

Cross-KIC New European Bauhaus Call for Proposals for Citizen Engagement

1. Context

On 18 January 2021, the European Commission launched the design phase of the New European Bauhaus (NEB) initiative. The NEB is an environmental, social, and cultural initiative that complements the European Green Deal and combines the aesthetic experience, sustainability, and inclusivity. This design phase aims to shape the NEB concept, explore ideas, identify urgent needs, and engage communities.

The European Institute of Innovation and Technology (EIT) will support the NEB design phase by building on its network of 2,000 partners and 60 European hubs by setting up a Cross-KIC (Knowledge & Innovation Communities) NEB Project. The Cross-KIC NEB Project is led by EIT Climate-KIC and EIT Urban Mobility, EIT Food and EIT Digital take part.

The Cross-KIC NEB project will mobilise both public and private partners to develop talent and skills and showcase high-value impactful innovations. In order to contribute in an agile manner, this Call aims to activate citizen-centred engagement activities. These citizen-centred engagement activities will serve to not only identify and prioritise challenges, but also to ideate an initial process to co-create solutions for the most pressing challenges.

2. Strategic Focus

Mapping challenges and developing solutions in collaboration with citizens is key to delivering transformation. Citizen engagement that reflects the diversity of voices in the community is essential to developing successful long-term solutions that match the needs of the wider community. By working together in a shared endeavour for a common higher goal, results in a true synergy of innovation, creativity, and design, improving citizens quality of life in cities and driving green and digital transformations. For citizens, this can increase social acceptance of change and encourage a shift to more sustainable behaviours and mindsets. For the private sector, this can help adapt and tackle regulatory frameworks and reconsider the fundamental value systems and norms they are

founded upon. Successful citizen engagement will increase the ability to create, experiment, demonstrate, scale, and deploy innovative solutions for a just, equitable and prosperous future.

This Call follows the participant KICs' Citizen Engagement approach consisting of three pillars: 1) Inform and exchange; 2) Inspire and aspire; and 3) Engage and co-create.

The pillar 'Inform and exchange' entails activities to raise awareness and involve and exchange experiences with citizens (e.g., tailored campaigns and customised local events).

The pillar 'Inspire and aspire' cultivates a relationship of trust, sharing insights, and showing a respect for citizens as experts on their context. It allows for cross-pollination and mutual inspiration and activation around ambitious goals which are translated into immediate, concrete steps.

The pillar 'Engage and co-create' is about involving citizens in the ideation and implementation process as equal and essential contributors to jointly look for and test suitable approaches and solutions.

3. Cross-KIC NEB Challenges

The Cross-KIC group proposes to develop activities in cities and regional areas to facilitate the exchange of knowledge between people across Europe and to create interdisciplinary projects addressing sustainability, quality of experience and inclusiveness. With this approach, 7 challenges for this Call have been identified.

Artistic aspects and digital transformation are expected to operate as cross-cutting tools to achieve proposed citizen engagement activities which would focus on one of the following areas:

1. Green transition through architectural, cultural, and historic sites:

1.1 Natural building materials and energy efficiency, including refurbishment of existing, historic buildings. (EIT Climate-KIC)

1.2 Sustainable alternatives for hardscapes as urban spaces, naturalisation of degraded public areas, green areas, biodiversity, green and blue infrastructures, and urban furniture as assets promoting active mobility, improving citizen well-being, and mitigating heat island effects. (EIT Urban Mobility)

1.3 Urban farming and regenerative agriculture to reduce emissions and foster the relationship between city and farmer. (EIT Food)

2. Towards circularity and urban resilience:

2.1 Enhancement of public realm, accessibility, and interconnection through active mobility modalities, to mitigate air pollution and improve physical and mental health. (EIT Urban Mobility)

2.2 Circular economy through actions sticking to the principles of the food waste hierarchy and efficient reutilisation of bio-products and bio-waste, achieving reductions in emissions and waste as well as fostering the second life of products. (Includes tech solutions on safe 'clean packaging', smart waste management system). (EIT Food)

3. Ensuring affordability and accessibility to all:

3.1 Energy communities to ensure comfort living at affordable prices through multi-disciplinary retrofitting teams. (EIT Climate-KIC)

- Shift from building-centric to community-centric approach in providing telecommunications, data, energy, water, waste.
- Upgrade historic and old buildings to meet new energy efficiency requirements whilst preserving their significance and sense of belonging within the community.

3.2 Universal mobility as a key enabler for social inclusion. Everyone should be able to move freely within cities regardless gender, race, beliefs, or disability (barrier free access). (EIT Urban Mobility)

All proposals need to address one of the seven challenge areas described above. The Call aims at selecting one proposal for each of the above identified challenge areas, thus awarding seven projects in total. Each successful proposal will be awarded up to 15,000€. The KICs reserve the right to fund more than one proposal under a specific challenge when the number and/or quality of proposals received across the range of challenges do not meet the necessary criteria. Challenges are aimed to be holistic and cross-sectorial, however each challenge will be led by the KIC with the most relevant expertise as indicated in brackets above.

4. Scope of activities

The aim of this Call for proposals is to work on activities where citizens and end-users are not only asked to identify relevant challenges of their city but also empowered to co-create together potential solutions in an ideation process. All activities must consider the following objectives and requisites:

Objectives:

- Create awareness about the role citizens and end-users can play in improving the quality of the city they are living in.
- Enhance two-way communication between citizens and end-users.
- Share information in stimulating formats to increase knowledge and interest in sustainability-related topics.
- Collect citizens views and ideas by identifying and prioritising challenges aligned with the NEB challenges described above.
- Ensure citizens and end-users are part of an initial ideation process to co-create solutions for the most pressing challenges.

Requisites:

- Be tailored towards at least two specific and clearly identified target groups (groups can be defined by age, profession, neighbourhoods of same city, etc.).
- Take gender and social inclusion into account.
- Address a specific problem within the activity in line with the Cross KIC NEB challenges described above and in the NEB vision.
- Use existing knowledge, methodologies, tools, or processes on target group behaviour with regard to the selected topic and pushing towards actual behavioural change and influence thinking.
- Have previous experience in activating local ecosystems through citizen engagement activities.
- Have a clear communication and dissemination plan.
- Have the potential to be implemented on a broader scale in various cities and thereby be both repeatable and scalable.
- Contribute to building the Call's Citizen Engagement approach (Pillars "Inform and exchange", "Inspire and aspire", and "Engage and co-create" described above).
- Proposals should aim for long-term sustainable impact.

Examples of these activities could be the implementation of innovative citizen participation activities, events, and tools (including digital tools and gamification), project activities building on existing bottom-up and informal citizen participation networks, new formats of communication and collecting citizens' ideas, and the introduction of co-creation processes targeted to specific groups and challenges.

5. Output and deliverables

Implementation of seven citizen engagement proposals in seven regions/cities in European Union Member States or Horizon Europe Associated Countries by 25 November 2021. The winning applicants should develop for each city or region where the activities take place a:

- Report on methodology of engagement with local stakeholders and planning of the activities.
- Report summarising identification and prioritisation of challenges.
- Report summarising ideation process to co-create solutions for the most pressing challenges.
- Conclusion report on recommendations for the replication and/or upscaling of the realised activity.

Deliverables should be sent on 25 November to the KIC leading the challenge area as per section 3.

6. Project duration

The proposed activities will take place between 15 September and 25 November 2021.

7. Eligibility criteria – who can apply?

The Cross-KIC New European Bauhaus group launches this Call for competitive evaluation and selection of suitable organisations and projects. The applications will be assessed against the eligibility criteria.

To be eligible for participation and funding, applicants must be a private or public ‘legal entity’¹. All organisations within EU members states or Horizon Europe Associated Countries are eligible to apply, including both KIC partners and non-partners. Applications from RIS countries are positively encouraged. Consortia are not allowed.

¹ See Article 197(2)(c) EU Financial Regulation [2018/1046](#). A ‘legal entity’ means any natural or legal person created and recognised as such under national law, EU law or international law, which has legal personality, and which may, acting in its own name, exercise rights and be subject to obligations, or an entity without legal personality.

8. Requirements

Applicants are requested to submit an application addressing the following requirements:

- Identification of selected Cross-KIC NEB challenge and how it will address the Call's objective and requisites.
- Locality where planned activities will take place.
- Define target groups that will be involved.
- Communication plan to engage with target groups in the period specified.
- Planned activities to identify and prioritise challenges and for the ideation and co-creation of potential solutions.
- Creative and stimulating formats to initiate an ideation process with the aim to identify challenges and co-create potential solutions.
- Expertise: the applicant must provide evidence of experience in leading and coordinating at least one previous citizen engagement project with the target groups involved.

9. Evaluation Process and 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 NEB group using the criteria listed below. Evaluation criteria to be considered as follows:

Overall quality of application (30%)

	Max. Score
Are all requirements of the call addressed appropriately and in detail?	5
Have target groups' involvement been defined in the planned activity? Does it take gender and social inclusion into account?	5
Is the proposal coherent? Does the proposal define the timeline, locality, budget, communication and dissemination plan of the proposed activity?	5
Total	15

Expected impact of the project (40%)

	Max. Score
Does the proposal demonstrate the relevance of the proposed activity to address the selected Cross-KIC NEB challenge?	5
Does the proposal create awareness about the role citizens and end-users can play in improving the quality of the city they are living in?	5
Does the proposal contribute to the Call's Citizen Engagement approach (1) Inform and exchange; 2) Inspire and aspire; and 3) Engage and co-create.)?	5
Does the proposal have the potential to be implemented on a broader scale in various cities? Is it repeatable and scalable?	5
Total	20

Innovative aspects of the proposal (20%)

	Max. Score
Does the proposal test or implement innovative methodologies, tools, or processes?	5
Does the proposal use creative and stimulating formats to initiate an ideation process with the aim to identify challenges and co-create potential solutions?	5
Total	10

Expertise and previous experience (10%)

	Max. Score
Does the applicant have previous experience in leading and coordinating citizen engagement projects with the target groups involved?	5
Total	5

- 30% Overall quality of application
- 40% Expected impact of the project
- 20% Innovative aspects of the proposal: testing or implementing innovative methodologies, tools, or processes
- 10% Expertise and previous experience of the project consortium

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.

Based on ranking, the geographical spread within the European Union will also be considered.

The seven proposals selected to be funded will be informed by the Cross-KIC group according to the specified time frame of this call (see section 15).

10. 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 15.000€. The grant will cover the costs actually incurred by the project activities as described in the aim and content section of this document. Each KIC will communicate to the awarded applicants the details of their grant allocation.

Note that, unlike for the 'standard' KAVA (KIC Added Value Activity) 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. The grant from EIT Climate-KIC, EIT Food and EIT Urban Mobility will be distributed according to the rules and timeline defined by each KIC.
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.

Seven proposals will be awarded a maximum of €15,000 each.

11. 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 European 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 MGA; 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.

- Equipment costs: Purchases of equipment, infrastructure or other assets used for the action must be declared as depreciation costs, calculated on the basis of the costs actually incurred and written off in accordance with international accounting standards and the beneficiary's usual accounting practices. Only the portion of the costs that corresponds to the rate of actual use for the action during the action duration can be taken into account.
- 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
- Prizes
- Scholarships
- Financial support to third parties (sub-granting)

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)

12. 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.

13. 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 of 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.

14. Application Submission

Please email your proposal:

- addressing challenges led by **EIT Climate-KIC** (1.1 and 3.1) to: NEBcall4citizens2021@eiturbanmobility.eu
- addressing challenges led by **EIT Urban Mobility** (1.2, 2.1 and 3.2) to: NEBcall4citizens2021@climate-kic.org
- addressing challenges led by **EIT Food** (1.3 and 2.2) to: NEBcall4citizens2021@eitfood.eu

15. Call Calendar

Opening call: 21 June 2021

Closing call: 20 August 2021 (23:59 CET)

Eligibility and admissibility check: 23 – 24 August 2021

Evaluation: 25 – 30 August 2021

Communication of results to the participants: 31 August 2021

Conditions clearing: 31 August – 5 September 2021

Signing contract: 6 – 10 September 2021

Start of project: 10- 15 September 2021 (latest)

Finalise project: 25 November 2021 (latest)

For any concerns or queries on Call content or objectives, please contact:

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