

Call for Initiatives – “Living with Rivers” Label

Important information for the candidates for initiative labelling

1/ WHO ARE WE?

Initiatives for the Future of Great Rivers (IFGR) is an international Non Governmental Organization founded in 2015 by Erik Orsenna (academician, economist, author of reference works on water resources) and the Compagnie Nationale du Rhône (CNR, Lyon, France).

The goal of IFGR is to sound the alert on the challenges and impacts facing rivers, encourage more sustainable practices, and make as many people aware of them as possible.

Our action focuses on 3 directions:

1. Coordinating a network of experts and partners, sharing expertise;
2. Spreading awareness and mobilising (advocacy, communication);
3. Highlighting solutions/sustainable initiatives in different regions.

Thanks to our multidisciplinary approach, which brings together experts from around the world, and their different areas of expertise (hydrology, energy, ports, navigation, urban planning, social sciences, agriculture, industry, etc.), we promote a more global vision of the stakes in play. We organise annual missions dedicated to rivers, at the request of project leaders and local actors, to provide additional diagnostics and formulate recommendations.

We pursue a strategy of advocacy at conferences and through reports, and at the level of local, national and international authorities.

We develop communication activities and tools to mobilise individuals and various stakeholders regarding all the complexity of the challenges facing rivers and their solutions.

Find more information here: <https://www.initiativesfleuves.org>

2/ THE OBJECTIVES OF THE “LIVING WITH RIVERS” LABEL

Created by IFGR in 2024, the aim of the “Living with Rivers” Label is to highlight the positive initiatives relating to rivers, in response to the major challenges to which they are subject, and underline the commitment of actors rooted in their territories.

By labelling concrete initiatives everywhere in the world, we want to encourage the responsible, sustainable, balanced and reasoned utilisation of rivers, which are sources of hope for future generations.

Our label addresses all types of initiatives related to rivers and their watersheds, falling within the following themes:

Food security, health, energy, transport, industry, agriculture, leisure, biodiversity, development and urban planning, culture and heritage, flood management and prevention, warning systems, hydro-diplomacy/cross-border cooperation, education, industry/R&D.

Reference indicators established by our committee of experts permits selecting the initiatives according to a systemic and adapted vision of uses that augur a future for rivers, their watersheds, the territories and their populations.

Our goal is to support the leaders of initiatives as close as possible to their needs, and facilitate their actions (visibility, networking, providing expertise, scientific validation, etc.).

We are convinced that it is by working in the field that we can make things happen collectively and inspire other actors; therefore, we want to place ourselves in the service of those who act concretely in the territories.

Important: As such, the labelling of an initiative does not ensure funding; nonetheless, two procedures are planned:

- A financial endowment for the 3 winning initiatives each year (selected by our Rivers Committee) (€15,000 per project in 2024).
 - For all the labelled initiatives: referencing in our endowment fund, highlighting them vis-à-vis our partner private sponsors. The sponsors may then, if they wish, finance the project or projects of their choice.
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3/ THE ADVANTAGES FOR THE LABELLED INITIATIVES

1. Multidisciplinary scientific approval

The labelled Initiatives can display on their documents and communications the scientific and multidisciplinary approval of our association and its experts. They can highlight it vis-à-vis their partners/stakeholders, thereby demonstrating additional external credibility.

2. Partner logo

The “Living with Rivers” logo will be made available to the labelled Initiatives free of charge for the duration of their project (maximum 3 years) according to the conditions of use to be specified in a communication charter.

3. Referencing on the website

The labelled initiatives will be referenced on our internet site and therefore benefit from international visibility.

4. Support with expertise, networking

The labelled initiatives can, according to their needs, be placed in contact with other initiatives in other territories or with our experts.

5. Dissemination and communication

The labelled initiatives can benefit from IFGR’s communication tools to communicate on their initiative, disseminate the results, and mobilise stakeholders.

6. Making contacts with the sponsors of the IFGR endowment fund

All the labelled initiatives will be referenced in our endowment fund, thus enabling them to benefit from private partner sponsors. The sponsors will then be able, if they wish, to finance the project or projects of their choice.

Important: we do not ensure that our sponsors will support the labelled initiatives financially. It is an option proposed to them without any obligation. It allows them to provide financial support to initiatives with impact, preselected by our experts, while benefiting from tax advantages.

NB: 85% of IFGR’s endowment fund is redistributed (the remaining 15% is dedicated to operational and administrative management, and sponsorship, communication and awareness actions carried out by the IFGR association).



7. Invitation to IFGR events

The labelled Initiatives will benefit from an invitation for 2 people to the annual award winners' celebration and to other corporate events organised by IFGR (no payment of transport expenses).

8. Financial endowment for the 3 most virtuous Initiatives

Each year, the 3 most "Outstanding" Initiatives will receive the "Living with Rivers" prize endowed with funding of €15,000 per Initiative (for 2024).

The prize will be awarded to them at an annual ceremony either directly or remotely (for 2024 it will be held live in Lyon on 25 June).

The jury also reserves the right to select a "Helping Hand" initiative to provide support to an Initiative that has particularly attracted their attention. For 2024, the "Helping Hand" Initiative will receive an award of €5,000.

NB: An Initiative can therefore be labelled but not receive a financial award, since the latter is reserved for three or 4 winning initiatives.

4/ OUR JURY

The members of our jury are all passionate about rivers, experts in their areas of expertise (hydrology, river governance, ports, biodiversity, urban planning, architecture, social sciences, culture and heritage, energies, agriculture, river transport, etc.), and representing territories around the world.

They are all members of our association's "Rivers Committee".

Find more information here: [Our IFGR experts | Initiatives for the Future of Great Rivers \(initiativesfleuves.org\)](https://initiativesfleuves.org)

Please note: some members of the Rivers Committee may be involved in structures interested in becoming candidates. To ensure conformity with ethical considerations, they will be removed from deliberations and decisions in the case of candidacies received from their organisations.

5/ ELIGIBILITY CRITERIA

THE FOLLOWING ARE ELIGIBLE:

- **initiatives that cover at least one of the following themes relating to a river or its watershed:**

Food security, health, energy, transport, industry, agriculture, leisure, biodiversity, development and urban planning, culture and heritage, flood management and prevention, warning systems, hydro-diplomacy/cross-border cooperation, education, industry/R&D.

- **initiatives that provide an added value** (sufficiently documented due to knowledge of the territorial context by the leader of the initiative) **for the river, local populations, watershed.**

THE FOLLOWING ARE NOT ELIGIBLE:

Initiatives:

- with no link to at least one river and/or its watershed (source, bed, confluence, tributaries, groundwater, wetlands/lakes, mouth, delta, etc.);
- in the process of emerging (our label is above all aimed at highlighting and supporting initiatives already launched but not projects in the process of construction).

The leaders of initiatives:

- with no registered name/structure. Any structure having a registered name can put forward their candidacy (companies, associations, start-ups, research centres, NGOs, local authorities, etc.);
- without territorial roots in the watershed/river;
- without a history of action in the watershed/river/territory.

Files:

- that are incomplete, with gaps in the different parts of the candidacy model;
- that are not sufficiently clear and specific to give us a detailed view of the initiative (notably in terms of context, objectives, actions, deliverables, and budget).

To be noted:

- There is no minimum or maximum amount for the projects presented. We only check that the budget is consistent with the impact expected and the challenges.
- There is no minimum or maximum duration required, but labelling is awarded for only 3 years, renewable (a request for renewal must be presented at the end of 3 years if the project lasts longer than 3 years).
- A leader of an initiative can present several (but must present 1 file per initiative).

6/ SELECTION CRITERIA

Our association has defined a set of criteria allowing the objective classification of initiatives.

A maximum of 100 points can be attributed. Only the initiatives with a score higher than 50 will be labelled.

Examples of selection criteria (non-ranked, non-exhaustive and non-weighted):

- The consistency of the initiative in relation to the challenge of the river, watershed, territory, populations, and real added value with respect to local needs.
- A cross-disciplinary vision of the themes targeted.
- The capacity of the initiative to (re)create a link between the populations and their river/watershed, favouring awareness, leading them to cherish the advantages it provides them.
- The capacity of the initiative to spread awareness, and get the neighbouring population to become involved in the challenges of preserving rivers and their sustainable management.
- A positive link between the Initiative and the environment/combating pollution/climate change, and water resources.
- The innovative character of the initiative (at the local or international scale).
- The capacity of the initiative to favour dialogue between stakeholders, facilitate change between different categories of actors, different territories.
- The possibility of the initiative to inspire other territories/ivers, and favour twinning between rivers at the international level.
- The cross-border/multi-basin dimension of the initiative.
- A balanced vision of the different uses of the resource, harmonisation between different uses.
- The initiative's capacity to inspire coherent public policies for rivers/watersheds, and the local, national and international levels.
- The communication/dissemination activities planned by the leader.
- The coherence of partnerships and the budget.
- The initiative's capacity to demonstrate indicators for managing and monitoring the project.

These examples of selection criteria are not eligibility criteria: they allow the candidate to gain more or fewer points. The candidates will be informed of the number of points obtained by their initiatives whatever the result of the selection.

7/ CALENDAR

NB: the members of the jury are aware that the deadlines for application and evaluation are tight for this first year but would like to allow the leaders of initiatives the opportunity to put forward their candidacies in 2024. The limited time for candidacies in 2024 will be taken into account in the evaluation of the files.

- **Before 15 May 2024:** Reception of candidacies.
- **Between 15 May and 14 June 2024:** Selection of the initiatives by the “River Committee” jury.
- **14 June 2024:** The candidates chosen for labelling will be informed (all the files obtaining at least 50% of the points will be labelled without limit to the number) and of the files short-listed as the winners (a maximum of 10 files).
- **21 June 2024:** The 10 best files short-listed to be winners in 2024 will be invited to present their initiative before the Jury (by videoconference with translation) **(will candidates please note this date in their diaries as from today).**
= The 3 most virtuous initiatives according to the Jury will be chosen to receive the “Living with Rivers 2024” prize (€15,000 per initiative).
- **25 June, from 6:30 to 8 p.m. (French time):** The prizes will be awarded in Lyon and remotely **(will candidates please note this date in their diaries as from today). All the candidates (labelled or not) will be invited to participate live (without reimbursement of travel expenses) or remotely. As there are only a limited number of seats, the organisers reserve the right to propose live participation by order of reception of the candidacies.**

8/ APPLICATION PROCEDURE

- Final application date: **20 May 2024**
- The file must be sent in Word format to the following **two** email addresses (to avoid spam type reception errors or firewalls): contact@iagf-ifgr.org and contact.livingwithrivers@gmail.com
- In French **or** English. For those with another mother tongue and who have difficulties in submitting their candidacies in these two languages, the automatic translation of a Word document into either of these two languages is allowed (go to the Review tab, Language, Translate, Translate document).
- Without appendix (a photograph of your initiative will be requested afterwards).



An acknowledgement of receipt will be sent to you within 15 days following your candidacy.

= **If you do not receive a receipt within 15 days following your candidacy of if you have technical problems:** please call the following number +33(0) 6 84 32 42 31 (please only use if you have a technical problem).

= **If you need advice regarding your candidacy:** two participatory Webinars will be organised to answer candidates' questions:

In English: Monday 29 April, from 11:30 a.m. to 2:30 p.m. (UTC),

[Join the meeting now](#)

Meeting ID: 312 406 757 231 / Secret code: 9M7eVS

In French: Monday 29 April, from 3:30 to 5 p.m. (French time),

[Join the meeting now](#)

Meeting ID: 331 120 113 502

Secret code: XF66rd