



CALL FOR PROPOSALS

**European Mobile and Mobility Industries Alliance: Phase II**

**Extension focusing on the use of information from GMES, the European Earth monitoring programme, and signal from Galileo and EGNOS, the European GNSS**

**42/G/ENT/CIP/12/C/N02C02**

**UPDATE OF 18 JUNE 2012**

GRANT PROGRAMME 2012

The present call for proposals is composed of a set of Grant Submission Documents, which form an integral part of this call:

The call for proposals,  
The Guide for Submission  
The Submission Set

The terms set out in the call for proposals document shall take precedence over those in the other parts of the Grant Submission Documents.

**UPDATE of 18 June 2012: See pages 19, 24 and 27.**

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**INTERESTED PARTIES ARE INVITED TO READ CAREFULLY THE INSTRUCTIONS BELOW, AND TO USE THE QUESTIONNAIRE PROVIDED IN CHAPTER II OF THE GUIDE FOR SUBMISSION IN ORDER TO ENSURE THAT APPLICATIONS ARE COMPLETE WHEN SUBMITTED.**

## **1. THE CONTEXT**

### **1.1. THE GENERAL APPROACH**

The overall purpose of this call is to extend the **European Mobile and Mobility Alliance<sup>1</sup> (EMMIA)** in a second phase focused on a number of concrete and operational activities with special emphasis on promoting the further use of data and information from Earth monitoring and satellite navigation for which Europe is investigating massively through the GMES and Galileo programmes.

GMES<sup>2</sup> (Global Monitoring for Environment and Security), is the European Earth monitoring programme. Relying on observations from satellites and in situ infrastructures, it is providing e.g. timely and reliable added value information and prediction on a wide set of environmental parameters or maps supporting civil protection units responding to natural disasters.

The Galileo programme is Europe's initiative for a state-of-the-art global satellite navigation system, providing a highly accurate, guaranteed global positioning service. EGNOS, the European Geostationary Navigation Overlay Service, is Europe's first venture into the field of satellite navigation and paves the way for Galileo. It is already operational. It can provide user with improved accuracy (x 10) thanks to the corrections it brings to the GPS signal covering the entire European territory.

Opportunities for the development of downstream applications or services based on the two systems are many and the potential market is considered to be massive. To support its development in Europe, the call for proposals consists of two strands, namely Strand 1 "GMES and GNSS based services voucher schemes" and Strand 2 "Large-scale demonstrators in support of GMES and GNSS based services".

**Strand 1** calls for the development and testing of new voucher schemes aimed at promoting the further use of GMES and GNSS based services in mobile services industries. Such vouchers schemes could either directly support mobile services providers ("Type A") or the users of such mobile services ("Type B").

Under **strand 2**, the large-scale demonstrators in support of GMES and GNSS based services should build on the concept of large-scale demonstrators, as proposed by the Expert Panel on Service Innovation in the EU<sup>3</sup> and further discussed at the Europe INNOVA Annual Partnering Event "From Europe INNOVA to large-scale demonstrators and European Innovation Partnerships"<sup>4</sup> that took place in Berlin in October 2011 and at a workshop on "The concept and role of large-scale demonstrators as a tool for modern industry policy"<sup>5</sup> in Copenhagen in December 2011. Such demonstrators should show how GMES and GNSS based services can be implemented on a large scale, by either addressing specific societal challenges or following a broad-based approach in support of new industries driven by GMES and GNSS based service innovation.

Strand 1 of the call will be implemented through a one-step application procedure while **Strand two will be implemented through a two-stage application procedure**: the first stage will consist of the submission of a short and concise concept note where applicants shall explain their vision for, and concept of the foreseen action referring to the definition and objectives set out in section 2.2. The second stage shall include the

<sup>1</sup> See description in [http://ec.europa.eu/cip/files/cip/docs/eip\\_2011\\_work\\_programme\\_en.pdf](http://ec.europa.eu/cip/files/cip/docs/eip_2011_work_programme_en.pdf)

<sup>2</sup> See <http://ec.europa.eu/enterprise/policies/space/gmes/>

<sup>3</sup> See [http://www.europe-innova.eu/c/document\\_library/get\\_file?folderId=383528&name=DLFE-11601.pdf](http://www.europe-innova.eu/c/document_library/get_file?folderId=383528&name=DLFE-11601.pdf)

<sup>4</sup> See <http://www.europe-innova.eu/web/guest/berlin2011/programme/>

<sup>5</sup> See [http://www.europe-innova.eu/web/guest/home/-/journal\\_content/56/10136/650886/](http://www.europe-innova.eu/web/guest/home/-/journal_content/56/10136/650886/)

submission of a full proposal with a detailed description of the proposed overall strategy and of the specific activities of the action.

## 1.2. THE LEGAL BASE

The legal basis for this call is the Decision of the European Parliament and Council establishing a **Competitiveness and Innovation Framework Programme (CIP)**<sup>6</sup>. The present call for proposals is in line with the objectives of its Entrepreneurship and Innovation Programme (EIP) established in support of enterprises, particularly SMEs, entrepreneurship, innovation, including eco-innovation and industrial competitiveness. The overall objective of this call is to support, improve, encourage and promote all forms of innovation in enterprises. It is based on Article 13 of the CIP and has the objective to implement the measures outlined within the framework of the EIP work programme for 2012<sup>7</sup>.

## 2. OBJECTIVE OF THE CALL

The main objectives of the call for proposals are the following:

- **Strand 1: GMES and GNSS based services voucher schemes.** This action aims at developing and testing new voucher schemes, notably in view of supporting the take-up of innovative services based on GMES and GNSS (Type B). Furthermore, such voucher schemes could also aim at developing and testing new forms of innovation support for mobile services companies developing new services based on GMES and GNSS (Type A). It is complemented by other type of innovation support.
- **Strand 2: Large-scale demonstrators in support of GMES and GNSS based services.** This action aims at implementing on a large scale, innovative services based on GMES and GNSS to address specific societal challenges or to facilitate the emergence of new industries in a given region<sup>8</sup> or metropolitan area.

Both strands shall be implemented in close coordination and cooperation with the already ongoing actions from Phase I of the European Mobile and Mobility Industries Alliance. The Alliance shall be instrumental in disseminating and sharing, as widely as possible, the experience gained by the actions supported through this call for proposals. Coordination and cooperation with actions<sup>9</sup> for the development of applications based GMES information and GNSS signal is also strongly encouraged.

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<sup>6</sup> Decision N° 1639/2006/EC of the European Parliament and of the Council of 24 October 2006 establishing a Competitiveness and Innovation Framework Programme (2007 to 2013) - OJ L 310/15, 09.11.2006

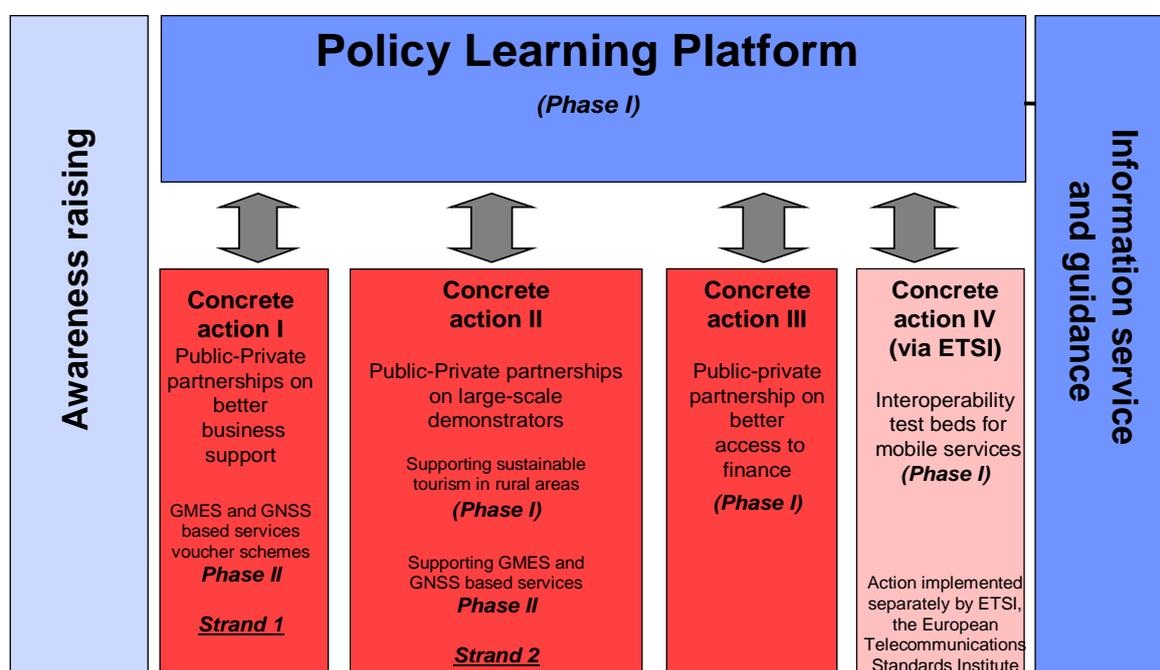
<sup>7</sup> EIP Work Programme 2012 is available on <http://ec.europa.eu/cip/documents/work-programmes/>

<sup>8</sup> See for example the definition on

[http://epp.eurostat.ec.europa.eu/portal/page/portal/nuts\\_nomenclature/local\\_administrative\\_units](http://epp.eurostat.ec.europa.eu/portal/page/portal/nuts_nomenclature/local_administrative_units)

<sup>9</sup> See for example [www.gmes.info](http://www.gmes.info) or [www.gsa.europa.eu](http://www.gsa.europa.eu)

# European Mobile and Mobility Industries Alliance



## 2.1. STRAND 1: GMES AND GNSS BASED SERVICES VOUCHER SCHEMES

### 2.1.1. Objectives

**Innovation voucher schemes** can be considered as the delivery of innovation support services<sup>10</sup> by third parties to innovators through grants with reduced administrative burden for recipients and providers<sup>11</sup> of the service. Innovation voucher schemes supported by strand 1 of this call should allow innovators or users to receive diverse services according to their needs, building upon the professional expertise from different regions in different CIP participating countries. This would contribute to better European-wide access to all forms of knowledge and support the creation of a European space for innovation support.

Innovation voucher schemes have been established in many European countries and regions to support innovation activities of SMEs. Experiences are very encouraging and confirm that innovation vouchers may indeed induce more innovation activities by SMEs and strengthen their ties with research and other knowledge providers. They have the potential to offer **flexible and non-bureaucratic innovation support “on demand”**, provided by the best available innovation experts and at the moment when it is needed. Such schemes should be implemented in all Member States as widely as possible in order to support the objectives of smart, sustainable and inclusive growth of the Europe 2020 strategy more effectively.

To fully unlock the transformative potential of innovative services based on GMES and GNSS, voucher schemes may play an important role. Such voucher schemes could help raise the demand for GMES and

<sup>10</sup> Innovation support services refer to services supporting all kinds of innovation, i.e. they are not limited to R&D services but can include other technology related services, innovation management, support to business partnering, collaboration with clients and users, etc.

<sup>11</sup> The reduced administrative burden is a common denominator for very diverse interventions such as light application procedure, faster approval, no documentation needs, no or light reporting, direct payment of invoice, etc.

GNSS based services and thus contribute to **better exploiting the investments made in the two systems**. Furthermore, they could stimulate entrepreneurship in this new technological field and contribute to the emergence of new industries driven by service innovation based on GMES and GNSS. Such innovative mobile services could also be used to better address a number of societal challenges identified in the Europe 2020 strategy and support the EU Innovation Partnerships<sup>12</sup> such as the ones on raw materials, sustainable agriculture and smart cities.

### 2.1.2. Expected activities

Under strand 1, the applicant shall launch concrete actions promoting innovative mobile services through new forms of innovation voucher schemes together with more horizontal support activities. The applicant may choose between implementing one of two different types of innovation voucher schemes:

- **“Type A” voucher schemes** shall address the specific needs of innovative mobile service companies that develop new services based on GMES and GNSS. “Type A” vouchers shall as a minimum provide access to services that raise the innovation capacity of companies based, for example, on the service approach developed by the IMP<sup>3</sup>rove European innovation management platform<sup>13</sup>. Other services may also be included. Particular attention shall be given to the needs for support of young companies (<5 years).
- **“Type B” voucher schemes** aim at promoting the wider use of innovative mobile services by companies or organisations from other sectors. “Type B” voucher schemes shall provide financial incentives to explore and test such innovative mobile concepts based on GMES and GNSS on a large scale and under real life conditions with end users in order to prepare for their a later integration in the products, processes and services of such end users. These voucher schemes could also be managed by intermediaries, such as cluster organisations. Users are allowed to test innovative service concepts from different CIP participating countries.

With "Type A" voucher schemes, services companies are the final beneficiaries of the vouchers and of the support services. For example, a company could use a “Type A” voucher to benefit from the expertise of an IPR specialist. An example for “Type B” voucher would be that a construction company would use the “Type B” voucher to pay a service company to develop a specific application using GMES or GNSS. For either scheme, **the service provision must be open to allow building upon professional expertise from regions in other CIP participating countries**.

Applicant shall address both GMES and GNSS applications in a balanced way. They are expected to provide a **detailed description of the activities planned to be undertaken**, including the objectives, implementation modalities and clear targets and indicators as well as an ex-post impact assessment.

**1. Designing and implementing a voucher scheme** of “Type A” and/or “Type B”, which allows innovators or users to receive diverse services according to their needs, building upon local professional expertise and expertise from at least one other CIP participating country. It should include the foreseen objectives and implementation modalities of the voucher scheme (i.e. the procedure for award and disbursement of vouchers, financial risk management<sup>14</sup>, the design of the service concepts and eligible services that can be delivered through the scheme, and the criteria for selection of service providers from the region and regions from other CIP participating countries). Service packages covered by the voucher scheme may either be pre-defined or agreed between the issuing organisation and the service provider upon demand. It is recommended to set up, during the action, a pool of experts

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<sup>12</sup> See <http://i3s.ec.europa.eu/commitment/43.html>

<sup>13</sup> Information on “IMP<sup>3</sup>rove” is available at [www.improve-innovation.eu](http://www.improve-innovation.eu)

<sup>14</sup> The third principle of the RIGA Declaration describes this as: “The administrative costs of implementing innovation voucher schemes should be kept as low as possible. The administrative procedures and control mechanisms should be proportionate to the size of the innovation vouchers and continuously be benchmarked against the ‘best in class’.”

The Riga Declaration is available at [http://www.europe-innova.eu/web/guest/home/-/journal\\_content/56/10136/286607](http://www.europe-innova.eu/web/guest/home/-/journal_content/56/10136/286607)

eligible for the vouchers. Applicants should explain in the proposal how such experts will be selected, in accordance with EU Financial Regulations<sup>15</sup>.

Preference will be given to such schemes that involve representatives from other regions in the selection of eligible service providers, with a view to implementing selection criteria that can serve as a model also for other regions in Europe.

2. **Mutual transnational policy learning:** This activity could include, for example, assessment of the overall strategy in support of GMES and GNSS downstream services, the quality of existing framework conditions and support mechanisms and options for better practices for innovation support services through analysis of baseline information and intelligence on needs and challenges, peer reviews and benchmarking exercises leading to the formulation of a detailed action plan and roadmap. In addition, visiting programmes to study other initiatives or related activities such as the large-scale demonstrators in the field of GMES and GNSS could be organised.

3. Designing and implementing a **matchmaking facility** that allows for innovative mobile services companies to meet innovation experts and exchange experience (“Type A”) or for companies or organisations from other sectors to meet innovative mobile services companies through regional or other events (“Type B”). These events should also provide specific facilitation and guidance to enhance the networking effects. The beneficiary is expected to establish an inventory of (the participating) innovative services companies that could also be used as the basis for the list of professional service providers eligible for the voucher scheme. It is advised to also build a transnational element into this facility, e.g. by inviting mobile services companies from regions in other CIP participating countries to participate.

4. **Facilitating clusters and networking activities** in the field of mobile services: This includes actions that further develop clusters and networks by encouraging cross-sectoral and transnational partnering between actors from different fields of competences. In order to build up the mutual trust and relationships vital for knowledge sharing and joint initiatives, the organisation of cluster or Business innovation centres twinning, business matchmaking events and staff exchanges between cluster managers could be undertaken. This could also involve analysing and mapping existing and future opportunities for GMES and GNSS based services resulting from cooperation with other industrial sectors.

Other activities may include supporting SME internationalisation through clusters. This involves actions to develop and test new or improved approaches to foster the internationalisation of cluster activities with a view to accessing foreign markets and cooperating with excellent partners globally. This could, for example, include specific actions to facilitate, through clusters, global market access for start-up companies from the given region or metropolitan area that have developed innovative solutions based on GMES and GNSS.

In this respect, applicants are encouraged to take account of, and associate themselves with the activities of the European Cluster Collaboration Platform and the European Cluster Excellence Initiative.

5. **Better business support:** These activities are aimed at enhancing the innovation capacity of SMEs including awareness raising, information and dissemination, training and mobility activities, networking and exchange of best practices, developing high-quality innovation support mechanisms and services with strong added value for SMEs (e.g. intellectual property and innovation management, knowledge transfer, innovative use of ICT and e-skills in SMEs), as well as assisting SMEs to connect with research and innovation partners across the CIP participating countries, allowing them to spin-in technology and develop their innovation capacity.

Specific activities could include, among others, the promotion of a wider use of existing coaching tools and methods. Support for innovation management for the growth phase of companies could also be

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<sup>15</sup> See [http://ec.europa.eu/budget/biblio/documents/regulations/regulations\\_en.cfm](http://ec.europa.eu/budget/biblio/documents/regulations/regulations_en.cfm)

included. Such support could be based on the European innovation management tool IMP<sup>3</sup>rove and could either be provided in the form “train the trainers” schemes or by supporting, for example through voucher schemes, the use of such certified trainers by companies directly<sup>16</sup>. It should be coherent and rely when applicable on existing relevant European initiatives<sup>17</sup>.

**6. Better access to finance:** This activity could include, for example, training and coaching mobile services companies to improve their investment readiness and facilitate access to finance. Building upon existing methodologies and schemes developed at European<sup>18</sup> level or through specific national<sup>19</sup> or regional investment readiness schemes, advanced support services could be used to coach companies that address the specific needs of mobile services companies in the growth phase, including management training, business skills for growth, skills on how to access investors and coaching for matchmaking opportunities.

Awareness raising actions should aim at raising the awareness of the investor community of the potential of mobile services as well as GMES information or GNSS signal, e.g. through pitching events, company case studies and training modules for investors. The aim of these actions would be to increase the interest of investors in this sector, explain the main financial parameters of new emerging industries based on advanced mobile technologies to them, and get them acquainted with the features of new markets in terms of customer profiling, preferences, technologies, business models, etc.

Other activities may aim at the provision of new funding possibilities for services companies. This task could be accomplished in different ways, for example by organising matchmaking events between regional companies and international investors, by setting up new local Business Angel funds or by promoting new forms of financing such as “crowd funding”.

All activities related to access to finance are very strongly encouraged to be coordinated, and find synergies with existing European initiatives.

**7. Better interoperability of GMES and GNSS based services (optional):** This support activity aims at establishing interoperability test beds and related activities in order to promote the interoperability of GMES and GNSS based services. The main focus of this action is on establishing activities supporting the interoperability and compatibility between services, which is defined as the ability of such services to work together and interact with other services, products and related IT systems without any operational, access or implementation restrictions.

This support action is motivated by the need to confront, as early as possible, the lack of effective interoperability of services in this emerging industry and, in particular, of standards that allow for interoperability between different IT based mobile services using the same or different standards. The lack of effective and efficient interoperable mobile services risks undermining the growth of key industries and markets in this field and thus their impact on European competitiveness. Such activities could include the establishment of local, 1-2 day plug-test events where developers could test their mobile applications and services for compatibility with the standard they use and for interoperability with other devices using the same standards. All activities in support of interoperability of GMES and GNSS based services should take account of the ongoing work under the specific interoperability action under EMMIA and be implemented in close cooperation with European standardisation organisations, notably ETSI<sup>20</sup>.

8. Applicants are also invited to include in their proposal communication and promotion activities in order to bring the coherence with the European programmes activities.

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<sup>16</sup> Information on “IMP<sup>3</sup>rove” is available at <https://www.improve-innovation.eu/>

<sup>17</sup> See <http://ec.europa.eu/youreurope/business/>

<sup>18</sup> See <http://access2finance.eu/>

<sup>19</sup> For example the British "Gateway2Investment" programme

See <http://www.g2i.org/what-is-understandmg-finance-for-business7/gateway2investment>

<sup>20</sup> See [www.etsi.org](http://www.etsi.org)

#### 2.1.4. Targeted applicants and expected experience

Consortia shall include **3 to 5 partners**.

Applications must include a minimum of one public regional or metropolitan governmental organisation that must either be responsible for or involved in the funding and/or implementation of a horizontal or specific innovation programme from which mobile services companies could benefit. This refers to national, regional and/or metropolitan public authorities themselves as well as to organisations mandated by such public authorities to implement innovation support programmes such as innovation or regional development agencies or cluster organisations.

The applicants must have the necessary expertise and resources to carry out the proposed activities. A **strong interest and experience in transnational cooperation** is an asset that should be specifically demonstrated. Making the voucher scheme open to the use of professional expertise from regions in other CIP participating countries is obligatory. **Eligibility criteria are specified in section 5, selection criteria in section 6 and evaluation criteria in annex 3.**

#### 2.1.5. Financial information

The EU contribution will cover a **maximum of 70 % of the total eligible costs**. The total duration shall be no more than 24 months. Reference is made to the General Conditions of the draft Grant Agreement (article II.20) regarding the rules for checks and audits.

Specific rules apply for the **eligibility of costs related to voucher schemes**: The current “Financial Regulation applicable to the general budget of the European Communities” and its implementing rules currently limit the possibility to award grants "en cascade" to third parties in the context of a project supported by an EU grant to a maximum of € 100.000 per project and a maximum individual grant to third parties of € 10.000<sup>21</sup>. Nevertheless, if and when this legal regulation is amended, adjustments might be possible during the negotiation phase before the signature of the Grant Agreement to take into account the regulation in force and to reach an appropriate balance between the number of beneficiaries and the available budget.

It will be considered as an added value to the project if the beneficiary can demonstrate a **direct leveraging effect** of the scheme by implementing, in parallel, other innovation support programmes, preferably voucher schemes, that will be open for using the same list of transnational professional service providers either in the region or in other regions. The beneficiary will have to demonstrate this direct leverage effect of the project.

In order to demonstrate the eligibility of vouchers as costs, the following data should be provided with the reporting, at the latest with the final report. The invoices from the service providers must also be presented as proof that the services have been performed.

Name of the awarding organisation				
Recipient of the voucher	Service provider	Title / subject of service	Date of voucher approval	Amount paid to service provider

<sup>21</sup> See [http://ec.europa.eu/budget/biblio/documents/regulations/regulations\\_en.cfm](http://ec.europa.eu/budget/biblio/documents/regulations/regulations_en.cfm)

## 2.2 STRAND 2: LARGE-SCALE DEMONSTRATORS IN SUPPORT OF GMES AND GNSS BASED SERVICES

### 2.2.1. Objectives

The concept of **large-scale demonstrators** is a new approach for stimulating innovation. It provides regions, or metropolitan governments, with a tool to better link all public and private actors, notably industry, knowledge service providers, research institutions, regulators and users/citizens to share knowledge, contribute practical experience, and articulate their needs and competences. At the same time, it offers a clear context and the right incentives for successfully developing, testing and implementing new approaches in addressing specific challenges and problems.

At the centre of large-scale demonstrators lies a staged approach that starts with the specific need or a vision for the future that is of importance to the area. It then works back from this challenge or policy objective to the potential technical and service innovation solutions and the corresponding support required. This coherent approach focuses on **finding solutions and systematically creating entrepreneurial opportunities** for the wider use of innovative technologies, goods and services by involving a wide range of stakeholders, industries and technologies. The aim is to offer new and better ways of attracting new customers and of better satisfying their changing needs. As a result, new competences may be shaped in the region that lead to competitive advantages offering global market opportunities.

The concept of large-scale demonstrators is already being tested under the European Mobile and Mobility Industries Alliance.

In the **specific case of this call**, a large-scale demonstrator will consist of a number of combined activities the objective of which may be twofold:

1. First, to demonstrate how innovative mobile services based on GMES and GNSS could address in an effective manner societal challenges. In this respect, the intention is to support the achievement of targets set up by the Europe 2020<sup>22</sup> strategy, supporting smart, inclusive and sustainable growth, while ensuring complementarity with the priorities foreseen under the future Horizon 2020 programme and to test the envisaged approach;

*Under Horizon 2020<sup>23</sup>, funding will be focussed on the following challenges: Health, demographic change and wellbeing; food security, sustainable agriculture, marine and maritime research and the bio-economy; secure, clean and efficient energy; smart, green and integrated transport; climate action, resource efficiency and raw materials; and inclusive, innovative and secure societies.*

2. Second, to demonstrate how innovative mobile services based on GMES and GNSS could support the emergence of new industries in a region or metropolitan area.

The large-scale demonstrator shall encourage activities with a strong and visible impact. It shall be based on a holistic approach that brings together a large number of regional innovation actors to create a favourable eco-system for innovative mobile services based on GMES and GNSS. Regional and metropolitan governments and business communities are thus called upon to create supportive technical infrastructures and business conditions that facilitate the take-up of innovative services based on GMES and GNSS in a given region or metropolitan area, paving the way for their possible deployment in other regions.

### 2.2.2. Expected work

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<sup>22</sup> See <http://ec.europa.eu/europe2020>

<sup>23</sup> See <http://ec.europa.eu/research/horizon2020>

In a first stage, applicants are requested to submit a "concept note" of maximum five pages and then, in a second stage upon selection, a full proposal aimed at launching a large-scale demonstrator to be co-funded by the European Commission. Following the evaluation of the "concept notes", a maximum of ten<sup>24</sup> applicants will be invited to prepare full and detailed proposals.

### 2.2.2.1 Concept note

In the concept note the applicant shall first provide a clear description of the objectives to be addressed by the large-scale demonstrator, including the specific **societal challenges** to be addressed on a large scale through innovative mobile services based on GMES and GNSS. In terms of "**emerging industries**" driven by service innovation based on GMES and GNSS, no sectoral limitations exist. However, the large-scale demonstrator should aim at the creation of new industrial structures driven by mobile services, such as through clusters and networks, and not be limited to firm level activities. For the objectives to be addressed by the large-scale demonstrator, clear and measurable impact indicators should be defined.

Secondly, the concept note shall outline the **overall approach** followed by the region or metropolitan area to address the identified objectives. It should explain how innovative services based on GMES and GNSS are expected to contribute to such an approach and how they could benefit from other ongoing or planned activities in the relevant area.

The concept notes will be evaluated against parameters such as the quality and potential impact of the overall strategy in support of mobile services in the region or metropolitan area, the quality and potential impact of the proposed concrete actions and of the policy learning, and the European added value brought about by the large-scale demonstrator. Evaluation criteria are presented in Annex 3.

### 2.2.2.2 Full proposal

Applicants that successfully pass the first stage of the selection procedure will be invited to submit a full proposal, including a detailed description of the innovation support and policy learning activities that they intend to launch in support of their overall strategy to promote mobile services through a large-scale demonstrator.

Applicants are expected to provide a **detailed description of the activities planned to be undertaken by the demonstrator**, including the objectives, implementation modalities and clear targets and indicators as well as an ex-ante impact assessment.

Mutual transnational policy learning activities shall be included as well. It could include, for example, assessment of the overall strategy in support of mobile services, the quality of existing framework conditions and support mechanisms and options for better practices for innovation support services through analysis of baseline information and intelligence on needs and challenges, peer reviews and benchmarking exercises leading to the formulation of a detailed action plan and roadmap. In addition, visiting programmes to study other large-scale demonstrators in the field of GMES and GNSS could be organised.

Closely linked to the large-scale demonstrator approach is the under going establishment of the **European Service Innovation Centre (ESIC)** by the European Commission in 2012. The objective of ESIC will be to improve awareness among European, national and regional policy makers of the contribution of the transformative power of service innovation to the development of emerging sectors and markets and its possible contribution to smart, sustainable and inclusive growth. To this end, ESIC will provide concrete and tailored support services and advice to a number of so-called model demonstrator regions in the form of policy briefings, mentoring and training with a view to fostering policy learning from existing good practice demonstrator examples. ESIC will also provide further information and intelligence on needs and challenges as well as assess, monitor and evaluate regional large-scale demonstrator strategies, their implementation and impact.

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<sup>24</sup> If additional money becomes available, this figure could be reconsidered.

In this respect, applicants may consider associating themselves with the work of ESIC and the model demonstrator regions that will use its services as well as with the ongoing large-scale demonstrator projects under EMMIA and the Creative Districts that will be selected following a separate call for proposals in 2012, for exchange of experience and mutual policy learning.

For such **international policy learning**, applicants are expected to provide input for workshops and to budget for the costs of participating in such meetings twice annually and to almost budget the cost of participation in a European conference on large-scale demonstrators to be organised by ESIC in 2013.

### 2.2.3. Targeted applicants and expected experience

Consortia shall include **3 to 5 partners**.

The lead partner or coordinator must be a regional or metropolitan organisation that is either responsible for or involved in the funding and/or implementation of a horizontal or specific innovation programme from which innovative mobile services companies could benefit. This refers to regional and metropolitan public authorities themselves as well as to organisations mandated by national and/or regional public authorities to implement innovation support programmes such as innovation or regional development agencies or cluster organisations. For the purpose of the large-scale demonstrator, members of a given consortium can all be located in the same region or metropolitan area.

The applicants must have the necessary expertise and resources to carry out the proposed activities. A **strong interest and experience in transnational cooperation** is an asset and should be specifically demonstrated. Eligibility criteria are specified under section 5, selection criteria under section 6 and evaluation criteria in Annex 3.

The **European added value** of the proposed large-scale demonstrator can be provided by various means. It can be provided either by including public innovation agencies from other CIP participating countries in the consortium with a view to facilitating exchange of experience, benchmarking and policy learning or by subcontracting activities to the same public agencies; by reserving a share of the budget for innovation support services or the buying-in of new innovative solutions to be provided from abroad.

### 2.2.4 Financial information

After evaluation of the concept notes, a maximum of ten<sup>25</sup> proposals will be invited to present a full proposal. Only the most promising proposals measured in terms of the best ranked proposals following evaluation on the basis of the established selection and award criteria will be retained for funding.

The EU contribution will cover a **maximum of 70 % of the total eligible costs**. The total duration shall be no more than 24 months. Reference is made to the General Conditions of the draft Grant Agreement (article II.20) regarding the rules for checks and audits.

## 3. INDICATIVE TIMETABLE

- |     |  |
|-----|--|
| (1) | Scheduled start date for the actions: <b>November 2012 (Strand 1) and December 2012 (Strand 2)</b> |
| (2) | Maximum duration of actions: <b>24 months (Strand 1 and 2)</b>                                     |

For Strand 2, following the evaluation of the concept note, successful applicants will be invited on July / August 2012 to submit a full proposal with a possible deadline in early October 2012.

<sup>25</sup> If additional money becomes available, this figure could be reconsidered.

The intention is to inform applicants of the outcome of the award procedure no later than the month of **October (Strand 1) and November (Strand 2) 2012.**

#### 4. EU FINANCING

The **maximum budget** allocated from the CIP-EIP Work Programme 2012 (ENT/CIP/12/C/N02C02) for this call for proposals is: **€ 2.500.000.**<sup>26</sup>

**Indicative breakdown** by individual objectives:

**Strand 1 GMES and GNSS based services voucher schemes: € 1.000.000**

**Strand 2 Large-scale demonstrators in support of GMES and GNSS based services: € 1.500.000**

The Commission services reserve the right to allocate the budget between the two strands based on the results of the evaluation.

- **Maximum EU co-financing rate** of eligible costs: up to 70 %.
- **Maximum EU co-financing ceiling** per project: **€ 500.000.**
- Proposals with a requested EU co-financing beyond any of the above two maxima will be ineligible. Please refer to section 5 below.

- Please note that one action under one strand may give rise to the award of only one grant from the European Union budget to any one beneficiary.
- **The indirect costs are eligible for flat-rate funding of maximum 7% of the total direct eligible costs.**
- EU financing can never cover 100 % of the costs of an action.
- **The Commission reserves the right to award a grant of less than the amount requested by the applicant.** In such cases, beneficiaries proposed for award will be asked either to increase their co-financing, propose other co-financing means or to decrease the total costs without altering the substance of the proposal. Grants will not be awarded for more than the amount requested.
- The publication of this call for proposals (on the Internet site and/or in the Official Journal) does not guarantee the availability of funds for the above actions.
- The Commission grant may not have the purpose or effect of producing a profit for the beneficiary. Profit is defined as a surplus of receipts over costs. The amount of the EU contribution will be reduced by the amount of any surplus.

#### 4.1. CO-FINANCING AND JOINT AND SEVERAL RESPONSIBILITY

The beneficiary shall supply evidence of the co-financing provided. It can be provided either by way of own resources, or in the form of financial transfers from third parties. For this call for proposals, the Commission does not accept co-financing in kind. Please refer to the Guide for Submission, chapter IV for further details.

All partners shall agree upon appropriate arrangements between themselves for the proper performance of the action.

In particular, they shall accept the joint and several responsibilities for any amount due to the Commission by anyone of them as stipulated in article II.18 of the grant agreement.

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<sup>26</sup> If additional money becomes available, the Commission services reserve the right to allocate it to the call without republishing it.

The final grant agreement shall be signed by each participating co-beneficiary unless a power of attorney is conferred to the appointed coordinator.

The EU co-financing rate of eligible costs is intended per period and per partner.

#### **4.2. SUBCONTRACTING**

**Subcontracting does not limit the responsibilities of beneficiaries.**

**Please note that the beneficiary (ies) has (have) to have the necessary capacity to perform the project. Only tasks that are not core business can be subcontracted to consultants.**

Please refer to the Guide for Submission and the model Grant Agreement for further details on subcontracting.

#### **4.3. PAYMENT ARRANGEMENTS**

The draft grant agreement annexed to this call for proposals specifies the payment arrangements in article I.5 for multiple beneficiary agreements. The agreement is attached for information only, and should not be submitted with the proposal.

Your attention is, in particular, drawn to part B of the General Conditions, article II.14, where the eligibility of costs is described. These costs are also further explained in chapter VI of the Guide for Submission.

#### **4.4. BUDGETARY FLEXIBILITY**

When deemed necessary in case part of the amount available for grants is not awarded, this can be redirected for use in favour of other proposals that have been selected for award in the other strand of the same call and for use in other calls.

### **5. ELIGIBILITY**

**APPLICATIONS MUST COMPLY WITH ALL OF THE ELIGIBILITY CRITERIA SET OUT IN THIS SECTION.**

#### **5.1. GEOGRAPHICAL ELIGIBILITY**

Applications from legal entities established in one of the following countries are eligible:

- (1) - EU Member States
- (2) - Non-EU-member countries that are participating in the Entrepreneurship and Innovation Programme (EIP) of the Competitiveness and Innovation Programme, which include Norway, Iceland, Liechtenstein, Croatia, the former Yugoslav Republic of Macedonia, Montenegro, Turkey, Serbia and Albania.<sup>27</sup>

The Commission may select proposals from applicants in non-EU countries, provided that, on the date of selection, agreements have been signed setting out the arrangements for the participation of those countries in the programme established by the Decision referred to under point 1 of this call.

<sup>27</sup> For more information on the CIP, see [http://ec.europa.eu/cip/faq/index\\_en.htm](http://ec.europa.eu/cip/faq/index_en.htm)

The transnational nature of the project must be demonstrated by submitting form A/4 to the submission set duly filled in and signed by the partner organisations in order to confirm their participation (original signatures required).

## 5.2. LEGAL STATUS ELIGIBILITY

The eligibility criteria apply to both lead applicant and partners.

In what follows, “partners” are to be understood as any potential co-signatory of the future grant agreement subject to this call, and as proposed by the applicant coordinator.

1. Applicants will act in consortium with partner organisations; the consortia will exist of 3 to 5 partners, the lead organisation included;
2. Partners of the lead organisation must satisfy the same eligibility criteria as those for the applicant; the applicant shall be the coordinator;
3. Applications must be submitted by a legal person;
4. Corporate bodies must be properly constituted and registered under the law. If a body or organisation is not constituted under the law, a physical person must be designated to undertake the legal responsibility;
5. Applicants must correspond to the definition of the following target organisations:

Applications must include a **minimum of one** national, regional and/or metropolitan organisation that is either responsible for or involved in the funding and/or implementation of a horizontal or specific innovation programme from which innovative mobile services companies could benefit. This refers to national, regional and metropolitan public authorities themselves as well as to organisations mandated by national and/or regional public authorities to implement innovation support programmes such as innovation or regional development agencies or cluster organisations; for strand 2, this organisation should also be the lead partner/coordinator.

## 5.3. EXCLUSION CRITERIA

**By using the “Exclusion Criteria Form” (form D attached to the “Submission Set)** applicants shall declare on their honour that they are not in one of the situations referred to in Articles 93 and 94 of the Financial Regulation.

Please note that, according to articles 96 and 114 of the Financial Regulation applicable to the general budget of the European Communities and according to article 134b of the Commission Regulation (EC, Euratom) n° 2342/2002 of 23 December 2002<sup>28</sup> laying down detailed rules for the implementation of Council Regulation (EC, Euratom) n° 1605/2002 on the Financial Regulation applicable to the general budget of the European Communities<sup>29</sup>, administrative and financial penalties may be imposed by the Commission on applicants who are excluded in relation to points a) to h) of the form in question.

## 5.4. ELIGIBLE PROPOSALS

Applications must comply with the following conditions in order to be eligible for a grant:

1. Any one partner can only apply for/participate in one single large-scale demonstrator.
2. Applications must be signed, dated and complete, using the standard submission set. All forms must be submitted in their original form with original signatures.

28 As amended by Commission Regulation 1261/2005 of 20 July 2005, Commission Regulation 1248/2006 of 7 August 2006 and Commission Regulation 478/2007 of 23 April 2007

29 As amended by Council Regulation 1995/2006 of 13 December 2006

3. Applications must be submitted timely, in conformity with the specifications for the submission of proposals (see point 8 below).
4. Only projects that are strictly non-profit-making and/or whose immediate objective is non-commercial shall be eligible.
5. Applications must respect the maximum EU contribution as laid out in section 4.
6. Applications must respect the maximum duration of projects (see section 4).

In this context, any project that is directly or indirectly contrary to EU policy or against public health, human rights, citizen's security or freedom of expression will be rejected.

All proposals that fulfil the eligibility criteria will be evaluated in the selection phase in order to determine their financial and technical capacity.

## 6. SELECTION

The following sets out the basis for the evaluation of applicants' capacities in relation to the action. Please refer also to chapter IV of the Guide for Submission for further details.

### 6.1. APPLICANTS' FINANCIAL CAPACITY TO COMPLETE THE PROPOSED ACTION

Applicants must show they have stable and sufficient sources of funding to ensure the continuity of their organisation throughout the project and, if necessary, to play a part in financing it.

The obligation to provide the supporting documents serving as proof of financial capacity does not apply to applications for grants with an EU co-financing amount of less than € 25.000 (this threshold refers to the total of grants received by a single beneficiary during one financial year). However, the applicants in question shall submit a declaration on honour for the purpose of proving the financial and technical capacity.

### 6.2. APPLICANTS' OPERATIONAL CAPACITY TO COMPLETE THE PROPOSED ACTION

Applicants must show they have the operational (technical and management) capacity to complete the operation to be supported and must demonstrate their capacity to manage the scale activity corresponding to the size of the project for which the grant is requested. In particular, the team responsible for the project/operation must have adequate professional qualifications and experience. Applicants will therefore include in the proposal curriculum vitae of the main members of the team that will actually be performing the work and professional references and details of similar past projects.

Applicants must be directly responsible for the preparation and management of the action, not acting as an intermediary. They must provide information about their capacity to carry out the expected activities and demonstrate their experience (or strong interest) in working with other parties in transnational projects. The coordinator must demonstrate a strong management experience of international consortia of relevant size.

It may be possible to entrust other organisations through a procurement contract with specific tasks, for which the responsibility will, however, remain with the beneficiary (**subcontracting**). Such tasks must be clearly explained in the proposal, and the subcontractor must be selected through a competitive procedure and in accordance with the General Conditions of the Grant Agreement.

The selection criteria specific to each strand are as follows:

#### **Strand 1**

Applicants must demonstrate:

- that each partner has a strong experience in the design and/or implementation of innovation support programmes and actions from which innovative mobile service companies could benefit, as well as the financial and organisational means to launch concrete actions at own initiative and expense;
- that it is committed to share experience and work together in support of innovative enterprises in Europe, particularly SMEs. The applicant should have a strong interest in transnational cooperation with other public organisations or innovation agencies responsible for the design and/or management of innovation voucher programmes and the necessary expertise and resources to carry out the proposed activities.
- that the lead partner or coordinator has strong management experience of international consortia of relevant size.

**Strand 2**

Applicants must demonstrate:

- that each partner is committed to share experience and work together in support of innovative enterprises in Europe, particularly SMEs. Participating organisations should have a strong interest in transnational cooperation with other public governmental organisations or innovation agencies responsible for the design and/or management of innovation support programmes and actions and the necessary expertise and resources to carry out the proposed activities;
- that the lead partner or coordinator has strong management experience of international consortia of relevant size.

**7. AWARD**

An evaluation of the quality of concept notes and full proposals, including the proposed budget, will be carried out in accordance with the evaluation criteria set out in annex 3 to this call for proposals.

The complete selection and evaluation procedure is described in chapters IV and VII of the Guide for Submission in annex 2.

## 8. SUBMISSION OF PROPOSALS

Please consult chapter I of the Guide for Submission for the modalities of preparing the proposal. In addition to the proposal submission forms, applicants are invited to provide an estimate of the cost of project management activities<sup>30</sup> as a percentage of the total eligible costs with a view to facilitating the assessment of the cost-effectiveness of the project management. This estimate will be assessed in the context of the award criteria relating to budget and cost-effectiveness (see annex 3 and 4).

Please note that the submission procedure is different for the two strands of this call. For strand 1, a standard one-step electronic submission procedure applies, whereas for strand 2, a two-stage submission procedure is applied as set out below.

### **Strand 1: One-step submission procedure**

**Please note that electronic submissions are mandatory for Strand 1 through the EPSS system.** A direct link will be made available on the dedicated web page of DG Enterprise and Industry: <http://ec.europa.eu/enterprise/contracts-grants/calls-for-proposals/>

**The deadline for submission of full proposals is:**

**6/07/2012**

### **Strand 2: Two-stage submission procedure**

#### **▪ Stage 1: The concept note**

In stage 1, the lead applicant or coordinator is invited to present in a concept note of maximum 5 pages its planned work to implement the large-scale demonstrator. The concept note must include a description of the objectives, main activities, implementation modalities, list of other beneficiaries (sufficient to satisfy the eligibility criterion on minimum participation provided in section 5.2 above), expected results and funding arrangements. This concept note will be evaluated against a limited range of criteria (see annex 3). The elements assessed on the basis of the concept note may not be modified by the applicant in the full proposal.

In the concept note, the lead applicant or coordinator must only provide an estimate of the costs and funding arrangements of the action together with the amount of contribution and percentage requested from the European Commission. Only those applicants invited to submit a full proposal in stage two will be required to present a detailed budget. The EU contribution may not vary from the initial estimate by more than 20% and cannot exceed the maximum EU financial contribution for each co-funded action mentioned in section 4 above.

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<sup>30</sup> Project management activities costs shall include: - the eligible costs of obtaining audit certificate(s) by each partner; - the eligible costs of obtaining any financial security such as bank guarantees when requested by the Commission; the eligible costs of producing the periodic reporting documents; - the maintenance of the consortium agreement. Only the lead partner or coordinator may include in its management activities costs: - the eligible costs of compiling and delivering periodic reporting documents to the Commission for the whole consortium; - eligible costs related to formal contacts and correspondence with the Commission.

For a given proposal, the lead applicant or coordinator acts as the single point of contact between the applicants and the Commission. The lead applicant or coordinator is responsible for the overall planning of the proposal and for building up the consortium that will implement the action. Only this organisation is formally involved in stage one of the submission procedure. Letters confirming the intention of all other partners or beneficiaries to participate in the proposed action should be attached as annexes.

The stage one evaluation of the concept note will be based on:

- the concept note (maximum 5 pages on A4 format drafted in English);
- the proposal submission forms A/1 duly completed, including the list of all beneficiaries;
- ~~the Exclusion Form D duly signed (see the call submission set);~~
- the letters confirming the intention of all other partners/beneficiaries to participate in the proposed action;
- ~~the supporting documents provided by the applicant in the context of the selection phase (please refer to section 6 above).~~

Please note that only the concept note will be evaluated. It is therefore of utmost importance that this document contains all of the relevant information concerning the action. No other annexes should be sent except those mentioned above.

**Please note that electronic submissions are not possible for stage 1 of Strand 2 (submission of the concept note).**

**The deadline for submission of the concept note (with annexed documents) is:**

**27/06/2012**

Concept notes must be:

**a) Either sent by registered mail**, (date of postmark serving as evidence of timely delivery); to the following address:

European Commission Enterprise and Industry Directorate-General <b>Call for proposals No: 42/G/ENT/CIP/12/C/N02C02</b>  Directorate H: Space Security and GMES, Unit H.5: Administrative, Finance and Communication  <b>BREY 9/186</b> B-1049 Brussels, Belgium
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**b) Or sent by courier services** (date of deposit slip serving as evidence of timely delivery), to the address below,

c) **Or delivered by hand**, in person or by an authorised representative (date of acknowledgement of receipt by the Commission serving as evidence of timely delivery) to the following address:

European Commission  
Enterprise and Industry Directorate-General  
**Call for proposals No: 42/G/ENT/CIP/12/C/N02C02**

Directorate H: Space Security and GMES, Unit H.5: Administrative, Finance and Communication

**BREY 9/192**

**Service central de réception du courrier**  
**Avenue du Bourget, 1-3**  
**B-1140 Bruxelles, Belgique**

How to reach avenue du Bourget 1-3 : [http://ec.europa.eu/enterprise/calls/hand\\_delivery.html](http://ec.europa.eu/enterprise/calls/hand_delivery.html)

In case of hand-delivery, a receipt must be obtained as proof of submission, signed and dated by the official in the Commission's central mail department who took delivery. This department is open from 08.00 to 17.00 from Monday to Thursday and from 08.00 to 16.00 on Friday; it is closed on Saturdays, Sundays and Commission holidays.

Please note that for security reasons hand deliveries (including courier services) are not accepted in other Commission buildings.

Applicants selected for stage 2 will be informed of the procedures for the submission of the full proposal.

▪ **Stage two: Full proposals**

A maximum of ten<sup>31</sup> applicants with the highest scores for the evaluation criteria for stage one and respecting the threshold mentioned in Annex 3 are then invited to submit full proposals based on the initial concept note by a date specified by the Commission. This date will allow at least six weeks for the preparation of the full proposal.

The objectives of the full proposal must be consistent and in accordance with the successful concept note, extending it by providing full details about the approach, the specific work plan, the budget, etc.

The stage two evaluation of the full proposal is an evaluation against each of the criteria as explained in annex 3. It is not a complementary evaluation. Scores achieved by the stage one proposal are not taken into account in the stage two evaluation.

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<sup>31</sup> If additional money becomes available, this figure could be reconsidered.

The indicative deadline for submission of full proposals is:

**04/10/2012**

Please note that electronic submissions are mandatory for stage 2 of Strand 2 through the EPSS system. Applicants selected following stage 1 will receive more detailed information in due time.

**Applicants shall carefully observe the indications below in order that concept notes and full proposals reach their exact destination in due time.**

## **9. CONTACTS**

Contacts between the contracting authority and potential applicants can only take place in certain circumstances and under the following conditions only:

- Before the final date for submission of proposals, at the request of the applicant, the Commission may provide additional information solely for the purpose of clarifying the nature of the call.

Any requests for additional information must be made in writing only to the coordinates stated below.

The Commission may, on its own initiative, inform interested parties of any error, inaccuracy, omission or other clerical error in the text of the call for proposals.

Any additional information including that referred to above will be published on the internet in concordance with the various call for proposals documents.

- After the deadline for submission of proposals:
- If clarification is requested or if obvious clerical errors in the proposal need to be corrected, the Commission may contact the applicant provided the terms of the proposal are not modified as a result.
- If the authorising officer finds that those proposals, which have been listed for award needs limited adaptations to their proposal. In such case, these applicants will receive a formal letter setting out the requested modifications. Any such modifications must stay within the limits of the request. This phase will not lead to a re-evaluation of the proposals, but a proposal might be rejected if refusing to ensure a positive follow-up to the request.

### **Contact coordinates for the call:**

European Commission

Enterprise and Industry Directorate-General

*Directorate H: Space Security and GMES, Unit H.5: Administrative, Finance and Communication*

E-mail address: [ENTR-call-EMMIA-II@ec.europa.eu](mailto:ENTR-call-EMMIA-II@ec.europa.eu)

Office address: BREY 9/192, B-1049 Brussels, Belgium

## **10. ANNEX 1 - SUBMISSION SET**

The Submission Set for full proposals will be available on the EPSS system.

## **11. ANNEX 2 - GUIDE FOR SUBMISSION**

The Guide for Submission can be downloaded from the following page:  
<http://ec.europa.eu/enterprise/contracts-grants/calls-for-proposals/>

## 12. ANNEX 3 - EVALUATION CRITERIA

For the evaluation of the proposals, the following criteria will be taken into account.

### Strand 1: GMES and GNSS based services voucher schemes:

EVALUATION CRITERIA AND KEY ELEMENTS LIKELY TO BE ASSESSED BY THE EVALUATION COMMITTEE	MAX. SCORE
<b>1. Relevance</b> <ul style="list-style-type: none"> <li>- How relevant is the proposal in response to the objectives of the call?</li> <li>- To what extent are the expected activities covered by the proposal?</li> <li>- To what extent do the proposed activities demonstrate a clear European added value?</li> </ul>	<b>15</b>
<b>2. Potential Impact</b> <ul style="list-style-type: none"> <li>- To what extent do the proposed activities cover a wide geographical range and number of relevant stakeholders to ensure European visibility?</li> <li>- To what extent does the proposal foresee to contribute to and cooperate with other regional and European level initiatives?</li> <li>- Will the action establish an image of excellence, competence and professionalism?</li> <li>- How well the dissemination plan is synchronised with the expected project output and target groups?</li> <li>- How many financial resources will be mobilised directly for the action in addition to the expected EU contribution (direct impact of the action)?</li> <li>- What would be the potential indirect impact (e.g. extra funding mobilised via other projects) resulting from the new tools and mechanisms developed by the proposed action?</li> <li>- How realistic is the strategy and likelihood to achieve the targets for direct and indirect impact, including the level of commitment by the applicant to reach this?</li> <li>- To what extent are the proposed instruments and approaches in support of GMES and GNSS based service innovation in mobile services replicable and scalable?</li> <li>- To what extent are service innovation support activities effectively targeting the generation of innovative service solutions addressing societal challenges?</li> <li>- To what extent do the innovation support activities integrate with existing European networks providing support to mobile services companies?</li> <li>- Does the proposal include an effective approach to reach innovative mobile services companies and innovation intermediaries throughout Europe?</li> </ul>	<b>50</b>

<ul style="list-style-type: none"> <li>- To what extent do the proposed activities contribute to the creation of more mobile services companies with high growth potential?</li> </ul>	
<b>3. Quality</b>	<b>20</b>
<ul style="list-style-type: none"> <li>- To what extent are the proposed activities well described and appropriate to address the particular needs and challenges of innovative mobile services companies?</li> <li>- To what extent do the proposed activities build upon existing good practice for innovation support in this field?</li> <li>- To what extent is the consortium qualified to carry out the proposed actions in an effective manner?</li> <li>- Are the proposed coordination mechanisms sufficiently robust to ensure the goals of the action?</li> <li>- How well described and realistic are the proposed performance indicators?</li> <li>- How good is the approach to developing a successful exit strategy?</li> </ul>	
<b>4. Budget and cost-effectiveness</b>	<b>15</b>
<ul style="list-style-type: none"> <li>- To what extent is the proposed budget clear and detailed?</li> <li>- Is the budget breakdown per activity realistic and reasonable for the proposed activities to be completed successfully?</li> <li>- To what extent is the proposed expenditure necessary for the implementation of the activities? Are the tasks adequately funded so that the new tools will be sufficiently tested?</li> <li>- How realistic is the proposed co-funding? Are the own resources mobilised sufficient to ensure good quality and high impact?</li> <li>- To what extent is the amount requested in accordance with the expected results? Is the proposal offering sufficient value-for-money?</li> </ul>	
<b>Maximum total score</b>	<b>100</b>

If a total score lower than 70 points or a score lower than 50% for any of the above ~~five~~ four criteria is obtained, the proposal will not be evaluated further.

## Strand 2: Large-scale demonstrators in support of GMES and GNSS based services

### Stage one: The concept note

EVALUATION CRITERIA AND KEY ELEMENTS LIKELY TO BE ASSESSED BY THE EVALUATION COMMITTEE	MAX. SCORE
<b>1. Relevance</b>	<b>15</b>
How relevant is the proposal to the objectives of the action?	
How clearly are the proposed actions defined and the organisations involved strategically chosen in this respect?	
<b>2. Impact</b>	<b>10</b>
What is the expected outcome, the potential impact and added value of the project and what can be the multiplier effect of the project to further promote GMES and GNSS based service innovation in the EU?	
<b>3. Quality</b>	<b>10</b>
How coherent is the overall design of the action, how ambitious is the proposed work plan and to what extent does it cover the activities described in the Call text?	
<b>4. Budget</b>	<b>5</b>
To what extent are budget estimates consistent and necessary to implement all project activities planned?	
<b>Maximum total score</b>	<b>40</b>

If the total score is lower than 20 points or the score obtained for any of the above four criteria is lower than 50%, the proposal will not be evaluated further.

## Stage two: The full proposal

EVALUATION CRITERIA AND KEY ELEMENTS LIKELY TO BE ASSESSED BY THE EVALUATION COMMITTEE	MAX. SCORE
<b>1. Relevance</b>	<b>15</b>
<ul style="list-style-type: none"> <li>- How relevant is the proposal in response to the objectives of the call?</li> <li>- To what extent are the expected activities covered by the proposal?</li> <li>- To what extent do the proposed activities demonstrate a clear European added value?</li> </ul>	
<b>2. Potential Impact</b>	<b>50</b>
<ul style="list-style-type: none"> <li>- To what extent are the proposed activities capable of reaching out to European markets and innovation policy programmes to ensure European visibility?</li> <li>- To what extent does the proposal foresee to contribute to and cooperate with other relevant regional, national and European level initiatives?</li> <li>- To what extent will the action establish an image of excellence, competence and professionalism?</li> <li>- How many financial resources will be leveraged directly and indirectly for the action by the consortium in addition to the expected EU contribution?</li> <li>- How well will local business support eco-systems be leveraged in support of GMES and GNSS based service innovations in mobile services industries?</li> <li>- How well do the innovation support activities integrate with existing European networks or initiatives providing support to mobile services?</li> <li>- How realistic is the strategy to provide innovation support activities resulting from the project and addressing societal challenges locally and on a European scale?</li> <li>- To what extents are the proposed new instruments and approaches in support of GMES and GNSS based service innovation in mobile services industries in the different policy areas replicable and scalable?</li> <li>- To what extent do the proposed activities contribute to the creation of more mobile services companies with high growth potential?</li> </ul>	
<b>3. Quality</b>	<b>20</b>
<ul style="list-style-type: none"> <li>- To what extent are the proposed activities well described and appropriate for addressing the particular needs and challenges of innovative mobile services companies?</li> <li>- To what extent do the proposed activities build upon existing good practice for innovation support in this field?</li> <li>- To what extent is the consortium qualified to carry out the proposed actions in an effective manner?</li> </ul>	

<ul style="list-style-type: none"> <li>- Are the coordination mechanisms proposed sufficiently robust to ensure the goals of the action?</li> <li>- How well described and realistic are the proposed performance indicators?</li> </ul>	
<b>4. Budget and cost-effectiveness</b>	<b>15</b>
<ul style="list-style-type: none"> <li>- To what extent is the proposed budget clear and detailed?</li> <li>- Is the budget breakdown per activity realistic and reasonable for the proposed activities to be completed successfully?</li> <li>- To what extent is the proposed expenditure necessary for the implementation of the activities?</li> <li>- To what extent is the amount requested in accordance with the expected results? Is the proposal offering sufficient value-for-money?</li> </ul>	
<b>Maximum total score</b>	<b>100</b>

If a total score lower than 70 points or a score lower than 50% for any of the above ~~five~~ four criteria is obtained, the proposal will not be evaluated further.

### 13. ANNEX 4- DRAFT GRANT AGREEMENT

See separate document available on <http://ec.europa.eu/enterprise/contracts-grants/calls-for-proposals/>