

# **EIT Community New European Bauhaus Call for Organisers: Ignite NEB event series**

Call Opens: Tuesday, 2<sup>nd</sup> May 2023

Deadline: Monday, 26<sup>th</sup> June 2023, 17:00 CEST



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## 1. Introduction to the EIT Strategic Synergies Cluster

The EIT Strategic Innovation Agenda (SIA) 2021-2027 sets the strategic direction, priorities and objectives of the European Institute of Innovation and Technology (EIT) and its Knowledge and Innovation Communities (EIT KICs). One specific objective in the new EIT SIA 2021-2027 is to establish and foster appropriate synergies and complementarities between EIT activities and other relevant Union, national and regional initiatives, instruments, and programmes. This will help ensure consistency with Union priorities and commitments, including the European Green Deal, the Recovery Plan for Europe, the European Strategy for data, the SME Strategy for a sustainable and digital Europe, and the New Industrial Strategy for Europe<sup>1</sup>.

To realise such ambitions, the EIT and the EIT KICs have established the Strategic Synergies Cluster of activities, to strengthen EU's innovation and entrepreneurial capacity and integrate into and engage with innovation ecosystems. By doing so, the EIT KICs aim at becoming real engines of impact and support the realisation of a carbon-neutral, digital, circular, and inclusive European society.

The EIT Strategic Synergies Cluster includes four key initiatives co-designed and co-created by the EIT KICs with their innovation ecosystems: [EIT Community Artificial Intelligence for Europe](#), [EIT Community New European Bauhaus](#), and [EIT Community Women Entrepreneurship](#).

The call for proposals below sits within EIT Community New European Bauhaus (see section 2 of this document for reference).

## 2. Context

### The New European Bauhaus

The [New European Bauhaus \(NEB\) initiative](#), initially announced by President Von der Leyen in her [State of the Union address](#) and launched by the Commission in early 2021, is an environmental, social and cultural initiative that is guided by three core values:

- **Sustainability:** from climate goals, to circularity, zero pollution, and biodiversity;
- **Aesthetics:** from design beyond functionality, to quality of experience, lifestyle and well-being;
- **Inclusion:** championing diversity, equality for all, accessibility, and affordability.

In addition, the following three key **principles** guide and integrate the development of the NEB dimensions:

- A **multilevel** engagement (from global to local);
- A **participatory** process;
- A **transdisciplinary** approach.

Based on the analysis of the inputs received during the co-design phase of NEB, the Commission identified the following four **thematic axes** that would follow during the implementation of the NEB:

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<sup>1</sup> Decision (EU) No 2021/820 of the European Parliament and of the Council of 20 May 2021 on the Strategic Agenda of the European Institute of Innovation and Technology (EIT) 2021-2027: Boosting the Innovation Talent and Capacity of Europe and repealing Decision No 1312/2013/EU, OJ L 189/3 of 28 May 2021, <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32021D0820&from=EN>



- **Reconnecting with nature;**
- **Regaining a sense of belonging;**
- **Prioritising the places and people that need it the most;**
- **The need for long-term, life cycle thinking in the industrial ecosystem.**

The EIT is ideally placed to support implementation of the NEB as it has created Europe's largest innovation ecosystem with over 2,000 partners (business, research, education, cities) cooperating in over 60 hubs across Europe, and is represented in all EU Member States and beyond. The EIT KICs cover climate, sustainable energy, digital, healthcare, food supply, urban mobility, manufacturing, raw materials, and more recently, culture and creative sectors and industries. All these are critical fields of engagement for the blending of social inclusion, quality of experience, and sustainability, envisioned by the NEB movement, as a means of making the Green Deal a human-centred experience that reaches hearts, minds, and homes.

### The EIT Community New European Bauhaus

The [EIT Community New European Bauhaus](#), hereafter referred to as EIT Community NEB, is led by EIT Climate-KIC with participation of EIT Digital, EIT Food, EIT Manufacturing and EIT Urban Mobility.

The mission aims to bridge the gap between science and technology on the one hand, and arts and culture on the other, promoting business through start-ups, ideation and education, as well as citizen education and engagement.

With that purpose, EIT Community NEB engages with European innovators to overcome fragmentations in the European innovation landscape, works together with universities and stakeholders in the identification of problems and ideation of solutions, and ensures civil society engagement in the NEB movement.

## 3. Strategic Focus of the Call

An important aspect of the work the EIT Community NEB does is to support social innovation to develop successful long-term solutions that match NEB values and the needs of the communities they sit. We want to support social change makers to turn their solutions into real businesses to deliver system change, produce new ways of living and empower and expand the vision of sustainability, inclusivity, and quality of experience.

The Ignite NEB events are an important part of bringing together and facilitating connections between business, creativity, design and ordinary citizens who are interested in making connections with others who want to transform their local community. The events will bring to life ideas and solutions related to NEB with the power to create sustainable, beautiful and just communities via entrepreneurship. They will as well celebrate the NEB movement and raise awareness and understanding of its core values, principles and approaches.

The aim of this call for proposals is to identify and work with four organising partners that will host Ignite NEB events. Such events will combine activities that focus on entrepreneurship and NEB celebration, using cultural and artistic elements to engage participants. Hence, we are looking for organising partners that:

- Hold a track-record in NEB compatible implementation and relations with the culture, artistic and creative industries and sectors.
- Have experience in convening workshops/sessions/events oriented to the development of ideas and solutions with a business and entrepreneurship mindset.



Ignite NEB events are two-day in-person events, preceded by online pre-events or pre-warming sessions. Ignite NEB events are to be held in selected locations within EU members<sup>2</sup> states or Horizon Europe Associated Countries<sup>3</sup>. Partners in RIS<sup>4</sup> countries will be positively considered.

The total budget associated with this call is EUR 90k. Each Ignite NEB event organising partner will receive EUR 22.500.

### 3.1 New European Bauhaus Challenges

The range of EIT Community NEB supported activities includes a list of challenges thematically arranged across four thematic axes and sub-themes. Applicants' proposals must address at least one of the NEB thematic axes indicating one sub-theme in the local ecosystem and with potential to scale-up.

Both thematic axes and sub-themes are explained in detail under Appendix 11.

### 3.2 What are Ignite NEB events?

The Ignite NEB events are unique experiences bringing to life entrepreneurship and experiences that draw on the NEB guiding values and principles. They aim to gather NEB experts, practitioners, entrepreneurs and stakeholders, helping to expand the EIT Community NEB.

Ignite NEB events have the following characteristics:

- **NEB thematic axis.** Ignite NEB events focus on one NEB thematic axis that is identified as pertinent to the location and defined/optimized according to local context.
- **Venue.** The Ignite NEB events are held at original non-standard venues or facilities embodying the NEB core values and serving as inspiration.
- **In-person meeting preceded by online sessions.** Ignite NEB events are two-day in person events, including prior online sessions.
  - o Pre-events aim at preparing the ChangeMakers for the NEB Ideation sessions to be held in-person. They need to include at least four sessions, which will be structured as follows: (i) general intro to NEB; (ii) identification of specific local NEB challenges according to the thematic axis chosen; (iii) team formation with attention to diversity in membership, and allocation of coaches to each team;

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<sup>2</sup> Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden.

<sup>3</sup> Albania, Armenia, Bosnia and Herzegovina, Faroe Islands, Georgia, Iceland, Israel, Kosovo, Moldova, Montenegro, North Macedonia, Norway, Serbia, Tunisia, Turkey and Ukraine.

<sup>4</sup> EU Member States: Bulgaria, Croatia, Czechia, Estonia, Greece, Spain, Italy, Cyprus, Latvia, Lithuania, Hungary, Malta, Poland, Portugal, Romania, Slovenia, Slovakia. Horizon Europe Associated Countries: Montenegro, North Macedonia, Serbia, Türkiye, Ukraine. Outermost Regions: Guadeloupe, French Guiana, Réunion, Martinique, Mayotte and Saint-Martin (France), the Azores and Madeira (Portugal), and the Canary Islands (Spain).



- (iv) preliminary exercises to form NEB ideas from conception to implementation in a business context.
- In-person events combine NEB ideation sessions and NEB celebration.
  - NEB Ideation sessions where teams will work with the support of their coaches throughout different sessions, which will include: (I) analysis of NEB thematic axis in the local context and identification by each team of a specific challenge; (II) brainstorming approaches to selected challenge using the NEB core values and principles; (III) defining and design of potential NEB solution; (IV) presenting the NEB solution to the jury.
  - NEB celebration includes a combination of unique artistic interventions, performances, games, dance etc. that will operate as both NEB celebration for participants and inspiration to NEB ChangeMakers specifically.
- **Coaches.** The Ignite NEB events count with the participation and support of NEB and business coaches. Such coaches will be identified and engaged by organising partners, and eventually allocated to the created ChangeMakers teams via a match-making exercise. Coaches will bring into the Ignite NEB events diverse expertise ranging from industry, research and development, and academia ([EIT Knowledge Triangle](#)).
- **Challenge owners.** Local stakeholders representing the public and private local context will participate and actively contribute to the NEB Ignite events (e.g., social representatives or groups, local authorities, business representatives, innovation and research centres, academia, cultural, artistic and creative representatives, etc.). Challenge owners may give key-note speeches or presentations at both the NEB celebrating and ideation parts of the events. At least one challenge owner, but desirably more, are expected to be part of the jury.
- **Jury.** A jury will be responsible for selecting the most promising solution proposed by one team of ChangeMakers at the NEB Ideation sessions. The jury will be integrated by diverse individuals representing NEB and entrepreneurship/business, challenge owners and local community leaders relevant to the NEB challenge selected for the event. The jury will also include EIT Community NEB representatives.
- **Winners.** Each Ignite NEB event will release one winner featuring the most promising NEB solution/idea presented and responding to the local challenge selected. The winner will be selected by the jury and awarded by the EIT Community NEB the Grow NEB Journey, a programme that supports winners to develop, prototype and test their solutions.

For reference, NEB Ideation is the process of forming NEB ideas from conception to implementation in a business setting. NEB Ideation is expressed in this case via graphical, written, or verbal methods, and arises from knowledge and experiences gain within the Ignite NEB events, but also influences, opinions, experiences, and personal convictions.

Ignite NEB events are addressed to several target audiences:

- **ChangeMakers** ready, willing, and able to contribute to societal change through innovative concepts for products or services. These participants will form teams and pitch their idea to the jury in the hope of gaining support by securing a spot in the Grow NEB programme.
- **Challenge-owners** who can provide a deep dive and insights into the local specificities and context around the NEB thematic axes the event is tackling.
- **General public** mainly joining the celebratory part of the event but also invited to contribute voices and perspectives underlining the local challenge the event works with.
- **Coaches** with NEB and business expertise supporting the teams from ChangeMakers from the pre-events sessions through the in-person NEB Ideation sessions.



The expected timeline for Ignite NEB events is (I) co-design the structure, content, target audience and flow of the event under monitoring of EIT Community NEB as from June 2023; and (II) implementation as from July and no later than October 2023. It is possible to build on existing programmes/activities and work on tie-ins with established cultural/social phenomena.

### 3.3 What is the Grow NEB Programme?

Each Ignite NEB event will express one winning team of ChangeMakers which will be further supported by the EIT Community NEB in the reinforcement of the business model for its solution; the prototyping of the solution; and the testing of the solution with potential consumers through the Grow NEB programme over the course of 2024.

Upon constituting into a legal entity, each winning team of ChangeMakers will receive a grant of 10k and the support of the EIT Community NEB to continue its EIT Community NEB Journey. The Grow NEB programme includes – but is not limited to – the following activities for each of the four winning teams of ChangeMakers:

- Assessment of business needs linked to the development of the solution ideated during the Ignite NEB events
- Matchmaking sessions with EIT Community NEB business mentors with relevant expertise
- Mentoring sessions (about 20h per team) with selected NEB business mentors to define and strengthen the business model for the solution
- Identification of suitable NEB MakerSpace to prototype the solution. NEB MakerSpaces are collaborative workspaces that provides access to tools, materials, and technologies to experiment and learn. These spaces typically offer a range of tools and equipment, such as 3D printers, laser cutters, electronics, and woodworking tools, as well as software and programming tools
- Implementation of a minimum of 3 prototyping sessions within the NEB MakerSpace of choice
- Implementation of sessions of testing of the solution with a minimum of 20 potential consumers.

At the end of the Grow NEB programme, the maturity of the solutions prototyped and tested by the four teams of ChangeMakers will be assessed by the EIT Community NEB. In case any of the solutions developed within the Grow NEB programme will be deemed suitable to continue the EIT Community NEB Journey, the relevant team(s) of ChangeMakers will be invited to submit an application to the 2023 edition of the EIT Community NEB start-up acceleration programme.

### 3.4 Who can become an organising partner and what are their tasks and responsibilities?

#### Ignite NEB event organising partners



This call is open to EIT KIC partners and non-partners<sup>5</sup>. Individual organizations and consortia are both welcome to apply. Consortia can be formed by a maximum of three organizations whose complementarity in their profiles and experience should be demonstrated in the application form. Both in the case of individual applicants and consortia, connections enabling reach of unusual audiences, NEB alignment and track record will be assessed, as well as demonstration of entrepreneurial mindset and capacity.

The range of potential organising partners encompasses both public and private entities, and includes but is not limited to foundations, associations, participation collectives, organizations, consultancies, business accelerators, universities, research centres, local and regional authorities, as well as bodies affiliated to them.

We are looking for organizers in locations within EU members states or Horizon Europe Associated Countries. Proposals from RIS countries will be positively considered.

At any time, beneficiaries will be required to avoid any conflict of interest (Appendix A) and comply with the principles of transparency, non-discrimination, equal treatment and sound financial management.

### Organising partners tasks and responsibilities

Selected organising partners will act with agency and ownership over the Ignite NEB event, in close collaboration with the EIT Community, and adhering to streamlining efforts to ensure a consistent and recognizable event series.

Organising partners will oversee the end-to-end delivery of both the NEB celebration/inspiration component of the event, and the business ideation element including the selection of the winning team to be further supported in the Grow NEB programme.

The EIT Community NEB relies on organising partners to promote the event and invite stakeholders to engage with the challenge, actively recruiting participants (ChangeMakers, challenge owners, general public and coaches) through the most effective mix of communication channels.

Finally, organising partners are to contribute extensive feedback and insight to further develop the Ignite NEB format for future iteration and delivery as part of their reporting expected in November 2023.

In particular, within their tasks and responsibilities Ignite NEB events organising partners are expected to<sup>6</sup>:

- Identify a NEB thematic axis operating as context for the event. The axis needs to be included in the title of the event and in all communication and dissemination efforts.
- Identify a suitable venue and hold both pre-warm-up sessions and an in-person two-day event.
- Identify, attract and engage, through the necessary event promotion, diverse audience with the broadest reach (please review to section 3.2 for more information on this)
- Facilitate the Ignite NEB event, involving moderation of the event including set-up, agenda and schedule, as well as ensuring simultaneously both the NEB cultural and business creation components. Interactions with the challenge owners, coaches, jury and teams, including participant check-in and event hosting.

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<sup>5</sup> Should any interest in signing a partnership agreement with one or multiple KICs arise after a fruitful collaboration between the EIT Community NEB and an organising partner that is still not an EIT KIC partner, the KIC(s) will share the relevant information about membership with the applicant requesting it.

<sup>6</sup> Please see section 3.2. above for detailed description of each of the tasks.





- Create of a jury with NEB stakeholders including NEB and entrepreneur/business experts, as well as relevant local individuals or representatives, including public authorities and culture. The jury will invite in as member of the panel two EIT Community NEB representatives.
- Ensure the event releases one winner among the participating teams of ChangeMakers to be further supported by the EIT Community NEB through the Grow NEB programme.
- Post-event: Contribute insights, communication materials such as videos, pictures, interviews etc., identify good practices and learnings resulting from the experience.

### 3.5 How to apply?

All applicants to the call are required to complete the application form attached. All applications must be submitted in English. The first step of drafting is the selection of one of the NEB thematic axes listed above. Applicants may indicate more than one NEB thematic axes but should specify the principal/main or preferred one. The EIT Community reserves the right to invite successful applicants to focus on the subsidiary NEB thematic axis to ensure global coverage of all four NEB thematic axes.

The application form will set out how the applying organization/consortium intends to address the objectives of the EIT Community NEB by designing and implementing an Ignite NEB event, aiming to tackle the challenge selected and promote the ideation of concepts for products and services to propose solutions to the challenge. The application needs to demonstrate (i) a solid understanding of the NEB core values and principles (including relevant experience to implement an inspiring and action-driven event in line with them), as well as (ii) strong track-record and expertise in entrepreneurship and business boosting.

The main outcomes expected are the following:

- Raising awareness of the NEB, promoting ownership, individual and collective implementation, as well as visibility and outreach.
- Designing and creating signature events which provide a lived experience of the NEB essence.
- Exploring and including new target audiences (e.g., artists, activists) with the drive to act on local challenges and build a business along the way.
- Scouting local challenges by being embedded in the context and involving challenge owners representing the social demand and mentoring solution teams.
- Enabling and fostering teams to develop viable business solutions in response to the local challenge.
- Selecting a winning solution and project team which gets admission to the Grow NEB programme awarded by the EIT Community NEB worth EUR 10.000.
- Contributing feedback and insight to further develop the Ignite NEB format for future iteration and delivery.

All applications are to be submitted via email to [igniteNEB@climate-kic.org](mailto:igniteNEB@climate-kic.org)



### 3.6 Confidentiality and Data Protection

The sole purpose of the collection of data is to verify the eligibility of the submitted applications to identify the best organising partners. Only for the purposes of the execution of the competition will participants provide their name, postal address, email address and telephone number ("personal data"). EIT Community will process the submitted material according to the European General Data Protection Regulation (GDPR).

Participants have the possibility to indicate that EIT Community may grant access to parts of the submission to trusted investors and partners.

**YOUR CONSENT TO THE USE OF PERSONAL DATA:** By submitting your application within this competition you consent that [EIT Climate-KIC](#) and [EIT Food](#) will collect, transfer, process, store and delete your data under above-mentioned conditions.

## 4. Funding

The total maximum EIT funding awarded to each selected Ignite NEB organising partner is EUR 22.500. Reimbursement of eligible costs follows Horizon Europe Rules for Participation<sup>7</sup>. The funding rate that applies to the selected projects is 100% up to EUR 22.500 for each project. However, co-funding provided by the partners is welcome. The grant will cover the costs actually incurred by the project activities as described in the aim and content section of this document.

EIT Community NEB will communicate to the successful applicants the details of their grant allocation. Note that, unlike for the 'standard' KAVA (KIC Added Value Activity) in this case:

1. There is no specific co-funding requirement. However, if a proposal has co-funding, it would be viewed positively. For example, wherein two proposals have the same scoring, prioritization will be given during the evaluation phase to the proposal with a co-funding contribution.
2. The EIT Community NEB intends to take an active role in the technical follow-up of the project; details to be agreed with the winning applicant.
3. All the funds awarded through this call must be fully spent by 31 December 2023.
4. All activities supported by this call must be fully completed by 31 December 2023.
5. The proposal selected through this call will need to follow the regular business plan reporting cycle and rules for EIT Climate-KIC.
6. The funding requested must be justified in relation to the planned activities as described in the application. All costs must be fully described and justified. The costs should be reasonable, justified and directly related to the call contents. Contracting must comply with EU public procurement rules.

## 5. Key Performance Indicators

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<sup>7</sup> Horizon Europe Regulation 2021/6954- <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:32021R0695>



As required by the EIT, the EIT Community NEB must achieve the Key Performance Indicator (KPI) listed below for the programme as a whole.

KPI Code and name	KPI description	Target
<p><b>EITHE08.1</b></p> <p>Participants in (non-degree) education and training</p>	<p>Successful participants in EIT professional development courses, online training courses and other education/training activity delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender. Only participant who successfully finished the programme can be counted. For this KPI, only those education and training activities that have clearly defined learning outcomes and carry out competency assessment method are applicable</p> <ul style="list-style-type: none"> <li>✓ List of successful participants in non-labelled education and training, incl. unique ID, names, contact details, gender, country of origin, education programme, start and complete dates.</li> </ul>	<p>50 per Ignite NEB event-200 in total</p>

Successful applicants will support the EIT Community NEB in striving to achieve these KPI, and are expected to submit within their report of activities both content and proof confirming EITHE0.8.1.

## 6. Review mechanism and decision-making

### 6.1 Stage 1 – Admissibility and eligibility

The proposals will be eligible if they pass the following admissibility and eligibility criteria:

- The applicant must be a private or public “legal entity”<sup>8</sup>.
- Applicants must be established in one of the Horizon Europe eligible countries<sup>9</sup>.
- Applications from organisations in RIS countries<sup>10</sup> are positively encouraged.
- Proposals with a total EIT funding above EUR 22.500 will not be considered.

<sup>8</sup> 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.

<sup>9</sup> For list of countries eligible for funding and eligible for participation, please refer to the Horizon Europe (HORIZON). Programme Guide – [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide\\_horizon\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide_horizon_en.pdf)

<sup>10</sup> <https://eit.europa.eu/our-activities/eit-regional-innovation-scheme>



- In the case of a consortium applying, the members must be independent organisations (there cannot be an affiliated link between them). One partner has to be presented as the Lead Partner.
- Proposals must clearly address and identify the mandatory EIT Core Key Performance Indicator (KPI), including the reference to the target value.
- Applicants must complete all sections of the attached Application Form, in English, respecting the page limit of each section and submit it before the submission deadline.
- The Application Form must clearly select one EIT Community NEB sub-theme to address from those listed in the Thematic Axes in Appendix 11 of this Call.

In case of missing or incorrect information linked to KPI and partner registration, applicants will be awarded three calendar days from the official communication for the completion of the application. If the applicants respond positively to this requirement and within the time limit, the proposals will proceed to the next step of the evaluation phase (see section 7.2 below). If the applicants fail to respond or respond after the deadline, the proposals will remain ineligible and will not be further processed. The Lead Partner of the consortium or Single Applicant will be informed accordingly. The Lead Partner of the consortium or Single Applicant of any proposal deemed inadmissible/ineligible who disputes the ineligibility decision, may appeal. This appeal must be made within five calendar days of the official notification of ineligibility (see section 7.4 below).

## 6.2 Stage 2 – Assessment and selection

Applications that comply with admissibility and eligibility criteria will move forward to the next step of the evaluation. A quality assessment to evaluate the extent to which the proposals fulfil the evaluation criteria will be carried out by the EIT Community NEB using the criteria listed below.

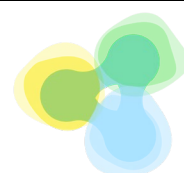
Each evaluation phase is integrated by different groups of criteria and sub-criteria that will be assessed according to the following scores from 0 to 5:

Score		Description
<b>0</b>	<b>None</b>	The information requested is missing or incomplete
<b>1</b>	<b>Very poor</b>	The information provided is considered irrelevant or inadequate, compared to the specific call provisions
<b>2</b>	<b>Poor</b>	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific call provisions
<b>3</b>	<b>Fair</b>	The overall information provided is adequate, however, some aspects are unclearly or insufficiently detailed, compared to the specific call provisions
<b>4</b>	<b>Good</b>	The information provided is adequate with sufficiently outlined details, compared to the specific call provisions
<b>5</b>	<b>Excellent</b>	The information provided is outstanding in its details, clarity, and coherence, compared to the specific call provisions



The proposals are evaluated and scored against the evaluation criteria listed below:

<b>Excellence and Innovative aspects of the proposal</b>	<b>Max. Score</b>
<b>Overall quality of application</b>	<b>10</b>
Are all requirements (i.e., NEB values and principles, as well as business creation potential) of the call addressed appropriately and in detail?	5
Does the proposal provide convincing evidence of how it will mobilise its target audience towards the ideation of business products and services tackling the selected sub-theme?	
Is the proposal coherent? Does the proposal define the timeline, location, communication, and dissemination plan of the proposed activity?	5
<b>Innovation potential</b>	<b>10</b>
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 of identifying challenges and co-creating potential business solutions?	5
<b>TOTAL</b>	<b>20</b>
<b>Impact: social, economic, financial, and general sustainability</b>	<b>Max. Score</b>
<b>Ambition of the proposal and contribution to the expected impact</b>	<b>10</b>
Does the proposal make a clear contribution to the chosen NEB thematic axis? Does the proposal have the potential to be implemented on a broader scale in other cities/locations? Is it replicable and scalable?	5
Does the proposal have a clear pathway to generating future businesses to be incubated in the Grow NEB programme?	5
<b>Effectiveness of the proposed measures to communicate the project and to exploit and disseminate the proposal results</b>	<b>5</b>
Does the proposal display appropriate measures for dissemination and communication in the local and/or regional context, including relevant target groups and stakeholders?	5
<b>TOTAL</b>	<b>15</b>



Implementation: planning and sound financial management	Max. Score
<b>Coherence and effectiveness of the workplan, including appropriateness of the allocation of budget, tasks, and resources</b>	<b>10</b>
Does the applicant have sufficient network and connections to deliver the project?	5
Does the applicant demonstrate business acumen and entrepreneurship capacities?	5
<b>Expertise and previous experience of the applicants</b>	<b>5</b>
Does the applicant have previous experience in leading and coordinating events and co-creation projects with the target groups involved?	5
<b>TOTAL</b>	<b>15</b>

Evaluation criteria	Max Score
<b>Excellence</b>	<b>20</b>
<b>Impact</b>	<b>15</b>
<b>Implementation</b>	<b>15</b>
<b>Overall total</b>	<b>50</b>

Only proposals ranked equal or over 30 points (threshold) will be pre-selected.

If two proposals have the same scoring, the geographical spread within the European Union and Horizon Europe Associated Countries the co-funding rate will be considered.

We reserve the right to work towards an even coverage of the sub-themes with successful applicants, which might result in alteration of the original priority sub-theme of the applicant.

All the applicants will receive an email notification from the EIT Community NEB with the evaluation results including (if applicable) a set of recommendations/conditions. The applicants of pre-selected proposals under conditions, will need to respond and update the proposals according to these recommendations/conditions within the given deadline (conditions clearing period). During the conditions clearing period, the applicants will be requested to sign and submit a Legal Package as part of the conditions.

Please refer to the specified time frame of this call as explained in Section 7 below.

If the applicant fails to comply with the provided recommendations/conditions or does not respond by the deadline, the EIT Community NEB reserves the right to withdraw the conditional notification. In such a case, the next project proposal on the ranking list will be contacted.

### 6.3 Successful applications

Successful candidates will receive the support outlined in section 4 of this file. The KICs will provide support, monitoring and evaluation for the duration of the programme.

All activities funded by the EIT Community NEB **must follow branding guidelines** and obligations. Communication activities, infrastructure, and equipment of major results funded by the grant must display the special logo of the EIT Community NEB with the following text:

- “EIT Community New European Bauhaus [project name] is funded by the European Institute of Innovation and Technology (EIT), a body of the European Union”,

Related communication materials must include the official logo of both: NEB and EIT Community NEB.

All beneficiaries funded by the EIT Community NEB must respect the following conditions:

- Avoid any conflict of interest and comply with the principles of transparency, non-discrimination and sound financial management.
- Comply with the IPR rules (Appendix B) and the communication, dissemination and visibility rules (Appendix C).
- Agree to systematic monitoring and review of supported activities by the KICs.

The event should be branded in all communication and dissemination effort as:

- Title: “Ignite NEB event (Name of location)”
- Tagline: name of the NEB thematic axis

### 6.4 Appeal and complaints

Applicants who submit a proposal deemed inadmissible/ineligible who disputes the ineligibility decision, may appeal the decision by writing to [igniteNEB@climate-kic.org](mailto:igniteNEB@climate-kic.org). In addition, upon receipt of the evaluation results, if a proposal is rejected, an applicant who disagrees with the decision may lodge an appeal, where an evaluation comment clearly contradicts the information provided in the project proposal. The appeal procedure is not intended to call into question the judgement made by the experts evaluating the proposal.

The appeal can be lodged against the outcomes of the admissibility and eligibility check or the evaluation on the following grounds **only**:

- Process errors by the EIT Community NEB,
- Technical problems beyond the applicant’s control,
- Obvious human/mechanical errors by EIT Community NEB,
- Factual errors during the evaluation process.

**Appeals cannot be made based on other grounds than those indicated above.**

Requests for redress against the outcomes of the admissibility and eligibility check or the evaluation should be raised within five calendar days of the official notification of ineligibility by the EIT Community NEB or after receipt of the evaluation results by the EIT Community NEB and should be sent via email.



Requests must:

- Be related to the admissibility and eligibility check and/or to the evaluation process,
- Be lodged exclusively in relation to the grounds indicated above, including a clear description of the grounds for the complaint,
- Be received within the time limit specified above. Late appeals will not be considered,
- An initial reply will be sent to complainants no later than two weeks after the deadline for redress requests. This initial reply will indicate when a definitive reply will be provided,
- If there is clear evidence of a shortcoming that could have affected the funding decision, all or part of the proposal may be re-evaluated,
- If there is no clear evidence of a shortcoming, the proposal will not be re-evaluated, and the applicants will be notified that their appeal has been rejected via email without justification.

## 7. Call Calendar

**Opening call:** 2<sup>nd</sup> May 2023

**Closing call:** 26<sup>th</sup> June 2023 17:00 CEST

**Eligibility, admissibility check and due diligence:** 27<sup>th</sup> June – 7<sup>th</sup> July 2023

**Communication of results to applicants via email:** 10<sup>th</sup> July 2023

**Signing contract:** week of 10<sup>th</sup> July 2023

**Start of project:** 15<sup>th</sup> July 2023

For more information and updates please contact coordinator Ilona Puskas at [Ilona.Puskas@climate-kic.org](mailto:Ilona.Puskas@climate-kic.org)





## 8. Appendix A

### CONFLICT OF INTEREST

The beneficiaries must take all measures to prevent any situation where the impartial and objective implementation of the Agreement could be compromised for reasons involving family, emotional life, political or national affinity, economic interest or any other direct or indirect interest ('conflict of interests').

They must formally notify the granting authority without delay of any situation constituting or likely to lead to a conflict of interests and immediately take all the necessary steps to rectify this situation.

The granting authority may verify that the measures taken are appropriate and may require additional measures to be taken by a specified deadline.

### 8.1 Consequences of non-compliance

If a beneficiary breach any of its obligations under this Appendix, the grant may be reduced.

## 9. Appendix B

### INTELLECTUAL PROPERTY RIGHTS (IPR) — BACKGROUND AND RESULTS — ACCESS RIGHTS AND RIGHTS OF USE

### 9.1 Background and access rights to background

'Background' means any data, know-how or information — whatever its form or nature (tangible or intangible), including any rights such as intellectual property rights — that is:

- held by the beneficiaries before they acceded to the Agreement, and
- needed to implement the action or exploit the results.

If background is subject to rights of a third party, the beneficiary concerned must ensure that it is able to comply with its obligations under the Agreement.

### 9.2 Ownership of results

The granting authority does not obtain ownership of the results produced under the action.

'Results' means any tangible or intangible effect of the action, such as data, know-how or information, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights.



### 9.3 Rights of use of the granting authority on materials, documents and information received for policy, information, communication, dissemination and publicity purposes

The granting authority has the right to use non-sensitive information relating to the action and materials and documents received from the beneficiaries (notably summaries for publication, deliverables, as well as any other material, such as pictures or audio-visual material, in paper or electronic form) for policy information, communication, dissemination and publicity purposes — during the action or afterwards.

The right to use the beneficiaries' materials, documents and information is granted in the form of a royalty-free, non-exclusive and irrevocable licence, which includes the following rights:

(i) **use for its own purposes** (in particular, making them available to persons working for the granting authority or any other EU service (including institutions, bodies, offices, agencies, etc.) or EU Member State institution or body; copying or reproducing them in whole or in part, in unlimited numbers; and communication through press information services)

(ii) **distribution to the public** (in particular, publication as hard copies and in electronic or digital format, publication on the internet, as a downloadable or non-downloadable file, broadcasting by any channel, public display or presentation, communicating through press information services, or inclusion in widely accessible databases or indexes)

(iii) **editing or redrafting** (including shortening, summarising, inserting other elements (e.g. meta-data, legends, other graphic, visual, audio or text elements), extracting parts (e.g. audio or video files), dividing into parts, use in a compilation)

(iv) **translation**

(v) **storage** in paper, electronic or other form

(vi) **archiving**, in line with applicable document-management rules

(vii) **processing**, analysing, aggregating the materials, documents and information received and **producing derivative works**.

The rights of use are granted for the whole duration of the industrial or intellectual property rights concerned.

If materials or documents are subject to moral rights or third-party rights (including intellectual property rights or rights of natural persons on their image and voice), the beneficiaries must ensure that they comply with their obligations under this Agreement (in particular, by obtaining the necessary licences and authorisations from the rights holders concerned).

Where applicable, the granting authority will insert the following information:

“© – [year] – [name of the copyright owner]. All rights reserved. Licensed to the [name of granting authority] under conditions.”



## 9.4 Consequences of non-compliance

If a beneficiary breach any of its obligations under this Appendix, the grant may be reduced.

## 10. Appendix C

### COMMUNICATION, DISSEMINATION AND VISIBILITY

#### 10.1 Communication — Dissemination — Promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public).

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

#### 10.2 Visibility — European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight EU support.

When displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

#### 10.3 Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information.

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”



## 10.4 Specific communication, dissemination and visibility rules

If a beneficiary breach any of its obligations under this Article, the grant may be reduced.

## 11. Appendix D

### THEMATIC AXES AND SUB-THEMES

#### 11.1 Thematic Axis 1 – Reconnecting with nature

The NEB movement aims to create greater opportunities for contact with green public spaces that translate into better health indices for the population and reduce income-related health inequalities. Nature-based solutions in cities can help address floodings and other extreme weather events while making the built environment more attractive. Climate action can improve air, water and soil quality and overall living conditions. The COVID-19 pandemic has underlined the direct link between nature protection and citizen's physical and mental health. There is a need to go beyond a human-centred to a life-centred perspective, seeking inspiration from nature and learning from it.

- Sub-theme 1.1 – Products and services (including early ideas or sketches) enhancing nature-based solutions, promoting green public spaces, and supporting urban greening.
- Sub-theme 1.2 – Business models for the co-design and co-stewardship of green spaces and nature-based solutions through public-private partnerships and citizen participation.
- Sub-theme 1.3 – Business models supporting education activities on nature-based solutions, access to and increasing green spaces, as well as their collective stewardship.

#### 11.2 Thematic Axis 2 – Regaining a sense of belonging

The NEB movement is about collective and private experiences. Building bridges between people implies encouraging intergenerational solidarity, developing links between education and the arts in local environments, improving common spaces and places to meet.

- Sub-theme 2.1 – Products and services (including early ideas or sketches) responding to citizens' real needs in urban and regional spaces, as well as improving accessibility and quality of experience of citizens in their daily lives, i.e., leisure, working spaces, moving around and commuting etc.
- Sub-theme 2.2 – Business models for the co-design of public realm and commons with civil society and other stakeholders to favour diversity while strengthening inclusivity and equality/equity, as well as to promote co-ownership of public and private spaces.
- Sub-theme 2.3 – Business models supporting education programmes to highlight the relationship between sustainability and resilience, as well as activities promoting interaction and collaboration between different social groups around urban and rural spaces, and heritage focused on nature conservation and culture.

#### 11.3 Thematic Axis 3 – Prioritising the places and people that need it most

The NEB movement promotes the inclusion of all citizens living in Europe, including places that are often left behind or not as prominently thought about. Beautiful and sustainable solutions must be affordable and accessible for all. This is particularly important when it comes to addressing the situations of groups and individuals, such as



those at risk of exclusion, poverty or experiencing homelessness. For example, disadvantaged groups are at greater risk of energy poverty and air pollution and have less access to public transport therefore pursuing a 'design for all approach' to remove particular barriers needs to be tailored to specific group's needs.

The NEB clearly goes beyond large city centres and encompasses places in all of their diversity, including small villages, rural areas, shrinking cities, degenerated city districts and de-industrialised areas. This calls for territorial development avoiding spatial segregation of social groups to create a sense of togetherness.

- Sub-theme 3.1 – Products and services (including early ideas or sketches) delivering both online and offline (in person) support, as well as public and private realm infrastructure and facilities with a focus on specific vulnerable populations, e.g., elderly, children, ethnic minorities, marginalized groups etc.
- Sub-theme 3.2 – Business models supporting multi-stakeholder engagement enhancing urban regeneration in less favoured areas, including most polluted zones, degraded or dangerous neighbourhoods, remote areas with poor communication/infrastructure, and districts with limited services.
- Sub-theme 3.3 – Business models for the development and implementation of social interventions encouraging cultural understanding and connection between different social groups that otherwise would not interact. Activities enhancing the experience of belonging through shared orientation towards nature protection, sustainability, and resilience.

#### 11.4 Thematic Axis 4 – Fostering long-term, life-cycle and integrated thinking in the industrial ecosystem

The NEB movement promotes an economy based on circularity to tackle unsustainable use of resources and waste, including uses for obsolete buildings or infrastructures. Addressing these challenges concerns the entire industrial ecosystem, from production to delivery and consumption, with a circular economy mind-set. Recovered and renewable materials should be better recognised by all relevant disciplines and become part of design paradigms. The use of sustainably produced and procured nature-based building materials, such as wood, bamboo, straw, cork, or stone should be improved. New production technologies should help reduce the carbon footprint of steel or cement, recycle otherwise wasted textiles and accelerate the green transition of energy intensive industries. New business models, bioeconomy, social economy approaches and Design for Sustainability can support the transformation of sectors such as textiles, tourism, waste management or energy production. The digital transition will play a systemic role in the development and implementation of the NEB.

- Sub-theme 4.1 – Products and services (including early ideas or sketches) promoting long-term use and thinking, and reduce by design; also, maintenance, reusing, refurbishing, remanufacturing re-purpose and recycling of resources and waste, including digital and monitoring tools, as well as improvement of current state-of-the-art manufactured products or industrial manufacturing processes.
- Sub-theme 4.2 – Business models for Public and multi-stakeholder engagement fostering circular economy actions, namely with regards to resources, waste, product life extension and second life of products, and more efficient management of sources. Activities are to target unsustainable mind-sets or behaviours in specific social groups to maximize the potential impact. Sub-theme 4.3 – Business models supporting education activities on circular economy aiming at changing individual and group behaviours that perpetuate an unsustainable use of resources and/or waste management, e.g., energy, water, food, plastic.