



European Commission
Enterprise & Industry Directorate General

CALL FOR PROPOSALS

Subject

**JOINT ACTIONS FOR NON-TECHNOLOGICAL, USER-CENTRED INNOVATION:
1st Action Plan of the European Design Innovation
Initiative**

19/G/ENT/CIP/11/C/N03C021

GRANT PROGRAMME 2011

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.

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INTERESTED PARTIES ARE INVITED TO READ CAREFULLY THE BELOW INSTRUCTIONS, 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. CONTEXT

Design is increasingly recognised as a key discipline and activity to bring ideas to the market, transforming them into user-friendly, appealing, high quality products or services.

Although still often associated with aesthetics only, the application of design is much broader. The concept of design as a driver of user-centred and market-driven innovation has evolved. In 2009, the Commission Staff Working Document "Design as a driver of user-centred innovation"¹ concludes that "*design has the potential to become an integral part of European innovation policy*".

There is a general political agreement in Europe that to ensure competitiveness, prosperity and well-being, **all forms of innovation need to be supported**. The crisis and economic slowdown have made the need to find complementary innovation drivers and models even more acute. While the complex, systemic and increasingly open nature of innovation is generally recognised by business, academics and policy makers, its realisation is not always fully translated into policy analysis and development and support measures. The societal and economic pressing challenges call for new approaches to innovation: the identification of complementary innovation drivers, and the development of new innovation models and policy measures that put user needs in the centre. It is particularly important to find new ways to promote innovation in SMEs, including in low-tech sectors and regions that lag in terms of innovation performance and profile², as well as in private and public services.

Design activities in general have user needs, aspirations and abilities as starting point and focus. Designers also increasingly involve users in the process of co-creation and become important agents in innovation processes. A **more systematic use of design as a driver and tool for user-centred and market-driven innovation in any sector of the economy** and complementary to technological R&D could increase European competitiveness. Therefore, the progressive shift in emphasis away from an exclusive reliance on "technology push" in innovation policy and support must continue towards more demand- and user-driven innovation.

The Competitiveness Council of 26 May 2010 reiterated the importance of non-technological innovation and, in this context, stated that design is an important driver of user-centred innovation. The Council invited the Commission to:

- ✓ "**give special attention to design**" and to "*establish platforms for exchanging knowledge, experiences and best practices on design issues*".³

Furthermore, the Competitiveness Council of 26 November 2010 stresses⁴:

- ✓ *the need for: broad concept of innovation, including technological and non-technological, demand and user-driven innovation [...] innovation in services and design, [...] for the benefit of smart, sustainable and inclusive growth*".
- ✓ Design as a **strategic, cross-functional and multidisciplinary innovation activity** implies a broader role for the designer, linking several functions and ensuring that the user is always in focus. When applied to services, systems and organisations, user-centred

¹ Commission Staff Working Document [Design as a driver of user-centred innovation](#), SEC(2009)501 of 7 April 2009.

² See for instance the [Regional innovation scoreboard](#): and [The regional impact of technological change in 2020](#)

³ May 2010 [Council Conclusions on Creating an Innovative Europe](#) (II Markets - art. 5)

⁴ November 2010 [Council Conclusions on Innovation Union](#)

design thinking drives business model innovation, organisational innovation and other forms of non-technological innovation. Nevertheless **strategic design, user-driven and non-technological aspects of innovation are still insufficiently integrated into innovation policy and support**. Although some European countries are among the world leaders in design, others lack a robust design infrastructure and design capability in companies and education. This is a **systemic gap in the European innovation system** that has largely gone unnoticed and unaddressed⁵.

Furthermore, a model of European innovation policy that acknowledges the significant role of design in the innovation process would allow EU companies to **build on a clear comparative advantage linked to European heritage, diversity and creativity**, and to link creativity to economic reality.

The **Innovation Union Europe's 2020 flagship initiative**⁶ recognizes the importance of capitalising on Europe's creative potential and in the particular the role of design as a key discipline to bring ideas to the market. The commitment 19 of the Innovation Union announces the following measures to support innovation through design:

- ✓ In 2011, the Commission will set up a **European Design Leadership Board which will be invited to make proposals within a year to enhance the role of design in innovation**.

In line with the commitment taken in the Innovation Union, the European Commission launched in 2011

- ✓ the **European Design Innovation Initiative (EDII)**⁷ to exploit the full potential of design for innovation and to reinforce the link between design, innovation and competitiveness.

The initiative will be an open and flexible platform to bring together stakeholders with an interest in integrating and mainstreaming design into innovation, especially policy makers dealing with innovation policy; agencies responsible for support such as innovation agencies; innovation-oriented design support organisations, design promotion bodies and associations; national design centres, major design schools and research centres, regional design institutions with focus on innovation, business support organisations, SME organisations and design-driven companies that have a capacity to contribute to this development and/or are willing to contribute to this development

- ✓ The initiative is steered by the **European Design Leadership Board**⁸, involving designers, representatives of industry and higher-education sector. The Board is invited to work out concrete proposals on how to better integrate design, user aspects and other non-technological aspects into innovation policy and support. To ensure that the strategic role of design is better known and better promoted in innovation policies across Europe, the European Design Leadership Board **will develop a joint vision, joint priorities and joint action to achieve these objectives, and provide advice to the Commission on policy matters related to design and innovation**.

Main issues to be addressed by the EDII:

- ✓ how to improve the access to and use of quality design capabilities by SMEs across Europe;
- ✓ how to increase the EU and national funding opportunities for design as innovation driver and non-technological development;

⁵ These barriers to the better use of design were recognised in a [public consultation on design and innovation](#), conducted by the Commission in 2009.

⁶ http://ec.europa.eu/research/innovation-union/index_en.cfm

⁷ http://ec.europa.eu/enterprise/policies/innovation/policy/design-creativity/index_en.htm

⁸ http://ec.europa.eu/enterprise/policies/innovation/policy/design-creativity/edii_en.htm

- ✓ how to increase interdisciplinarity in European education, research and development;
- ✓ how to improve the evidence base and measurement of design and non-technological innovation aspects;
- ✓ how to promote European design internationally and provide incentives for European companies to improve the quality of their products.

To support the European Commission in these developments, a **secretariat**⁹ of the European Design Innovation Initiative start working beginning of 2011 to assist the Commission in launching the European Design Innovation Initiative and in making the Leadership Board operational.

In parallel, and to fulfil the commitment 19 of the Innovation Union, the European Commission also launched an initiative on European Creative Industries Alliance¹⁰ to promote the industrial development of creative industries and the wider use of creativity by other industries.

2. OBJECTIVE OF THE CALL

2.1 OVERALL OBJECTIVE

The overall objective of the call is to improve the impact of innovation policies by speeding up the take up of design as a user-centred innovation tool in national, regional and EU innovation policies.

Main issues to be addressed by the call for proposals

- ✓ To develop a **joint vision, joint priorities and joint actions** for non-technological, user-centred innovation with participating countries and stakeholders;
- ✓ To **mainstream design into innovation** and better integrate design and user-centred innovation approaches into innovation projects, policy, support across Europe;
- ✓ To **raise the awareness** of design and user-driven innovation and the use of design for economic, environmental and social purposes;
- ✓ To improve the **circulation of experiences and good practices** in the area of user-centred innovation and design in innovation policy.

The European added value is ensured through the exchange of best practices between active organisations providing design-driven innovation support services and not yet active organisations but interested to become active providers of design innovation support services; and through the awareness-raising of the role of design in innovation policy towards policy-makers and actors that play a role in the promotion of innovation across Europe.

2.2 SPECIFIC OBJECTIVES

- ✓ **To allow mutual policy-learning and transnational cooperation by testing the transferability of best practices ("learning by doing"):** between experienced actors (regions, countries, organisations, universities, etc.) already implementing design innovation policy towards actors willing to become active providers of design innovation support services (regions, countries, organisations, etc.).

⁹ [Secretariat of the European Design Innovation Initiative](#)

¹⁰ [European Creative Industries Alliance](#) call for proposals closed on 24/06/2011 and [further background information](#) about activities to support creative industries

- ✓ **To mobilise national, regional and European support providers**, in order to reach a level of acceptance of the positive impact of design in innovation policy for the benefit of users (enterprises, citizens,...) with the goal to mobilize necessary structural changes/adaptation and leverage budgets towards Design Innovation support.
- ✓ **To raise awareness of end-users (SMEs, business, public sector that do not yet apply design in their innovation strategies about the strategic role of design in innovation and business processes**, by bringing their attention to positive experiences/best practices/support schemes to raise the acceptance of the impact of design on innovation.
- ✓ **To tap on creativity and expertise of support providers and policy-makers** to benchmark different approaches and methodologies towards design as a user-centred and market driven innovation tool.
- ✓ **To keep Commission and the EDII Secretariat updated** on the recent developments of design as a user driven-innovation tool.
- ✓ **To have open platforms** that will be able to disseminate the recommendations of the Design Leadership Board in the future

2.3 TYPE OF ACTIVITIES CO-FINANCED

The projects may develop the following type of activities (non exhaustive list):

- ✓ **Foster greater integration of design in innovation services** provided to SMEs by bringing together business support organisations, design promotion bodies, organisations for promotion of innovation and design professionals.
- ✓ **Set up or connect networks/platforms in different countries** that combine design schools/centres and/or arts schools at universities and training institutes with other disciplines such as business schools and/or technical / science schools for developing/transferring strategic design learning and methodologies opportunities for managers/researchers.
- ✓ **Set up trans-national peer-learning platforms for innovation programme managers** on design-driven innovation, possibly building on existing national platforms (i.e. targeting awareness-raising for SMEs).
- ✓ **Set up specialised networks/platforms** for bodies involved in teaching and development of design competences in order to develop them towards strategic, user-centred problem solving and crowd-sourcing based innovation approaches for new skills.
- ✓ **Bi-lateral and multilateral exchanges of good practices and experiences**, including through staff exchanges, expert exchanges, visits, and demonstrations of methodologies in context of the "learning region/country.
- ✓ **Awareness raising activities among policy-makers**, innovation programme managers, professors and trainers, businesses and other relevant stakeholders, including small-scale demonstrations of successful approaches.
- ✓ **Awareness raising activities specially targeting SMEs** to remedy to the lack of access to information on the economic potential of user-centred and market driven design innovation; and the lack of access to relevant cooperation partners or service providers.
- ✓ **Disseminating activities towards non-participating stakeholders** in particular those interested to become active providers of design innovation support services.
- ✓ **Analytical work for instance to quantify the potential values for enterprises** that can be achieved through user-centred and market-driven design innovation, e.g. complementary to already launched statistical analysis, surveys and consultations of stakeholders.

Each project should touch upon at least 3 of the activities mentioned above, among those 3, the "Disseminating activities towards non-participating stakeholders" is obligatory.

Each project should also foresees to keep the Commission services and the EDII Secretariat updated on the recent developments of design as a user driven-innovation tool and to act – in a limited extend – as open platforms to disseminate the recommendations of the Leadership Board in due time.

3. TIMETABLE

- | | |
|-----|--|
| (1) | Scheduled start-up date for the action: January / February 2012 |
| (2) | Duration of action is: between 24 Months to maximum 36 Months |

However, if after the signing of the agreement and the start of the project it becomes impossible for the beneficiary, for fully justified reasons beyond his control, to complete the project within the scheduled period, an extension to the eligibility period may be granted. A maximum extension of 6 additional months will be granted, if requested before the deadline specified in the agreement. The maximum duration will then be **42 months**.

The intention is to inform applicants of the outcome of the award procedure no later than the month of **January 2012**.

The period of eligibility of costs will start on the day the contract is signed by the last of the parties. If a beneficiary can demonstrate the need to start the action before the agreement is signed, expenditure may be authorised before the agreement is signed. Under no circumstances can the eligibility period start before the date of submission of the grant application.

4. EU FINANCING

The **maximum budget** allocated from the CIP-EIP Work Programme 2011 (ENT/CIP/11/C/N03C021) financing decision for this call for proposals is:

EUR 3.000.000

Indicative number of projects:

4 projects

Maximum EU co-financing rate:

75% of eligible costs

Maximum European Union co-financing ceiling:

EUR 1.000.000 per project

Proposals with an EU co-financing beyond any of the above two maxima will be ineligible. Please refer to section 5 below.

- Please note that one action may give rise to the award of only one grant from the European Union budget to any one beneficiary.
- 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 a case, beneficiaries proposed for award will be proposed 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 (on the Internet site and/or in the Official Journal) does not guarantee the availability of funds for the above action.
- 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 grant 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.

In case where a multi-beneficiary agreement is possible or required, 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 responsibility for any amount due to the Commission by anyone of them as stipulated in article II.18 of the grant agreement.

The final grant agreement shall be signed by each participating co-beneficiary unless a power of attorney is conferred to the appointed co-ordinator (**Form A/4 of the submission set**).

4.2. SUBCONTRACTING

Only a limited part of the project may be subcontracted, up to 20% of the eligible costs. Applicants should identify/specify already in their proposals the scope of the work to be subcontracted, the amount of the budget which is meant to be sub-contracted and the process to be followed to designate sub-contractors.

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 sub-contracted.

Please refer to the guide for submission (page 30) 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.4 for single beneficiary agreements and 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.

In case of grants exceeding 750.000 €, when the cumulative amounts of request for payment is at least 325.000 €, an auditor has to certify that the costs are real, accurately recorded and eligible in accordance with the grant agreement.

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) EFTA countries that are members of the EEA: Iceland, Liechtenstein, Norway
- (3) Other countries participating in the Entrepreneurship and Innovation Programme of the Competitiveness and Innovation Programme: Croatia, the Former Yugoslav Republic of Macedonia, Turkey, Serbia, Montenegro, Albania and Israel

The Commission may select proposals from applicants in EFTA/EEA countries or candidate 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.

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

5.2. LEGAL STATUS ELIGIBILITY

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 co-ordinator.

1. Applicants must act in consortium with partner organisations.
2. Partners of the lead organisation must satisfy the same eligibility criteria as those for applicants; the applicant will 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 provide the legal responsibility.

Applicants must correspond to the definition of the following target organisations:

- **Public or private organisations / agencies / associations at European, national, regional and/or local level:**
 - providing design innovation support services,
 - interested to become active providers of design innovation support services,

in particular design support organisations, design agencies; design centres, design associations; design promotion bodies; design research centres; design educational and training bodies; innovation agencies; organisations for promotion of innovation; business support organisations, in particular with a focus on the small and medium-sized enterprises; Chambers of commerce.
- **Regional, national and European policy makers / public authorities:**
 - being active in developing and/or implementing design innovation, user-centred and/or non-technological innovation policies, strategies and/or support schemes,

- being interested to become active in developing design innovation policies, strategies and/or providing design innovation support schemes targeting businesses that could benefit¹¹ from support in design thinking or market-driven design innovation to bring ideas to the market Those authorities might be currently active in areas such as innovation policy and/or support, education and training, research, business development,

in particular innovation departments of national or regional ministries; other potentially relevant public departments dealing or willing to deal with a strategic approach of design in innovation (research, business development, education and training).

Required number of partners per consortium:

The number of participants in each consortium has been set up to **minimum 4 legal entities** being established in **minimum 3 CIP participating countries**, whereby

- **at least one** consortium partner shall have a **solid knowledge of and/or experience in design innovation support services and/or policy** and
- **at least two** consortium partners that have been so far focusing on innovation, research, education and SME programmes and innovation policy making without specific design aspects, but that **are interested to become active in the design innovation support**.

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 2002¹² 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 Communities¹³, 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. Applications must be signed, dated and complete, using the standard submission set. All forms must be submitted in their original form with original signatures;
2. Applications must be submitted timely, in conformity with the specifications for the submission of proposals (see point 8 below) ;
3. Only projects that are strictly non-profit-making and/or whose immediate objective is non-commercial shall be eligible.
4. Applications must respect the maximum EC contribution as laid out in section 4.
5. Applications must respect the maximum duration of projects (see section 4).
6. Applications must be in line with the scheduled start date (see section 4).

¹¹ Design-driven companies and other businesses that wish to receive support on design innovation cannot be partners in the projects. Such entities may only benefit from demonstration actions or information provision that may form part of the work packages of a project.

¹² 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

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

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

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 a EU co-financing rate 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. EXTERNAL AUDIT REPORTS

For actions where the cost to be financed exceeds EUR 500 000, the application shall be accompanied by an external audit report produced by an approved auditor. This report shall certify the accounts for the last year available and provide the possibility for an assessment of the financial viability of the applicant.

This obligation does not apply to public bodies, secondary or higher education establishments, international organisations under public law or beneficiaries with joint and several liability in the case of agreements involving several liability beneficiaries.

6.3. 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 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**.

The applying consortia must demonstrate that:

- At least one participating body has a solid knowledge of and/or experience in the user-centred and non-technological innovation support policies, priorities, activities and/or measures, in particular with a focus on design driven-innovation.
- Most participating bodies have capacity to implement the activities and/or results of the projects – to mainstream design driven-innovation priorities and/or activities into their innovation policy and/or innovation support programmes and measures.
- All participating bodies have the necessary expertise and resources to carry out the proposed activities.
- The project coordinator has a proven experience in animating and steering multi-national consortium of the relevant size.

7. AWARD

An evaluation of the quality of 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 chapter IV and VII of the Guide for Submission in annex 2.

8. SUBMISSION OF PROPOSALS

Please note that electronic submissions are not allowed for this call.

However, applicants may enclose Microsoft compatible electronic versions of their submission papers saved on a USB stick or another storage medium in the envelope with the application papers.

Please consult chapter I of the Guide for Submission for the modalities of preparing the proposal.

The deadline for submission of proposals is:

10/10/2011

Applicants shall observe precisely the below indications in order that proposals can reach their precise destination in due time.

Proposals may 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
Call for proposals No: ENT/CIP/11/C/N03C021
Industrial Innovation and Mobility Industries Directorate, Unit D.1: Policy Development for Industrial Innovation
BREY 06/59
B-1049 Brussels, Belgium

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: ENT/CIP/11/C/N03C021
Industrial Innovation and Mobility Industries Directorate, Unit D.1: Policy Development for Industrial Innovation
BREY 06/59
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

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.

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 Industrial Innovation and Mobility Industries Directorate Unit D.1: Policy Development for Industrial Innovation E-mail address: ENTR-CFP-11-DESIGN-INNOVATION@ec.europa.eu Office address: BREY 06/59, B-1049 Brussels, Belgium

10. ANNEX 1 SUBMISSION SET

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

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/>

Notwithstanding the indications given in Section V.3 of the Guide for Submission, applicants are strongly encouraged to base their description of activities on the template 'Form 1 - Detailed description of activities', in annex 6 below.

12. ANNEX 3 EVALUATION CRITERIA

See annex 3 below to this call for proposals.

13. ANNEX 4 DRAFT GRANT AGREEMENT

See annex 4 published together with this call for proposals.

14. ANNEX 5 OPERATIONAL CAPACITY DECLARATION

See annex 5 published together with this call for proposals.

15. ANNEX 6 FORM 1 (1-1 AND 1-2)

See annex 6 published together with this call for proposals.

Annex 3 Evaluation Criteria

When assessing the below evaluation criteria, the evaluation committee generally pays attention to the elements indicated below each criterion. Please note that these elements, which are indicative and non-exhaustive, are given on the basis of transparency and in order to help applicants to improve their applications.

EVALUATION CRITERIA AND KEY ELEMENTS LIKELY TO BE ASSESSED BY THE EVALUATION COMMITTEE	MAX. SCORE
1. Relevance of the actions proposed	15
<i>How relevant is the proposal to the objectives of this call for proposals?</i>	
- <i>in terms of number and geographical coverage of the involved applicants</i>	
- <i>In terms of operational capacity of the involved applicants and a balance between different types of participants in a consortium</i>	
- <i>in terms of expected activities and envisaged objectives by the proposal, including its added value compared to previous or on-going activities</i>	
2. Impact on target audience	55
2.1 Tangible and sustainable impact	40
<i>To what extent does the proposal ensure a mutual policy learning and transnational cooperation between the project partners by exchange of experiences and good practices in the area of user-centred and design in innovation policy?</i>	
<i>To what extent is the project likely to achieve a tangible impact on the project partners with the traditional innovation/research/education/SME support policies; i.e. by mainstreaming and integrating of design and user-centred innovation approaches into the innovation policy and support schemes of these countries?</i>	
<i>To what extent is the project after its completion likely to have a tangible and sustainable impact on beneficiaries of design innovation support services (i.e. non-design businesses) or policies to the end-users?</i>	
<i>To what extent does the proposal contain objectively verifiable and quantifiable indicators for project outcomes?</i>	
2.2 Visibility and Dissemination	15
<i>To what extent will the project support the dissemination of the project activities to the non-participating stakeholders for the purpose of:</i>	
- <i>raising the awareness of design as a user-centred and market-driven innovation tool and the potential of design for growth</i>	
- <i>disseminating the project results and the activities towards non-participating stakeholders"</i>	
<i>Does the proposal foresee a sharing of materials emanating from the project for the dissemination by the Commission, the EDII Secretariat and other projects resulting from the present call for proposals?</i>	
<i>To what extent will the project support the dissemination of the project outcomes to the potential beneficiaries of the design innovation support, i.e. the potentially interested non-design businesses, in particular the SMEs operating outside the creative industry sectors, which do not have design in their innovation strategy?</i>	
3. Quality of the proposed actions and Management	20
<i>How coherent, appropriate and ambitious are the activities proposed?</i>	
<i>To what extent is the work plan of the project feasible, thought through, and clearly presented, including milestones, deliverables, indicators and sound project management structures?</i>	
4. Budget and Cost-effectiveness	10
<i>To what extent is the budget clear and detailed?</i>	

<i>Does the breakdown of the budget provide for budget allocation that is reasonable and justified per partner and per activity? To what extent is the proposed expenditure necessary for the implementation of the project?</i>	
Maximum total score	100

If a total score **lower than 60 points** or a score **lower than 50%** for any of the above five criteria is obtained, the proposal **will not be evaluated further**.

Annex 4 Draft Grant Agreement

See annex:

- [Grant agreement for an action with multiple beneficiaries](#)