 cases whole project - 40 cases food & 20 feed

€10.000 for small cases, €20.000 for medium cases and €40.000 for large cases

# Are you eligible to apply?

## Criteria 1: SME

- European Commission Recommendation 2003/361/EC and SME user guide
- Independent (not linked or owned by another enterprise), in accordance to Recommendation 2003/361/EC3
- Legal entity established and based in one of the Interreg NWE Associated country as defined in H2020 rules for participation
- Headcount in Annual Work Unit (AWU) less than 250.
- Annual turnover less or equal to €50 million OR annual balance sheet total less or equal to €43 million

# Are you eligible to apply?

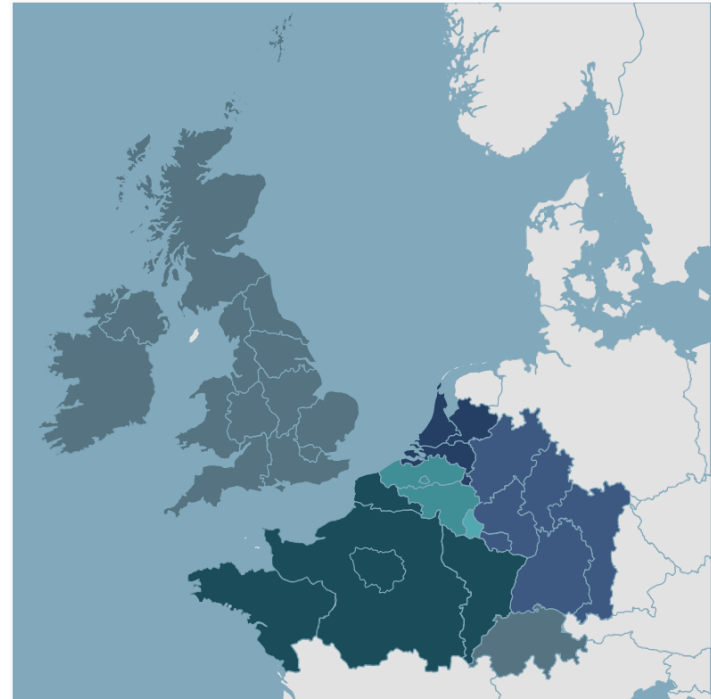
## Criteria 2:

Company is located in North-Western Europe region

(Ireland, the United Kingdom, Belgium, Luxembourg, Switzerland, and parts of France, Germany and the Netherlands)

**The activities and impact of the voucher must be focused in the North West Europe area.**

**Note: vouchers can not be used to support research or business activities outside of NWE**





# Are you eligible to apply?

## Criteria 3:

SME's with activities linked to insect for feed in the NWE-region can apply for a voucher



# Are you eligible to apply?

## Criteria 4:

You include one of the four focused species in your business

- 1) *Tenebrio molitor*,
- 2) *Acheta domesticus*
- 3) *Locusta migratoria*
- 4) *Hermetia illucens*



# Why should you apply for a voucher?

1. You have a question/idea with your insect business that needs further research support.
2. Your research request leads to the acceleration of the insect as feed business.
3. Your request is covered by our MENU of SERVICES.

**We are looking for “Innovative”  
ideas**

# 1. You have a question/idea with your insect business that needs further research support.

Examples are:

- Measure emissions/greenhouse gases
- Optimise: breeding, feeding, substrate, productivity, food safety, shelf life, and/or nutritional quality
- Develop/optimize technology
- Gain knowledge on producers needs and acceptance in target markets
- Develop a feed product for animal consumption which contains insect ingredients
- Develop suitable marketing strategies to promote feed products which contain insects
- Support to connect with stakeholders and communicate results, as in events or scientific publications

## 2. Your research request leads to the acceleration of the insect as feed business



### 3. Your request is covered by our **MENU of SERVICES**

Technological services  
Food development and innovation  
Marketing and communication services  
Strategic business services



# Application documents



- Application form
- Menu of Services
- ValuSect Quick Look Guide
- Data Privacy Policy,
- Manual: Guidelines for Applicants
- SME Declaration
- De-minimis self-declaration



# VALUSECT QUICK LOOK GUIDE

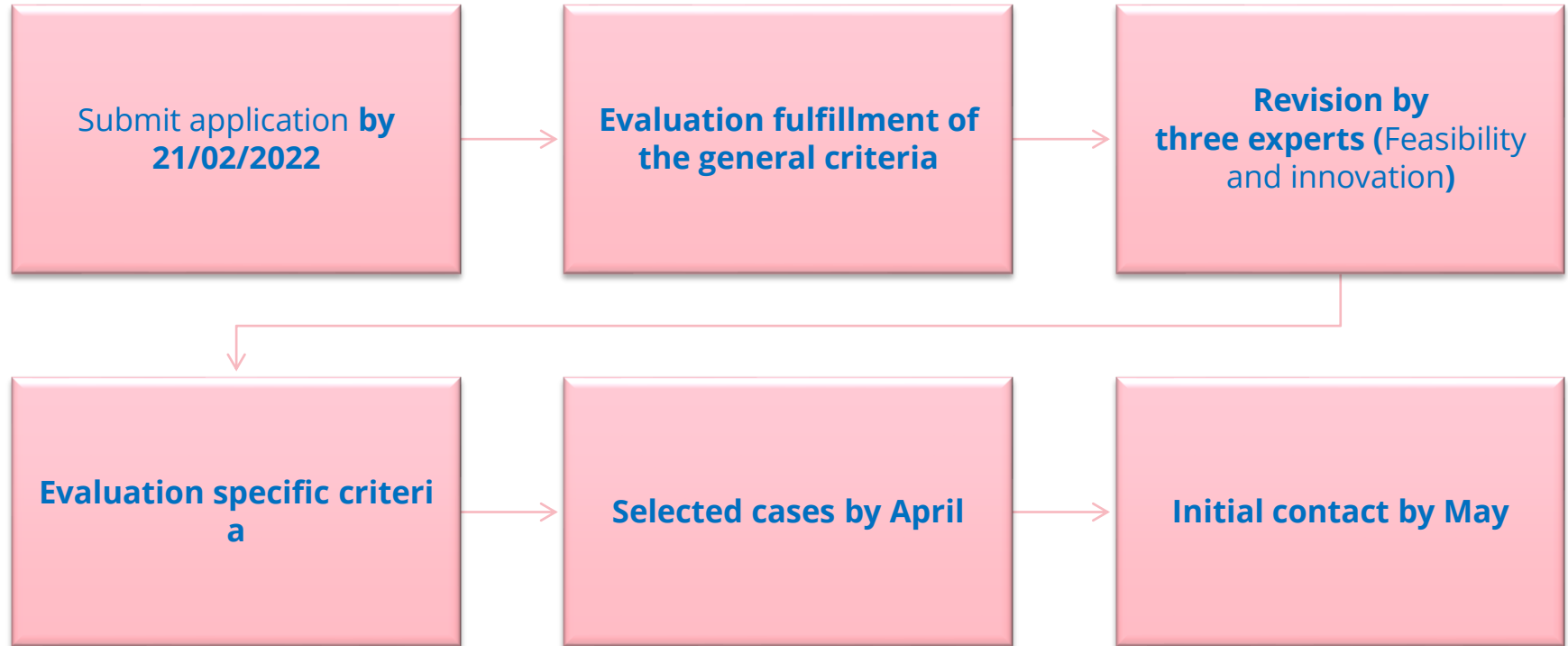
Quick overview of our service categories to support SMEs to boost the insect business

	 Technological services	 Feed development and innovation	 <b>APPROVED</b> Marketing and communication services	 Strategic business services
<b>WHAT can we do:</b>	Expertise and/or equipment to: <ul style="list-style-type: none"> <li>• Develop,</li> <li>• Implement,</li> <li>• Optimise/improve</li> <li>• Exploit</li> </ul> New processes and/or (insect-) products	Development of technologies and concrete recipes including insects as an ingredient. (i. e. production process, product development, safety, quality aspects)	Strategic and systematic research on marketing and acceleration of the regular use of insects in animal diets. Contacts to experts and scientists. Support with communication and knowledge transfer.	To support the development of your business (model) by adopting innovative ideas, products, processes or services.
<b>HOW can we do it for you:</b>	Measurement of emissions/greenhouse gases. Development/improvement of technologies for all production and processing processes.	Optimise feed safety, shelf life, nutritional quality, taste, legal factors, and quality aspects.	Research on marketing, producers demand by conducting surveys, focus groups, etc. Focus on communication strategies.	Business model innovation/Value proposition/Strategy planning. Development of suitable marketing strategies for the insect market.
<b>That's what you get:</b>	Optimised equipment, technologies, processes.	Concept/recipe for an attractive marketable product that contains insect ingredients.	Plan and recommendations for strategic product value proposition and target group specification for your business. Knowledge transfer and dissemination.	Feasibility study and recommendations in a report.
<b>Are you eligible? Check criteria:</b>	Check whether you are eligible to apply <ul style="list-style-type: none"> <li><input type="checkbox"/> SME</li> <li><input type="checkbox"/> Located in <a href="#">North-West Europe</a></li> <li><input type="checkbox"/> You are part of or want to become part of the network that uses insects for feed applications.</li> <li><input type="checkbox"/> You have an innovative idea supporting the development of the insect business in Europe</li> <li><input type="checkbox"/> You can explain how the development/implementation of the idea supports the acceleration of the insect business in Europe</li> <li><input type="checkbox"/> You can find supportive services in the ValuSect offerings (see overview above and full description in the "ValuSect Menu of Services")</li> <li><input type="checkbox"/> You submit your application before 21.02.2022 (open call)</li> </ul>			
<b>How to apply?</b>	Fill in the list: Check whether you are eligible to apply	Fill in application documents: <ul style="list-style-type: none"> <li>• Application form</li> <li>• De-minimis self declaration</li> <li>• SME-declaration <a href="#">available here</a></li> </ul>	Submit concrete proposal: Before 21.02.2022 Mail the application documents to <a href="mailto:valusect@thomasmore.be">valusect@thomasmore.be</a>	Approval check : You will receive an answer by <b>April</b> 2022 The answer includes a contract with the details of the services provided.



# Application Process

Opens January 17th!



# Evaluation criteria

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**Introduction (2)**

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**Relevance (3)**

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**Innovation (3)**

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**Goal (3)**

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**Network (1)**

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**Services (2)**

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**Applicability (3)**

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- Sections weight: 1-3
- Score 0-3
- Maximum points: 48
- Only proposals that reach score 30 will enter the final ranking
- The top ranked proposals will be selected
- Any proposal which scores 1 or less on any criteria will be an automatic fail

## In case of approval



- Applicants will be contacted by the voucher leader (May 2022)
- Voucher service contract will be composed
- Implementing vouchers
- The timeline will not exceed 12 months

# Interreg



EUROPEAN UNION

# North-West Europe

## ValuSect

European Regional Development Fund

# Q & A

# Thank you!

## Full partners



## Associated partners

