

CityZen
Enhancing scalable innovations and new business models
based on urban farming ecosystem values

CALL FOR EXPRESSION OF INTEREST
for
EXTERNAL EXPERTS-LECTURERS

This Call for Expression of Interest is issued by Applied Research and Communications Fund (ARC Fund), henceforth referred to as Contractor, in its capacity as the Lead Partner of the CityZen project.

Project abstract:

The CityZen project is funded under the Interreg Europe programme, supported by European Union funds (ERDF). CityZen aims to influence various policy goals like food quality and security, waste management, resource efficiency, community development and quality of life by introducing urban farming (UF) to policy makers as a successful business area. CityZen explores values that urban farming as ecosystem brings and links them with new business models, entrepreneurship, innovative supply chains and support policies to transform cities and regions. Being at a crossroad of many policies and sectors, urban farming is a valuable source of good practices and innovative ways to transform social and business settings in favour of growth and sustainability.

The project partners represent public bodies, a think-tank and research centres from five regions in Bulgaria, Greece, Portugal, Spain and Germany. The project will scale up capacities in the five regions by enhancing governance and monitoring systems, as well as by maturing new projects on urban farming and resource efficiency that foster interactions among local stakeholders and transform city areas into productive green spaces.

More detailed information about the CityZen project can be found here: <https://www.interregeurope.eu/cityzen/>

Purpose of the Call

The purpose of the Call is to engage **two experienced lecturers/ experts** for participation in the CityZen Online First Impact Workshop. Interested experts are to apply for:

- 1) Deliver online an **impulse presentation** on one of following two topics: **Urban Farming (UF) Business Models** and **Technology and Innovation for Urban Farming** (described in detail in the Annex)

and/or

- 2) Present online 1 or 2 **good practical example or showcase** for any of the following topics: successful urban farming business model; technology and innovation developments that boost urban farming; support measures that foster new urban farming businesses and innovations, as well as contribute to sustainability of urban farming.

Impact Workshops

Impact Workshops aim to process, share and upscale experiences from the [peer-to-peer workshops](#) into structured knowledge that empowers participating regions. Impact Workshops deal with UF implications (challenges, bottlenecks, opportunities) for urban farming in policy, economy, society and RTDI context. Due to the pandemics, the First Impact Workshop will take place as online event.

The following topics are to be covered in two consecutive Impact Workshops:

- New business models
- Technology and innovation
- Support and sustainability
- Inclusive governance
- Communication with stakeholders, all of the above in the context of Urban farming.

The two topics to be addressed at the **First online Impact Workshop** ([focus of the current Call](#)) are ‘**New business models**’ and ‘**Technology and innovation.**’ Aspects of the third topic (‘**Support and sustainability**’) will be included as a horizontal issue in the first two topics.

Participants at the Impact Workshop will be project partners and regional stakeholders (25-30 participants).

The Workshop will begin with interactive impulse presentations that will provide an overview of the topics, challenges, success stories, practical tips, provocative questions and pressing issues, etc. Each presentation will be followed by a Q&A slot for discussion with participants. During this session, participants will also respond to several polls designed in cooperation with the external expert to obtain additional data from participating regions that can supplement impulse presentations.

Impact Workshop will continue with a Plenary Session for Practical examples and Showcases, presented by regional stakeholders and external experts.

Impact Workshop will conclude with several Breakout sessions during which a set of relevant policy recommendations will be drafted. The outcomes of the Breakout sessions will be presented in a plenary wrap-up session.

The detailed indicative programme of the Impact Workshop is attached in the Annex of this Call.

Task description

Each of the two external experts is expected to prepare the presentations (an impulse presentation on one of the two topics, and/or 1 or 2 good practice / showcase presentations, respectively on one or two of the three practical topics) in cooperation with the Contractor, and deliver the presentations at the online Impact Workshop. The external experts are also expected to moderate one of the Breakout sessions.

The necessary materials for the Impact Workshop include:

- a short narrative (to be used for information purposes and warm-up of participants prior to the Workshop)
- PowerPoint presentation of the chosen topics

- questions for the poll
- handouts with main points of the presentation for the participants
- outline for the Breakout session

Impact Workshop will take place **online as 1-day or 2 half days' event in the period of 18-22 January, 2021.**

The language of Impact Workshop will be **English.**

Call specifics

Price: The maximum price allocated for this contract per expert is up to 450 EUR (all tax inclusive) for participation in one Impact Workshop.

Travel costs: No travel and accommodation are included in the estimation and are not subject of this Call.

Eligibility: Experts from EU member states only

Required qualification and skills of the expert:

- Minimum of 5 years of relevant experience, evidenced by the Europass CV
- Proficiency in English language

Applications have to include the following:

- A short outline of the presentation on the selected topic (1-2-pager).
- total price for the implementation of the requested services.
- A Europass CV of the applicant expert, highlighting his or her relevant experience especially with regards to urban farming.
- any other supporting material would be an asset (e.g. relevant web posts, videos from events partaken in, etc.)
- N.B.: The applicants must be aware that the materials presented at the Impact Workshop may further be used by the CityZen project for other project-related activities and for dissemination purposes. Specific agreement to this end will be included in the contracting procedure.

Submission of applications

Please submit the required documents for the application by e-mail to:

denitsa.marinova@online.bg and daniela.tchonkova@online.bg

Deadline for the submission of applications is Thursday, 10 December 2020, 17:00 CET.

Selection and contracting procedure

The experts will be selected by a committee, consisting of one representative of each CityZen region

The selection will be made on the basis of scoring and ranking of the applications. Each application will be assessed by the following three components that form altogether the final score:

- 1) Quality assessment of the Qualification and experience of the expert relating to the topic under scrutiny

- 2) Quality and relevance of the short outline of the presentation.
- 3) Proposed price.

The Contractor reserves the right not to disclose any order of the Applicants nor provide explanation for the selection.

Costs for necessary document preparation by the Applicants to this Call will not be reimbursed.

No procedure and no possibility for appealing a decision are foreseen.

The selected two experts and all other applicants will be informed by **18 December 2020, 17:00 CET** about the result of the selection procedure. In addition to the notification email, the selected two experts will receive a contract proposal. If both parties agree to the terms of the contract, the contract with the experts will be established by the Contractor shortly after the selection. As soon as the contract is concluded, the experts will get access to data and necessary documents in order to be able to prepare advanced draft of the presentations and other materials for the Workshop. The advanced draft must be ready by **8 January 2021** and the final and approved version by **14 January**. In case of changes in the time schedule due to force major circumstances (e.g. COVID restrictions, etc), the experts will dully be informed.

Annex: Indicative Agenda of the Impact Workshop

Title: **Urban farming policy implications in the current economic system, business models and supply chains**

Dates: to be decided within the period 18-22 January 2021

Plenary session (100 min or up to 2 hours max):

10:00 CET – 12:00 CET

Impulse presentations by external speakers that provide overview of the topics, challenges, success stories, practical tips, provocative questions, etc.

Each Impulse presentation is followed by a **Q&A slot** for discussion with participants

Timing:

20 min per Impulse presentation + 30 min Q&A slot per each talk – CityZen partners make the Q&A moderation. Moderators will be appointed.

Two Impulse talks to cover: New business models and Technology and Innovation thematic domains. Speakers will touch upon related Support and Sustainability issues as horizontal line within their talks. Whenever appropriate examples of support measures can be made as well as speakers can comment environmental, economic and social sustainability at the end of each talk.

A fully-fledged session on Support and Sustainability thematic domain will be scheduled in the 2nd IW together with the Inclusive governance topics.

1) Impulse presentation on **UF business models (20 min)**

This presentation should highlight:

- Spectrum of business models' examples in UF
- Criteria and indicators for identification of successful business models
- Methods and tools for promotion of business models to relevant stakeholders (including policy-makers and funding entities)
- Implications of short value chains
- How UF/agri-food business models are going to change due to the crises, how technologies are enhancing urban production processes
- Activities to increase funding alternatives (banks, venture capitals, etc.)
- How innovations can boost business and non-commercial activities - role of technologies in business model design for UF; Commercialization approaches.
- Comments on environmental, economic and social sustainability

Topics are taken from the CityZen competence/interests mapping exercise.

The talk is followed by a moderated Q&A session (30 min), moderator from the CityZen partners

2) Impulse presentation on **Technology and Innovation for UF (20 min)**

This presentation should highlight:

- How to generate new knowledge on UF to sustain city resources and translate that knowledge into new green infrastructures, products, services, and business models.
- Role of high-tech farming technologies in UF.
- Circularity in UF – how technology and innovation can reduce impacts on: water, soil, alternative fertilizers, etc.
- Social and organizational innovations in the context of UF
- Facilitation and diffusion of technologies, adaptation to local specifics
- Continuous dialogue and collaboration between value chains R&D (value chain must be equipped with the latest knowledge and tools)
- Role of local institutions/organisations in R&D and innovation (distance of the researchers to the local situation)
- Comments on environmental, economic and social sustainability

Topics are taken from the CityZen competence/interests mapping exercise.

The talk is followed by a moderated Q&A session (30 min), moderator from the CityZen partners

Polls will be featured during the Impulse talks and along the IW1 to raise participation dynamics and provide data from our regions that can supplement Impulse presentations and Q&A slots.

Questions for the Polls have to be designed together with the impulse speakers.

For example:

Which are the most common UF business models applied in your region? (list of multiple answers for selection)

In your opinion, which are the main barriers to? Etc.

Lunch Break of 1 hour

12:00 CET – 13:00 CET

One or two small breaks, if necessary along the event (10 min each)

Plenary Session for Practical examples and Showcases (1,5 hours)

13:00 CET – 14:30 CET

Presented by CityZen regional stakeholders and/or external speakers

Three showcases to cover:

- successful UF business model(s)
- technology and innovation developments that boost UF
- support measures(s) that foster new UF businesses / innovations / sustainability of UF in terms of resource management

Timing:

30 min per showcase (Q&A included)

External presenter(s) will be selected via the Call for Expressions of Interest.

Breakout sessions on Policy Recommendations and Wrap up (1 hour)

14:30 CET – 15:30 CET

Three groups depending on the number of participants (approx. 10 participants per group).

Participants will be distributed to the breakout session by the organizers to ensure equal representation of regions and affiliations.

Moderators can either be the impulse speakers or can be appointed among the CityZen partners.

Timing:

40 min work in groups + 20 min for wrap up (5-7 min per each group)

Groups are designed according to the thematic areas in the Plenary:

- group 1: New business models and UF implications
- group 2: Technology and innovation to enhance UF activities
- group 3: UF potentials in the context of pandemics/crises

Each group can specify its policy recommendations to the respective target group of policy-makers addressed – municipal/regional; national; pan-European (incl. ERDF, etc.).

Recap and closure

15:30 CET – 15:45 CET