



EKLIPSE

Knowledge & Learning Mechanism
on Biodiversity & Ecosystem Services

Developing a mechanism
for supporting better
decisions on our
environment
based on the best
available knowledge.

EKLIPSE is developing a European Mechanism to answer requests from policy makers and other societal actors on biodiversity-related issues.

More information on the processes and the EKLIPSE project funded by the EU in H2020 is available at

www.eclipse-mechanism.eu

Call for Support on Marketing CfS.1/2019, EKLIPSE – November 2019

Deadline to answer the Call: 13th December 2019 (6 pm CET)

Announcement of the selected company: Week starting 6th January, 2020

Invitation to support the mechanism developed by EKLIPSE

Socially and/or environmentally responsible marketing and/or communication organizations (companies, agencies, academics, consultants, consortia) are invited to answer this Call for Support to help promote an EU mechanism developed by EKLIPSE to answer requests from policy makers and other societal actors on biodiversity-related issues. The main expected outcomes of this campaign are to 1) further develop the image and reputation of EKLIPSE across Europe, highlighting their unique role in the Science-Policy-Society interface landscape (see Fig.1), 2) raise awareness and interest to engage in the EKLIPSE Mechanism (see Fig 2) and in its processes of calling out for experts and expertise to reach the best available evidence on a selected topic (see Fig 3).

Interested parties – including consortia – should apply by 6 pm (CET) on 13th December 2019, following the rules and procedures detailed below. The selected party will be announced week starting **6th January, 2020** and will be publicized on the EKLIPSE website. The work will start thereafter.

Please put forward your interest by accessing the open calls on www.eclipse-mechanism.eu/open_calls



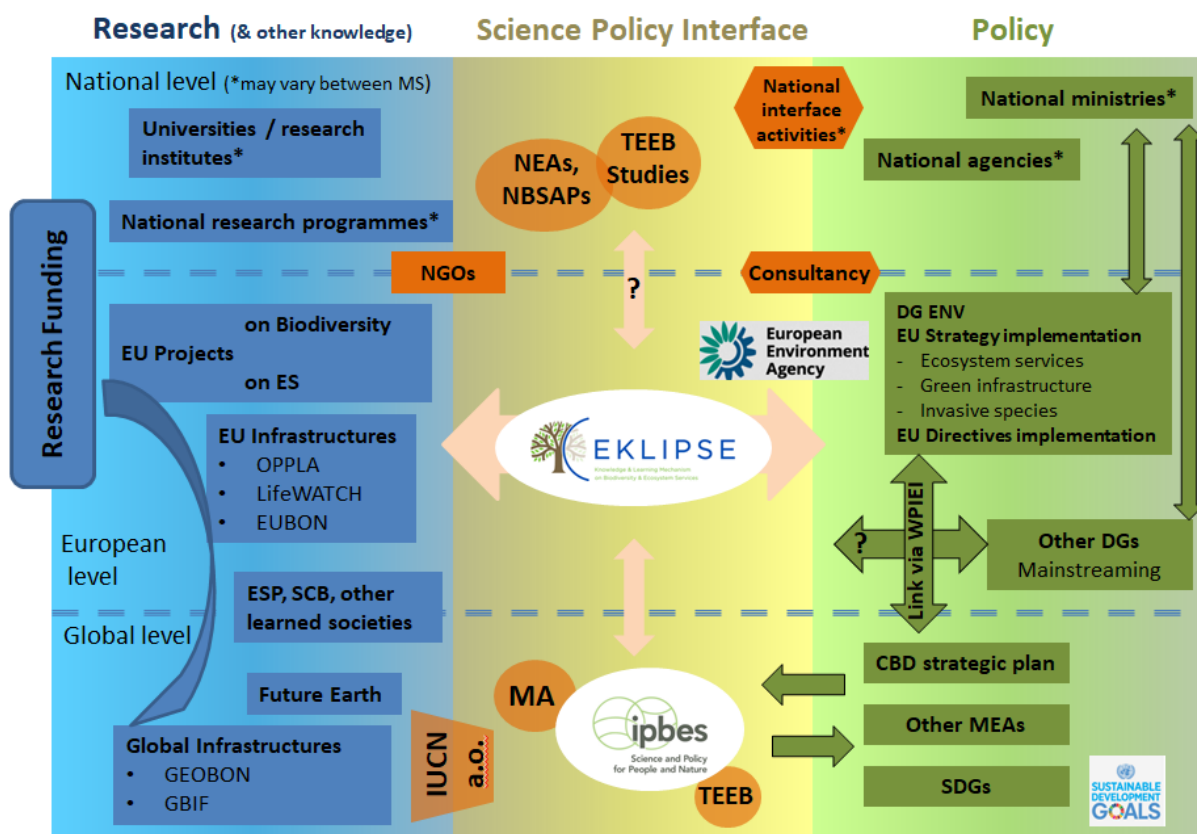
Horizon 2020
European Union Funding
For Research & Innovation
Grant agreement 690474

1 Objective of the call

At a time when there is increased demand for more evidence-informed policy decisions on environment-related issues, EKLIPSE has pioneered an EU-mechanism capable of answering requests from policy makers and other societal actors on biodiversity-related issues.

The EU-projects EKLIPSE and its predecessor BiodiversityKnowledge were funded by the European Commission to develop a self-sustaining European mechanism (Fig 1). This mechanism coordinates innovative and transparent approaches for science, policy and societal actors to jointly provide the best available evidence contributing to better informed decision-making. EKLIPSE has developed a set of credible, transparent, timely and jointly developed evidence reports (and other targeted outputs), addressing specific topics in response to societal and policy needs. EKLIPSE regularly launches *Calls for Requests* where policy and other societal actors identify topics or evidence needs requiring in-depth analysis and a consolidated view from science and other knowledge holders. Since its start in February 2016, EKLIPSE has opened four *calls for requests* (see Fig. 3 for the process) and received 40 requests from policy and societal actors to provide trustworthy evidence, often on contentious policy-relevant issues. Thirteen of these were selected to be addressed through the EKLIPSE request process (see Fig. 3), which led to eight *Calls for Knowledge*, seven *Calls for Experts*, six *Calls for Review of Methodological Protocols* and four *Calls for Reviews* of synthesis reports. Eight of the 13 requests have already been completed; five will be finished by January 2020.

A new *Call for Requests* will be launched early next year (c.a. February 2020).



UFZ Science Policy Expert Group, 2012, 2019

Fig 1: The Science Policy Interface landscape showing the unique niche of EKLIPSE at the European scale (drafted by UFZ Science Policy Expert Group in 2012, updated in 2019)



The vision of the consortium developing the EKLIPSE Mechanism was to “build an innovative, light, ethical and self-sustainable EU support mechanism for evidence-informed policy on biodiversity and ecosystem services and to hand over this mechanism to the wider community once established”. To reach this vision, EKLIPSE developed a range of functions, structures and networking activities which make its processes unique (See Fig 2 and 3).

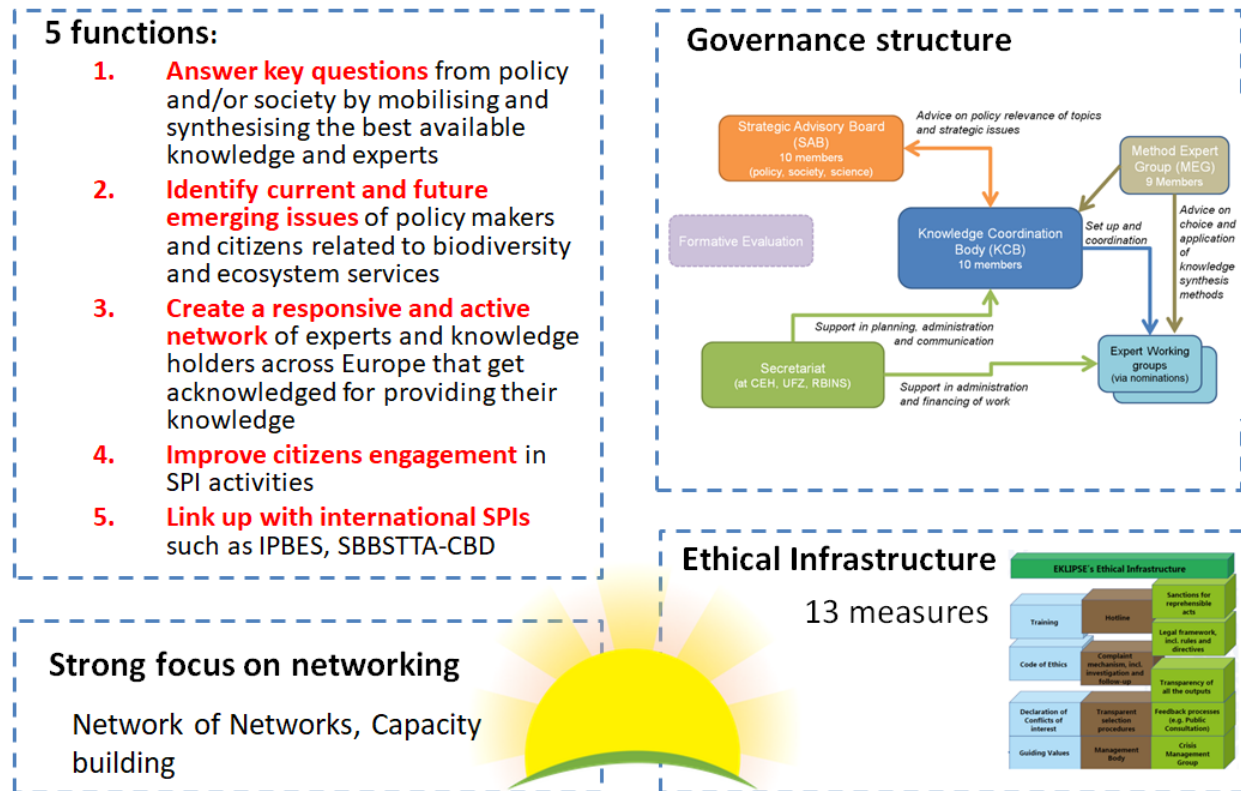


Fig 2: The different components of EKLIPSE showing its uniqueness

This initial vision will be reached by the end of the project when the consortium will be handing over the EU support Mechanism they developed to the ALTER-Net community scheduled for the end of 2020. The vision of ALTER-Net taking over the Mechanism is to manage this EU support mechanism for evidence-informed policy on biodiversity and ecosystem services and to **promote a culture of evidence-informed decision making**.

While [EKLIPSE's guiding values](http://www.eklipse-mechanism.eu/guiding_values), i.e. Independence, Legitimacy, Credibility, Integration, Inclusiveness, Quality, Integrity, Relevance, Transparency, Innovation, Trust and Network, are clear (see definitions on www.eklipse-mechanism.eu/guiding_values) it is essential to maintain the neutrality of its processes and activities in order to keep its high credibility and proof of concept.

For example, an important point of EKLIPSE's contribution is that its role ends when the evidence regarding the topic has been peer-reviewed and becomes publicly accessible.



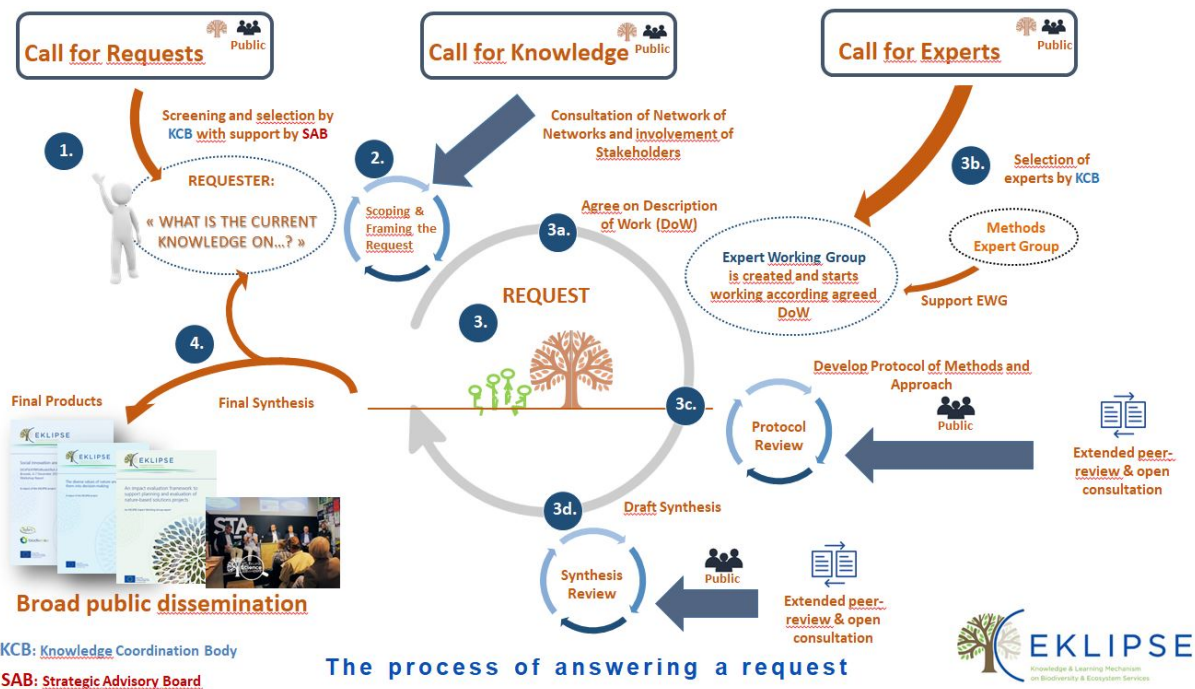


Fig. 3: The EKLIPSE process of answering a request from policy or other societal actors. See also the video: <https://www.youtube.com/watch?v=eGvz4cBJEWI>.

More information can be found on www.eclipse-mechanism.eu.

2 Deliverables

The selected parties are expected to work on further promoting the positive image, guiding values and vision of EKLIPSE, to increase the reach and level of engagement of the EKLIPSE target communities. While EKLIPSE has a communication strategy including most of the elements listed below, we are searching for a professional upgrade.

The selected parties are expected to contribute to the following: 1) Developing a successful and targeted communication strategy to achieve EKLIPSE communications/marketing goals (defined by the careful analysis of our needs, audiences, timelines and messages) – the communication strategy should include an evaluation of our target audience and clear approaches to reach them; 2) creating a message and material in accordance with our purpose, and making use of innovative delivery means; 3) Building successful media relations and be more visible (offline and online); 4) Making clear the “brand” story narrative (values, proposition, audience, narrative and key messages); and 5) Designing a launching event to enhance the visibility of the mechanism.

3 Process for the Call for Support

Interested parties or consortia need to fill in a form on the EKLIPSE website 1) outlining their interest in working with EKLIPSE and 2) participating in the small assignment by 6 pm (CET) on 13th December 2019.

Before applying, we strongly advise interested parties to understand fully EKLIPSE’s approach, its guiding values and processes by going through EKLIPSE website, reading its outputs and searching for what people think/believe of EKLIPSE. We are searching for a dynamic and enthusiastic person/team



which would be able to bring creativity and idealism in order to establish over the long term our process sustaining evidence-informed policy decisions on environmentally related issues. For this purpose, it is important for the selected parties to tailor their services to EKLIPSE's singularity and take some pride in promoting EKLIPSE and its values.

3.1 The Assignment

Due to the complexity of our expectations, we would like a communication and/or marketing support that will be able to represent what we stand firmly for. We would like therefore the interested parties to participate in a small assignment of max one page, describing:

- 1) How would you capture EKLIPSE' future vision (described on page 3 of this call)?
- 2) What kind of event(s) / product(s) would you think of for launching the EU support Mechanism (at the end of the EU funded project)?
- 3) How would you approach the communication of the EKLIPSE mechanism: what would you plan in terms of communication and engagement strategy and social media strategy? What kind of timeline would you suggest and how would you track success (evaluation)?

3.2 Eligibility criteria for interested parties

- Interested parties cannot be from organizations that are part of the EKLIPSE consortium.
- Interested parties cannot be individual members of the Knowledge Coordination Body, or Strategic Advisory Board.
- Interested parties should be able to speak and write fluently in English.
- Interested parties will be eligible only if they complete the Assignment (answers to the three questions above)
- Experience of societal engagement, crowdfunding, working with policy makers, scientists may be an added value during the selection.

4 BUDGET

Budget dedicated by EKLIPSE to this call will be depending on the services proposed by the parties. We are expecting the interested parties to estimate their services based on the expected deliverables for a maximum budget of **30 000 euros**. Interested parties may indicate the prices for potential additional services. All prices stated in the offer must be expressed in euros.

5. Enquiries

Should you have any questions about this tender, contact secretariat@eklipsemechanism.eu no later than 10am (CET) on December 13th, 2019.

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