European Green Deal

"Europe's 'man on the moon' moment"

ISERD - המינהלת הישראלית למו"פ האירופי פועלת לקידום השתתפות גופים ישראלים בתכנית המו"פ האירופית Horizon2020. התוכנית מאפשרת יצירת שיתופי פעולה מדעיים ועסקיים עם חוקרים וחברות מובילים בתחומם, והשתלבות אסטרטגית במסגרות המחקר, התעשייה והשוק האירופיים, במענקי מו"פ בשיעור מימון של בין 70%-100% בתוספת 25% תקורה, במענה לקולות קוראים. ההשתתפות במסגרת מאגדים - קבוצה של לשלושה שותפים משלוש מדינות שונות המשתתפות בתכנית, החוברים יחד לביצוע פרויקט המתמודד עם אתגר מדעי, טכנולוגי, תעשייתי או חברתי. התכנית פתוחה להשתתפות כל יישות משפטית - אקדמיה, תעשייה, מכוני מחקר, ממשלה ורשויות מקומיות, עמותות, ועוד.

European Green Deal

התכנית האירופית למעבר ליבשת נקייה ובטוחה, ולכללה ירוקה בת-קיימא

התכנית תתמוך בפרוייקטי מחקר וחדשנות שיציעו פתרונות להתמודדות עם אתגרי האקלים, הגנת הסביבה, משאבי טבע והמגוון הביולוגי ביבשת אירופה ובעולם בסכום כולל של כמיליארד יורו; במגוון אספקטים וסקטורים, כגון: אנרגיה, תעשייה, תחבורה, חקלאות ומזון, ביטחון, בריאות וממשל, כמו גם אמצעים לגיוס מעורבות הציבור, מודעות ושינוי אורח החיים, הרגלי שימוש וצריכה של מוצרים ושירותים.
הקולות הקוראים במסגרת התוכנית שואפים להניע מעבר מהיר לכלכלה מעגלית, תעשייה ירוקה ונקייה, שתהווה מנוע צמיחה שלא ישאיר אף סקטור תעשייתי מאחור, ויהווה כלי נוסף להתאוששות היבשת ממשבר הקורונה ופיתוח איתנות ויכולת התמודדות של היבשת והעולם עם אתגרים דומים בעתיד.

ההשתתפות במסגרת מאגד של לפחות שלושה שותפים מלפחות שלוש מדינות המשתתפות בתכנית –מדינות האיחוד האירופי ועוד 16 מדינות נלוות, בינהן ישראל, שווייץ, נורבגיה, איסלנד ואחרות

לעיון במצגות וצפייה בהקלטות סדרת הוובינרים שהתקיימו בנושא הקולות הקוראים

לחצו כאן

The European Green Deal Calls on ISERD site

מסלולי המימון

*Type of action	Code	Funding Rate	Description
Research & Innovation Action	RIA	100%	לחצו כאן
Innovation Actions	IA	70%	לחצו כאן
		100% For non-profit legal entities	
Coordination and support actions	CSA	100%	לחצו כאן
נוסף על אחוזי מימון אלו תינתן תקורה של 25%			

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A European Green Deal

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20 CALL TOPICS – Deadline: 26/01/2021

Area 1: Increasing Climate Ambition: Cross sectoral challenges

CODE	TOPIC	Budget in M€		Type of Action
		Total	Project	
LC-GD-1-1-2020	**Preventing and fighting extreme wildfires with the integration and demonstration of innovative means**	75	1. 15-20 2. 2-3 See subtopics bellow	1. IA 2. CSA

Contact	
Talia Passiar Talia@iserd.org.il 03-5118158	Address one of the following sub-topics: 1. Develop, integrate and demonstrate innovative means to adapt to extreme wildfires, tailored to geographical and socio-economic scenarios, with different types of fuels, landscapes and biodiversity values, and scales, covering: 1 - Prevention & Preparedness; 2 - Detection & Response; 3 - Restoration and Adaptation. 2. Ensure that the demonstration of innovative and integrated approaches fulfils the expected impacts (relevant both for Subtopic 1, and Area 7: Ecosystems and Biodiversity) *International cooperation is encouraged for both sub-topics, in particular with United States, Canada, Australia, Russia, Japan, Brazil, South America, Indonesia and South Africa. **This topic includes social sciences aspects, and space remote sensing applications.

CODE	TOPIC	Budget in M€		Type of Action
		Total	Project	
LC-GD-1-2-2020	**Towards Climate-Neutral and Socially Innovative Cities**	53	53 *	RIA

Contact	
Talia Passiar Talia@iserd.org.il 03-5118158	Develop a one-stop shop platform providing the necessary technical, regulatory, financial and socio-economic expertise, to cities, for developing and implementing their climate action plans, and related social innovation action plans.The project will also launch competitive calls addressing third parties to fulfil the action objectives. Address four activities: 1. Climate action plans and Green Deal innovation; 2. Investment project preparation and finance; 3. Social innovation and citizens' engagement; 4. Research and Innovation for climate-neutral transformation of cities. *At least 60% of the budget should be allocated for 20-30 large scale pilots under activity 4 **This topic includes social sciences aspects

CODE	TOPIC	Budget in M€		Type of Action
		Total	Project	
LC-GD-1-3-2020	**Climate-resilient Innovation Packages for EU regions**	45	1. 10-15 2. 2 – 3	1. IA 2. CSA
Contact **Talia Passiar** Talia@iserd.org.il 03-5118158	Address one of the following sub-topics: 1. Innovation Packages for transformational adaptation of European regions and communities - enable rapid and far-reaching change through the development of region-specific portfolios of R&I solutions. 2. Support the design, testing and upscale of Innovation Packages in subtopic 1 **This topic includes social sciences aspects, and space remote sensing applications.			

Area 2: Clean, affordable and secure energy

CODE	TOPIC	Budget in M€		Type of Action
		Total	Project	
LC-GD-2-1-2020	**Innovative land-based and offshore renewable energy technologies and their integration into the energy system**	Subtopic 1: 18 Subtopic 2: 68	Subtopic 1: 3-6 Subtopic 2: 25-30	Subtopic 1: RIA Subtopic 2: IA
Contact	**Subtopic 1**: ***Development of land-based renewable energy technologies and their integration into the energy Detection & Response*** 1. Develop innovative solutions for either district heating and/or cooling systems or CHP, which allow satisfying a significant or possibly total share of the energy demand 2. Combine at least two or more renewable energy sources and/or two or more renewable energy technologies. 3. Daily/seasonal availability of the renewable energy sources have to be properly taken into account. 4. Projects should assess the sustainability of the proposed solutions in environmental, social and economic terms. 5. For DHC systems, the integration of sources of otherwise wasted excess heat or cold as well as the interfacing with existing heating or cooling distribution networks can be considered. For CHP solutions, the minimum capacity in terms of power supply should be 2,5			

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Subtopic 2: ***Demonstration of innovative technologies to enable future large scale deployment of offshore renewable energy***

1. Demonstrate all potential impacts on the future roll-out of large-scale, sea critical, offshore renewable energy innovations, considering the efficiency, reliability, sustainability and circularity that is needed in all areas of the offshore renewable energy system.
2. Offshore renewable energy power generating systems: innovative integrated offshore (floating) wind, wave, tidal and/or solar systems, on a floating or fixed-bottom substructure, considering the varied subsea and metocean conditions.

And/or

3. Grid infrastructure: real life demonstration of innovative Direct Current (DC), AC/DC hybrid technologies and systems as a supporting step towards large offshore DC, AC/DC hybrid grids (e.g. multi-vendor Multi-Terminal HVDC (MT HVDC) systems, grid
4. forming converter, HVDC diode rectifiers, Modular Multilevel Converters (MMC), DC Circuit Breaker (DCCB); DC/DC converter and DC/power hub) and their control and management systems

Projects may also include:

5. Power to X /storage systems to maximise the use of offshore resources and increase the system resilience.

Proposals should address:

6. Industrial design and manufacturing processes, circularity, scalability, installation methods, transport, operation & maintenance, supply chains and the related digital infrastructures.
7. Regulatory, market and financial challenges.
8. Marine spatial planning issues (making multi-use of the seas possible, barriers such as costs, public acceptance and vulnerability to changing climate conditions in offshore areas

CODE	TOPIC	Budget in M€		Type of Action
		Total	Project	
LC-GD-2-2-2020	**Develop and demonstrate a 100 MW electroliser upscaling the link between renewables and commercial/industrial applications**	10-20	60	IA

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Operate and install a 100 MW electrolyser to produce renewable hydrogen, as an energy carrier. Mandatory Cross border dimension and knowledge sharing within Europe: organize 3 workshops, out of which 2 in European countries, outside of the beneficiary's main implantation, involving policy makers and energy stakeholders

1. Install and operate a 100 MW electrolyser for managing and using power efficiently (electricity and heat), as well as water, hydrogen and oxygen flows.
2. Increase the efficiency of the electrolyser reaching an energy consumption of 49 (ALK) to 52 (PEM) kWh/kg H2 at nominal power; Increase the current density to 1A/cm2 (ALK) or 3A/cm2 (PEM) and delivery pressure to 30 bar; Reduce the electrolyser CAPEX by 20% down to €480/kW and €700/kW for Alkaline & PEM electrolysers respectively
3. Demonstrate the increased usage and economic impact of RES mix, addressing potential curtailment issues in demand response operation (if grid connected) or island mode functioning
4. Operate an electrolyser system in real life conditions in an industrial or port environment, for example feeding a mobility hub, a fertiliser production plant, a synthetic fuel production plant, a biorefinery or other industries injecting in NG transmission grid type of application
5. Demonstrate ste of future economic viability of the technology, depending on cost of electricity and hours of operation of electrolyser; Reduce footprint and address safety issues

CODE	TOPIC	Budget in M€		Type of Action
		Total	Project	
LC-GD-2-3-2020	**Accelerating the green transition and energy access Partnership with Africa**	4-8	40	IA

Contact	
Rachel Loutaty rachel.l@iserd.org.il 03-5118152	Demonstrate innovative climate adaptation, mitigation, and sustainable energy solutions, in the African social, economic and environmental contexts, providing sustainable energy access (electricity/cooking), or creating improved health, economic wealth and jobs. Demonstration installation will be located in Africa, addressing: 1. Design, construction and operation; 2. Renewable energy sources; 3. Solution for off-grid communities, and their integration into existing energy system; 4. Energy efficiency in urbanized and rural contexts; 5. Water-Energy-Food nexus, 6. Development and implementation of a tailored value chain approach, identifying suitable manufacturing value chains, based on local material supply chain and workforce Further conditions: 1. Include African partners to implement the project. 2. Copernicus data and products can support the optimal location of infrastructures, solar and coastal marine energy, and to evaluate the impact on the environment (and human). This topic includes Social sciences aspects

Area 3: Industry for a clean and circular economy

CODE	TOPIC	Budget in M€		Type of Action
		Total	Project	
LC-GD-3-1-2020	**Closing the industrial carbon cycle to combat climate change- Industrial feasibility of catalytic routes for sustainable alternatives to fossil resources**	80	Up to 40	IA

Contact	
Rachel Loutaty rachel.l@iserd.org.il 03-5118152	Convert CO2 emissions from industrial processes into synthetic fuels & chemicals: 1. Develop and deploy recyclable catalytic material systems producing synthetic fuels & chemicals, from industrial CO2 (inc. CO & H2) emissions; 2. Produce synthetic fuels and chemicals at a large scale to demonstrate cost effectiveness; 3. Demonstrate the full value chain for industrial production (including SMEs) of synthetic fuels and chemicals, whilst reducing greenhouse gas emissions; 4. Address financial, regulatory, environmental, land and raw material constraints, public acceptance and socio-economic impact; 5. Bring the core technology from TRL 4-5 up to TRL 7 at the end of the project.

CODE	TOPIC	Budget in M€		Type of Action
		Total	Project	
LC-GD-3-2-2020	**Demonstration of systemic solutions for the territorial deployment of the circular economy**	60	10 - 20	IA

Contact	
Asaf Aharon Asaf.Aharon@iserd.org.il **Sarit Kimchi** Sarit.Kimchi@iserd.org.il 03-5118191	Build sustainable, regenerative and just circular economy, demonstrate concrete systemic solutions for the territorial deployment of the circular economy in territorial cluster in Europe, and facilitate their replication. Demonstrate R&I systemic solutions for the territorial deployment of the circular economy at the level of governance closest to citizens. 1. Increase the clusters' overall resource efficiency and reduce GHG emissions**;** 2. Increase circularity in clusters' key economic sectors**;** 3. Create jobs and new business opportunities**;** 4. Replication: lay the foundation for systemic solutions for the territorial deployment of circular economy in other areas**;** 5. Multiply the territorial economic, social and environmental benefits provided by each cluster to achieve policy targets at national and European level; 6. Engage, train, support, coordinate and facilitate the cooperation between key actors constituting each cluster: administrations, industry (including SMEs), scientific community and civil society; 7. Develop and demonstrate science, technology, governance, economic, social and environmental solutions to increase the circularity in key economic sectors such as waste, water, food, feed, wood, terrestrial and aquatic bio-based value chains, textile, plastics, electrical and electronic equipment, construction and buildings; 8. Ensure the exchange of relevant information and experiences within and across clusters and with other actors not involved in the proposals**.** →TRL 6-7

Area 4: Energy and resource efficient buildings

CODE	TOPIC	Budget in M€		Type of Action
		Total	project	
LC-GD-4-1-2020	**Building and renovating in an energy and resource efficient way**	60	10-20	IA

Contact

Rachel Loutaty

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03-5118152

Deliver at least one residential and one non-residential large-scale, real-life demonstrations of promising technology, process and social innovations:

1. Test innovations across the whole value chain, from planning and design, through manufacturing and construction to end use;
2. Including all relevant players: governance and financing institutions, planners, owners, architects, engineers, contractors, facility managers, tenants, etc;
3. Adapt this value chain to new operation patterns - new business models, services, usages, behavior;
4. Validate the market and consumer uptake in the form of real life “living-labs”;
5. Demonstrate, evaluate and ultimately replicate in different environment and market conditions, considering social, business and policy drivers;
6. Validate the innovations for different building types - residential (e.g. social housing) and non-residential (e.g. hospitals, schools, public buildings) in various climatic zones;
7. Bring the core technology from TRL 5-6 up to TRL 7-8 at the end of the project.

Area 5: Sustainable and smart mobility

CODE	TOPIC	Budget in M€		Type of Action
		Total	project	
LC-GD-5-1-2020	**Green airports and ports as multimodal hubs for sustainable and smart mobility**	100	15-25	IA

Contact

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Address the following activities under one of two areas - A) Green Airports OR B) Green Ports:

- Foster innovative overall energy systems integration;
- Demonstrate effective integration of transport modes within and around the airport/port;
- Foster wider use of green hydrogen, electrification and sustainable alternative fuels;
- Assess improvement in energy consumption, greenhouse gas emissions and air quality.

Consortia structure and budget:

- Led by One “Lighthouse” airport/port, demonstrating novel concepts and solutions;
- Include Three “Fellow” airports/ports helping to define and incorporate solutions, and committed to implementing the best practices identified, and results produced by the project;
- Include academic and other partners (e.g. rail, road);
- For Green Ports - include at least one inland port;
- A maximum of 20% of the requested grant should be allocated to the Fellow airports or ports.

Area 6: Farm to Fork				
CODE	TOPIC	Budget in M€		Type of Action
		Total	project	
LC-GD-6-1-2020	**Testing and demonstrating systemic innovations in support of the Farm-to-Fork Strategy**	72	9-12	IA
Contact **Nir Shaked** Nir.s@iserd.org.il 03-7157916	Test, pilot and demonstrate solutions in one of the following: 1. Reduce farms' GHG emissions and increase carbon storage; 2. Reduce energy use in food processing, distribution, conservation & preparation; 3. Reduce pesticides; fertilizers and pollution from nutrient loss; 4. Reduce dependence on antimicrobials in animal production and in aquaculture; 5. Reduce food loss & waste at every stage of the food chain including consumption; 6. Shifting to sustainable healthy diets accessible to all EU citizens.			

Area 7: Ecosystems and Biodiversity				
CODE	TOPIC	Budget in M€		Type of Action
		Total	project	
LC-GD-7-1-2020	**Restoring biodiversity and ecosystem services**	80	16-25	RIA
Contact **Asaf Aharon** Asaf.Aharon@iserd.org.il **Sarit Kimchi** Sarit.Kimchi@iserd.org.il 03-5118191	Test, demonstrate and promote systemic solutions for upscaling the restoration of biodiversity and ecosystem services Up-scaling of large-scale and urgent restoration actions on the ground, to prepare resilient ecosystems and their services at sea and on land; Restoration actions are implemented which will enhance natural carbon sinks and reduce the effects of emissions, locally reverse biodiversity decline Nature-based solutions are adapted, integrated and demonstrated in governance, financing, public procurement, economic development, infrastructure and regional strategic landscapes; 1. Value created for communities affected by transformative change through the restoration of their degraded terrestrial and marine environment; 2. Restore degraded ecosystems at sea and on land at large scale, replicate deployment of restoration towards resilient ecosystems and their services at regional, national and cross-border levels; 3. Showcase in practice how to maximize synergies and avoid trade-offs between priorities for restoring biodiversity, mitigating and adapting to climate change; 4. Support the development of specific demand and supply chains in restoring ecosystems; 5. Generate knowledge on how enabling transformative change can be beneficial for biodiversity and climate change, and bring this information into IPBES and IPCC processes			

Area 8: Zero-pollution, toxic free environment

CODE	TOPIC	Budget in M€		Type of Action
		Total	Project	
LC-GD-8-1-2020	**Innovative, systemic zero-pollution solutions to protect health, environment and natural resources from persistent and mobile chemicals**	40	8-12	RIA
Contact **Nir Shaked** Nir.s@iserd.org.il 03-7157916	Demonstrate innovative solutions to protect health, environment & natural resources. Address one or more of the following: 1. Research and develop (bio)remediation technologies of contaminated soil and water; 2. Develop cost-effective high-resolution methods to measure PMB in different media; 3. Environmental and human (bio)monitoring of persistent and mobile chemicals; 4. Gather toxicity & toxico-kinetic info, in-vitro|silico, on risks to human & ecosystems; 5. Develop & improve models to predict and assess long-term trends and risks; 6. Develop best practices for the management of waste containing PMC; 7. Detect & identify specific pollution problems (using Copernicus data & service). 8. This topic includes space remote sensing applications.			

CODE	TOPIC	Budget in M€		Type of Action
		Total	Project	
LC-GD-8-2-2020	**Fostering regulatory science to address combined exposures to industrial chemicals and pharmaceuticals: from science to evidence-based policies**	20	4-6	RIA
Contact **Nir Shaked** Nir.s@iserd.org.il 03-7157916	Innovative systemic solutions that can be scaled up, such as: 1. Providing policy-makers & risk assessors with validated, practical methods & tools; 2. Improve the scientific knowledge base; 3. Study the effectiveness and efficiency of different policy approaches.			

Area 9: Strengthening our knowledge in support of the EGD

CODE	TOPIC	Budget in M€		Type of Action
		Total	Project	
LC-GD-9-1-2020	**European Research Infrastructures capacities and services to address European Green Deal challenges**	28	a – 7 b1 – 13 b2 - 8	RIA

Contact

Hagit Schwimmer

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03-5118119

Infrastructure consortium should address one of the following sub-topics:

a) Support leadership in clean energy storage technologies – supporting the development of research and industrial ecosystem underpinning energy storage activities and relevant value chain - involving all relevant European and international initiatives, and infrastructures, ensuring integration and access, and avoiding duplication of effort.

b1) Enhancing infrastructures and monitoring networks for greenhouse gases observation;

b2) Enhancing infrastructures and monitoring networks for air quality in urban areas and citizens' health in cities.

CODE	TOPIC	Budget in M€		Type of Action
		Total	Project	
LC-GD-9-2-2020	**Developing end-user products and services for all stakeholders and citizens supporting climate adaptation and mitigation**	25	3-5	RIA

Contact

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03-5118182

Providing detailed information, relevant to real-world decision-makers, and informing citizens about the impacts of climate change in the decades to come, identifying adaptation options, and illustrating pathways towards climate neutrality, incorporating behavioral factors.

Actions under this topic should focus on one of the following aspects:

1. Convert the mitigation pathways and adaptation strategies into clear information about how production, consumption, infrastructure and lifestyle need to change;
2. Tools, platforms and/or mobile applications contributing to providing the next generation of climate services, in collaboration with the commercial sector, addressing the downstream part of the value chain, and providing actionable information to non-specialists for adapting to extreme climate events.

*International cooperation is encouraged, in particular for addressing the climate priority of the Group on Earth Observation (GEO), and building on GEOSS and Copernicus services, and ESA projects.

**This topic includes social sciences aspects, and space remote sensing applications

CODE	TOPIC	Budget in M€		Type of Action
		Total	Project	
LC-GD-9-3-2020	**Transparent & Accessible Seas and Oceans: Towards a Digital Twin of the Ocean**	12	12	IA
Contact	Develop a pilot ocean digital twin, allowing fit for purpose, timely, persistent and autonomous monitoring, identifying and testing of the most efficient solutions for sustainable ocean and coastal management. 1. Encourage and enable the infusion of 'non-scientific data streams' through the joint communities of companies, public authorities, social innovators, researchers, citizens and policy makers; 2. Increase citizen awareness and allow for knowledge-based decision-making; 3. Reduce risk and increase efficiency of coastal and marine economic activities. The selected projects are expected to collaborate with other relevant H2020 projects, and with relevant projects from ESA Ocean Science Cluster, building on existing Copernicus, EMODNET, ERICs assets, and addressing concrete cases in local or regional sea basins. *This topic includes social sciences aspects, and space remote sensing applications			
Tzlil Ribak Tzlil.ribak@iserd.org.il 03-5118182				

Area 10: Empowering citizens for the transition towards a climate neutral, sustainable Europe

CODE	TOPIC	Budget in M€		Type of Action
		Total	Project	
LC-GD-10-1-2020	**European capacities for citizen deliberation and participation for the Green Deal**	10	3-5	RIA
Contact	Enabling collective design and ownership of Green Deal objectives and means, engagement and change through citizen participation and deliberation processes. Address the following: 1. Activities and events should be based on dialogue and information exchange; 2. Participatory processes involving citizens from different cross-sections of European society, including by engaging them as social innovators; 3. Modalities of participatory processes differing according to goals and expected outcomes; 4. Provisions for several deliberative processes implemented in a number of Member States or Associated Countries and a European online multilingual deliberative platform; 5. Specific topics for deliberation, to be co-decided with the EC services involved in implementing the Green Deal; 6. Support major EU actions where public participation is key, including Horizon Europe Missions, and other initiatives.			
Smadar Hirsh smadar@iserd.org.il 03-5118126				

CODE	TOPIC	Budget in M€		Type of Action
		Total	Project	
LC-GD-10-2-2020	**Behavioural, social and cultural change for the Green Deal**	10	3-5	RIA
Contact **Smadar Hirsh** smadar@iserd.org.il 03-5118126	Enabling substantial behaviour change at both individual and collective levels, through implementation research on the behavioural change of individuals, private corporations and/or the public sector across the EU. 1. Establish transnational and transdisciplinary networks of experts, researchers, practitioners and relevant civil society organisations on behavioural, social and cultural change, that will jointly analyse social practices and behavioural change processes, including enabling and inhibiting factors, sharing good practices, tools and resources, and implementing relevant experimentation**;** 2. Conduct experimental studies, each implemented in at least four Member States and/or Associated Countries. Specific topics for case studies will be co-decided with the EC services' involved in implementing the Green Deal; 3. Support major EU actions where such change is key, including Horizon Europe Missions, in close cooperation with the respective mission boards, and other R&I initiatives.			

CODE	TOPIC	Budget in M€		Type of Action
		Total	Project	
LC-GD-10-3-2020	**Enabling citizens to act on climate change, for sustainable development and environmental protection through education, citizen science, observation initiatives, and civic engagement**	25	5	IA
Contact Smadar Hirsh smadar@iserd.org.il 03-5118126	Strengthening environmental awareness of the young generation through education and other forms of youth engagement. <u>Address one of the following sub-topics:</u> 1. Enabling citizens to act on climate change and for sustainable development through education • Foster the development and implementation of a multidisciplinary European competence framework for the development and assessment of knowledge, skills and attitudes of citizens on climate change and sustainable development; • Ensure clustering activities through regular exchanges (e.g. meetings, peer-learning and peer-counselling activities, etc.) in order to jointly develop the framework and to share the educational outcomes, best practices and results of the different demonstration sites. 2. Enabling citizens to act on climate change and for sustainable development through better monitoring and observing of the environment and their environmental impacts • Projects should be conducted on a broad scale, in cooperation with businesses, civil society organizations and public authorities, leading to examples on how to engage the wider community in the effective behavioral and the needed changes in social practices for a successful and just transition; • Raise awareness, engage and empower citizens and consumers with concrete tools to monitor their impacts on the environment, to collect information enabling them to change their behavior and to reduce their personal carbon and environmental footprint as users and consumers, through individual and social innovation.			