

Call for expressions of interest to design and deliver awareness activities on water scarcity within the cross-KIC initiative “Finding innovative solutions for water scarcity in Southern Europe”

EIT Food is looking for 2 different entities based in Southern European countries (i.e. Portugal, Spain, Italy, Malta, Cyprus, Greece) with proven experience in designing, organising and delivering awareness campaigns on environmental issues such as water scarcity, environmental protection, that would deliver a local awareness action within the project “Finding innovative solutions for water scarcity in Southern Europe” in 2022. Only one application per country will be selected.

Application deadline: June 20th 2022, 23:59 CET.

Application method: send your proposal in an e-mail with the subject **[WATER] Regional outreach campaign** to carmen.galindo@eitfood.eu

Further details about EIT Food can be found at: www.eitfood.eu. With respect to the present call, EIT Food will not provide new information that has not already been included in this call document, but can assist the potential applicants by explaining contents of this document by sending an e-mail to carmen.galindo@eitfood.eu.

What is EIT – The European Institute of Innovation and Technology?

The European Institute of Innovation and Technology (EIT) is an independent European Union (EU) body. We increase Europe’s ability to innovate by nurturing entrepreneurial talent and supporting new ideas.

We have a pioneering role in increasing European sustainable growth and creating jobs by reinforcing Europe’s innovation capacity. The EIT brings together leading organisations to form dynamic cross-border partnerships. EIT mission is to:

- Increase Europe's competitiveness, its sustainable economic growth and job creation by promoting and strengthening cooperation among leading business, education and research organisations.
- Power innovation and entrepreneurship in Europe by creating environments for creative and innovative thoughts to thrive.
- Innovation through integration.



What is EIT Food?

EIT Food is one of the largest food-related initiatives worldwide. EIT Food wants to make the food system better for people's health and the environment. To this end, EIT Food works with entrepreneurs, startups, scaleups, students, businesses, academics and policy makers to support the ideas that are going to transform Europe's food system.

EIT Food divides its activities into 4 key areas to help us achieve our mission:

- Help big businesses to change their practices and innovate,
- Make studying agrifood more attractive
- Engage consumers around the topic of the food system
- Ensure the success of the agrifood innovators that are transforming the food system.

EIT Food has partnerships with Europe's leading agrifood businesses and universities, including Pepsi, Danone, John Deere, Waitrose etc. A full list of our business partners can be found [here](#).

More information on EIT Food and the extent of our activities can be found at www.eitfood.eu.

What is EIT Food CLC South?

As one of EIT Food Co-Location Centres, the CLC South was established in Spain in 2017 to build bridges among leading businesses, universities, research centres, institutes and the food market. It consists of partners from Italy, Israel, Spain, Greece, Malta, Cyprus, Portugal and Turkey.

With a consumer-centric approach, our main goal is to deliver a healthier lifestyle for citizens by enhancing high-value-added cooperation and integration in order to stimulate innovation, talent development and consumer involvement.

Furthermore, one of the Southern Region main focus is to boost the ability to innovate of countries and regions in Europe that belong to the groups of so-called 'modest and moderate' innovators (according to the European Innovation Scoreboard). Therefore, we advise you to get acquainted with the RIS programme and its projects here: <https://www.eitfood.eu/regional-innovation-scheme>.

Project overview

Together with other **EIT Knowledge and Innovation Communities** (KICs) – [EIT Climate-KIC](#), [EIT Digital](#), [EIT Manufacturing](#) – and **partners** -[Athena Research Centre](#), [Bioazul](#) and [TuDelft](#)– EIT Food is leading a multiannual and multidisciplinary programme designed to alleviate water scarcity in Europe's Southern Europe. We work together considering water scarcity as a thematic field from agrifood to manufacturing.

The main objective of the programme *Finding innovative solutions for water scarcity in Southern Europe* (herein the Project) is to ease the transition to a water saving economy across Southern Europe and to contribute, in the long run, to reduce Europe's water consumption, wastage and pollution. This is achieved

by targeting different stakeholders, from policy makers to business, industry leaders and citizens through different actions:

- 1- The **Body of Knowledge** is a group of top-class experts working together to building knowledge around water scarcity, policy and financing tools.
- 2- The **InnoWise Scale** activities will support scaleups working on innovative solutions to tackle water scarcity, through tailored mentoring and trainings, and the possibility to compete for different prizes.
- 3- The **Water Academies** are sectorial and technical seminars that will stimulate a learning environment and promote the adoption of water-saving technologies, sharing the latest findings and good practices in different sectors.
- 4- **Outreach activities** are designed to engage with people so that they can become agents of change and walt towards a water-saving economy.

The Project will be implemented in several countries across Europe, with a special focus on Southern European countries such as Cyprus, Greece, Italy, Malta, Portugal and Spain.

To learn more about the Project, you can enter the following website:

<https://www.eitfood.eu/projects/water-in-south-finding-innovative-solutions-for-water-scarcity-in-southern-europe>

What are we looking for?

EIT Food is looking for organisations to **design, organise and deliver co-creation activities** with awareness purposes at a regional scale, with the intention of **raising awareness among citizens** about water scarcity, elaborating on the consequences of misuse of the water resources available, including the sharing of good practices and tips to reduce water footprint at a regional scale.

The activities can be designed to tackle **any type of target group**, whether they are children, university students, young people, elderly. Moreover, activities can be organised around **any type of occasion**: during a summer camp, school activities, university workshops, International Day Against Climate Change

The activities to be carried out by the selected **organisation(s)** shall include:

- Design of an awareness action to be delivered at a regional level, in which a minimum of 25 citizens are involved discussing the effects of climate change and water scarcity on their environment and explore means to tackle it.
- Organisation and timely delivery of the actions, refined and approved by the EIT Food Project Manager and EIT Food Communication Manager.
- Ensure continuous coordination with EIT Food Project Manager, EIT Food Communication Manager and other KICs contributors when necessary.
- Communication about the action, in close coordination with the EIT Food Project Manager and the EIT Food Communication Manager, to maximise the reach of the activity, ensuring promotion of the activity in both the EIT Food and EIT pages, and a minimum of 1 publication in local/regional/national media outlets.

- Production of the materials needed for the delivery of the action, respecting the project's visual identity and in coordination with the EIT Food Project Manager and the EIT Food Communication Manager. These materials will be of EIT Food property.
- Provide a report of the actions implemented, including methodology, registrations, list of participants, proof of the event, etc.

Communication clause

All communication materials shall comply with the requirements specified in our branding guidelines, available at: <https://www.eitfood.eu/branding> and approved by EIT Food.

The 'Supplier' shall place EIT Food logo on all the promotional artworks together with the EU flag as stated in the afore mentioned branding guidelines. All communication material must be approved by EIT Food and shared in high-quality, open format after the completion of the project.

Functions and roles of the project. This project is promoted by EIT Food and the 'supplier' will work as technical secretary, without attribution of the work itself and without publication of any communication without prior approval from EIT Food.

The 'supplier' will compile all the media coverage of the initiative produced during the development of the project. After the completion of the Project, the 'Supplier' will provide EIT Food with a brief communication report on the achievements, publications, photos, audio and audio-visual materials and any other relevant documentation related to the Project.

Any use or exploitation for commercial or communication purposes of the EIT FOOD brand without prior consent and explicit authorization will be penalised.

Timeframe

The Project will be running until December 2022. All activities must be concluded by December 31st 2022, in the period that better fits the action purposes (e.g. Actions on Summer schools shall run during the summer period, while actions around Climate Change World Day would be around October 24th)

Benefits

The **external organisation** will be offered the following benefits:

- Ability to benefit from the collaboration with EIT Food and the EIT community (as subcontractors in EIT Food activities).
- Subcontracting agreement with EIT Food CLC South
- Knowledge and organisational support of EIT Food and other EIT communities in organising and implementing the actions.



The selected organisation will also benefit from the increased visibility in their local entrepreneurship ecosystems, strengthening their position on the regional and national levels.

Payment

For the payments to become effective, the organisation must be able to:

- Sign a subcontracting agreement with EIT Food CLC South for the services included in the present call. The subcontracting agreement will finalise in December 31st 2022.
- Issue invoices to EIT Food CLC South for the services provided in the present call.

The selected organisation will be offered a lump sum of **5,000 €**, which will be paid as follows

- 50% upon de signature of the subcontracting agreement
- 50% upon the delivery of the action's report.

How to apply

If, after reading this document, you are interested to collaborate with us, please confirm your interest by sending us an e-mail including the following:

- Description of the proposed action.
- Reference material of your previous work.
- Detailed budget split, all costs included.

You can submit your proposal before the **20 of June 2022 – 23:59 CET** - sending an e-mail to Carmen Galindo (carmen.galindo@eitfood.eu). In the subject of the e-mail please use the following text: **“[WATER] Regional outreach campaign”**.

The proposals received will be evaluated following a Best Value for Money assessment, taking into consideration the following parameters:

- Experience and ability to successfully coordinate actions involving citizens.
- Interest and / or expertise in water scarcity, climate change and / or other environmental aspects.
- Existing network at a regional level.

If your proposal is selected, we will send across a short Memorandum of Understanding (MOU) to be signed. This MOU will outline the terms of the partnership between EIT Food CLC South and the organisation.

