

# EIT Cross-KIC Circular Economy in Western Balkans Citizen Engagement Activities

## Call for local organizations supporting project implementation

### Overview of the European Institute of Innovation and Technology (EIT)

The [European Institute of Innovation and Technology](#) (EIT) is an independent EU body that is boosting Europe's ability to innovate. The EIT nurtures entrepreneurial talent and supports new ideas, bringing together the "knowledge triangle" of leading companies, universities and research centres to form dynamic cross-border partnerships called Knowledge and Innovation Communities (KICs). Currently there are eight thematic KICs: EIT Climate-KIC, EIT Digital, EIT InnoEnergy, EIT Health, EIT Raw Materials, EIT Manufacturing, EIT Urban Mobility and EIT Food.

### Overview of EIT Food

EIT Food is one of the Knowledge and Innovation Communities of the EIT. It is a pan-European partnership, with a consumer-centred approach, to empower innovators, entrepreneurs and students to develop world-class solutions to societal challenges, accelerate innovation, create jobs and increase Europe's competitiveness. As one of the largest food-related initiatives worldwide, EIT Food wants Europe to lead a global revolution in food innovation and production. Our ambition is to redesign the way our food is produced, delivered, consumed and recycled and to create a future-proof and effective food sector which supports a sustainable and circular bioeconomy.

### Background

Countries of Western Balkans are intensively working to improve waste management and could benefit from the circular economy approach, which considers the systemic interdependencies and go beyond the tendency to look merely at recycling rates. The circular economy is also a pivotal tool for delivering part of the 2050 decarbonisation agenda in Europe. EIT Food has joined forces with EIT Climate-KIC, EIT RawMaterials, EIT Health, EIT Manufacturing, EIT Digital and EIT Urban Mobility in a joint initiative aimed at bolstering collaboration and enhancing the circular economy approach in the region. Together, they explore their learnings around a green and circular economy as an umbrella approach to boost the economy in a post-COVID world, but also enhance capacities and foster knowledge-sharing in the Western Balkans. Citizens, through their daily choices, make the foundation of a circular economy.

For the above-mentioned reasons the EIT community has launched the ***Cross-KIC Circular Economy in Western Balkans***

EIT Food supported by the other EIT KICs is developing Citizen Engagement Activities (CEA) a part of EIT Cross-KIC Circular Economy in Western Balkans project to be run until the end of 2021.

**By this call, EIT Food invites local organizations from the Western Balkan region (eligible countries are: Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Serbia, Kosovo) that have specific connection through education, research and/or citizen activities to Circular Economy to apply and participate within the program as the local co-organizer of the Citizen Engagement Activities competition. EIT Food will select 2 organizations, each one in a different country targeted by this call to become a subcontractor for this activity.**

### How is the activity structured?

#### Project goals

Citizen Engagement Activities competition is designed as a cross sectoral competition for local opinion leaders: NGOs representatives, researchers, doctoral and master students, startups and any citizens passionate about addressing key environmental challenges. They will be invited to design a citizen engagement activity promoting circular economy issues in a pre-defined format. All proposals will be evaluated and best will be invited to pitch finals to select and award the best ones with financial prizes.

By organizing Citizen Engagement Activities competition EIT KICs want to:

- promote circular economy approach;
- develop innovative citizen engagement activities;
- tailor successful education to enhance local capacity building;
- engage local stakeholders and facilitate networking across the entire region;
- exchange lessons learned, transfer and promote best practices gained by local actors on the ground;
- create space for green jobs accelerating the contribution of innovations to resolving societal and environmental challenges;
- raise awareness regarding the EIT and the interconnections among EIT KICs in the region;
- engage new organizations to become partners or to offer opportunities to stakeholders (individuals and organisations) for collaboration.

### Benefits for the CEA competition participants

EIT KICs will be supporting the implementation of the best initiatives by awarding the authors and networking them with relevant local institutions interested in running such projects. Participation in the CEA competition will create possibility of exchanging experiences among different opinion leaders, provide better insight into the global trends connected to circularity in KICs' specific fields and strengthen outreach to relevant target groups in local communities.

EIT KICs will consider replicating the proven formats of citizen engagement in selected neighbouring country, using validated methodology and networking local actors at international level.

Citizen Engagement Activities competition shall offer stimulating challenge for local activists to develop novel solutions for starting citizens dialogue on circularity in KICs thematic scopes.

Organizations targeted by this call are encouraged to prepare proposals which will support the development and implementation of actions cumulatively leading to the country finals of Citizen Engagement Activities competition.

### CEA organization

CEA competition will be organized as a multi action activity targeting local activists and opinion leaders in two countries targeted by this call. Competition will be launched and promoted locally for approx. 4 weeks. Participants informed about a call will submit their proposals of citizen engagement activities. Evaluation committee will select best proposals which will be invited to country finals. Preceding and follow up communication will be carried out. Three best proposals in each defined format categories will be awarded with financial prizes funded by EIT Food (1<sup>st</sup> prize: 1.500 EUR, 2<sup>nd</sup> prize: 1.000 EUR, 3<sup>rd</sup> prize 500 EUR).

The program coordination and communication between EIT KICs and the selected organization will be carried out in English, but the competition and country finals may be organized in local language or in English with selected parts requiring translations.

### Specific tasks

Organisation selected in this call will be responsible for:

- Design a detailed concept of competition together with EIT Food;
- Selecting relevant target groups;

- Defining specific formats (e.g. awareness rising campaigns, scientific cafes, discussion clubs, exhibitions, creating short videos or visual arts, social advertisement campaigns, schools' thematic classes, workshops for children and parents, city games, etc.) for citizen engagement activities promoting circular economy and popularizing novel solutions in KICs thematic areas and addressing relevant target groups in local communities;
- Proposing evaluation method and local expert support;
- Preparation of promotional materials, social media posts, landing page with competition description;
- Organization of the competition, promotion, recruitment of participants;
- Organization of competition finals, jointly with EIT Food and other KICs developing event agenda for maximum half day event; inviting moderator, key speaker(s) and experts, collecting 1-3 cases of relevant best practices to be presented during the event;
- Providing venue and catering (if face-to-face or hybrid event is agreed to be conducted), and/or arranging communication platform and technical support during the whole event,
- Documenting the competition finals using recording or photos/screen shots and participants lists, collecting consent forms of participants and winners (containing information enabling transfer of prizes),
- Translating necessary content into local language or English;
- Preparing conclusions, sending certificates and brief notes to the participants of the competition;
- Providing feedback on possible implementation of the best initiatives and support for their authors in terms of networking with relevant local institutions interested in running such projects;
- Writing summary report and provide EIT Food with final deliverables.

### Final deliverables

As a result of the CEA competition the selected organization will be responsible for providing EIT Food with:

- 1 set of introductory promotional materials about circular economy in English, translated into local language ready to be used by local EIT RIS Hubs in its activities,
- database of participants' contacts (name, e-mail, nationality),
- collection of short presentations along agreed format with description of proposed citizen engagement activities submitted by participants of the competition,
- report with conclusions and recommendations for follow-up actions with reference to awarded proposals of citizen engagement activities, identified contacts and opportunities available for circulation among involved KIC's stakeholders.

### Funding terms

Each selected organization will receive up to 8.500 EUR (up to 6.000 EUR for the organization of the local edition of Citizen Engagement Activities competition and implementation of the activity and up to 2.500 EUR for the development of promotional materials and final reports). The selected organization will receive specific conditions of funding described in an agreement signed between them and EIT Food.

### How to apply?

Interested and eligible organisations are invited to submit their applications in English by **15 October 2021, 15:00 CEST** using the attached template: "Citizen Engagement Activities – Call for local organizations supporting project implementation. Application form". Please send the electronic version of the application, based on the form provided below, to: [alicja.krakowska@eitfood.eu](mailto:alicja.krakowska@eitfood.eu)

The application is open to organisations placed in the Western Balkan region (eligible countries are: Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Serbia, Kosovo) with specific connection through education, research and/or citizen activities to Circular Economy, which operate in any of the fields indicated at the EIT KICs introduction and are able to co-organize the Citizen Engagement Activities competition. Organizations eligible for this call are:

- Legal persons (such as companies, incubators or accelerators, innovation centres, higher education institutes, research institutes, non-governmental organisations, associations etc.);
- Operating in a country/region targeted by the call;
- Able to sign a subcontracting agreement with EIT Food’s Co-Location Centre North-East and act as a subcontractor in a project funded based on Horizon Europe/EIT modalities;
- Recognised as important actors in the local innovation ecosystems;
- Capable of organising local events and able to organise the Citizen Engagement Activities competition in their country before the end of November with country finals taking place as an on-site or on-line event (to be chosen depending on the local pandemic situation).

Applying organisation declares to have an experience in preparing and carrying such events.

## Selection process

All applications will be evaluated using transparent selection criteria. Incomplete applications or applications submitted by ineligible organisations will be automatically rejected.

Only applications submitted in English will be accepted. Applications submitted in other languages or a different way than its requested will not be considered. Incomplete applications or applications submitted by ineligible organisations will be rejected.

EIT Food reserves the right to designate the subcontractors only if the submitted applications ensure the excellence and value for money, and to relaunch the call if the present selection process would not yield satisfactory results.

EIT Food reserves the right to contact the applicant organisations by e-mail or phone asking for additional explanations or supporting documents, and to schedule selection interviews with short-listed organisations.

Complete applications received by EIT Food will be evaluated taking into account the following criteria, related to the applicant organisational capacity and Citizen Engagement Activities competition requirements:

Criteria	Weight
1. Experiences related to Circular Economy solutions in KICs thematic areas (participation in relevant projects or other activities fostering innovations based on circular economy approach), ability to present the relevance of these experiences for EIT Food;	20%
2. Local ecosystem available and recognition of key actors;	20%
3. Approach to the organisation of Citizen Engagement Activities competition (proposed targeted participants, chosen defined formats for citizen engagement activities, proposed promotional activities);	30%
4. Concept for final event;	10%
5. Experience in organisation of events, training, workshops with relevant local stakeholders; Involvement in activities with any of the EIT KICs;	10%
6. Potential for project delivery (effectiveness and efficiency of budget allocation)	10%

A score will be given by evaluation committee in relation to each criterion based on the following guidelines and a weighted average will be calculated:

Score	Appreciation	Explanation
0	N/A	The proposal fails to address the criterion or cannot be assessed due to missing or incomplete information
1	Poor	The criterion is inadequately addressed, or there are serious inherent weaknesses.
2	Fair	The proposal broadly addresses the criterion, but there are significant weaknesses.
3	Good	The proposal addresses the criterion well, but a number of shortcomings are present.
4	Very Good	The proposal addresses the criterion very well, but a small number of shortcomings are present.
5	Excellent	The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

The scores will be used to create the ranking list for each targeted country. Two organisations with highest ranking from two different countries will be invited to organise the Citizen Engagement Activities competition in their countries in 2021.

EIT Food reserves the right to split the tasks and after consultations with leading applicants contract more than one organization to implement different parts of the activity described in this call.

Once a decision is reached, there is no opportunity to appeal.

The successful and unsuccessful applicants will be informed about the result of the selection procedure via email sent to an account indicated in the application template.

The selected organisations will be required to sign subcontracting agreements with EIT Food's Co-Location Centre North-East (Warsaw). If for some reasons on the part of chosen organization the subcontracting agreement is not signed in 10 days after the announcement of the call results, EIT Food may select another applicant based on the ranking lists without launching additional call.

## Key dates

- **Deadline for application submission: 15 October 2021, 15:00 CEST**
- CEA competition developed concept and draft agenda for country finals: 31 October 2021
- CEA competition country finals: early December 2021
- CEA competition draft report: 17 December 2021

EIT Food reserves the right to change the dates of particular project activities after consultations with successful applicant/s.

## Do you have any questions?

If you have any questions, do not hesitate to contact **Alicja Krakowska** at: [alicja.krakowska@eitfood.eu](mailto:alicja.krakowska@eitfood.eu)