

H2020 GREEN DEAL PROJECT PROPOSAL

PROJECT : ENGAGEMENT4GREEN

PARTNERS (TO BE COMPLETED)



FANVOICE

neXus

DRAFT : 20/09/2020

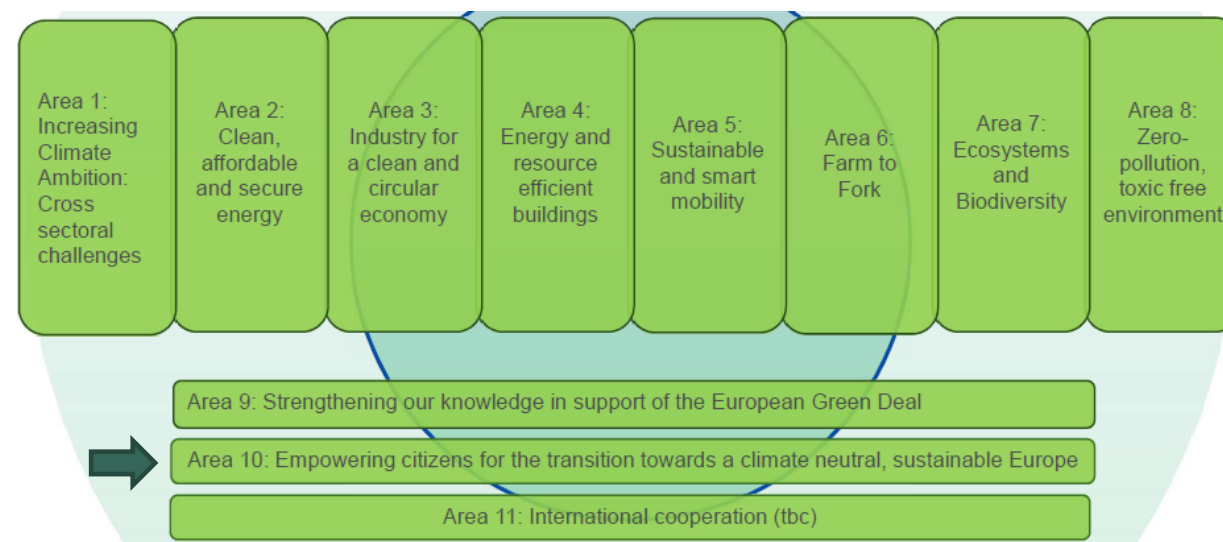
SUMMARY

- Topic 10-1 : European capacities for citizen deliberation and participation for the Green Deal
- Project code : ENGAGEMENT4GREEN
- Project objective = acceleration of the emergence, go to market and impact of green deal entrepreneurial projects (greentech startup or citizens-led initiatives), through an innovative citizen deliberation and participation process, based on the combination of European online crowdsourcing and crowdfunding platform
- Main project corporate sponsor : EDF
 - EDF is one of the world's biggest producer of electricity.
 - As a leading international energy supplier, EDF has the ambition to produce zero carbon electricity in complete safety.
 - EDF "raison d'être" is to build a net zero energy future with electricity and innovative solutions and services, to help save the planet and drive wellbeing and economic development.

H2020 GREEN DEAL : TARGETED TOPIC (10.1)

- Area 10: Empowering citizens for the transition towards a climate neutral, sustainable Europe
- Topic 10-1 : European capacities for citizen deliberation and participation for the Green Deal

- Project LEAD : FANVOICE
- Number of partners ~ 17
- Expected budget : 5 M€
- Project duration : 36 month



INTRODUCTION / OUR VISION (1/3)

- The Green Deal Topic 10-1 :
- Do focus on citizen deliberation and participation (deliberative democracy and civic participation) : EU clearly seeks to improve commitment and buy-in from a broad spectrum of citizens to support the European Green Deal targets.
- The text also explicitly mentions that Green Deals issues could best be addressed through participatory processes involving citizens, including by engaging them as social innovators throughout the innovation life cycle, from co-design to co-implementation and co-evaluation (of transition pathways).
- Finally, one of the project outcomes, beyond the specific deliberation results, is to setup a European capacity to manage deliberative processes across Europe. To be effective and operational, this capability must be made up of 2 elements : a robust tool (European online multilingual deliberative platform) and a network of experts, specialised in deliberative democracy and civic participation to implement participatory processes both at the level of local communities and at wider scale.
- **Our vision** is that, at the end of the project, all these work and effort should be reusable. Therefore, in our opinion, the foundations of the global solution should be sufficiently robust, so that both the technical platform and the expert network can be re-used in the future, in particular to meet deliberation needs for the preparation of Horizon Europe calls and the citizen participation in these future initiatives.
- Therefore, during the project, a significant investment will be devoted to the construction of a technical platform capable of supporting deliberations on a very large scale and in different languages, as well as to train the network of deliberative democracy experts in the use of this tool, and support them in the operational implementation of deliberation and co-creation processes (in order to maximize the reach and impact of online processes).

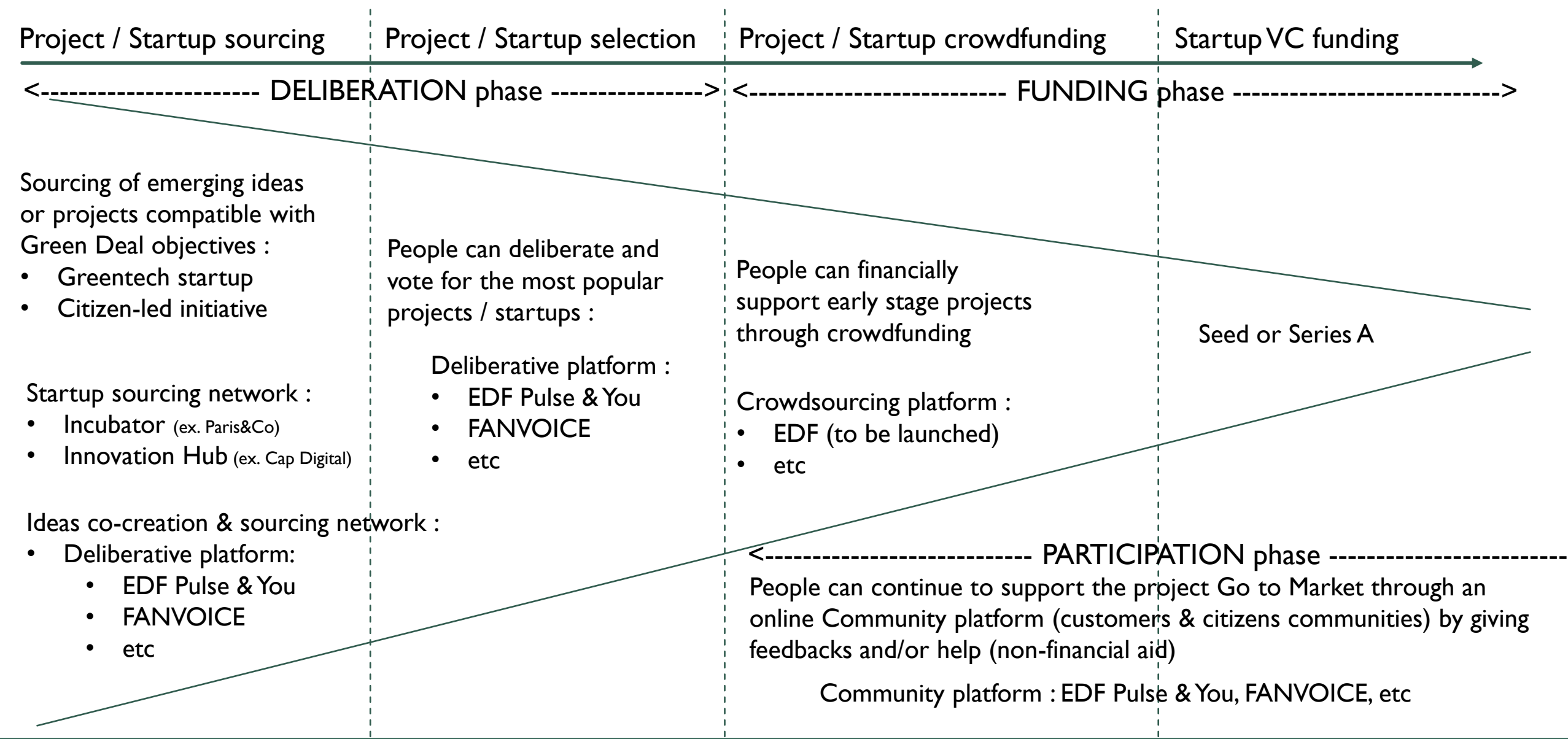
INTRODUCTION / OUR VISION (2/3)

- Deliverative and co-creation processes are powerful approaches to improve commitment and buy-in from citizens to support the European Green Deal targets.
- However, we believe that the EU should not finance the ecological and climate transition on its own. It is therefore necessary to find alternative means of financing.
- Moreover, our feeling is that citizens are now ready to go further in their engagement, doing more than devoting their time to participate in deliberation processes (ex. <https://www.time-planet.com/en>).
- Consequently, our project proposal includes, beyond the participatory and deliberative component, a crowdfunding component, so that citizens can also financially support the Green Deal initiatives. Crowdfunding would thus allow citizens who so wish to continue and extend their commitment by investing part of their financial savings in green projects.
- Our ambition is that crowdsourcing platforms and the corresponding deliberative processes should be connected in a simple and easy way with crowdfunding platforms. If we are able to find connections and synergies between the 2 processes (crowdsourcing and crowdfunding), we then will be able to empower citizens (and consumers) with concrete and user-friendly tools to maximise their impacts on climate change and to help citizens to become even more engaged actors in the green transformation of society.
- Finally, our ambition is also to involve private investment funds in this program. We hope to find VCs that specifically finance greentech, cleantech, projects (or projects related to the other areas of the Green Deal). If we succeed, this will make it possible to bring significant private capital (from 500 k€ to 2 M€), to support green projects with high potential but which require large investments, or to accelerate even more some startups of the program.

INTRODUCTION / OUR VISION (3/3)

- We respond to topic 10.1 voluntarily with an entrepreneurial mindset. Our vision is that in terms of sustainable development, companies and more specifically start-ups, can provide innovative, effective and rapid solutions to climate transition. We also have a broad vision of this entrepreneurial approach, and we also wish to support citizen-led initiatives that will lead to company creation (including non-profit company), or civil society organisations (citizen / consumer associations), if their project leads to concrete and workable solutions to act on climate change.
- As stated in the 10.1 call “specific topics for deliberation should be co-decided with the European Commission services involved in implementing the Green Deal”. In our case, we suggest that citizens deliberate and vote to support or not the identified startups (or the citizen-led initiative). We therefore want to give citizens the opportunity to be a source of proposals to guide the business model of companies and to co-design with them their future products and services, as well as their economic, social and environmental policy.
- When it comes to community, the wisdom of the crowd is now well known and documented. This project is an opportunity to go further by experimenting with the "power of the crowd", by studying whether active support from a community of citizens can really help and accelerate emerging business creation projects (in the green field).
- We believe that bringing businesses and citizens together, with a Citizen as a partner or Customer as a partner approach, could improve the economic performance of new green tech companies, while ensuring that sustainable business models are created.
- If we succeed in this challenge, this will not only lead to significant competitive advantage for companies but also to strong commitment and buy-in from citizen across Europe to support the European Green Deal targets.
- If we find an efficient way to engage citizens in co-creation / co-implementation / co-evaluation of transition pathways for the Green Deal call, by combining crowdsourcing (deliberation/participation) with crowdfunding, the same kind of mechanism could be replicated and extended to support other Horizon Europe missions.

H2020 - Green Deal - ENGAGEMENT4GREEN - project summary



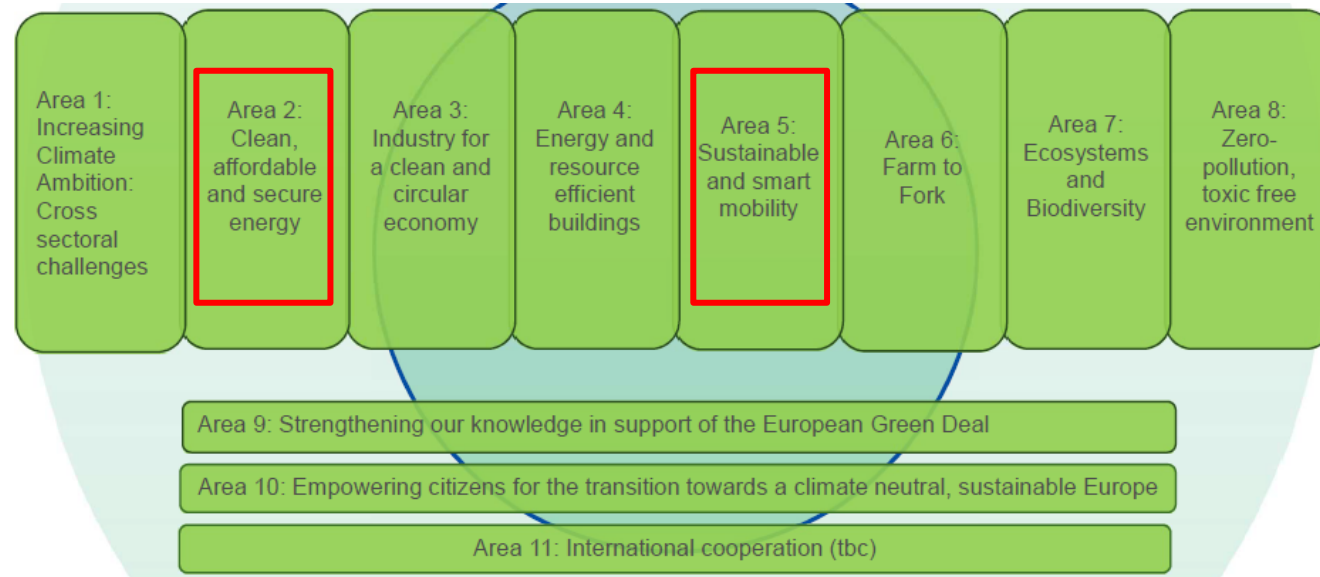
Social Sciences and Humanities (SSH) + Economics Sciences research conducted to study the project results & impact at the European level in order to deliver best practices and methodology to improve other Horizon Europe R&I program through a similar citizen participation and deliberation capacity and approach

EXISTING TOOLS AND PLATFORM

- Existing CROWDSOURCING capacity :
- The 2 consortium partners (EDF and FANVOICE) will provide the project with their platforms and their respective communities. These assets already exist (at the French national scale) and can make it possible to launch the first deliberative campaigns very quickly (in French and in English). These assets are also building blocks that will serve as a basis for building more quickly the foundations for the target European online multilingual deliberative platform.
 - EDF community and platform :
 - Name : EDF Pulse and You
 - Size : 5500 members(consumers, citizens, etc) / 140 000 contributions (ideas, comments, surveys, etc)
 - URL : <https://www.edfpulseandyou.fr/>
 - FANVOICE community and platform :
 - Name : Fanvoice
 - Size : 5000 members(consumers, citizens, etc) / 30 000 contributions (ideas, comments, surveys, etc)
 - URL : <https://www.fanvoice.com>
- CROWDFUNDING capacity :
 - EDF will launch a new crowdfunding platform at the end of 2020.
 - This platform will be open and accessible to everyone (citizens, EDF customers and non-EDF customers)
 - Different types of crowdfunding will be possible (equity-based, lending or donation)
 - Platform will fund startup (not only green / sustainable energy, but also smart / sustainable mobility, well being, etc), as well as civil society organization / citizen-led initiative

RELATED GREEN DEAL AREA

- Related Green Deal Area (AREA confirmed so far, 18/09/2020) :
 - Area 2: Clean, affordable and secure energy (CONFIRMED ; Corporate = EDF)
 - Area 4: Energy and resource efficient buildings (to be confirmed)
 - Area 5: Sustainable and smart mobility (to be confirmed / EDF)
 - Area 6: Farm to Fork (to be confirmed)



CONSORTIUM : LIST OF VALIDATED PARTNERS (20/09/2020)

Name	Expertise	URL	Role on the project
FANVOICE	Crowdsourcing	https://www.fanvoice.fr/?lang=en	Deliberative platform + Consortium Lead
EDF	Energy Provider	https://www.edf.fr/en/	Deliberative & Crowdfunding platform
NEXUS	Consulting	https://www.nexusinstitut.de/en	Citizen deliberation & participation

RESEARCH AND INNOVATION ACTION

- The research themes and topics will be defined more precisely with the academic research partners involved in the project. However, the following research topic could be considered :
- A. To what extent the citizen participation (1) in the early stage phase (2) of the co-design of green tech startups business model can lead to real positive impacts on the acceleration of the economic performance (3) or the social and environmental impact (4) of these companies ?
- Or :
- B. During the early stage phase (2) of the co-design of green tech startups business model, what types of participatory processes (1) have the most positive impacts on the acceleration of the economic performance (3) or the social and environmental impact (4) of these companies ?
- *(1) different type of processes : deliberation and participation / engagement / co-creation (from co-design to co-implementation and co-evaluation)*
- *(2) before the market launch*
- *(3) go-to-market acceleration, revenue increase, etc*
- *(4) better products / services (clean, affordable, secure, ressource efficient, toxic free, etc)*

UNDER WAY / PROPOSAL IMPROVEMENT (1/3)

- This proposal document is a draft and the definition of project objectives and outcomes is currently under way. As a result, the following points of our proposal need to be improved :
- A greater focus must be made on the aspects of **deliberative democracy and civic participation** (the expected scope is clearly based on citizen participation and deliberation processes which is slightly different from the co-creation process with consumers processes)
 - TODO => the consortium have to ensure the robustness, ethical and inclusive character of the planned deliberative processes : a specific partner expertise is required on this topic : we have to find one or several professionals in the field of public engagement.
- Scientific excellence criteria do represent 50% of the total score in the EU selection process. Moreover the topic 10.1 type is RIA (Research and Innovation Action)
 - TODO => as a result we must find an **academic research partner** with strong expertise on **deliberative democracy**.

UNDER WAY / PROPOSAL IMPROVEMENT (2/3)

- This proposal document is a draft and the definition of project objectives and outcomes is currently under way. As a result, the following points of our proposal need to be improved :
- Consortium should include at least 6 distinct European countries to match EU criteria : 3 European countries is the official minimum threshold, but it is highly recommended to engage with more (“A balanced overall coverage of EU and associated countries will be sought”).
- Consortium must setup a “transnational networks of experts” : projects retained will establish transnational networks of experts, researchers, practitioners and relevant civil society organisation specialised on deliberative democracy and civic participation across Europe, including professionals in the field of public engagement.
- TODO => we have to involve partners in other European countries (France and Germany are already covered).

UNDER WAY / PROPOSAL IMPROVEMENT (3/3)

- This proposal document is a draft and the definition of project objectives and outcomes is currently under way. As a result, the following points of our proposal need to be improved :
- The link between deliberation processes and decision-making bodies must be addressed in our proposal :
 - “National and local governments and administrations should be closely associated from an early stage, including, to the extent possible, links with existing debates and participatory processes at their levels and taking account of national/local specificities.”
 - “expected outcomes should include improvement of the representativeness of policy decisions (...) ; enrichment of the inputs to policy discussions (...)”
 - “stronger trust in policy and science institutions among citizens on European Green Deal issues (...)”
 - “(...) take-up of participatory outcomes in decision-making processes should be sought at local, national and/or EU levels and feedback to citizens should be ensured.”
- TODO => we have to find a way to involve national and local governments and administrations (not necessarily as a partner, but a link must be found so that project outcomes could be connected to decision-making bodies).
 - Idea : we could involve local administrations (ex. Cities or Regions) to help startup or citizen-led initiative to manage their local experimentation or with local establishment of their activity, or with grant/funding. (example : in France, Paris&Co incubator program and the Ile-de-France Region innov’up Experimentation or innov’up granting program)

PROJECT OUTCOMES & KPI

- The detailed project outcomes, impact and KPIs will be defined later on.
- However, as an accelerator program, we are willing to define financial objectives and economic impact metrics such as :
 - Number of startup (or project or citizen-led initiative) involved in the program and supported (deliberation phase / crowdfunding phase, etc)
 - Number of citizens / consumers involved in the deliberation and participation processes and also involved in the corresponding startup (or citizen-led initiative) communities
 - Go-to-market acceleration through the deliberation process, citizen engagement, funding, etc (metrics to be defined by research partners)
 - Amount of fund raised (crowdfunding / VC) by the accelerated project
 - Revenue generated by the accelerated startup / company
- Other impact (social & environmental) :
 - Social impact (ex. engagement, knowledge, awareness, representativeness ; metrics to be defined by research partners)
 - Environmental impact of product / service co-created with citizens (ex. CO2 emissions reduction, energy savings, etc ; metrics to be defined by research partners)

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■ Type of partners considered + Country (draft)

Partner	Role	Type	Country	Role
FANVOICE (crowd prediction)	Deliberation	Deliberative platform (generic)	FR	European Deliberative platform (generic) + Consortium Lead
EDF (deliberation)	Deliberation	Deliberative platform (energy)	FR	European Deliberative platform (energy) + crowdfunding (see below)
(to be confirmed)	Sourcing	Incubator network	FR	Greentech startup / project sourcing (+dissemination + communication)
(to be confirmed)	Sourcing	Innovation Hub	FR	Greentech startup / project sourcing (+dissemination + communication)
(to be confirmed)	Sourcing	Innovation Hub	?	Greentech startup / project sourcing (+dissemination + communication)
(to be confirmed)		National and local governments and administrations	?	National and local governments and administrations should be closely associated from an early stage, including, to the extent possible, links with existing debates and participatory processes at their levels (...)
EDF (crowdfunding)		Crowdfunding (energy)	FR	Crowdfunding platform (energy oriented project) : The budget is allocated to support crowdfunding campaigns (marketing and communication expenses)
Crowdfunding n°2 (?)		Crowdfunding (generic)	?	Crowdfunding platform (generic project)
VC (impact)		Fundraisers company and/or VC		Fundraising expert (focused on impact / greentech) ; Seed or Serie A
(to be confirmed)		Experts networks coordination	DE	Deliberation and participation processes coordination at the European level
(to be confirmed)		Academic research (SHS)	?	Humanities and social sciences (research / best practices)
(to be confirmed)		Academic research (EHS)	FR	Economic and Social Sciences : rôle d'évaluation de l'impact du dispositif (impact financier notamment, par exemple fonds levés, etc)
(to be confirmed)		Research evaluation	FR	Expert indépendant pour évaluer et suivre les travaux des laboratoires de recherche
NEXUS		Consulting (deliberation)	DE	Citizen deliberation management (professional in the field of public engagement)
(to be confirmed)		Consulting (deliberation)	IT	Citizen deliberation management (professional in the field of public engagement)
(to be confirmed)		Consulting (deliberation)	UK	Citizen deliberation management (professional in the field of public engagement)
(to be confirmed)		Dissemination	?	Communication & dissemination of the projet (at the EU level), to maximize reach and impact of deliberative processes
(to be confirmed)		Project reporting	FR	Help with project management and reporting

SEARCH FOR PARTNERS AND SKILLS

- We are particularly looking for the following types of partners :
- A scientific research laboratory with strong expertise in the field of citizen participation and deliberation processes, to manage the scientific excellence of the planned deliberative processes.
- Experts, researchers, practitioners and relevant civil society organisations **specialised in deliberative democracy and civic participation across Europe**, including professionals in the field of public engagement.
- Citizen communities across Europe to be involved in deliberation processes (ex: Living Labs network ?) to maximize reach of the project.
- Funding : VC partners (Venture Capitalist) or Crowdfunding platform focused on greentech market.

CONSULTING FIRM AND FEES

- A private specialized consulting firm will be payed to help the consortium :
 - 1. For the phase of drafting the proposal and submitting the proposal,
 - 2. (If the project is selected) => success fees
 - 3. (If the project is selected) For the project management, review of deliverables and financial reporting
- Consulting firm fees management :
 - 1. Fixed fees between 16 k€ and 32 k€ : these 0,32% (or 0,64%) fees will be taken from the global grant allocated to each partner if the project is selected (otherwise only EDF and FANVOICE will cover this expense).
 - 2. If the project is selected by EU, the consulting firm will get success fees (2% of the global grant) : these 2% fees will be taken from the global grant allocated to each partner.
 - 3. If the project is selected by EU, the consulting firm will be involved as a partner of the consortium (their allocated grant will 4% of the global grant).

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