

# 1st Call for Proposals 2024 Info Day

## AGENDA

April 18th, 2023

13:00 -13:15 Welcome & overview of the Call  
+ Q&A session



13:15 - 14:00 Innovation call & Wide Ideas +  
Q&A session

14:00 - 14:20 Submission system + Q&A  
session

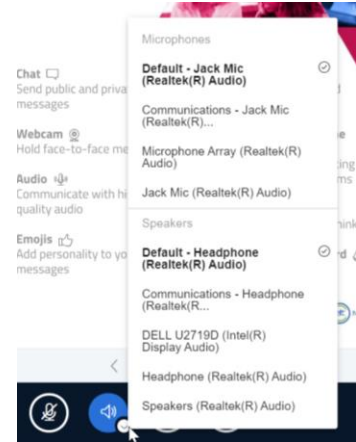
14:25 - 14:30 Closing remarks




# Good morning!

**Can't speak?** If you have a headphone icon next to your name or in the button below the presentation screen, you are in 'listen only' mode. To enable your microphone, click on the leave audio  button and then join audio  again, selecting 'microphone' in the popup.

**Can't hear?** Please check that you are connected to the right microphone and speaker source by clicking the little arrow under the audio button.



**Have a question?** You can write in the public chat on the left side or raise your hand via the  button in the bottom right corner.



# 1<sup>st</sup> Call for Proposals 2024

Info Day

April 18th, 2023

Dr. Dimitris Mavrikios

COO



Co-funded by the  
European Union

A graphic of a megaphone with a red body and a white horn, pointing towards the top right. The text 'Call for Proposals 2024' is written on the white horn.

Call for  
Proposals  
2024

[eitmanufacturing.eu](https://eitmanufacturing.eu)

# EIT Manufacturing Business Plan 2023-25

## Our first multi-annual (3-year) Business Plan

- Long-term planning
- Flexible portfolio management
- More ambitious activities



# 1st Call 2024 topics

**It is a call for INNOVATION proposals.** No other thematic areas are included in the 1<sup>st</sup> call in 2024.

We expect proposals on the following innovation topics:

- Topic 1: Optimising production processes and increasing resources efficiency through digital solutions
- Topic 2: Socially sustainable and human-centric manufacturing
- Topic 3: Environmentally sustainable manufacturing through circular business models and new technologies

# 1st Call 2024 timeline



Register for the Matchmaking event [HERE](#)

Deadline for registration: 21st April



- **3rd April 2023:** Call guidelines publication
- **18th April 2023, 10:00 CEST:** Call Opens
- **18th April 2023, 13:00 CEST:** Call online info-day
- **27-28th April 2023:** Physical Matchmaking event
- **19th June 2023, 17:00 CEST:** Call closes
- **By 22nd June:** Eligibility and admissibility check:
- **During July 2023:** Evaluation of proposals
- **By 1st August 2023:** Communication of results
- **1st January 2024:** Selected activity starting date

<https://www.eitmanufacturing.eu/calls/call-for-proposal-2024/>

# Activities

- Call 2024-1 allows for **1- or 2-year activity proposals**. 2-year activities do NOT need to re-submit a proposal for the second year
- Activities should reflect **Knowledge Triangle Integration** approaches and deliver the expected **KPIs**
- Gender inclusiveness, open science, ethics and the “do not significant harm” aspects are included
- **Quarterly monitoring of funded activities** will be performed by EIT Manufacturing in order to follow thoroughly the performance.

# Partnerships

- Any legal entity, regardless of its place of establishment is eligible to participate (whether it is eligible for funding or not).
- Entities from Member States (MS) of the European Union (EU) and [Horizon Europe Associate Countries](#) are welcome to participate and are also eligible for funding.
- You do not have to be an existing partner of EIT Manufacturing to apply for funding. *Entities of selected proposals will be asked to be part of the EIT Manufacturing community and choose one of the available [partnership models](#).*
- One partner takes the lead partner role, acting as the **Activity Leader**
- Additional mandatory roles should be explicitly indicated (i.e. **Business Owner**)



# Funding considerations

- **The total EIT funding allocated to this call: EUR 5.5 million**
- At most, the following number of LTPs of a Core Partner may receive funding per year through the 2024 Calls:
  - Partners being large enterprises, research institutes and universities: 5
  - Partners being mid-sized companies: 2
  - Partners being SMEs: 1
- **Funding cap for all organizations** participating in the 2024 Calls is € 1,500,000

# Financial Sustainability

All proposals should contribute to the financial sustainability of the KIC therefore they should:

- have a credible commercialization strategy, indicating how the service and/or product will reach the market and what will be the impact.
- Provide Financial Sustainability Mechanisms. Only 1 Financial Sustainability Mechanism is foreseen in this call (revenue share).

# Submission process

Proposals must be submitted through the **online submission platform - PLAZA** available starting from today until the **19th June 2023 at 17:00 CEST**.

**The complete application package shall be submitted before the deadline:**

- Online application form
- Business Owner deck
- GANTT

# Evaluation process



# Admissibility and eligibility criteria

## ADMISSIBILITY

Applications must be

- submitted before the call deadline
- in English
- submitted electronically.
- complete

## ELIGIBILITY

- Horizon Europe rule: at least 3 legal entities independent from each other and each established in a different country (of which at least 1 from MS, at least 2 from MS or Associated countries)

+

- Call specific conditions:
  - Consortia must include entities geographically based in at least, two different EIT Manufacturing CLCs
  - 1 Lead Partner (open to any entity)
  - 2 different End-Users (open to any entity)
  - 1 Business Owner (only from MS or Associated countries)

# 5 Evaluation criteria

## EXCELLENCE

- Novelty with reference to the state of the art / market, clarity and pertinence of the activity's objectives; soundness of the concept, and credibility of the proposed methodology

## IMPACT

- The extent to which the outputs of the activity would contribute to each of the expected impacts mentioned in the thematic section under the relevant topic.

## IMPLEMENTATION

- Quality and effectiveness of the work plan, including appropriate resources assigned to WP, management structures and procedures, including risk and innovation management, the complementarity of participants and extent to which the consortium brings together the necessary expertise; appropriateness of the allocation of tasks.

## STRATEGIC FIT

- How the activities contribute to the value chain of Manufacturing within European ecosystem. Highlighting both competitive advantage and sustainability. Relevance with the KIC's SOs and the thematic priorities of the Call.

## EU DIMENSION

- European coverage of the participants and addressing European challenges

# Questions and helpdesk

[support@eitmanufacturing.eu](mailto:support@eitmanufacturing.eu)

Also accessible via the Call for Proposals 2024 [Agora sphere](#) > and the button on the right sidebar “Click here to submit a question”

**Thank you and good luck  
with your proposals!**



@EITManufactur  
@EITManufacturing  
eitmanufacturing



Let's make manufacturing  
innovation happen together!

[eitmanufacturing.eu](http://eitmanufacturing.eu)



# 1<sup>st</sup> Call for Proposals 2024

Innovation: Info Day

April 18th, 2023



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[eitmanufacturing.eu](https://eitmanufacturing.eu)

# 1<sup>st</sup> Call for Proposals 2024

## FOCUS ON

*economic, social and environmental*

## SUSTAINABILITY



# Key Information



- **3 Call Topics:** impact driven **NEW**
- **2 types** of proposal: based on the type of output (Topic 1 and 3) **NEW**
- **Project Duration and TRL:**
  - 12 months: TRL  $\geq 7$  **NEW**
  - 24 months: TRL  $\geq 6$
- **Key Marketable Innovation** are expected to achieve TRL 8 or higher
- **Funding Rate:**
  - 12 months: 70% (max. 600k€)
  - 24 months: 60% (max. 800k€) **NEW**
- Market reached by 6 months after project end (**€ 10k revenues**)
- **Financial Sustainability:** renewed revenue share contribution mechanism **NEW**
- Additional documents: **Business Owner Deck** and **GANTT** **NEW**

# Guidelines



## General Call (Sections 1,2,4,6)

- General condition
- Eligibility requirements
- Submission process and calendar

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## Specific Conditions (Sections 3,5)

- Topics description and examples
- Expected outcomes and impacts
- Duration and TRL
- Applicants profile
- Core and additional KPIs
- Budget and funding
- Financial sustainability
- Evaluation criteria

# Topic 1

## Optimising production processes and increasing resources efficiency through digital solutions

### *Topic description*

- I) Development and commercialisation of **real-time digital twins and solutions based on artificial intelligence that allow the monitoring of manufacturing processes** and help configure changes in production lines in real-time.
- II) Development and commercialisation of solutions with the objective of **improving energy and resource efficiency. Digital systems can forecast energy demand, control energy usage and reduce it during peak hours** but also drive more efficient use of natural resources, raw materials and semi-finished products.

### *Expected outcomes*

- Enhance overall **factory efficiency**
- Provide insights to help initiate **refinements before production**
- Shift to **flexible manufacturing** and rapid response to changes and need for adjustment
- Improve decision-making, **prediction** and anticipation of needs in energy and resource use

### *Expected impacts*

- **Reduce waste of resources** and environmental burden through optimised production processes
- **Increase competitiveness** of manufacturing companies in the global economy

# Topic 2

## Socially sustainable and human-centric manufacturing

### *Topic description*

- 1) Develop and commercialise solutions that prioritise human and operator needs. The proposals should **support workers by improving productivity, safety, decision-making, and control through human-machine collaboration and advanced technologies**, robotics, artificial intelligence, augmented reality, virtual reality and more.

### *Expected outcomes*

- Effective **human-machine interaction** and collaboration relying on mutual understanding
- **Empower industry workforce** through, and in control of, advanced technologies
- Increase workplace **safety and performance**
- Balance, support and augment humans at work by deploying automation and digitalisation

### *Expected impacts*

- Safer, more accessible and inclusive work environment that increase **employees' well-being**
- Increase human health and well-being while supporting the **retention of older and physically weaker workers**
- Make manufacturing seen by a large part of society as an **attractive, clean, safe, and high-status job**

# Topic 3

## Environmentally sustainable manufacturing through circular business models and new technologies

### *Topic description*

- I) Development and commercialisation of new and scalable technologies to improve the efficiency of production processes by **reducing resources consumption and increasing the use of recycled materials**, both for new production and remanufacturing.
- II) Development and commercialisation of new and **scalable circular business models**, taking into consideration the entire life cycle of the products. Proposals could address the development of new products designed with a circular approach, but also new circular models applicable to existing products.

### *Expected outcomes*

- Foster **circularity design** in the early product design phases to increase reusability and repairability
- Facilitate the **recycling, reuse and transformation** of critical resources, industrial waste and scrap materials into the manufacturing of a new product
- Increase, ensure and demonstrate **robustness of refurbished/remanufactured products**
- Create knowledge on **appropriate material and design choices** to foster sustainability and repairability
- Enable **remanufacturing businesses to scale**

### *Expected impacts*

- Fully adopt **green and digital manufacturing and remanufacturing** technologies, supporting circular value chains in the entire industrial ecosystem
- **Decarbonise manufacturing industries**, in compliance with the Green Deal strategy

# Consortia composition

- ✓ At least **3 independent legal entities** each established in a different country (min. 1 member state) and in **minimum 2 CLCs**.
- ✓ **1 Lead Partner**, coordinating the consortium through the Activity Leader
- ✓ **2 different End-Users**, providing at least 1 use case each, testing and implementing the result(s) in their real industrial environment
- ✓ **1 Business Owner**, in charge of the commercialisation of the result(s)





# KPI

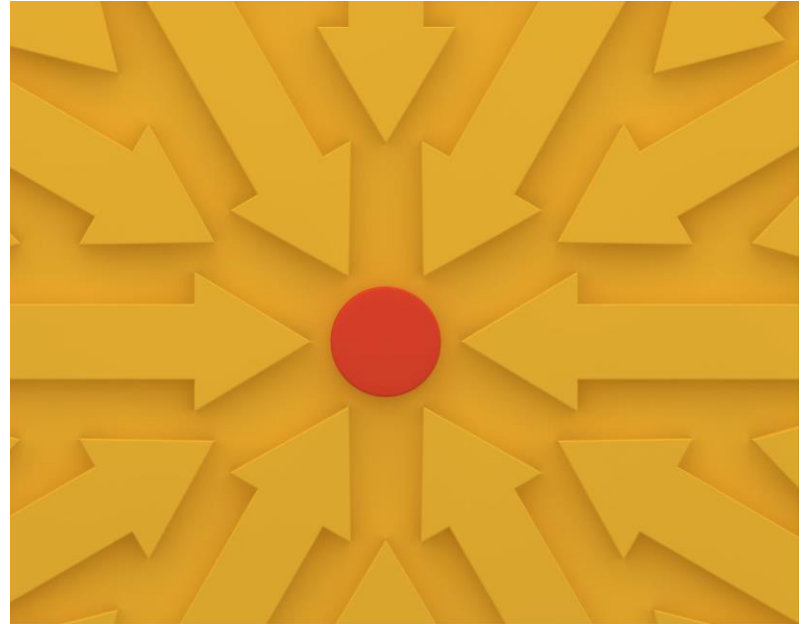
Activities must contribute to the development of Key Marketable Innovations

## Mandatory KPI:

- ✓ EITHE02.4: Innovations launched on the market with a sales revenue of at least 10.000 EUR documented

## Other important KPI:

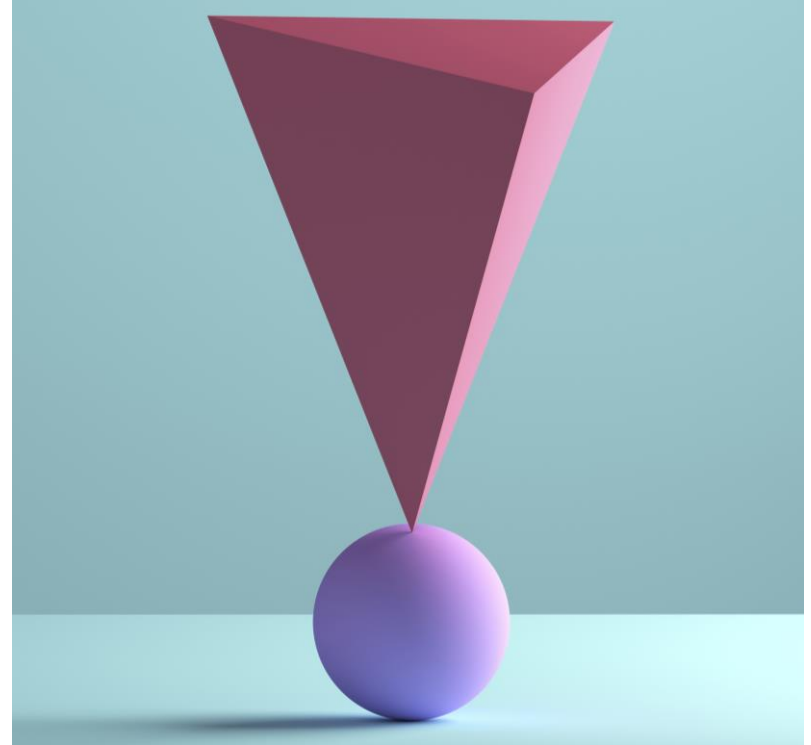
- ✓ EITHE04.4: Start-ups created having a financial transaction of at least 10.000 EUR
- ✓ KIC.G05: Digital Learning Path created



# Innovation Potential

Activities must demonstrate a high innovation impact potential

- ✓ Clearly identified market and target groups
- ✓ Solutions adaptable to different end users
- ✓ Accurate and relevant details about the expected Key Marketable Innovations
- ✓ Business Owner track records



# Financial Sustainability



Activities must demonstrate their capacity of being financial sustainable and contribute to the long-term financial sustainability of EIT Manufacturing

Activities have to:

1. Provide expected **revenue projection for the 6 years** after the project end date
2. Specify the **revenue share** contribution (min 5% - max 10%)

The total amount to be returned to EITM will be calculated as follow:

- **1st year after the end of the activity:** at least **10%** of the total FS projection, or the agreed % of revenue share applied to first year's revenues if it is higher, will have to be returned, whether the solution is commercialised or not.
- **2nd year after the end of the activity:** at least **15%** of the total FS projection, or the agreed % of revenue share applied to second year's revenues if it is higher, will have to be returned, whether the solution is commercialised or not.
- **From 3rd to 6th year after the end of the activity:** the agreed % of revenue share will be applied annually to the revenue generated if the solution is commercialised. The cumulated sales from the end of the activity will be used as a reference for further payments. In case the payments during the first two years exceed the agreed % of revenue share for the same period, further payments will be adjusted accordingly.

# FS – Example 1

## Proposal

Expected revenue projection over 6 years: **5.000.000 €** → Total FS projection  $5.000.000 \text{ €} \times 10\% = 500.000 \text{ €}$   
Revenue share: **10%**

## FS Agreement

- Clauses:
  - 1st year: revenue generated = 300.000€, but minimum amount to be returned  $500.000 \text{ €} \times 10\% = 50.000 \text{ €}$
  - 2nd year: revenue generated = 500.000€, but minimum amount to be returned  $500.000 \text{ €} \times 15\% = 75.000 \text{ €}$
  - After 2 years, the mandatory return of 125.000€ has been paid, but surpasses 10% of total revenues (80.000€). Therefore, if further sales are done in the following years, a “credit” of 45.000€ will be taken into account.**
- Revenue generation application:
  - 3rd year: revenue generated = 750.000€ , amount to be returned  $750.000 \text{ €} \times 10\% - 45.000 \text{ €} = 30.000 \text{ €}$
  - 4th year: revenue generated = 1.500.000€ , amount to be returned  $1.500.000 \text{ €} \times 10\% = 150.000 \text{ €}$
  - 5th year: revenue generated = 2.000.000€ , amount to be returned  $2.000.000 \text{ €} \times 10\% = 200.000 \text{ €}$
  - 6th year: revenue generated = 2.000.000€ , amount to be returned  $2.000.000 \text{ €} \times 10\% = 200.000 \text{ €}$

Total amount returned in 6 years = **705.000€**

# FS – Example 2

## Proposal

Expected revenue projection over 6 years: **5.000.000 €** → Total FS projection  $5.000.000 \text{ €} \times 10\% = 500.000\text{€}$   
Revenue share: **10%**

## FS Agreement

- Clauses:
  - 1st year: revenue generated = 550.000€, amount to be returned  $550.000\text{€} \times 10\% = 55.000\text{€}$  (higher than minimum 50.000€)
  - 2nd year: revenue generated = 900.000€, amount to be returned  $900.000\text{€} \times 10\% = 90.000\text{€}$  (higher than minimum 75.000€)
- Revenue generation application:
  - 3rd year: revenue generated = 1.500.000€ , amount to be returned  $1.500.000\text{€} \times 10\% = 150.000\text{€}$
  - 4th year: revenue generated = 1.750.000€ , amount to be returned  $1.750.000\text{€} \times 10\% = 175.000\text{€}$
  - 5th year: revenue generated = 2.000.000€ , amount to be returned  $2.000.000\text{€} \times 10\% = 200.000\text{€}$
  - 6th year: revenue generated = 2.000.000€ , amount to be returned  $2.000.000\text{€} \times 10\% = 200.000\text{€}$

Total amount returned in 6 years = **870.000€**

# FS – Example 3

## Proposal

Expected revenue projection over 6 years: **5.000.000 €** → Total FS projection  $5.000.000 \text{ €} \times 10\% = 500.000 \text{ €}$   
Revenue share: **10%**

## FS Agreement

- Clauses:
  - 1st year: revenue generated = 0€, but minimum amount to be returned  $500.000 \text{ €} \times 10\% = 50.000 \text{ €}$
  - 2nd year: revenue generated = 50.000€, but minimum amount to be returned  $500.000 \text{ €} \times 15\% = 75.000 \text{ €}$

**After 2 years, the mandatory return of 125.000€ has been paid, but surpasses 10% of total revenues (5.000€). Therefore, if further sales are done in the following years, a “credit” of 120.000€ will be taken into account.**
- Revenue generation application:
  - 3rd year: revenue generated = 100.000€ , amount to be returned  $100.000 \text{ €} \times 10\% - 120.000 \text{ €} = 0 \text{ €}$  ("credit" = 110.000€)
  - 4th year: revenue generated = 300.000€ , amount to be returned  $300.000 \text{ €} \times 10\% - 110.000 \text{ €} = 0 \text{ €}$  ("credit" = 80.000€)
  - 5th year: revenue generated = 1.000.000€ , amount to be returned  $1.000.000 \text{ €} \times 10\% - 80.000 \text{ €} = 20.000 \text{ €}$
  - 6th year: revenue generated = 1.500.000€ , amount to be returned  $1.500.000 \text{ €} \times 10\% = 150.000 \text{ €}$

Total amount returned in 6 years = **295.000€**

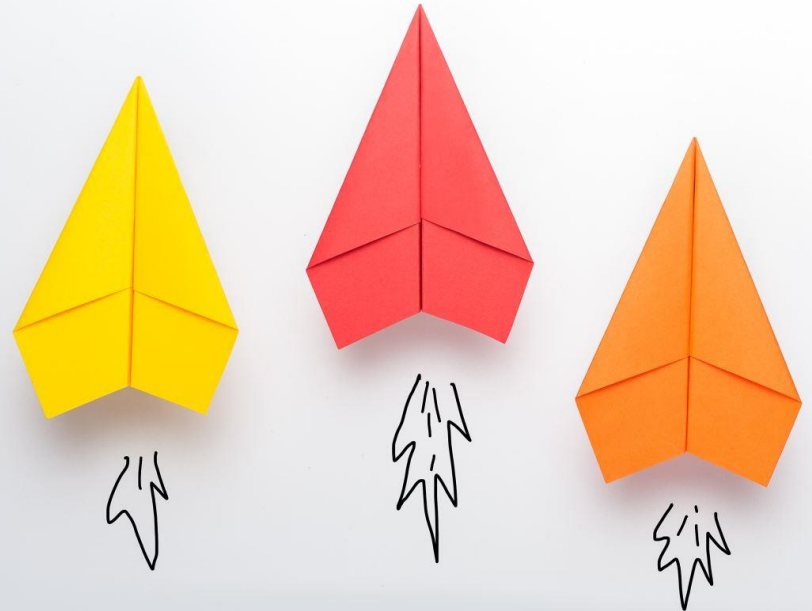
# Common mistakes

- ❖ The objective and related **key marketable innovation(s)** are not clear enough and/or not aligned with the topic selected
- ❖ **Target groups** are not properly described and/or potential barriers towards impact are not considered.
- ❖ The **expected outcomes and impacts** are not properly described
- ❖ The **revenue generation and commercialization** plan are not convincing and/or IPR strategy is missing.
- ❖ The **business owner** track record is missing or poor.



# NOW IS TIME TO MAKE THE DISCUSSION REAL AND BRING IT TO WIDE IDEAS

Access to Wide Ideas (link in chat) and propose  
your ideas!!!





# Thank you!



[eitmanufacturing.eu](https://eitmanufacturing.eu)

# Important Links



**General Call information** on public web site:

<https://www.eitmanufacturing.eu/calls/call-for-proposal-2024/>

Your organization is **not yet an EIT Manufacturing partner?**

Check first at

<https://www.eitmanufacturing.eu/partners/>

Then register at

[https://plaza.eitmanufacturing.eu/PROMISE/PRIVATE/PARTNER\\_EOI/eoi.aspx?id=236](https://plaza.eitmanufacturing.eu/PROMISE/PRIVATE/PARTNER_EOI/eoi.aspx?id=236)

If you are an employee of an existing partner (or an organization registered via the above link) and **do not have a Plaza account**: Create your user account at

<https://plaza.eitmanufacturing.eu/register>

Direct link to the **submission tool**:

[https://plaza.eitmanufacturing.eu/PROMISE/PRIVATE/CUSTOMER/EITMANUFACTURING/CALL/2024/my\\_calls.aspx](https://plaza.eitmanufacturing.eu/PROMISE/PRIVATE/CUSTOMER/EITMANUFACTURING/CALL/2024/my_calls.aspx)

**Get help:** If the FAQs have no answer, create a support ticket at

<https://share-eu1.hsforms.com/1LfuJ7btRQd-tuYOjhc9rAAfigq6>