



accting

AdvanCing behavioural
Change Through
an INclusive Green deal

GUIDELINES: CALL FOR PILOT ACTIONS

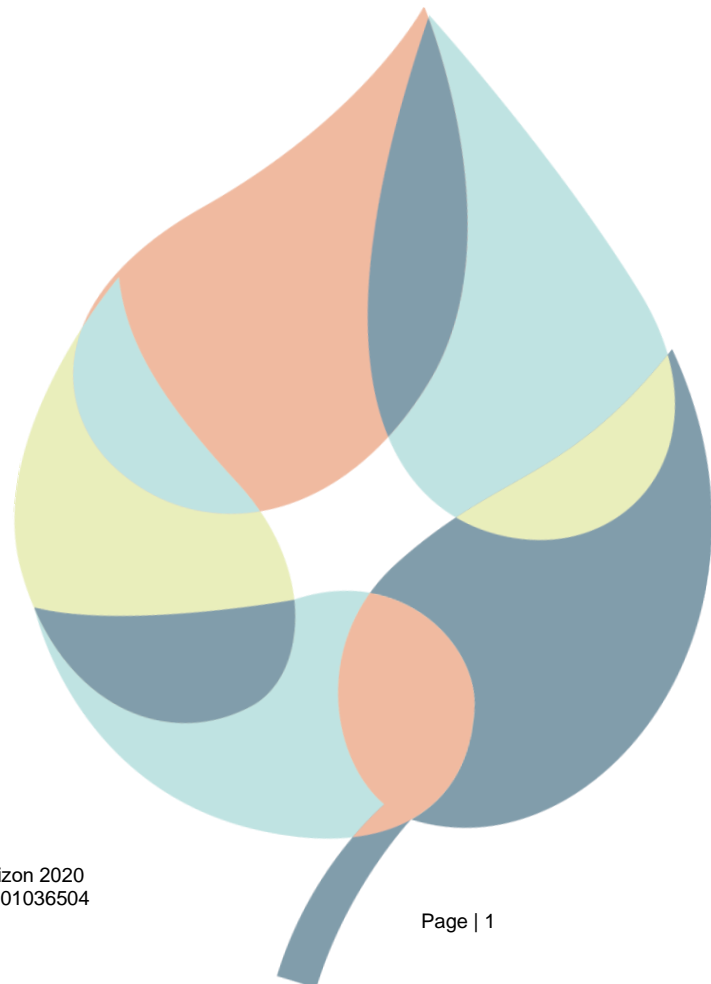
ACCTING Consortium

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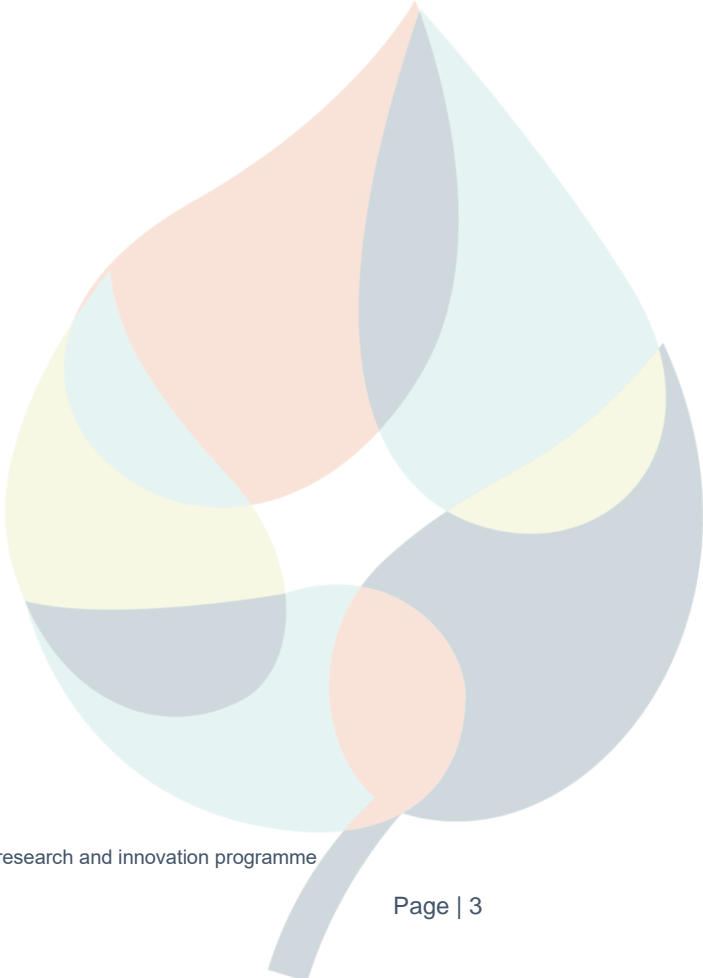
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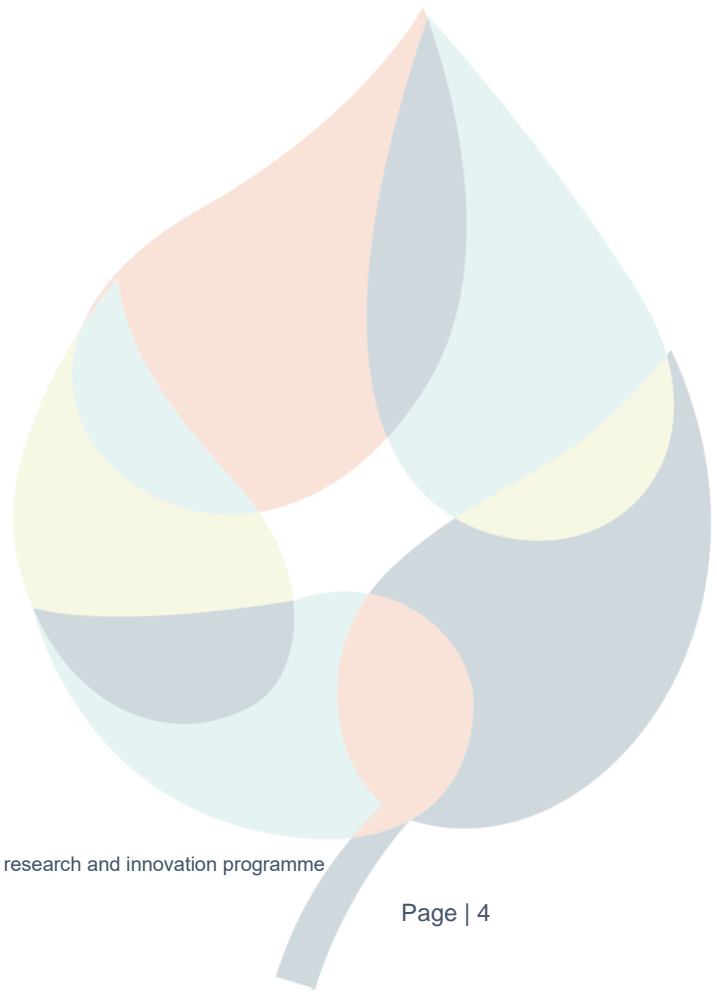
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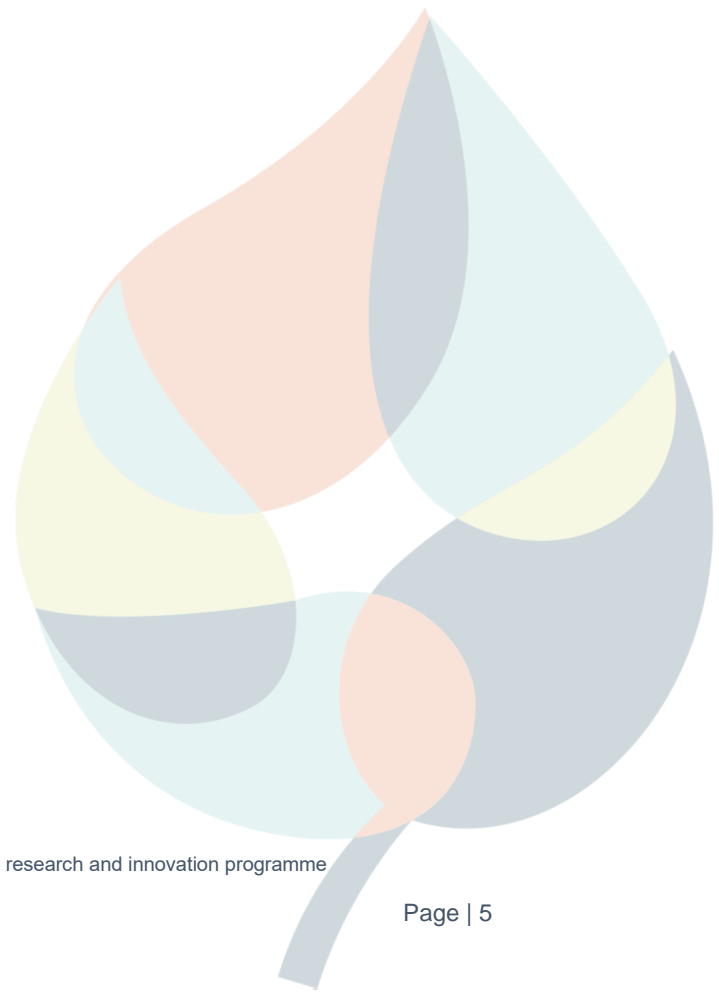


Introduction

The document is divided into two parts: Part 1 are the general Terms of Reference (ToR) relevant for all applicants. Part 2 is the collection of the Pilot Action technical specifications (specs). Applicants only need to fulfil the specs requirements of the Pilot Action they are applying for. Where the specs of Pilot Actions in Part 2 differ from the Terms of Reference stated here, the specs take precedence (since they are more specific).



Part 1: TERMS OF REFERENCE



1 What are the ACCTING Pilot Actions about?

What is the objective of the call?

ACCTING is a HORIZON 2020 funded project aiming to understand the impact of Green Deal policies on vulnerable groups, prevent inequalities, and produce knowledge and innovations to advance behavioural change at individual and collective levels for an inclusive and equal European Green Deal.

The objective of this call is to launch pilot actions to prototype and test promising approaches to address behavioural change, which have emerged during the **ACCTING project**. The implementation of the pilot actions will inform ACCTING on how to improve [European Green Deal](#) policies, anticipating behaviour and avoiding increases in inequalities.¹

The call herewith seeks to launch *Pilot Actions* that make the ACCTING results more visible and concrete, and allow the authors to demonstrate their potential impact, while at the same time engaging policy makers and civil society organisations in real-world implementation and testing of ACCTING results.

The objective of this call is to award 10 applications for the implementation of 10 Pilot Actions (the entire technical specification for each Pilot Action is in Part 2 of this document)

- 1. Next time better and more inclusive.** The main aim is to co-create a scenario for handling a disaster. This would be done as a pilot project in a region that recently faced a sudden disaster, using a bottom-up approach, involving all stakeholders including citizens. The underlying principle is the co-creation of scenarios for the future to inform and trigger a behavioural change in actors from local communities as well as from authorities. The aim is reducing the risk of similar disasters in the future as well as improving disaster preparedness.
- 2. Wild Eyes – Biodiversity crisis knowledge.** The main aim is to start a citizen science engagement and awareness campaign to activate and encourage participants for collecting evidence of biodiversity change and preparing fact-based solutions that are positive to biodiversity, the inclusion of vulnerable groups is expected.
- 3. Awards for inclusive energy communities.** The primary objective of the awards for inclusive energy communities is to provide a valuable platform for energy communities to exchange their experiences and knowledge, fostering collaboration and learning among them. By recognising and celebrating inclusive and innovative approaches, these awards aim to inspire energy communities to adopt similar practices and

¹ The European Green Deal is a package of policy initiatives, which aims to set the EU on the path to a green transition, with the ultimate goal of reaching climate neutrality by 2050. It supports the transformation of the EU into a fair and prosperous society with a modern and competitive economy.

principles. Furthermore, the awards serve as a means to showcase and amplify the successes of best-practice energy communities, gaining media attention and serving as role models for other initiatives in the field. Through this collective sharing of experiences and recognition, the awards contribute to the growth and development of inclusive energy communities, ultimately advancing the transition to a more sustainable and equitable energy future.

- 4. Hands-on small-scale support for vulnerable micro-entrepreneurs.** The pilot action is intended to encourage vulnerable micro-entrepreneurs to make their businesses environmentally conscious and support them in achieving environmental sustainability through (i) dissemination and raising awareness actions, (ii) vocational training, (iii) tailored assistance, (iv) the connection with other businesses to share competences and practices, and (v) the recognition/reward of successful participants.
- 5. GardenBnB.** This call for a pilot project proposes the constitution of a network of urban/community garden actors and the setting up of an exchange platform to facilitate this, based on existing digital tools. The aim is to improve visibility, access, connections and practices in the field of sustainable and inclusive urban agriculture, involving vulnerable groups, existing and new actors, while creating and developing a shared repository of knowledge.
- 6. F.E.T. (Food Everywhere Toolkit).** The Food Everywhere Toolkit is about shaping the food choices of future generations by making healthy and sustainable food available everywhere in schools. The main objective of this pilot action is to develop a set of tools and resources to inspire, motivate and assist all relevant stakeholders in schools to launch initiatives in which healthy and sustainable food is available everywhere in the school and becomes part of its DNA. Expected outcomes include creating processes with which alliances are formed between schools and small –scale sustainable farmers to take part in the initiative as well as scaling up the initiative by disseminating activities.
- 7. Green to school: sustainable commutes.** Sustainable commutes is about encouraging civil society organisations, schools and parents to make the school journey more sustainable. The main objective is to increase the uptake of sustainable mobility options in peripheral school context. This is done by encouraging a civil society organisation to work with school(s) to develop and test concept idea(s) to initiate a process of change amongst its pupils and families. One of the expected outcomes is the development and implementing of one or several concept idea(s) to increase the uptake of sustainable mobility in a peripheral school context.
- 8. Wheels for Justice.** Wheels for Justice is about cycling and how it can contribute to improving mobility, health and general well-being for all, with a focus on vulnerable groups. The main objective of this pilot action is to support the connection between cycling activism and social justice struggles by identifying creative ways to expand the reach and impact of cycling and make it more accessible and inclusive. Expected outcomes include celebrating and disseminating successful experiments in inclusive cycling, as well as promoting advocacy actions to address the obstacles identified along the way.
- 9. Series-V: Kickstarting Volunteering.** The pilot action is about creating a platform that connects individuals and organisations who have projects and ideas for efforts to

advance socio-ecological transformation with volunteers who are ready to contribute to those efforts. The voluntary contributions can be through time commitment and provision of any kind of resources (e.g., expertise, tools, money). The main objective is to facilitate and activate volunteering efforts and behaviour change especially among people from vulnerable groups, to ensure that everyone has a chance to contribute to society. The expected outcome is a space where individuals can come together and create a community of volunteers and volunteerism, to establish more resilient and transformative versions of the future.

10. Cultivating Changemakers: Youth Empowerment through activism. This pilot action aims to engage adolescents between the ages of 14 to 17 in activism related to Green Deal issues. Recognising the challenges of inspiring behavioural change within the formal school system, this action emphasises on the importance of relatable role models, peer influence and structured frameworks in encouraging youth activism. By collaborating with schools and offering internships with NGOs, this action seeks to provide adolescents with valuable experiences, personal growth and opportunities as well as a platform to contribute to sustainable choices, social justice and a healthier lifestyle. Through this approach, the project aims to empower young people as catalysts for positive change contributing to a more sustainable society.

Why run and participate in an ACCTING pilot project?

- Contribute to the implementation of an inclusive and socially just European Green Deal
- Create and strengthen relationships with your community and local institutions
- Benefit from learning outcomes that can be adopted as part of your or your local stakeholders' own processes
- Become part of a movement. Together with others across Europe, collectively act to address real social and environmental issues, and concerns

When should the pilot projects start and for how long should the implementation last?

- Pilots' actions can have a duration up to 12 months
- Estimated start of implementation of Pilot Action is the 1st of December 2023.



What is the available budget and how many projects will be funded?

- In total a minimum of **10 Pilot Actions** will be selected.
- Each one of the pilot actions number 1-9 will receive a budget in the range of between **20,000 - 32,000 euros**. Pilot Action number 10 will receive a budget between 12,000 – 16,000 Euros. (Please refer to the Technical Specification of Pilot Action 10 in Part 2).
- Applications will require a budgetary breakdown. Demonstrable ability to achieve the pilot requirements with a smaller budget will be an advantage, as this will allow for the funding of more pilots.
- Each pilot project will be required to attend a **one-day workshop** on participatory evaluation at the beginning of the pilot project, in person at **Rome**. The relevant cost should be included in the pilot project's budget.

In what language should the pilot actions be implemented?

The pilot actions themselves can be run in any language, but reporting and interactions with other pilots will need to be conducted in English. The applicant's main contact person is required to have at least level B1 command of English.

What are the eligibility criteria?*

*Please note that all such criteria are in addition to the technical specifications (specs) stipulated for each specific pilot action stated in part 2. Where the specs of Pilot Actions in Part 2 differ from the Terms of Reference stated here, the specs take precedence (since they are more specific).

Geographic eligibility:

Applicants must be located in the European Union or one of the [HORIZON EUROPE Associated Countries](#)

Thematic eligibility:

- Application needs to be made to one of the ten attached thematic technical specifications, that are the detailed descriptions of each of the 10 Pilot Actions.

- Given the specific nature of these actions, it is unlikely that a single organisation will be successful in applying for multiple technical specifications. Accordingly, it is strongly recommended not to submit multiple applications

Organisation type:

The applicants should be either:

- Local or regional authorities (including municipalities, cities, towns, villages and their local municipally owned companies and agencies);
- Not-for-profit organisations (e.g., NGOs, civil society organisations, associations etc); or
- Collective representation bodies (i.e. business associations, trade unions etc)
- Additionally, refer to the "who can apply" heading pertaining to each pilot action (Part 2 of this document), which may contain additional guidance specific to the pilot action in question

Note that if more than one organisation is involved in a Pilot Project proposal, one organisation / legal entity will have to submit the application on behalf of all the participants and will have the legal responsibility to sign the relevant contract and interact with the ACCTING project for reporting, monitoring and evaluation purposes. This organisation/ legal entity will receive the grant finance on behalf of all the involved participants.

What do you commit to?

Work description expectations:

- All projects will have to submit a **final narrative report**, including annexes, on the implementation of the pilot action within 30 days after the end of the pilot.
- A midway progress report will also be submitted at the end of Month 6. Reporting templates will be provided.
- Pilots are expected to comply with the **different required outcomes specified** by each pilot call (see technical specifications in Part 2 for further detail). Reporting procedures will focus on these expectations.
- Pilots are contracted under the conditions stipulated by the funder, and EU bodies may therefore conduct checks, reviews, audits and investigations, as well as evaluations on the impact of the pilots. The pilots are also subject to obligations on
 - a) compliance with ethical and research integrity principles,
 - b) avoiding conflicts of interest,
 - c) maintaining confidentiality of information,

- d) promoting the action and providing visibility of EU funding,
- e) liability for damages.

Note that point a) includes an obligation to provide ESF with copies of any ethics approvals required under law and prior to the activities requiring them.

Applicants can confirm the full stipulations of articles 13, 22, 23, 34, 35, 36, 38 and 46 with their elucidations from:

https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amqa/h2020-amqa_en.pdf

Obligations towards pilot project monitoring and evaluation:

- To be available for consultations with the evaluation team to provide input for the evaluation framework .
- To participate in a **one-day workshop** on participatory evaluation at the beginning of the pilot project (Month 1), in person at **Rome**.
- To participate in an **online 2-hours** session that will provide training on the impact evaluation process, after the beginning of the project (Month 2).
- To participate in online monitoring and **evaluation sessions every 3 months** during the pilot project implementation (meetings are in average 1,5 hours). One of these online sessions will be replaced by an **onsite visit** by the monitoring and evaluation team.
- To provide the evaluation team with access to beneficiaries of the Pilot Action, for contacting impact evaluation interviews

2 Application process

When to apply?

The present Call for applications will stay open from 07 July 2023 until 8 September 2023, at 23.59 CEST. Applicants can submit their proposal at any time within this timeframe. The assessment and evaluation of applications will take approximately 1.5 month following the call deadline.

How to apply?

Applicants need to carefully read this document (Guidelines for Pilot Actions: Part 1 and Part 2) and write their application following the given template and instructions:

- The application form template is found on the ACCTING website at <https://accting.eu/pilot-actions/>.
- The completed application should **not exceed 10 pages** and needs to respect the layout as requested in the template (font type, font size, etc.).
- The written application needs to be **saved in PDF format**, and **renamed** following this format:

Pilot-action-number_Name-of-Organisation.pdf

(e.g. Pilot1_ICLEI-Europe.pdf).

- The final PDF must be sent through the **submission form on the ACCTING website** at <https://accting.eu/pilot-actions/>.
- In case one organisation wishes to apply for multiple Pilot Actions, they must complete 1 application form for each Pilot Action of their interest and submit them separately.

What are the Evaluation Criteria?

Applications will be evaluated according to the following criteria:

Evaluation Criteria	Score
Relevance	
1. Alignment of the application with the objectives of the ACCTING project	0-5
2. Alignment of the specific application with the objectives of the proposed Pilot project	0-10
3. Relevance for vulnerable group(s), including level of engagement of these group(s) in the proposed Pilot activities	0-10
Quality	
4. Experience of the applicant organization and the proposed team	0-10
5. Quality of the workplan	0-10
6. Feasibility and effectiveness of the proposed activities	0-5

Impact	
7. Sustainability of the Pilot’s results beyond the end of the project.	0-10
8. Scalability of the project results and potential for replicability beyond the proposing organization	0-10
9. Proposed communication and outreach activities	0-10
Total evaluation score	0-80

To be further considered a proposal must score the following minimum scores per evaluation criteria category: Relevance 15; Quality 15; Impact: 20.

Additional considerations:

Please note that, in addition to the evaluation criteria above, the Selection Panel will take into account the following considerations:

- Intersectional/Gender+ approach. Applications which can demonstrate awareness of, and consistency with, this approach will be considered favourably. [Read here about the Gender+ approach.](#)
- Multiplier potential
- Geographical balance of the 10 selected Pilots
- A balanced distribution between the targeted vulnerable groups of the 10 selected Pilots

Please also note that the selection of the Pilots may involve an online interview of the 2-3 top scoring applications.

Applicants will be informed with the results by November 2023 via email.

3 What is the legal and financial set-up of the Grant Agreements

Winning applications will be contracted directly by the European Science Foundation (ESF), the co-ordinator of the ACCTING project. They will be asked to sign a VAT exempted Partnership Agreement with the ESF.

4 What are the payment arrangements?

Payment will be made in three tranches of equal size:

- The first at the start of the project, upon conclusion of the contract.
- The second after receipt and approval of the midway progress report; and
- The final payment after receipt and approval of the final report

The approval of the reports is an essential and fundamental condition for the grant payments. In cases where the grantee cannot rectify a report and the non-approval is definite, the preceding payments must also be paid back to the ESF in full.

5 What are the communication obligations?

Awarded Pilot Actions are expected to use a disclaimer acknowledging the ACCTING project and EU funding (a disclaimer and logo will be provided).

6 Data and privacy policy

ICLEI data privacy policy:

ICLEI Europe will handle all applications confidentially. They will only be shared with the partners of the ACCTING consortium. Submitted applications will be stored until the end of the ACCTING project²

ICLEI Europe data protection policy is stored here: <https://iclei-europe.org/data-protection/>.

Applicants confirm to understand ICLEI Europe data protection policy by submitting the application.

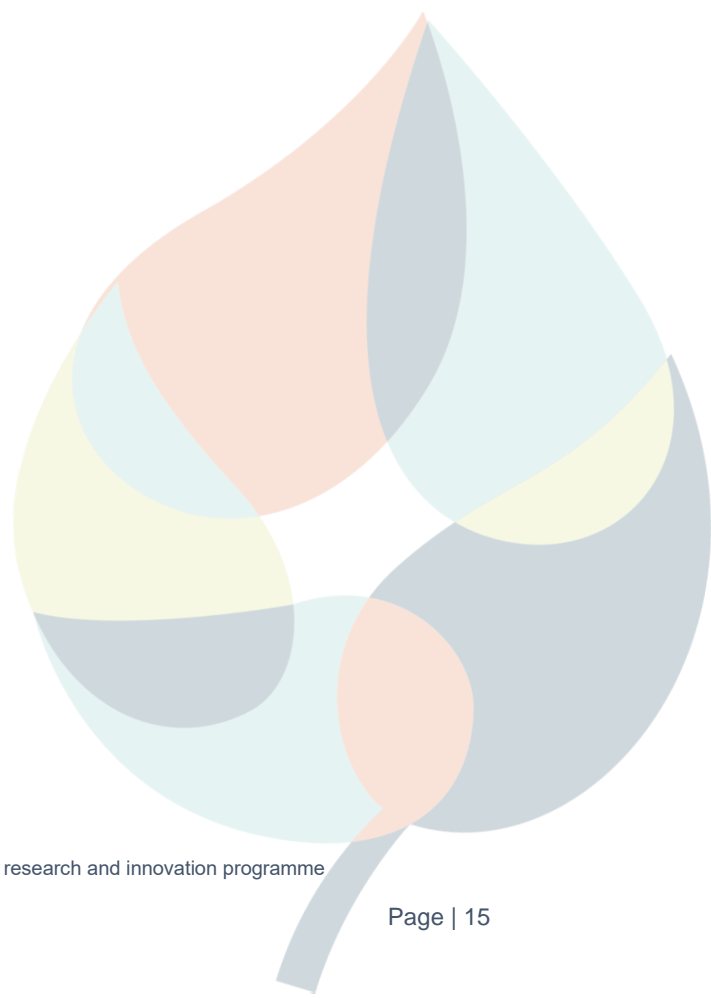
² The privacy policy related to the applications for this “Call for Pilot Actions” can also be viewed at the following link: <https://accting.eu/pilot-actions/pilot-applications-privacy-policy/> .

7 Who should I contact?

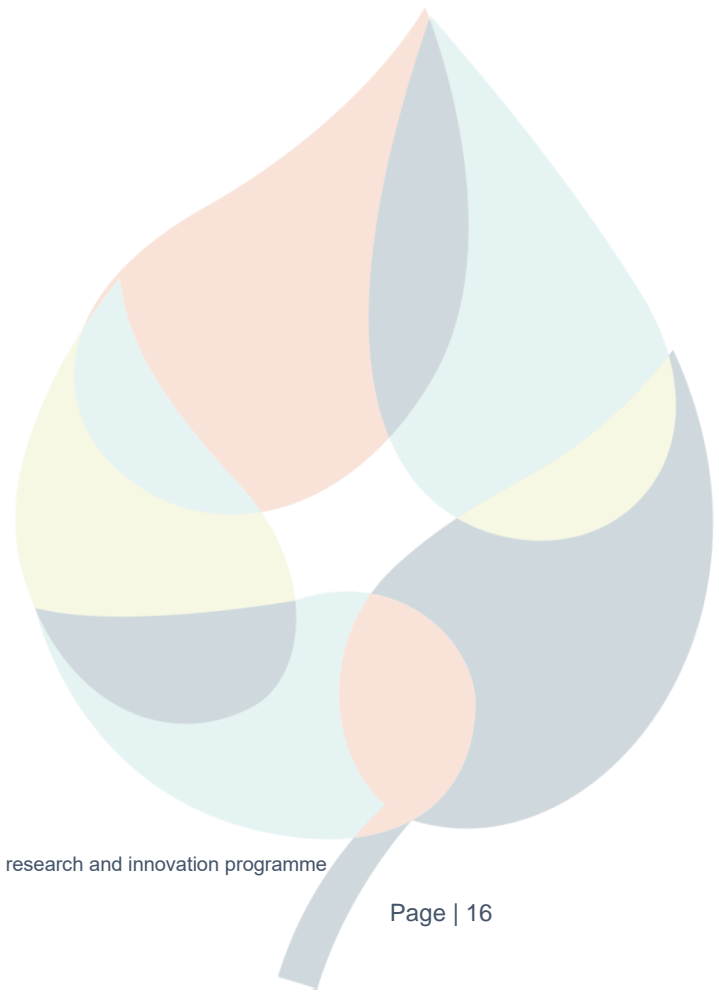
ICLEI Europe is in charge of administering the Pilot Actions application and selection process. For questions, contact the following address: accting-europe@iclei.org

8 Timeline summary

What	When
Call opens for all 10 Pilot Actions	7th July 2023
Call closes for Pilot Actions	8th September 2023
Potential interviews shortlisted candidates	16th – 25th October 2023
Communications results (the results of the pilot actions might be communicated at different times)	By end October 2023



PART 2: TECHNICAL SPECIFICATIONS



Pilot Action 1: Next time better and more inclusive

Summary

The main aim of “Next time better and more inclusive” is to co-create a scenario for handling a disaster. This would be done as a pilot project in a region that recently faced a sudden disaster, using a bottom-up approach, involving all stakeholders including citizens. The underlying principle is the co-creation of scenarios for the future to inform and trigger a behavioural change in actors from local communities as well as from authorities. The aim is reducing the risk of similar disasters in the future as well as improving disaster preparedness.

Background

In economic, ethnic background, or gender vulnerabilities terms, people are not of equal ability to prepare for disasters or deal with their consequences, whether they are sudden (such as forest fires or floods) or slow (such as climate change). Bottom-up approaches to dealing with disasters generally result in more constructive, functional, and equal processes that save more lives, especially among the mentioned disadvantaged groups. Moreover, these communities and individuals often have a better understanding of their environment and the historical patterns of natural disasters there.

ACCTING research results show the lack of such inclusive disaster management approaches. Under the name of building resilience, a top-down approach is often used. To prepare for and recover from disasters, experts construct ideal and external types of risks and anticipate them without thinking about the inequalities. Along with that, such structures often neglect the expertise and knowledge held by local communities and vulnerable communities. A top-down approach thus hinders the effectiveness of disaster management plans. By failing to acknowledge this broad range of experience-based perspectives, we risk overlooking valuable insights that could contribute to more comprehensive and sustainable approaches.

This pilot action is part of an EU-funded project aiming to understand the impact of Green Deal policies on vulnerable groups and prevent inequalities. It is committed to promoting bottom-up initiatives. The underlying principle will be the co-creation of scenarios for the future to inform and trigger a behavioural change in actors from local communities as well as from authorities. The pilot action will test bottom-up approaches in a real-world environment and according to the objectives and goals mentioned below. This will bring ACCTING the necessary data to assess the project for implementation as a part of the European Green Deal.

Description of the pilot project

Objective(s) of the pilot project

The overall objective of this pilot action is to foster bottom-up initiatives to improve preparedness for and reduce the risk of disasters by including local communities and vulnerable groups in disaster management processes. The chosen organisation will have the responsibility to do this on its own and has the freedom to propose changed objectives in the application.

The impacts pursued are mainly at the level of:

- Preparedness of the population and of the different services involved in the response to a potential disaster;
- Reducing the size and impact of future disasters through raising awareness of the root causes of disasters, e.g., by bringing knowledge and experience from authorities, local communities and vulnerable groups, and scientists together.

As there is a double ambition (preparedness and reducing the risk), the action idea can be used for disasters that are the effects of climate change (not for, e.g., earthquakes).

More specific objectives:

1. **Create an effective and stable platform for collaboration and action** between authorities and local and vulnerable groups for social justice and disaster management effectiveness.
2. Together with actors, **perform scenarios of disasters** to establish more effective and inclusive future disaster management structures.
3. **Encourage reflective dialogue** on social justice, vulnerabilities, and equality in disaster management. It is important to identify obstacles to bottom-up initiatives, participatory action, and increased inclusion of local and vulnerable groups.
4. **Record** experience, knowledge, and memories of past disasters and of the experiences from the scenarios. These must be collaboratively collated, analysed, and translated into better preparedness for and reduced risk of future disasters, and used as a tool to inspire others and promote policy change.



Expected activities and/or tasks

Below are **expected** activities to reach the objectives, but the applicant can propose changes and motivate the changes proposed.

1. **Establish a team of actors** to coordinate the design and implementation of the initiatives promoted within the pilot action:
 - 1.1. A **mapping** of both authorities and local areas/actors that could be included in the pilot and contact representatives.
 - 1.2. A set of basic **rules** will be agreed upon to regulate the work of the team.
 - 1.3. A suitable online **platform** will be selected and activated (e.g., Facebook group, Telegram, or WhatsApp group) to channel communication and discussion among the members of the team.
2. **Performing a forecast of potential future disasters based on a no-change scenario.** Scenario A is a starting point of the action and could be developed either together with scientists who know the area or based on a past disaster that had a developed scientific diagnosis.
3. **The development of a better scenario.** Scenario B would be created through a co-creation process involving multiple stakeholders and multiple expertise, including those of the inhabitants and vulnerable groups. This should include the voices of everyone and be inclusive.
4. **Define an action plan based on scenario B.** The ambition of the action plan is to **improve preparedness** based on the territory and include human and technical resources. Training sessions should be developed, ensuring that vulnerabilities and local knowledge are considered. Recommendations that could lead to policy implementations should be recorded. Important here is to **identify obstacles and possibilities**. Thus, the action plan should have a reflective element to better prepare for point 5 (below).
5. **The result of the process is to be presented in a chosen medium** (a documentary, podcast, pamphlet, poster, etc.). This material should contain recommendations and proposals that could be used by other organisations, authorities, stakeholders, policymakers, etc. The project should do at least one event to **advocate results**. This should ideally include relevant local authorities and policymakers to present and discuss policy development and negotiate shared goals.

Territorial scope

The action could be implemented in a territory that has recently been confronted with a disaster, whether a heatwave, a fire, or a flood. The reason to target such regions is the presumed openness of the region to the action and the motivation of participants in the process.

Timeframe of the project

The pilot project will last 12 months. A rough example of a possible work schedule is provided below. Applicants can propose a different timeline that better fits their internal and external possibilities. Applicant organisations will be asked to provide a detailed work schedule of activities in their proposal.

Month 1

- Mapping and establishing local stakeholders and relevant authorities and creating a team of actors.

Months 2-3

- Co-design of the process and the steps. Start to draft the scenarios. Setting up relevant communication platforms.

Months 4-9

- Implementation of the scenarios.
- Work on the action plan.

Months 10-12

- Presentation of the project in chosen media or platform.
- Advocacy action design and implementation.

Who can apply and what expertise is required

Eligible to apply are NGOs from the environmental sector, but also local authorities from a region affected by disaster, or a combination of both.

Applicants must make sure they will have the necessary expertise or possible access to expertise, including:

- Scientific expertise or scientific reports linked to the disaster and the territory.
- Capacity to reach and involve stakeholders.



- Capacity to reach and involve diverse groups, particularly vulnerable groups, in the co-creation process of scenarios and solutions.
- Expertise to manage a co-creation process (participatory techniques).

References

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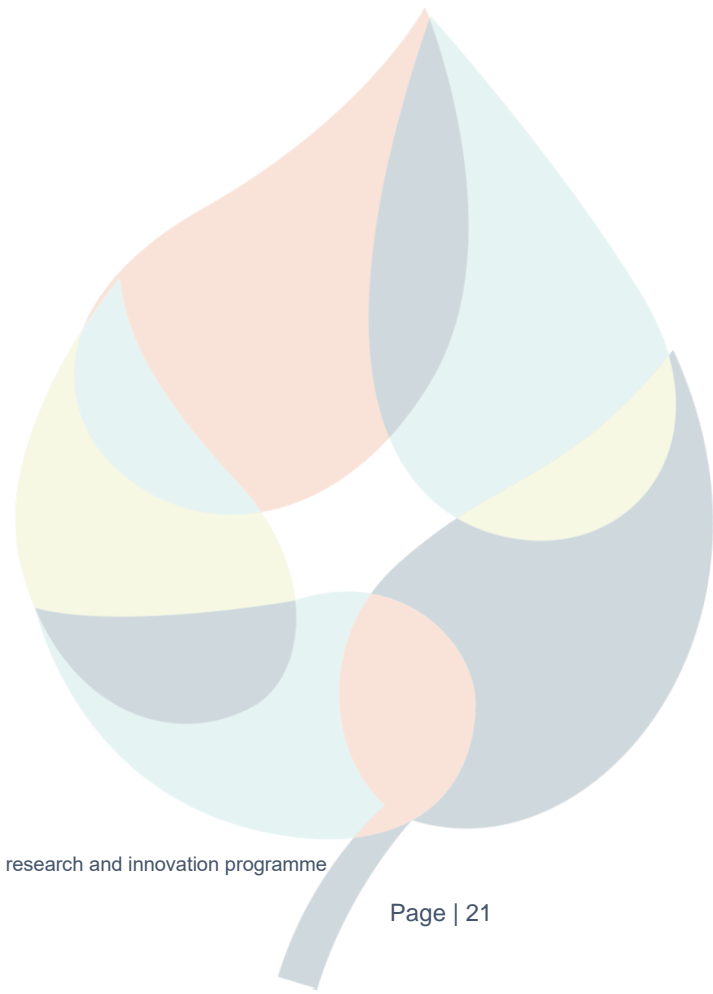
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Pilot Action 2: Wild Eyes – Biodiversity crisis knowledge

Summary

The main aim of Wild Eyes is to start a citizen science engagement and awareness campaign to activate and encourage participants for collecting evidence of biodiversity change and preparing fact-based solutions that are positive to biodiversity, the inclusion of vulnerable groups is expected.

Background

Biodiversity experts, environmental activists, and ACCTING partners recently participated in an expert workshop where they shared their views on biodiversity loss and land use change. Experts from 14 countries actively expressed their opinions and the participants highlighted the significance of local knowledge in advocating biodiversity and land use change. They stressed the importance of local knowledge and of engaging with scientists, policy actors, and administrators as a productive approach to explore new avenues. Especially the role of vulnerable groups is a core matter addressed by the ACCTING project, and actions have to address this issue in a sufficient way. Responding to this, the suggested pilot action addresses (1) the value of local knowledge on habitats and biodiversity and (2) increases local participation towards a shared and all-inclusive observation practice for biodiversity loss. This involves citizens including vulnerable groups, researchers and those regional actors that have a special role in the policy fabric that impact on the current use of land. Based on the knowledge, (3) biodiversity positive action and (4) advocacy action addressed to policymakers and planning authorities should prevent and mitigate biodiversity loss.

This action covers a gap that bridges local knowledge with national expertise e.g., in the hands of scientists or administrative units e.g., forest authorities or those relevant for agriculture (like extension services). It goes beyond the conservation of resorts of nature and addresses land use practice, and it extends citizen science to often not involved groups.

Description of the pilot project

Objective(s) of the pilot project

Wild Eyes aims to engage citizens and citizen groups into a programme to trace and document the biodiversity crisis in their surrounding living places. The objective is to increase collective knowledge and to connect local on the spot-evidence of biodiversity change with scientists.

Sub-objectives include:

- Link up of citizens with scientists to facilitate a bi-directional knowledge exchange.
- Co-creation of solutions to meet the specific challenges of the local biodiversity crisis.
- Facilitating significant ownership for an evidence-based biodiversity positive change. This includes the linking up of active citizens and administrative bodies, preferable the local active competent authorities.

The following important points have to be considered:

- For this pilot activity, an **engagement process** for the co-development of citizen science with researchers is required that aims to co-create knowledge.
- Based on the co-created knowledge, **actions** that relate to the way citizens can impact positively on biodiversity and the improved practice of administrations must be **jointly agreed**. Such process can include a broad variety of actors that are relevant for the covered area, applicants should consider the partisan- and non-partisan movements too. We do not exclude urban settings but request a fitting response.
- The project should directly cover an area of land that includes at least a single settlement where people can be activated and engaged to contribute to the pilot process. Covering more settlements or an entire municipality is an advantage as long as the Pilot Action keeps a **local focus**. We expect **the use of local language(s) throughout the process** to ensure the fully involvement of vulnerable groups that would be otherwise excluded.
- The main principles for ethical conduct of citizen science must be respected³.

³ See the results of the ECSA working group and the following recent [article](#).

- A core element must be the **active participation of vulnerable groups**, potentially also the improvement of their living conditions. For the pilot actions in ACCTING vulnerable groups are defined⁴.

Expected activities and/or tasks

We expect at least the following steps to implement a Wild Eyes project as a fruitful and engaging citizen science project:

1. Preparatory stage and test phase

At this stage we expect an engagement phase to define the methodology of observation, how the engaged citizens can contribute to specific indicators or specific knowledge. Time planning is also accommodated in this stage.

1.1. ACCTING expects that a broad variety of groups be actively involved in this process, forming a **preparatory group**. This committee should be composed of hobbyist groups, nature associations, nomads, scientists, and representatives of the vulnerable groups in a certain region (place).

1.2. A **broader working meeting** should use accessible methods to co-develop, with all present local actors and on an equal basis, an observation plan. This must consider season, observed areas, methods for collection and all relevant procedures (easy to follow protocols or working modes). We expect that an existing website be used, that allows operation with an easy-to-use APP.

1.3. A **selected group should test the developed approach** and methodology to ensure a successful next phase. This can be, e.g., the preparatory group.

2. Evidence and fact-finding phase

In this stage a website should be used to create logs and represent the data collected in a visually accessible and motivating manner⁵. Yet, the activity itself is as inclusive as possible; it is rather low-tech, a smartphone should be the main tool used but any other relevant approach is welcome. The website and local organisations shall enable the active observers to connect with each other so that some barriers, especially gender-based barriers are eliminated (for example, woman hikers can link up to go on trips together, childcare can be arranged in a collective manner, etc.). Legal and ethical concerns also need to be addressed.

⁴ In the ACCTING project the following vulnerability conditions are highlighted: gender, gender identity, age (e.g. elderly people), disability, national minority, migrants, religion/belief, sexual orientation, socio-economic background, and geographical (e.g. people living in isolated areas). Persons who exhibit one or more vulnerability conditions request an intersectional perspective.

⁵ One feasible example to form a community would be <https://www.inaturalist.org> but any other similar platforms in local language is a feasible option.

3. Analysis and data collaboration

In this phase the data is analysed with the help of the involved field relevant scientists, but results are also discussed and jointly interpreted by the involved participants in the observation phase. In case of scientific output of this work we expect that that the involvement of citizens in the action is appropriately recognized.

4. Co-creation of solutions to meet the local biodiversity challenge

At this stage a meeting should reflect first ideas for future action towards positive biodiversity change, including all present (also vulnerable) groups in the covered area. Here an actionable plan to address the local biodiversity challenge should be developed. It should include actions addressing the inhabitants and “users” of an area; the relevant administrations and strategy bodies with recommendations.

5. Celebrating the outcomes

The project ends with an ecological and inclusive festival to celebrate the observers’ efforts and biodiversity in general. The results of the project should be publicised in an accessible way, and experiences should be shared among the observers. The celebrations can get inspiration from other national events, such as a “National Day of Birdwatching.” They can also be arranged in line with seasonal changes and festivals.

6. Provisions for **extending the activities beyond the pilot phase** can be part of the planning and the application to the terms of reference.

Territorial scope

The action should be implemented on a place or territory that is **affected by a biodiversity crisis** that is observable by inhabitants living close to this piece of nature. A biodiversity crisis can, for example, be related to a certain use or modification of nature (agriculture, forest or places affected by rural or urban infrastructures). This scope does not limit the focus to urban or rural environments. This activity explicitly does not address the conservation of protected areas but addresses modified territories. The choice of applicants should be justified. The involvement of vulnerable groups as present inhabitants (or users of a territory) should be addressed as described above.

Due to the limited timeframe and budget allocated to this pilot action, it should be implemented at the local or regional level in at least one of the eligible countries (EU27 and Associated Countries in Horizon Europe).

Timeframe of the project

The pilot project can last between 8 to 12 months. Applicant organisations will be asked to provide a work schedule of activities in their proposal based on the above topics.

Who can apply and what expertise is required

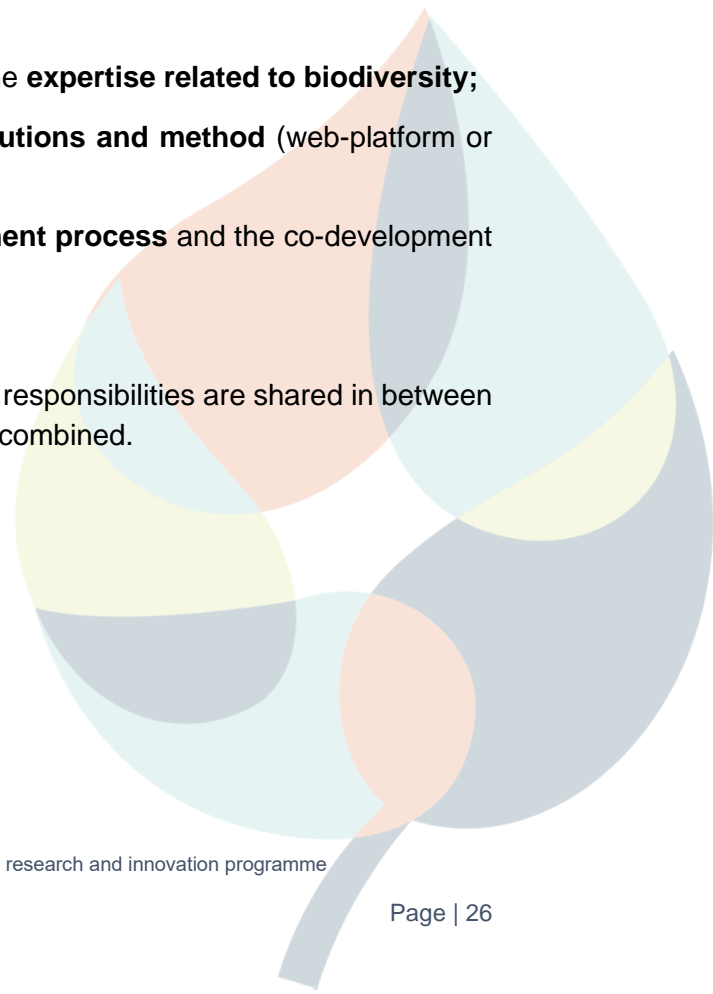
Eligible participants that are expected to answer this call:

- Nature associations, social engagement groups;
- Science organisations as universities that want to extend their citizen science portfolio also with inclusive action;
- Groups as nomads or other social groups that are living close to nature like fishing communities, herding communities etc.;
- Groups that have experience with networking and engaging vulnerable groups in such process;
- We encourage to hand in applications that would involve more than one organisation, it must be made clear how responsibilities and resources are shared;
- Technically at least one legal responsible organisation must be involved.

Expected expertise:

- Applicants can demonstrate that they combine **expertise related to biodiversity**;
- and the mastering of relevant **technical solutions and method** (web-platform or other tools envisaged in a proposal).
- Core competences with the **social engagement process** and the co-development with relevant groups have to be listed.

Expertise should be described in a table and in case responsibilities are shared in between separate organisations/actors' competences can be combined.



Pilot Action 3: Awards for inclusive energy communities

Summary

The primary objective of the awards for inclusive energy communities is to provide a valuable platform for energy communities to exchange their experiences and knowledge, fostering collaboration and learning among them. By recognising and celebrating inclusive and innovative approaches, these awards aim to inspire energy communities to adopt similar practices and principles. Furthermore, the awards serve as a means to showcase and amplify the successes of best-practice energy communities, gaining media attention and serving as role models for other initiatives in the field. Through this collective sharing of experiences and recognition, the awards contribute to the growth and development of inclusive energy communities, ultimately advancing the transition to a more sustainable and equitable energy future.

Background

In order to mitigate the global climate crisis, urgent action is required to reduce global CO₂ emissions [1]. However, energy consumption has consistently increased worldwide in recent decades [2]. The 7th Sustainable Development Goal (SDG) emphasises the importance of ensuring access to affordable and reliable energy services [3]. Despite this, many countries, including those in Europe, still struggle to ensure adequate energy access for all households, resulting in negative impacts on the health and everyday lives of affected individuals [4][5]. The issue of energy poverty has gained significant attention from academia and policymakers in Europe [5].

Recognising the importance of citizen empowerment and participation, the EU views them as essential for achieving energy targets [6]. Consequently, energy communities have emerged as a response to this need [7].

Even though energy communities proliferate across Europe, only a minority is concerned with including vulnerable groups in their activities. Energy poverty is a less visible but widespread problem that vulnerable groups experience and energy communities can be key actors in tackling these issues [8].

Description of the pilot project

An award for inclusive energy communities can encourage existing efforts for inclusivity and innovativeness. Furthermore, the award can raise public awareness regarding the issue of energy poverty while also recognising and showcasing the remarkable commitment and engagement demonstrated by members of energy communities in addressing this challenge daily. Through this, the awarded energy communities can function as lighthouse initiatives for other community energy schemes.

The idea of a forum and prize money would achieve a double result: a healthy competition aimed at social progress, a showcase for all those developing energy communities which play a pro-active role in society by reducing energy poverty and providing services and welfare alongside local authorities.

Those initiatives that provide a preferential avenue of access for people with low incomes, households living in homes with high heat loss, households with children and the elderly, and households with disabilities or disabling illnesses should be encouraged and rewarded.

Objective(s) of the pilot project

The award can create a shared concern among the energy communities to mainstream inclusivity and find more effective ways to tackle energy poverty. It can extend the life of such efforts, supporting their long-term development, and increasing the chance of their replicability. By making inclusive energy communities visible, the award can contribute to forging networks across such communities and eventually building effective alliances.

Expected activities and/or tasks

A number of activities are envisaged:

1. Creating a committee formed of members of energy communities and associations or other organisations representing and advocating for vulnerable groups⁶ and the energy poor that co-create the criteria for the award for inclusivity among energy communities through a process of consultation that includes vulnerable individuals.
2. Organising a two-day online forum where innovative ideas about inclusion and partnership are discussed through the active participation of the prize's applicants.

⁶ In the ACCTING project, the following vulnerability conditions are highlighted: gender, gender identity, age (e.g., elderly people), disability, national minority, migrants, religion/belief, sexual orientation, socio-economic background, and geographical (e.g., people living in isolated areas).

The forum will be a space for reflection and elaboration of ideas. At the end of the forum, the committee will give two awards:

- a. most inclusive energy communities tackling energy poverty (Inclusive meaning including vulnerable groups e.g., (gender, gender identity, age (e.g., elderly people), disability, national minority, migrants, religion/belief, sexual orientation, socio-economic background and geographical (e.g., people living in isolated areas;
- b. most innovative actionable and practical ideas for the inclusion of vulnerable individuals and groups in energy communities tackling energy poverty and social exclusion.

The first award would be given based on pre-established criteria and by inviting established communities to put forward their application for the award including any relevant required information that would then be considered to create a final ranking, which will need to detail the motivations of the ranking order at least for the first five positions. For the second award, the forum where candidates could present and discuss their ideas would be the opportunity for applicants to showcase their ideas for inclusion that nevertheless should be also presented in writing ahead of the forum and made public through the prize's website. Eventually, a panel would vote on the best actionable ideas for inclusion of vulnerable groups in energy communities.

3. Produce and made available on the website of the Prize a synthesis of the forum's discussion and a policy brief addressed to citizens, policymakers and existing energy communities detailing recommendations, i.e. practical implementable actions regarding how to generate and support inclusive actions in existing energy communities, the recruitment and participation of vulnerable groups in such communities and how to start new inclusive energy communities aiming at reducing energy poverty. This brief should be open to an online consultation lasting six months and whose results should be integrated in the policy brief.

Suggested criteria to give the awards at the end of the two-day online forum:

Most inclusive energy community:

- Inclusion of members with (intersectional) vulnerabilities
- ECs that involve and make use of the knowledge and experience of (intersectional) vulnerable groups
- How well the energy communities tackle energy poverty
- Include vulnerable groups in the board of directors

Most innovative ideas:

- The ideas should include vulnerable groups in the best manner so that they are actively involved in energy communities that aim at increasing social inclusion and reducing energy poverty
- The ideas should be:
 - Novel
 - Feasible
 - Replicable, given similar contextual characteristics

The awards and the participants of the forum are published on a dedicated website, providing visibility to their remarkable contributions. Additional funding, particularly for future editions of the award, for forming and compensating the award committee, as well as award money, can be obtained from crowdsourcing, the European Commission, and, most importantly, from corporations as part of their corporate social responsibility programs.

Territorial scope

The pilot action should be implemented in one of the EU27 or Horizon Europe associated countries.

Timeframe of the project

The pilot project will last up to 12 months. A rough example of a possible work schedule is provided below. Applicants can propose a different timeline that better fits their internal and external possibilities. Applicant organisations will be asked to provide a detailed work schedule of activities in their proposal.

Months 1-2

- Forming an award committee: This committee should consist of people with experience from energy communities, people from vulnerable groups, research institutions and platforms (e.g., European Energy Research Alliance), and administrative actors in charge of funding energy initiatives and subsidies.

Months 3-4

- Writing call for applications

Months 5-7

- Application period



- Preparation of forum

Months 8-10

- Evaluation of initiatives

Month 11

- Forum

Month 12

- Promotion of the winner initiatives

Budget specifications for this pilot action

The maximum budget for this pilot project is 32,000 euros. This money should be used to form an award committee, compensating the committee members for their contribution and carrying out the forum, creating a dedicated website and promoting the initiative and its outcome (app. €22,000), as well as and providing prize money for two distinguished awards (app. €5,000 per award).

Who can apply and what expertise is required

The applicants that run the initiatives are expected to communicate in English to facilitate contact with the consortium members and carry out the project. The recipients can involve other organisations to assist in achieving the objectives as listed in the section below, and if several organisations cooperate, it should be made clear how and what responsibilities are shared.

Eligible applicants:

- Energy communities that include vulnerable groups
- Advocacy organisations and charities working on behalf of vulnerable groups
- International, national and regional networks of energy communities

Expertise required:

- A commitment to working with or on behalf of vulnerable groups in energy communities
- Experience with all aspects of project development (budgeting, planning, implementation, and reporting)
- Experience with promoting or marketing energy communities or initiatives



- Familiarity with the unique challenges and strategies associated with community-based and inclusive initiatives, as well as a comprehensive understanding of how energy communities work
- A clear understanding of energy poverty as well as economics, social justice, and infrastructure that these communities are affected by
- A clear understanding of the local context, including cultural, economic, and geographic factors that affect energy communities and vulnerable groups

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Pilot Action 4: Hands-on small-scale support for vulnerable micro-entrepreneurs

Summary

The “hands-on small-scale support for vulnerable micro-entrepreneurs” pilot action is intended to encourage vulnerable micro-entrepreneurs to make their businesses environmentally conscious and support them in achieving environmental sustainability through (i) dissemination and raising awareness actions, (ii) vocational training, (iii) tailored assistance, (iv) the connection with other businesses to share competences and practices, and (v) the recognition/reward of successful participants.

Background

SMEs in the OECD area represent 99.7% of all enterprises [1] and most of them are micro-enterprises (< 10 employees). Therefore, it is extremely important that micro and small enterprises improve their performance in terms of environmental sustainability by adopting appropriate and relevant measures (such as solar panels, software systems to reduce energy consumption, better thermic insulation, optimisation of transport and mobility, minimisation of packaging and plastics, using biodegradable materials, minimisation of food waste, use of eco-sustainable products) [2]. However, most micro-enterprises do not adopt measures enhancing sustainability, because - even when they have a strong ecological awareness - they come up against multiple obstacles, such as lack of human resources and skills, lack of incentives and assistance from third parties, lack of knowledge about policy and procedures in each country, lack of access to funding and specific opportunities for sustainability [3]. Additional barriers are met by vulnerable⁷ micro-entrepreneurs, including language barriers based on migrant status (in the case of migrant entrepreneurs), lack of financial resources due to the multiple recent crises, etc. Therefore, vulnerable entrepreneurs face unique challenges in accessing opportunities and need support to develop environmentally conscious businesses.

There are multiple forms of assistance to micro-enterprises and SMEs in Europe [4] to overcome these obstacles, such as business associations providing information desks and support actions, Energy Efficiency Networks, Energy Service Companies or similar entities (service providers) assisting entrepreneurs in designing/implementing energy-efficiency measures (EEMs) and other types of measures for sustainability. However, very rarely does

⁷ In the ACCTING project the following vulnerability conditions are highlighted: gender, gender identity, age (e.g. elderly people), disability, national minority, migrants, religion/belief, sexual orientation, socio-economic background, and geographical (e.g. people living in isolated areas). We can consider “vulnerable entrepreneurs” those who exhibit one or more vulnerability conditions, in an intersectional perspective.

this assistance reach vulnerable micro-entrepreneurs. Conversely, some of these are assisted by NGOs/non-profit associations (e.g., assistance to migrant enterprises⁸) or through dedicated programmes⁹ [5], but without a specific focus on environmental sustainability.

By supporting vulnerable micro-entrepreneurs in the design and implementation of measures towards better environmental sustainability, this initiative (pilot-action) should help to enhance economic opportunities and promote sustainable development. This should be done by incentivising vulnerable entrepreneurs to extend their entrepreneurial ambitions and success to the adoption of environmentally sustainable perspectives, enhancing opportunities for funding, upskilling, and skill-sharing and networking.

Description of the pilot project

Objective(s) of the pilot project

The aim of this initiative is to encourage vulnerable micro-entrepreneurs to make their businesses environmentally conscious and support them in achieving environmental sustainability, while promoting healthy competition. The pilot action will help entrepreneurs to start this process.

More specifically, this pilot action should reach the following specific objectives:

1. **Encourage vulnerable micro-entrepreneurs to engage** in environmentally sustainable business practices.
2. **Increase vulnerable micro-entrepreneurs' knowledge, skills and capacities** for starting or growing an environmentally friendly business through:
 - 1.1. Vocational training
 - 1.2. Tailored support

⁸ https://www.permicro.it/enterprise4integration_un-anno-al-fianco-degli-imprenditori-stranieri/

⁹ E.g. “Better Incubation”, a two-years programme (2021- 2023) powered by the LIAISE – Linking Incubation Actors for Inclusive and Social Entrepreneurship project, funded under the European Union Programme for Employment and Social Innovation. The objective of LIAISE is to provoke a paradigm shift in the European incubation ecosystem towards a more inclusive and impact driven approach to innovative entrepreneurship, targeting 5 vulnerable groups: women, migrants/refugees, people with disabilities, youth and seniors (Better incubation 2021). See also the Employment and Social Innovation support programme for increasing access to, and the availability of, microfinance for vulnerable groups who want to set-up or develop their business and micro-enterprises. See [https://ec.europa.eu/social/main.jsp?\(ang\)d=en&catid=1084](https://ec.europa.eu/social/main.jsp?(ang)d=en&catid=1084)

- 1.3. Build a **network of businesses committed to sustainability** and encourage the sharing of practices, particularly those that include vulnerable micro-entrepreneurs.
4. **Motivate as many entrepreneurs** as possible to strive for improving their **environmental sustainability**-focused endeavours.

Expected activities and/or tasks

Expected activities are the following (organised in 5 steps). Please note that applicants can propose different activities provided these activities reach the indicated objectives

Step 1: Call to Action (*specific objective 1*)

This activity involves promoting broader dissemination and raising awareness among micro-entrepreneurs in general, focusing on reaching a wide range of actors potentially interested in this pilot action. This activity should encourage micro-entrepreneurs (with a specific focus on the most vulnerable ones) to consider the benefits of developing environmentally aware companies and the impact they can have on the environment and society on the one hand, and the success of their own business and reputation on the other. By raising awareness and promoting the benefits of sustainability, this activity will encourage more micro-entrepreneurs to engage in environmentally conscious business practices. In the proposal, please suggest how many micro-entrepreneurs would be involved at this stage.

Step 2: Engage the Interested (*specific objective 2.a*)

This activity involves providing a follow-up programme for those who express an interest in promoting measures for increasing the environmental sustainability of their business. This follow-up programme will offer general vocational training for starting or evolving an environmentally friendly business, particularly addressing vulnerable entrepreneurs. The training will include the transmission of useful information and knowledge about existing opportunities to improve the environmental sustainability of micro-enterprises; as well as identifying and enhancing strengths (both personal and related to their business) that people may not be aware of but which could support the process. At least 20 micro-entrepreneurs should be involved in this activity.

Step 3: Tailored Support (*specific objective 2.b*)

This activity involves providing one-to-one tailored support/assistance to 8-10 vulnerable micro-entrepreneurs (in principle among those involved in Step 2) to build specific knowledge and competences to support the design and/or the implementation of EEMs and other measures (such as the ones mentioned in the background) for increasing the environmental sustainability of their business.

This support will be provided through personalised advice from a pool of experts (such as energy/carbon auditors, environmental engineers, circular economy experts, energy management experts, energy transition experts, climate change mitigation professionals, waste management officials, etc.) and/or through mentoring programmes.

Possible topics to be considered (among others):

- General and specific issues potentially of interest to all vulnerable micro-entrepreneurs in their path towards a better environmental sustainability
 - general: e.g., policies and procedures; available funds and projects; existing networks to join;
 - specific: e.g., differences between conventional and LED consumption and associated costs and benefits, hands-on training on recycling specific materials, potentially harmful practices and different insulation systems
- Issues with a focus on one or more business sectors, such as restaurants/pubs/bars, grocery stores, textile workshops, agricultural enterprises, etc., to funnel into more personalised training.

Step 4: Mutual support (*specific objective 3*)

This activity involves connecting vulnerable micro-entrepreneurs (supported in Step 3) with other businesses to share competences and practices, co-learning and creating a community of likeminded entrepreneurs who can share their experiences, learn from each other, and provide mutual support.

Vulnerable micro-entrepreneurs will be expected to be matched, on the one hand, with each other and, on the other hand, with other micro and small entrepreneurs who have already implemented EEMs and other measures (albeit at different stages) to enhance the environmental sustainability of their business, including green enterprises.

A challenge for this activity is incentivising enterprises that were not involved in the previous steps but have the expertise to share. To address this, this action will seek to create partnerships with businesses that are not currently participating but are willing to share their expertise.

It is expected that mutual support among entrepreneurs will continue in some way also after the conclusion of this pilot-action.

Step 5: Awards/Recognition (*specific objective 4*)

This action involves recognising and awarding participants in step 4 who turn into success stories. The initiative will bring additional attention to these entrepreneurs through free publicity, inclusion in local maps, and other relevant recognition. By recognising and rewarding successful participants, this action will encourage more entrepreneurs (again, with a specific focus on vulnerable micro-entrepreneurs) to engage in environmentally conscious business practices, and create positive examples for others to follow. A public

initiative where successful initiatives will be presented could be planned or alternative actions for publicising successful initiatives could be suggested. Moreover, three (3) prizes should be awarded.

Internal monitoring and assessment

The implementation of the activities foreseen in the 5 Steps should be accompanied by continuous internal monitoring (i.e., by the promoters of the pilot action) action able to keep track of the execution and progress of the pilot action (also considering any changes in the context, problems that may arise, etc.).

Territorial scope

Due to the limited timeframe and budget allocated to this pilot action, it should be implemented at the local or regional level in one of the eligible countries (EU27 and Associated Countries in Horizon Europe).

Timeframe of the project

The development and implementation of the whole project can last up to 12 months. An example of a general work schedule for the implementation of the project could be organised as follows. Applicant organisations will be asked to provide a detailed work schedule of activities in their proposal.

Months 1 and 2

- Operational design and test of tools to be utilised for broader dissemination and raising awareness among micro-entrepreneurs (in Step 1)
- Identification of micro-enterprises sectors to be focused in the pilot action (in particular in Step 3)
- Identification and recruitment of the experts responsible for training and capacity-building (in Step 2 and 3)
- Identification and recruitment of the experts responsible for training and capacity-building (in Step 2 and 3)

Month 3

- Call for action (dissemination and raising awareness among micro-entrepreneurs) (Step 1)
- Call for action (dissemination and raising awareness among micro-entrepreneurs) (Step 1)



Month 4

- Start of the follow-up programme for vulnerable micro-entrepreneurs, who express interest in promoting measures for increasing the environmental sustainability of their business (vocational training) (Step 2)
- Identification/selection/recruitment of the vulnerable micro-entrepreneurs to be involved in the tailored support (Step 3)
- Identification/selection/recruitment of the vulnerable micro-entrepreneurs to be involved in the tailored support (Step 3)

Months 5-7

- Continuation (until mid-April) of the follow-up programme (vocational training) (Step 2)
- Tailored support on issues of interest to all recruited vulnerable micro-entrepreneurs (Step 3)
- Tailored support on issues concerning the enterprises in the focused sectors (Step 3)
- Identification and recruitment of the other micro and small entrepreneurs who have already implemented EEMs and other measures to be involved in the Mutual Support (Step 4)
- Identification and recruitment of the other micro and small entrepreneurs who have already implemented EEMs and other measures to be involved in the Mutual Support (Step 4)

Months 8-9/10

- Start of the Mutual Support (Step 4)
- Start of the Mutual Support (Step 4)

Months 11 and 12

- Continuation of the Mutual Support (Step 4)
- Award/recognition of success stories/public initiative (Step 5)
- Final reporting

Who can apply and what expertise is required

Eligible applicants are non-governmental organisations, associations from civil society, enterprises associations and networks, cooperatives and social enterprises, as well as for profit SMEs, which have a track-record or expertise in assisting enterprises, and specifically those managed by vulnerable people; and/or in assisting vulnerable people in business creation.

They are expected to have relations with people able to provide the required expertise (including the expertise needed for the tailored support) and with other entities that might contribute to the implementation of this pilot-action (including successful business in environmental sustainability/green enterprise needed for the mutual support).

Under this call, applicants are required to have also documented and proven experience in the following areas:

- Project development in all its components (budgeting, planning, implementation, internal monitoring and reporting)

The following will be an asset

- Experience in working with/supporting vulnerable entrepreneurs
- Experience in projects funded by the European Commission or other EU entities (e.g., European Parliament, EIB, etc.)
- Membership in European and/or international networks that might reproduce the pilot in the future.

Proposals can also be submitted jointly by two or more partners, providing that a lead applicant is designated and the proposal will foresee the specific responsibilities of each one of the partners).

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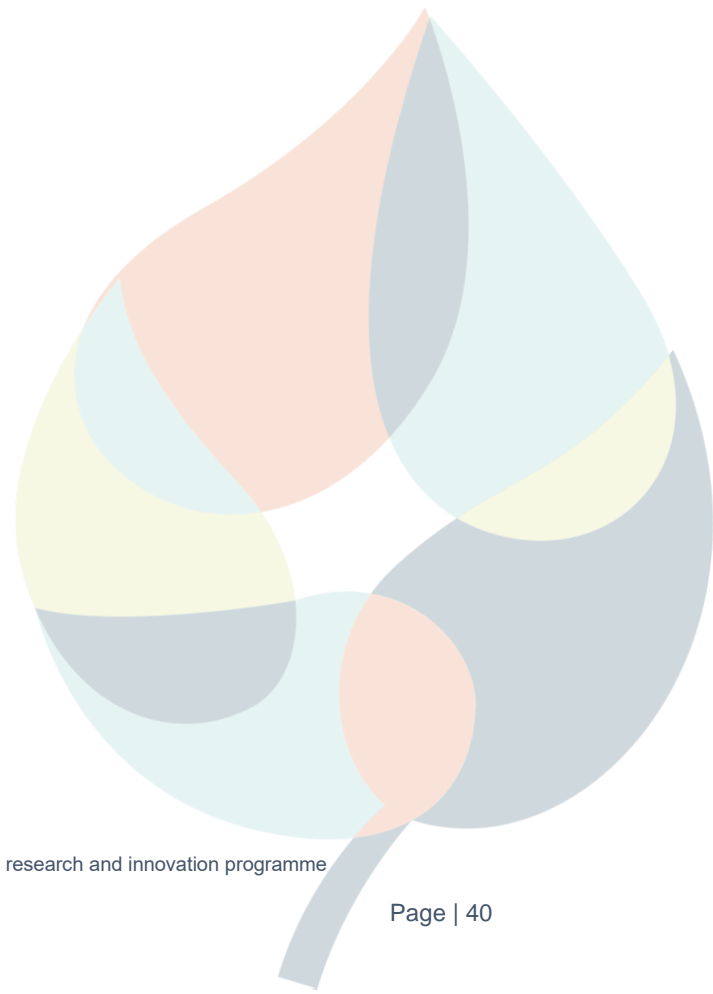
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Pilot Action 5: GardenBnB

Summary

This call for a pilot project proposes the constitution of a network of urban/community garden actors and the setting up of an exchange platform to facilitate this, based on existing digital tools. The aim is to improve visibility, access, connections and practices in the field of sustainable and inclusive urban agriculture, involving vulnerable groups, existing and new actors, while creating and developing a shared repository of knowledge.

Background

While urban and community gardens are already quite a popular concept [1][2], people taking part in them or those with the desire to engage with them face various challenges. Urban expansion that often occurs on cropland – particularly in peri-urban regions – creates increasing difficulties in finding space for urban agriculture. Communities also often lack the specific skills, knowledge, gardening equipment, or time and energy to grow food by cultivating land in an urban setting. This is particularly the case for vulnerable communities, such as migrants, low-income families, single-parent families, and/or older persons. By bringing more communities together around urban gardens and connecting them with each other, the opportunity arises for collective solutions to these barriers/issues. Digital solutions can help with that, especially when including minorities [3][4][5].

In much of the world and, significantly, in Europe, the social appropriation of ICT intersects with dimensions of social innovation that are particularly important for the sustainability of food production, access to and use of food, and health promotion (including management of waste). These innovations have involved “from food production, land use, and emissions, to improved diets and waste management,” which can “accelerate the transition to a more sustainable food system” [6]. Even food assistance, to ensure food security, might benefit from socio-technical transitions [7].

This call proposes the establishment of a network of urban / community garden actors and the setting up of an exchange platform that can facilitate this (based on existing digital tools), with the aim of improving visibility, access, connections, and practices in the field of urban agriculture and creating a shared repository of knowledge.

Description of the pilot project

Objective(s) of the pilot project

The overall objective of the pilot project is to develop a broad network of urban community garden actors (and prospects) that comes together on a living exchange platform – GardenBnB. The platform is created by way of existing digital tools, meaning that no new tools need to be developed and that existing technologies are used for the purposes of this project. These digital tools aim to establish and strengthen human links between different actors / networks of community gardens that are engaged in local, sustainable food production (within a specific territorial scope; see below), to facilitate the sharing of resources including knowledge between them, and to include new actors interested in starting such practices.

In this way, a second important objective can be addressed; the (more widespread) inclusion of vulnerable groups of people in community gardens can be facilitated by the knowledge exchange between different actors and networks, as some of them might specifically focus on or be run by people belonging to vulnerable groups. In this respect, cooperation means more know-how and opportunities for all organisations involved in GardenBnB to improve inclusionary practices within their gardens.

More specific objectives of the pilot project are the following:

- To identify actors, networks, associations, and NGOs active in urban gardens and local food production;
- To promote exchanges and sharing of resources between organisations / networks involved in urban / community gardens, namely regarding knowledge and skills, involving these actors in the co-design of the platform for that purpose;
- To lower the skill and knowledge barriers for new interested actors to join or start urban community gardens in underserved areas, and to ensure that vulnerable communities (migrants, low-income families, single parents, seniors, etc.) are not left behind and can integrate / lead these gardens, exchanging knowledge about shared challenges and ways to overcome them, as well as adopting best practices for inclusion;
- To provide space for educational materials on both consumption and production of environmentally sustainable food (irrigation, soil health, pest control, etc.), for general access to knowledge about healthy and sustainable food practices on the living exchange platform, and for ways to be inclusive of vulnerable groups;

To accomplish the above impacts, GardenBnB involves the use of a digital platform, with the purpose of connecting urban garden actors and networks with each other around sustainable and inclusive local food production. It would be set up by the applicant



organisation using existing digital tools so that they do not require any specialised / technical knowledge to answer the call.

Expected activities and/or tasks

The expected activities are those that allow the fulfilment of the objectives mentioned above. The main types of activity to be carried out are centred on 7 major dimensions listed below. However, applicants are free to propose a different approach to reach the objectives. The list below is to illustrate the general expectation of ACCTING, which is to develop the platform based on the needs of the urban gardeners.

1. Mapping the actors and networks of urban / community gardens that already exist at the scope that the applicant has proposed and making initial efforts to reach out to them.
2. Analysing the groups and individuals that are not a part of any urban / community gardens, especially the vulnerable, that could benefit from inclusion (food insecurity, loneliness, etc.) and organising digital and physical campaigns to reach them.
3. Organising (digital) meetings to bring stakeholders together and to familiarise them with the project and the proposed platform.
4. Making an inventory of the 'content' for the platform that these organisations already have (i.e., specific knowledge and know-how, presented in a way for easier initiation of new community gardens and including various vulnerable groups).
5. Deciding what types of information and their presentation will be included on the platform and co-designing new 'content' that can be promoted through the platform. If applicable, translating this information / content to a common language (i.e., English for an EU-wide platform). Adequately raising awareness and disseminating access to the platform in an inclusive way.
6. Identifying a first 'new' activity that could be developed by the group. Examples of activities can include awards, mentoring / training programmes, organised visits to the participating actors' gardens to learn on practices including on reaching vulnerable groups, and exchanges of trainees between gardens (cf. Erasmus).
7. Launching the first activity / activities and communicating them properly before and after the start through digital channels and other communication means.

Territorial scope

This kind of initiative can vary in scope and be applied at different levels, whether it be at the level of a city or a region, nationally, or even across the EU. Applicant organisations are free to propose their own scope for the project.



Timeframe of the project

The pilot project can last between 8 to 12 months. The applicant entity will be required to carry out in its proposal a detailed work schedule of activities for the implementation of the project, considering the listed objectives.

Who can apply and what expertise is required

The applicants should be either:

- Not-for-profit organisations (e.g., NGOs, civil society organisations, associations, etc.); or
- Existing networks of urban gardens.

Expertise and experience expected to be present in the team (of leading applicant and/or involved team members):

- Recognised active concern about community development processes involving urban farming / gardening, with an intersectional gender+ approach;
- Experience working in partnerships and networks;
- Possession of an extensive network of organisations centred around urban / community gardens;
- Communication skills, mainly involving vulnerable populations.

In addition to the required expertise, it will be a preferential condition that the applicant entity has a gender balance in the team and has established connections with the local/regional authorities and other stakeholders in the geographical area of operation.

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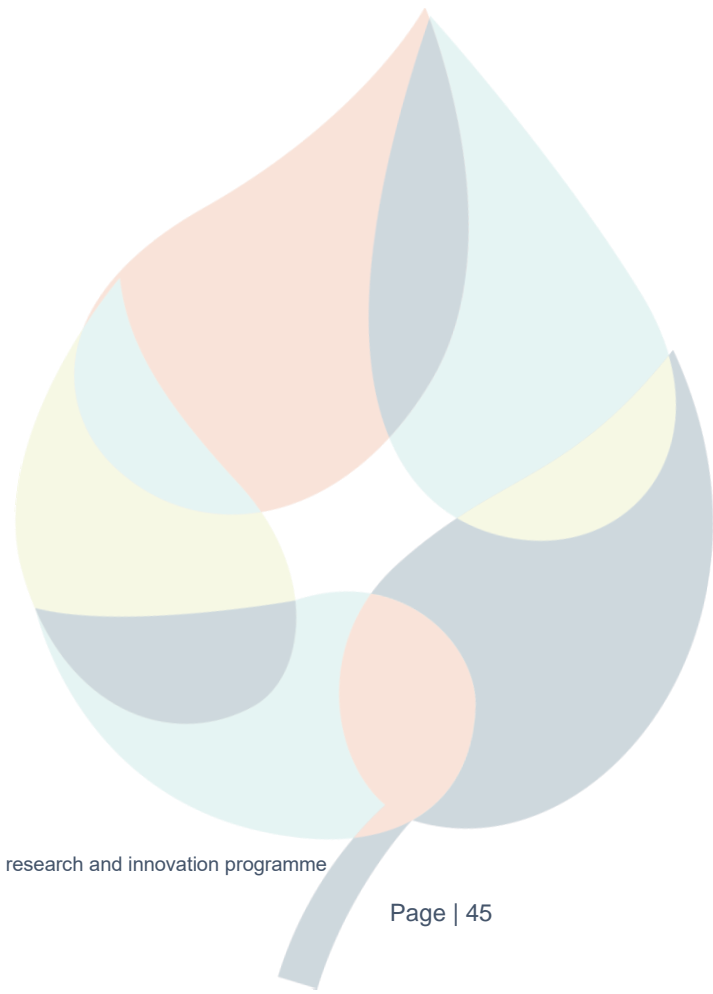
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Pilot Action 6: F.E.T. (Food Everywhere Toolkit)

Summary

The Food Everywhere Toolkit is about shaping the food choices of future generations by making healthy and sustainable food available everywhere in schools. The main objective of this pilot action is to develop a set of tools and resources to inspire, motivate and assist all relevant stakeholders in schools to launch initiatives in which healthy and sustainable food is available everywhere in the school and becomes part of its DNA. Expected outcomes include creating processes with which alliances are formed between schools and small – scale sustainable farmers to take part in the initiative as well as scaling up the initiative by disseminating activities.

Background

One of the goals of the European Green Deal's "Farm to Fork Strategy: For a Fair, Healthy and Environmentally-Friendly Food System" is to promote and increase environmentally sustainable food consumption (ESFC). That is, "the use of products that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations" [1]. Many people already hold positive attitudes toward sustainable food systems and would like to eat more sustainably, but attitudes and intentions do not always translate into actual behaviour – in this case ESFC – since internal and external factors (e.g., social and structural factors) interact, and there are various kinds of barriers that hinder behavioural change [2].

The findings from ACCTING research support the thesis that particular values associated with sustainable and non-sustainable food can act as enablers (e.g., better taste and health associated with organic food) and hinders (e.g., higher price associated with organic food). Furthermore, recurring themes in many of the narratives collected in ACCTING were that positive experiences with nature and sustainable food practices early in life, social identity (e.g., a sense of community) and knowledge (e.g., food literacy, cooking literacy, animal welfare and sustainability) were important drivers of behavioural change towards a sustainable food diet. Early social and educational environments like schools are very important in the formation and fostering of values, attitudes and behaviours relating to sustainability, particularly through experiential learning [3] that may include positive interactions with sustainable food (e.g., looking after a vegetable garden). Furthermore, elementary school is compulsory throughout Europe, hence reaching pupils from all groups

of society, including vulnerable populations¹⁰, such as low-income families, migration background, children with neurodiversity or/and disability. Therefore, a pilot action directed to elementary schools has the potential to produce significant impacts by shaping the food choices of future generations, especially with regards to vulnerable groups and with potential spill-over effects to the wider family context.

Although there are good examples of schools that have managed to develop a holistic approach to food education and sustainability (e.g., sustainable food choice in the food provided by the school, school gardens, cooking literacy), they are still exceptions. In addition, some of these projects are limited in time – like a healthy food week or a one-year project – and may be linked to a vegetable garden on the school grounds without addressing all stakeholders in schools. There are very few schools that go one step further, where healthy and sustainable food is everywhere in the school and becomes part of its DNA. This pilot project intends to address this specific gap, weaving sustainable food and food literacy into the social fabric of more schools.

Description of the pilot project

Objective(s) of the pilot project

The overall objective of the Food Everywhere Toolkit is to develop a set of tools and resources to inspire, motivate and assist teachers, principals, students, people working in various jobs within schools, and potentially also parents, to launch initiatives at their school in which healthy and sustainable food is available everywhere in the school and becomes part of its DNA.

The main objective is for enabling and increasing the number of schools that place healthy and sustainable food high on their agenda; and for more children and families to change their behaviour towards adopting environmentally sustainable diets.

More specifically, the following three steps are identified:

1. Base the toolkit on existing examples, but also be flexible to adapt to local schools and to include tools for all the school's stakeholders.
2. The toolkit should include a business-case kit to ensure that the project is economically sustainable for the schools, and tools/resources on how to make the

¹⁰ In the ACCTING project the following vulnerability conditions are highlighted: gender, gender identity, age (e.g. elderly people), disability, national minority, migrants, religion/belief, sexual orientation, socio-economic background, and geographical (e.g. people living in isolated areas). We can consider “vulnerable entrepreneurs” those who exhibit one or more vulnerability conditions, in an intersectional perspective.

project inclusive and diverse, with particular consideration to the most vulnerable groups in the school.

3. The project should target all children of a school, as well reach out to all stakeholders including parents, the extended family, the teachers at the elementary school, the school management, the cleaning and building maintenance staff of the school, administrative staff, and those people in charge of defining the menus and food offered at schools.

Expected activities and/or tasks

The pilot action should include the following specific activities:

Step 1: Identification of better stories

Identify the better stories of schools in any country where they implement having food everywhere, or having interesting projects related to sustainable food consumption and/or food literacy. Moreover, identify existing toolkits that could cover part of the content of the F.E.T.

Step 2: Development of the toolkit in co-creation

Search and collaborate with relevant stakeholders (small-scale farmers, parents' associations, educators, school managers and administrators) to form and design the initiative. This may include providing guidance on how to get more regional organic food into the schools' kitchen, with all relevant stakeholders involved to set up the programme – from parents and cleaning and building maintenance to administrative staff and teachers. The aim of this is to foster dynamic participation and include all aspects of the school in the initiative.

To also increase interest and participation in the development process, educational modules could be designed and included for students, teachers and staff of the school along with activities like visits to organic vegetable gardens and local small-scale farms. This will ensure that the final toolkit will be successful into reaching the children, staff and all school's stakeholders. Finally, an experiential education program should be designed for teachers as this will enable them to sustain these practices after the conclusion of the program

Step 3: Testing

Pilot test the toolkit for feasibility and usability. This would include, recruiting schools for the pilot, the identification of obstacles in the implementation of the toolkit, such as establishing and maintaining new connections/ communication between stakeholders and local farmers; providing sufficient seasonal and local produce and food; and structural (e.g., lack of land to grow vegetables) or economic barriers. Special focus in the evaluation conducted by the



developers of the kit should be placed on practices that have resulted in positive change, like aspects of the program that have worked well.

Step 4: Launch and promotion

Create a process and material to form alliances with schools and small-scale sustainable farmers to take part in the initiative. Create further mechanisms and actions to scale up the initiative to other schools via dissemination and communication activities with relevant stakeholders.

Territorial scope

The project should be implemented at the local or regional level in one of the eligible countries (EU27 and Associated Countries in Horizon Europe).

Timeframe of the project

The development and implementation of the whole project can last up to 12 months. Applicant organisations will be asked to provide a detailed work schedule of activities in their proposal. A suggestion of a possible timeframe is provided below, but different timetables can be proposed:

Month 1

- Mapping of stakeholders such as local farmers and schools, and organising teams.

Months 2-3

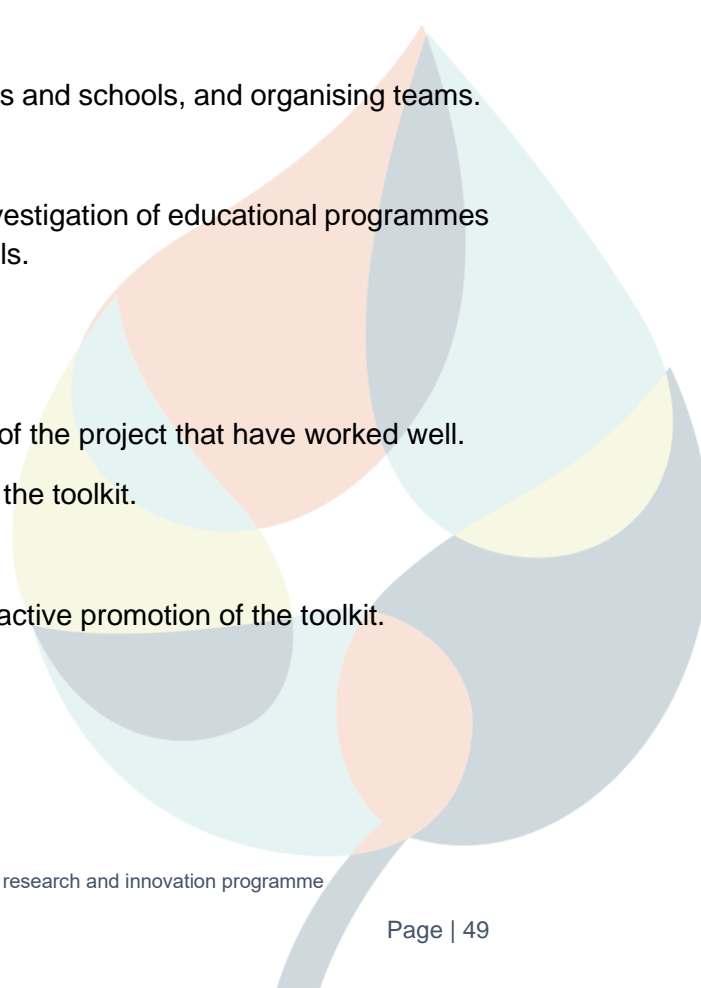
- Identification of better stories and projects; investigation of educational programmes for environmentally sustainable food in schools.

Months 4-9

- Co-design and testing of the project ideas.
- Identification of obstacles as well as aspects of the project that have worked well.
- Use the feedback and assessment to finalise the toolkit.

Months 10-12 (August-October 2024)

Months 10-12 Toolkit implementation, including the active promotion of the toolkit.



Who can apply and what expertise is required

1. NGOs, civil society organisations, and other community groups that have experience in implementing actions/initiatives relating to the “Farm to Fork” Strategy, and with schools and education.
2. Municipalities
3. Networks of Schools

Expertise is required in the following areas:

1. Environmentally sustainable food systems.
2. Learning & education activities particularly for young children. Previous involvement in projects related to education, school-community engagement.
3. Developing a business case (financial appraisal, proposal, strategy and marketing plan). This expertise is desirable but not essential.
4. Diversity and inclusion of children with neurodiversity, disabilities and other vulnerabilities, in education & learning activities.

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Pilot Action 7: Green to school - sustainable commutes

Summary

Green to school: sustainable commutes is about encouraging civil society organisations, schools and parents to make the school journey more sustainable. The main objective is to increase the uptake of sustainable mobility options in peripheral school context. This is done by encouraging a civil society organisation to work with school(s) to develop and test concept idea(s) to initiate a process of change amongst its pupils and families. One of the expected outcomes is the development and implementing of one or several concept idea(s) to increase the uptake of sustainable mobility in a peripheral school context.

Background

The EU 2030 Climate Target Plan¹¹ stresses the importance of making sustainable mobility alternatives widely available to reduce the impacts of climate change. Public transport and active modes of mobility, such as cycling and walking, specifically contribute to the EU's green transition by reducing road congestion and noise pollution, and by improving air quality and public health. However, the private car still plays a central role in many people's lives, not least for managing familial mobilities. This includes transportation of children to school in areas where public transport and infrastructure for walking and bicycling are less available. Sustainable modes of transport, including the combination of public transport and active modes of mobility such as biking and walking (i.e., multimodality), would potentially contribute to both sustainability and increase physical activity among children.

Currently, children and young people across the EU move too little. The recommendation of 60 minutes physical activity per day is only met by a low proportion of children worldwide [1][2][3]. In general, children and young people with a lower socioeconomic background devote less time to physical activity in their free time[4]. Active transport, such as walking and cycling, with its potential to positively impact health and environment, needs to be further encouraged and supported. Active transport has been shown to improve children's school performances [5][6], and a physically active lifestyle during childhood is often maintained up to adulthood [7]. However, evidence shows that active school transport has decreased worldwide over recent decades, including in many European countries [8].

Against this background, with this pilot action we hope to encourage civil society organisations, schools and parents to make the school journey more sustainable. We invite civil society organisations to work with schools and parents combined, to establish

¹¹ https://climate.ec.europa.eu/eu-action/european-green-deal/2030-climate-target-plan_en#

new practices and norms with regards to sustainable mobility in peripheral areas. This is because sustainability initiatives more often are targeting rural areas rather than peripheral ones. A peripheral area refers to any remote area, be it suburban, peri-rural or rural areas located at the edge of and beyond metropolitan areas and centres. The school(s) in the targeted areas(s) should be within reach of public transportation as well as active transport (i.e., walking, cycling, skateboarding, kick-biking, etc).

Description of the pilot project

Objective(s) of the pilot project

The overall objective of this pilot action is **to increase the uptake of sustainable mobility options in a real-life peripheral school context** by encouraging a civil society organisation to work with school(s) to develop and test concept idea(s) to initiate a process of change amongst its pupils and families. The pilot action should strive to make sustainable transport options more widely available; this includes a particular focus on vulnerable groups.¹²

Specific objectives:

1. **Develop and test** one or several concept idea(s) to increase the uptake of sustainable mobility options in a real-life peripheral school context.
2. **Encourage schools, pupils and their parents** to engage in sustainable mobility options (e.g., public transport, walking and cycling).
3. **Identify and discuss** specific opportunities and obstacles to engage in sustainable mobility options in the specific school setting.
4. **Increase knowledge and awareness** among schools, pupils, and parents of the potential of sustainable mobility options in peripheral areas and how it can be promoted.

Expected activities and/or tasks

The action is anticipated to consist of a civil society organisation approaching one or multiple schools (with which they have formed a partnership) to try to change the mobility habits of its pupils, including pupils' parents/families, when commuting to school through

¹² In the ACCTING project the following vulnerability conditions are highlighted: gender, gender identity, age (e.g. elderly people), disability, national minority, migrants, religion/belief, sexual orientation, socio-economic background, and geographical (e.g. people living in isolated areas). We can consider “vulnerable groups” those who exhibit one or more vulnerability conditions, in an intersectional perspective.

the development and testing of one or several concept ideas in a real-life peripheral school context.

It is anticipated that the action will target school locations where there is a possibility for parents and pupils to reach the school by either public transport or active transport (walking, cycling, skateboarding, kick biking etc.). For the action to convince behavioural change towards sustainable mobility, public transport, and/or active transport options need to be feasible options given the location of the school.

The expected tasks are specified below, to be further specified and detailed in the proposal. Please note that applicants can propose different activities provided these activities reach the indicated objectives.

1. Establish contacts and an organising team

Under this task, the following activities and events will be implemented:

- a. Establish (**contacts and**) **agreements** with the involved school(s).
- b. Put together an **organising team** to coordinate the initiative, preferably involving representatives from the school(s), pupils and their parents.
- c. **Identify opportunities and obstacles** to engage in sustainable mobility in the specific school setting. e.g., do pupils have access to bikes? If not, is there a way to access bikes through bike sharing or communal bikes? Are there bike shelters/spaces to store bikes when not in use? Is there a need for bike training activities? Do pupils know how to use public transport etc.? How can cycling, walking and public transport be combined for multimodal trips?

2. Develop, implement and test concept ideas

Under this task, the following activities and events will be implemented:

- a. The organising team, based on the opportunities and obstacles identified, would **formulate viable and sustainable alternatives** to commuting by car, i.e., taking public transport, walking to school, commuting by cycling. One of these alternatives would, subsequently, form the basis of an initial relatively modest concept to be implemented and tested out in the school(s). The pilot project would allow for **creative freedom** from the civil society organisation, school(s) and participants to develop and decide on which concept idea(s) to implement. These could be of different kinds, for example:
 - i. in the form of symbolic competitions to be implemented over a specific time interval. For example, either by collecting data on the number of sustainable trips made by persons at different schools (competition between schools) or for the sake of organising a competition in one and the same school, rewarding those who manage to change and/or remain using sustainable mobilities;

- ii. usage of apps or other motivating elements to make participation fun, rewarding and assist in building a sense of community for those participating in the action;
 - iii. specific events involving sustainable transportation to be implemented and tested out in the school(s), such as 'Carless Fridays' or 'Bike Mondays' to be promoted and implemented among the pupils and their parents.
 - b. **Implement** one or several concept idea(s) in the school context. If the initiative/idea proves successful with pupils and parents, then the organising team can start to expand and implement more ideas that promote sustainable mobilities.
 - c. **Evaluate** the implemented concept idea(s) to identify opportunities and obstacles, to make relevant changes and to adapt to contextual conditions.
3. **Increase knowledge and awareness** among schools, pupils and parents through the promotion of sustainable mobility options available in peripheral areas.
 - a. After the concept idea(s) has been implemented and tested, develop guidelines with recommendations (including the opportunities and obstacles identified) on how to implement the concept idea(s) in other schools in similar contexts.
 - b. Engage in advocacy actions targeting policymakers and relevant local authorities.

Territorial scope

Due to the limited timeframe and budget allocated, the pilot action should be implemented in one or several peripheral area(s) in one of the eligible countries (EU27 + Horizon Europe-associated countries).

Timeframe of the project

The pilot project will last up to 12 months. An example of a general work schedule for the implementation of the project is provided below.

Applicant organisations will be asked to provide a detailed work schedule of activities in their proposal.

Month 1

- Establish contacts and agreements. Put together organising team and further inquire opportunities and obstacles to implement a pilot action in the school setting.



Month 2-3

- Design and test pilot action idea(s)

Months 4-9

- Implementation of the concept's ideas (M4-9)
- Opportunities and obstacles identified (M4-M9)
- Develop guidelines with recommendations (including the opportunities and obstacles identified) on how to implement the idea(s) in other schools in similar contexts (M9)

Months 10-12

- Advocacy actions targeting policymakers and relevant local authorities (M10-12)

Who can apply and what expertise is required

Eligible applicants are non-governmental organisations (NGOs), civil society organisations (including parent associations) with a track record of working with schools (this includes pupils and parents), preferably on mobility and/or sustainability issues.

They are expected to have established connections with one or multiple schools where they can implement the project. Applicants should present a letter of intent of some form from the school(s) to show an agreement to take part in the pilot action (in case of a successful application).

Schools can apply, given they have a partnership with an NGO or CSO as described above.

Under this call, applicants are required to have documented and proven experience in the following areas:

- Documented experience and knowledge in the relevant fields (see above);
- Established network and collaboration with local associations and grassroots organisations;
- Project development in all its components (budgeting, planning, implementation, reporting);

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Pilot Action 8: Wheels for Justice

Summary

Wheels for Justice is about cycling and how it can contribute to improving mobility, health and general well-being for all, with a focus on vulnerable groups. The main objective of this pilot action is to support the connection between cycling activism and social justice struggles by identifying creative ways to expand the reach and impact of cycling and make it more accessible and inclusive. Expected outcomes include celebrating and disseminating successful experiments in inclusive cycling, as well as promoting advocacy actions to address the obstacles identified along the way.

Background

The European Commission is strongly promoting mobility policies aimed at fighting congestion, pollution, and climate change. Alongside public transport, the attention is increasingly focused on active mobility, e.g., walking and cycling. In its Sustainable and Smart Mobility Strategy [1], the Commission highlights how, beyond contributing to cleaner and greener cities, active mobility can contribute to the good health and well-being of citizens. The transition from motorised transport to active mobility, however, is not always easy, and large differences exist across European countries. Cycling numbers have been largely stagnant over recent decades in low-cycling contexts and it might take years if not decades for habits to break and to create a critical mass of walkers and cyclists who will claim their share of public space in the form of walking and cycling paths [2].

Cyclist groups and activists are credited with speeding up change both at an individual and collective level [3]. At the individual level, they support cyclists and people willing to start cycling in tackling the difficulties they face, such as safety issues on the roads, infrastructural issues, and the absence of sufficient parking space [4]. At the collective level, they are frequently engaged in advocacy and negotiation activities with local authorities and in participatory planning exercises, advocating for new bike lanes, improved safety rules, etc. [5]. ACCTING research results confirm the role of biking associations and small groups in determining and supporting the decision to cycle by providing services like bike acquisition and repair, group training rides, identification of safe or otherwise convenient itineraries, etc.

It is also to consider that cycling practices are not equally accessible to all [6]. People from a migrant background, especially women, may find it more difficult (whether for practical or cultural reasons) to adopt cycling, as may people with different types of disabilities, children (when safety is an issue) and, in general, people from a lower socio-economic background who cannot afford to buy one or more bicycles to meet their family's mobility

needs [7]. These and other vulnerable groups¹³ would benefit even more from the activities of activist and cyclist groups. To date, however, only a smaller minority of cycling groups have started to integrate social justice and inclusion concerns into their practices. Despite the important gap they are filling, these groups are rather few in number and disconnected from each other. This pilot action is addressing this specific gap.

Description of the pilot project

Objective(s) of the pilot project

The overall objective of this pilot is to **connect cycling activism with social justice struggles** to identify creative ways of expanding the scope and impact of cycling and making it more accessible and inclusive for all.

Four more specific objectives can be identified:

1. **Putting local cycling and social justice groups in contact** to pursue inclusive active mobility
2. **Disseminating** existing efforts, making them visible and replicable while at the same time **inspiring** other cycling and social justice initiatives to join efforts and organise activities and events together
3. **Identifying and discussing national-level and local-level specific obstacles** to inclusivity in and through cycling
4. Promoting **advocacy actions** at the local or regional level to address the identified problems.

Expected activities and/or tasks

The central idea of this pilot action is for cycling and social justice organisations and groups to come together to co-design and co-manage a programme of events and initiatives that showcase existing and inspiring practices and highlight their potential to achieve both social inclusion and environmental goals.

The expected tasks are listed below (organised by objectives), to be specified and detailed in the proposal. Please note that applicants can propose different activities provided these activities reach the indicated objectives.

¹³ In the ACCTING project the following vulnerability conditions are highlighted: gender, gender identity, age (e.g., elderly people), disability, national minority, migrants, religion/belief, sexual orientation, socio-economic background, and geographical disadvantage (e.g., people living in isolated areas).

Step 1: Creation of a Coordination team

A **mapping** at the local level will be performed and **contact** made with representatives of social justice and cycling associations or groups. The Coordination team will be set up with those who express interest and **basic rules** and arrangements will be established to regulate its work.

Step 2: Design and implementation of a programme of events

A **programme of events** connected to cycling and with an inclusive perspective will be co-designed with organisations within and outside the Coordination team and implemented (e.g., open training events, bike repair days, bike-to-school days, supported group rides with the assignment of “bike buddies”, leisure cycling events, etc.). The events should address and be disseminated among segments of the population for whom biking is less accessible (disabled and older people, people with a migrant background, children and their parents in disadvantaged neighbourhoods, etc.). At least three events will be implemented.

In parallel with the programme of events, an **award for inspiring examples** of social justice practices through cycling will be co-designed and implemented, to be adequately promoted to boost visibility. The awarding of a tangible prize for participants (bikes, cycling equipment, etc.) can be considered. A **ceremony for the assignment of the award** will be organised, with the participation of relevant local stakeholders and authorities.

The implemented programme of events and the practices collected in the awarding process, compiled in a booklet, will be **disseminated**; this will happen, e.g., at the awarding ceremony and through an accompanying social media campaign.

Step 3: Identification of relevant obstacles

Meetings and participatory consultation activities will be carried out among organisations participating in the Coordination team, as well as among the applicants for the award and other relevant local organisations to collect information about the main obstacles they are facing in promoting inclusive cycling activities in their territory and the possible solutions. The results of the consultation activities will be organised in a **policy tool** (which can be a document, video, poster, etc.) synthetically presenting the main problems identified and containing recommendations and proposals addressing other organisations, relevant stakeholders and policy-makers.

Step 4: Advocacy actions

Advocacy actions include the organisation of, e.g., in-presence and online **meetings, workshops and webinars** with relevant local authorities and policy-makers to present and discuss the policy tool (see above) and negotiate shared goals. At least three such advocacy actions will be implemented.

Territorial scope

Due to the limited timeframe and budget allocated, the pilot action should be implemented at the neighbourhood or city level in one of the eligible countries (EU27 + Horizon Europe-associated countries).

Timeframe of the project

The pilot project will last up to 12 months. A rough example of a possible work schedule for the implementation of the project is provided below. Different timeframes can be proposed. Applicant organisations will be asked to provide their detailed work schedule of activities in their proposal.

Months 1-2

- Mapping local stakeholders and creation of the Coordinating team

Month 3

- Co-design of the programme of events, including the award

Months 4-9

- Implementation of the programme of events
- Implementation of the award
 - Launch of the call for the award
 - Evaluation of the candidates for the award
 - Awarding ceremony
- Obstacle identification
- Finalisation of the Policy tool

Months 6-12

- Advocacy programme design and implementation

Who can apply and what expertise is required

Eligible applicants can be:

- Non-governmental organisations, associations and networks from civil society involved in the fields of social inclusion, gender and women's rights, disability, migrant-related rights, and human rights



- Cycling associations, federations, and networks promoting activities inspired by inclusivity and non-discrimination.

They are expected to have collaborations established with other entities that might contribute to develop the project and/or facilitate contacts with the target groups.

Although the public sector is not the most suited candidate, we encourage proposals that seek or have established collaborations with public entities.

Under this call, applicants are required to have documented and proven experience in the following areas:

- Documented experience and knowledge in the relevant fields (see above)
- Established network and collaboration with local associations and grassroots organisations
- Project development in all its components (budgeting, planning, implementation, reporting)

The following will be an asset:

- Experience in European projects
- Membership in European or international networks that might reproduce the pilot in the future.

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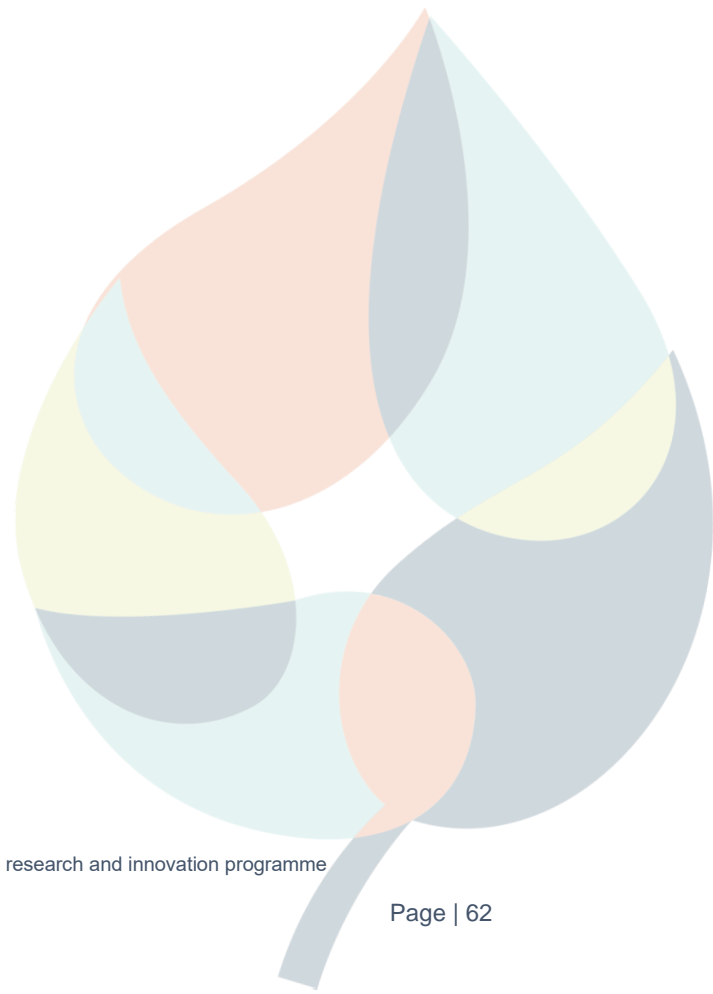
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Pilot Action 9: Series-V: Kickstarting Volunteering

Summary

The pilot action "**Series V – Kickstarting Volunteering**" is about creating a platform that **connects individuals and organisations** who have projects and ideas for efforts to advance socio-ecological transformation with **volunteers** who are ready to contribute to those efforts. The voluntary contributions can be through time commitment and provision of any kind of resources (e.g., expertise, tools, money). The main objective is to facilitate and activate volunteering efforts and behaviour change especially among people from vulnerable groups, to ensure that everyone has a chance to contribute to society. The expected outcome is a space where individuals can come together and create a **community of volunteers and volunteerism**, to establish more **resilient and transformative versions of the future**.

Background

Community mobilisation and public solidarity play a crucial role for engaging and re-motivating volunteerism in and across countries, especially in the wake of the COVID-19 pandemic and the care crisis showing the boundaries of administrations [1]. The urgent need for individuals' active participation through, e.g., volunteering in various realms is evident and has been emphasised in research [1] and publics in relation to, for instance, sustainable development and climate change related subjects [2]. At the same time, there are various stakeholders, including youth organisations and the private sector, which particularly through Corporate Social Responsibility (CSR) programs promote volunteering and initiatives targeting, for instance, disaster response.

Mobilising vulnerable groups as volunteers is crucial for fostering inclusive participation, social cohesion, and a more equitable and inclusive society [3]. By actively involving people from vulnerable groups, we ensure that everyone has a chance to contribute to society. Volunteering provides an opportunity for vulnerable groups to reclaim agency and empower themselves, as it allows them to utilise their unique perspectives, skills, and experiences to make a positive impact. It also is a means to fill in gaps where existing systems may have failed.

To further their objectives, the ACCTING consortium aims to facilitate the establishment of a pilot project which addresses both the activation and creation of a community of volunteers. The project's focus areas encompass the critical task of changing behaviours within communities. By addressing these aspects, the project aims to foster a culture of volunteerism while simultaneously tackling pressing issues in relation to sustainable development and climate change, and thus, making a positive impact on society at large.



Description of the pilot project

Objective(s) of the pilot project

The overall objective of the "**Series V – Kickstarting Volunteering**" pilot project is to create a platform that facilitates and activates volunteering efforts and behaviour change. The platform is envisioned as following a similar approach to crowdfunding, where individuals and organisations can post their projects and ideas requesting support and commitment from volunteers. In Series V the voluntary contributions can be through time commitment, and provision of any kind of resources (e.g., knowledge/expertise, tools, services, money). Individual volunteers can indicate their availability in the platform and then attend actions or offer their resources.

Overall, the "**Series V – Kickstarting Volunteering**" platform **opens a conversation** and established practice to **connect individuals and organisations** to help efforts for **sustainable development** and **socio-ecological transformation**, to establish more **resilient and transformative versions of the future**. It also provides a space for individuals to come together and create a **community of volunteers** who have participated in any activity via the platform.

More specifically, this project aims to:

- **Connect individuals and organisations:** Establish a digital platform that connects NGOs, CSOs, private companies, communities and individuals who are seeking volunteers with others who are interested in volunteering in activities related to sustainable development and climate change.
- **Activate volunteerism and promote behavioural change:** Provide a platform for individuals who seek to become volunteers and offer their resources, allowing them to share their experiences, and connect with other volunteers.
- **Engage individuals from vulnerable and/or marginalised groups:** Vulnerable groups should not just be seen as victims and survivors that are socially excluded, marginalised, or disadvantaged, but they also ought to be thought of as 'key agents of change', that is, as people who can drive and affect transformative change.

Expected activities and/or tasks

1. **Platform development:** Develop and launch the "Series V – Kickstarting Volunteering" digital platform/website, modelled after crowdfunding platforms (such as Kickstarter, GoGetFunding, Indiegogo), allowing individuals and organisations to post projects/ ideas with volunteer and commitment needs.

2. **Outreach and promotion:** Raise awareness about the platform among NGOs, CSOs, private companies, and individuals interested in sustainable development and climate change actions, with volunteer needs. Promote the platform through various channels, including social media, partnerships, and targeted campaigns.
3. **Project submission and vetting:** Establish a process for individuals, NGOs, CSOs, and private companies to submit their projects. Review and vet the submitted projects to ensure alignment with the platform's objectives.
4. **Behavioural change community:** Create a space on the platform for individuals to share their experience after participating as volunteers. Enable others to join these efforts and provide support, advice, and encouragement.

Territorial scope

This kind of initiative can vary in scope and be applied at different levels, whether it be at the level of a city or a region, nationally, or even across the EU. Applicant organisations are free to propose their own scope for the project.

Timeframe of the project

The pilot project will have a duration of 8 to 12 months. The general work schedule for the implementation of the project could include the following suggested milestones (each implementing organisation can propose alternative schedule given that it fits into the 8-12 months period):

- **Month 1:** Launch the "Series V – Kickstarting Volunteering" platform and initiate outreach and promotion activities.
- **Months 2-4:** Open the platform for volunteering project submissions and communicating the selection process (open call), inviting private initiatives, NGOs, CSOs, or private companies to submit their projects running in March 2024 – September 2024. The selected projects will be supported to find volunteers, no financial benefits for initiatives are offered to the supported initiatives.
- **Month 5:** Announce the platform and the selected volunteering projects to the public and call for volunteers to join the actions. Based on the experience of the first round, next rounds of volunteering are offered on the platform during the project lifetime, this can be single volunteering actions or a bundle of actions, all related to the thematic focus set in "Series V".
- **Months 11-12:** Evaluate the pilot project's effectiveness, gather feedback from participating volunteers and the supported initiatives, and make necessary adjustments to the platform based on user experiences and recommendations.

Applicant organisations will be required to provide a detailed work schedule of activities in



their proposals, outlining their more detailed approach to achieving the objectives within the designated timeframe. Measures to ensure sustainability after the end of this pilot phase of the “Series V” activities can be outlined by the applicant organisations.

Who can apply and what expertise is required

Who can apply?

1. Local community groups actively involved in community development for sustainable development and climate change related actions. These groups should have a keen interest in these areas, with a focus on the participation of vulnerable groups in volunteer activities.
2. Non-Governmental Organisations (NGOs) and/or Nonprofit Organisations (NPOs) and Civil Society Organisations (CSOs) with a focus on sustainable development and climate change related actions. These NGOs/NPOs/CSOs should have a track record of implementing projects and initiatives in these areas.

Applicants shall be established in any of the European member states and associated countries.

Expected Expertise:

- a. Local Community Groups: These groups should possess a deep understanding of the specific needs and challenges faced by their communities. They should have experience in community mobilisation, resilience-building, and organising volunteer activities. Expertise in collaboration with external stakeholders and advocacy for vulnerable groups would be beneficial.
- b. NGOs/NPOs/CSOs: Eligible NGOs/NPOs/CSOs should possess expertise in sustainable development and climate change. They should have a solid understanding of the environmental challenges and effective strategies for mitigating them. Additionally, knowledge of project management, volunteer engagement, and community mobilisation would be advantageous.

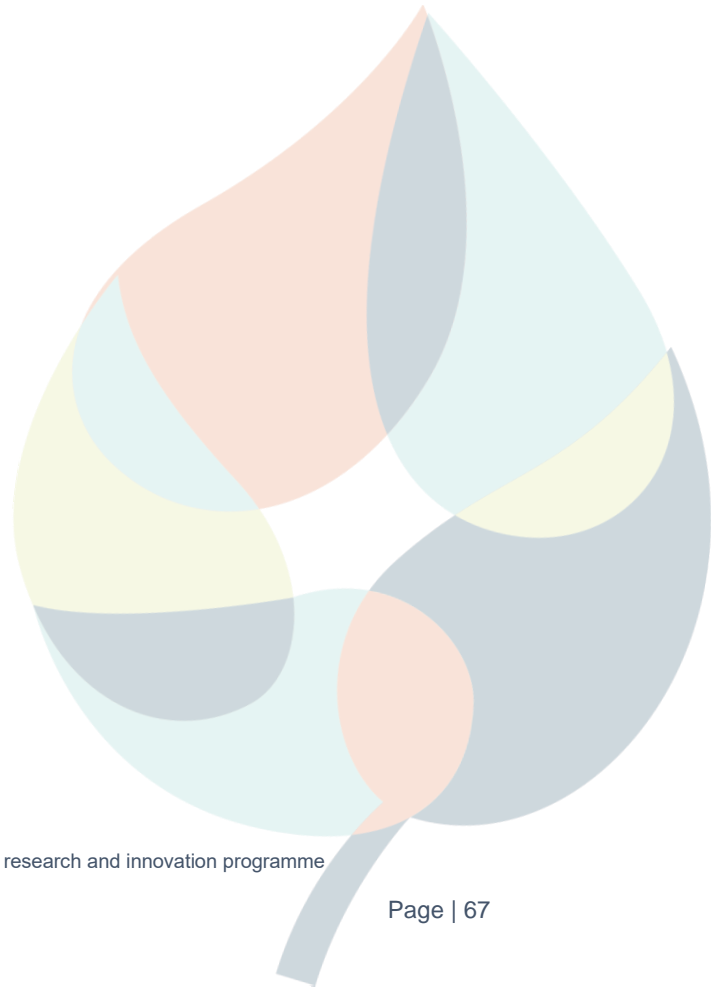
The applicants are expected to involve their network of volunteers, NPOs/NGOs/CSOs and private organisation in participating in the digital platform. The applicants will need the support of website/platform development, if not acquired internally.

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Pilot Action 10: Cultivating Changemakers: Youth Empowerment through activism

Summary

This pilot action “Cultivating Changemakers: Youth Empowerment through activism” aims to engage adolescents between the ages of 14 to 17 in activism related to Green Deal issues. Recognising the challenges of inspiring behavioural change within the formal school system, this action emphasises on the importance of relatable role models, peer influence and structured frameworks in encouraging youth activism. By collaborating with schools and offering internships with NGOs, this action seeks to provide adolescents with valuable experiences, personal growth and opportunities as well as a platform to contribute to sustainable choices, social justice and a healthier lifestyle. Through this approach, the project aims to empower young people as catalysts for positive change contributing to a more sustainable society.

Background

Engaging with adolescents to inspire behavioural change within the formal school system can be challenging. Providing relatable role models and behaviours and leveraging peer influence can be effectively reached. While a minority of teenagers spontaneously embrace activism based on their personal values, the majority requires exposure and guidance. Furthermore, creating a structured framework with the school is important to encourage youth activism.

This pilot action aims to engage with adolescents between 14-17 by introducing them to activism focused on Green Deal issues together with inequalities, diversity and social justice. Cultural identity formation (the process of adopting the norms, beliefs, values, and behavioural practices that unite individuals within a particular cultural group/community) and increasingly gaining autonomy are two of the key developmental milestones of the adolescent years. Therefore, our pilot action holds significant potential to instil long-lasting values linked with sustainable choices, social justice, and a healthy lifestyle.

By participating in this pilot action, adolescents can benefit in multiple ways. First of all, it offers them a chance for valuable experiences, fostering personal growth and development. Additionally, their involvement can enhance their resumes, strengthening their prospects for future endeavours in higher education or employment aspirations. Moreover, this pilot has the potential to foster new friendships, creating a supportive network and a sense of belonging to a community with a common purpose.

Through this approach, we aim to empower teenagers to become catalysts for positive change, enabling them to shape their own futures and contribute to a healthier, more sustainable society.



Description of the pilot project

This pilot action will be implemented at the secondary/high school level, requiring the agreement and active involvement of the school administration to participate in the project. At the core of this concept lies the opportunity for students to engage in internships within non-governmental organisations (NGOs) that operate in the realm of the Green Deal¹⁴, with a particular focus on vulnerability, diversity and social justice.

The scope of the internships is broad and encompasses any action or initiative related with the Green Deal (e.g., animal rights advocacy, food banks, recycling programmes, urban gardening etc). Students will have the chance to gain practical experience and hands-on learning in these domains, actively contributing to the causes pursued by these non-governmental and civil society organisations. This hands-on involvement will allow adolescent students to develop valuable skills, deepen their understanding of health, sustainability, inequalities and social justice; form ties with local communities, and make tangible contributions to society.

Objective(s) of the pilot project

The overall objectives of this pilot are two and are intertwined:

- The primary objective is to foster a transformative shift in the attitudes and behaviours regarding the Green Deal and sustainable practices of the specific target group (teenagers), and promote a sustainable lifestyle. By raising awareness, providing experiential learning opportunities, and promoting active engagement, we aim to inspire teenagers to make informed choices prioritising health, sustainability and social justice.
- Another key aim of this pilot action is to identify and recruit passionate young activists who can contribute to the work of non-governmental and civil society organisations (NGOs) operating in the Green Deal. By fostering a sense of purpose, promoting social responsibility, and providing internship opportunities, we aspire to inspire teenagers to actively engage in these organisations' endeavours, amplifying their impact and advancing the cause of a sustainable and just world.

Through these two intertwined objectives, the pilot action will strive to effect significant and lasting change, empowering teenagers to become agents of positive transformation.

14 Climate Action, Energy Transition, Circular Economy, Agriculture and Biodiversity, Environmentally Sustainable Food Consumption, Sustainable Transportation

Expected activities and/or tasks

School Information Day: To kickstart the pilot action, an information day will be organised, providing students with an opportunity to become acquainted with various NGOs operating in the Green Deal area. During this event, representatives from the NGOs will share insights into their missions, activities, and the internship / volunteering opportunities they offer. Students would have the chance to ask questions, explore different options, and gather the necessary information to make informed decisions.

Internship / Volunteering selection and registration: Following the information day, students would be required to select their preferred NGO for the internship / volunteering opportunity and complete the registration process. This step allows students to express their specific interests and align their choices with their individual passions. Some examples could include but are not limited to cooking initiatives, animal rights advocacy, food banks, sustainable fashion, environmental education, urban gardening, recycling programmes, gleaning, energy efficiency improvement activities, etc. Clear guidelines and support would be provided to facilitate the registration process and ensure students make well-informed decisions. Students are encouraged to apply in groups. The applicant is responsible for ensuring the internship adheres to the regulatory framework pertaining to minors in the respective country.

Internship / Volunteering duration and timing: The internship period would be scheduled to take place between the conclusion of final exams and the end of the academic year. This timeframe is strategically selected, as it is a period when students often find themselves with fewer academic commitments, and teachers are occupied with administrative tasks. By leveraging this window, students can engage in meaningful experiences without disrupting their regular school obligations. The internship / volunteering activity duration would be set at a minimum of 20 hours, allowing students to immerse themselves in the activities and routines of the chosen NGO. However, an ideal scenario would encourage students to dedicate more hours to maximise their learning and contribution potential. This extended engagement would provide students with a deeper understanding of the organisation's work, foster stronger connections with their peers and mentors, and enable them to make a more significant impact. Safeguarding is required.

Showcasing the outcome of the internships/volunteering activities: A school event or festival will be organised to present and celebrate the outcome of the internships undertaken by students, highlighting their practices and achievements. This event serves as a platform to showcase the valuable experiences gained, knowledge acquired, and the positive impact made through the internships. During the event, students will have the opportunity to share their internship journey, presenting their findings, insights, and tangible outcomes to fellow students, teachers, parents, and the wider school community. This event will provide a space for students to reflect on their personal growth, showcase the skills developed, and articulate the ways in which their internship experiences have influenced their perspectives on topics of sustainability. The event will feature a range of engaging activities, including presentations, interactive displays, workshops, and perhaps

even demonstrations of the skills they have acquired (i.e., culinary showcase in case of food activism), allowing attendees to immerse themselves in the student-led projects and witness first-hand the transformative power of youth activism. This occasion also creates an environment for networking, fostering connections between students, NGOs, and other stakeholders interested in promoting initiatives for a more sustainable world.

By implementing the abovementioned planned activities and tasks, the pilot action aims to facilitate a smooth and structured pathway for students to explore internship opportunities, select their preferred NGOs, and actively participate in meaningful experiences that align with their interests and aspirations. The suggested activities are intended as proposals, and it is recommended that the applicant adopts a flexible approach.

Communication and dissemination actions, monitoring and evaluation are required; therefore, these must be proposed by the applicant.

Territorial scope

Due to the limited timeframe and budget allocated, the pilot action should be implemented at the city level in one of the eligible countries (EU27 + Horizon Europe associated countries).

Timeframe of the project

The pilot project will have a duration of 8 to 12 months. The general work schedule for the implementation of the project could include the following milestones:

- **Month 1:** Launch the pilot action and initiate outreach and promotion activities. Initiate the safeguarding mechanism. Preliminary planning of the School Information Day together with the host school and development of activities aimed at NGOs and student involvement.
- **Months 2 and 3:** Establish the project submission and process (open call), inviting NGOs, CSOs, and private companies to submit their proposals for the School Information Day.
- **Months 4 and 5:** Internship / Volunteering selection and registration
- **Months 6 and 7:** Internship / Volunteering activities
- **Month 8:** Showcasing the outcome of the internships/volunteering activities
- **Months 8 and 9:** Setting up and carrying out appropriate target group-centred evaluation and reporting

Applicant organisations must provide a detailed work schedule of activities in their proposals, outlining their approach to achieving the objectives within the designated

timeframe. It should be noted that the provided outline serves as a general indication. The actual internship period is expected to be scheduled between the conclusion of final exams and the end of the academic year, which may vary depending on the country.

Budget specifications for this pilot action

The maximum budget for this pilot project is 16,000 euros. Proposals with higher budget can be submitted, justifying the higher budget, but might not be evaluated.

Who can apply and what expertise is required

Eligible actors expected to apply for this call include:

- NGOs, civil society organisations, and other community groups, ideally focusing on young people and teenagers active in Green Deal issues².
- Applicants are expected to have active collaborations established with schools – as the pilot action will be implemented at the secondary/high school level, requiring the agreement and active involvement of the school administration - and other entities that might contribute to developing the thematic (Green Deal issues/sustainability), including other relevant non-governmental organisations, associations from civil society, and individual experts. It is envisaged that the pilot project will be primarily coordinated by the main applicant, who will engage with relevant, key stakeholders at a local level. As mentioned under 'Territorial Scope' above, national-level organisations are encouraged to apply, so long as their pilot proposal is grounded in the local.

The applicant is responsible for ensuring the internship adheres to the regulatory framework pertaining to minors in the respective country.

Under this call, applicants are required to have documented and proven experience in the following areas:

- Established network and collaboration with local associations and grassroots organisations linked to the domains of Green Deal issues.
- Proven knowledge in volunteer engagement and community mobilisation.
- Previous involvement in projects related to education, school-community engagement.
- Project development in all its components (budgeting, planning, implementation, reporting)

The following will be an asset:

- Experience in European projects



- Membership in European or international networks that might reproduce the pilot in the future.

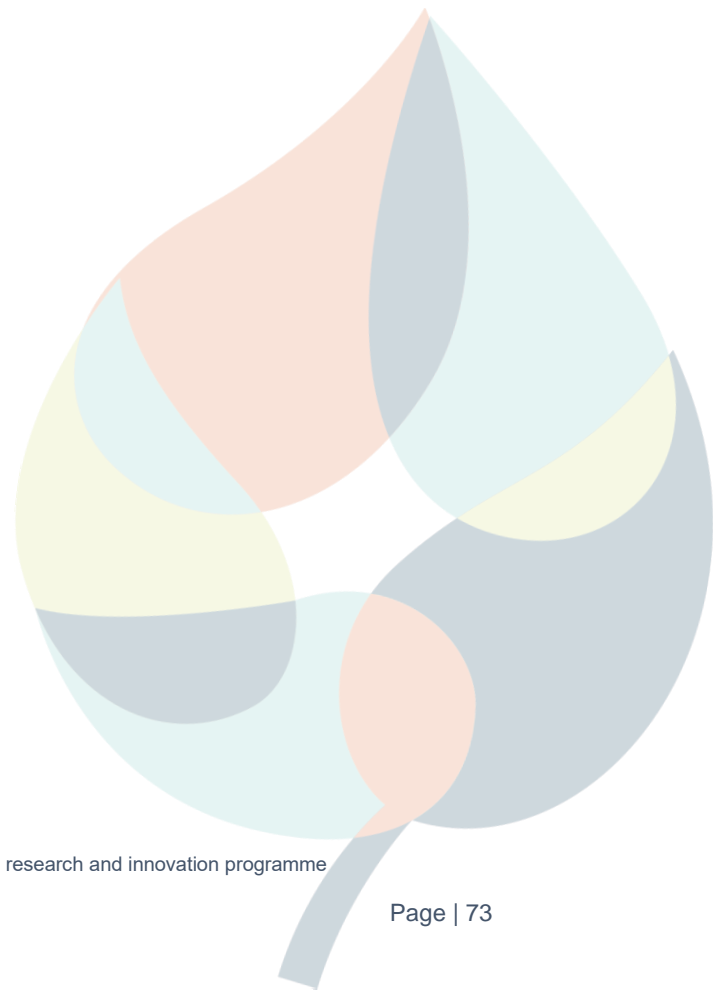
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The ACCTING project

The European Green Deal foresees efficient use of resources for a circular and clean economy. However, inequalities emerge in the context of its policy and interventions.

The EU-funded ACCTING project will mobilise research experimentation and innovation to promote an inclusive and socially just European Green Deal focusing on the inequalities produced by its policies.

The project will explore the impact of Green Deal policy initiatives on individual and collective behaviours, provide evidence, and empower policymakers and stakeholders to anticipate policy responses and potential negative influences, and mitigate such impacts in decision-making. ACCTING will collect new data on Green Deal policy interventions and co-design and implement pilot actions to reduce or prevent policy-related inequalities.

Project Consortium

	European Science Foundation (ESF)
	Örebro University (ORU)
	Yellow Window (YW)
	Knowledge and Innovation (K&I)
	Zentrum für Soziale Innovation (ZSI)
	Norwegian University of Science and Technology (NTNU)
	ICLEI - Local Governments for Sustainability, European Secretariat
	Sabancı University (SU)



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