

**VILLAGE BY CA NORTH OF FRANCE IS LAUNCHING THE FIRST EUROPEAN CALL FOR APPLICATIONS ON THE TOPIC “INNOVATE TO DEVELOP PEOPLE DEMAND FOR PLANT-BASED PROTEINS PRODUCTS”**

**Innovation is needed to support consumer demand for food products made of plant-based proteins.**

**By 2050, the Earth will have to feed some 9 billion people.**

**Global proteins demand is expected to soar 40% as early as 2030.**

**In order to meet related food security, nutritional and environmental challenges on a sustainable way, developing new products, processes or services around plant-based proteins looks critical.**

**First European call for applications to innovate around plant-based proteins.**

Village by CA North of France, part of a unique 30+ accelerators network throughout France being developed by Credit Agricole Group, is launching on February 27<sup>th</sup> 2017 a call for applications “Innovate to develop people demand for plant-based proteins products” with its partners Bonduelle, Sodexo, Université Catholique de Lille, Groupe Rossel- La Voix Médias, Eurasanté and the Nutrition Health Longevity Cluster (NHL). This call for projects is the first of its kind on this topic in Europe, and earns the support of IAR, the French bio-economy cluster.

Village by CA and its partners constitute a powerful ecosystem that gathers and federates start-ups, renowned industrials actors, research laboratories, academic institutions as well as potentials investors in the Hauts-de-France Region.

These actors aim at helping France to become a world leader in plant-based proteins.

**Meet start-ups in Lille on June 14<sup>th</sup>, 2017**

The call for applications is aimed at startups and innovative projects bearers throughout Europe.

The objective is for Village by CA North of France to boost the economic development of startups that prove innovative, particularly at nutritional, environmental, gustative and cultural levels.

The most innovative entrepreneurs will get the chance to grow their start-up within one of the most efficient open innovation ecosystems in France and in Europe, made of Village by CA North of France together with Eurasanté, Nutrition Health Longevity and IAR Clusters.

Selected startups will be invited to pitch on June 14<sup>th</sup> in Lille, during the fifth edition of NutrEvent, the leading European business convention dedicated to innovation in food, nutrition and health gathering 600 actors from research to market.

Winning startups will benefit from exclusive and personalized support by Village by CA and its partners to boost their project and their “go to market”. Their brand will also benefit from the communication actions of Village by CA North of France and its partners on the European scene.

Village by CA partners will progress on their own open innovation pathway in supporting selected startups and hereby developing new business drivers.

In addition, a Students International Innovation Challenge will be launched in April 2017 by the Call for applications partners, in cooperation with Village by CA North of France.

**PRESS CONTACT:**

**Claire DESAGHER, Catherine FILONCZUK** Village by CA North of France  
 claire.desagher@ca-norddefrance.fr | catherine.filonczuk@ca-norddefrance.fr  
 +33(0)7 61 79 50 38 | +33(0)3 20 63 72 68

**LEARN MORE ABOUT THE CALL FOR APPLICATIONS:**

<https://www.agorize.com/village-by-ca-nord-de-france>

**About Village by CA North of France**

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Village by CA supports high potential innovative startups originating from any territory. Startups and projects bearers hosted by the Village can take advantage of a cutting-edge technological environment rooted at the heart of every French region. They get the means of their accelerated growth within an open innovation ecosystem that includes selected private, public and academic partners.

Village by CA North of France is located in Lille, at the heart of Euratechnologies, one of Europe’s prime start-ups incubators where 145+ companies involved in the fields of digital technologies, cyber-security, data or IOT all operate. Village by CA North of France is a unique ecosystem entirely focused on accelerating the growth of innovative startups. It does so by connecting them to large corporations, research and academics as well as public actors and potential investors.

Look at <http://www.levillagebyca.com/> for more information.



**About the Call for applications partners**

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**Eurasanté**



Eurasanté is the agency specialized in the economic development of the health sector in Northern France. Since its creation, Eurasanté has always had the same goal: Facilitate partnerships between public and private R&D actors and stimulate

innovation in the field of Healthcare and Life Sciences. Eurasanté is also involved in the promotion and the organisation of B to B events, aimed at increasing interaction between the academic and industry worlds and promoting innovation in the main market segments of the healthcare sector (Silver Economy, Nutrition, Pharma/Biotech, Medtech).

## Nutrition Health Longevity Cluster (NSL)



The NHL Cluster is the only French cluster to combine Nutrition, Biotechnology and Health. It is focused on the fields of prevention and treatment of life-style related diseases.

the NHL Cluster gathers a network a 120 members and supported players in the food and health sectors in designing, developing, and financing the products and processes of the future. The NHL cluster identifies opportunities (technology, market, product, financial aid), facilitates exchange between potential and existing members and contributes to collaborative R&D projects between academia, national and international public research institutions and private companies.

## Bonduelle



Bonduelle, a family business, was established in 1853. Its mission is to be the world reference in "well-living" through plant-based products. Prioritising innovation and long-term vision, the group is diversifying its operations and geographical presence. Its vegetable, grown over 128.000 hectares all over the world, are sold in 100 countries under various brand names and through various distribution channels and technologies. Expert in agro-industry with 54 industrial sites or own agricultural production, Bonduelle produces quality products by selecting the best crop areas close to its customers.

## Sodexo



Founded in Marseille in 1966 by Pierre Bellon, Sodexo is the global leader in services that improve Quality of Life, an essential factor in individual and organizational performance. Operating in 80 countries, Sodexo serves 75 million consumers each day through its unique combination of On-site Services, Benefits and Rewards Services and

Personal and Home Services, backed by nearly 425,000 employees. Sodexo is the only company to integrate a complete offer of innovative services, based on over 100 professions: from foodservices, reception, maintenance and cleaning, to facilities and equipment management; from Meal Pass, Gift Pass and Mobility Pass benefits for employees to in-home assistance, child care centers and concierge services. The Group celebrated its 50th anniversary in 2016.

## Crédit Agricole Nord de France



Crédit Agricole Nord de France is a full service community bank, the largest financier in the Hauts-de-France Region, actively supporting the development of its territory and the projects of its individual clients, professionals, craftsmen, SMEs, large corporations and local authorities. The bank has more than one million customers and serves them in all sectors of banking: savings, financing, insurance and real estate. Crédit Agricole Nord de France contributes to the fundamental issues facing its territory and supports it along the demographic and economic transformations in order to prepare for tomorrow. The bank hence supports Village by CA North of France and its network of partners in order to promote the creation of new business startups and the emergence of innovative projects.

## Université Catholique de Lille



Lille Catholic University is a multidisciplinary establishment in France composed of 5 Faculties, high schools of 28000 students and of a hospital complex of 1000 beds. These establishments share the same educational philosophy conjugating excellence and humanism, performance and solidarity in the service of the territory. For 5 years, the Catholic University committed in an approach of innovation thanks to innovation ecosystems into which ADICODE facilities of Yncréa Hauts-de-France and to its commitment to the 3<sup>rd</sup> industrial revolution.

## La Voix Médias



## LA VOIX MÉDIAS

Solutions Web - Presse - Radio - TV - Événement

La Voix Médias is the advertising agency of the Rossel - La Voix group based in Lille, Nord-Pas de Calais. It draws on the expertise and audiences of the first media group in the north of Paris, made up of integrated media, perfectly complementary. Every year, La Voix Médias launches nearly 20,000 advertising campaigns for over 4,200 customers through press, digital, event, radio, TV and cross media solutions.

### With the support of:

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#### Pôle IAR



IAR is the French cluster dedicated to the Bio-economy. It brings together more than 360 stakeholders along the value chain, from farmer cooperatives, research organizations and universities to VCs, start-ups, SMEs and large industries, including end-users. IAR's members are committed to the development of sustainable technologies, food and feed products, such as proteins, as well as non-food products (bio-based chemicals, materials and energy). IAR is also a member of the Protéines France consortium. Building on its regional, national, European and

international networks, IAR works to develop the bio-economy in France and more particularly in the Hauts de France and Grand Est regions.

### With the expert support of :

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