

SMARTEES CALL FOR APPLICATION EXPERIMENT

Frequently Asked Questions

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The SmartEEs project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 761496.

1. General

1.1. What is an Application Experiment (AE)?

Application Experiments (AE) are collaborative projects of Innovative Companies (ICs). Each AE will be centred on the needs of a single IC, possibly associating other Third Parties as partners. Each AE will be coordinated by one of the 7 Competences Centres in the SmartEEs consortium, which will act as the Service Delivery Manager.

1.2. What are Competence Centers?

Competence Centres within the SmartEEs project are CEA, CPI, TNO, VTT, EUT, FHG and IMEC.

1.3. What is a Business Network?

Business Network will contribute to the IC outreach, networking and dissemination activities for the Project. The Business Network partner in SmartEEs is EBN.

1.4. What are Innovation and Business Developers?

Innovation and Business Developers within the SmartEEs project are in charge of product trajectory, business support and access to finance. They are BLM, AMI, and EBN.

1.5. What is cascade funding?

Cascade Funding means financial support from the EC which will be distributed by the Service Delivery Manager assigned by SmartEEs consortium to the selected ICs for the implementation of their AEs.

1.6. Who are other third parties?

Other Third Party is an EU based entity that can be a supplier, technology provider and/or technology adopter.

1.7. What are Digital Innovation Hubs?

Digital Innovation Hubs are ecosystems that consist of SMEs, large industries, start-ups, academia, research centers, accelerators, investors, clusters, associations and other stakeholders. They aim at creating the best conditions for long-term business success for all parties involved. They help ensuring that every company, small or large, high-tech or not, can grasp the digital opportunities.



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2. Eligibility to the Call for AEs

2.1. Regarding application conditions for mid-caps, which type of employees are included in the headcount: part time, EU/Worldwide, subcontractors?

The same principles about headcount apply to both the SMEs and Midcaps. Therefore, **Article 5 Staff headcount** of the **Commission Recommendation of 6 May 2003 concerning the definition of micro, small and medium-sized enterprises**, which states the following, applies:

“The headcount corresponds to the number of annual work units (AWU), i.e. the number of persons who worked fulltime within the enterprise in question or on its behalf during the entire reference year under consideration. The work of persons who have not worked the full year, the work of those who have worked part-time, regardless of duration, and the work of seasonal workers are counted as fractions of AWU. The staff consists of:

- (a) employees;*
- (b) persons working for the enterprise being subordinated to it and deemed to be employees under national law;*
- (c) owner-managers;*
- (d) partners engaging in a regular activity in the enterprise and benefiting from financial advantages from the enterprise.*

Apprentices or students engaged in vocational training with an apprenticeship or vocational training contract are not included as staff. The duration of maternity or parental leaves is not counted.”

2.2. A subsidiary willing to apply to SmartEEs Call for Application Experiments hires about 160 people but is part of a group hiring about 3400 employees. With such configuration, is the subsidiary eligible for SmartEEs Call?

In order to be eligible for the SmartEEs Call, the main criteria defining the type of company, i.e. size (employees, turnover, balance sheet total) and resources (ownership, partnership, linkages) must be respected. In fact, an enterprise can be very small in term of the size, but if it has access to significant additional resources it might not be eligible for the Call. Detailed information can be found in the SME recommendation published on the website.

Based on the information provided, it seems that, unfortunately, the subsidiary is no eligible for this Call, being part of another company with more than 3,000 employees.

2.3. Are SMEs or start-ups from Egypt eligible for the SmartEEs Call for Application Experiments?



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In order to be eligible for this Call, your company will have to be established in one of the countries eligible to receive funding from Horizon 2020. Please check the list of countries from the SmartEEs website.

2.4. I notice that you are stating for a mid-cap company to apply a maximum of 3000 staff. Our company is counting over 4000 people from which about 1000 white collar and 3000 blue collars. Is the 3000 referring to the total headcount or only white collar? The reason for my question is clarification on the definition of “employees”, “workers”.

Indeed, the Commission Recommendation of 6 May 2003 concerning the definition of micro, small and medium-sized enterprises does not provide the definition of an “employee”, but it can be found in national labour rules which vary from country to country. Therefore, we suggest that you check you labour law, or contact your own authorities to establish how your national legislation defines the term “employees”, and if “workers” are included.

2.5. Based on your criteria which of the companies comply to the micro-SME definition?

If you wish to apply for the SmartEEs Call for Application Experiments you have to be either an SME, a start-up and a Mid-cap. Please note that the main factors determining the type of the company are staff headcount and, either, turnover or balance sheet total as shown in the table below. Read carefully the following document in which you will find all relevant information about the types of companies, and how to make the calculations of staff head count: COMMISSION RECOMMENDATION of 6 May 2003 concerning the definition of micro, small and medium-sized enterprises.

| Type of company | | Staff headcount | (and) Turnover | (and/or) Balance sheet total |
|-----------------|---------------------|-----------------|-------------------|---------------------------------|
| Mid-cap | | < 3,000 | N.A. | N.A. |
| SME | Medium-sized | < 250 | ≤ € 50 m | ≤€ 43 m |
| | Small | < 50 | ≤ € 10 m | ≤ € 10 m |
| | Micro | < 10 | ≤ € 2 m | ≤ € 2 m |



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3. Consortium

3.1. Can I submit the project application as a single company or do you prefer to see the application coming from a consortium partner from different EU countries? If yes, how many?

SmartEEs Call for Application Experiments is open to single SMEs or Mid-caps, not the consortium of 2 or more companies. A selected SME or Mid-cap will cooperate with SmartEEs consortium on the development of an application experiment.

4. Technical and non-technical services

4.1. Is it possible to combine 2 application experiments in my project idea or should the focus be only on one, e.g. OLED button for textile integration and printing antennas? I am interested into OLED button for textile integration, which can be used in textile and in automotive too? Should I describe both application cases or should I focus only on one application type?

It is possible to have only 1 product demonstrator with one application case.

4.2. I am not sure if the solution we can develop already exists and you provide us the guidelines to get to that solution or based on the existing fields, we have to develop a new product/solution.

The solutions displayed in the Showroom (<http://84.88.76.9:4200/showroom>) are purely demonstrative of the flexible electronics technologies we can provide you with in the four application fields of:

- Organic photovoltaics
- Flexible displays
- OLED Lighting
- Electronics components & Integrated Smart Systems

The aim of your application experiment will be to turn your product idea into a product demonstrator integrating flexible electronics technologies inside. We will help you as well establishing your business model for that new product and the associated value chain. You will also be offered a direct contact with investors. So, eventually, you will have a complete product concept kit to present to your customers and get into business with them, hopefully. SmartEEs is only accelerating you from an original and disruptive idea of yours up to the product concept kit stage.



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4.3. Can you please advise me if the SMARTEEs program is suitable for enabling novel synthetic technology for providing raw materials to both the academic and industrial R&D communities as well as industrial producers of flexible electronic devices and OFET industries. In other words, we are not a producer of electronics devices, but a supplier of the raw enabling materials, and as such are we eligible?

SmartEEs supports ideas integrating flexible electronics (supplied by our consortium – [visit our showroom](#)) into novel products. Not the contrary: it doesn't support novel products (e.g. innovative materials) integration into flexible electronics.

We propose to add you to our SmartEEs community, so that you can benefit from our brokerage services. This will be an opportunity for you to reach customers for your materials and create B2B opportunities directly with them (outside SmartEEs).

4.4. We are a new business developing fingerprint sensors. We have validated the market for a new type of fingerprint sensor. Do you think this might be of interest? Is it possible to select a SmartEEs partner/technological center to develop the application experiment with?

SmartEEs supports ideas integrating flexible electronics (supplied by our consortium – [visit our showroom](#)) into novel products (end-products). If this is the case, then you can apply to SmartEEs.

Important to understand is that SmartEEs will not support the development of your technology but the integration of SmartEEs technologies into your end-product - e.g. fingerprint sensor product.

Besides, you cannot choose a particular SmartEEs partner to be providing you the technologies. There is an evaluation panel & process internal to SmartEEs which will match your request with the relevant & available service providers when/if your application is successful.

4.5. Our company is committed to producing solutions designed to support energy transition and the development of renewable energies. Based on its core areas of expertise, namely ink formulation and coating on thin films, we have developed the organic photovoltaic film. We intend to realize a big surface demonstrator in order to study the films integration on buildings' roof tops, as well as evaluate/validate the business model. This is our demonstrator integrating our films. Please could you confirm that it falls within the scope of SmartEEs call for projects?

Based on our current application process and selection criteria, there is one condition that your case does not fulfil, i.e. you are not integrating technologies provided by SmartEEs but your own ones.



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Also limiting is the fact that SmartEEs is addressing primarily technology users and not technology providers. And it seems that you are a provider. Although you may still be considered as an integrator. Ideally, it would be a (potential) client of yours applying to SmartEEs in order to integrate your technology into his product idea. This approach is not covered by our model yet, but we will adjust this in the future. Because it becomes important to include external innovative technology providers in our scheme as well.

4.6. Is it possible to use a product for a different activity field than the categorized? For example, the product “Pressure sensor” is described as a solution for: consumer electronics, Logistics, Medical & Pharmaceutical, Packaging and Textiles & Fashion, but our idea is about using it in an automotive solution. Is it accepted, or the proposed activities fields are compulsory the only options?

Yes, you are free to select the application sector. What you see in the Marketplace are possible applications, but of course you can select others according to your interest/necessities.

4.7. What type of technical services will the project provide. Do you offer any assistance for innovation management and commercialization of the product?

SmartEEs consortium will provide to all selected innovative companies a set of technical and business services ranging between the development of one prototype of functional product demonstrator to innovation and business development. Our business support includes product development, business support and access to funding - <https://smarteess.eu/application-experiments/>.

4.8. I am interested in applying for the above call, but it is just an idea and I would like to start a feasibility study for the concept, find interested collaborators and maybe a feasibility study. Would this be a suitable call or is there another more suitable funding round?

Our Call for Application Experiment addresses SMEs and/or Midcaps who would like integrate our flexible electronics technologies (available on the Marketplace - <https://smarteess-app-4f87d.firebaseio.com/showroom>) into their new products. The aim of each selected application experiment is to transform a product idea into a functional demonstrator and create an application and business model. We do not support research activity and development of new materials or technologies.

We ask our applicants to explain in the application form the concept (alignment with our Call, business needs and technological challenges for the new product they wish to develop, market opportunity), implementation (activities, resources, and risk in the development for the new product) and impact the new product will have on the company and elsewhere.

If this is your case, you might consider applying to the Call.



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Please check our website <https://smartees.eu/smartees-call-for-projects> for more details out the Call and its requirements.

4.9. What are the constraints or principles when applying for the SmartEEs subsidy? Am I free in choosing the proper partners and suppliers of Technical and Non-Technical services? Or limited to the consortium and their 18 industrial partners?

You cannot choose a particular partner and supplier of technical and business services. There is an evaluation panel and process internal to SmartEEs which will match your request with the relevant and available service providers when/if your application is successful.

4.10. What can be charged by the SmartEES companies to the IC when delivering a service, or a technical solution? Is this based on a fixed price proposal or based on time/material and hourly rate? 1. Is the IC allowed to negotiate on price – performance or tariffs? Is the hourly rate for a service (e.g. non-tech) equal and fixed among all SmartEEs suppliers?

Each successful IC will be given technical, business and financial support by the SmartEEs consortium for the realization of a demonstrator and an exploitation plan. They will be requested to co-finance their application experiment by up to 25k€ in line with Horizon H2020 funding rules. In other words, the Voucher, given to the IC, must be complemented by an in-kind contribution from the IC following the 70-30% rule. This means that if an Innovative Company is granted a 60k€ Voucher (70%), the IC will have to ensure the remaining 25 k€ (30% co-funding) in order to cover its share of the Application experiment.

5. SmartEEs Community

5.1. As per the information on the project website regarding the SmartEEs Community and later SmartEEs Brokerage, I would like to include our research-intensive SME in the SmartEEs Community to receive all relevant information.

It is our pleasure to welcome you in our community. We are not sure if your company is profiled for our Open Call, but if not, clients or partners of yours might be. In such case, we may also consider associating your company to an Application Experiment as a third party. Please, disseminate the SmartEEs call around you, and let us know if you see any relevant candidates.

5.2. What are the conditions to belong to the SmartEEs community? Who are the community members?

To become a member of the SmartEES community is quite simple. We just add you to our data base and mailing list with your written request/acceptance and under conditions compliant to the EU



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General Data Protection Regulation (GDPR). With this, as a member you will receive all the updates regarding the call and project, and also our news and newsletter.

We will also open the “Community platform” with a public and private access on the Marketplace. The public platform will consist of a directory of the members, accessible for everyone on a public access. And with private access we will add individual contacts and functions that will allow the members to contact each other, post offers, find partners, propose services etc. We will also propose to the members to appear as “special guests” in our newsletters and on website post and news.

5.3. Who are the 18 industrial partners of SmartEEs? Where to find them? What capabilities do they have?

The SmartEEs Community brings together 62 representatives of associations, clusters, investors, European Technology Platforms, EU networks, suppliers and end-users. We will shortly open the “Community platform” on our [Marketplace](#) with a public and private access. The public platform will consist on a directory of the members accessible for everyone on a public access. And with private access we will add individual contacts and functions that will allow the members to contact each other, post offers, find partners, propose services, etc.

6. Voucher and in-kind

6.1. Can you please clarify the form of the 60K (max) Voucher that is allocated for the Application Experiments? Will you give a sub-grant of 60K to the selected companies to cover their own expenses (e.g. the direct cost of personnel that will work for the experiment), like in most Open Call programs? Or is it a voucher that we have to spend for third party (if any) companies?

Please note that the Voucher can be used to cover the cost of all services not available from the SmartEEs consortium, i.e. the cost of services provided by the Innovative Companies supported by SmartEEs and possibly also other third parties linked to the Application Experiments.

Based on Horizon H2020 funding rules, the Voucher must be complemented by an In-kind contribution from the IC following the 70-30% rule. This means that if an Innovative Company is granted a 60k€ Voucher (70%), the IC will have to ensure the remaining 25 k€ (30% co-funding) in order to cover its share of the Application experiment.

For more information about the voucher and in-kind contribution, please refer to the documents: [SmartEEs Financial Guidelines for Application Experiments](#) and [Service Delivery Agreement \(SDA\)](#).



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6.2. What is the difference between direct services and Voucher?

Direct services (up to a maximum value of 80 k€ worth services per Application Experiment) will be provided by the SmartEEs consortium, and they will include technical and business services, while the voucher will be used to acquire all those services not available from the SmartEEs consortium, i.e. the services provided by other third parties, such as supply of designs, materials, components, equipment, and system-level integration processes, or testing and validation services.

6.3. Do you expect the contribution from the applicant company? And how you they show own funding?

Yes, the application experiment will be co-funded by 30% by the Innovative Company. According to the Horizon H2020 funding rules, the Voucher must be complemented by an In-kind contribution from the IC following the 70-30% rule. This means that if an Innovative Company is granted a 60k€ Voucher (70%), the IC will have to ensure the remaining 25 k€ (30% co-funding) in order to cover its share of the Application experiment.

Innovative Companies will demonstrate their own funding by participating in each cost, since they will be reimbursed 70% of each reported eligible cost in line with the [Service Delivery Agreement \(SDA\)](#).

6.4. What are eligible costs for voucher and in-kind contribution?

Only the costs listed below are eligible:

- Qualified human resources from the IC dedicated to the Application experiment
- Consumables, Components, Materials for the product demonstrator
- Travelling (E.g. one meeting for kicking of the Application Experiment)
- Subcontracting (other third parties than the IC)

Please note that equipment and investment costs are not eligible.

6.5. What are the constraints or principles of using a Voucher?

Voucher must be used in accordance with H2020 rules. When selecting other third parties/sub-contractors, it is important to ensure the best value for money or, if appropriate, the lowest price. Also, any conflict of interests must be avoided.

7. Evaluation of Application Experiment proposals

7.1. How are the evaluators of the proposals submitted for the SmartEEs Call for Application Experiments?



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All submitted proposals are evaluated by the Evaluation Panel composed of 4 evaluators, internal to SmartEEs consortium.

8. Application Form

8.1. In the chapter 'Company description' in the application form the below mentioned question we do not completely understand: 'Describe the existing supply chain and how this will be engaged' Could you provide us with some additional guidance on that?

We ask you to describe in your answer to the question about the existing supply chain for your project idea, your knowledge about future material supplier, components supplier, integrator (assembly) and distribution network. Any preliminary thoughts in this direction would be showing a motivation/preparedness for the flexible electronics-based products.

8.2. How do I submit my application experiment proposal?

First, you need to register through the submission software at <https://apply.smartees.eu> then you download Application Form from the software, and finally you complete the Application Form (in line with the Application Guidelines), save it as a PDF file (MAX 5 pages), upload it and submit it through the submission software.

8.3. Would it be possible to attach Annexes to the Application Form?

No, annexes are not allowed. All information must be included in the Application Form (max 5 pages).

9. Payback

9.1. In case the product derived from the demonstrator can be launched and has commercial success, are there any binding clauses to continue collaboration with the member SmartEEs companies? If so, in which form: a percentage of expected revenues, or any other?

SmartEEs will introduce in the future payback conditions for Innovative Companies succeeding in the commercialization of products launched during the exploitation phase of SmartEEs (beyond the Application Experiment). These conditions will be fair and limited to the IC income associated to the SmartEEs-enabled products. For instance, payback would occur only in case of product sales and be



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limited in time, typically 3-5 years. These conditions will be stated inside the Service Delivery Agreement, before the Application Experiment starts.



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