

Call for Expression of Interest – XKIC Healthy Citizen and Customer Engagement

Activity: WP 4 Consumer & Customer Engagement, XKIC WP Human Capital

Deadline for Expression of Interest: January 31 2020, 11:00 CET

Overview

The scope of the 2020 sub-activity ‘Healthy Citizen and Customer Engagement’ will be the continuation and expansion/adaptation of the 2019 activity. The overall goal of this work package is to increase the engagement and education of citizens, especially children in primary schools, on the topics of healthy eating/diet awareness to aim for behavioural changes towards a healthier lifestyle in Europe by targeting key stakeholders such as educators. In 2019, EIT Food, EIT Health and EIT InnoEnergy collaborated on the design, creation and delivery of a ‘teach the teachers’ re-usable toolkit on healthy living and eating for kids in two RIS areas: Italy and Spain. The created material was well perceived by teachers, school children, and their families in both regions.

This kit consists of online teaching materials co-created by experts of EIT Food and EIT Health partners, with multi-disciplinary expertise from health to educational practice as well as including inputs from teachers from RIS regions. Content was designed for teachers in primary schools and focuses on children aged 6 - 9 years. The education material for teachers can be accessed through an online repository where the final versions are available in English, Danish, Spanish, Italian and Catalan.

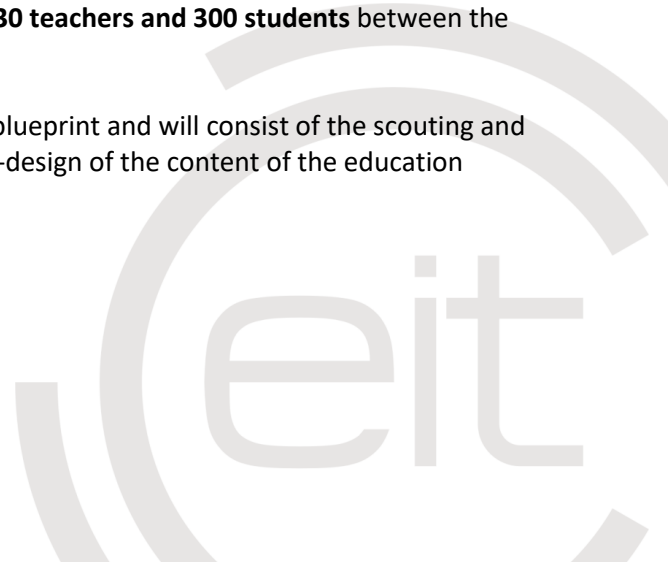
Vital parts of the kit are printable board and bingo games, which the teachers can use to play with the children after teaching them the core contents. All content and parts of the education material are, and will have to continue to be, easily accessible and usable to make sure teachers and children in economically challenged areas will be able to participate.

While the pilot took place in two RIS regions in Spain and Italy (with initial testing in Denmark), it is planned to branch out to two new locations in RIS and Innostars regions in 2020, with a preference towards **Central/Eastern and/or South Eastern Europe**.

The workplan for you would consist of the following steps:

- The currently involved partners will brief you on the content of the education material, and share with you their experience in running the process; they will be available as mentors to you throughout 2020
- You will need to find engaged teachers and schools who commit to work with the education material and implement this work package in their teaching, in 2020
- You will help adapt and shape the content of the education material to be relevant and appropriate to the cultural context, including the translation of education material
- You will need to run workshops with teachers and be responsible for tracking the progress and outreach
- You will be expected to have reached out to at least **30 teachers and 300 students** between the two regions by the end of 2020

The majority of the work package will be based on the 2019 blueprint and will consist of the scouting and engaging of partners, teachers and children, as well as the re-design of the content of the education material and the implementation in schools.



The partners engaged in 2019 will, in the meantime, extend the material and pilot the inclusion of the children's families in the blueprint. If this is successful, this content may be, as in this call, continually available for you in 2021, to keep engaging the schools you chose to work with.

What we expect from you:

- Engagement/pro-activeness
- Network experience
- Implementation experience
- Teamwork/adaption/co-creation experience
- Intercultural experience
- High proficiency in spoken and written English
- Good connections with/in RIS countries, especially target schools preferred

What we offer:

- Work with an energetic and international team across Europe
- Support to extend and adapt the existing education material to be relevant to your cultural context and meet local needs
- Mentors from the 2019 cohorts will be available to support you during the co-creation and implementation of the activity
- Opportunity to innovate and promote healthy behaviours for children in primary schools and their families
- Access to EIT Food and partners

Budget

A total budget of 145.000€ is available and will be shared between the partners.

Timeline

EIT Food will need the expression of interest of the partner by **January 31 2020, 12:00GMT**

The XKIC group will select the candidates by **February 14 2020, 11:00 CET**

Procedure

Partners are asked to submit an Expression of Interest. Based on the collected Expressions of Interest and the Decision of the XKIC group, EIT Food will come back to the partners to discuss the distribution of the budget.



Expression of interest (EOI):

The EOI needs to indicate:

1. Brief outline of planned timeline, as well as dissemination milestones
2. Previous experience in creating and co-creating education material for teachers, working across Europe with an international team, as well as project execution and dissemination
3. Customization to RIS countries, and with knowledge on possible pilot project location
4. Good connections with primary schools, school networks and/or governments

The EOI needs to fulfil the following formal criteria:

1. The partners understanding in both food and health related topics, and understanding how it is linked to the EIT Food ecosystem and SOs,
2. The capacity of the partner to adapt and run blended learning materials, as well as experience in co-creation has been demonstrated
3. Demonstration of target school connections



Expression of interest for the XKIC Healthy Citizen and Customer Engagement

1. Name of the partner organisation	
2. Activity lead contact details	
3. Description of primary schools and teachers Network in InnoStars/RIS regions	
4. Description of the partners' knowledge, interest, and expertise in nutrition/health/healthy eating topics	
5. Previous experience in creating and co-creating education material for teachers, as well as in organising and delivering workshops to teachers	
6. Experience in Programme Management	

Partners who want to express the interest to join the XKIC initiative need to send their document for the joint activity by January 31 2020, 11:00 CET

Please send your proposal to: cornelia.schwenk@eitfood.eu

This Expression of Interest shall be no longer than 3 pages (smallest font = Calibri 11). Any excess page will be discarded in the evaluation.

