

Cross-KIC New European Bauhaus Call for Cities or Regions to capitalise on existing EIT Food consumer engagement projects

1. Context

On 18 January 2021, the European Commission launched the design phase of the New European Bauhaus initiative (NEB). The NEB is an environmental, social and cultural initiative to combine the aesthetic experience, sustainability, and inclusivity complimenting the European Green Deal. This initial design phase aims to shape the NEB concept, exploring ideas, identifying urgent needs, and enabling communities.

The European Institute of Innovation and Technology (EIT) will support the NEB design phase building out from its 2,000 partners over 60 European hubs by setting up a Cross-KIC NEB Project.

The Cross-KIC NEB project will mobilise public-private partners to develop talent and skills and showcasing high-value and impact innovations. To be able to contribute in an agile manner within the design-phase, EIT Food will capitalize on existing citizen-centred engagement programmes aligned with the NEB mission. These projects solutions are offered to cities as tools to boost their current work on their most pressing challenges.

2. Aim and content

This call aims to offer partners with a demonstrated link to cities and/or regions, the possibility to implement the concept of a Consumer Engagement Lab and work together with citizens to come up with solutions for challenges that are identified in the New European Bauhaus project around Food. The EIT Food Consumer Engagement Labs is an activity implemented by EIT Food partners starting in 2019 and led by University of Warsaw. Consumer Engagement Labs are pre-competitive co-creation sessions carried out by a relatively coherent group of consumers in a joint, physical/online place and limited in time, focused on development of new product concepts. The interactive methodology of Labs uses design thinking and gamification to engage consumers, stimulate creativity and foster the acceptance of new products. It allows non-experts to modify product features without the need to master specialist vocabulary or understand ingredients/manufacturing methods. This collective exercise yields non-obvious, counter-intuitive combinations of product features and be attractive for consumers involved in the co-creation.

Through the Labs process, consumers will co-create new product concepts aiming to be introduced to the market. For the New European Bauhaus project the labs will be used in the early design phase, where citizens will be engaged to create solutions and concepts for the identified challenges. Additional information about EIT Food RIS Consumer Engagement Labs is available on project website at: <http://timo.wz.uw.edu.pl/cel/>

Additional information on the New European Bauhaus and its challenges can be found here: <https://www.eitfood.eu/projects/eit-x-kic-contributes-to-new-european-bauhaus-neb-initiative-from-the-european-commission>

3. Expected activities & Outputs

Implementation of three projects in three cities by the 31st of December 2021.

The output and deliverables of the project will be:

- Responsibility for the organisation and delivery of the NEB Consumer Engagement Labs session in city/region of operations in September-November 2021;
- Selection of citizens-participants of the Labs session using an open call, with short, written applications from citizens and ensuring the participation in the Labs sessions;
- Communication with citizen-participants of the Labs session in the local language;
- Ensuring the signatures of attendance lists and legal consent forms by participants of the Labs compliant with GDPR, organizational procedures for personal data protection and EIT reporting requirements;
- Translation of Labs session scripts and materials between English and the local language;
- Facilitation of the Labs session based on guidance provided by EIT Food, using standard workshop scripts, templates and materials;
- Preparation of the Labs session's audio-visual recording, transcript of the recording (~20 hours in total), written documentation and translation of the Labs' transcript and session results into English;
- Communicating with local media to ensure at least 1 non-paid printed publication in the local language (press or thematic magazines) describing the EIT Food NEB Consumer Engagement Labs (referring to EIT Food and the company);
- Selection of one new product/concept co-created by consumers participating in the Labs session that will be further developed in the Cross-KIC NEB;

- Submitting by 15 December 2020 “Report on the new product/concept selected for NEB” (providing details of 1 new product/concept selected for market introduction and commercialisation plans).
- Submitting by 15 December 2020 “Report on the NEB Consumer Engagement Labs workshops” (including details on organisation of the Labs, data on participants, descriptions of the creative process with transcripts, translations and recordings, summaries of results, lessons learned and recommendations on how to use the methodology in the future).

4. Eligibility Criteria – who can apply

EIT Food is looking for individual organisations having the status of legal person OR two organisations acting as a consortium/innovation network (one organisation as a lead entity, the other organisation supporting the citizen engagement, co-creation activities) operating in the same country and with a demonstrated link to the city and/or region where the project will be implemented. EIT Food partners and non-partners are both eligible to apply.

Applications are eligible from a legal entity or consortia of two legal entities of EU Member States and associated Countries - provided they enter into an Association Agreement before 31/12/2021: United Kingdom, Switzerland, Israel, Western Balkan countries and Turkey.

This Call for Proposals is open for the participation of organisations outside of the existing EIT Food ecosystem. To benefit from the EIT grant, any external organisations will have to affiliate to EIT Food following the standard application and approval process, before the action starts. For more information, please visit our website: <https://www.eitfood.eu/news/post/more-info-on-eit-food-partnerships>. Those entities whose proposal has been approved and therefore the corresponding funding has been approved, shall pay the EIT Food partnership fees within 30 days of the receipt of the invoice (sent following the approval of the partnership application). The lack of payment of said fees might imply the removal of the applicant.

In case the organisation is unable to affiliate to EIT Food (e.g. partnership application is not accepted), the proposed entity may not participate in the activity as a partner, and other avenues must be explored (e.g. in-kind contribution against payment), or the proposed entity must be removed from the Project.

Exclusion criteria

Funded by the
European Union



Applicants will be considered ineligible if they are in one of the following situations:

- Bankrupt, being wound up, having their affairs administered by the courts, entered into an arrangement with creditors, suspended business activities or subject to any other similar proceedings or procedures under national law (including persons with unlimited liability for the participant's debts)
- Declared in breach of social security or tax obligations by a final judgment or decision (including persons with unlimited liability for the participant's debts)
- Found guilty of grave professional misconduct by a final judgment or decision (including persons having powers of representation, decision-making or control)
- Convicted of fraud, corruption, involvement in a criminal organisation, money laundering, terrorism-related crimes (including terrorism financing), child labour or human trafficking (including persons having powers of representation, decision-making or control)
- Shown significant deficiencies in complying with main obligations under a procurement contract, grant agreement or grant decision financed by the EU or Euratom budget (including persons having powers of representation, decision-making or control)
- Found guilty of irregularities within the meaning of Article 1(2) of Regulation No 2988/95 (including persons having powers of representation, decision-making or control)

5. Requirements

To apply applicants need to outline:

- A summary of the planned project including timeline, funding, key partners
- A brief description of your organisation(s) and its main activities, including personnel that will be involved in the activities
- A description of present familiarity with the agri-food industry in the target city; existing contacts and projects with relevant local stakeholders
- Examples of the relevant activities/services/projects implemented by your organisation that involved qualitative consumer or citizen studies (such as: focus group interviews, consumer panels, social labs, co-creation workshops, creativity sessions) and justify, why they are meaningful for EIT Food NEB Consumer Engagement Labs.
- A description of how you plan to promote the Labs in local media (printed press or magazines) to ensure 1 non-paid publications in the local language about the Labs before the end of 2021.
- A description of the selection procedure of one new product/concept co-created by consumers participating in the Labs, that will be developed in a follow up project.

6. Selection Criteria

A quality assessment to evaluate the extent to which the proposals fulfil the evaluation criteria will be carried out by the Cross-KIC Group using the criteria listed below. Evaluation criteria to be considered as follows:

- Relevant experiences (participation in projects related to qualitative consumer research and new product development in agri-food sector; ability to present the relevance of these experiences for EIT Food; experiences in delivering online workshops); 20%
- Potential for project delivery (employees capable of facilitating consumer co-creation workshops); 20%
- Implementation potential (ability to develop new concepts based on existing capacities and network to deliver new products to a large number of citizens in the local city/region); 30%
- Potential to enrich the diversity of EIT Food community and increase the impacts of local funded activities within the regional/national innovation ecosystems. 30%

Evaluation scale: In relation to each of the criteria above, the score ranges from 0 to 5 according to the following scale:

- 0 Non-existent: no relevant information provided in the application file or cannot be judged because out of range/scope
- 1 Very poor: The criterion is addressed in a very incomplete and unsatisfactory manner
- 2 Poor: There are serious inherent weaknesses in relation to the criterion in question
- 3 Fair: The criterion is somewhat addressed, but there are significant weaknesses
- 4 Good: The proposal addresses the criterion well, although some improvements are possible
- 5 Excellent: The proposal successfully addresses all relevant aspects of the criterion in question. Any shortcomings are minor only.

7. Funding specification

The awarded projects must follow Horizon Europe Rules for Participation, in particular for the reimbursement of eligible costs. The funding rate that applies to the selected projects is 100% up to 30.000€. The grant will cover the costs actually incurred by the project activities as described in the aim and content section of this document.

Note that, unlike for the 'standard' KAVA projects:

1. There is no specific co-funding requirement, but it would be positively valued.

2. The Cross-KIC Group intends to take an active role for the technical follow up of the project; details to be agreed with the winning applicant.
3. Pre-financing from EIT Food will be distributed according to the same rules and with the same timeline applicable to BP2021 projects.
4. All the funds awarded in this call must be fully expended by 31 December 2021.
5. All activities supported in this call must be fully completed by 31 December 2021.
6. The proposal selected in this Cross-KIC Call needs to follow the regular Business Plan reporting cycle and rules

Three proposals will be awarded a maximum of €30,000 each.

8. Eligibility of costs

The information contained in this section refers to the Regulation (EU, Euratom) 2018/1046 and to the draft Horizon Europe Model Grant Agreement (MGA). Due to the draft status of the MGA, possible modifications might take place after the publication of this call, which will be communicated to the awarded consortia. Grants are subject to the principles laid down in the Financial Regulation (Regulation (EU, Euratom) 2018/1046), outlined in Art. 188-193:

- Equal treatment: the general principle of equal treatment and non-discrimination requires that comparable situations are not treated differently unless differentiation is objectively justified.
- Transparency: Grants shall be awarded following a publication of calls for proposals, except in the cases referred to in Article 195 of the same regulation.
- Non-cumulative award and no double financing: Each action may give rise to the award of only one grant, there can be no duplicate European Union funding of the same expenditure. The applicant must indicate the sources and amounts of any other funding received or applied for in the same financial year for the same action or for any other action and for routine activities (running costs).
- Non-retroactivity: Unless otherwise provided in this Article grants shall not be awarded retroactively. A grant may be awarded for an action which has already begun provided that the applicant can demonstrate the need for starting the action prior to signature of the grant agreement. In such cases, costs incurred prior to the date of submission of the grant application shall not be eligible, except: (a) in duly justified exceptional cases as provided for in the basic act; or (b) in the event of extreme urgency for measures referred to in point (a) or (b) of the first paragraph of Article 195 whereby an early intervention by the Union would be of major importance.

- No-profit rule: The EU grant may not have the purpose or effect of producing a profit for the beneficiary. Profit is defined as a surplus of the receipts over the eligible costs incurred by the beneficiary, when the request is made for payment of the balance. The receipts referred to above shall be limited to income generated by the action as well as financial contributions specifically assigned by donors to the financing of the eligible costs. Any income of the action must be indicated in the estimated budget and the final financial statement. If the final amount results in a profit for the beneficiaries, the amount of the grant will be reduced by the percentage of the profit corresponding to the Union contribution to the eligible costs of the action actually incurred by the beneficiaries.

All eligible costs must meet the following criteria as defined in Art. 6 of the Horizon Europe Model Grant Agreement:

- Be actually incurred by the participant (no estimated/imputed/budgeted costs),
- Be incurred in the project period (exception: travel costs for kick-off meeting; costs of final report submitted within 60 days of the end of the project),
- Be included in the budget (indicated in the estimated budget of the GA; for more information see budget transfers),
- Be incurred in connection with the action and necessary for its implementation,
- Be identifiable and verifiable and recorded in the beneficiary's accounts in accordance with the applicable accounting standards and usual cost accounting practices,
- Comply with the applicable national laws on taxes, labour, and social security, and be reasonable and justified and comply with the principle of sound financial management (in particular regarding economy and efficiency).

All eligible costs must be broken down according to the following cost categories, which are specific for this call:

- A. Personnel costs: The proposal must contain a calculation of the time that a person will likely spend on the project. This estimated working time has to be stated in the project proposal as so-called "person months".
- B. Subcontracting: Cost of services to implement a specific task described in the proposal. Only a limited part of the project may be subcontracted and included in the project budget. Beneficiaries must choose subcontractors on "best value for money" competitive selection procedures, requesting several offers.
- C. Purchase costs



- Travel, accommodation, and subsistence costs: all travel costs may be incurred for project staff (participation in project meetings, presentation of project results at conferences etc.) or for external experts.
- Other goods and services: mainly including consumables, catering, printing, graphics and translations, open access publications, costs of audit certificates from qualified auditors (Certificate on the Financial Statements, CFS) as well as licence and patent fees.
- E. Indirect costs (overheads) are charged at a flat rate of 25 % of the eligible direct costs (categories A and C, except volunteers' costs, subcontracting costs, financial support to third parties and exempted specific cost categories, if any)

The following cost categories are not eligible for this specific call:

- Cost of large research infrastructure
- Equipment and infrastructure depreciation
- Prizes
- Scholarships
- Financial support to third parties
- In kind contributions by cities (including personnel involved in the project, or any cost regarding marketing, dissemination or citizen engagement activities).

The following costs are not eligible, as defined in Art. 6 of the Horizon Europe Model Grant Agreement:

- Costs related to return on capital and dividends paid by a beneficiary
- Debt and debt service charges
- Provisions for future losses or debts
- Interest owed
- Currency exchange losses
- Bank costs charged by the beneficiary's bank for transfers from the granting authority
- Excessive or reckless expenditure
- Deductible VAT (non-deductible VAT is eligible)
- Costs incurred or contributions for activities implemented during grant agreement suspension
- Costs incurred during suspension of the implementation of the project
- Costs declared under another EU/Euratom grant (no double funding)

9. Confidentiality

Access to the received applications will be given to all the KICs participating in this Cross-KIC action. The title and overall scope of the project will be shared within the Cross-KIC.

10. Intellectual Property Provisions

Ownership of the Results generated under the Project, including any copy or other intellectual property rights attached thereto (“IP Rights”), shall be co-owned by the KICs LE and the Project Participant with the following understanding:

- Each Party shall be free to use, disseminate, extract and modify the Results for non-commercial purposes of the KICs, itself and its affiliates.
- Future commercial use shall be possible and aimed at a collaborative basis of all Parties interested therein.
- The transfer of rights in the Results to third parties shall require the consent of the other Parties.

The Project Participant shall make sure it does not infringe IP Rights of third parties in producing the Results. Further details if necessary, should be agreed between the project participant and the KIC carrying out the administrative control of the project.

11. Submission deadline

Proposals should be submitted via email to: clcwest@eitfood.eu

Opening call: 18 May 2021

Closing call: 17 July 2021

Evaluation: 18 – 27 July 2021

Communication of results to the participants: 28 of July

Conditions clearing: 28 July-5 August

Signing contract: 5-13 August

Start of project: 16 August

Finalise project: 31 December 2021 (latest)

For more information on the call, please contact Angelo d’Amario at angelantonio.damario@eitfood.eu



12. Other

12.1. Publicity by the participants

The companies selected must support the EIT Food Call for Cities or regions promotion by providing targeted information in a strategic and effective manner.

Unless EIT KICs requests or agrees otherwise or unless it is impossible, selected participants (both problem holders and solution providers) must display the EIT project logo with the EU emblem (to be provided by the EIT KICs).

For any communication activity related to the EIT Food Call for Cities, regions (including in electronic form, via social media, etc.) EIT Food will provide a communication toolkit.

12.2. Publicity by EIT Food

EIT Food may use, for its communication and publicising activities, information relating to the action, documents notably summaries for publication as well as any other material, such as pictures or audio-visual material that it receives from the participants (including in electronic form).

EIT Food will publish the name of the participants, their origin and its nature and purpose – unless they have specifically requested to waive this publication (because of disclosure risks threatening its security and safety or harm its commercial interest).

12.3. Dissemination and Exploitation of Results

Applicants retain full and exclusive ownership of their prior information and intellectual property rights. By submitting their application applicants warrant that they hold ownership or have legally secured the right to use all elements of the innovative product or service and that the provided materials and information do not infringe any intellectual or other property rights, including patents, of any other persons, companies or other entities. Elements of the submission that are based on rights held by others, such as patents, shall be marked as such in the submission.

EIT Food and their authorised representatives in the program undertake to ensure the confidentiality of the projects presented and developed throughout the activities and the

By submitting the application within the program, applicants consent that EIT Food and collaborators will collect, transfer, process, store and delete your data under abovementioned conditions.

The selected companies agree that their data as well as non-confidential information about their Project, may be used by EIT Food and their authorised representatives without compensation for promotion of their activities.

12.4. Processing of personal data

Processing of personal data by EIT KICs and partners

Any personal data will be processed by EIT KICs in accordance with the EIT KICs privacy policy notice(s):

- EIT Food: <https://www.eitfood.eu/pages/privacy-policy>

Processing of personal data by the participants

The participants must process personal data in compliance with applicable EU and national law on data protection (including authorisations or notification requirements, if any), see the GDPR recommendations.

