

Call for Proposals – Deep Demonstrations of Change – Design Call 2020

Call Announcement – 1st October 2019

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Overview of Call

EIT Climate-KIC's *Transformation, in Time* strategy states that 'continuing to work through gradual, incremental changes will not be enough [to successfully tackle climate change]. What is needed now is a fundamental transformation of economic, social and financial systems that will trigger exponential change in decarbonisation rates and strengthen climate resilience.'

EIT Climate-KIC is a European innovation community with the will and ambition to support Europe's leaders in tackling climate change, to enable Europe to fulfil its commitments in respect of the Paris Agreement, and to inspire global efforts by creating prosperity and wellbeing in the future economy.

By focusing our efforts on systems innovation, we can achieve the critical structural and exponential changes that must occur both rapidly and on multiple fronts simultaneously to address climate change. By systems innovation we mean integrated and co-ordinated interventions acting on economic, social and financial systems, and along whole value chains, to unlock change dynamics in addition to providing specific solutions to reduce GHG emissions or improve climate resilience.

Deep Demonstrations are a central part of our *Transformation, in Time* strategy. Deep Demonstrations are intended as a way of showing that a 1.5-degree future is both possible and desirable. They involve working with challenge-owners, like City and Regional and National governments and major companies, to direct innovation towards multiple levers of change simultaneously and generate viable pathways to change through testing alternatives and identifying scalable options for decision makers, policy makers and investors.

Our role is to identify such options through the co-design of portfolios of deliberately chosen, diverse and connected innovation experiments and demonstrations and rapid testing of different solutions. We orchestrate this as a portfolio approach, concentrating on learning together about what creates the fastest and most effective pathways to change.

Deep Demonstrations present a great opportunity to draw on nearly 10 years of EIT Climate-KIC innovation, and to direct the full power of our community towards wholesale transformation towards a net-zero emissions, climate-resilient future.

The initial group of eight Deep Demonstrations launched earlier this year are underway are in various stages of learning how to design, develop and implement a very different way of doing innovation and of catalysing change with Partners and with challenge owners. These initiatives are our 'growth edge', at the heart of our strategy implementation and of the change we are seeking for ourselves, for our community, for our funding and for the world.

- Healthy, clean cities
- Just transformations of coal and industry regions
- Net-Zero Emissions, Maritime Hubs

- Circular, regenerative economy
- Forging resilient regions
- Long-termism
- Transforming landscapes from carbon sources to carbon sinks
- Decarbonizing Food Systems and Healthy Diets

Call Purpose

At this stage, this is not a call for projects.

The purpose of this call is to identify Partners and other applicants interested in working with us in the role of **Designer/Co Designer** (this role can include but is not limited to design thinking strategy experts, innovators, technical and analytical experts and thinking partners, it can also include where a Challenger Owner is acting as a Co-Designer) to support system innovation and help with the 'Intent' and in particular the 'Frame' activity of the Deep Demonstration design process that expressly support work into 2020 and that can extend beyond:

- Reaffirm direction and scoped needs, vision and objectives for systemic change and ultimately to agree to work together on a Deep Demonstration innovation portfolio.
- Define the field for innovation action, building understanding through positioning hypotheses, design principles, choice, exploration and discovery of new possibilities and unexpected approaches rather than running straight to solutions.
- The call process is intended to build on the co-design currently underway (reference annex 1)
- Future Deep Demonstration Call to Action will offer opportunity for partners to participate in the phases of Frame to Portfolio and intelligence. Each Deep Demonstration will be bringing forward a set of opportunities for partners to respond to and consider in ongoing calls.

In this Call to Action we are seeking specific capabilities and capacities that will contribute to the development of Deep Demonstration portfolios. As a demand-led initiative, we expect each Call for Proposals in 2020 to be tailored to the needs of the Deep Demonstrations.

Each of the Deep Demonstration have unique characteristics, at different stages and what is called for in this Call to Action reflects the needs of the specific Deep Demonstration.

For further information on the Deep Demonstration methodology, please refer to Annex 1 if you have any questions or would like to discuss in more detail please contact the appropriate Deep Demonstrations area.

Healthy, Clean Cities

Cities continue to be an urgent area of focus for climate mitigation, adaptation and resilience, as well as equitable and inclusive sustainable development. For Healthy, Clean Cities, our focus seeks to help cities advance from their current climate activities through a strategic and intentionally designed portfolio of transformational experiments. This approach will help cities break free from an incrementally developed mix of policies, programmes and projects, to one that seeks to catalyse replication and to accelerate deployment in order to achieve impacts at scales consistent with targets needed for 1.5-degree climate imperatives.

Our current thinking:

15 cities were selected earlier in 2019 to establish the 'challenge owners' for this Deep Demonstration process. These cities are; Amsterdam, Copenhagen, Edinburgh, Kraków, Leuven, Madrid, Malmö, Milano, Orléans, Vienna, Maribor, Sarajevo, Skopje, Križevci and Niš.

Through the Deep Demonstration approach, we are looking at how these cities can accelerate systems change through strategic innovation, adapting an established methodology and responding to city-specific context.

Cities will be supported by EIT Climate-KIC to achieve this approach to systems change.

Our co-creation work is focused on six areas of strategic innovation related to urban transformation, which strives for climate neutrality, equitable, inclusive and thriving communities, and resilience.

- Citizen engagement, democratic decision-making, and governance
- Social innovation and behaviour
- Economic context and business case for decarbonisation and transformation
- Policies and programs to accelerate transformation
- Transformative projects that reframe activities and enable replication
- Capital planning, project finance, and capital markets engagement

What we are calling for:

Challenge owners acting in the role of co-designer (15 selected cities)

Each city seeking to continue in the co-creation process should submit a description of work, roles, and resource needs for ongoing co-creation work with partners, outlining how the work advances the Intent and Frame phases of the Deep Demonstration methodology. This submission should build upon the work underway in 2019 and consider the anticipated outcomes and deliverables with existing co-creation partners.

Co-design partners for ongoing co-creation

Proponents are invited to provide a clear, structured description of how they could contribute to this co-creation work. The cities have already begun co-creation work to clarify and refine their Intent, and to begin to explore aspects of Frame. In recognition of this, proponents are encouraged to highlight capabilities and experiences illustrating how they could contribute to the ongoing co-creation work. The description should include several elements:

- Proponent capabilities to contribute to strategic innovation, with relevant examples and documented impacts (include brief professional profiles)
- Experience contributing to effective co-creation processes in relevant areas of work
- Articulation of urban transformation perspectives that reflect proponent capabilities and experience
- Preliminary information on costs of engagement – we encourage identification of costs on a ‘per city’ basis, with clarity around the ability to contribute to multiple cities in parallel processes.

Submissions from potential design partners should reflect an appreciation and understanding of initial co-creation work underway, and delineate how respondents can integrate into existing workflows, teams, and substantive work on framing innovation for refinement and experimentation. Design partner proponents can specify whether they are seeking to support all of the cities or a subset, along with a rationale for focusing on a subset only.

For further information on Healthy, Clean Cities please contact cities@climate-kic.org

Just Transformations of Coal and Industry Regions

Regional economic development throughout Europe has been underpinned by production and consumption patterns that are incompatible with a low carbon future, such as, coal producing, and polluting industrial regions. The rapid rate required to transform these regions in a way that will provide environmental, economic and social prosperity must be just and inclusive. EIT Climate-KIC believes innovation at the system level will deliver – by applying the Deep Demonstration- a just transition will move from being a possibility to the reality in the regions we operate within.

Our current thinking:

Enabling the pursuit of a fair and decarbonised future through innovation in heavy industry regions that intrinsically considers the inhabitants whose livelihoods are highly vulnerable necessitates a just transformation to deliver both environmental and human rights to the citizens. Ensuring the inclusiveness of the structural change process, EIT Climate-KIC is launching the Just Transformation movement. By working alongside pioneering and ambitious challenge owners across Europe to inclusively transform whole regions, we place the voices of citizen, workers and the youth at the core of regional transformation.

An initial commitment to action has been made in three areas throughout Europe; Emilia-Romagna, Silesia and Mondragon Valley. As part of declaring Intent, challenge owners (regional governments or industries) either have or must produce a road map that leads into more detailed framing with regions to explore their vision.

All three regions are working through Intent and Frame and strategic understanding in the following is required:

- Collaborative and participative transition governance models
- Strategic thinking to envision Just Transformation pathway in territory
- Stakeholder mapping and social brokerage
- Material flows and Emissions
- Manufacturing and/or Coal Mining Innovation Expertise, inclusive of circularity applications
- Financial architecture of Just Transformation
- Deep listening capabilities and/or platform to engage citizens and relevant initiatives
- Effectiveness of policy implementation, making and design methods and tools
- Innovative experience for the future of education and skills
- Regional Identity and attractiveness

The application of information gathered on these specific topics will feed into Intent and Frame and provide the basis for exploring greater innovation and portfolio activation.

What we are calling for:

Co-design partners for ongoing co-creation

The Just Transformations movement has identified five key areas of focus, with a preference for proposals with significant experience, capacity and capabilities within the respective regions.

- In Emilia-Romagna Region, which is currently progressing with Intent and expected to proceed into Frame and Portfolio, there is a need for implementation of the methodology, engaging wide and diverse stakeholder groups and forming a vision and mission for the Just Transformation of the region.
- In the City of Rybnik, Silesia, which is currently progressing with Intent and expected to proceed into Frame, there is a need for implementation of the methodology, engaging wide and diverse stakeholder groups and forming a vision and mission for the Just Transformation of the region.
- In Mondragon Valley, which is currently progressing with Intent and Frame and expected to proceed into Portfolio, there is a need for implementation of the methodology and strengthen a vision and mission for the Just Transformation of the region.
- Capabilities for data collection and analysis (big data/ data mining).
- Gender, youth, migration, employment/unemployment dynamics associated with decarbonization with regards but not limited to; labour market transformation, job opportunities, fuel/energy challenges, role of women, youth, active citizenship, migrants in decision forming and making process, identity and values, as well as any other pertinent equity implications.

Submissions should reflect an appreciation and understanding of the co-creation work underway, and delineate how proponents can integrate into existing workflows, roadmaps, teams, and substantive work on framing innovation for refinement and experimentation. Proponents can specify whether they are seeking to support all the challenge owners or a subset, along with a rationale for focusing on a subset only.

We also welcome demonstrations of interest from industry and coal regions (managing authorities, regional government, European body), private sector actors (including industry or mining groups), trade unions and workers association, investors or civil society groups interested in partnering with EIT Climate-KIC and joining the Just Transformations movement as challenge owner. Please contact us via the below email.

For further information please contact justtransformation@climate-kic.org

Net-Zero Emissions, Maritime Hubs

The maritime sector accounts for 90% of global trade and 2.2% of global GHG emissions - a figure projected to increase threefold by 2050. EIT Climate-KIC works through the maritime Hubs Deep Demonstration with ambitious ports and the shipping industry, supporting their transformation to a net-zero-carbon, circular and inclusive paradigm.

Our current thinking:

Within the Deep Demonstration on Net-Zero Emissions, Maritime Hubs we are currently working with highly ambitious ports carefully selected to reflect different geographical, economic and social environments and different development stage in their environmental strategies and activities. We complement these efforts by working on transforming the shipping industry through our work with one of the biggest ship registries in the world. The interaction among the ports will support knowledge exchange and teach us how system change can be achieved in public or privately-owned port environments. The constant interaction between ports and the shipping sector will ensure alignment and complementarity between land-based and sea-based maritime activities.

The cohort of challenge owners we are currently working with are described below and will bring several complementary learnings to tackle such complex system:

1. **Port of Valencia:** with an already existing strategy towards a zero-emission port by 2030, Valencia is looking to transform its energy system and adapt to climate change through innovative technologies and green public procurement.
2. **Port of Piraeus:** Piraeus is looking at low carbon mobility and traffic management, energy efficiency and alternative energy sources for ships and enhancing its relationship with the local community.
3. **Cyprus Shipping Deputy Ministry:** Cyprus manages one of the biggest ship registries in the world; we will work together to explore how innovative policies and regulations can support the decarbonization of the sector

We are at the initial stages of the design process focusing on Intent. Our efforts are focused at exploring the landscape, connecting local stakeholders and making sense of the challenges and opportunities in each system (location/sector). In the next months, we aim to identify areas where innovation could provide most value for transforming the industry and expand our activities by working with more challenge owners.

What we are calling for:

Co-design partners for ongoing co-creation

- That are able to mobilise, coordinate and inspire local actors in the respective regions. These designers should be able to co-ordinate efforts at the local level (placed-based) whilst ensuring a multi-dimensional approach of broader change at a higher systems level. The selected parties should be systems thinkers with deep experience as community activators and builders and committed to working as a co-designer 'shoulder-to-shoulder' with EIT Climate-KIC and challenge owners.
- That bring capabilities in systems thinking, future literacy or similar.

- Organisations that are strong on analytical work in relation to the maritime sector, to produce data/reports/analysis to support decision-making and future outlook for the Maritime Hubs Deep Demonstration. Tasks will relate both to strategic and ad-hoc requests as they come through the Maritime Hubs Deep Demonstration work programme, and will include topics like maritime sector trend analysis, innovation landscape analysis, long-term targets, partnership identification etc.
- Organisations with expertise in the adaptation of the maritime sector to climate change. Such a partner should be able to support the challenge owners and the designers with information on how climate change will impact the marine environment and the maritime sector in general and what are the adaptation needs and opportunities that we are presented with.

We also welcome demonstrations of interest from ports and shipping industry stakeholders across Europe, who are ambitious, eager to move forward with systemic transformation and open to new possibilities for reducing their carbon footprint. Please contact us via the below email.

For further information please contact maritimehubs@climate-kic.org

Circular, Regenerative Economy

Deep Demonstration of rapid change to a circular and regenerative economy and society. This Deep Demonstration centres around facilitating a whole system (economic, political, and societal) transformation with a focus on demand owners (countries, cities, regions, industry, etc.). Systems thinking and the concepts of circular economy will be applied to redesign existing linear economies business as usual as these rely on extracting, consuming and disposing valuable resources unsustainably. This Deep Demonstration aims to pioneer new, innovative, holistic thinking in way that simulates closed-loop systems design that maintains the value of resources, materials, products at all stages of a biological or technical life-cycle whilst simultaneously reducing environmental impact and enhancing the regeneration of natural assets.

Our current thinking:

So far, we have been closely engaging with two national-level challenge owners, the governments of Slovenia and Bulgaria. Initial focus has been placed on understanding the systems and dynamics at work as well as work already undertaken, identifying the right parties, establishing trust, finding a common language and working with challenge owners to deeply commit and take ownership.

What we are calling for:

Co-design partners for ongoing co-creation

- Capable of mobilising, coordinating and inspiring relevant local and pan-European actors. These partners will be expected to work closely with EIT Climate-KIC, coordinating efforts at the local level (placed-based).
- Can bring competency to complex solutions in and having a proven track record of policy innovation and stakeholder engagement.
- Who have a deep knowledge and experience of decarbonising industrial value chains.
- Organisations that have a strong background in metrics and indicator development, specifically in relation to the circular economy, to co-design innovative ways of measuring circular performance to support decision-making, impact and programme evaluation.

Submissions should reflect an appreciation and understanding of the initial co-creation work underway, and clearly articulate how proponents can integrate their capabilities and capacity into existing workflows, teams, and the substantive work on framing innovation for refinement and experimentation.

We also welcome demonstrations of interest from countries, cities, regions, industry, etc from across Europe, who are ambitious, eager to move forward with systemic transformation and open to explore new possibilities to radically decarbonise current economic, political and societal models using circular, regenerative principles and concepts. Please contact us via the below email.

For further information please contact circularity@climate-kic.org

Forging Resilient Regions

The Forging Resilient Regions Deep Demonstration is focused on the transformation of a cohort of vulnerable regions in Europe from hazard-by-hazard risk reduction practices to a state where people, communities, and systems are able to withstand and bounce back from shocks, persist through slow-onset stresses and transform through crises. By demonstrating transformation at a regional scale this Deep Demonstration aims to create, hold and orchestrate a space for a resilience offer that engages and inspires rapid change, understanding adaptation needs and revitalizing regional economies through investment and job creation whilst realising territorial renewal by creating liveable places and stewarding natural capital.

Our current thinking:

- An initial declaration of intent has been made in three regions throughout Europe: Andalucía, the Dolomites, and Nouvelle Aquitaine.
- As part of declaring intent, challenge owners (regional governments) either have, or must assess, their current risk landscape. After this they will scope out a comprehensive view of stakeholders who would be involved in the transition and then partake in visioning exercises with this broader stakeholder community. Only once this initial Intent has been done can the framing begin with regions exploring positions of innovation to help achieve their vision.
- In addition to the regional challenge owners, the Forging Resilient Regions Deep Demonstration is working with a number of cross-cutting co-designers that bring expertise in, for example: systemic risk analysis, experimentation in complex systems, participatory facilitation, creative process design, gaming and arts for stakeholder engagement, political economy mapping, and power and governance structure analysis. These co-designer skill sets are complementing the regional work on Intent and Frame.

What we are calling for:

Co-design partners for ongoing co-creation

- Proposals with locally embedded organisations (in the focal regions) to mobilise and inspire local actors to engage with the Deep Demonstration through the Portfolio phase. Such proposals will coordinate work on place-based innovation in the regions whilst ensuring connections to the panarchy approach of broader change within the systemic risk landscape. Currently there are three focal regions: Andalucía, the Dolomites, and Nouvelle Aquitaine.
- Analysis of information gathered within each region for the sharing between different regions and to design and innovate contextually relevant systems of learning for stakeholders engaged in the Deep Demonstration.

Challenge owners acting as co-design partners

- We also welcome partnerships/ proposals from new challenge owners (regional governments) and local co-designers (embedded within those regions) seeking to work with EIT Climate-KIC and the Deep Demonstration process on their regional transformation over the coming three years.

Submissions should reflect an appreciation and understanding of the initial co-creation work underway, and clearly articulate how respondents can integrate their capabilities and capacity into existing workflows, teams, and the substantive work on framing innovation for refinement and experimentation.

For further information please contact resilientregions@climate-kic.org

Long-termism

Long termism Deep Demonstration is focused on the transformation of mindsets and the establishment of mechanisms to enable shifting towards long-term thinking to enable and facilitate sustainable behaviours and investments into sustainability.

Rethinking notions of value and shifting towards long-term thinking are necessary to create the ecosystems that collaboratively can change our economy from an extractive to a regenerative one. This Deep Demonstration aspires to experiment around systemic levers for change using cutting edge technology and new ways of thinking in an experimental, evidence-based and co-creative process, engaging international and academic institutions, private enterprises and the financial sector, and grass-roots movements and civil initiatives.

Our current thinking

Initial exploratory works on the notion of time and value that govern our choices and decisions in society and the economy and has led us to hypotheses of change towards a transformation of mindsets and action to the long-term that we believe identify the most fertile ground for necessary changes to take root and for long-termism to flourish.

These areas work both from a top-down as well as a groundswell movement approach:

- Affecting policy through working with challenge owners with the most leverage, such as international organisations, regulatory bodies, institutional investors to reset the rules that can affect behaviour change and make better decisions to manage long-term risks and invest into future opportunities
- Rethinking notions of value with an objective reforming the financial system in order to release the needed capital to invest into climate action and sustainability. We experiment on this by looking at new money paradigms and alternative value creation that can allow people to define, express and exchange what they value and therefore how we invest.
- From a groundswell perspective, we must work with the individuals and the collective. Triggers of individual behavioural change can be facilitated through transparent information, incentives, capability building e.g. futures literacy, and empowerment that can contribute to effective decision making at the individual level and also strengthen collective action.
- At the collective level, we need to organize individuals through the creation of new democratic spaces, and work with existing collective networks to create the groundswell pressure for change, as well as reinstate accountability in the financial systems and at the regulatory level
- Encompassing the previous four points is shifting culture and narrative to promote long-term mindsets, working with identity and relationships in collective cultures to change perceptions and habits, and using pop culture to unlock awareness of the role of the individual in their own decisions and in the broader economy.

What we are calling for:

Challenge owners acting as co-designers

We welcome partnerships with challenge owners who are most affected and/or have the most leverage (that is, power to make changes) in overcoming the challenges of connected to short-term thinking. These can include civil society movements representing nature, the bottom billion, and the future generations, as well as those with most leverage such as leaders and decision makers in the finance and policy space, Nation States and international influencers in creative and cultural institutions.

Co-design partners for ongoing co-creation

We welcome designers and innovators that:

- can make the hypotheses of change more robust, through robust system definitions and system boundaries to allow for
- can identify challenge owners within this system,
- can describe hypothetical portfolio of options and experimental learning positions, and
- can work with our learning and sense-making framework to identify learnings about transformational leverage points, as well as assessment of the transformational capacity of single leverage points and/or of a combination of leverage points.
- can help us think about and articulate through robust system definitions and system boundaries areas/hypotheses we haven't looked at before but are vital to achieving our goals.
- specialists in enabling collective action and creating new democratic spaces to create the groundswell pressure for Long-Termism change and/or designers who are specialists in shifting culture and narratives to promote long term mindsets and/or designers and innovators who are specialists in empowering individuals through information transparency and capability building to promote long term mindsets
- finance-related designers who are interested in actively experimenting around alternative value metrics and instruments and platforms, technology based incentive structures, financial metrics and policy measures that may provide an alternative to the current short-term financial instruments, and provoke a rethinking of what we value, unlock new demand and drive financial system reform.
- can help us reach a larger network of stakeholders to help us think about new areas/hypotheses or who can assist with the formulation of, communication and dissemination of the value proposition of system innovation as a service to additional challenge owners and/or funders.

For further information please contact longtermism@climate-kic.org

Transforming Landscapes from Carbon Sources to Carbon Sinks

Land use and land use changes remain sources of greenhouse gases due to non-sustainable agricultural and forestry practices that reduce the sink and sequestration functions in many regions. This should change. Land, its uses and its ecosystems offer untapped opportunities to capture CO₂ from the atmosphere and to sequestration that carbon in various ways. The Deep Demonstrations of turning landscapes from carbon sources to sinks aims to demonstrate that holistic approaches can be implemented to make land and its ecosystems play their role in addressing climate change and to help territories meet carbon neutrality. This will need to tackle a lack of investment, forge new social contracts with soil and forests, and to line-up value-chain incentives.

Our current thinking

IPCC (2019) special report on Climate Change and Land highlighted that land is both a source and sink of CO₂ emissions and is playing a crucial role in the continuous combat of climate change.

In 2019 we kicked off the Landscapes Deep Demonstration to design for innovations that could reduce and store CO₂ in two different landscapes and territories.

As part of Intent, we are working with Scotland's land-based community of stakeholders to design a systemic transformation of the land use sectors to make the whole of Scotland a carbon sink, building on the target of the Government of Scotland of becoming carbon neutral by 2045. Reaching this goal will involve a combination of methods of reducing CO₂ and storing CO₂ in biomass. In this regard, low carbon farming practices, afforestation, agroforestry, and peatland restoration all play a key role to reducing Scotland's emissions.

In addition, the Landscape Deep Demonstration is working with Planet A, a French non-profit collective, in the Champagne region. Planet A is actively engaged in transforming agriculture through soil conservation and reducing inputs. Through these activities, it is playing a key role in understanding and experimenting with carbon storage within soil systems.

Our approach aims to create a framework for the initial design components of Intent and Frame, these include looking at the following:

- Describe the physical system and differentiate/integrate the different land uses and their functions in terms of:
 - Capturing carbon from the atmosphere and sequestering it (in various biomass compartments)
 - Storing carbon in harvested and transformed products
 - Contributing to GHG emissions or to their reduction
- Map the key stakeholders and their roles in the organisation and transformation of the landscape
- Develop scenarios and possible options for the transformation of the landscapes with key stakeholders (the intent phase). Each scenario must be assessed by several indicators of the sustainable development pillars (social, economic, environmental)
- Select one (or two scenarios) and map the systemic transformations, analysing the drivers and feedback loops that are critical to ensure the adequate functioning of the landscape and its transformation to an effective carbon sink.

- Prepare a series of hypothesis on possible leverage points for the transformation of the landscape and design a set of experiments to test these leverage points (the framing phase)

What we are calling for:

Co-design partners for ongoing co-creation

The Landscapes as Carbon Sinks design team in 2019 have identified two focus territories, Scotland and France. We would like to call for designers showing experience, capacity and capabilities within the respective regions:

- To further engage with initial co-designers for the Deep Demonstration on “Landscapes as Carbon Sinks” in 2020 activities
- To link new designing capabilities and extend our current capacity to leverage change with the Landscapes Deep Demonstration in order to ensure robust portfolio design activities in 2020. We welcome designers and innovators who bring capabilities around systems thinking, new and robust technology experiments, and policy innovation that can help us in meeting our challenges and transform the landscapes’ systems and create a learning network through which we will speed up the pace of change.
- To involve local relevant experts/stakeholders in either or both identified landscape ecosystems - i.e. Scotland and France in particular, the Champagne region.

We also welcome interest of challenge owners that manage and work with highly vulnerable landscapes, or landscapes that have high potential for becoming carbon sinks, land management authorities, regional governments, European bodies, private sector (including forestry and agriculture industry actors), civil society, farmer trade unions, landscapes cooperatives and associations, or investors interested in partnering with EIT Climate-KIC and joining the Landscapes as Carbon Sinks Deep Demonstration. Please contact us via the below email.

For further information please contact landscapes@climate-kic.org

Decarbonizing Food Systems and Healthy Diets

The farming sector accounts for approximately one third of global GHG emissions. We currently exploit 80% of arable land for food production but with 10 billion people to feed in 2050, the food production needs to double according to FAO. At the same time the prevalence of obesity, malnutrition and cardiovascular diseases is increasing dramatically due to unhealthy diets, while 30-50% percent of produced food products end up as waste. Our current food systems will not be able to sustain the world population within the boundaries of our planet. Therefore, change is inevitable. This means that habits, production systems, metrics and policies will have to change drastically.

The Deep Demonstration of Decarbonizing Food Systems and Healthy Diets is focused on demonstrating the shift towards sustainable food systems which can feed the future generations within planetary boundaries and without compromising human health.

Through experimenting around systemic levers for change using cutting-edge technology and new ways of thinking in an experimental, evidence-based and co-creative process, engaging international and academic institutions, private enterprises and the financial sector, and grass-roots movements and civil initiatives, this Deep Demonstration will deploy a range of experiments which together can create transformative changes across the whole food supply chain, from field to fork.

Our current thinking:

Initial exploratory works on understanding our current food systems and the status-quo reinforcing principles which might hinder change have led to hypotheses of change with a special focus on four focus areas of change within the food system:

1. primary production
2. food processing and food supply chains
3. retail and consumer behaviour, and finally
4. cities, policy and public procurement

We invite co-designers and challenge owners to join forces through defining a field for innovation coherent with our intent to create transformative changes across the food supply chains, from farmers to food retail companies.

The objective is to map out the existing food systems and create transformation pathways towards food systems centred around sustainable and healthy value chains providing sufficient food for 10 billion people without compromising on planetary boundaries.

The focus will particularly be on high emitting elements of the food value chains related to meat and dairy production and consumption as well as the upstream processes of animal production and consequences on imported soy for feed, looking at land allocation for feed production in general.

What we are calling for:***Co-design partners for ongoing co-creation***

The Deep Demonstration of Decarbonizing Food Systems and Healthy Diets design cohort is working on mapping out the current food system and envisioning the path towards an ideal food system which will be able to safely feed a 10 bn world population within the boundaries of the planet and our vital ecosystems. We would like to call for designers showing experience, capacity and capabilities representing all angles around the food system:

- To further engage with initial co-designers for the Deep Demonstration on the Deep Demonstration of Decarbonizing Food Systems and healthy Diets in 2020 activities
- To link new co-designing capabilities with the Deep Demonstration of Decarbonizing Food Systems and Healthy Diets in order to ensure robust portfolio design activities in 2020.
- Make the hypotheses of change more robust, through robust system definitions and system boundaries.
- Work with our framework to identify learnings about transformational leverage points
- Transitioning into more sustainable practises in primary production
- Testing and applying methods and alternative input that can enhance sustainability of end products by changing food processing and food supply chains including packaging and food waste
- Enabling a shift towards sustainability at the core of strategies in retail as well as influencing consumers towards climate-responsible behaviour and choice
- Working on policies (e.g. CAP subsidies or public procurement) as vehicles to promote sustainable change.
- Help us reach larger network of stakeholders to help us think about new areas/hypotheses

We also welcome challenge-owners with interest in shifting our food systems towards sustainability for the benefit of the planet and its inhabitants through deploying innovation experiments addressing dysfunctional parts of the current food system from several angles, local authorities, European bodies, private sector, civil society, farmer trade unions, agricultural cooperatives and associations, or investors interested in partnering with EIT Climate-KIC and joining the Deep Demonstration of Decarbonizing Food Systems and Healthy Diets. Please contact us via the below email.

For further information please contact foodanddiets@climate-kic.org

Deep Demonstration Cross-Cutting Activity

Through the Deep Demonstrations, some capabilities, expertise and experiences enable inter-disciplinary thinking, deliberate boundary spanning and unexpected collaborations. Examples might include marrying arts, culture and education with science and technology.

We encourage unusual actors to bring diverse and alternative perspectives that cover multiple levers of change in the development of Intent and Frame activity (annex 1). These might include finance, policy, production systems, skills, exponential technologies, behaviours and citizen engagement, exponential technologies, distributed autonomous systems, genetics, bio-mimicry, advanced manufacturing (3D and 4D), nanotechnology and quantum computing

What we are calling for:

- Partners and other applicants interested in working with us to describe and activate cross-cutting Deep Demonstration learning positions

Partners and other applicants who want to collaborate with us on activity that works across multiple Deep Demonstrations should:

- Review the Call 2, 2020 which is also active on the EIT Climate-KIC website. This call for proposals is seeking proposals for a range of innovation initiatives, as well as Research and Thought Leadership. Please note that the schedule for these calls is different than the Deep Demonstrations. Also, the innovation initiatives is designed as a two-stage call, starting with a mandatory Expressions of Interest.
- If your proposal does not fit within the Call 2, 2020 submission parameters but does have specific relation to Deep Demonstrations, please submit through this Deep Demonstration call.

We invite proposals that lead to an acceleration in the system dynamics at scale:

- Encourage connectivity that enables identification of multiplier effects and integrated solutions
- Understand and learn from/about multiple possibilities
- Allow for learning about systemic leverage points, integration effects, pathways to scaling and transformation potential
- Help grow a network of innovation relationships and connections with understanding of local needs and territories.

More Information:

You can find out more about the Deep Demonstration methodology by reading Annex 1. For specific information on individual Deep Demonstrations, please contact the mailboxes as stated above. Alternatively, for any further Information about the call process please contact your [local EIT Climate-KIC office](#)

Process

- We actively encourage partners to engage with someone from EIT Climate-KIC before submission. Contacts can be found on the website: <https://www.climate-kic.org/in-your-country/>
- To reach out to specific Deep Demonstrations teams, please contact the mailboxes are detailed in this document
- The overall application process details, including how EIT Climate-KIC may use your data for the purposes of review and assessment, including the criteria that your proposal will be assessed against can be found in the [Proposal Guidelines](#).

Proposal Submission

Proposals can be submitted at any time from the launch of the call **until 1800hrs CET** on the day of closing. **For Deep Demonstrations of Change – Design Call 2020 the Deadline is 5th November 2019 at 1800 CET.** We strongly recommend that you liaise with your local EIT Climate-KIC office or Deep Demonstrations team prior to submitting a proposal to receive support and guidance on completing your application.

All applications must be submitted via Plaza. The full proposal form is an application format in Plaza.

Please note: No extensions will be granted. Any changes to the proposal requested by the applicant after submission will not be allowed.

Timeline

This will be a one stage, full application submission that is reviewed in two stages, there is no EOI as part of this call.

- The deadline for submitting a full application is **5th November 2019 at 1800 CET**
- Proponents who do not pass the first stage assessment will be notified by **18th November 2019**
- The final outcomes will be communicated by **13th December 2019**
- For a more detailed outline for the steps we will take with your proposal, please read the [Proposal Guidelines](#)

Eligibility Criteria

We need to pay attention to eligibility, as funding for this call comes from the European Institute for Innovation and Technology.

For this call, we reserve the right to use a portfolio approach and reserve the right to redistribute the funding depending on the quality of incoming applications and portfolio needs. This is to make sure that the criteria described in the call documentation is met for all projects considered to be above the quality threshold.

Project Type	MAX. DURATION	MAX. EIT REQUEST Per annum	MAX. EIT REIMBURSEMENT RATE	MIN. CO-FUNDING (total project costs)	OTHER
Deep Demonstrations of Change	N/A	N/A but typically €100,000 to € 500,000	80%	20%	

Please note that all else being equal, proposals with a lower EIT Reimbursement Rate will be favoured.

Review Mechanism and Decision Making

All proposals will be assessed fairly and transparently in the scope of programme eligibility, assessment criteria, the Deep Demonstration methodology and the current Deep Demonstration requirements. Conflicts of interest are mitigated through a disclosure process and follow a full recusal from the decision process in such instances.

Any that do not meet the eligibility criteria will be informed that they will not progress to the next stage of assessment. All other applications will be sent for further assessment. EIT Climate-KIC reserves the right to declare applications as out of scope based on the parameters set out in this Call for Proposals.

Deep Demonstration applications will be assessed by EIT Climate-KIC teams via two stages:

1. The first stage assesses submissions against the sections of Plaza and associated criteria as set out in Annex 2, which includes the approach to systems innovation, skills and capability and portfolio argument. Any that do not meet the criteria will be informed that they will not progress to the second stage of assessment.
2. The second stage assesses submissions against the criteria as set out in Annex 3. Assessors will provide written feedback for each question in the application.

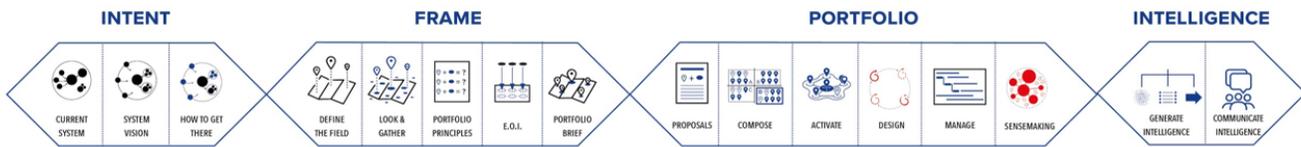
A Methodology Review process will culminate in the final decision regarding funding, if required, EIT Climate-KIC's commissioning board may review all decisions. Please see Annex 4 for details on the methodology principles.

Decisions as to whether a proposal is accepted or rejected will be communicated as detailed in this document.

Annex 1: Deep Demonstration Design process

The below demonstrations an outline of the Deep Demonstrations methodology for more information please contact the relevant Deep Demonstrations mailbox.

Deep Demonstrations Design Process



INTENT is the set-up phase of the Deep Demonstrations process. It is designed to establish directionality, to scope needs, vision and objectives for systemic change and ultimately to agree to work together on a Deep Demonstration innovation portfolio focused on catalysing radical transformation of systems. It creates an opportunity to understand and embrace existing programmes and commitments and bring them within a portfolio logic.

FRAME is about defining the field for innovation action, building understanding through positioning about how innovation might achieve the vision for transformation. This phase is made up of steps that are inherently iterative. They are designed to articulate why we want to deploy innovation, where, what to leverage and where to position ourselves to test for emerging, breakthrough possibilities as well as scaling potential. The portfolio brief that emerges from this stage provides a frame of reference for learning and generating intelligence from innovation

PORTFOLIO is the core of the Deep Demonstrations approach. It commences with a call for proposals for solutions to catalyse change or to learn about possibilities for transformation based on the framing and positioning work done in the previous phase. What follows is selection and activation of an initial combination of innovation initiatives, using a portfolio composition process. Subsequently the process engages partners in co-creation or co-design for effective learning and potential synergies and/or complementarities. In this phase, innovation initiatives are supported through dynamic portfolio management and regular sense-making with the intention of accelerating the pace of learning about obstacles and barriers to innovation, potential multipliers, ~~more or less~~ effective leverage points, integration effects and pathways to scaling.

INTELLIGENCE is the ultimate objective of the Deep Demonstrations process. By intelligence we mean input prepared for decision makers to enable action. Intelligence is the outcome of sense-making and analytics drawing on innovation experience and learning from multiple different experiments deploying diverse leverage points.

Annex 2: First Phase Assessment Criteria

Deep Demonstration of Change will follow a one-stage submission scheme but will have a two-phase assessment process.

The first phase assessment will be based on the following sections of Plaza and associated criteria:

CRITERIA	DESCRIPTION
Project Summary - Deep Demonstration approach to systems innovation	<ul style="list-style-type: none"> ▪ To what extent does the proposal respond to Deep Demonstration requirements for co-designers? ▪ Does the proponent demonstrate an understanding of Deep Demonstration approach to systems innovation, design principles, choice, exploration and discovery of new possibilities rather than running straight to solutions? ▪ Does the proponent demonstrate an ability to work with and collaboratively through the Deep demonstrations methodology approach?
Skills/Capability/Resource	<ul style="list-style-type: none"> ▪ To what extent do proponents have the appropriate skills and capabilities to successfully contribute to co-designing Deep Demonstrations? ▪ To what extent does the proponent engage organisations or stakeholders within the Deep Demonstration regions, industries or demand side actors? ▪ To what extent does the proponent demonstrate growth mindset, adaptive decision making, cross-functional teamwork and intercultural communication skills?
Portfolio Argument	<ul style="list-style-type: none"> ▪ Does the proposal provide a clear response on systems change? ▪ Does the proposal provide a clear narrative substantiating how and why the proposal contributes to EIT Climate-KICs Deep Demonstration portfolio thinking? ▪ Is the proposal aligned with our Transformation, in Time strategy, and seek to effect change through innovation in one of or multiple Deep Demonstrations?

Annex 3: Second Phase Assessment Criteria

Submissions that pass the first phase will be assessed on the following criteria:

CRITERIA	DESCRIPTION
Ambition for impact and systems transformation	<ul style="list-style-type: none"> Does the proposal have a goal to lead to an acceleration in the system dynamics? Does the proposal help grow a network of innovation relationships and connections with understanding of local needs and territories?
Alignment to Deep Demonstration	<ul style="list-style-type: none"> Does the proposal provide a clear narrative substantiating how and why it aligns with the Deep Demonstration? Does the proposal meet the specific needs of the Deep Demonstration area? Does the proposal convey connections across the multiple Deep Demonstrations?
Deep Demonstration diversity for insight generation	<ul style="list-style-type: none"> Does the proposal focus on learning impacts and alignment to impact goals? Does the proposal provide capabilities for learning? Does the proposal allow for multiple possibilities/perspectives? Does the proposal build understand about barriers to innovation, potential multipliers, leverage points and transformation potential?
Initiative Plan & Clarity of Outputs	<ul style="list-style-type: none"> Are the work plan and work packages clearly explained and relevant to support the proposal objectives and expected impact? Are the proposed outputs, deliverables and KPIs clearly stated and linked to the different work packages/initiative stages identified in the work plan? Is the work plan, work packages, outputs, deliverables and KPIs targeted reasonable for the duration of the proposal and the grant amount requested? Is consideration given to how the results and learnings inform further action? Are key assumptions and risks presented clearly?
Value for Money	<ul style="list-style-type: none"> How well is the funding spent on activities directly linked to achieving the proposal objectives, deliverables and KPIs? How appropriate is the funding request in relation to the anticipated benefits? How much co-funding is offered to match the EIT funding? (Note: Baseline is the minimum programme-specific co-funding requirement.) How high is the potential for the proposal to attract further capital/ investment (beyond EIT-funding)?

Annex 4: Methodology Principles

The methodology principles that are considered in the assessment are akin to portfolio logic and consider: spread, scale and connectivity.

CRITERIA	DESCRIPTION
Spread	<ul style="list-style-type: none"> Impact – look for relevance, diversity, concentrations and gaps Lever of change – through the proposal can we recognize design or thinking that systemic change will most likely be achieved through a combination of interrelated effects caused by working on multiple levers of change simultaneously Demonstrate thinking with leading edge transformation potential vs optimization of the current systems Location – place specific learning vs deliberately diverse perspective
Scale	<ul style="list-style-type: none"> How are the proposals distributed by administrative/geographical scale: (i) community or district (ii) city, (iii) region, (iv) nation state, (v) multiple state involvement, (vi) working beyond Europe? How are the proposals distributed by financial value – total proposal costs How are the proposals contributing to scale of impact?
Connectivity	<ul style="list-style-type: none"> How integrated is the proposals with existing social networks? (e.g. degree of embeddedness of lead entity and individuals). How integrated is the proposals with 'networks of networks', which can offer a multiplier effect?