

EJEMPLOS DE TOPICS (TEMAS) DONDE DIVULGADORES; EXPERTOS EN MARKETING Y COMUNICADORES CIENTIFICOS PUEDEN JUGAR UN PAPEL RELEVANTE

Los topics que aquí se presentan no son todos de H2020, también se presentan topics de los programas: “Programme for the implementation of the information provision and promotion measures concerning agricultural products” o “Rights, Equality and Citizenship Programme”. Ambos son programas financiados por la Comisión Europea, pero no por el presupuesto de H2020.

PROGRAMME FOR THE IMPLEMENTATION OF THE INFORMATION PROVISION AND PROMOTION MEASURES CONCERNING AGRICULTURAL PRODUCTS

Pillar: AGRIP-1-1

Call : AGRI-SIMPLE-2016

TOPIC : SIMPLE-03-2016 - Support for simple programmes – Information and promotion on milk/dairy, pig meat products or a combination of those two

Topic Description

Scope:

The general objective of the information provision and promotion measures is to enhance the competitiveness of the Union agricultural sector.

In relation with the specific market situation of the dairy and pig meat sectors in 2015, the topic objectives are to increase the awareness and recognition of the specific Union quality schemes that concern exclusively milk /dairy products or pig meat products, or to highlight the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability, and the characteristics of milk/dairy or pig meat products, particularly in terms of their quality, taste, diversity or traditions.

The expected results are to increase the levels of recognition of the logo associated with those Union quality schemes by the European consumers, to increase the awareness of the merits of Union's milk/ dairy products and pig meat products and thus to increase the competitiveness and consumption of these products and to increase their market shares in the internal market.

Financial support is provided to one or more organisations from the same member state representative of the milk/dairy or pig meat sectors on the member state level in order to implement information and promotion campaigns on the internal market.

Information and promotion programmes shall consist of a coherent set of operations and shall be implemented over a period of one to three years. They shall in particular consist of public

relations work and information campaigns. They may also take form of participation in events, fairs and exhibitions of national, European and international importance.

Link:

<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/agrip/topics/simple-03-2016.html>

RIGHTS, EQUALITY AND CITIZENSHIP PROGRAMME

1. Pillar: Rights, Equality and Citizenship Programme (REC)

CALL: REC-VAW-AG-2016 - CALL FOR PROPOSALS FOR ACTION GRANTS 2016: VICTIMS OF GENDER-BASED VIOLENCE AND EARLY PREVENTION

TOPIC : REC-RDAP-AWAR-AG-2016 - Action grants to educate and raise the awareness of girls and boys about gender-based violence as a way to prevent it at an early stage

Topic Description

Scope:

NB: Selected projects will form part of the focused actions on violence against women that the Commission will implement in 2017. Selected projects may be expected to integrate visuals and messages developed by the Commission in this context. Project leaders should be ready to present or showcase their activities and results at events during this year or through the Commission's social media and press activities.

1.1. Priorities

For the purpose of this call, gender-based violence is defined as violence directed against a person because of that person's gender (including gender identity/expression) or as violence that affects persons of a particular gender disproportionately.

As part of its work to combat gender-based violence, the Commission aims to prevent its incidence, encourage reporting and protect and support victims. The aim of this call is to contribute to education and awareness-raising to prevent and combat gender-based violence, in particular by changing attitudes and behaviors towards the phenomenon. Such education and awareness-raising should focus on providing girls and boys (under 18 years old) with information and skills related to gender equality, healthy relationships, gender stereotypes and roles, respect for others etc. Such initiatives should encourage critical thinking, so girls and boys challenge social norms that contribute to perpetuating gender-based violence. They should empower young people to claim their rights and to protect themselves in risky or violent situations, while ensuring that this does not only put the responsibility on the victim and contribute to victim-blaming. Awareness-raising and education aimed at encouraging bystander intervention is also welcome.

Awareness-raising and education activities can cover all forms of gender-based violence or focus on specific forms, such as female genital mutilation, forced marriage, or target particular groups who are vulnerable to such violence, such as LGBTI, ethnic or religious minorities, migrants etc.

Proposals shall complement the efforts of the EU in combating gender-based violence. Applicants shall explain and demonstrate how their proposals are aligned with the respective EU policies and with the documents published by the European Commission.

1.2. Description of the activities to be funded under this topic

This call will cover one or more of the following activities:

- Education and awareness-raising activities, such as campaigns, exhibitions, workshops;
- Capacity-building and training for professionals and volunteers who come into contact with girls and boys and who are or will be involved in education to end gender-based violence, including teachers and teacher educators, peer mentors, school counsellors, sports coaches, youth leaders, organisers of extra-curricular activities and similar professionals and volunteers.

Activities can be carried out in formal and informal education or other contexts. Applicants should reflect on the framing of messages and the use of specific messengers (such as youth leaders, local celebrities, sports coaches etc.) when developing such awareness-raising and education activities. Pre-testing of messages among the target group is strongly encouraged. Multi-component campaigns, combining different methods of awareness-raising and education, are particularly encouraged.

Activities endorsing or reinforcing gender stereotypes or gender norms that are harmful, justify gender-based violence and contribute to victim-blaming will not be funded. Any messages, images or materials developed in the context of this call should be sensitive, challenge gender stereotypes (for instance, avoid representing women as passive victims and all men as perpetrators) and should in no way stigmatise victims or any specific group.

The following types of activities will not be funded by the Commission:

- activities supporting individual political parties;
- provision of financial support to third parties;
- legal actions before national or international courts regardless of their grounds or objectives;
- mapping of best practices or best practice guides/guidelines;
- the establishment of shelters or other infrastructure
- descriptive research reviews..

Although the continuation or follow-up of successful initiatives may be funded, the exact duplication of an initiative will not be funded.

Link:

<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/rec/topics/rec-rcit-citi-ag-2016.html>

2. Pillar: Rights, Equality and Citizenship Programme (REC)

Call : REC-DISC-AG-2016

TOPIC : REC-RCIT-CITI-AG-2016 - Action grants to foster the successful inclusion and participation of European citizens in their host EU country's civic and political life

Topic Description

Scope:

1. Priorities and activities to be funded

1.1. Priorities

This call for proposals will support projects promoting Union citizenship policies, in particular facilitating the exercise of the right to free movement and the electoral rights deriving from Union citizenship. The priority of the call will be to foster the successful inclusion and participation of EU citizens in their host EU country, and its civic and political life.

1.2. Description of the activities to be funded under this topic

This call will fund activities on developing, identifying and promoting the exchange and dissemination of best practices implemented across the EU at local/regional/national level to foster the successful inclusion and participation of EU citizens in their host EU country, and its civic and political life (e.g. through one-stop-shop information services addressed to newcomers.)

Priority will be given to activities aimed at enhancing awareness of EU citizens of their rights, including the right to free movement, to increase their involvement in their host EU country and strengthen their ability to enforce these rights effectively.

Priority will be also given to proposals which seek to increase participation of EU citizens, with a focus on mobile EU citizens, in the democratic process, and particularly to those proposals which seek to address the reasons for the persistently low voter turnout, and to foster awareness of and promote the right to participate in European and local elections in the host country, thus strengthening the European dimension of these elections.

Link:

<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/rec/topics/rec-rcit-citi-ag-2016.html>

HORIZON 2020

1. Pillar: Societal Challenges; SC6 (Europe in a changing world – inclusive, innovative and reflective Societies)

Call :H2020-SC6-CULT-COOP-2016-2017

TOPIC :CULT-COOP-08-2016 Virtual museums and social platform on European digital heritage, memory, identity and cultural interaction.

Topic Description

Specific Challenge:

ICT changes the way cultural digital resources are created, disseminated, preserved and (re)used. It empowers different types of users to engage with cultural digital resources, for example through web discovery interfaces representing a wealth of information from collections (archives, scientific collection, museums, art galleries, visual arts etc.) enabling their re-use and re-purposing according to users' needs and inputs. The Virtual Museum (VM) is not a real museum transposed to the web, nor an archive or a database of virtual digital assets but a provider of information on top of being an exhibition room. VM provide opportunities for people to access digital content before, during and after a visit in a range of digital 'encounters'. Virtual museum is technologically demanding especially in terms of virtual and augmented reality and storytelling authoring tools which must covers various types of digital creations including virtual reality and 3D experiences, located online, in museums or on heritage sites. The challenge will be to give further emphasis on improving access, establishing meaningful narratives for collections and displays and story-led interpretation by the development of VM. It will also address the fundamental issues that are required to make this happen e.g. image rights, licencing and the ability of museums to support new ICT technology.

The emergence of new social paradigms in the area of European Heritage induce the creation of specific social platforms that will encourage an active participation of a large number of stakeholders aiming at a better understanding of the European cultural heritage. Moreover it should facilitate and support a better understanding of the past to better build our future. The challenge is to support the multidisciplinary awareness needed for providing a comprehensive framework for the accessibility, preservation, participatory and sustainable management of cultural resources and assets, based on a holistic, social understanding of European culture and cultural heritage. This challenge will contribute to the debate over these issues and opportunities by facilitating an open dialogue on how technological changes, new business models and scientific progress impact and accelerate developments, including social change, determine policy changes, and support new investments (both private and public) involving diverse actors with different stakes and agendas.

Researching digital cultural heritage is of key, long-term importance to Europe in order to form a robust knowledge base on how cultural heritage may develop in the 21st century. This will enable creative and innovative partnerships between museums, creative industries and public-

domain areas such as education with transfer value to other socio-cultural areas and will advance strategies for heritage institutions, including museums, to harness transversal citizen resources and thus enhance their benefit to wider society.

Scope:

a) Research and Innovation Actions

European cultural heritage is being radically transformed with the wide adoption of digital media used for engagement, participation and inclusion. Researching these transformations encompass the engagements of citizens in their own formation of heritage and the options for heritage institutions to capitalize on the new forms of communication and interaction.

The real potentiality of a virtual museum is in the creation of a personalized, immersive, interactive ways to enhance our understanding of the world around us. The audio-visual narrative is one of the best means to effectively communicate about objects in a museum to the ordinary visitor. Therefore, actions will focus on the development of highly innovative technologies, methods and ICT tools to significantly improve the 'digital encounter' including quality of images, sonic narratives, the display and interactivity with digital objects. Besides, actions should research and create new ways of personalised storytelling, interactivity and adaptive guidance, bridging the physical and the digital world. The technology resulting from the research should be validated in real life environments. During test and validation phases, due attention has to be paid to scalability, portability, transmedia and interoperability of the technologies proposed and the support needed when implemented. Furthermore, social media tools should be integrated into the VM platform in order to facilitate exchange of information among users.

The Commission considers that proposals requesting a contribution from the EU in the order of EUR 2.5 million would allow this specific challenge to be addressed appropriately. This does not preclude submission and selection of proposals requesting other amounts.

b) Coordination and Support Action^[1]

The scope of this action is to develop and maintain a sustainable platform engaging a large number of key actors, stakeholders and communities of practices on how to improve the collaboration and comprehension among the entire community, in order to build up a common roadmap for future activities and explore how these new encounters can be evaluated to understand the models. The platform should engage - and be open to all - practitioners and stakeholders wishing to contribute to decision making processes, agree on objectives and priorities, share experiences, policies and practices. Partnership and collaboration between public and private stakeholders should be encouraged. The platform will concretise its action through the organisation of workshops, conferences or any other awareness-raising actions.

The Commission considers that proposals requesting a contribution of EUR 1 million would allow this specific challenge to be addressed appropriately. This does not preclude submission and selection of proposals requesting other amounts.

Expected Impact:

Virtual Museums and Social Platform are accessible for everyone, breaking the restrictions of geography and time. VM & SP will help to increase European citizens' curiosity for art and their understanding of cultural heritage. VM & SP will support access to culture and citizens' engagement with culture in less developed regions.

Researchers and scholars will benefit from the new possibilities to shape, access and study European Culture.

Synergies between virtual and traditional museums and cultural institutions will support the economic growth of the sector as measurable impacts will be achieved beyond the beneficiaries of the funded projects.

Link:<http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/cult-coop-08-2016.html>

2. Pillar: Societal Challenges; SC3 (Secure, clean and efficient energy)

Call :H2020-EE-2016-2017

TOPIC : EE-06-2016-2017 - Engaging private consumers towards sustainable energy

Topic Description

Specific Challenge:

Consumers should be considered at the heart of the energy system and become active market players. **The future private consumer should be more aware, active, energy sufficient, as well as being a prosumer producing energy for their own consumption, where this is possible.** Furthermore, in view of the fluctuation in energy prices, consumers are spending an increasing share of their income on energy, with estimates stating that more than 50 million Europeans are affected by energy poverty. Energy efficiency, energy savings and increased use of locally produced, including own produced, renewable energy are key tools in addressing fuel poverty.

In this context, engagement actions are needed across Europe in order to achieve behavioural change towards more sustainable choices and decisions for energy. This includes increasing and understanding consumer 'apetite' for higher efficiency products.

Although awareness on the benefits of collective consumer action in the field of EE and RES has increased in past years, such action is still hampered by a number of barriers, including financial and regulatory barriers and inconsistencies in grid integration practice. In addition, insufficient use of relevant ICT solutions and insufficient understanding of energy bills contribute to hampering the achievement of a more sustainable energy system.

Scope:

Develop and roll out tailored and effective and innovative engagement actions to motivate changes in consumers' sustainable energy behavior that would result in reduced energy consumption in buildings, heating/cooling systems and/or appliances. The proposed actions should focus on clearly defined target groups of private consumers (individuals or collectives), using market segmentation. The proposed actions should demonstrate an understanding of different types of behaviors and consider the different approaches needed to influence them. The actions should also address the risk of "rebound effects", propose measures to counteract them, and apply current theory and practice on consumer decision making processes (e.g. effects of new technologies on energy behavior). All relevant stakeholders necessary for the successful implementation of the action should be involved and it is expected that relevant consumer organisations, in particular, are either directly involved or their support is clearly demonstrated in the proposal. Where relevant for the proposed action, gender issues should be taken into account, in particular the role gender characteristics may play in influencing consumer behavior. Actions should preferably cover a wide geographic area through complementary actions covering various parts of the EU. In addition the proposed actions, when relevant, should include policy lessons from the action to contribute to policy development.

The proposed action should cover one or more of the following:

- Empower and facilitate actions for consumers to become prosumers, or to form collective consumer groups/consumer cooperatives (addressing energy efficiency and/or renewable energy, and energy storage, where applicable, with a focus on action).
- Support clearly defined groups of vulnerable consumers in tackling fuel poverty by facilitating more sustainable energy behaviour and choices in their everyday life, without compromising comfort levels. This should also aim at achieving structural changes of national policies to specifically address fuel poverty and could include the transfer of best practices for the active engagement of vulnerable consumers.
- Facilitate wider deployment and consumer adoption of existing ICT-based solutions, for energy efficiency and information on energy consumption and costs, with a focus on action and resulting in improved understanding of ICT interfaces and information depiction (including smart metering and related systems).
- Facilitate consumer understanding of energy bills (on and off line), leading to actions allowing for a reduction in energy consumption. Such actions should ensure robust monitoring to demonstrate the effectiveness of the approach proposed,
- Create better instruments for improving consumer understanding and routing purchase decisions towards higher efficiency products, without compromising comfort levels, and with no additional relevant environmental impacts,
- The Commission considers that proposals requesting a contribution from the EU of between EUR 1 and 2 million would allow this specific challenge to be addressed appropriately. Nonetheless, this does not preclude submission and selection of proposals requesting other amounts.

Expected Impact:

- Proposed actions are expected to demonstrate the impacts listed below (wherever possible, use quantified indicators and targets), depending on the scope of the proposal:
- Primary energy savings triggered by the project within its duration (in GWh/year per million Euro of EU funding);
- Number of people changing their behaviour and taking informed decisions, documenting why and how changes are an effect of particular measures taken, as well in terms of the sustainability of the behavioural change;
- Number of consumers engaged by actions aiming at improving consumer understanding and routing purchase decisions towards higher efficiency products;
- Renewable Energy production and Investments in sustainable energy triggered by the project within its duration (for actions on prosumers/consumers groups, respectively in GWh/year and million Euro of investments per million Euro of EU funding);
- Policies and strategies created/adapted to include fuel poverty (for actions on fuel poverty), to be measured in number of citations / statements from governance bodies.

Type of action: CSA

Link:

<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/ee-06-2016-2017.html>