

**EuroCPS 3<sup>rd</sup> call**  
**GUIDE FOR**  
**APPLICANTS**

Participating in the competitive third call for industrial experiments in an ICT integrated project or network of excellence (EuroCPS, Grant agreement number: 644090)

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# 1. General information

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EuroCPS is part of Smart-Anything-Everywhere Initiative ([www.smartanythingeverywhere.eu](http://www.smartanythingeverywhere.eu)) under Horizon 2020 Leadership in Enabling Industrial Technologies (LEIT) which aims to generate new and breakthrough technologies, boost competitiveness, to create jobs and to support growth by offering a European-wide network of Design Centers (competence partners & platform providers). The major objective is to initiate new business and innovation opportunities between SMEs and new entrants with major CPS-platform providers and competence centers. EuroCPS provides great opportunities for innovator entities (SMEs and new entrants) to exploit the new emerging market of the Internet of Things (IoT) by aggregating value chains to lower the barriers for designing and optimizing novel CPS solutions, from components to systems.

The **Guide for Applicants** contains the basic information needed to guide you in preparing a proposal to submit to EuroCPS Open Call. It gives introduction on how to structure your proposal. It also describes how the proposal should be submitted, and the criteria on which it will be evaluated.

The proposer which is selected will be required to sign a standard agreement, a model example of **which can also be found at the <https://www.eurocps.org/innovators-projects/open-calls/> website.**

This Guide for Applicants does not supersede the rules and conditions laid out, in particular, in Council and Parliament decisions relevant to the H2020 framework programme.

## 1.1 Funding of participations

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The expected average cascade funding per applicant is €50.000 with a maximum of €70.000 for one industrial experiment. Applicants may have more than one experiment funded, with a total funding of all experiments below €150.000. The funding rate is 70% of the budget. Further in-kind support in form of coaching by competence centers and technology access and assistance from platform partners is provided on top of the cascade funding contribution.

# How to prepare and submit a proposal

## 1.2 One stage submission

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Proposals for selection to EuroCPS IE are submitted in a single stage, by submitting a complete proposal for application which is prepared as described in Annex 1 of this document.

## 1.3 Proposal language

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The proposal must be prepared in English. Proposals submitted in any other language will not be evaluated.

## 1.4 Submission of proposals

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Proposals must be submitted electronically in PDF format to the address given in the call announcement.

Before submitting your proposal, it is essential to choose one partner of each of the three fields: competence, platform and networking.

If you discover an error in your proposal and, provided the call deadline has not passed, you may submit a new version. Only the last version received before the call deadline will be considered in the evaluation.

Proposals must be received by the closing time and date of the call (a Wednesday at 5:00pm CET). Late proposals or proposals submitted to any other address or by any other means will not be evaluated.

The proposals will be evaluated as submitted; after the close of call no addition or changes to received proposals shall be taken into account.

Do not wait until the last minute to submit your proposal. Failure of your proposal to arrive on time for any reason, including communication delays, is not acceptable as an extensive delay circumstance (extenuating). The time of receipt of your message as recorded by the email system will be definitive.

## 1.5 Acknowledgement of receipt

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The submission of each proposal will be confirmed by the proposal submission system. As soon as possible after the closure of the call and per receipt of each proposal, an acknowledgement of receipt will be emailed to you by EuroCPS project, see Annex 3 of this document. The sending of an acknowledgement of receipt does not imply that your proposal has been accepted as eligible for evaluation.

## 2 Proposal evaluation and selection

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### 2.1 Proposal evaluation

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The EuroCPS project will evaluate proposals received in the light of the criteria that governed the Commission's original evaluation and selection of their projects, using the form shown in Annex 2 of this document and with the assistance of three experts who are independent of any member of the consortium and of any proposer. The experts will be individuals from different sectors: science, industry and with experience in the field of innovation. These experts are internationally recognised authorities in the relevant specialist area. The three chosen experts will sign a NDA with the Euro CPS coordinator.

Each independent expert will record his/her individual opinion of each proposal on the attached form. The scoring will also include a level of confidence of the technical reviewers (Good / Moderate / Low). They will then meet or communicate together to prepare a "consensus" form for each proposal representing opinions and scores on which all will agree and all will sign (an example can be found in annex 2).

Using the results given on the consensus form, the experts will generate a ranked list, or several ranked lists if the call is in different parts. If two or more proposals are tied with the same overall score, the experts will rank them using any appropriate discriminating element related to the call.

### 2.2 Evaluation criteria

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The evaluation of IE proposals will be based on scores given according to the three basic criteria:

#### 1. Excellence

- How well the proposed technology addresses the challenge as detailed in the respective challenge description.
- How well does the proposed technology integrate the required functionalities? How intuitive is the technology for the end users? How easy can the technology be integrated in the environment? How robust is the technology? Does it solve specific technological challenges (mobility, communication, etc.)?
- To what extent shows the proposal a clear plan for development of a working solution.

#### 2. Impact

- Does the IE clearly identify a partner (part of the consortium) who will bring the technology to the market?
- Business Plan
  - Does the IE include a commitment to the commercialization of the technology?
  - To what extent has the proposal the potential to address future/wider challenges in the area.
  - Return on investment: time span required to have the break even with the purchase of the device.
  - Time to commercialization.
  - Marketability.
- The price of the solution (including installation, training, maintenance, etc.) for total cost – independence of the business model (sale or leasing).

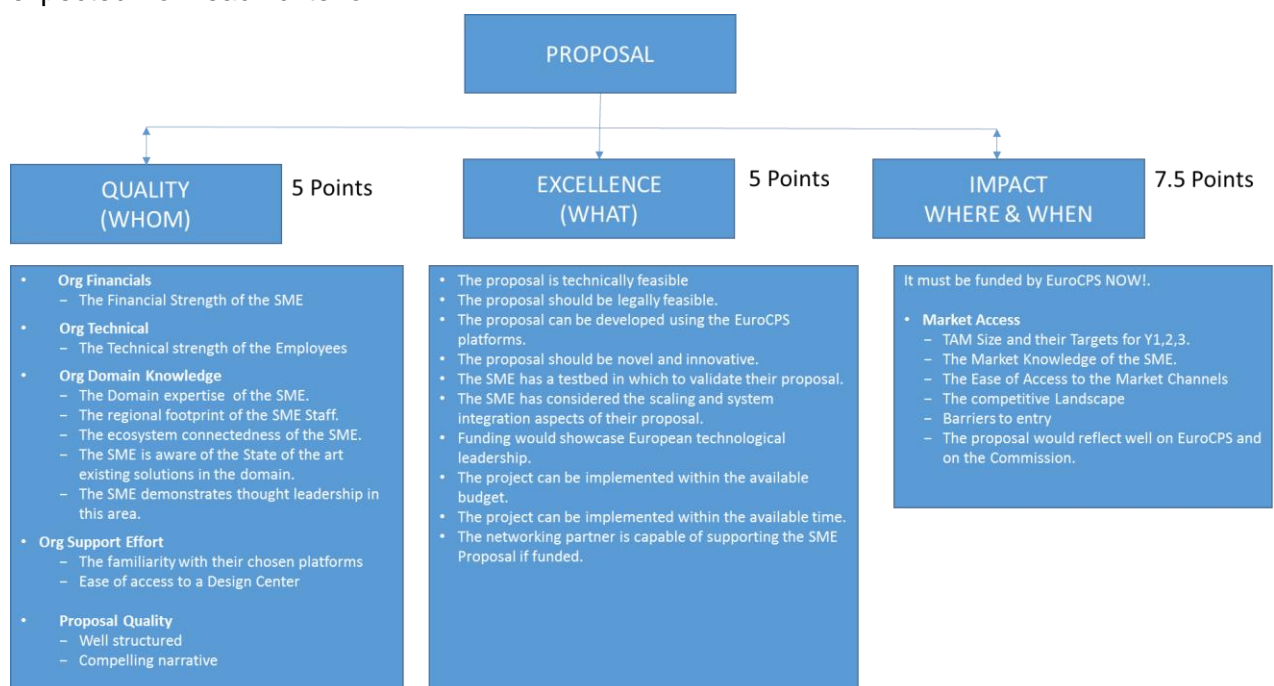
### 3. Quality and efficiency of the implementation

- How effectively will be the IE managed?
- To what extent appears the consortium to have dedicated the resources (e.g. human capital, equipment, man hours, etc.) necessary to perform the scope of the proposal.
- To what extent the crucial risk (technological, commercial and other) to IE success appear to have been identified and how effectively these will be managed.

The evaluation will be done by at three external experts, which are independent and free of any conflict of interest (signed NDA). A 0-5 score will be given by each evaluator for each criterion which then is multiplied with the weighting factor equal to 1.0 for QUALITY and EXCELLENCE and 1.5 for IMPACT. Thus the total number of points per criterion per evaluator is:

1. Quality: 5 points
2. Excellence: 5 points
3. Impact: 7.5 points

The next figure gives several sub-criteria to help to prepare the proposal explaining what is expected from each criterion.



## 2.3 IEs selection

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Three independent experts from different sectors will evaluate all eligible proposals with respect to:

- Scientific and/or technological excellence
- Quality and efficiency of the implementation and management
- Potential impact through the development, dissemination and use of the project
- Level of confidence

For SW and system integration projects, industrial experiments with high technology readiness level (TRL) are required with a demonstrator prototype as outcome. The prototype may also be used as a first generation product. For CPS with innovative components projects, proof of concept with emulation and simulation is expected.

The expected maximum duration of the industrial experiment is 12 months.

## 3 Support to proposers

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### 3.1 Call Helpdesk

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For further information on the call, contact our help-desk:

**Name:** Dr. Markus Pfeffer  
**Email:** markus.pfeffer@iisb.fraunhofer.de  
**Tel:** +49(0)9131761114

### 3.2 Networking partners

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The EuroCPS project supports networking partners which can be very helpful to organisations either from their country or not both in general advice and on preparing proposals. Information about EuroCPS networking can be found on EuroCPS website: <https://www.eurocps.org/design-centers/>

### 3.3 Ethical issues

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EuroCPS to be ethic compliance didn't forecast any ethical issues, consequentially for the acceptance of the proposals; it is required to be not directly involved in ethical issues and to guarantee the ethical compliance during their implementation action.

### 3.4 The Intellectual Property Rights

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For all questions on intellectual property rights please see the standard agreement, which is available at <https://www.eurocps.org/innovators-projects/open-calls/>.



# Annex 1 – Proposal Format

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**Call Information:**

Identifier: EuroCPS03 call

INTEGRATED PROJECT full name: European Network of competencies and platforms for Enabling SME from any sector building Innovative CPS products to sustain demand for European manufacturing

Acronym: EuroCPS

Grant agreement number: 644090

Deadline: Wednesday **01. June 2016, 5pm** (Brussels time)

*IE Acronym*

*IE Full name*

*IE Coordinator Name*

*IE Coordinator Organisation*

*IE Coordinator Phone*

*IE Coordinator e-mail*

*Date of Preparation*

*Version*

Networking partner (Applicants have to contact any of the EuroCPS Networking partners to submit an eligible proposal):

Platform provider (more than one platform might be accessed by the proposal):

**Email address to which the Acknowledgement of Receipt should be sent:**

*(insert)*

## Proposal Abstract

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Mandatory (max. 2000 characters)

## Table of Contents

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# Abbreviations used in this document

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Abbreviation / acronym	Description
...	
...	

## Cost and funding breakdown

Participant Number	Participant short name	Estimated eligible costs					
		Effort (PM)	Personnel Costs (€)	Other Direct costs (€)	Indirect costs (€)	Total costs(€)	Requested Funding (€)
<b>Total</b>							

*In column 'Effort', insert the required person months for the work involved.*

*In column 'Personnel Costs', insert your personnel costs for the work involved.*

*In column 'Other Direct costs', insert any other direct costs, for example material or travel costs.*

*In column 'Indirect costs', insert your indirect (overhead) costs, 25 % of all your direct costs.*

*In column 'Total costs', calculate the sum of all your indicated costs.*

*In column 'Requested Funding', insert your requested EC contribution.*

*You may request up to 70% of the total costs\*.*

*Within the industrial experiment no subcontracting for R&D work is eligible.*

*\*) The expected average cascade funding per applicant is €50.000 with a maximum of €70.000 for one industrial experiment. Applicant may have more than one experiment funded, with a total funding of all experiments below €150.000. Further in-kind support in form of coaching by competence centers and technology access and assistance from platform partners is provided on top of the cascade funding contribution.*

## Section 1: Excellence

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### 1.1 Objectives

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*Describe the specific objectives for the industrial experiment, which should be clear, measurable, realistic and achievable within the duration of the industrial experiment (max. duration 12 months). Objectives should be consistent with the expected exploitation and impact of the industrial experiment.*

**RECOMMENDED 0.5 PAGE**

### 1.2 Concept and approach / Targeted CPS Product Description

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*Describe and explain the overall concept underpinning the industrial experiment. Describe the main ideas, models or assumptions involved. Describe the targeted CPS product in detail.*

**RECOMMENDED 1.0 PAGE**

### 1.3 Used CPS Platform

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*Please reference the CPS platform, which will be used for the industrial experiment and describe the technology of our implementation in detail (e. g. a block diagram to illustrate the integration).*

**RECOMMENDED 0.5 PAGE**

### 1.4 Ambition

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*Describe the advance your proposal would provide beyond the state-of-the-art, and to what extent the proposed work is ambitious. Describe the innovation potential, which the proposal represents. Where relevant, refer to products and services already available on the market. Please refer to the results of any patent search carried out.*

**RECOMMENDED 1 PAGE**

## Section 2: Impact

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### 2.1 Expected impact

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**RECOMMENDED 1.5 PAGES**

*Industrial relevance, potential impacts (turnover, employment, market size, IP management, sales, return on investment and profit), exploitation plans and business view (e.g. business plan including schedule with anticipated sales, status of the know-how and status of the competition).*

## Section 3: Implementation

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### 3.1 Description of the work plan including the project duration

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*Please provide the following:*

- *Brief presentation of the overall structure of the work plan; timing of the work plan (The duration of the proposed work plan cannot exceed 12 months.)*
- *detailed work description*
- *Add a list of necessary competencies and the EuroCPS platform that could be used or which is targeted.*

**RECOMMENDED 1.0 PAGE**

### 3.2 Justification of Costs and Resources

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**RECOMMENDED 0.5 PAGE**

### 3.3 Company description (Third Party)

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*For each third party provide a brief description of the legal entity, the main tasks they have been attributed, and the previous experience relevant to those tasks. Provide also a short profile of the individuals who will be undertaking the work.*

**RECOMMENDED 0.5 PAGE**



## Section 4: Ethical Issues

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*Does your proposal involve any ethical issues?*

*Yes /No*

**PROPOSAL INDICATING ETHICAL ISSUES WILL NOT BE TAKEN INTO CONSIDERATION FOR GRANTING.**

# Annex 2 – Evaluation Form

Individual evaluation / Consensus (delete as appropriate)

<b>Proposal n°:</b>	<b>Acronym:</b>
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Requirement			scoring	Confidence
		MANDATORY SME must be eligible to claim funds under the programme		
		MANDATORY SME must have <250 Employees AND Annual Turnover < €60 million		
		MANDATORY SME must have submitted written proposal on time to the EuroCPS Portal		
		MANDATORY Proposal must be in the English Language and all critical element completed		
<b>Excellence</b>			<b>/5</b>	<b>/3</b>
WHAT	Connected to Partner Achievable	important ++	Proposal confirm that SME has connected with and received guidance from the Networking Partner in advance of submission	
			Proposal must be technically achievable within the 12-18 month of the project start	
SME	Achievable		Proposal must be achievable with the available budget from EuroCPS + SME Resources	
			SME Staff must be technically competent and capable of delivering the final POC	
IoT Innovation	Achievable		The proposal must be well thought out coherent and compelling - EuroCPS must fund it	
			The SME has develop a basic prototype / POC that shows that the product/service solution will technically work	
Market	Readiness		The SME knows their target market - has both the technical expertise in the specific domain and market access expertise	
		important++	Quantifies the Total Available Market and their Targets for Year 1, 2 and 3.	
	The Business plan Achievable	important ++	The platform chosen by the SME is capable of supporting the SME Experiment	
			The proposal must be legally compliant with all National and EU Laws, FCC and Data Privacy requirements	
	Ethical & Legal Communications		The SME has a good working knowledge of a language supported by the Consortium partners	
			The barriers to entry into the market is low	
			The SME concept should not easily be disrupted by a competitor or incumbent.	
<b>Overall Business</b>			<b>/7.5</b>	<b>/3</b>
<b>Impact</b>				
WHEN AND WHERE	Market place Market place Confidence Level	important+	There must be a market for the final product/ service idelly in Europe	
		important++	The Product/Service must be at a price point that the market will bear	
		important++	SME has a Track Record of delivering similar Technologically innovative solutions into the Marketplace	
		important++	The SME has a well defined goto market channel for their product/service	
			The SME has sufficient resources who are capable of delivering this product / service into the market.	
			THE Product/ Service should be built using existing commodity components commercialu available in the marketplace	
<b>Overall Technical</b>			<b>/5</b>	<b>/3</b>
Quality and Efficiency of Implementati (WHO)	Low Admin Model Low Admin Model Low Admin Model Solid SLA Usability User Group	important++	The SME already has knowledge of the IoT tool and platforms necessary to develop the prototype	
			The SME should have an established busines with an existing portfolio of products/ services	
		important	Low Training effort	
		important		
		important		
<b>Total Rating</b>			<b>/17.5</b>	<b>/3</b>

Does this proposal contain ethnical issues that may need further attention?	NO <input type="checkbox"/>	YES <input type="checkbox"/>
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**I declare that, to the best of my knowledge, I have no direct or indirect conflict of interest in the evaluation of this proposal**

Name	
Signature	
Date	

Name	
Signature	
Date	

## Annex 3 – Acknowledgment of receipt

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Dear xxx,

Thank you for submitting our proposal for consideration as industrial experiment in the H2020 project EuroCPS.

The evaluation will take place in the next few weeks. You will be notified as soon as possible after this whether or not your proposal has been successful.

On behalf of my colleagues in the project I would like to thank you for your interest in our activities.

Yours sincerely,