



## **International Agri & Food and Horticulture & Starting Materials in Seed Money Projects (SMPs) 2017**

Seed Money Projects serve to initiate (or act as the 'seed' for) international partnerships for Dutch SMEs in the Agri & Food and Horticulture & Starting Materials sectors, whereby the creation of a consortium is the key element. The objective is to contribute towards the sustainable development of a local agricultural and/or horticultural system. This is conditional on the participation of a local problem owner (business and/or government) able to point to a demand and necessity for the project. A Seed Money Project results in a business model. A good business model is managed and supported by business and must be capable of 'tempting' other potential candidate consortium members to participate and thus contribute to international system solutions in the Agri & Food and Horticulture & Starting Materials sectors.

### **Remuneration and disposable budget**

A SMP project is a tool used by the A&F and H&SM top sectors. The tool allows an applicant from the business community or an agricultural council to engage expert capacity from the Wageningen University and Research Centre at an indicative value of € 25k, but up to a maximum value of € 40k *including VAT*. For 2017 there is a disposable joint budget (for A&F and H&SM) of € 500k (*including VAT*) for Wageningen Research capacity (€ 400k for A&F and € 100k for H&SM). The contribution from businesses in the project consists of their own travel expenses and the hours that businesses have devoted to the project. This is treated as a contribution 'in kind'. There are no requirements attached to the level of private contribution. However, businesses are asked to be actively involved.

### **When are you eligible for an SMP project?**

- Your proposal will comply with one of the requested themes (see Criteria); it will be innovative and will be focused on knowledge development, fostering new market opportunities for Dutch businesses;
- More than one Dutch SME will be involved;
- There will be clear local demand that can be demonstrated through the involvement of a local party;
- Preferably, your initiative will focus on markets prioritised in the top sectors.

### **Conditions**

- The proposal will not have received a TKI contribution before;
- The proposal must be requested by a business and/or the Economic Affairs (EZ) Agriculture Council;
- The business/company should invest its own time in the project and should fund its own travel expenses;
- In the event of the proposal's acceptance, a final presentation should be held in December 2017. The exact date will be decided later.

### Assessment and criteria

The application will be assessed by an independent committee. This committee will rank the proposals according to the following criteria:

1. Innovative solution in the following combinations of market demand and Dutch supply:

<b>Supply</b> \ <b>Demand</b>	<b>Existing</b>	<b>New</b>
<b>Existing</b>	–	<b>2 (R&amp;D, adaptation)</b>
<b>New</b>	<b>3 (R&amp;D, co-creation)</b>	<b>4 (R&amp;D, co-creation)</b>

2. Contribution to the innovation agendas of the top sectors.
3. Involvement of business parties and local problem owner (by investing time and money)
4. Choice of countries

Each criterium can be awarded with 10 points maximum. The average score on all criteria will be calculated. Projects will be ranked on this score.

### Applications and explanatory notes

Applications to be submitted no larger than 4 single or 2 double pages. To view the format, please visit the TKI Agri&Food website, [www.tki-agrifood.nl/aan-de-slag](http://www.tki-agrifood.nl/aan-de-slag), and the Horticulture & Starting Materials top sector website, [www.topsectorTU.nl](http://www.topsectorTU.nl) The last possible date and time for submitting an application is 24 April 2017 at midday via [info@tki-agrifood.nl](mailto:info@tki-agrifood.nl) For queries and further information, please contact:

- A&F: Marinus Overheul, 06 11376973 / [M.Overheul2@minez.nl](mailto:M.Overheul2@minez.nl)
- T&SM: Rubert Konijn, 070 3490307 / [rubertkonijn@topsectorTU.nl](mailto:rubertkonijn@topsectorTU.nl)

# Project application form

**Title:**

**Project leader (From company or embassy):**

**Requested budget:**

**Demanding country (only 1):**

**Contact Project  
Leader:**

*Organisation*

*Telephone No. Email address*

**Topsector**

- Agri&Food**
- Horticulture en Propagation materials**
- Both/crossover**

## 1 Motivation and project aims

*1.1 Definition of the local problem, issue or opportunity*

*1.2 Required knowledge: What concept is proposed to solve the local problem?*

*1.3 Aim(s) of the project*

*1.4 Economic Opportunities & threats*

*1.5 Social benefits or impact:*

## 2 Work plan

*2.1 Describe methodology and connect this to a time planning*

*2.2 Outputs & deliverables*

## 3 Project organisation

*3.1 Project team (Wageningen UR)*

<i>Name</i>	<i>Organisation</i>	<i>Role</i>	<i>Email address</i>	<i>Telephone No.</i>

*3.2 Involved parties (besides Wageningen UR)*

<i>Name</i>	<i>Organisation</i>	<i>Role</i>	<i>Email address</i>	<i>Telephone No.</i>

Indicate with YES  or NO :

Did all "involved parties" confirm with some kind of written participation: email or letter (only show on request)

#### 4 Budget

*Budgets 2017 (please be aware that budgets are including VAT)*

<b>Name Project Activity</b>	<b>Name main researcher</b>		<b>Costs R&amp;D Capacity</b>	<b>Costs others (travel, materials....)</b>
<b><i>total excl VAT</i></b>				
<b><i>total incl 21% VAT <sup>1)</sup></i></b>				

1) *Indicative budget = € 25.000 and maximum budget is € 40.000 INC. 21 % VAT*