



Boosting innovative Digitech Value chains
for Agrofood, forestry and environment

Second DIVA Open Call for proposals GUIDE FOR APPLICANTS

Deadline: 31st of January, 5:00 PM, Brussels time



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1 CONTEXT

The DIVA Open Call is supported by DIVA (Boosting innovative Dgitech Value chains for Agrofood, forestry and environment) project, funded by Horizon 2020 program, under Grant Agreement 777890.

In the wake of the Digitising Europe Industry initiative, the DIVA project (www.projectdiva.eu) aims to provide support to the emergence and development of new industrial digitech value chains with applications to the Agrofood sector and its related sectors Forestry and Environment. The focus is on digital marketplaces, big data, cloud computing, robotics, artificial intelligence, cyber-physical systems, IoT and digital/electronic/photonic components. These new technologies bring new perspectives, either to fulfil existing needs from application sectors or to create and developed new services and products. This particularly fertile framework is favourable to cross-sectorial fertilisation between digital industries, application sectors and other emerging industries such as creative, experimental industries, etc.

The consortium of the DIVA project is composed by 10 partners from 6 countries: France (Agri Sud-Ouest Innovation and Digital 113), Spain (Fundación Corporación Tecnológica de Andalucía and Asociación Multisectorial de Empresas de la electronica, las tecnologias de la información y la comunicación de las telecomunicaciones y de los contenidos digitales - AMETIC), Portugal (INESC TEC - Institute for Systems and Computing Engineering, Technology and Science and INOVISA - Associação para a Inovação e Desenvolvimento Empresarial), Italy (Centro Ricerche produzioni vegetali societa cooperative a responsabilita limitata and H-FARM), Greece (Ethniko diktyu erevnas techonogias), Ireland (Teasgasc) representing 9 European regions, all strongly involved in digitising initiatives for Agrofood, forestry and environment. The partnership combines skills and competences in both digital and application sectors, in order to join the capabilities of clusters and RTD performers. The partners and the activities planned in the DIVA project are anchored in the regional contexts with an expected leverage effect with RIS3 axis actions, and with an ambition towards the creation of value at the EU level.

The DIVA project concept relies on the creation of open-spaces to boost cross-fertilisation between SMEs, stakeholders from the application sectors and operators of the digital economy. Direct and indirect support to SMEs is provided in order to accelerate new ideas all along through the innovation chain, from idea emergence up to the demonstration and the internationalization stages with a focus on the creation of new value chains. Specifically, DIVA partners provide SMEs business support services to mature, improve or internationalize their business and technology in aspects such as: technological feasibility, legal aspects, market potential, IPR, business model, funding, partner identification, commercial strategy, etc.

2 AIM OF THE DOCUMENT

The document hereby aims at establishing the conditions of access to the calls for proposals that DIVA launches (2018 DIVA Open Call and 2019 DIVA Open Call), the application and selection process, as well as any other guidelines which define these calls, regulating the interaction between the partners and DIVA's beneficiaries.

The second Diva Open call is launched from the 26th of November until the 31st of January, 5:00 PM, Brussels time.

3 PURPOSE AND SCOPE OF DIVA OPEN CALLS

The digital sector is rapidly evolving with the regular emergence of new technologies. The Agrofood sector is currently showing a growing interest in new digital technologies as an option for improving existing services at farm level or in food industries and creating new services through a global concept of "smart agriculture" or "smart food systems". In similar sectors, such as forestry, digital technologies can enhance sustainable production and eco-efficient industrial information. For the environmental sector, the large amount of data obtained through digital technologies contributes to monitoring effectiveness of bioeconomy policies in terms of security, resource-efficiency and mitigation of climate change.

DIVA Open Calls aim at funding innovative SMEs proposals that contribute to the creation and development of new value chains based on technologies, such as digital market places, big data, cloud computing, robotics, artificial intelligence, cyber-physical systems, IoT, digital/electronic/photonics components, under a cross-sectorial approach, targeted on Agrofood, forestry and environment sectors.

DIVA Open Calls aim at funding SMEs innovative projects in order to **accelerate** new ideas along the innovation chain, from the emergence of new concepts, products or services up to the **demonstration** and the **internationalization** stages with the focus on the creation of new value chains. They target entire value chains of the following sectors:

- Agrofood
- Forestry
- Environment
- ICT and all related sectors as robotics, automatics, electronics, machinery, etc.

4 OPERATION

The coordination and management of the DIVA project is carried out by ASOI – Agri Sud-Ouest Innovation, France

The contacts set up under the scope of the program shall be established directly between the partner of the corresponding country of the SME/consortium.

DIVA's headquarters are based at Agri Sud-Ouest Innovation, located at 8 Chemin de la Crouzette- 31320 Auzeville-Tolosane, France.

5 TYPE OF INSTRUMENT AND ACTIVITY THAT CAN BE FUNDED

DIVA Open Call sets up three types of instruments:

- **Maturation instrument** (see appendix 1) with 1 type of voucher:

Maturation voucher: aims at funding activities to mature the business model or/and the technology of the applicant.

Business model has to be supported by innovative products, processes, services and technologies related to digitalisation of Agrofood, environmental or forestry sector.

Technology maturation activities are related to produce plans and arrangements or design for new, altered or improved products, processes or services, including prototyping or testing, from a TRL 4¹. R&D activities may be included.

- **Demonstration instrument** (see appendix 2) with 2 types of vouchers:

Small scale demonstration voucher: aims at funding activities to validate the technical and economic viability of a new or improved product, process, service, solution or technology in an operational (or near to operational) environment. Activities should address a specific part of the value chain, bringing technology from TRL 5 to TRL 6.

Large scale demonstration voucher: aims at funding the same activities than above but demonstrator should address the whole value chain, bringing technology from 6 to 7 with a service delivered to the end users.

- **Internationalization instrument** (see appendix 3) with 1 type of voucher:

Internationalization voucher: aims at funding activities to foster internationalization of a group of SMEs with a demonstrated value chain, aiming at catalysing their development, facilitating access to an international network of high-level consultants and experts, enabling SMEs to rapidly improve their value proposition thus ensuring their long-term success at an international level. To apply to this voucher, activities must be at TRL 7 or higher and outside European Union.

¹ *Technology Readiness Levels (TRL) definition (European Commission)

TRL 1.	basic principles observed
TRL 2.	technology concept formulated
TRL 3.	experimental proof of concept
TRL 4.	technology validated in lab
TRL 5.	technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies)
TRL 6.	technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)
TRL 7.	system prototype demonstration in operational environment
TRL 8.	system complete and qualified
TRL 9.	actual system proven in operational environment (competitive manufacturing in the case of key enabling technologies; or in space.

6 BENEFICIARIES

Beneficiaries of DIVA funding are for-profit SMEs, including young companies and start-ups, legally constituted and established in EU. Lead Beneficiary is a SME established in one of the following EU Member States: France, Greece, Ireland, Italy, Portugal and Spain.

Funded projects can be:

- Individual projects submitted and executed by a single SME located in one of the DIVA countries. The beneficiary of the funding will be the SME applicant. This SME can subcontract eligible activities. Individual projects only apply for Maturation instrument.
- Collaborative projects submitted and carried out by a consortium. Consortium should be composed at least by 2 SMEs. They can be completed by other partners such as mid-cap or big companies. Big companies are not eligible for direct funding but can participate as subcontractor or as partner without funding. One of the SMEs will act as leader of the consortium and will receive the funds. Collaborative projects can apply for all DIVA instruments.

R&D organizations can participate in the projects as subcontractors; they must be subcontracted by SME(s) partner(s) of the consortium.

End users can participate in the projects but without direct funding.

7 ELIGIBILITY CRITERIA

A beneficiary has to be qualified as an SME, as defined in the EU recommendation 2003/361:

<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=LEGISSUM%3An26026>

Projects must be led by SME(s) legally established in one of the 6 DIVA countries: France, Greece, Ireland, Italy, Portugal and Spain. Submission may include SMEs from other EU countries as long as the lead applicant is an SME from one of the 6 DIVA countries.

Proposals must be submitted in English. Submissions done in any other language will not be evaluated.

An SME can apply only to one type of instrument per project and per DIVA Open Call. An SME may apply as leader or partner in different projects to the same call. An SME may apply to the 2 DIVA calls. **In any case, the overall accumulated grant for an SME for the whole DIVA period, whatever the number of projects submitted and status as partner or leader, cannot exceed 60.000€.**

8 DIVA OPEN CALLS BUDGET

Two competitive calls for proposals are launched: the first DIVA Open Call was launched at the end of 2018 with a budget of 1,32M€. The second DIVA Open Call is launched from the 26th of November until the 31st of January with a maximum budget of 1,38M€.

9 ELIGIBLE COSTS

Only costs generated during the lifetime of the project can be eligible. Costs described in the submitted budget must be determined in accordance with the usual accounting and management principles and practices of the beneficiary. Eligible costs are:

- Direct personnel costs: costs hours of the staff of the beneficiary dedicated to actual work under the project.
- Subcontracting costs: work carried out by a provider which has entered into an agreement on business conditions with the beneficiary.
- Other direct costs: further direct incurred costs can be claimed for travel, equipment, etc. Only the part of equipment costs used for the project, and the usual depreciation rules of the company have to be applied.
- Indirect costs: costs incurred within the context of a project that cannot be attributed directly to the project, e.g. room rent, energy costs or general administration costs. A flat rate of 25% of the direct eligible costs shall be applied.

Period of costs' eligibility is from the proposal submission date until the end of the project. Expenditures incurred before submission date of the proposal are not eligible. Expenditures incurred after reporting period are not eligible.

10 FUNDING SCHEME

Funding scheme of DIVA Open Call is a voucher scheme. Direct funding is addressed to Beneficiaries through voucher granting, in order to support their innovative business activities. All vouchers granted to Beneficiaries are lump sum amount.

These vouchers cannot be cumulated for the same project. The Beneficiaries can get only one voucher per instrument and per call, for the same project.

Voucher's amounts and their eligibility criteria are as follows:

A. Maturation instrument

Voucher type	Type of activity	Grant amount	Eligibility criteria
A Business and Technology Maturation	Coaching-Mentoring activities related to: Strategy and business model development IPR study strategy and technological state of the art Market and marketing pre-study, feasibility study Regulation study Test and technological integration in laboratory. Technological maturation	10.000€	>= 1 SME(s) In case of collaborative project: at least 2 SMEs from 2 different countries or sectors**

**Targeted sectors are: Agrofood, forestry, environment and ICT

B. Demonstration instrument

Voucher type	Type of activity	Grant amount	Eligibility criteria
B.1 Demonstration small-scale	Experimentation, technical and economical tests in real life or similar environments Applies to partial stages of a value-chain	25.000€	>= 2 SME(s) From 2 different countries or sectors***
B.2 Demonstration large-scale	Experimentation, technical and economical tests in real life or similar environments A complete value-Chain must be demonstrated	60.000€	>= 2 SME(s) From 2 different countries or sectors

***An eligible consortium could be, for instance:

- Two Agrofood SMEs, one established in Ireland and one in Portugal
- One ICT SME and one forestry SME, both established in France
 - One environmental SME established in Greece and one ICT SME established in Italy

C. Internationalization instrument

Voucher type	Type of activity	Grant amount	Eligibility criteria
C Internationalization	International market strategy Business Model development and Implementation Road MAP IPR policy implementation Market and marketing study plan Regulation policy implementation	30.000€	>= 2 SME(s) From 2 different countries or sectors

11 SECOND DIVA OPEN CALL PROCEDURES AND REQUIREMENTS

The call scheme is a one-step submission.

The DIVA Open Call will remain open for 2 months, from its launching day.

Applicants must do the submission online, following the submission tool available in the DIVA portal (www.projectdiva.eu), hereafter designated as "application". Applicants must register to the application, fulfil the administrative form into the application and upload the Description of Work (DoW) in PDF format into the application.

DIVA consortium shall not be liable in the event of loss of submitted proposals namely due to network interruptions. In case of any failures of the DIVA system or website, applicant will have to contact his national contact point.

DIVA consortium shall not consider late submission proposals as valid.

Once the proposal is submitted, the applicant will receive the notification about the proposal registration.

After eligibility check, missing information and/or documentation can be requested to applicants.

The evaluation process is carried out following the evaluation criteria described below. Online or face to face applicant(s) interview may be requested by evaluators in order to facilitate proposal understanding.

The list of selected projects will be available within a period of 2 months from the call closing day.

For collaborative projects, a signed consortium agreement will be required.

The voucher agreement will be signed between the beneficiary and the DIVA partner situated in the same DIVA country of the Beneficiary (DIVA local partner) and DIVA funder partner. In case of collaborative projects, the voucher agreement will be signed between the leader SME and the DIVA partner situated in the same country as the Beneficiary. SMEs have 1 month to provide the requested documents to establish the Voucher Agreement.

For individual projects, funding will be granted to the sole Beneficiary. In case of collaborative projects, the Beneficiary will be the funding receiver and will be in charge of its distribution among partners, according to what previously described in the consortium agreement.

Financial solvency of the approved Beneficiaries is checked before grant agreement signature. DIVA funder partner may require fulfilment of financial solvency to Beneficiary and define special conditions to release funding.

Maximum duration of projects is 8 months. Project starting date will be, at the latest, one month after grant agreement signature. A final assessment meeting with the DIVA partner must be done, at the latest, the 31th of December 2020.

At the end of the project, Beneficiaries will have to report technical results and achievements of the project to the respective DIVA partner funder, within 1 month from the final day of the project, as defined in the grant agreement.

Selected proposals will be monitored by the DIVA local partner. The monitoring procedure includes an initial assessment, the definition of a roadmap and a final assessment based on a set of criteria identified in the roadmap.

Application to DIVA call can be subject to particular conditions such as membership fees according to the countries. Applicants are invited to contact their DIVA national contact point published in the DIVA official website to check this and more widely before submitting the application in order to receive technical support during the proposal preparation stage.

12 PAYMENTS AND BENEFICIARIES' OBLIGATIONS

Voucher' payment will be effectuated by the DIVA partner Funder, as a lump sum to the beneficiary as follows:

- 50% soon after the grant agreement signature (and consortium agreement signature if required),
- 50% one month after the final assessment. An initial roadmap, defining the deliverables to be submitted to the DIVA Partner, will be prepared with selected SMEs after the signature of the Voucher Agreement. If the technical reporting is not considered satisfactory by DIVA partner funder, this second payment will not be carried out.

Beneficiaries obligations are the following:

- Supporting documentation
 - The SME/consortium must – for a period of five-years after the payment of the balance – keep records and other supporting documentation in order to prove the proper implementation of the action.
 - They must make them available upon request or in the context of checks, reviews, audits or investigations.
 - If there are on-going checks, reviews, audits, investigations, litigation or other pursuits of claims under the grant agreement (including the extension of funding), the SME/consortium must keep the records and other supporting documentation until the end of these procedures.
 - The SME/consortium must keep the original documents. Digital and digitalised documents are considered originals if they are authorised by the applicable national law. Non-original documents may be accepted if they offer a comparable level of assurance.

- Financial capacity¹:

The SME/consortium must have the financial capacity to carry out the actions described in their proposals and to properly manage the financial support granted to them.

Applicants have to provide some basic information of their financial standing, being assessed by the following criteria:

- . Solvency (being capable of covering the medium and long-term commitments)
- . Relative indebtedness (net financial debt /EBITDA)²

The following evidence should be provided:

- . Copy of the profit and loss account and balance sheet for the last three years for which accounts have been closed. Failing that, appropriate statements from banks shall be submitted.

In case of SMEs without a financial history or track-record, an audit of their current fiscal period (certified by an external auditor) or a self-declaration, including a *bona fide* estimate (business plan) for the on-going financial year is required.

Exceptionally, when it would be considered justified by the evaluator, if a participant is unable to provide the above documents, it may prove its economic and financial capacity by any other document which the evaluator considers appropriate. Nevertheless, this entity must at least be notified of the exceptional reason and its justification in the proposal; and it reserves the right to request any other document enabling it to verify the participant's financial capacity.

Beneficiary must inform the (DIVA) team of any other grant applications or grants from the EU or Euratom budget related to this project.

13 EVALUATION

13.1. Evaluation criteria

The eligible proposals will be evaluated and ranked according to the 3 following criteria:

- Excellence
 - o Definition of product/service and what is the question raised?
 - o Degree of innovation, risks, contingency measures
 - o Current state of the art (TRL), innovation stage
 - o Consistency of technical objectives related to expected innovation

¹ Beneficiary can check its financial capacity by using the Financial self-check tool developed by the European Commission: https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/applying-for-funding/register-an-organisation/financial-capacity-check_en.htm

² For recent companies with no EBITDA, the business plan is required during the application phase.

- **Impact**
 - **Market Description:** potential market dimension, potential scale up, competitive advantage, competitors
 - **Business model,** implementation road map, commercialization plan
 - **Cross-sectorial aspect,** leverage effect, contribution to new and complete value chains creation, alignment with DIVA priority thematic
- **Implementation**
 - **Technical and business capacities**
 - **Partnerships and complementarity of partners**
 - **Description of activities,** timeframe, methodology and risk management
 - **Budget and activities adequacy**

These criteria were validated by DIVA's partners at the beginning of DIVA project as well as the selection procedure.

In case of an equal score for different proposals, preference will be given to:

- projects supported by a maturation instrument in DIVA call #1 and applying for a demonstration voucher in DIVA call #2, providing that the maturation phase has been successful, and the performance indicators are positive,
 - projects supported by a demonstration instrument in DIVA call #1 and applying for an internationalization voucher in DIVA call #2, providing that the demonstration phase has been successful, and the performance indicators are positive
- projects proposed by new SMEs rather than to new project ideas submitted by already supported SMEs,
- projects involving partners from different countries;

13.2 Scoring

For each criterion, a score must be in the range 0-5. The threshold for individual criterion is 3. The overall threshold is 10.

In case of proposal achieving the same ranking, priority will be given to proposals with the higher impact criterion score.

13.3 Evaluation procedure

Eligibility checking will be carried out by DIVA local partner.

For maturation proposals, evaluation will be carried out by 2 experts from the DIVA consortium.

For demonstration and internationalization proposals, evaluation will be carried out by 3 experts from the DIVA consortium, one from the country of the applicant and 2 from other DIVA countries.

The expertise of evaluators will be in line with activities submitted: strategy and business model positioning, IPR study and technological state of the art, market and marketing pre-study, certification / regulation positioning or technological maturation.

Each of those experts will score the evaluated proposals and will deliver an individual evaluation report; the average of those 2 or 3 scorings will be the final score of the proposal.

An evaluation committee composed by all evaluator experts will validate the final ranking including all winning proposals up to the call funds availability. In case of lack of consensus in one proposal, the evaluation committee will take advice from the DIVA advisory board.

14 SECOND DIVA OPEN CALL FOR PROPOSALS TIMELINE

Opening date for the proposal submission: 26th of November 2019, 14:00 Brussels time

Closing date for the proposal submission: **31st of January 2020, 17:00 Brussels time**

Notification of funded proposals: 31th of March 2020

Grant agreement signature date: from 1st of April 2020

15 BENEFICIARIES RIGHTS

Within the scope of the activities comprised in each of DIVA's call, SME/consortium beneficiaries are entitled to privileged access, in good time, to materials and human resources, as well as coaching, technological assistance, counselling and information services.

DIVA's partners are responsible and committed to implementing and running the program; monitoring, consulting and supporting the DIVA's beneficiaries.

DIVA ensures the utmost rigor, confidentiality and transparency during the entire process.

16 CONFIDENTIALITY

The information which has been specifically designated as “confidential” by any of the parties involved in DIVA, disclosed under the scope of the program, shall remain confidential, and neither the SMEs nor any of the DIVA's partners shall use it for its own benefit, disclose or communicate it.

Notwithstanding the aforesaid, SME/consortium hereby acknowledge that DIVA's partners reserve the right to disclose non-confidential information regarding the SMEs and projects, while promoting DIVA, namely in conferences, exhibitions, forums and to the media, including press releases.

17 INTELLECTUAL PROPERTY

All rights, title, and interest in and to the intellectual property created or owned in any form or manner by DIVA's partners, shall remain vested in them. For this purpose, any such IP shall include intellectual property related to:

- Patents, patent applications and patent rights (including without limitation any and all applicable assignments of patents or patent applications, continuations, continuations in-part, divisions, patents of addition, renewals, extensions, foreign counterparts, utility models, re-examinations, and applications for reissuance of patents);
- Copyrights and applications, registrations, recordings and renewals in connection therewith;
- Trade secrets and confidential technical information (including without limitation research and development, know-how, formulae, compositions, processes and techniques, technical data, designs and drawings);
- All manuals, books, documents and specifications directly or indirectly related thereto;
- Licenses, agreements and permissions granted to any third parties over the IP.

The ownership of the IP rights arising from the development of a project, within the scope of this program, shall belong to the corresponding SME/consortium, as referred in the signed consortium agreement. The following aspects will be considered in the agreement:

- Results are owned by the party that generates them, unless otherwise agreed;
- Each of the joint owners shall be entitled to use their jointly owned results for non-commercial research activities on a royalty-free basis, and without requiring the prior consent of the other joint owner(s);
- Each of joint owners shall be entitled to otherwise exploit the jointly owned results and to grant non-exclusive licences to third parties (without any right to sub-licence), if the other joint owners are given:
 - . At least 45 calendar days' advance notice
 - . Fair and reasonable compensation.

18 DATA PROTECTION

Personal data of the SMEs shall be collected and processed, pursuant to the law in force.

Personal data of the members of the SMEs will be collected through the Application form and will be processed by DIVA only for the purpose of participation of the SMEs in the DIVA's calls.

Notwithstanding the aforesaid, DIVA may use a processor, ensuring the safety and confidentiality of the data.

SME/consortium acknowledge that providing their personal data, in the application form, is mandatory in order to participate in this program.

SME/consortium allow DIVA to disclose their name, as provided in the corresponding Application form, in any form or by any means, for DIVA's promotional purposes.

Personal data shall be kept, under the scope of this program, for a period of 10 years, after which they will be erased.

DIVA shall have the right of access to their personal data and the right to rectify any such data. Should they have any queries concerning the processing of their personal data, these shall be addressed to the DIVA data protection officer (DPO) at info@projectdiva.eu.

19 REGULATION

Participation in the DIVA Open Call implies SME/consortium applicant's full acceptance of the provisions of this guide, as well as the waiver of any claims or legal actions, concerning the way the program is run or any decision made by the direction of the program or its management team.

Each SME/consortium applicant undertakes to comply with the rules set out in this guide and confirms that it has met all the conditions to enter DIVA Open Call.

Upon acceptance into the program, each SME/consortium beneficiary must individually acknowledge and undertake to comply with the dispositions set forth in the present guide.

DIVA reserves the right to modify this guide, at its sole description, undertaking to notify such modifications on the DIVA website: www.divaproject.eu.

The DIVA consortium reserves the right to exclude from the program any SME member that does not comply with the present guide or acted inappropriately within the scope of the program.

In case of queries, the Beneficiary can contact its DIVA national contact point: www.projectdiva.eu.

20 MISCELLANEOUS

This guide and the rights and obligations hereunder shall be governed by, construed and enforced for all purposes in accordance with the laws of Belgium excluding its conflict of law provisions.

Any disputes arising from DIVA, its methodologies, or any issues under the scope of this guide, shall be settled by the judicial courts of Brussels.

The cases not covered herein shall be addressed by the DIVA management team.

In case of queries, the Beneficiary can contact his DIVA national contact point: www.projectdiva.eu.

21 CONTACTS

DIVA's partners support applicants along the whole call timeline. Applicants are strongly recommended to contact their DIVA national contact point in early stages of the call: www.projectdiva.eu.

22 Appendixes

Appendix 1: Maturation instrument

Appendix 2: Demonstration instrument

Appendix 3: Internationalization instrument



Boosting innovative Digitech Value chains
for Agrofood, forestry and environment

APPENDIX 1: MATURATION INSTRUMENT

23 AIM AND SCOPE

The aim of this document is to describe the specifications of the maturation instrument in the DIVA Open Call.

The activities considered in the maturation instrument have the objective to offer SMEs the opportunity to mature their technology and/or business organisation related to digitalization, improving or creating new value chains along Agrofood, forestry and environment sectors.

24 ELIGIBILITY CRITERIA

Beneficiaries of the funding are for-profit SMEs, including young companies and start-ups, legally constituted and established in one of the following EU Member States: France, Greece, Ireland, Italy, Portugal and Spain.

The maturation instrument is addressed to individual projects and collaborative projects. Individual projects are submitted, executed and led by one single SME.

Collaborative projects are submitted by a consortium, composed by several partners. They can be complemented by other partners such as mid-cap or big companies, but they will not be eligible for direct funding. All beneficiaries of funding must be SMEs, and the leader SME of the consortium is the receiver of the funding. All SMEs partners of the consortium have to fulfil beneficiary definition.

R&D organizations can participate in the projects as subcontractors; they must be subcontracted by SME(s) partner(s) of the consortium.

25 TYPE OF ACTIVITIES THAT CAN BE FUNDED

The maturation instrument funds maturation activities through vouchers of 10.000€.

Maximum amount granted for the same SME through the two DIVA Open Calls foreseen, cannot exceed 60.000€. One supported activity cannot be funded twice.

One type of voucher is considered for maturation instrument and can fund two types of activities:

Business maturation activities: coaching and mentoring activities to accelerate the innovation process of the SME / consortium can be supported. Personnel costs and subcontracting of third-party costs can be carried out. Third-party expertise subcontracting is recommended.

Technology maturation activities: technology maturation activities to accelerate the innovative technology of the SME / consortium can be supported. SME(s) dedication (personnel costs) and/or expertise of a third party such as laboratory, RTD performer (subcontracting costs) can be carried out.

Voucher type	Supported activities	Voucher amount	Eligibility criteria
A Business and Technology maturation	<p>Coaching-Mentoring activities related to:</p> <p>Strategy and business model development</p> <p>IPR study strategy and technological state of the art</p> <p>Market and marketing pre-study, feasibility study</p> <p>Regulation study</p> <p>Test and technological integration in laboratory. Technological maturation</p>	10.000€	At least 1 SME, established in one of the following EU Member States: France, Greece, Ireland, Italy, Portugal and Spain*

*In case of collaborative project: at least 2 SMEs from 2 different countries or sectors

Supported activities	Strategy and business model development
Eligible actions	Coaching and mentoring actions referring to positioning of the SME innovative service or products among a value chain and elaboration of its strategy. Exclusively focused on services or products that are not on the market. Can also be eligible: background elaboration, existent state of the art search, partnership positioning, current projects IPR expertise (including consortium agreement evaluation).
Reporting	<p>Activities should lead to an IPR report and technological state of the art including the following contents:</p> <ul style="list-style-type: none"> - SME's IPR SWOT - Geographical and thematical IPR situation plan and development plan - Guidelines for business strategy - Partnership propositions within a value chain and with added value for the SME - Data policy positioning - All information regarding SME development and positioning along a cross sectoral and cross border value chain

Supported activities	IPR study and technological state of the art
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Eligible actions	<p>Actions referring to positioning of the SMEs innovative service or products among a value chain and elaboration of its IPR strategy. Exclusively focused on services or products that are not on the market. Can also be eligible: background elaboration, existent state of the art search, partnership positioning, current projects IPR expertise (including consortium agreement evaluation).</p>
Reporting	<p>Activities should lead to an IPR report and technological state of the art including the following contents:</p> <ul style="list-style-type: none"> - SME's IPR SWOT - Geographical and thematical IPR situation plan and development plan - Guidelines for business strategy - Partnership propositions within a value chain and with added value for the SME - Data policy positioning - All information regarding SME development and positioning along a cross sectoral and cross border value chain

Supported activities	Market and marketing pre-study
Eligible activities	<p>Coaching and mentoring actions referring to positioning of the SME innovative service or products among a value chain and elaboration of its market and marketing strategy. Exclusively focused on services or products that are not on the market. Fair attendances and mentorship can be funded. Other eligible actions are: geographical identification and analysis of the best markets, competitor's analysis, brand strategy, communication strategy (in particular digital), distribution strategy, user experience, user interface.</p>
Reporting	<p>Action should lead to a market and marketing pre-study report including the following contents:</p> <ul style="list-style-type: none"> - SME's marketing organization SWOT - Geographical market analysis (trends, competitors, market organization, value chain analysis) - Guidelines for marketing and market strategy - All information regarding SME development and positioning along a cross sectoral and cross border value chain

Supported activities	Certification / regulation positioning
Eligible actions	Coaching and mentoring actions referring to positioning of the SME innovative service or products among a value chain and elaboration of its certification and regulation strategy. Exclusively focused on services or products that are not on the market. Other eligible actions are: global regulation diagnostic according to different countries, current certifications analysis, strategical diagnostic and information about certification and regulation evolution.
Reporting	Action should lead to a certification and regulation positioning report including the following contents: <ul style="list-style-type: none"> - European and interesting member states regulation holistic report (also with other non-EU countries) - Market certification analysis - Guidelines on certification and regulation strategy (focus in data policy) - SME's certification SWOT - All information regarding SME development and positioning along a cross-sectoral and cross-border value chain

Supported activities	Technological maturation of the solution through technological bricks integration, tests, and lab experiments
Eligible activities	Actions referring to TRL up-scaling of the solution to reach TRL 5-6. Are also eligible: service solution maturation thanks to the human and social sciences, technical tests and experiments, system's integration, software of algorithm validation
Reporting	Action should lead to a prototype or a tests' report that validate the TRL 5-6 achievement. A well-argued technical data report explains and detail the up-grading of the solution, on each expected point. Prototypes, figures or other media should illustrate the achievement to TRL 5-6. Attention is paid to cross sectoral and cross border TRL evaluation.

26 INDICATIVE BUDGET

The budget available for the 2019 call for maturation instrument is maximum 500.000€. Maximum fifty (50) proposals are expected to be funded with 10.000 € lump sum vouchers.



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APPENDIX 2: DEMONSTRATION INSTRUMENT

27 AIM AND SCOPE

The aim of this document is to describe the implementation specifications of the 2019 DIVA Open Call regarding demonstration's instrument.

Demonstration instrument aims at funding demonstration activities in real life-like conditions provided by demonstration facilities acting as test-beds - demonstration farms, laboratories, living labs-like facilities etc.,

The called activities are to be carried out by SMEs in order to validate the technical and economic viability of a new or improved technology, product, process, service or solution in operational (or near to operational) environments, whether industrial or otherwise, involving where appropriate:

- *small scale demonstration to address a specific part of the value chain bringing technology from TRL 5 to TRL 6*
- *larger scale prototype or demonstrator addressing the whole value chain to bring technology from TRL 6 to TRL 7.*

28 ELIGIBILITY CRITERIA

Beneficiaries of the funding are for-profit SMEs, including new companies and start-ups, legally constituted and established in one of the following EU Member States: France, Greece, Ireland, Italy, Portugal and Spain.

The demonstration instrument is addressed only to consortiums, composed by at least 2 SMEs and led by one of them. SMEs have to be from two different countries or sectors. All SMEs partners of the consortium have to fulfil the beneficiary definition.

R&D organizations can participate in the projects as subcontractors; they must be subcontracted by SME(s) partner(s) of the consortium.

29 TYPE OF ACTIVITIES THAT CAN BE FUNDED

Demonstration instrument funds demonstration activities through 2 types of vouchers of 25.000€ and 60.000€ grant respectively.

Maximum amount granted for the same SME through the two DIVA Open Calls foreseen, cannot exceed 60.000€. One supported activity cannot be funded twice.

Two different types of vouchers are considered_for demonstration activities:

Voucher type	Supported activities	Voucher amount	Eligibility criteria	
B.1 Demonstration small-scale	Experimentation, technical and economical tests in real life or similar environments, addressing part of the value chain	25.000€ for 8 months project TRL 5 -> 6	≥ 2 SME(s)	From 2 different countries or sectors*
B.2 Demonstration large-scale	Experimentation, technical and economical tests in real life or similar environments, addressing the whole value chain	60.000€ for 8 months project TRL 6 -> 7	≥ 2 SME(s)	From 2 different countries or sectors*

Voucher	Supported activities
B.1 Demonstration small-Scale	Experimentation, technical and economical tests in real life or similar environments
Eligible actions	<p>The main supported action is the demonstration of the solution in real-life or similar environments, that characterize the achievement of TRL 6-7. The voucher will support the experimentation, the technical and economical tests in real life or similar environments. This will accelerate the innovation process of the selected SME.</p> <p>Small-scale demonstration differs from large-scale demonstration by several points:</p> <ul style="list-style-type: none"> - Only a part of the value-chain actors is involved in the experimentation, - The experimentation can be held in a single country, <p>In particular, this voucher will support all actions regarding solution TRL up-scaling to reach TRL 6. This can also consider:</p> <ul style="list-style-type: none"> - User experience and user interface validation, - Economic validation, - Global technical integration and validation, - User acceptability
Reporting	<p>This action should lead to a prototype or a demonstration tests' report that validate the TRL 6 achievement.</p> <p>A well-argued technical data report will explain and detail the up-grading of the solution, on each expected point.</p> <p>Prototypes, figures, user surveys or other media should illustrate the achievement to TRL 6.</p> <p>Attention will be paid to the cross-sectoral and cross-border TRL evaluation.</p>

*Targeted sectors are Agrofood, forestry environment and ICT.

Voucher	Supported activities
B.2 Demonstration large-Scale	Experimentation, technical and economical tests in real life or similar environments
Eligible actions	<p>The main supported action is the demonstration of the solution in real-life or similar environments, that characterize the achievement of TRL 6-7. The voucher will support the experimentation, the technical and economical tests in real life or similar environments. This will accelerate the innovation process of the selected SME.</p> <p>Large-scale demonstration differs from small-scale demonstration by several points:</p> <ul style="list-style-type: none"> - All the value-chain actors are involved in the experimentation, - The experimentation should be ideally held in 2 countries at least, <p>In particular, this voucher will support all action regarding solution TRL up-scaling to reach TRL 7. This can also consider:</p> <ul style="list-style-type: none"> - User experience and user interface validation, - Economic validation, - Global technical integration and validation, - User acceptability
Reporting	<p>This action should lead to a prototype or a demonstration tests report that validate the TRL 7 achievement.</p> <p>A well-argued technical data report will explain and detail the up-grading of the solution, on each expected point.</p> <p>Prototypes, figures, user surveys or other media should illustrate the achievement to TRL 7.</p> <p>Attention will be paid to the cross-sectoral and cross-border TRL evaluation.</p>

30 INDICATIVE BUDGET

The budget available for the 2019 call for demonstrations instrument is maximum 730.000€. A maximum of Eighteen (18) proposals is expected to be funded (10 with 25 000 € lump sum and 8 with 60 000 € lump sum)

Maximum amount granted to the same SME is 60.000€ during the 2 DIVA Open Calls (2018 and 2019 editions).



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APPENDIX 3: INTERNATIONALIZATION INSTRUMENT



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 777890

31 AIM AND SCOPE

The aim of this document is to describe the specifications of the 2019 DIVA Open Call, regarding the internationalization instrument.

The activities considered in the internationalization instrument have the objective to offer SMEs that have already demonstrated a new value chain, an opportunity to extend their markets outside European Union, particularly through presence at innovation events related to digital and Agrofood, environmental and forestry sectors, thus fostering their exposure to prospective investors. This type of activities also aims at catalysing the SMEs development, facilitating access to an international network of high-level consultants and experts, enabling SMEs to rapidly improve their value proposition to ensure their long-term success at the international level.

32 ELIGIBILITY CRITERIA

Beneficiaries of the funding are for-profit SMEs, including young companies and start-ups, legally constituted and established in one of the following EU Member States: France, Greece, Ireland, Italy, Portugal and Spain.

The internationalization instrument is addressed only to consortiums, composed by at least 2 SMEs and led by one of them. SMEs have to be from two different countries or sectors. All SMEs partners of the consortium have to fulfil the beneficiary definition.

33 TYPE OF ACTIVITIES THAT CAN BE FUNDED

The internationalization instrument vouchers can be used in one or more than one type of activities (see table below), however one supported activity cannot be funded twice.

These activities are: strategy, business model positioning and business plan, IPR policy implementation, market and marketing studies and regulatory affairs implementation of the selected consortium.

Voucher type	Supported activities
Internationalization	Strategy, business model positioning and business plan
Eligible actions	This voucher will support all actions referring to the positioning of the group of SMEs' innovative services or products on the market. This will exclusively focus on significantly improved or new services or products that are not on the market. Actions can also include: finances (financial engineering, etc.), industrial organisation, commercial organisation, management, etc.
Operational details	A third party will provide the expertise and advice to accelerate the innovation process of the selected SMEs consortium. It will also support any external costs for strategy and business implementation (travel, fair and exhibition costs mainly).
Reporting	This action should lead to a business model positioning, a strategy positioning report and a business plan focusing the following aspects: <ul style="list-style-type: none"> - Description of the solution of the SME consortium and its positioning on the value chain; - Strategy report for solution development indicating actions, calendar, target countries, costs, etc.; - A report with detailed description of the implementation plan, needs, and business plan, for each targeted country; - A risk management plan

Voucher	Supported activities
Internationalization	IPR policy and implementation
Eligible actions	This voucher will support all actions referring to the positioning of the consortium's innovative services or products on the market. This will exclusively focus on significantly improved or new services or products that are not on the market. Actions can also include: patent extensions, patent rights purchase, licencing, partnership, etc.
Operational details	A third party will provide the expertise and advice to accelerate the innovation process of the selected SMEs consortium. It will also support any external costs for strategy and business implementation (travel costs and patent filing, mainly).
Reporting	This action should lead to an IPR strategy report focusing the following points: <ul style="list-style-type: none"> - Description of the solution and all of its protected rights for each SME (explanation of co-patented and exploitation rights among all SMEs of the consortium, if necessary). Attention has to be paid to the IPR strategy vs added-value and value sharing throughout the value chain; - IPR implementation plan (partnership, IPR needs, target countries, costs, etc.); - Data policy report; - A risk management plan

Voucher	Supported activities
Internationalization	Market & marketing studies
Eligible actions	This voucher will support all actions referring to the positioning of the SMEs consortium's innovative services or products in the market. This will exclusively focus on significantly improved or new services or products that are not on the market. Actions can also include: market tests in fairs and exhibitions, communication strategy implementation (website, social media, etc.), brand implementation in each country, etc.
Operational details	A third party will provide the expertise and advice to accelerate the innovation process of the selected SMEs consortium. It will also support any external costs for strategy and business implementation (travel costs, brand filling, etc.).
Reporting	This action should lead to a marketing and market report, containing the following points: <ul style="list-style-type: none"> - Detailed and complete report (for each target country, market strategy and marketing strategy); - Marketing and market implementation plan with key backgrounds and milestones; - Analysis on the market and marketing strategy vs added-value and value sharing along the value chain; - A risk management plan

Voucher	Supported activities
Internationalization	Regulatory affairs implementation
Eligible actions	This voucher will support all actions referring to the positioning of the group of SME innovative services or products on the market. This will exclusively focus on significantly improved or new services or products that are not on the market. Actions can also include: preparation work for certification in target countries, product or service adaptation for national regulation in target countries, participation in regulation policy work groups, international partnerships, etc.
Operational details	A third party will provide the expertise and advice to accelerate the innovation process of the selected SMEs consortium. It will also support any external costs for strategy and business implementation (travel costs, standard costs, etc.).
Reporting	This activity should lead to a certification and regulatory affairs implementation plan which acknowledges the following points: <ul style="list-style-type: none"> - Certification implementation plan for each target country (calendar, costs, certification agencies...); - Regulatory affairs policy for the group of SMEs (attention will be paid to data management); - A risk management plan; - All information regarding SME development and positioning along a cross-sectorial and cross-border value chain

34 INDICATIVE BUDGET

The budget available for the internationalization instrument in the 2019 DIVA Open Call is max 150.000€. A maximum of Five proposals are expected to be granted with 30.000 € lump sum vouchers.

Maximum amount granted to the same SME is 60.000€ during the 2 DIVA Open Calls (2018 and 2019 editions).
