



EU Sparks for Climate

CITIZENS HACKATHON CHAMPIONSHIP



Communication and wording guidelines

April 2024

Participants

Who can participate?

Any citizen from the EU and from the associated countries that participate in the programme.



Challenges

Who proposes the challenges?

Any citizen from the EU and the associated countries covered by the programme can propose a challenge and express their interest to participate in the Championship by registering in the website.

What type of challenges can be proposed?

Challenges related to climate that affect or are relevant for the day-to-day life of the citizens proposing team.



Challenges

What is the relationship between these challenges and the EU missions mentioned in various communication channels?

The initiative is built upon the EU Knowledge Valorisation Policy and the EU Mission on Adaptation to Climate Change and the EU Mission on Climate-Neutral and Smart Cities. As long as the two EU Missions are working in the field of addressing climate challenges, the Championship will contribute to the advancement in this regard. However, the citizens don't need to frame their challenges within them, but just propose those climate issues that affect, are (or will be) relevant for their day-to-day life.

Are all challenges proposed by the citizens the ones that will then be worked in the hackathons?

All challenges proposed by the citizens will be evaluated and assessed by an evaluation committee in order to select those challenges that are most relevant for each location and, thus, assigning them to the teams that will work on them.



Challenges and Citizens

What is the communication message and specific wording to attract citizens?

Bring a challenge: bring the climate challenge that affects your community that you'd like to address during the hackathon.

When does a citizen know which team they are on and which challenge they should address?

Citizens will find out which team they are on and which challenge they should work on the same day when the hackathon starts.



Teams: citizens and researchers

How are teams formed?

Teams will be composed of citizens and researchers.

Citizens, after proposing the challenge they consider most urgent and registering to participate in the hackathon, will receive a notification informing whether they have been selected to participate. For those selected, they will receive all the information about the days, times, and duration of the hackathon.

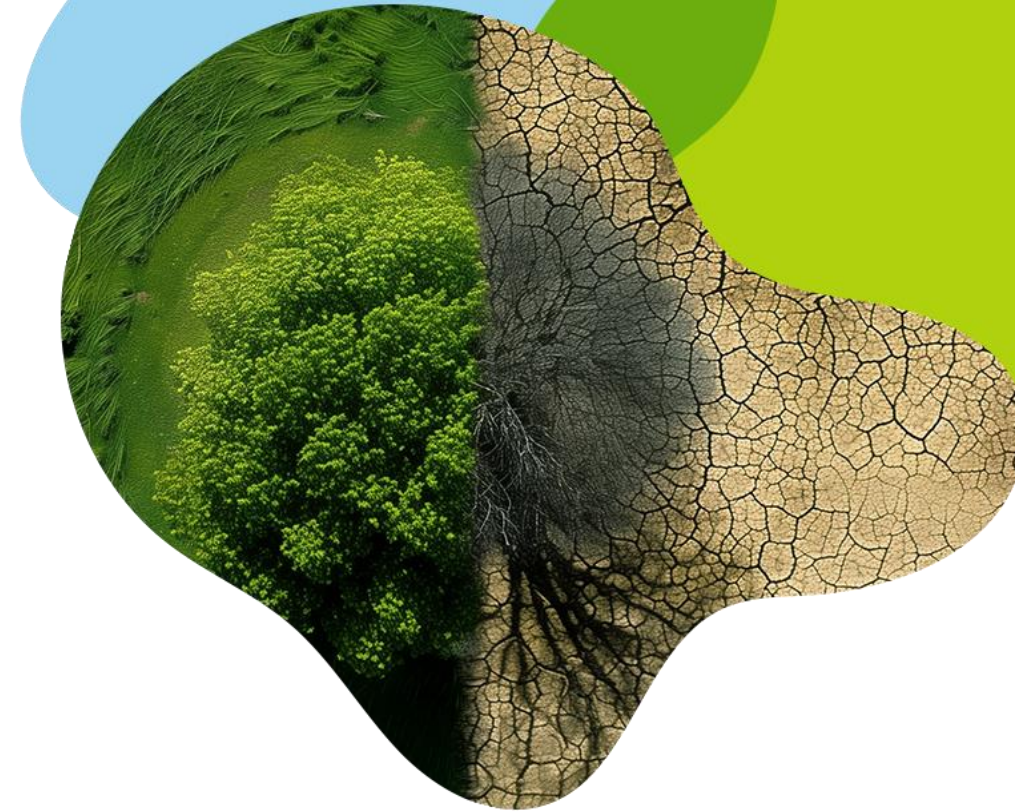


Teams: citizens and researchers

What is the communication message and specific wording to describe what citizens and researchers will do?

Citizens and researchers across Europe join forces to develop new solutions for climate.

We shouldn't communicate that during the hackathon there is co-designing or co-development. The collaborative aspect is implicit; we should focus on "develop" as the key message.



Researchers

And how do researchers participate?

To participate in the hackathon, researchers must register through the call to action for researchers on the website.

What is the communication message and specific wording to attract researchers?

Bring your expertise, background and research in relation to climate change.



Geographic coverage

What is the geographical scope and how should it be expressed in the wording of communication materials?

It is preferable to refer to Europe rather than the EU.
When mentioning the countries involved, the way of mentioning is:

- There are hackathons in 22 locations, being 18 in EU member states and 4 in Associated Countries.
- These 22 hackathons cover all the 27 Member States and 6 Associated Countries.



Prizes

How should the prize be communicated?

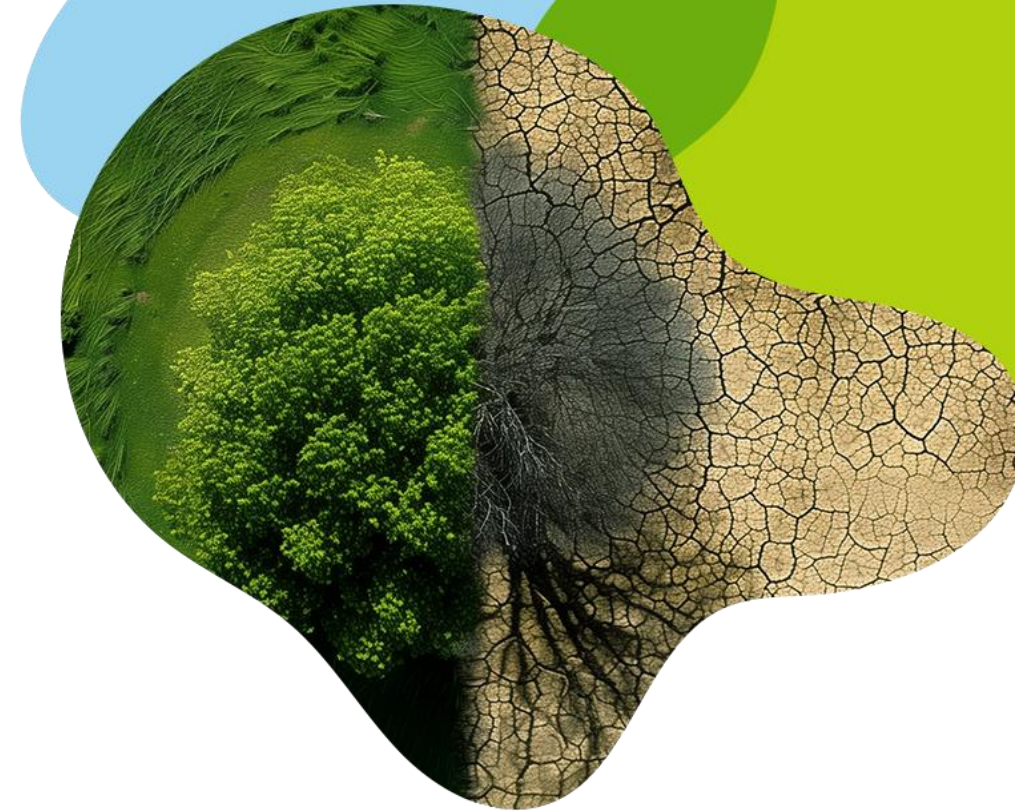
There will be two winning teams for each hackathon who will receive training to prepare for the final. The correct wording to express this is:

Sharpen your skills through a dedicated coaching and training programme. You will learn about management, entrepreneurship, sustainability, social impact, valorising research and intellectual property.

In the final, there will be three winners. It should be expressed as follows:

3 winning teams will be chosen. In addition to receiving cash prizes (€5,000 for each winning team), the winning teams will receive, for example, tailored mentorship, support for a crowdfunding campaign, access to the angel investor network, and support to escalate their solution.

Important: the wording should never mention that the prizes consist of support for the solutions. The correct form is as mentioned above.





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