



Call for Proposals Response to COVID-19 Crisis for Activities to be executed in 2020

Guidelines

Version 1.0

As part of the [EIT's Crisis Response Initiative](#),
this Call directly contributes to the European Union's response
to the COVID-19 pandemic

EIT Manufacturing
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Note: These Guidelines are based on the current set of requirements by EIT. They are subject to change when new requirements are defined or existing requirements are changed.

Version History:

Version 1.0	Initial Release of Call
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1 Foreword

Manufacturing is among the business activities to be most negatively affected by the evolving crisis caused by COVID-19. The pandemic is heavily disrupting both the demand behaviour as well as the supply and the capability of the companies to produce and deliver goods to the market. Within this situation, EIT Manufacturing will be at the forefront of supporting the manufacturing community in Europe.

Within this context, and as a first short-term response, EIT Manufacturing will launch a dedicated Call, responding to the COVID-19 crisis, including the following two actions¹:

- **Venture support** instrument to provide targeted **support to high impact and growth potential scale-ups and SMEs** to overcome the COVID-19 crisis and adapt/accelerate to post crisis economic reality;
- **Pandemic response activities** to generate and **implement short-term COVID-19 response activities** with the potential to make a significant impact addressing manufacturing related challenges.

This document describes the requirements and guidelines for proposals responding to these two calls. Note that these are in addition and separate to the special segment on resilient manufacturing that was added to the ongoing Call for Proposals 2021 of EIT Manufacturing, which addresses more the medium to long term response measures for pandemic outbreaks. Note also that some restrictions and limitations applicable to standard calls are relaxed in this specific call.

2 Principles and Thematic Areas

2.1 Venture Support

Highlights:

- open to scale-ups and SMEs in the area of manufacturing that are based in the EU
- up to 500k€ of support per scale-up/SME available.

Main background/mission:	Scale-ups and SMEs are badly hit by the current COVID-19 situation, both when it comes to investment rounds and to customer segments as they will not engage with product purchase in the short term. Private funds are slowing down investments into new targets (“portfolio first” approach). Significant risk of a long-lasting harm of the European Manufacturing Entrepreneurship scene exists, as highly innovative ventures will not survive beyond the crisis. EIT Manufacturing will help them through the crisis and accelerate their post crisis growth and make an impact both on the societal challenge and economic recovery.
Specific Objective(s) 2020:	EIT Manufacturing intends to support ventures with high impact and growth potential in order to adapt/accelerate to post crisis economic reality.
Operational Model / Specific Conditions	Target group (beneficiaries of the support) and type of support: time sensitive support of highly innovative scale-ups (>200k€ revenue) and SMEs (as defined in the EU) in the area of manufacturing affected by COVID-19 crisis to survive during the crisis and adapt/accelerate to post crisis economic reality.

¹ The Call will be financially supported from the **EIT’s Crisis Response Initiative** and BP2020 savings

Support is open for EIT Manufacturing portfolio ventures but also to any start-up, scale-up, SME not yet working with or supported by the EIT Manufacturing.

Support is provided not only by financial support in 2020, but through follow-up with the EIT Manufacturing support for business development in 2021 to grow the company across Europe.

The objective is to **safeguard the R&D and Go To Market actions**, for survival and competitiveness.

Applications can request **up to 500k€**.

The support is intended to be paid early in the second semester allowing the beneficiary to carry-out activities and deliver results from July to December 2020. The modalities will be defined more precisely by EIT rules and process.

A **contribution to the financial sustainability** for EIT Manufacturing is required in the form of equity shares (in the case of scale-ups) or revenue sharing and/or payments of consulting fees (in the case of scale-ups and SMEs).

The application needs to be submitted via an online form and attaching a business case document for upload.

The **online submission form** is available at [this link](#). It contains the following elements to be filled out:

- General information on the company (year of creation, Country and City of HQ location, # employees)
- Short description of value proposal (incl. key technology and key target industries)
- Annual Revenues: achieved in 2018 / achieved in 2019 / projected in 2020
- Countries in which active : currently / planned in the future
- Amount of COVID19 financial support requested (k€)
- ROI to EIT Manufacturing: multiple choice amongst 1- Equity share, 2-Revenues sharing, 3- Consulting & Service fees
- Any key additional information you wish to share.

The **business case** to be attached to this form needs to be a slide set with the following information provided:

- Historical view (created when, past fundraised, current size, trend on past 2 years, Management Team) – suggested in 1 slide
- Value proposal : pain points and solution provided - suggested in 1 slide
- R&D activity: Product / Technology development (portfolio / roadmap) - suggested in 1 slide
- Go To Market and commercialization activity: Customers pipeline and potential deals - suggested in 1 slide
- 2020 Business Plan before crisis : revenues, cost, cash flow - suggested in 1 to 2 slides
- COVID 19 impacts : R&D impact / Go To Market impact quantified and synthetic explanation
- Request of financial support : Amount requested, and what impact will this have? - suggested in 1 to 2 slides
- Business Development ambition beyond COVID19 crisis - suggested in 1 slide
- Proposed ROI for EITM : 1-Equity shares, 2-Revenues sharing, 3-Consulting & Services payment - suggested in 1 slide

2.2 Pandemic Response Activities

Highlights:

- Focus on Innovation Activities creating tangible results until the end of the year
- Non-EIT partner organisations can participate
- EIT funding can be up to 300k€
- Reduced co-funding requirement at KAVA level of 15%

Main background/ mission:	<p>The COVID-19 crisis could not be foreseen when developing the KIC's 2020 Business Plan. EIT Manufacturing aims to mobilize its partnership and external organizations to address the crisis impact.</p>
Specific Objective(s) 2020:	<p>Implement fast track projects to address the COVID-19 crisis with clear solution (product/service/business model) and make a significant impact.</p>
Operational Model / Specific Conditions	<p>New Activities responding directly to the specific objective and contributing to significant impact made.</p> <p>Target group (beneficiaries of the support) and type of support: existing EIT Manufacturing Partners and non-Partner organizations who can implement fast track projects to address the COVID-19 crisis with clear solution (product/service/business model) and make a significant impact.</p> <p>Duration and cost eligibility: in order to ensure fast response to the COVID-19 crisis, the support to the selected Activities will start in July. The related costs are eligible as from the date of this invitation until 31 December 2020 (end of the Specific Grant Agreement).</p> <p>The form of financing is reimbursement of eligible costs incurred by EIT Manufacturing Members and linked third parties, EIT Manufacturing Activity Partners and non-Partner organizations. . In case of financial support to third parties, the usual limit of 60,000 EUR shall apply, unless justified otherwise by the KIC.</p> <p><u>Other specific conditions</u> to be incorporated in the application:</p> <p>Eligibility criterion related to EU dimension: at least two partners from two different countries, at least one partner from industry</p> <p>Innovation principles: the Activities must have clear outputs, commercialization strategy, and communication and dissemination plans. Having a nature of addressing pandemic situation, the new Activities have a reduced co-funding requirement of 15%.</p> <p>Financial sustainability mechanism: it is not obligatory however it is recommended.</p> <p>Expected outputs by end of 2020: The Activities must deliver clear outputs by the end of 2020 – clear product, services, solution, ready to be put on the market. Studies, project plans, analysis or similar are not considered as product, services or solutions. Clear output shall be defined.</p> <p>KPIs: the projects shall contribute to the EIT Core KPIs in the area of innovation:</p> <ul style="list-style-type: none"> ▪ EITN03 - # Products (goods or services) or processes launched on the market ▪ EITN04 - # Start-ups created as a result of innovation projects <p>Deliverables: project reports (including brief summary, achievements etc.) and business canvas.</p>

Proposals for pandemic response activities need to be for **Innovation activities**.

Activity proposals should **focus on one product or process** that has substantial, proven impact in the fight against COVID-19 or the practical consequences of the pandemic. Ideally the product or process should also lead to increased societal or individual resilience against COVID-19 or its effects. An overlap with existing Activities or Activities proposed for 2021 has to be avoided. Furthermore, the EIT funding requested should be additional to existing relevant national support schemes, i.e. overlaps with national efforts should be avoided.

The activity should fall into either the segment DEVELOP (bringing an almost ready product or process to market) or into the segment GROW (upscaling a product or process which is already on the market)

The **maximum financial support is € 300,000**. 15% of co-funding by partners is required. KCA contributions are required to achieve a EIT leverage of 25% (see glossary for KCA, EIT leverage) Contributions to the financial sustainability of EIT Manufacturing are encouraged, but not required.

Activities can start July 1st, 2020 and need to be completed by December 31st 2020.

The lead partner of a proposal (providing the Activity Leader) must be an existing partner of EIT Manufacturing. **Organisations that are currently not a partner of EIT Manufacturing can also participate in activity consortia**. Those should express their interest in participating by following the process as defined in the [internet page for our COVID-19 response](#).

Our existing partners have access to those expressions of interest and can get in contact with those organisations that they would want to collaborate with. In that case, they need to follow the same process as for involving new organisations in the Call for Proposals 2021 (info in the EIT Manufacturing internet ->[here](#)). As the time for the registration for new organisations in our intranet will in most cases be too short, the lead partner should use in the submission template of the dummy partners available in the system as a placeholder, stating which organisation this dummy partner refers to in the dummy partners role description.

Proposals need to be submitted using the online template for the EIT Manufacturing Call for Proposals 2020. Note that this is different from the submission of proposals for the Call 2021, in particular the special call for resilient manufacturing that also addresses responses to the pandemic, but is more long term oriented.

To access the **submission system**, please log in to the EIT Manufacturing Intranet at <http://plaza.eitmanufacturing.eu/>. Select "Call for Proposals 2020 – COVID-19 Response" from "Call for Proposals" at the top menu bar, or click on the respective button in the dashboard. Create a new proposal by clicking on the respective button at the top and select in tab 0 as area "Innovation" and as Segment one of "Develop" or "Grow", as applicable. Any other Area and Segment are not eligible for this call.

3 Review Process and Selection Criteria

The evaluation of applications to the venture support programme and for the activity proposals submitted will be done by a panel of external advisors selected by EIT Manufacturing.

The results of the expert review will be guiding the Management Team of EIT Manufacturing when making the decision on which proposals will be finally selected. The selected proposals shall form a portfolio matching expected available budget and the requirements of EIT.

The portfolio of startups/SMEs selected for support and Activities selected for execution will be submitted to the EIT for final decision on funding. Proposers will be informed on the outcome in the feedback tab (tab 6) of the proposal.

Criteria for selecting Scaleups/SMEs for the **venture support programme** are the following:

1. Has the Scaleup / SME demonstrated in the past 2 years a successful traction, in terms of products, projects, customers and revenues?
2. Has the Scaleup / SME a "before-crisis Business Plan" well defined and credible?

3. Has the Scaleup / SME provided a business development vision to grow across Europe, after the crisis (in 2021)?
4. Has the Scaleup / SME explained and quantified the impacts of COVID19 on its R&D ?
5. Has the Scaleup / SME explained and quantified the impacts of COVID19 on its Go To Market?
6. Is the amount requested by the Scaleup / SME reasonable, with respect to the COVID19 impacts explained in points 4 and 5 above?
7. Is the ROI proposed to EIT Manufacturing by the Scaleup/SME coherent and acceptable with regard to the level of financing support requested?

The evaluation criteria for **pandemic response proposals** will be the following:

Excellence and Strategic Fit

- How well does the proposal address the COVID-10 crisis?
- How well does the proposal identify its competitive advantage and its added-value in relation to existing products, services, solutions, initiatives, and state-of-the-art?
- How well are the specific objectives of the call addressed and proposed actions justified?
- How well does the proposal contribute to Knowledge Triangle Integration?

Impact

- How well does the proposal describe the contribution of the activity's outputs towards selected KPIs?
- How well does the proposal address business aspects and opportunities?
- How well does the proposal contribute to the creation of new value chains for innovation with a European manufacturing dimension?
- How well does the proposal consider mechanisms to scale up the impact of the Activity through the EIT Manufacturing Community and its facilitating layer?
- How convincing is the preliminary plan for what happens after the project ends and how its proposed impact can be realized?
- How well does the proposal describe appropriate communication and dissemination measures to increase the impact of the activity and brand recognition of EIT Manufacturing?

Implementation

- How credible, realistic, and adequate is the work plan and the milestones to achieve the intended Activity goals?
- How well defined and achievable are outputs, deliverables, outcomes, and impacts of the proposal?
- How well does the expertise and capacity of the project team match what is needed to carry out the Activity?
- How well does the proposed budget cover all expected costs and is the budget adequate for the planned Activity?
- How well are business aspects considered in the work plan.

4 Key Dates

11 May 2020	Call opening
25 May 2020 12:00 CEST	Submission of proposals to EIT Manufacturing
26 – 29 May 2020	Evaluation of proposals by external experts Selection of Activities and scale-up/SMEs portfolio to be proposed by EIT Manufacturing for funding
31 May 2020	Submission of proposals to EIT
30 June 2020	EIT award decision on submitted proposals
1 July 2020	Start of Activities and venture support programme

5 Annex

5.1 Guidance and Support

Support for matchmaking and devising proposals can be given by the functional directors of EIT Manufacturing:

- Venture support: Godwill Bancole, godwill.bancole@eitmanufacturing.eu
- Innovation: Johan Stahre, johan.stahre@eitmanufacturing.eu

Questions related to the overall process, EIT definitions and requirements can be addressed to CfPSupport@eitmanufacturing.eu

5.2 Glossary

The glossary defines the meaning of some key terms used in the context of EIT.

Activity	Everything that EIT Manufacturing does is organized into Activities. Each Activity belongs to one Segment, each Segment to one Area. Each Activity should contribute to the integration of the knowledge triangle of higher education, research and innovation, including the establishment, administrative and coordination activities of the KICs, and contributing to the overall objectives of the EIT
Activity Partner	To ensure effective participation of organisations that are not members (or their LTPs) of EIT Manufacturing, they will become so-called Activity Partners. They cannot take the lead partner role in an Activity and their participation will be limited to the duration of the respective involvement (usually 1 year). They will have to accede to the Framework Partnership Agreement (FPA); however, they will not need to become members of the EIT Manufacturing legal entity (LE). After the end of the activity they participate, they may keep an "inactive" status during the year(s) they are not engaged in any activity / project, or they may exit the FPA. Organisations collaborating through this model will pay a reduced fee based on funding received (i.e. 7.5% of the yearly funding received, capped at € 50,000).
Area	EIT defines a number of areas in which it operates: Education; Innovation and Research; Entrepreneurship; Communication, Dissemination and Outreach; Regional Innovation Scheme; and Management and Coordination.
Business Plan	The document specifying the detailed plan of EIT Manufacturing for the upcoming year. It consists of a main body text and a number of annexes describing the Activities in detail. On the basis of the draft Business Plan submitted in September (and some other criteria) EIT decides on the budget available to EIT Manufacturing in the following year. The Business Plan will then be adjusted to match the assigned budget and forms the basis for the internal project agreements of EIT Manufacturing with its partners.
Co-funding	KAVA funding from other than EIT financial contribution sources, in particular partners own investments and national or regional public funding programmes.
Complementary Funding	The investment that is associated with the results of all KCAs that are used in a KAVA. As KCAs are not relevant any more in the Call 2021, Complementary funding is also not used any more.
Deliverable	It is the tangible document, medium, or other artefact encapsulating the quantifiable outputs (e.g. products, services) created by a KAVA in pursuit

	of a specific objective and defined in the Business Plan for each specific KAVA. Deliverables represent the outputs in a format that can be uploaded on Duna submission tool at the time of reporting. Not all outputs need to be translated into a deliverable. A deliverable shall be chosen in a way that can represent a proof of the KAVA's proper implementation. A minimum of one deliverable shall be planned per KAVA. Core KIC documents (plans and reports that support KIC work) are part of the KIC planning and monitoring process and should not be listed as deliverables of KAVAs. Examples: comparative studies, market analysis reports; handbook and training tools; innovative education and training modules; described new curricula and qualifications; product technical documentation; results of client's satisfactory survey or testing; e-learning modules manuals and statistics of attendance; documentation about seminars, workshops, conferences, online forums, newsletters etc.
EIT Leverage	Defined as $EIT \text{ funding} / (EIT \text{ funding} + \text{co-funding} + KCA \text{ costs})$
GLP	Guided Learning Platform of EIT Manufacturing
Innovation Hotspots	Innovation hotspots are the tool that EIT Manufacturing will use to be both flexible and focused. To put it simply, they are an intersection between one or more emerging technologies and industry needs. Innovation hotspots will be continuously identified in the Launch programme by a working group that will rely on an agile process and tools to match technologies and needs and evaluate their potential. An example of a current innovation hotspot is the application of deep learning to online quality control, since it shows high potential to improve SME manufacturing operations at little cost.
KIC	"Knowledge and Innovation Community" – EIT Manufacturing is one of now eight KICs that operates under the regulations of EIT.
KAVA	"KIC Added Value Activity". This terminology is kept for historical reasons: up to 2020, each Activity consisted of a KAVA part and a KCA contribution. The KAVA part was the project that is executed and funded by the team of partners to achieve the goals of EIT Manufacturing. KAVAs should build on results created in KCAs. For the Call 2021, "KAVA" and "Activity" are used interchangeably.
KCA	"KIC Complementary Activity". A KCA is a project funded by non-EIT sources (typically, an FP7 or H2020 project, but can be also a company internal development programme). KCAs contribute produce results that are of relevance for the KAVA and are used by it in one way or another to achieve the Activity targets. Activities in 2020 require KCA contributions with a cost sufficient to achieve an EIT leverage of 25%.
KTI	Knowledge triangle integration. The concept refers to activities that integrates education, innovation and business creation aspects
Nuggets	Nuggets are short (<30 min) learning content units to be delivered online via our Guided Learning Platform. Each nugget addresses at least one competency and may have different formats (pdf, video, html, simulation, ...).
Output	It is what is directly produced or supplied through the KIC activities. In the context of the EIT, outputs may refer to the concrete technology, product, service, method, design, concept, methodology, approach, graduates, etc. created by a KAVA. Some outputs are monitored as KPIs. Examples: new products or processes, transformation of existing products, innovative education and training modules, new curricula and qualifications, e-learning modules, guidance material for new approaches and

	methodologies, testbeds and experimental facilities, prototypes, patents, publications, etc.
Programmes	Each Area has a number of programmes. For the Area Education these are for example the Teaching and Learning Factories, Guided Learning Platforms, and Programmes to engage Society and Pupils (programmes correspond to what EIT calls “Segments”)
RIS (Regional Innovation Scheme)	The EIT RIS (Regional Innovation Scheme) is designed to share good practices and experience emerging from the EIT Community’s activities, as well as to widen participation in KIC activities. Therefore, the aim of the EIT RIS is to help disseminate the knowledge and know-how of the EIT Community and widen participation in the KICs across Europe. The EIT RIS focuses on countries with limited or no participation in the EIT Community’s activities, where innovation capacity is moderate or modest and which otherwise would not be able to benefit from the experience gained by the KICs.
Segment	see → Programmes