

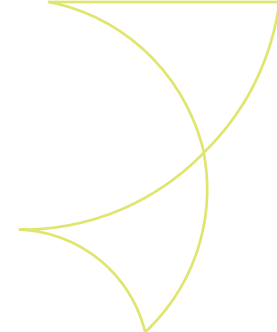
## **Open Call - Impact Measurement Phase**

Nurturing Entrepreneurship Support Organisations and Start-ups for AI-driven Climate Action

Salesforce 2025

Project Background





Climate KIC is Europe's leading climate innovation agency and community, creating climate-resilient communities and fighting climate breakdown by mobilising systems change in countries, regions, cities, and businesses. Together with partners across the globe, Climate KIC orchestrates solutions and facilitates learning to bridge the gap between climate commitments and current reality, driving faster and more ambitious action.

Climate KIC emphasises bridging the gap between climate innovation supply and demand, transforming the Entrepreneurship Support Organizations (ESOs) and start-ups support landscape to embed climate action in the entrepreneurial ecosystem. With 15 years of experience, Climate KIC connects climate ventures with governments, corporates, and investors, fostering collaborative ecosystems that scale innovation.

This year, in collaboration with Salesforce, Climate KIC launched the programme “**Nurturing Entrepreneurship Support Organisations and Start-ups for AI-driven Climate Action**”, aimed at equipping 11 startups and 9 ESOs with the tools, methodologies, and mindsets needed to explore and develop high-impact solutions at the intersection of climate action and artificial intelligence.

Since May, we have been working closely with this remarkable cohort through workshops, group sessions, and in-person events, supporting them in navigating emerging global trends and opportunities.

As part of the programme's final stage—the **Impact Measurement Phase**—we are opening **a total of 20 spots** for startups. Selected participants will receive tailored tools and guidance to assess, strengthen, and effectively communicate their climate impact. This process will enable startups to identify their primary contribution to climate action—whether in **mitigation** or **adaptation & resilience**—and validate their impact claims with expert support.

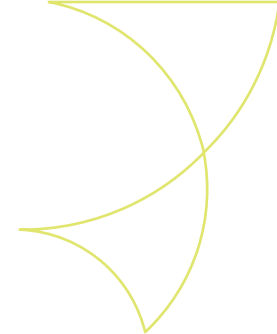
### Scope of the Call

- 1) All selected startups will participate in a live **Q&A webinar** (in September), which will:
  - Be an opportunity to present your mitigation or impact case.
  - Provide a space to introduce your climate solution and connect with fellow participants.
  - Clarify next steps and expectations for the process.
- 2) After the webinar, each startup will complete a **Self-Assessment**, which will result in an **initial Impact Claim**. Based on this, startups will be guided into one of the following tracks:
  - **Adaptation & Resilience (A&R)**: for those demonstrating strong A&R co-benefits.
  - **Mitigation**: for those with clear mitigation potential.
- 3) **Based on this pre-assessment, we will identify which startups proceed to the full assessment and validation process:**
  - Those with A&R co-benefits will continue with the A&R track.
  - Those with mitigation potential will proceed with the mitigation track.
  - Startups without a strong fit in either will receive results from the pre-assessment only.

### Review Process of Applicants

This call will follow an evaluation process with each application being assessed for:





- **Eligibility** – where applications are assessed to ensure they meet the basic eligibility criteria and were submitted on time (before the call deadline).
- **Screening (shortlisting)** – where three (3) Climate KIC evaluators will review the responses in the application form and provide a score (of 0-5) against the call assessment criteria.
- All submissions will be assessed fairly and transparently in the scope of the objectives and eligibility outlined in this call document.
- Conflicts of interest between evaluators and applicants are mitigated through a disclosure process. If a conflict is identified, Climate KIC staff will assess how it may affect the evaluator's judgement and act accordingly.

## Eligibility Criteria

Startups must:

- **Be based in Ireland or London or demonstrating a strong connection** with either ecosystem.
- Have a defined **Minimum Viable Product (MVP)**.
- Be at **pre-seed or seed stage**.
- **Use AI** in their solution or have a clear **intention to integrate AI** in the near future.

## Call Timeline

Date / Time (CET)	Item	Link (if applicable)
28 August 2025	Release of call documents	See call and application information on our Open Call Page.
5 September 2025 (12:00, midnight)	Deadline to submit applications	N/A
6 – 9 September 2025	Screening – evaluation of application forms	N/A
10 September 2025	Communication of results	N/A
23 September 2025	Expected start days for planned activities	N/A

## How to Apply

Please read the eligibility criteria within this document carefully. These will be used by Climate KIC and our evaluators to assess your application.

### Submission

- To apply to this call, please submit your applications through [this form](#). Before submitting your application, you should ensure that you have read this document carefully and to double check that:
  - You meet the eligibility criteria.



- Your application falls in line with the objectives of the initiative Nurturing Entrepreneurship Support Organisations and Start-ups for AI-driven Climate Action.
- You have provided sufficient response to all required questions in the application form (without the availability of the relevant information, your application may not be progressed).

### Submission deadline

All applications must be submitted by **5 September**. Please note that late proposals will not be accepted.

### Benefits of Joining the Impact Measurement Phase

- Learn more about AI's climate impact and build your and your team's capacity to assess your solution's climate impact free of charge.
- Join a cohort of AI-driven climate start-ups and learn from each other.
- Assess your solution's climate impact potential\* step by step and with the help of Climate KIC's impact experts free of charge.
- Either receive an impact claim or a validation report validated by a 3<sup>rd</sup> party free of charge.

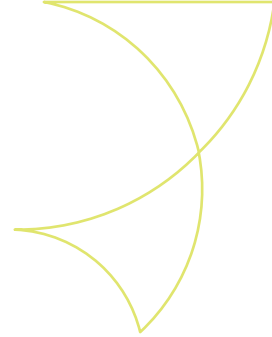
\*Start-ups that demonstrate a sufficient climate impact potential through completing the qualitative pre-assessment will be assigned to the Mitigation or Adaptation & Resilience track and either complete a comparative life cycle assessment resulting in a quantified potential to avoid GHG emissions or assess their Adaptation & Resilience potential following Climate KIC's Climate Causality Framework.

### Programme Timeline

Activity	Date	Workload
<b>Interactive Introduction Workshop</b>	23 September 2025	60-90 mins.
<b>Qualitative Pre-assessment</b>	By 30 September	15-20 mins.
<b>Thematic Workshops</b>	Mid-October	2 sessions of 120 mins. each
<b>1:1 Mentoring</b>	Mid- October to Mid-November	45 to 90 mins.
<b>Validation Process</b>	November	45 mins.
	<i>+ 4 to 8 hours to self-assess</i>	

### Use of Data

All applicants agree to accept Stichting Climate KIC International Foundation [Privacy Policy](#), [Cookie Policy](#) and [Ethical Standards for Contractual Counterparties](#), warrant and represent that they have the authority to agree and accept these on behalf of the named organisation. Personal data provided may be processed, including sharing with other organisations, by Stichting Climate KIC International Foundation and certain sensitive data elements will be visible to other partners or potential partners of Stichting Climate KIC



International Foundation. The named partner organisation or potential partner of Stichting Climate KIC International Foundation warrants and represents that in providing personal data in connection with the application, the data subjects have consented to the provision of this personal data and the processing of it by Stichting Climate KIC International Foundation in the manner indicated in accordance with our Privacy Policy, and that the partner organisation or potential partner of Stichting Climate KIC International Foundation provides the personal data in accordance with applicable law.

Personal data provided may be processed and shared with other organisations by Stichting Climate KIC International Foundation. The applicant warrants and represents that in providing personal data in connection with the application, the data subjects have consented to the provision of this personal data and the processing of it by Stichting Climate KIC International Foundation in the manner indicated in accordance with our Privacy Policy, and that the organisation provides the personal data in accordance with applicable law.

### Confidentiality

Stichting Climate KIC International Foundation will treat all applications confidentially, as well as any related information, data and documents received in accordance with Climate KIC's Privacy Policy or as otherwise indicated throughout the application form (i.e. organisation name, project title, summary description), subject to the Data section in this document.

