

Call for problem holders, scaleups and SMEs working for Water Scarcity in Southern Europe

EIT Food together with EIT Climate-KIC, EIT Digital and EIT Manufacturing are looking for three private companies, association of companies or cooperatives, or public entities working in one of these sectors – i) food & beverage, ii) agriculture and iii) utilities & infrastructures- to participate as "**problem holders**" willing to host in their facilities demonstration activities conducted by selected SMEs/scaleups with disruptive solutions for efficient water management. The EIT community will support these entities in finding innovative solutions fitting their needs.

Call for problem holders:

- **Application deadline:** 01.06.2021 (23:59 CEST)
- **Application template for:** see Section 3.8 and Annex 1.

In parallel, the EIT community is looking for **twenty scaleups** – *startups seeing accelerated growth after demonstrating a product-market fit*- and innovative SMEs working on new solutions tailored to one or several of the challenges described in the present document for the three sectors: i) food & beverage, ii) agriculture, and iii) utilities and infrastructure. The solution providers can submit their SMART solutions for a maximum of two of the sectorial challenges. Twenty applications will be selected to participate in the Programme, which includes market-oriented training, a 3-months mentoring period, and the possibility to implement a demo site with one of the problem holders at the end of the period.

Call for scaleups and SMEs:

- **Application deadline:** 01.06.2021 (23:59 CEST)
- **Application template for:** see Section 4.10 and Annex 2.

This activity is part of the Cross-KIC initiative *Finding innovative solutions for water scarcity in Southern Europe*.

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1) Background information:

1.1. What is EIT – The European Institute of Innovation and Technology?

The European Institute of Innovation and Technology ([EIT](#)) is an independent European Union (EU) body that increases Europe's ability to innovate by nurturing entrepreneurial talent and supporting new ideas.

The EIT has a pioneering role in increasing European sustainable growth and creating jobs by reinforcing Europe's innovation capacity. The EIT brings together leading organisations to form dynamic cross-border partnerships. EIT's mission is to:

- Increase Europe's competitiveness, sustainable economic growth and job creation by promoting and strengthening cooperation among leading business, education and research organisations.
- Power innovation and entrepreneurship in Europe by creating environments for creative and innovative thoughts to thrive.
- Innovation through integration.

1.2. Finding innovative solutions for Water Scarcity in Southern Europe

Together with other **EIT Knowledge and Innovation Communities (KICs)** – [EIT Climate-KIC](#), [EIT Digital](#), [EIT Manufacturing](#) – and **partners** -[Athena Research Centre](#) and [Bioazul](#) – EIT Food leads a multiannual and multidisciplinary programme designed to alleviate water scarcity in Southern Europe. We work together considering water scarcity as a thematic field from agrifood to manufacturing.

The overarching objective of the Programme *Finding innovative solutions for water scarcity in Southern Europe* (from now on the Water Scarcity programme or the Programme) is to ease the transition to a water-saving economy and to contribute, in the long run, to reduce Europe's water consumption, wastage and pollution. This will be achieved by targeting different stakeholders, from policymakers to business, industry leaders and citizens, through various actions:

- 1- The **Body of Knowledge** is a group of top-class experts working together to build knowledge around water scarcity, policy and financing tools.
- 2- The **InnoWise Scale** activities will support up to 20 scale-ups working on innovative solutions to tackle specific case studies related to water scarcity, through tailored mentoring and training, and the possibility of competing for different prizes, including the implementation of demo sites (foreseen in 2022).
- 3- The **Water Academies** are sectoral and technical seminars that will stimulate a learning environment and promote the adoption of water-saving technologies, sharing the latest findings and good practices in different sectors.
- 4- **Outreach activities** are designed to engage with people to become agents of change and walk towards a water-saving economy.

The Programme will be implemented in several countries across Europe, focusing on Cyprus, Italy, Greece, Malta, and Spain.

2) Purpose of this call

The EIT – through the KICs – is launching this call for **problem holders, scaleups and SMEs** - intends to support innovators to reach the market with innovative solutions tackling **water scarcity in Southern Europe**.

More specifically, this call is framed within in **InnoWise Scale activities of the Water Scarcity Programme**. The InnoWise Scale activities have been designed to enable agile water management in different sectors, optimise and match water supply and demand, and foster climate change readiness while fostering innovation and entrepreneurship, especially in the Mediterranean region, namely **Cyprus, Greece, Italy, Malta and Spain**. For that, the KICs will seek and encourage the participation of scaleups and SMEs with the goal of:

- Promoting and supporting the **design** of innovative solutions to tackle specific water-related problems across different sectors.
- Accelerating the **market uptake** of innovative solutions brought by scaleups / SMEs working on water scarcity, by providing them with financial support and/or access to potential partners or customers.
- Easing the **implementation of innovations** developed by scaleups / SMEs working on water scarcity and their market expansion by giving them access and support to implement demo sites.

2.1. Sectoral challenges

The EIT KICs are looking for **3 problem holders** to present their specific case study to be solved, and **20 solution providers** (scaleups / SMEs) working on relevant solutions. All InnoWise Scale activities have been designed around **three sectors** and related specific **challenges as described below**.

Sector 1: Water management in the food and beverage industry

Water is essential in the food and beverage industries both as an input and as part of the industrial processes (e.g. cooling, cleaning, etc.). Therefore, measures to **increase water efficiency and promote circular schemes** that enable water recycling and valorisation of by-products in the water line would have an enormous impact on the sector's sustainability.

The KICs are looking for **problem holders and scaleups** to tackle challenges around water management in the food and beverage industry. The challenges can be related, but are not limited, to:

- Water recycling in the food processing lines, e.g. in heating and cooling processes.
- Ensuring a closed water cycle, e.g. attaining zero liquid discharge and recovery of by-products contained in process water (e.g. whey valorisation from dairy industry).
- Water quality monitoring, e.g. improving samples management, simplifying sampling procedures, reducing sampling time, finetuning water quality parameters.
- Reducing the environmental impact of water discharges, e.g. minimising total dissolved solids in process water.

- Sensors and other technologies to detect specific water contaminants.
- Removal of specific pollutants from process water.
- Water audits, water balance and other water accounting tools and methods oriented to reduce water consumption.
- Waterless alternatives for equipment/components and/or operation processes.
- Solutions to reduce leaks and fouling for the optimisation of water use.
- Improved design of food-processing facilities to reduce water use.

Sector 2: Water management in the agricultural sector

Water is a critical input for agricultural production. Irrigated agriculture represents 20% of the total cultivated land, and contributes to 40% of the total food produced worldwide. In Europe, agriculture is by far the sector exerting the highest pressure on renewable freshwater resources, responsible for nearly 59% of total water use in Europe (2017). In increasingly uncertain climates and with a steadily growing population, the predicted rise of water scarcity will have global effects on food production.

The KICs are looking for **problem holders and scaleups** to tackle challenges around water management in the agricultural sector. The challenges can be related, but are not limited to:

- Tools that allow a climate-smart agriculture and informed decision-making at farm level, such as soil moisture sensors, Decision Support Systems (DSS) and satellite evaporation measurements.
- Tools to improve water efficiency, such as alternative crops or improved irrigation methods (e.g. deficit irrigation)
- Recovery, recycling and reuse of wastewater in irrigation.
- Cropping systems reducing evapotranspiration and water demand.
- Improve irrigation and drainage schemes.
- Alternative and combined production methods, such as hydroponics or aquaponics.
- Advanced agri-products to increase water efficiency of crops (e.g. products to increase water retention in soils).
- Valorisation of by-products from other sectors used in agriculture to increase water efficiency.

Sector 3: Water management in water utilities and large infrastructures

Digital technologies deliver in meaningful ways across the water value chain, from watersheds to infrastructure, and spanning virtually every industry, including consumer-facing ones. Digital technologies are leading the transformation through the emergence of solutions such as remote sensing, inexpensive sensors, smart devices, artificial intelligence, virtual reality, or augmented reality, enabling real time water quantity and quality monitoring, vastly improved management of infrastructure assets, direct consumer engagement and facilitating the adoption of off-grid and localised infrastructure technologies.

The KIC is looking for **problem holders and scaleups** to tackle challenges around digital water management. The challenges can be related, but are not limited, to:

- Utility and industrial asset management
- Cybersecurity of infrastructures

- Real time monitor for infrastructure performance and water quality
- Surface and groundwater data within watersheds monitoring (satellite images, drones, remote sensing, etc.)
- Transparency in supply
- Digital technology to promote sustainable water use and allow customers to access utility data and information

2.2. InnoWise Scale activities

The InnoWise Scale activities provide a unique opportunity focused on training in business case skills and idea competition for advanced ventures, tailored to the real needs of specific sectors (through problem holders' participation). These market-oriented activities are intended to foster the market launch of advanced water-related technologies.

The activities and important dates of the InnoWise Scale are summarised in the following table and further elaborated below:

Activity	Date
InnoWise Scale matchmaking event (online)	June 2021 – between 14 th - 25 th (tentatively two half-day sessions)
Mentoring and training period (online)	July-September 2021
InnoWise Scale competitive event (online)	September / October 2021 (tbc)
InnoWise Grand Event (physical)	November-December 2021
Demo agreement (awarded finalists)	November 2021- December 2021
Demo test phase (awarded finalists)	2022

1st Step: Matchmaking event (closed event)

The first step is an online event with the 20 SMEs and scaleups selected to participate in the Project during June 2021, the problem holders and the mentors, in which:

- Presentation of the sectors and challenges in which the scaleups and SMEs will work.
- The selected problem holders will present their case studies.
- 1:1 session enabling the matchmaking of SMEs and scaleups with mentors according to the specific needs and skills.
- Training session in business case skills of relevance for all the participants (e.g. Environmental Technology Validation, business model mapping, etc.)

2nd Step: Mentoring and training (closed activities)

As a second step, the selected solution providers (20 SMEs and scaleups) will be accompanied and coached by **carefully chosen mentors** to help them overcome the obstacles, optimise resources, and take full advantage of the KIC opportunities. Mentoring activities will take place over three months (June- October), with at least 4 online working sessions.

During this period, **mentors and mentees** will work together in one or several areas, such as but not limited to:



- Product development
- I.P. management
- Customer needs assessment and engagement
- Business plan definition, development or review
- Finances & Investment
- Pitching and public speaking
- Sales and marketing
- Internationalisation

In addition, at least **two Q&A sessions** will be organised for each of the case studies. During these sessions, problem holders and solution providers will have the chance to exchange ideas better to understand the problem holders' challenges and needs.

Finally, the KICs will offer the selected scaleups and SMEs **specialised training** in marketing/selling, ETV, IPR or other workshops of interest, free of charge. Participants will be requested with their application to fill in a survey to identify the areas where they need support; therefore training programme will be tailored to the selected participants.

3rd Step: Competitive events (public event)

Three competitive virtual events will be open to the general public and will occur in September and October 2021. Each event will be organised around one of the case studies provided by the problem holders. In each event, problem holders will present their case study to the general public, and the SMEs and scaleups will present their solutions in a pitching session competition.

At the end of each competition, the following prizes will be awarded (for further information, see Section 4.7 – Competitions and awards):

- First prize: 12,000 EUR cash prize
- Second prize: 10,000 EUR cash prize
- Special prize: 30,000 EUR for demo-purposes

Note: The special prize will be given to the SME/scaleup whose solution is more suitable/adequate to solve the challenge of the problem-holder. For the special prize to become effective, the awarded scaleup or SMEs must present the KICs a signed agreement with the problem holder for the implementation of a demonstration site in 2022 (see below for more information).

4th Step: Grand Event

At the end of the year, the KICs will organise a **final event** gathering all participants for the Water Scarcity Programme's different activities (e.g. experts from the Body of Knowledge, experts from the Water Academies, mentors) to ensure networking opportunity. The event, expected in December 2021 will gather relevant stakeholders to promote the participants' growth and internationalisation, i.e., potential customers, private investors, public authorities, etc.

The event will be organised in the last quarter of the year, and it is intended to be held in person, subject to any restrictions in response to the COVID-19 pandemic.



3) Call for problem holders

3.1. Who are we looking for?

We are looking for private companies, associations of companies, cooperatives, or public entities from the food & beverage industry, the agricultural sector and/or the water utilities and large infrastructures willing to find solutions tailored to their specific needs through the **provision of a case study**.

These entities are invited to apply to this call and present their specific needs. Drivers behind can be related to increased sustainability, regulatory issues, or cost savings, among others. More specifically, the EIT KICs are looking for **3 problem holders in total, presenting a case study related to at least one of the challenges described in section 2.1** of the present document.

Given that the Programme is focused on Southern Europe, priority will be given to entities located or at least have a production site in the Mediterranean region, specifically in Cyprus, Greece, Italy, Malta or Spain.

Participation of External organisations

This call for problem holders is open for the participation of KIC's partners (EIT Food, EIT Climate, EIT Digital, EIT Manufacturing) and organisations outside of the EIT KICs ecosystem (i.e. non-partners).

3.2. Activities and commitments of the problem holders

Each problem holder will support the EIT KICs in defining the specific case study for a given sector. The problem holder will be entitled to select one of the scaleups and SMEs (solution providers) to address their needs better. Both problem holder and scaleup/SME shall then partner to implement a demonstration site during 2022 at the problem holder facilities.

More specifically, the selected problem holders shall be committed to carrying out the activities summarised in the table below and further explained in the following subsections:

Activity	Description / commitment	Due date
Participation in Matchmaking event	Active participation in the matchmaking sessions, including presentation of their case study.	June 2021
Q&A sessions with participants	Participate in at least two Q&A sessions with the solution providers (to be coordinated by the KICs).	July-September 2021
Participation in 1 online competitive event.	Active participation in the sessions organised during the event. Selection of the solution provider that will be awarded with the special prize for demo purposes.	September / October 2021



Demo agreement with one selected solution provider.	Signature of a Memorandum of Understanding, including place, period, budget and commercial agreement between demo holder and the solution provider.	November 2021
Participation in the InnoWise Grand Event	Active participation in the sessions organised during the event.	November-December 2021
Demo implementation and follow up	Demo site implementation as described in the MoU with the solution provider. The demo site must remain accessible for the KICs for monitoring and reporting purposes. The problem holder shall contribute to the monitoring by providing impact metrics to the KICs.	2022

Presentation of the case study (June-October)

The problem holder will present the case study in at least 4 sessions during the period June to October:

- Presentation of the case study in the first online matchmaking event (June 2021).
- At least two Question & Answer sessions with the participants.
- Presentation of the case study during the sectoral InnoWise Scale competition.

The problem holder shall provide the KICs all the information relevant to their case study, following the KICs format requests and visual identity.

Participate in one InnoWise Scale competitive (September / October 2021)

Each problem holder must participate in the online competition relevant to their case study. The problem holder will be responsible for:

- Presenting the case study.
- Acting as a jury member. The problem holder will be entitled to select the winner of the "special prize" for demo purposes, consisting of 30,000 EUR to be provided to the award-winning participant (see below).

Preparation of a Memorandum of Understanding for testing phase (November 2021)

The problem holders shall be committed to **signing an agreement with the selected scaleup or SME to implement a demo** (from December 2021 onwards). This agreement, in the form of a Memorandum of Understanding or MoU, shall reflect:

- Scope of the demo activity.
- Demo site's location.
- Budget outline.

- The commercial agreement between problem holder and solution provider, which shall include some commercial advantage for the problem holder for a period of time (e.g.: reduced fees for 2-3 years, exclusivity period, etc.).

For the special prize award, the MoU between the demo holder and the scaleup must be signed before 31st December 2021. The EIT KICs retain the right to revoke the concession of the prize, given that the implementation of the demo site does not take place in the foreseen period (2022).

Participation in the Water Scarcity project Grant Event

The problem holders shall be committed to attending the final event, expected to be held onsite in December 2021 (tentatively in Tel Aviv, during the *Watec Exhibition*). During the event, the outcomes of the Water Scarcity programme will be presented.

Test phase and follow up.

The problem holders shall be committed to implementing a demo site with the selected solution provider during the year 2022. The EIT KICs will be entitled to visit the demo site for KPI monitoring and follow up of the project outcomes during the following year.

Moreover, problem holders shall be committed to filling in the follow-up surveys sent out by the EIT KICs to track their evolution over three years and the impact that participating in the activity might bring to them. The indicators that will be monitored include, but are not limited to:

- Change (%) on water use by the company, water-saving metrics.
- Surveys to monitor the water saved by end-users due to the participation on the Programme or collaboration with the scaleups / SMEs.

3.3. Selection criteria

The problem holders will be assessed by the EIT KICs' staff against the following criteria:

- Completeness of the application.
- Relevance of the challenge/problem for the Mediterranean area.
- Availability of space / facilities for demo purposes.
- Suitability of their case study according to the profile of the available solution providers (scaleups/SMEs)

3.4. Problem holders' contract

The entities selected as problem holders for the activities will be requested to sign a non-disclosure agreement and a Memorandum of Understanding (MoU). This MoU will outline the terms of the partnership between the relevant KIC, i.e. EIT Climate-KIC, EIT Digital or EIT Food, and the Problem Holder.

3.5. Problem holders' eligible costs and terms of payment

Problem holders will be entitled to **receive up to 8,000 EUR in EIT funds** from the corresponding KIC to commit to the Water Scarcity activities during the year 2021.

Entities already affiliated to the KIC

KIC's partners can request the **reimbursement of up to 8,000 EUR to cover eligible costs** from the following categories (always according to Horizon Europe eligibility criteria and [EIT rules for funding](#) and the KIC's internal procedures):

- Personnel costs for the staff involved in the presentation of the case studies.
- Project-related travel activities.
- Overhead expenses.

The participation in the InnoWise Scale activities by the problem holder following the terms and conditions stated in this document **does not represent a commitment by the KICs of allocation of funds in 2022** for the test phase. The problem holder must assume the costs incurred during the testing phase in 2022. However, affiliated entities willing to actively engage to the KAVA *Finding innovative solutions for water scarcity in Southern Europe* in 2022 will be encouraged to explore the options with the KICs, provided a continuation of the activity and the availability of funds by the KICs.

External organisations

External organisations are encouraged to apply to this call for problem holders. The payment of the 8,000 EUR will be subjected to the delivery of the activities and commitments stated in the present document and refined in the MoU to be signed between the problem holder and the KICs. Non-affiliated entities acting as problem holders must be entitled to issue invoices to the relevant KIC. Payment of the amount shall be expected in December 2021.

The participation in the InnoWise Scale activities following the terms and conditions stated in this document **does not represent a commitment by the KICs of allocation of funds in 2022** for the test phase. The problem holder must assume the costs incurred during the testing phase in 2022. However, external entities willing to actively engage in the KAVA *Finding innovative solutions for water scarcity in Southern Europe* in 2022 will be encouraged to explore the options with the KICs, provided continuation of the activity and the availability of funds by the KICs. To enrol in the activities in the coming years, any external organisations will have to affiliate to one of the EIT KICs following the standard application and approval process (the specific EIT KIC depends on the case study). Please, refer to the KICs' websites to learn about the existing partner network and to find out more about the partnership model and the advantages of becoming a partner:

- EIT Climate KIC: [Partner with us - Climate-KIC \(climate-kic.org\)](https://www.eitclimate-kic.org/)
- EIT Digital: <https://www.eitdigital.eu/our-community/join-us/>
- EIT Food: <https://www.eitfood.eu/partners>

3.6. Additional benefits for the problem holders

- Problem holders will benefit from scouting of scaleups and/or SMEs tailored for their specific needs.
- Networking opportunities with other relevant entities that face similar water management challenges.
- Acknowledgement and visibility.
- Becoming part of a network of experts across Southern Europe able to influence how innovation is designed for such a challenge.
- Work with scaleups and professionals eager to work in challenges and needs
- Expand your personal and professional networks participating in the events.

3.7. Conflict of interest

Persons already selected to participate in the Water Scarcity programme as mentor or scaleup will not be entitled to act as problem holder.

3.8. Application process and timeline

Entities willing to collaborate as problem holder must outline a case study in their application form. The problem holder must present a dossier (max. 2 pages following **Annex 1 questionnaire**) in which the following information will be included:

- Context about the industry.
- Problem/challenge they want to solve or improvement they want to make. Parameters they need to consider, such as water quality (pollutants, solids, conductivity), water efficiency, water recovery, etc.
- Why they need to address one or several points: compliance with legislations (which one, why they are not compliant, timeline), costs-effectiveness, reputation, etc.
- Type of solution they need.

The dossier attached to Annex 1 (in pdf format) shall be sent via e-mail to the Project Manager by **01.06.2021 at 23.59 CEST**:

Contact: carmen.galindo@eitfood.eu

Subject: [WATER] Case study for water scarcity

Selected applicants will be notified between the 7th and the 11th of June. Note that the first event will be shortly after notification, so applicants must be ready for a quick reaction.

4) Call for scaleups and SMEs

4.1. Who are we looking for?

The KICs are looking for **20 solution providers** to address one or several of the challenges described in section 2.1 of the present document. Solutions (either product or services) shall be in the late stages of development – Technological Readiness Level (TRL)¹ of 7 or above – and have a proven market fit. More specifically, the KICs are looking to support:

- **Scaleups:** a development-stage business seeing accelerated growth after demonstrating a product-market fit, which is looking to grow in market access, revenues, and the number of employees.
- **SMEs:** a consolidated business with less than 250 employees, with an annual turnover up to EUR 50 million, OR a balance sheet total of no more than EUR 43 million. In this case, we are looking to support the development of new solutions within an already operational companies.

Innovative solution providers in advance stages of development are invited to apply to this call and present their innovative and SMART solutions set to make a significant impact on one or several of the sectoral challenges provided in section 2.1 of the present document.

A total of 20 scaleups and SMEs will be selected to participate in the InnoWise Scale activities, described in section 2.2. **Each of the selected finalists will be assigned to one specific case study to work on it during the programme period.**

4.2. Eligibility and exclusion criteria

Eligibility criteria

To be considered eligible to participate in the InnoWise Scale activities and be entitled to the (non-)economic compensations described in this document, the SME / scaleup must comply with EIT KIC scope of action in the sectors of Agrifood, Manufacturing, Digital and Climate, proposing a solution for one of the challenges related to water management in (i) the food & beverage industry, (ii) the agricultural sector and/or (iii) water utilities and large infrastructures (please refer to section 2.1 of the present document for reference).

Moreover, to be considered eligible for the InnoWise Scale activities, the applicant must:

- Present a solution within the scope of the Water Scarcity programme and must address one of several of the challenges described in the call.
- Be considered an SME under the EU definition, i.e. having less than 250 employees, with an annual turnover up to 50 million EUR, OR a balance sheet total of no more than 43 million EUR.
- Be an already registered company based in one country within the EU and Horizon

¹ https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf



Europe (HE) associated countries:

- EU Member States.
- HE associated Countries - provided they enter into an Association Agreement before 31/12/2021: United Kingdom, Switzerland, Israel, Western Balkan countries and Turkey.
- Priority will be given to those registered and based in one of the targeted Mediterranean countries - namely **Cyprus, Italy, Greece, Malta and Spain**. However, if there are not enough eligible applicants in the targeted countries, the call will be made extensive to other EU countries.
- Submit a complete application, answer all the questions in the online application step will be evaluated by the reviewers.
- The application must be submitted in English.
- Be the idea owner and, if applicable, being entitled to I.P. rights of their respective innovations.
- Be able to sign an agreement with the EIT KICs.

Please, note that activities will be carried out in English. Therefore, proficient English skills are required for the participants in the InnoWise Scale activities.

Exclusion criteria

Applicants will be considered ineligible if:

- They have received 60,000 EUR or more of funding in total from EIT Climate-KIC, EIT Digital or EIT Food in the past 3 years.
- They are alumni in the Water Scarcity InnoWise Challenge Lab past edition (2020).
- They are already participating in the Programme or applied to collaborate as experts or mentors.
- Are subject to an administrative sanction (i.e. exclusion).
- Are in one of the following situations:
 - Bankrupt, being wound up, having their affairs administered by the courts, entered into an arrangement with creditors, suspended business activities or subject to any other similar proceedings or procedures under national law (including persons with unlimited liability for the participant's debts)
 - Declared in breach of social security or tax obligations by a final judgment or decision (including persons with unlimited liability for the participant's debts)
 - Found guilty of grave professional misconduct by a final judgment or decision (including persons having powers of representation, decision-making or control)
 - Convicted of fraud, corruption, involvement in a criminal organisation, money laundering, terrorism-related crimes (including terrorism financing), child labour or human trafficking (including persons having powers of representation, decision-making or control)
 - Shown significant deficiencies in complying with main obligations under a procurement contract, grant agreement or grant decision financed by the EU or Euratom budget (including persons having powers of representation,



- decision-making or control)
- Found guilty of irregularities within the meaning of Article 1(2) of Regulation No 2988/95 (including persons having powers of representation, decision-making or control)

4.3. Participant commitments

During the Programme

The selected participants shall be committed to:

- Prove the innovative dimension and market potential of the solutions proposed to cope with water scarcity
- Demonstrate the solution has a significant impact and strong potential to solve one or several of the sectoral challenges presented in section 2.1 of the present call, which will be further elaborated during the activities.
- Collaborate with the EIT KICs in the preparation of information related to their company and solution, following EIT KICs and collaborators guidelines.
- Participate in each of the steps of the InnoWise Scale activities (trainings, mentoring and competition), including the presentation of their SMART and innovative solution in one of the pitching session competitions held.

The key activities participants shall commit to are summarised in the table below:

Activity	Description / commitment	Tentative date
Participation in Matchmaking event	Active participation in the matchmaking sessions.	June 2021
Q&A sessions with problem holders	Participate in at least two Q&A sessions with the problem holders (to be coordinated by the KICs).	July-September 2021
Participation in training sessions	Active participation on the training organised by the KICs.	July-September 2021
Participation in 1 online competitive event.	Active participation in the sessions organised during the event.	September / October 2021
Signature of prize agreement <i>(only winners)</i>	Winners of the competitive events shall sign a prize agreement to be entitled to receive the different prizes.	October 2021
Signature of MoU with the problem holders. <i>(only winners of special prize)</i>	Demo site implementation as described in the MoU with the solution provider. The demo site must remain accessible for the KICs for monitoring and reporting purposes. The problem holder shall contribute to the monitoring by providing impact metrics to the KICs.	November 2021
Participation in the InnoWise Grand Event	Attendance and active participation in the sessions organised during the event.	November-December 2021



<i>(only winners)</i>		
Testing phase <i>(only winners of special prize)</i>	Implementation of the demo site as per the MoU signed with the solution provider.	2022

Given the current restrictions imposed by the COVID-19 outbreak and the uncertainties about how the situation will develop during the year, almost all the Programme activities will be held online.

Commitments beyond 2021

Beyond 2021, **all solution providers participating in the InnoWise Scale activities** shall be committed to filling in the follow-up surveys sent out by the KICs to track their evolution over three years and the impact of participating in the activity might bring to them. The indicators that will be monitored include, but are not limited to:

- Pursuance of the idea, products launched in the market
- Market acceptance
- Key achievements in the period
- I.P. protection level (filling for patents, trademarks, utility model, etc.)
- Revenue earned in the period
- Amount raised from investors in the period
- Number of customers/users in the period
- Full-time employees

Additionally, **winners of monetary prizes** will be requested to provide some additional information, including:

- Use of funds, including the number of new patent applications or patents fees paid for maintenance, new CAPEX, commercial testing, etc.
- Impact of the prize in their business scaling up

Finally, the **Special Prize winners for demo purposes** (three participants in total, one for each case study) will be supported to implement a demo site during 2022. During this year, both the demo holder and the solution provider shall commit to provide the KICs with the relevant information and grant KICs' personnel access to demo sites for monitoring and reporting purposes.

4.4. Benefits for the scaleups and SMEs

The selected participants will have access to the following benefits:

- Access markets and customers: through our EIT partners, we provide unparalleled access to the market, including demo sites and potential customers.
- Expert mentors and coaches: Benefit from the knowledge and experience of the best mentors and coaches in the EIT pan-European network.



- Investor and media exposure: Get in touch with relevant investors and media outlets specialised in agrifood;
- Specific and unique training, tailored to its needs.
- Attractive financial prizes for scaling up their business – 30,000 EUR, 12,000 EUR and 10,000 EUR.
- World-class curriculum: A fully bespoke curriculum created by academic and industry leaders in the agrifood, climate, digitalisation and manufacturing sectors and entrepreneurship;
- KIC-specific support programmes: participants with high potential will be encouraged to affiliate with the KICs to fully benefit the community.

4.5. Selection criteria and process

Selection of participants

Solution providers applicants will be assessed by a panel of evaluators composed of KICs' and external experts. The applications will be evaluated against the following criteria:

- Innovativeness of the solution or technology targeted at the specific challenges described in the call for applications.
- Impact in terms of market or implementation potential.
- Replicability potential.
- Relevance and suitability to address the needs of the case studies received by problem holders applicants.

For each case study (to be received through this call), the best 5 to 10 scaleups and/or SMEs will be selected and invited to join the InnoWise Scale program.

Agreement

After the selection process, each participant will sign an agreement with EIT Climate KIC, EIT Digital or EIT Food. The KICs will define which KIC the participant is assigned to.

4.6. Compensation for participants

The EIT KICs will compensate the solution providers with a **500 EUR (five hundred euros) lump sum** to those who actively contribute to the program. Given COVID-19 restrictions, almost all the Programme activities are planned to be online. However, one trip is expected as the final activity of the Programme (*Watec Exhibition, Tel Aviv Dec 2021*).

The grant of 500 EUR **lump sum** will be released given the following conditions are met, as stated in this document:

- (1) Sign the agreement between the participant and the relevant KIC.
- (2) At least one senior member of the scaleup or SME attends the matchmaking event.
- (3) Active participation in the mentoring process; mentors will provide a mentoring report to the KICs.



- (4) At least one senior member of staff (i.e. founder, CEO, C-suite) attends $\geq 80\%$ of training sessions organised as part of the Programme.
- (5) Participation in the sectoral competition of the InnoWise Scale programme (September / October).
- (6) Participants comply with branding requirements (e.g. place the project logo on their website and communications, promoting their participation in the Water Scarcity Programme).

No additional amounts will be available to cover other costs.

Timeline for payment:

The KICs will proceed to allocate the subgrant to the Programme participants during November 2021, given the above conditions and milestones are met.

4.7. Competitions and awards

Award criteria

Only participants that have been actively involved in the InnoWise Scale activities during the period June to October will be entitled to participate in the competitions. Active participation is defined as described in section 4.6 of the present document.

The scaleups and SMEs will pitch their innovative solutions and evaluated by a panel of experts (i.e. the Jury, minimum 3 members) set by EIT KICs and on their performance during the Programme duration.

Award description

The primary purpose of the awards is to provide European scaleups and SMEs working on water-related technologies with the means to scale up and demonstrate their solutions and innovation. The awards will raise the visibility of new innovative water-related approaches, solutions and technologies with high market and/or high-value application potential.

EIT through the KICs (EIT Climate KIC, EIT Digital and EIT Food) will distribute the following prizes for each of the case studies to be worked on during the InnoWise Scale activities (9 prizes in total adding up to 156,000 EUR):

- The **First Prize** will be a 12,000 EUR (twelve thousand euros) equity-free cash prize.

The equity-free cash prize will be paid by bank transfer to the participants following successful completion of the Prize Agreement.

- The **Second Prize** will be 10,000 EUR (ten thousand euros) in cash.

For the second prize, the winner shall provide a budget outline on how the company plans to spend the money to consolidate its position, for instance:

- Protect new IPRs or contribute to the maintenance fees of existing IPRs.
- Team growth, hiring new and specialised profiles.

- Internationalisation of their innovation.
 - Improve their marketing and sales strategy with an international focus.
 - Implement a demo site for faster market uptake of their solutions.
- **Special Prize** for demo purposes: 30,000 EUR (thirty thousand euros) – this can be the same as above or a different participant.

For the special prize award, the winner shall present the EIT KICs a Memorandum of Understanding (MoU) with the problem holder. The signature of the agreement between the demo holder and the scaleup must be signed in November 2021, and in any case prior to 31st December 2021. The MoU shall reflect:

- Scope of the demo activity
- The location of the demo site.
- Budget outline for the implementation of the demo
- The commercial agreement between problem holder and solution provider, which shall include some commercial advantage for the problem holder for a period of time (e.g.: reduced fees for 2-3 years, exclusivity period, etc.).

The EIT KICs retain the right to revoke the concession of the prize, given the implementation of the demo site does not take place in the foreseen period (2022).

Terms of payment and timeline

- The cash prize (12,000 EUR for the first winner) will be paid by bank transfer to the participants following successful completion of the Prize Agreement.
- The cash-equivalent prize (10,000 EUR for the second winner) will be paid by bank transfer to the participants following successful completion of the Prize Agreement. Prior to signing the Prize Agreement, the scaleup /SME shall submit a budget outline on how the participant plans to spend the money. The EIT KICs will provide a template for cost categories prior to the signing of the Prize Agreement.
- The special prize (30,000 EUR) to be used for establishing a demo site will be paid by bank transfer to the participants following the successful completion of the Memorandum of Understanding (MoU), to be established between the participant and a demo-holder.

Success fee

If the EIT KICs succeeds in helping the participating scaleup to capture new clients and make sales of the product tested as a result of their participation in the Programme exceeding in total 30,000 EUR gross within 18 months from the date of signing the prize agreement, the EIT KICs will ask the scaleup to return half of the cost of their participation in the Programme (5,000 - 15,000 EUR).

4.8. I.P. rights and confidentiality

The applications submitted to the KICs will be treated confidentially and any related information, data, and documents received in accordance with our respective Privacy Policies. An obligation of confidentiality also binds independent expert reviewers or evaluators.



Applicants retain full and exclusive ownership of their prior information and intellectual property rights. The organiser and their authorised representatives in the program undertake to ensure the confidentiality of the ideas and projects presented and developed throughout the InnoWise Scale activities.

Applicants are responsible for being owners of the idea and, if applicable, being entitled of I.P. rights of their respective innovations in order to carry out the activities described in this call. Infringements of I.P. rights are the sole responsibility of the participants.

4.9. Conflict of interest

Scaleups and SMEs with one or more employees selected to participate as a mentor in the InnoWise Scale activities are not allowed to apply to this call.

4.10. Application process and timeline

Entities willing to participate in the Programme as solution provider must submit their application via the online platform [F6S - LINK](#) before **01.06.2021 at 23.59 CEST**. The form to be submitted can be found in ANNEX 2 if this document.

For inquiries regarding the call for scaleups and SMEs, applicants can contact the Project Manager from EIT Food. EIT Food will not provide new information that has not already been included in this call document, but can assist the potential applicants by explaining the contents.

Contact: carmen.galindo@eitfood.eu

Subject: [WATER] Clarifications on call for scaleups

Selected applicants will be notified between the 7th and the 11th of June. Note that the first event will be shortly after notification, so applicants must be ready for a quick reaction.

Applicants that are not selected to participate in the InnoWise Scale activities will be offered the possibility to access tailored mentoring for 3 months period by a carefully chosen mentor for the reduced fee of 300 EUR.

5) Others

5.1. Publicity by the participants

The companies selected must support the EIT Water Scarcity programme's promotion by providing targeted information in a strategic and effective manner.

Unless EIT KICs requests or agrees otherwise or unless it is impossible, selected participants (both problem holders and solution providers) must display the EIT project logo with the EU emblem (to be provided by the EIT KICs).

For any communication activity related to the EIT Water Scarcity project (including in electronic form, via social media, etc.) the EIT KICs will provide a communication toolkit.

5.2. Publicity by EIT KICs

EIT KICs may use, for its communication and publicising activities, information relating to the action, documents notably summaries for publication as well as any other material, such as pictures or audio-visual material that it receives from the participants (including in electronic form).

EIT KICs will publish the name of the participants, their origin and its nature and purpose – unless they have specifically requested to waive this publication (because of disclosure risks threatening its security and safety or harm its commercial interest).

Photos and videos taken by EIT KICs during the Project events where the selected companies will feature are the sole property of the EIT KICs.

5.3. Dissemination and Exploitation of Results

Applicants retain full and exclusive ownership of their prior information and intellectual property rights. By submitting their application applicants warrant that they hold ownership or have legally secured the right to use all elements of the innovative product or service and that the provided materials and information do not infringe any intellectual or other property rights, including patents, of any other persons, companies or other entities. Elements of the submission that are based on rights held by others, such as patents, shall be marked as such in the submission.

EIT KICs and their authorised representatives in the program undertake to ensure the confidentiality of the projects presented and developed throughout the InnoWise Scale activities and the full Water Scarcity programme. By submitting the application within the program, applicants consent that EIT KICs and collaborators will collect, transfer, process, store and delete your data under abovementioned conditions.

The selected companies agree that their data as well as non-confidential information about their Project, may be used by EIT Food and their authorised representatives without compensation for promotion of their activities.

5.4. Processing of personal data

Processing of personal data by EIT KICs and partners

Any personal data will be processed by EIT KICs in accordance with the EIT KICs privacy policy notice(s):

- EIT Food: <https://www.eitfood.eu/pages/privacy-policy>
- EIT Climate KIC: [Privacy Policy - Climate-KIC \(climate-kic.org\)](https://www.climate-kic.org/privacy-policy)
- EIT Digital: <https://www.eitdigital.eu/legal-notice/>
- F6S platform (applications): [https://www.f6s.com/privacy-policy#:~:text=We%20value%20your%20privacy%20and,website%20\(f6s.com\)](https://www.f6s.com/privacy-policy#:~:text=We%20value%20your%20privacy%20and,website%20(f6s.com))



Processing of personal data by the participants

The participants must process personal data in compliance with applicable EU and national law on data protection (including authorisations or notification requirements, if any), see the GDPR recommendations.

5.5. Withdrawal of the (non-)financial support – Recovery of the undue amounts

EIT KICs may withdraw the prizes after its award and recover all payments made, if it finds out that:

- false information, fraud or corruption was used to obtain it
- a winner was not eligible or should have been excluded
- a winner is in serious breach of its obligations under these Terms & Conditions.

5.6. Administrative sanctions

If a participant has committed irregularities or fraud or has made false declarations, EIT KICs may also:

- exclude the participant from all future contracts, grants and contests financed from the EU budget for a maximum of five years (or 10 years in case of repetition) and/or
- impose a financial penalty between 2% and 10% of the value of the grant (or between 4% and 20% in case of repetition).

5.7. Cancellation of the Programme

EIT KICs may cancel the Programme or decide not to award any of the aforementioned prizes—without any obligation to compensate participants —, if:

- no applications are received
- the jury does not find a winner
- the winner(s) is not eligible or must be excluded

You may withdraw your application as well as participation in the EIT Water Scarcity programme any time by informing us by email or withdrawing your registration any time.



ANNEX 1: APPLICATION FORM - PROBLEM HOLDER

Entities willing to participate in the Water Scarcity programme as **problem holder** must submit a max. 2 page dossier (in .pdf format) including the following information:

Company information	
Company name	
Type of organisation and size	
Address (Headquarters and, if applicable, other activity locations).	
Contact person	
Contact e-mail	
Phone	
Company description	<i>200 words maximum</i>
Does your company have a dedicated sustainability / innovation unit?	
Challenges faced with regards water management (fill in only what is relevant)	
Main focus	<i>Please describe the main areas you want to address with regards reduction of water usage, water recycling, water monitoring</i>
Problem / challenge to be addressed	<i>Problem/challenge they want to solve or improvement they want to make. Parameters they need to consider, such as water quality (pollutants, nutrients, solids, conductivity), water efficiency, water recovery, etc.</i>
Internal and external barriers faced for implementing new solutions for water management	<i>Which are the technical / economic / legal barriers you have found for the implementation of SMAR water efficient solutions.</i>
Internal and external incentives for implementing new solutions for water management	<i>Why do you need or want to address these challenges? - e.g. compliance with legislations (which one, why they are not compliant, timeline), costs-effectiveness, reputation, etc.</i>
Previous experiences	<i>Have you tried to address this/these challenge(s) before? What was the result?</i>
Available options for demo site implementation	
Type of location and description of the facilities for the demonstration	<i>Field, food industry, sewage system, utility, etc.</i>
Place	<i>Town or city and country</i>
Additional information	
<i>Please provide any additional information that could be relevant for the call, including links to relevant support documentation if needed.</i>	
Extra question! – How did you learn from this opportunity?	
<i>LinkedIn, Twitter, Facebook, our newsletter, personalised e-mail...</i>	

ANNEX 2: APPLICATION FORM - SOLUTION PROVIDERS

COMPANY PROFILE	
1 – Company short name:	
2 - Company legal name:	
3 - Company website:	
4 - Is your company registered (YES/NO).	
4.1 If YES, please provide the registration number.	
4.2 If YES, please provide tax residency country.	
4.3 If YES, please provide VAT number.	
4.4 If YES, please provide legal address (street, number, city, town, postal code)	
4.5 If NOT, the application will be disregarded.	
5 - Main contact person	
5.1 Name / Surname	
5.2 e-mail address	
5.3 Phone number (including country code)	
5.4 Position within the company	
6 – Backup contact person	
6.1 Name / Surname	
6.2 e-mail address	
6.3 Phone number	
6.4 Position within the company	
7 - Short description of the company's activity	
<i>50 Words</i>	
SOLUTION DESCRIPTION & ELIGIBILITY CRITERIA	
8 - Please select the sector related to Water Scarcity your solution addresses. Please refer to the case study descriptions in the text of the call.	
<i>Maximum 2 choices</i>	
Sector 1: Water reuse and efficiency in the food & beverage industry	
Sector 2: Water use in agriculture	
Sector 3: Water use in utilities and large infrastructures	
9- (only if applicable) For Sector 1: Please describe the solution you propose for the challenges of the food & beverage industry regarding water use, management and reuse (what it is, what it does, what problem(s) does it solve?	
<i>300 words</i>	
10- (only if applicable) For Sector 2: Please describe the solution you propose for the challenges of agriculture regarding water use, management and reuse (what it is, what it does, what problem(s) does it solve?	
<i>300 words</i>	
11- (only if applicable) For Case Study 3: Please describe the solution you propose for the challenges faced in water utilities and large infrastructures regarding water use, management and reuse (what it is, what it does, what problem(s) does it solve?	

<p>300 words</p>
<p>12 - What's your unique value proposition 100 words</p>
<p>13 – Who are your competitors and what is your competitive advantage over them? 100 words</p>
<p>14 - Please explain how your business and revenue model work 100 words</p>
<p>15 - Development stage of your solution – i.e. Technology Readiness Level TRL 1 TRL 2 TRL 3 TRL 4 TRL 5 TRL 6 TRL 7 TRL 8 TRL 9</p>
<p>16 – Please describe the key actions you have taken during the development of your solution. 300 words</p>
<p>17 – Who are your customers, users/beneficiaries? What are your customer segments? Why would customers buy your product/service? 300 words</p>
<p>18 – Please describe how you have proven the market fit of your product. 300 words</p>
<p>19 - Please describe the market you are addressing (e.g. size, trends, etc.) and your position within the market 300 words</p>
<p>20 - What is the traction of your innovation in term of actual sales, clients, contracts, etc.)? 300 words</p>
<p>21 - Please describe your route to market, your plan to scaleup your solution and the revenues forecast for the next 3 and 5 years. 300 words</p>
<p>22 - What are the main challenges and risks implementing your plan? 100 words</p>
<p>23 - Is your innovation I.P. protected? If not, please describe your the I.P. strategy plan to protect your innovation and brand: 100 words</p>
<p>24 - Describe the size of your team and the background and competencies of the core members.</p>



100 words

25 - Describe the impact that receiving this Prize would have on your business in terms on jobs creation, turnover, scalability, internationalisation...? Considering the other funding you have raised to date, what difference would this Prize make to reach your next milestones?

200 words

26 - Have you received prior investment for the development of this innovation? If yes, please give full details of the amount of investment received and what was it used for.

100 words

27- Have you already received funding from any EIT organisation(s)? If yes, please indicate the amount and year.

100 words

28 - In 2020, did you participate in any EIT programmes? If yes, please indicate the Programme and KIC.

29 - Are you participating in any other EIT programmes in 2021? If yes, please indicate the Programme and KIC.

30 - What kind of end-user would be suitable to demonstrate your solution? Please describe the type of entity, sector, size, processes involved, etc. and give examples.

100 words

ADDITIONAL QUESTIONS FOR PROGRAMME TAILORING

31 - What kind of skills or support would you seek in the designated in the frame of this Project? – Several options allowed

- Product development
- I.P. management
- Customer needs assessment & engagement
- Business plan definition, development or review
- Finances
- Investment
- Pitching and public speaking
- Sales and marketing
- Internationalisation
- Other (specify)



32 - What kind of contents or skills would you like to acquire in specific training organised in the frame of this Project?

100 words

33 – Please elaborate a plan for using the cash and cash-equivalent prizes (12k€ and 10k€ respectively) if awarded, and which will be the impact for your business growth.

100 words

33 - Please elaborate a plan for using the 30k€ prize for demonstration activities during 2022, if awarded. Indicate the budget per category, the specific objectives of the demonstration and the type of testing and validation activities you plan to carry out.

200 words

34 – Would you like to receive additional information of the options to receive mentoring services from the KICs network at a reduced fee (300 €) in the case your company is finally not selected for the participation in the Programme?

(YES / NO)

Extra question! – How did you learn from this opportunity?

50 words

Optional questions for statistics:

Gender

Male

Female

Prefer not to disclose

How old are you?

>17 years old

18-24 years old

25-34 years old

35-44 years old

45-54 years old

55-64 years old

>64 years old

What is your highest education status?

No Qualifications

School qualification, diploma or equivalent

Bachelor's degree (e.g. B.A., BS)

Master's degree (e.g. M.A., MS, MEd)

Professional degree (e.g. MD, DDS, DVM)

Doctorate (e.g. PhD, EdD)

Other professional certificates

Prefer not to say

Other



What is your employment status?

- Still at school
- At university
- Self-employed
- In part-time employment
- In full-time employment
- Unable to work due to disability
- Homemaker/full-time parent
- Unemployed and seeking work
- Prefer not to say

Do/did you face any of the following barriers for developing your idea/business? Tick all that apply.

- Physical disability
- Challenges with mental health
- Learning difficulties / neurodivergent
- Carer responsibilities (childcare, family members etc)
- Language barriers
- Economic barriers
- Lack of support network
- Not applicable
- Prefer not to say
- Other (please specify)

By submitting this application form, I confirm:

- a. I am a minimum of 18 years of age
 - b. I am able to enter a legal binding contract with EIT Food, EIT Climate or EIT Digital.
 - c. That **that the information provided above correctly represents the scope of activities and plans of my organisation.**
 - d. **That I give consent to processing the application by EIT Climate-KIC, EIT Digital, EIT Food, EIT Manufacturing, BIOAZUL S.L., ATHENA R&D, the CLCs and other collaborators involved in the evaluation process and I am willing to cooperate to provide further information when required.**
 - e. That I have **review all the relevant GDPR policy:**
 - i. EIT Food: <https://www.eitfood.eu/pages/privacy-policy>
 - ii. EIT Climate KIC: [Privacy Policy - Climate-KIC \(climate-kic.org\)](https://www.eitclimate-kic.org/privacy-policy)
 - iii. EIT Digital: <https://www.eitdigital.eu/legal-notice/>
 - iv. F6S platform (applications): [https://www.f6s.com/privacy-policy#:~:text=We%20value%20your%20privacy%20and,website%20\(f6s.com\)](https://www.f6s.com/privacy-policy#:~:text=We%20value%20your%20privacy%20and,website%20(f6s.com))
- Yes I confirm all the above is true and I accept your Terms and Conditions
 - No I don't accept your Terms and Conditions