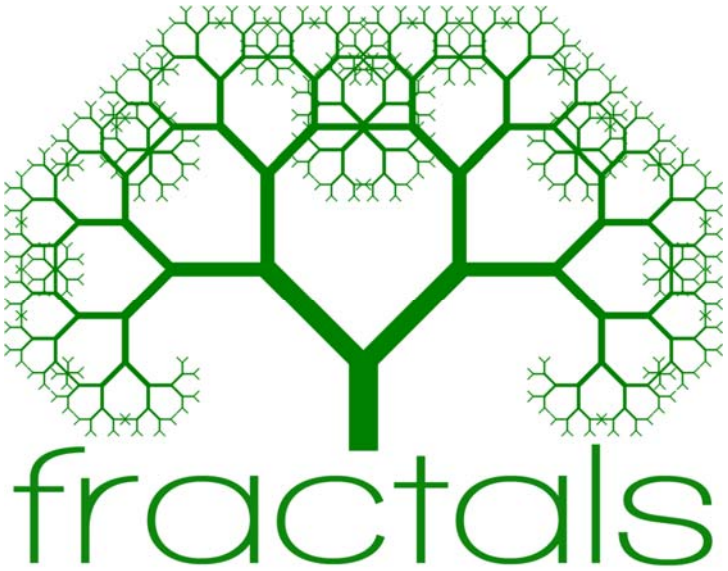

Future Internet Enabled Agricultural Applications

Guide for Applicants

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1. Overview

1.1 Background information on Future Internet Public Private Partnership (FI-PPP)

The **Future Internet Public-Private Partnership (FI-PPP)**[1] is a 500 million euro European programme (including 300 million euro European Commission contribution) for Internet-enabled innovation. The FI-PPP accelerates the development and adoption of Future Internet technologies in Europe, advances the European market for smart infrastructures, and increases the effectiveness of business processes through the Internet.

The FI-PPP follows an industry-driven, holistic approach encompassing R&D on network and communication infrastructures, devices, software, services and media technologies. In parallel, it promotes their experimentation and validation in real application contexts, bringing together demand and supply and involving users early in the research lifecycle (Figure 1). Smart Cities, Factories, Logistics, eHealth, Digital Content, Energy are some of the application areas supported by FI-PPP via a number of Use Case projects[2].

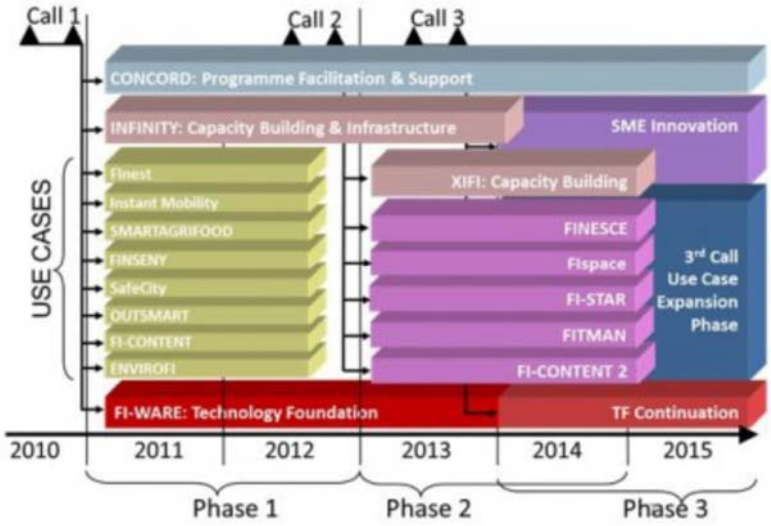

Figure 1. FI-PPP Programme Architecture

The platform that will be used to validate the technologies in the context of smart applications and their ability to support «user driven» innovation schemes is provided by the project **FIWARE**[3]. FIWARE is an innovative, open cloud-based infrastructure for cost-effective creation and delivery of Future Internet applications and services, at a scale. FIWARE API specifications are public and royalty-free, driven by the development of an open source reference implementation which accelerates the availability of commercial products and services based on FIWARE technologies.

FIspace[4] is an on-going project in the FI–PPP. The objectives of FIspace are to drive the development of an integrated and extensible collaboration service together with an initial set of domain applications, thereby establishing the standard for supporting and optimizing inter-organizational business collaboration in global transport, logistics, and agri-food business. The FIspace platform (www.FIspace.eu) developed in the project is a specific implementation based on the general FIWARE technology (www.FIWARE.org) in FI-PPP. The primary goal of the FIspace platform to facilitate online business-to-business collaboration (B2B).

[1] For more details please refer to www.fi-ppp.eu

[2] http://www.fi-ppp.eu/projects/

[3] http://www.fi-ware.org/

[4] http://www.fispace.eu/

FRACTALS is one of the 16 Accelerator projects within the FI-PPP Phase 3that aim to promote the creation of innovative products and services making use of FIWARE platform. The Accelerator project will financially support with 80 million EUROs, SMEs and Web Entrepreneurs to build innovative and sustainable applications based on the FIWARE technology. FRACTALS will launch one open call and it is expected to fund 50-60sub-projects.

1.2 Target topics

Projects should ensure that the applications will be built on technologies of the ongoing large scale trials and the FIWARE Generic Enablers. Applications can be typical web based applications but also mobile (IOS or Android) applications. This means that the service developers should provide both for client and server parts of an application. All applications MUST integrate a number of GEs as they are specified by FIWARE. FRACTALS fully relies on the FIspace platform to develop the required Apps and Services for the total duration of the project. Therefore, FRACTALS will require the hosting of the FIspace platform and the technical support by the FIspace consortium for the total duration of the FRACTALS project. The work to be done by the sub grantees, the applications and services developed and all the relevant promotion, dissemination and follow up activities should be done using the GE, SE and FI-PPP technologies, and combining them when appropriate with other complementary technologies.With respect to thematic focus, the FRACTALS covers applications related to the Agricultural Sector, as described in the table below.

IMPORTANT NOTICE: Please note the following:
1. The solutions below are indicative aiming to give concrete examples to interested applicants. Any other solution not specifically mentioned in the list below, but contributing to one of the three axes is also eligible.
2. A broad range of solutions, covering all agrifood domains are eligible, including i.e. land cultivation, animal husbandry, apiculture, fisheries, wine-making etc.

ELIGIBLE PROJECTS
ENHANCING PRODUCTIVITY ON THE FARM
- Weather forecasting solutions that reduce agricultural risks and improve yield - Solutions that support quality control/quality assurance of agricultural products (inc. Dairy products and meat/poultry) - Solutions for optimized use of external inputs, such as water, nutrients and pesticides - Solutions that exploit Wireless Sensor Networks in agriculture and animal husbandry - Solutions that exploit Earth Observation data in agriculture and animal husbandry - Agricultural Assets (i.e., fleet of agricultural machinery) Management solution - Knowledge Sharing and Management solutions for agriculture - Inventory and task planning solutions
ACCESSING MARKETS AND VALUE CHAINS
- Traceability solutions in farming and animal husbandry exploiting technologies such as RFID, QR codes, etc. - Solutions for the farmers to trace the final price end consumers paid for their products - Solutions for end-users to give back feedback to farmers - Solutions that promote innovative approaches on market research - Novel solutions for marketing of agricultural products - Solutions that enhance farmers access to commercial supply chain - Solutions that promote alternative supply chains and facilitate farmers to access new markets - Solutions that support farmers' access to financial and insurance services - Solutions that support novel business models in agricultural sector (i.e. resources sharing, machinery as a service, etc.) - Solutions that support farmers in decision making with respect to pricing of products

ELIGIBLE PROJECTS
IMPROVING PUBLIC SERVICE PROVISION IN THE AGRICULTURAL SECTOR
- Solutions for provision of public digital services to farmers (including E-Government services), exploiting open Public Sector Information - Solutions that enable farmers to engage in crowd sourcing activities for the protection of local ecosystems - Solutions that support agricultural property valuation - Solutions for Land Management, Planning, Development, and Control

2. Applicants Eligibility

The accepted applicants for FRACTALS Open Call will be:

- SMEs participating on their own (only one SME).
- Web Entrepreneurs, participating in groups of up to five individual members. A member is a physical person (individual) and not a legal person (e.g. registered SME). In the case of a group of individuals, one of them will be appointed as leader. The leader individual will be the main contact point for the project and needs to be registered as a sole proprietor in one of the eligible countries.
- All participants (legal persons or sole proprietors) should be located in Eligible countries (section 2.3).

2.1 Definition of SMEs

A SME will be considered as such if accomplishing with the European Commission Recommendation 2003/361/EC5[5] and the SME user guide[6]. As a summary, the criteria that define a SME are:

- Independent, partner or linked enterprises, with financial and staff figures calculated in accordance to instructions given by Recommendation 2003/361/EC to fulfil SMEs criterion.
- Headcount in Annual Work Unit (AWU) less than 250.
- Annual turnover less or equal to €50 million OR annual balance sheet total less or equal to €43 million.

2.2 Definition of Web Entrepreneurs

For the concept of Web Entrepreneur, FRACTALS will apply the description suggested by the EC in the context of this Future Internet PPP Call:

"Web Entrepreneurs are entrepreneurs of an Internet-based business. Web entrepreneurs constitute a specific category of entrepreneurs, who create new digital services and products that use the web as an indispensable component of their business".

Web Entrepreneurs can be participating in groups of up to five individual members. A member is a physical person (individual) and not a legal person (e.g. registered SME). In the case of a group of individuals, one of them will be appointed as leader. The leader individual will be the main contact point for the project and needs to be registered as a sole proprietor in one of the eligible countries.

2.3 Eligible countries

Participants either SMEs or Web Entrepreneurs should be legally based and working, in the case of Web Entrepreneurs, in one of the EU Member States or an FP7 Associated country, or established in an FP7 International Cooperation Partner Country (ICPC) as defined in FP7 rules for participation[7]. More precisely, applicants from any of the following countries will be eligible:

[5] European Commission Recommendation 2003/361/EC
http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2003:124:0036:0041:en:PDF

[6] The new SME definition http://ec.europa.eu/enterprise/policies/sme/files/sme_definition/sme_user_guide_en.pdf

[7] Regulation (EC) No 1906/2006 of the European Parliament and of the Council of 18 December 2006 laying down the rules for the participation of research centres and universities in actions under the Seventh Framework Programme and for the dissemination of research results (2007-2013)

- **EU-28 countries**: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom.
- **FP7 Associated countries**: Albania, Bosnia and Herzegovina, Faroe Islands, FYR Macedonia, Iceland, Israel, Liechtenstein, Moldova, Montenegro, Norway, Serbia, Switzerland and Turkey.

3. Criteria for Applying

The evaluation of all proposals will be based upon a set of evaluation criteria designed to assess proposals under a holistic view, while at the same time being clear and transparent and easy for reviewers to assess. These criteria and corresponding weights are presented in the table below.

Nr.	Criterion	Weight
1	**EXPERIENCE AND TECHNICAL CAPACITY OF THE APPLICANT*** *Experience in entrepreneurship (has been involved as entrepreneur or manager in a company?);* *Professional Experience in ICT;* *Professional Experience in the Agrifood sector;* *Academic Qualifications in ICT or relevant;* *Academic Qualifications in Agriculture or relevant;* *Academic Qualifications in Business Administration or relevant experience in EU funded projects;* *Technical Capacity in FIWARE.*	10%
2	**INTEGRATION WITH FIWARE TECHNOLOGIES** *FIWARE Usage (Is the proposal making the best possible use of GES and/or SES?);* *FIWARE Integration (Is the proposal integrating GES/SES at a satisfactory level?);* *Understanding FIWARE benefits (Does the applicant have a satisfactory level of understanding of chosen GES/SES?);* *FIWARE Testing and Validation (Is the applicant planning to use FILABS for testing and validation?).*	21%
3	**TECHNOLOGICAL EXCELLENCE** *Concept is relevant to the Call;* *Objectives are well described (are clear, coherent with concept, measurable, ambitious and realistic);* *The proposed technical approach is sound and appropriate for the scope of the proposal;* *The proposed solution is innovative in comparison to existing commercial solutions.*	13%
4	**QUALITY OF THE IMPLEMENTATION PLAN** *Timetable is achievable and realistic;* *Resources allocation and budget is realistic and well justified for the scope of the call;* *Work is well organized in tasks and deliverables;* *Risks and Mitigation measures are foreseen.*	12%
5	**ABILITY TO PROVIDE SIGNIFICANT VALUE TO END USERS** *The identified problem is significant for the specified target group;* *The proposed solution can achieve significant improvement with respect to the identified problem;* *The proposal has clearly specified economic benefits to end-users and these benefits are substantial;* *The proposed solution has broader benefits (environmental, social, etc.) and these benefits are substantial.*	14%
6	**MEASURES TO ENGAGE END USERS IN VALIDATION THROUGH OPEN INNOVATION** *The applicant plans to engage end users in validation;* *In case PA_4ALL cannot provide relevant users, the applicant identifies measures to engage relevant users;* *The applicant identifies adequate motives to engage end-users (i.e. free license, free subscription, other);* *The applicant identifies adequate procedures to engage end-users (i.e. mockups, interviews, etc.).*	11%
7	**MARKET POTENTIAL** *The applicant has clearly identified the target market (size, segments, etc.);* *The applicant has adequate knowledge of the competition;*	19%

Nr.	Criterion	Weight
	The applicant has clearly described positioning and unique selling points; *The applicant has a sound market penetration strategy;* *The applicant has an appropriate business and growth model in place;* *Expected sales are achievable and ambitious;* *The applicant has adequate sales skills as presented in the pitch (Part C).*	

4. Applicants and Accelerator Activities

FRACTALS's overall aim is to facilitate and accelerate the adoption and sustainability of FI-PPP/FIWARE technology via innovative applications for agriculture. To support the selected 50-60 sub-projects, the FRACTALS acceleration activities will include:

1) Mentoring services,
2) Clustering/networking services.

Mentoring Services: Their aim is to improve the possibilities of an SME or entrepreneur to have access to the needed capital to commercialize the App. These services will consist of some knowledge transfer about **(i)** funding alternatives more adequate to his case (Application, capital need, location,…), **(ii)** how to analyze and balance the viability and risks, **(iii)** support to prepare an effective presentation to the target investment actors (venture capitalists, business angels, other public/private financial services), and **(iv)** negotiation skills and knowledge about common financial conditions and parameters he can influence to improve them.

These services will be provided by partner YASAD that is operating an incubator called GEMIM (http://gemim.org/en). Though GEMIM is the most prominent incubation center in Turkey, having YASAD management and members in ICT industry network in behind makes good reputation and well accepted by TUBITAK and received top level support from Ministry of Science, Technology and Industry, Ministry of Transport and Communications, Ministry of Economy, etc. This service will be available for any request from any of the beneficiaries and will improve their chances to build a sellable product, perform a good risk analysis and to effectively explain its strong points, strategy and have more chances to succeed in a negotiation with a capital investor.

Clustering/networking services: The fact that there will be many participants working in different angles of the same sector provides the basis for improving Project impact by taking advantage of having those participants closer and, thus, to discover new ways of business collaboration and generation of more complete offers. At the same time, it will enrich the possibilities to widen the scope of applications and services as result of complementary skills provided to the Agricultural sector. Therefore, FRACTALS will create a clustering service which targets at creating a network of contacts by identifying potential synergies among Project participants motivating they contact themselves for new business opportunities. From questionnaires about organisation competences and interests to be filled by all participants, FRACTALS will create a **Competence/Interest matrix** that will identify potential collaborations. It will offer a service to study potential collaborators to the requester and will organize at least one event to join organizations for networking purposes.

5. General Information

5.1 Important Dates

FRACTALS Open Call will be launched on 30thNovember 2014. The submission deadline time will be on 28 February 2015 at 17:00 CET (Central European Time).

Any proposal submitted after 28thFebruary at 17:00 CET will automatically be rejected from the Call.

5.2 Projects Funding

Supported by the European Union (EU), FRACTALS will give to SMEs and Web Entrepreneurs access to a total grant of 5.520.000 €. The overall financial contribution for each selected project will be between 50.000 € and 150.000 €.

5.3 Projects Duration

Projects are expected to last from **4 to 9 months**, according to the amount of technical effort needed, beneficiaries resources to be committed and beneficiaries' preference.

5.4 Means of submission

The **F6S platform** (http://www.f6s.com/fiware-fractals) will be the entry point for all proposals in the Open Call. Additional documentation for submission will be available at the FRACTALS web site (http://fractals-fp7.com/).

5.5 Language

English is the official language for FRACTALS Open Call. Submissions done in any other language will not be evaluated.

5.6 Documentation formats

Proposal (Part A and B) must be submitted electronically in **PDF** format without restrictions for printing. For Part C valid link (in case of video, podcast) or a pdf or ppt or link (in case of power point presentation) has to be provided. Proposal template is available at the FRACTALS web site.

5.7 Origin of the funds

Any selected proposer will sign a dedicated Sub-Grant Agreement with the FRACTALS coordinator. The funds attached to the Sub-Grant Agreement come directly from the funds of the European Project FRACTALS via European Commission Grant Agreement Number 632874, and are therefore, funds owned by the European Commission.

As it will be defined in the Sub-Grant Agreement template, this relation between the sub-grantees and the European Commission through FRACTALS project carries a set of obligations to the sub-projects with the EC.

5.8 FRACTALS and the other FIWARE accelerators

It is acceptable to submit the same proposal to several Accelerators, but not to all 16. Submitting the same proposal to maximum 3 Accelerators is a reasonable limit. Double funding is not acceptable. A proposal can only be selected and supported by one Accelerator.

5.9 Number of proposals per applicant

Any applicant can submit more than one proposal to FRACTALS as long as these proposals are about different ideas. In extreme cases of a high number of submitted/selected proposals coming from the same SMEs/Web Entrepreneurs, the FRACTALS consortium reserves the right to evaluate availability of resources and ensure that no abuse is taking place. If there is evidence of lack of resources and/or abuse, the FRACTALS consortium will consult EC before signing contracts with those SMEs/Web Entrepreneurs.

6. Services by FRACTALS

6.1 Financial Support

Through the Open Call, FRACTALS will provide grants to SMEs and Web Entrepreneurs for development of innovative application using the benefits of FI infrastructure. There will be selected 50-60 projects and the overall financial contribution for each selected project will be between 50.000 € and 150.000 €.

6.2 Technical Support

Technical dimension of support framework to beneficiaries aims to connect funded applications with the FIWARE community, and more specifically with GEs and possibly some SEs.

FRACTALS has ensured that expertise from all aspects of the previous FI-PPP phases is embedded within the work breakdown structure. With respect to consortium composition three (3) consortium members (ATOS, DLO and NKUA) are ***active players in the FI-PPP community and cover all critical know-how domains of the infrastructure developed so far.***

With respect to project conceptualization and design, there are two aspects that the concept encompasses, namely: **(i)** to ensure that ***funded applications will make proper and adequate use*** of FI-PPP infrastructure and **(ii)** to ***support beneficiaries in making the most out of this use***, in optimizing the performance of their applications through FI-PPP.

6.3 Entrepreneurial Support

Taking into account the fact that FRACTALS beneficiaries will be ***SMEs and Web Entrepreneurs***, that despite their novel ideas and advanced IT know-how, ***typically lack two critical factors for entrepreneurial success, namely access to (1) capital and (2) distribution channels.***
In order to overcome this obstacle, FRACTALS will provide entrepreneurial support through:

- **Mentoring services**, aiming to assist SMEs and Web entrepreneurs in ***gaining access to finance***, in the form of Venture Capital (VC) finance, Business Angels, etc. Interested beneficiaries will receive hands-on support on how to approach VC funds and effectively present their business case and how to effectively negotiate the terms of financing agreement.

- **Clustering activities**, aiming at encouraging beneficiaries in ***developing synergies and offer*** complimentary services based upon the developed applications across the entire value chain ***of agricultural ICTs. The idea derives directly from*** the fact that the applications to be funded through FRACTALS attack various aspects of the optimization issue in agricultural process. The opportunity is for developers to co-operate by integrating their partial solutions towards more holistic platforms able to cover broader needs of end users.

6.4 Validation through End-users' community

Since the FRACTALS 50-60 sub-projects will be funded for the development of applications with great market potential, beneficiaries have a clear motive to validate their applications through a User's Community and receive feedback. This process will increase the marketability of the applications. The consortium will provide this service through PA_4ALL, a Living Lab focused on ICTs for Agriculture that has been established by UNS with the help of other key players in the region, including the Provincial Secretariat of Agriculture, Water Economy and Forestry of Vojvodina. Currently PA_4ALL has access to **3.500** selected farmers who receive Extension Services from the

Provincial Secretariat of Agriculture, Water Economy and Forestry of Vojvodina. This huge user base will also be enriched by: (i) other stakeholders in the farming value chain (i.e. agronomists, agrochemicals vendors etc.), (ii) farmers and stakeholders from more developed EU countries, as a result of the contacts of DLO with the European farming sector.

Out of these final pool of users a group of **300 Lead Users, covering all links of the value chain** will be selected to take part in testing and validation assignments, both in terms of a formal process (with pre-defined metrics) but also (and probably more important) through open interaction sessions.

7. Open Call Submission and Evaluation process

7.1 Open Call Submission

The Open Call submission will follow the steps that are listed in this section:

7.1.1 Open Call publication

FRACTALS Open Call will be launched on November 30th 2014 and will be supported by:

- **Call Fiche**, which provides the scope and objectives of the Open Call.
- **Guide for Applicants**, this document.
- **Technical Documentation**, related to FIWARE and how applicants should connect, including examples.
- **Proposal Template**, a proposal template in Microsoft Word format is available. The template is the same for both SMEs and Web Entrepreneurs.
- **Declaration of Honour** on exclusion criteria and absence of conflict of interest.

Please download the relevant files and read them carefully before you submit your proposal. The submission deadline is February 28th2015 at 17:00 CET.

7.1.2 Applicants Registration

Interested applicants should register at the FRACTALS platform portal (http://www.f6s.com/fiware-fractals). This will be the central interface for managing the sub-projects.

7.1.3 Proposal Preparation

Please follow the steps:

1. For their application, applicants are requested to use the application form at the FRACTALS project web site or on the F6S platform (http://www.f6s.com/fiware-fractals). Applications submitted in another way cannot and will not be accepted.

2. Do NOT modify the template of the proposal heading/sections. Not respecting the general instructions may lead to the disqualification of the proposal.

3. Be concrete and concise. Please examine the training contents on FI-PPP/FIWARE at the FIWARE web site (www.fi-ware.org) and FI-PPP (www.fi-ppp.eu), as well as Technical Documentation before writing your proposal.

4. The minimum allowed font size is 11 points, the paragraph spacing 6pt and the line spacing single. The page size is A4, and all margins should be at least 15 mm (not including any footers or headers).

5. Complete the part A with administrative and communication details. Please keep in mind that this information will be officially validated. Yet, failure to provide sufficient evidence for the correctness of this part will automatically result in proposal rejection from the open call. Part A should not be longer than 4 pages.

6. Complete the part B with summary, details about technical excellence, FIWARE usage and market readiness. Part B should not be longer than 10 pages excluding summary. Please provide:

a. A summary of your proposal (maximal length is 2.000 characters).
b. Technical excellence (Background and concept, Objectives, Innovation, Technical description with list of deliverables and budget with cost justification, Risk management).

c. FIWARE usage (Architecture, FIWARE technology to be utilized, FIWARE Integration plans and Testing and validation plans).
d. Market readiness (Target groups, Problem and solution, Economic benefits, Other benefits, Validation from end-users, Market and Sustainability plan).

7. For Part C of the proposal (Pitch), the applicants can provide a link (in case of video, podcast) or a pdf or ppt or link (in case of power point presentation).The duration of the pitch should be 2-5 minutes, but no longer than 5 minutes.

8. Project budget is divided in two categories: Direct (Personnel and Other Direct costs - travel, equipment, software and services) and Indirect cost (overheads). All of these costs are applicable for following three categories: RTD, Management and Dissemination. More detailed in Chapter 7.3.2.

9. Reimbursement rate for dissemination activities is 100%, but the cost cannot exceed 10% of the eligible budget. Reimbursement rate for management is 100%, but the cost cannot exceed 8% of the eligible budget. Reimbursement rate for RTD is 75% (creating new knowledge, new technology, and products incl. scientific coordination).Indirect costs (overheads) could be up to 60% of the total direct cost. Winning proposals may be funded with grants typically ranging from € 50.000 to150.000 €.

10. Submit your proposal as a pdf file before the deadline. If the applicant discovers an error in the proposal, and provided the call deadline has not passed, the applicant may submit a new version. Only the last version received before the call deadline will be considered in the evaluation.

It is strongly recommended not to wait until the last minute to submit the proposal. Failure of the proposal to arrive in time for any reason, including network communications delays, is not acceptable as an extenuating circumstance. The time of receipt of the message as recorded by the submission system will be definitive.

7.2 Open Call Evaluation

FRACTALS will issue one Open Call and process will be as follows:

7.2.1 Pre-selection procedure/Eligibility checking evaluation/contracting phase

Applications will be checked for compliance, including the financial and legal validity. Applications which do not comply with the eligibility criteria will be excluded from evaluation. In unclear situations the FRACTALS Consortium will keep the rights to consider the proposal not eligible for evaluation. Communication about the eligibility of proposals will be sent to all non-eligible applicants.

No official documents will be required during the evaluation of proposals, however, the FRACTALS consortium reserves the right to require documents proving the SME status of successful applicants officially translated in English.

7.2.2 Evaluation process

FRACTALS proposes an innovative and agile evaluation method, **tailor-made to the needs of SMEs** that has already been successfully applied and has the potential to roll out in future EC Calls with similar requirements.

The method follows the steps described below:

1. During the first round every proposal is given a mark by one valuator according to the evaluation criteria. FRACTALS makes a first ranking of proposals according to these marks.
2. Second round. FRACTALS selects 1 best and 2 worst and give them to an evaluator which will rank them by comparison. And then FRACTALS select the best and the 3rd and 4th worst give it to another evaluator who will rank them. FRACTALS follow this process to all the rank of proposals.
3. FRACTALS repeats the 2nd step up to 3 times (or rounds). One total there are 4 rounds, first for marking and three for ranking.
4. FRACTALS select the proposals at the top of the ranking lists and funds them according to the available budget.

Benefits of this method include:

Elimination of the personal bias of different evaluators: This kind of reviewing process is created to reduce the difference in personal points of view among the reviewers. The idea is to provide as accurate rank at the top of the chart as possible. Comparing the highest ranked application with the two lowest ranked ones would prolong the comparing of good applications for the final round. On the other hand, a good application that scored a poor rank in the first round because it was given to a severe reviewer, would keep the decent chances to climb the chart before the final round.

Flexibility, affordability and speed: The whole evaluation process is designed for a 3-weeks period plus 1 week for eligibility tests. The main point is that the proposed evaluation method can significantly reduce "time-to-project", which is one of the most attractive features of SMEs to participate in R&D Calls, without the risk of missing the "momentum of the market", which is one of the main reasons discouraging really innovative SMEs.

Transparency: The number of reviewers involved the different iterations of evaluation and of course the precautions that will be taken with respect to conflict of interest (all reviewers are expected to sign relevant declarations) ensure the level of transparency required when distributing funds coming from Europe's tax-payers money.

7.2.3 Evaluation of FIWARE Usage and the role of FRACTALS Technical Committee

FIWARE Usage is a necessary condition for all applications to be funded by FRACTALS. FIWARE usage will be evaluated by FRACTALS at two different points in the procedure:

1. During the evaluation process, FIWARE Usage (Integration with FIWARE Technologies) is among the evaluation criteria with weight of 21%.
2. After the evaluation process, all successful proposals will be double-checked by FRACTALS Technical Committee, to ensure that proper usage and integration of FIWARE is foreseen. In this stage FIWARE Usage is an ON/OFF criterion, meaning **that proposals that do not make appropriate use of FIWARE Technologies will be excluded from funding, regardless of their score in the evaluation process.**

7.2.4 Communication

Every applicant will receive via e-mail:

- An Evaluation Summary Report (ESR) for each applicant
- A letter informing of: rejection decision, invitation to negotiation and following steps or being part of the reserve list.

7.3 Project Execution

7.3.1 Project Reviewing

FRACTALS sub-projects have a foreseen duration of 4-9 months each. Beneficiaries will be required to report their technical progress, the use of financial resources and any problems or issues occurring during project implementation according to the frequency described below:

- For projects with duration up to 5 (five) months, beneficiaries will report **once**, at the end of their project.
- For projects with duration from 6 (six) to 9 (nine) months, beneficiaries will report **twice**, once in the middle of their project and once at the end.

For example a project with duration of 7 months would have to provide a mid-term report after 3,5 months and a final report after 7 months while a project with a duration of 4 months will provide only one final report at the end.

7.3.2 Financial Planning

FRACTALS envisions 2 types of payment modalities:

1. Pre-financing
Beneficiaries may opt for pre-financing up to the amount of *45%*of the total funding. In that case they will be required *to provide a bank guarantee covering the full amount of pre-financing*.

2. Reimbursement
The purpose of this modality is to *ensure that funding money will be well spent and for the intended purpose*. There are 2 cases:

- If the sub-project lasts **up to 5 months**, reimbursement is as follow:
  - *90%* after the final report
  - *10%* after the Final payment from EC
- If the sub-project lasts from **6 to 9 months**, reimbursement is as follow:
  - *45%* after the mid-term report
  - *45%* after the final report
  - *10%* after the Final payment from EC

In any case all beneficiaries will receive up to **90%** of their requested grant, upon the acceptance of their final report. The remaining **10%** of requested grant will be reimbursed to beneficiaries when the consortium will receive the Final Payment from EC.

8. Intellectual Property Rights (IPR)

Given the nature of the project and the ultimate goal of FRACTALS, which is to support ICT SMEs and Web Entrepreneurs to develop innovative applications and rapidly bring the on the market, special emphasis will be given to the protection of Intellectual Property Rights, derived from the research and development work of SMEs, ensuring that ***any IPR generated by the SMEs and web entrepreneurs shall rest with them***. Under this framework, ***a set of both protective and supportive measures*** will be undertaken by the consortium in order ***to create confidence*** to applicants and beneficiaries that their Intellectual Property will be protected in FRACTALS. Foreseen measures include:

1) **All involved actors** in the various steps of the project, namely: staff of consortium members, evaluators, lead users of the FRACTLAS Validation community ***will be asked to sign Non-Disclosure Agreements (NDAs)***, verifying that they will not proceed to improper use of the information, technical designs and other sensitive information of beneficiaries, made available to them through their involvement in FRACTALS;
2) The consortium shall ensure that ***no unauthorized third party will have access*** to such information, applying information security policies and standards;
3) In the course of mentoring and clustering services, beneficiaries will be ***thoroughly informed and strongly encouraged*** to apply, where applicable IPR protection actions such as applying for patents, trademarks etc. When needed, consortium members have all the necessary know-how to support beneficiaries in various steps of their IPR protection assignment such as searching databases for patents, deciding upon strategic approach to patenting and associated costs etc.

9. CheckList

9.1 Preparing your proposal

- **Does your planned work fit with the call for proposals?** Check that your proposed work does indeed address one of the topics open in this call.
- **Does your proposal address Future Internet and FIWARE enablers and results?** Check that your proposed work does indeed address the FI-PPP and FIWARE platform and the generic and/or specific enablers.
- **Is your proposal eligible?** The eligibility criteria are given in chapter 3. In particular, make sure that you satisfy the minimum participation requirements (a single SME or Web Entrepreneur (in case of group of individuals one of them will be the main contact point for the project and needs to be registered as a sole proprietor)from eligible countries).
- **Budgetary limits.** Check that you comply with any budgetary limits (between 50.000 € and 150.000 €). Any proposal not meeting the eligibility requirements will be considered ineligible and will not be evaluated.
- **Is your proposal complete?** Have you completed the Part A and Part B, and prepared Part C?
- **Does your proposal follow the required structure?** Proposals should be precise and concise, and must follow exactly the proposal structure described in the proposals template document, which is designed to correspond to the evaluation criteria which will be applied. Omitting requested information will almost certainly lead to lower scores and possible rejection.
- **Have you met the page limit?** There is a strict page limit for all proposals: Part A including all figures and tables should not be longer than 4 pages, Part B including all figures and tables should not be longer than 10 pages (summary is excluded) and Part C should not be longer than 5 minutes. Excess contents will not be evaluated.
- **Have you added Part C?** Part C might be a link (in case of video, podcast) or a pdf or ppt or link (in case of power point presentation).
- **Have you maximized your chances?** There will be strong competition. Therefore, edit your proposal tightly, strengthen or eliminate weak points.
- **Have you submitted your proposal before the deadline?** It is strongly recommended not to wait until the last minute to submit the proposal. Failure of the proposal to arrive in time for any reason, including network communications delays, is not acceptable as an extenuating circumstance. The time of receipt of the message as recorded by the submission system will be definitive.
- **Have you read carefully the Declaration of Honour?**

9.2 Final checks before submission

- **Has the legal representative signed the Declaration of honour** on exclusion criteria and absence of conflict of interest?
- Is your proposal in **portable document format (PDF)**, including no material in other formats?
- Is **link to Part C** valid (both for video/podcast or power point presentation (ppt/pdf/link))?
- Have you **printed out your proposal**, to check that it really is the file you intend to submit, and that it is complete, printable and readable? After the call deadline it will not be possible to replace your proposal?
- Have you respected the **General Information** and the **template format** (font size, paragraph spacing, margins and the page limitations for the different sections)?
- Have you **virus-checked your computer**? Any file containing a virus will be automatically blocked.

10. Points of Contact

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11. About FRACTALS

FRACTALS Project started on September 2014 and will provide a total grant support of **5.520.000 €to 50-60 SMEs and Web Entrepreneurs** to develop FIWARE based applications for the **Agricultural Sector**. The overall financial contribution for each selected project will be between 50.000 € and 150.000 €. The FRACTALS Open Call will be **launched at the end of November 2014**, while the Call will remain open **until the 28th of February 2015**. The project partners are: The Development Fund of the Autonomous Province Vojvodina (SRB), ATOS (ES), National and Kapodistrian University of Athens (GR), DLO (NL), BioSense Center (SRB), Association of ICT Companies of Northern Greece (GREECE), Vojvodina ICT Cluster (SRB), Software Industrialists Association (TR) and Bulgarian Association of Software Companies (BG).

12. Annex – Glossary

CET	Central European Time
EU	European Union
EC	European Commission
FI-PPP	Future Internet-Public Private Partnership
FP7	Framework Programme 7
GE	Generic Enabler
SE	Specific Enabler
ICT	Information and Communication Technology
IPR	Intellectual Property Rights
SME	Small or Medium Enterprise
AWU	Annual Work Unit
ICPC	FP7 International Cooperation Partner Country
VC	Venture Capital
NDA	Non-Disclosure Agreements
PA_4ALL	Precision Agriculture Living Lab