

INVITATION

Request for Proposals for EU Horizon A-Track project

Strategic Digital Scaling of A-Track Business Content

Please note that this call for proposals is issued by WBCSD in its role as an associated partner of the EU-Horizon A-Track project. Given WBCSD's position as a non-EU affiliated partner within the project, contracting will take place between the consultant and Capitals Coalition (an organisation registered in the Netherlands), with WBCSD retaining editorial oversight.

1 About A-Track (context)

A-Track is a four-year, €11 million project that will accelerate action for nature by business, financial institutions and government. Businesses, financial institutions and governments across Europe and beyond are increasingly recognising that they depend on nature and that action for nature can help them build resilience, manage risks and increase value. Over the last decade new guidance, tools, methods, data and training materials have been developed to support measuring impacts and dependencies on nature and integrating this knowledge into decision making.

However, despite increasing commitments to change, nature is still in crisis and there is an urgent need to further accelerate action for nature. The European Green Deal and the Kunming-Montreal Global Biodiversity Framework have established a clear policy context for this acceleration, with key actions for business, finance and government.

Yet, organisations often struggle to navigate the complexities of nature and the related risks and opportunities. Understanding what tools to use or what actions should be taken can be overwhelming.

Through A-Track, existing tools and approaches will be brought together and developed further. A-Track will make it easier for organisations to identify the most appropriate way forward for

their sector and scale, to unlock the most relevant natural capital and biodiversity information for a range of applications and ultimately make more informed decisions that accelerate action for nature positive outcomes.

A-Track will create robust and reliable resources - targeted to the needs of key decision makers - that:

- support the flows of biodiversity information for use in business, finance and government decisions
- strengthen consideration of biodiversity and ecosystem services in life cycle assessment for products and organisations
- mainstream and advance natural capital assessment and accounting across society
- facilitate the adoption and scaling of business models that contribute to nature positive outcomes
- nurture financial innovations that contribute to nature positive outcomes.

A-Track brings together thought leaders and practitioners who have been driving change in the measurement and valuation of natural capital and biodiversity in business, finance and government. Partners have led the development or implementation of guidelines and standards for measurement of nature impacts and dependencies for improved decision-making. These include biodiversity footprinting, natural capital assessment and accounting, as well as the design of business models and financial instruments that contribute to nature positive outcomes.

The project is funded by the European Union's Horizon Europe programme with co-funding from UK Research and Innovation and the Swiss National Science Foundation. The eleven A-Track partners are: Capitals Coalition, VITO, UNEP-WCMC, Tecnalia, World Business Council for Sustainable Development, Cambridge Institute for Sustainability Leadership, Oppla, Institute of Chartered Accountants in England and Wales, Fraunhofer-Gesellschaft, University of Stuttgart and IDEEA Global.

A-Track promotes nature-positive outcomes by helping businesses, financial institutions, and governments assess their impacts and dependencies on natural capital, and related risks and opportunities and apply the findings to different business decision contexts. By accelerating nature conservation and restoration, A-Track contributes to the delivery of the European Green Deal and the Global Biodiversity Framework.

The A-Track team aims to develop practical tools and resources that address concrete business needs and challenges. A-Track is seeking a consultant to work closely with the team to turn the vision into reality, by tapping into the expertise within the A-Track consortium.

2 Purpose of the proposed work

A-Track is developing the **Embed Nature Playbook** to support businesses in integrating nature-related considerations into decision-making across functions and levels of leadership. The next

phase of work aims to translate the playbook into a digital learning and engagement experience that is accessible, practical, and scalable.

We are seeking a qualified subcontractor to design, develop and deploy a digital platform to host the interactive components of the A-Track *Embed Nature Playbook* (briefing slides about the playbook attached to this RFP).

This work focuses on transforming finalised content scripts—developed through the project—into engaging, accessible, and scalable digital experiences. We expect the contractor to have content knowledge so that they can translate the outputs from a previous subcontract, namely the playbook script, into usable web content.

The purpose of this work is to support users to explore content, navigate decision pathways, access resources, and engage with the wider community, thereby enabling the broad uptake and practical application of A-Track outputs by converting them into interactive formats that support learning, engagement, and implementation across business functions and sectors. The resulting platform and materials should facilitate the translation of knowledge into action, supporting operational, financial, and strategic decision-making related to nature.

Target audience:

- **Nature and sustainability managers and internal champions**, who are the primary users of the Engagement Kit and drive overall nature strategy and decision-making.
- **Functional leads within companies**, who need role-specific dashboards translated into practical, business-relevant nature logic, using simple language and assuming a beginner level of nature knowledge.
- **Executive leadership champions** who aim to bring their organisation up to speed on the nature journey.

This work contributes to the wider A-Track objective of scaling business adoption by bridging high-quality content with user-friendly digital learning environments. It builds directly on validated content emerging from the Embed Nature pilot programme and associated work packages, ensuring continuity, coherence, and readiness for external deployment.

While A-Track provides the content foundation and learning architecture, this subcontract seeks a specialised partner to design, build, and deliver a robust digital infrastructure and interactive learning experience that enhances usability, accessibility, and engagement.

2.1 Scope of Work

2.1.1 Delivery Journey

The A-Track consortium currently envisages a delivery journey that starts with the architecture building, continues with a beta delivery of the project and is followed by a final phase of the product – all while consulting relevant stakeholders to test and validate. However, applicants are encouraged to propose alternative approaches if they believe these would better achieve the objectives of the project.

Applicants should clearly describe:

- Their proposed methodology and workplan, including the delivery approach;
- The technology and platform architecture they recommend;
- Their approach to user experience and engagement with the purpose of learning and behavioural change;
- How the platform will support future growth, maintenance, and interoperability;
- How they will optimise discoverability through both traditional search engines and emerging AI-powered search systems.

2.1.2 Phase I: Platform Architecture, Experience Design and Development Planning

It is essential to define the technical, functional, and design approach for transforming the Embed Nature Playbook into an engaging digital experience. This work will establish the foundations for the platform, including its architecture, user experience, content structure, engagement model, and future scalability. The scope covers the key activities required to design and prepare the platform for development and implementation.

The contractor **will review and edit/translate the outputs from existing/ongoing A-Track work into usable web content**. Outputs will be made available after contracting and include **the script of the playbook content** (made available after contracting). Based on this review, the contractor will recommend how the content should be structured and presented within the digital platform to support different target audiences.

The contractor **will develop a proposed platform architecture covering content management, hosting requirements, deployment options, scalability recommendations, administration needs, and long-term maintenance considerations**. Particular attention should be paid to future scalability and dissemination.

Applicants should consider approaches that enable content to be reused and distributed through partner organisations and external platforms. This may include white-label deployment, API-enabled content delivery, embeddable modules, integration with learning platforms, or other approaches that support future expansion and interoperability.

The contractor will design the **user experience and interface, including user journeys, navigation structures, wireframes, accessibility considerations, and mobile-responsive design principles**.

In addition, the contractor will propose how users will engage with the content. Options include decision-based learning pathways, interactive guidance & learning tools, community participation features, opportunities for users to contribute examples and resources, and behavioural prompts that encourage practical application.

The platform should also be **designed with discoverability in mind**. Applicants should propose how the content architecture, metadata, taxonomy, and technical setup will support visibility through both traditional search engines and emerging AI-powered search and answer-generation systems.

The proposed approach should be **validated with users**. The consortium currently anticipates two validation sessions with business representatives and one validation session with A-Track partners, although applicants may suggest alternative methods where appropriate.

Outputs that phase I should deliver:

- Content architecture and user pathway recommendations;
- Platform architecture and functional specifications;
- UX/UI framework, including user journeys, navigation structure, and wireframes;
- Visual and interaction design guidelines;
- User engagement and learning design recommendations;
- SEO and AI discoverability strategy;
- User validation findings and recommendations;
- Development roadmap and implementation plan.

2.1.3 Phase II: Platform Development and Content Integration

This phase will translate approved content into a user-friendly digital solution that enables businesses and partner organisations to access, apply, and share the playbook's resources and guidance.

The platform should host and organise content around common business decisions and functions, such as procurement and sourcing, product and service design, finance and investment, strategy and governance, and risk management. It should also accommodate existing content additions and resource repositories, including case studies, videos, tools, templates, and external resources.

The contractor will develop engaging and practical digital features that help users navigate and apply the existing content. Depending on the proposed approach, this may include decision trees, interactive guidance tools, self-assessment exercises, visual summaries, reflection prompts, community participation features, and crowdsourcing functionality that enables users to contribute examples, experiences, and emerging practices.

The platform should be designed to support broad dissemination and future growth. Applicants should explain how their proposed solution enables:

- White-label deployment;
- Embedding content within third-party websites;
- API-based content integration;
- Integration with learning management systems or external platforms;
- Future content expansion and maintenance.

The contractor will implement the agreed **SEO and AI discoverability framework**, ensuring that the platform follows best practices for search visibility, structured content, metadata management, and machine-readable information architecture.

The platform should be tested with users and refined based on feedback prior to final deployment. The consortium currently anticipates two testing sessions with business representatives and one testing session with A-Track partners, although alternative approaches may be proposed.

Outputs that phase II should deliver:

- A fully developed and deployed digital platform;

- Integrated Embed Nature Playbook content;
- Interactive learning and engagement features;
- White-label, embedding, and integration capabilities (where applicable);
- Community contribution and crowdsourcing functionality;
- Implemented SEO and AI discoverability measures;
- Technical documentation and administrator guidance;
- User guidance materials, such as onboarding resources or demonstration videos.

Final Deliverable

The final deliverable will be a fully operational digital version of the **Embed Nature Playbook**, providing an engaging learning and engagement journey that supports businesses in embedding nature into decision-making.

The solution should be intuitive, accessible, and easy to maintain. It should support multiple user types and business functions, facilitate dissemination through partner organisations and professional networks, and encourage learning, application, and knowledge sharing.

The platform should also be designed for long-term scalability, enabling future content expansion, integration with external websites and platforms, and adoption by a broad range of organisations. It should be optimised for both search engine visibility and discoverability through emerging AI-powered search and answer-generation systems.

Ultimately, the platform should provide a robust and future-proof foundation for scaling the impact and reach of the Embed Nature Playbook well beyond the duration of the A-Track project.

3 Technical aspects

3.1 Front-End Focus and Back-End approach

An essential focus of this contract is the design and delivery of an engaging, accessible front-end application that makes content easy to discover, navigate, and use. The emphasis is on the user-facing experience, ensuring that content is presented through a high-quality, intuitive interface that supports exploration and practical use by a wide range of audiences.

Applicants should demonstrate strong front-end development capability, with particular attention to the following areas:

- **Visual design and interaction quality** — a polished, professional interface that reflects the credibility and ambition of the A-Track project
- **Accessibility** — an approach that ensures the platform is usable by the widest possible audience, including people with disabilities
- **Content discoverability** — effective search, filtering, tagging, and navigation patterns that help users find relevant resources quickly
- **Responsive design** — a seamless experience across desktop, tablet, and mobile devices
- **Performance** — optimised load times, rendering, and interaction performance to support engagement

The current thinking is that the back-end infrastructure and content management approach are handled separately through the existing A-Track project website. In this thinking, the contractor's core responsibility is to build the front-end layer that consumes content via API and presents it effectively to end users.

However, while the primary focus of this contract is the design and development of the front-end user experience, applicants are welcome to propose alternative or expanded delivery models where they believe these would provide additional value to the project.

In particular, applicants may submit:

- **Option A:** A proposal focused on front-end design and development, integrating with the existing A-Track website and content management infrastructure through APIs.
- **Option B:** A proposal that includes both front-end and back-end components, such as content management, hosting, platform administration, user management, analytics, or other supporting infrastructure, where applicants believe this would improve functionality, scalability, maintainability, or overall user experience. If this option is adopted, then a full technical specification must be agreed with the A-Track team to ensure that the back-end system can be reproduced within the A-Track web platform.

One or both options could be submitted in the proposal. Applicants should clearly describe the scope, assumptions, advantages, limitations, and technical architecture of each option.

3.2 Application Requirement

The front-end application should be developed using a modern JavaScript framework. React, Vue, or Angular are recommended approaches. However, applicants may propose alternative frameworks where appropriate and should briefly explain the rationale for their selection.

To support code quality, maintainability, and scalability, applicants are encouraged to consider the use of TypeScript or comparable approaches that promote robust development practices. Similarly, applicants should outline their approach to quality assurance and testing, including unit testing and other relevant testing methods, and may draw on established tools and frameworks such as Jest, Vitest, React Testing Library, or equivalent solutions.

3.3 Source Code Repository Requirement

All source code produced under this contract must be made accessible via **GitHub** or **Bitbucket**. The repository should be maintained throughout the project lifecycle and should include:

- a clear and traceable commit history
- setup and deployment instructions
- basic technical documentation describing the application structure and dependencies
- any configuration guidance needed for future maintenance and handover

This requirement supports transparency, future maintainability, and the ability for project partners to review, reuse, or extend the platform after delivery.

3.3.1 Content Storage and API Integration

All content for the platform will be stored and managed within the existing [A-Track project website](#). A custom API endpoint will be provided to give the application access to this content. The contractor will not be responsible for building a separate content management system. Instead, the front-end application should retrieve, render, and present content from the provided API in a way that supports a strong user experience.

The contractor is expected to:

- design the application to consume content dynamically from the provided API
- work with the A-Track technical team to align on data structures and integration requirements
- implement suitable error handling and resilience in the event of incomplete or unavailable API responses

Editor accounts on the A-Track website will enable content to be created and updated easily. This means content maintenance can take place independently from front-end development, supporting a more efficient and sustainable publishing workflow.

This separation between content management and front-end delivery allows content to evolve over time without requiring code changes for routine updates.

3.3.2 Accessibility Standards

Accessibility is a core requirement of this contract. The digital platform must be designed, developed, tested, and delivered to achieve at least **WCAG 2.1 Level AA** accessibility standards, ensuring that the Embed Nature Playbook is usable by the widest possible audience, including people with disabilities.

The contractor must embed accessibility throughout the full delivery process rather than treating it as a final-stage compliance check. Accessibility should inform platform architecture, interface design, content presentation, interaction patterns, testing, and quality assurance from the outset.

The proposed solution should demonstrate how accessibility will be addressed across the following areas:

- **Structure and semantics** — use of clear heading hierarchy, semantic HTML, meaningful page landmarks, and accessible component structure
- **Keyboard accessibility** — all interactive features must be fully operable without a mouse, with clear and visible focus states
- **Screen reader compatibility** — interfaces, navigation, forms, and interactive elements must work reliably with assistive technologies
- **Colour and contrast** — text, controls, and interface elements must meet WCAG AA contrast requirements, and meaning must not rely on colour alone

- **Forms and inputs** — labels, instructions, validation messages, and error handling must be accessible and easy to understand
- **Responsive and zoom support** — the platform must remain usable across devices, screen sizes, and browser zoom levels
- **Accessible content rendering** — content delivered from the A-Track website via API must be presented in a way that preserves accessibility and readability

Applicants should explain the methods, tools, and review processes they will use to achieve and verify AA compliance, including automated testing, manual testing, and testing with assistive technologies where appropriate.

The contractor should also describe how accessibility will be maintained over time, including any recommendations for editorial guidance, component standards, and quality assurance processes that support accessible future content updates.

Evidence of accessibility testing and remediation should form part of the delivery process. The consortium may request demonstration of compliance during review, testing, and acceptance of the platform.

4 Tender & Contracting details

4.1 Timeline

- Publication of Request for Proposals: 24 June 2026
- Deadline for submission of proposals: 3 August 2026
- Proposal evaluation period: 4–14 August 2026
- Notification of shortlisted applicants: 17 August 2026
- Clarification and contracting discussions with selected applicant: 17-30 August 2026
- Contract signature: By 31 August 2026

- Expected project start date: Early September 2026
- Beta version delivery: 4 December 2026
- Final platform delivery: 20 February 2027

4.2 Contractor Profile

The successful contractor is expected to demonstrate the following profile and capabilities:

4.2.1 Sustainability/Nature and business relevance

- Demonstrated experience working on sustainability, nature, biodiversity, climate, or related environmental topics within a business, corporate, or financial context.
- Strong understanding of how sustainability and nature-related issues influence business strategy, risk management, procurement, product development, investment decisions, and value chain management.
- Ability to work confidently with expert-level technical content while maintaining a clear focus on practical business application, decision-making, and organisational relevance.

4.2.2 Digital platform, learning, and content translation expertise

- Strong track record in the design and development of digital platforms, online learning experiences, interactive resources, knowledge hubs, or decision-support tools for professional and corporate audiences.
- Demonstrated expertise in adult learning design, including the creation of structured learning journeys, interactive exercises, reflection prompts, quizzes, case studies, and other features that support engagement, knowledge retention, and practical application.
- Proven ability to translate complex technical, scientific, or policy content into clear, intuitive, and business-friendly digital experiences using plain language, effective information architecture, and structured navigation.

- Experience designing content ecosystems that enable users to access information at different levels of depth, from introductory guidance to detailed technical resources.

4.2.3 User-centred design and engagement

- Experience designing user-centred digital experiences for diverse business audiences, including sustainability teams, procurement, finance, strategy, risk, product development, and executive leadership functions.
- Ability to design navigation, visual communication, and interaction patterns that accommodate varying levels of expertise, learning preferences, and decision-making contexts.
- Demonstrated use of user research, testing, feedback, and iterative design approaches to improve usability, engagement, and impact.

4.2.4 SEO, discoverability, and AI readiness

- Demonstrated expertise in search engine optimisation (SEO) and digital content strategy to maximise discoverability, reach, and user engagement.
- Experience designing content structures, metadata, and source attribution approaches that improve content visibility, credibility, and accessibility across both traditional search engines and emerging AI-powered search and knowledge discovery tools.
- Ability to implement content governance and sourcing practices that support transparency, authoritative referencing, and trustworthy use by AI systems and business users.

4.2.5 Delivery capability and collaboration

- Demonstrated capacity to deliver complex digital projects within agreed timelines, budgets, and quality standards.
- Experience working collaboratively with content owners, subject matter experts, project partners, and business stakeholders to co-design, refine, test, and continuously improve digital solutions.

- Ability to manage competing priorities and stakeholder needs while maintaining a strong focus on user outcomes, business value, and project objectives.

4.3 Tender Submission

If you are interested in applying, please submit the following information to mereuta@wbcsd.org and griniece@wbcsd.org by close of business on 3 August 2026.

- CVs or Profiles of the consulting team detailing their expertise and experience
- Description of the approach you would take to develop the digital format of the Embed Nature Playbook (max 5 pages)
- Examples of relevant work – *links, screenshots, documents*
- Prices should be provided in EUR and clearly show the net amount and VAT (if applicable). Where the subcontractor is based in another EU country outside the Netherlands, the reverse charge mechanism may apply and VAT should not be charged. This applies regardless of the subcontractor's VAT registration status. The maximum budget of EUR 90,000 is inclusive of VAT, whether charged by the subcontractor or accounted for via reverse charge. Subcontractors should ensure that the appropriate VAT treatment is reflected in their proposal.

Note: The maximum available budget for this work is EUR 90,000 (incl. VAT)

Applicants should ideally be **based in the EU or EU associated countries**.

4.4 Evaluation criteria and scoring

4.4.1 Quality and Suitability of the Proposed Solution and Approach (Maximum 35 points)

Quality, coherence, and feasibility of the proposed technical, design, and content approach, including:

- Suitability of the proposed platform architecture to support a decision-oriented digital resource rather than a linear training or learning management system.
- Quality of the proposed UX/UI, information architecture, and navigation approach for different user groups (e.g. sustainability teams, procurement, finance, product development, strategy teams, and senior decision-makers).

- Ability to translate complex nature-, sustainability-, and business-related content into intuitive, actionable, and business-relevant digital experiences.
- Quality of the proposed learning and engagement approach, including the use of learning journeys, reflection prompts, quizzes, exercises, case studies, and other mechanisms to support understanding and application.
- Extent to which the proposed solution supports different levels of user expertise, learning needs, and decision-making contexts.
- Scalability, adaptability, and robustness of the proposed solution, including future content updates, white-labelling, localisation, integration opportunities, and platform expansion.
- Consideration of SEO, content discoverability, and AI readiness, including approaches to metadata, content structure, source attribution, and authoritative referencing.
- Realism and credibility of the proposed delivery plan, including timelines, milestones, resource allocation, risks, dependencies, and technical assumptions.

4.4.2 Relevant Experience and Expertise (Maximum 25 points)

Demonstrated experience and expertise relevant to the assignment, including:

- Development of digital platforms, resource navigators, online learning environments, knowledge hubs, or interactive decision-support tools.
- Experience working with sustainability, nature, biodiversity, climate, or related environmental topics in a business, corporate, or financial context.
- Proven ability to translate complex scientific, technical, or policy content into accessible and actionable digital experiences for business users.
- Experience designing user-centred digital solutions for professional and corporate audiences.
- Experience incorporating learning design methodologies that support engagement, knowledge retention, and practical application.

- Demonstrated expertise in SEO, digital content strategy, and approaches that improve content visibility and discoverability through both traditional search engines and emerging AI-powered search tools.
- Evidence of comparable projects delivered successfully, supported by relevant references, case studies, or examples.

4.4.3 Understanding of the Assignment Objectives and Context (Maximum 20 points)

Demonstrated understanding of:

- The objectives of the A-Track project and the role of the Embed Nature Playbook within the broader initiative.
- The needs and decision contexts of the target audiences, including nature and sustainability managers as well as functional business leads with limited nature expertise.
- The purpose of the platform as a practical, decision-oriented resource that supports business action and implementation rather than serving as a traditional training, certification, or awareness-raising tool.
- The importance of balancing technical accuracy with usability, accessibility, and business relevance.
- The role of user engagement, learning, and content discoverability in supporting uptake and sustained use across organisations.
- The importance of ensuring content remains credible, transparent, and accessible for both users and AI-enabled knowledge discovery tools.

4.4.4 Value for Money and Cost Effectiveness (Maximum 20 points)

Overall value for money, assessed in relation to:

- Proposed level of effort and allocation of resources.
- Team composition, expertise, and appropriateness of roles.
- Balance between technical, design, learning, content, and business expertise within the proposed team.

- Alignment between price, deliverables, expected quality, and long-term sustainability of the solution.
- Likelihood that the proposed approach will deliver strong user adoption, scalability, and lasting value relative to the investment.

Scoring scale

Each criterion will be scored from **0 (unacceptable)** to the **maximum score indicated for that criterion (excellent)**. Scores will be aggregated to produce a **maximum total score of 100 points**.

PLEASE NOTE:

This procurement receives funding under the European Union's Horizon Europe research and innovation programme under grant agreement No. HORIZON-CL6-2022-BIODIV-01-04 (A-Track). The European Union is not participating as a contracting authority in this procurement.

This procurement follows the principles of transparency, equal treatment, non-discrimination, and best value for money, in accordance with Horizon Europe grant requirements. Any conflicts of interest must be declared by applicants.

The contract will be awarded to the tender offering the best value for money based on the highest total score.

Annex: About the Embed Nature Playbook

If you are considering applying and would like to see more of the intended content for the Embed Nature Playbook, get in touch with us directly (mereuta@wbcsd.org and griniece@wbcsd.org)

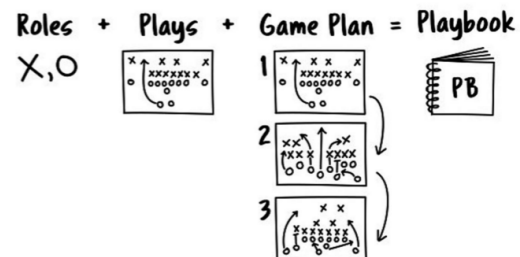
What is Embed Nature Playbook?

We* are developing the Embed Nature Playbook to support **nature champions within companies** in integrating nature across functions and engaging other teams more easily across variety of decisions.

It is intended to be:

- A practical, digital, and interactive guide/ companion for nature champions
- A resource with tailored engagement pathways for engagement with different functions, including finance, procurement, R&D, management, and site teams
- A tool that helps users navigate actions through curated, targeted materials and resources aligned with specific decisions and desired outcomes

*WBCSD team as part of the [A-Track project](#) together with The Biodiversity Consultancy



Embed Nature Playbook structure

Organised around:

- **Who is making the decision** (priority audience)
- **What type of decision it is** (decision-making sphere)
- **What nature information is needed** (information type)

Three core dimensions:

- **Priority Audiences**
 - Management teams
 - Finance teams
 - Procurement teams
 - Site teams
 - R&D teams
- **Decision-making Spheres**
 - Strategic (long-term direction and portfolio decisions)
 - Operational (day-to-day implementation decisions)
 - Financial (allocation and evaluation of financial resources)
- **Types of Information about nature**
 - Spatial information (where impacts, risks and dependencies are located)
 - Financial information (cost, risk and value implications)
 - Product & Design information (materials, products and lifecycle choices)





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Partners have led the development or implementation of guidelines and standards for measurement of nature impacts and dependencies for improved decision-making, including: biodiversity footprinting, natural capital assessment and accounting, and business models and finance that contribute to nature positive outcomes.

Find out more at: a-track.info

Project partners:



Project funded by:



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and Innovation**

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