



# European Innovation Council (EIC) Ambassadors Charter

The EIC rewards individuals with a deep understanding of the EIC as a result of their activities as previous advisory board members and programme managers, high-profile beneficiaries such as CEOs and lead researchers of highly innovative companies and projects with the role of EIC Ambassadors in order to maintain their strong relation with the EIC and use their voice to promote the EIC across the European and international innovation ecosystem.

Ideally the community of EIC Ambassadors covers, but is not limited to, all EU member states as well as Horizon Europe associated countries.

The composition of the community of EIC Ambassadors should be gender balanced and cover a broad representation of profiles relevant to the EIC.

## **Expected role:**

This exclusive community of EIC Ambassadors is encouraged and supported to:

- Speak about the programme at events and with national media;
- Disseminate information and results among their communities;
- Provide feedback-to-policy from their area of the innovation ecosystem.

In order to support EIC Ambassadors in these tasks, they will receive information about the programme and its activities on a regular basis. They will receive dedicated support in case they take on speaking obligations or speak to media to promote the EIC.

## **Scope:**

- The role of the EIC Ambassadors is fully informal, with a mandate of two years, which can be extended on the basis of mutual interest;
- The composition of the community of EIC Ambassadors will be reviewed on an annual basis, with the ambition to keep the overall number of EIC Ambassadors below 80.

- Newly appointed EIC Ambassadors are introduced at the annual EIC Summit, following endorsement and appointment of the EIC Board.
- Due to the informal nature of the role, the EIC Ambassadors shall receive no financial compensation and/or reimbursement, payments or contracts, nor will they have access to documents or information that are not publicly available.
- There will be no formal contractual agreement between the EIC and its appointed Ambassadors, although EIC Ambassadors are expected to commit to a set of principles as laid out below.

**Principles:**

- EIC Ambassadors act in their personal/individual capacity, their views do not necessarily reflect the official position of the EIC or the European Commission.
- The role of the EIC Ambassador shall not be exploited for personal gain or advancement of personal interests. In the event that such circumstances arise, or should other similar sensitivities emerge, the EIC reserves the right to terminate the collaboration with the relevant EIC Ambassador.
- The Ambassadors can benefit from receiving recognition and visibility during the EIC events and on EIC channels (i.e. a dedicated page on the EIC website and visibility on EIC social media accounts).
- EIC Ambassadors agree that their names, photos and biographies are made visible on a dedicated page of the EIC website and may be referred to as EIC Ambassadors in the social media channels of the EIC and EISMEA.