**Description of the planned negotiated procedure for a middle value contract for testing an innovative approach to citizens' engagement for knowledge valorisation through a Hackathon**

Citizen engagement in research and innovation (R&I) aims to empower citizens to contribute to R&I actions, including by co-developing new solutions to communities' needs. During the pandemic, the need to collaborate, share knowledge and accelerate the use of R&I results to deliver solutions that matter to citizens has become even more relevant. New models of collaboration among researchers, innovators and citizens as members of communities contribute to a culture of transparency, inclusiveness and trust, strengthening the value of science for society and informing policy-making.

As highlighted by the *European Green Deal[1]*, the EU is committed to promote experimentation for innovative solutions while mobilising local communities and citizens to engage. The *New Industrial Strategy for Europe[2]* further strengthens the approach to place-based innovation, while the new *ERA Communication[3]* sets as one of the policy priorities the translation of research results to value for economy and society. In line with these, the policy review of the *European Knowledge Valorisation Strategy[4]* highlights the need to foster the efficient and fast valorisation of R&I results to help the EU economy recover from the current crisis and build resilience for the future. This can only be achieved with the broadest engagement of society. Citizens and local communities can play an important role in drawing value from R&I to co-create and take up innovative solutions, ensuring that research results made in Europe translate to benefits for all parts of society. Therefore, engagement of citizens and local societal actors in co-creating innovative solutions needs to be strengthened.

The objective of this contract is to test an innovative approach to citizen engagement for translating R&I results into value for society. In particular, it will test the effectiveness of the hackathon approach in co-developing innovative solutions that respond to citizens' needs using available R&I results.

Hackathons are events in which community members collaborate to solve problems. They may take different forms. They bring together innovators and researchers from various backgrounds to create solutions to problems of common interest. The contract is intended to develop, test and report the lessons from the testing of a knowledge valorisation citizens' hackathon. This includes designing and running the hackathon (involving citizens, researchers and innovators), analysing the results, and reporting on the methods used and lessons learned with a view to inform policy making.

The hackathon will enable citizens that take part as members of their local communities to co-create solutions for challenges they face (through new business models, social innovations, prototypes, tests, proven concepts, demos etc.). This will be achieved by working together during the hack with researchers and innovators who draw from scientific knowledge and research. The hackathon will provide lessons on how to use this approach to engage with citizens and provide research-based solutions that respond to

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[1] https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal/actions-being-taken-eu_en )
[2] https://ec.europa.eu/info/sites/info/files/communication-eu-industrial-strategy-march-2020_en.pdf
[3] https://ec.europa.eu/info/research-and-innovation/strategy/era_en
[4] https://op.europa.eu/fr/publication-detail/-/publication/f35fded6-bc0b-11ea-811c-01aa75ed71a1/language-en)

societal needs (what works well, what tools and implementation strategies are effective, what are critical factors for success). This will inform knowledge valorisation policies, using citizen engagement as a driving force to deliver value to society.

The hackathon will involve at least 30 teams across Europe, in total from at least 15 Member States and Associated Countries. It will take place during two to three days within the period 15 January 2022 – 15 February 2022. Each team will consist of at least two participants from R&I communities (researchers and innovators) and at least two participants from local communities (citizens). Gender balance must be ensured. Three teams will be awarded as winners of the hackathon, following the decision of a jury.

The contractor will provide and host the digital solution, including all the necessary tools, needed for executing the hackathon as a virtual only event. The contractor will also provide communication and media promotion material to the Contracting Authority for dissemination purposes.

In particular, the service to be provided by the contractor will consist of a) the concept development, methodology and setting up of the hackathon, including formation of competing teams and definition of challenges for each team b) the implementation of the hackathon "live", which will test the concept, all online through digital tools provided by the contractor, c) evidence gathering and analysis, including through a survey involving the participants and d) reporting, including lessons learned, recommendations and conclusions on the potential of the approach as an enabling tool for valorisation policies through citizen engagement (further development, replication, scale up).

As regards to the selection criteria: the tenderer must have the necessary financial, technical and professional capacity to execute the contract and must prove at least three years' experience in the fields of communication and in the organisation of digital events, including at least one case of demonstrated experience with the execution of a hackathon using digital means exclusively or in combination with physical meetings and tools, or equivalent events, platform management, open innovation and citizen engagement. Proficiency in English is needed. Regarding the persons working for the tenderer who will be in charge of carrying out the tasks and services, a university degree and minimum three years of experience in areas such as information and knowledge management, events organisation, mentoring teams, project management, economics and communication, as well as proficiency in English is required.

Maximum budget for the contract is 70.000 EUR. Foreseen date for launching the invitations to negotiate is May 2021.