

International Agri & Food and Horticulture & Starting Materials in Seed Money Projects (SMPs) 2016



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. Essential to 'system demands' is that they require contributions from business (economic feasibility), government (long-term prospects) and knowledge institutions (innovative/new knowledge developments). A good proposal and a good consortium depend on the ability to clearly define and substantiate local system demand. 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 € 50k *including VAT*. For 2016 there is a disposable joint budget (for A&F and H&SM) of € 823k (*including VAT*) for DLO capacity (€ 700k for A&F and € 123k 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;
- The strategy will be one involving several organisations and can be recycled (in part) for other markets;
- 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;
- Your proposal must contribute towards improving matters in relation to local economic, social and academic factors;
- It will involve a Public-Private Partnership requiring support from government and a knowledge institution;
- 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 tenderer must satisfy themselves that the requested knowledge/expertise is available;
- The business/company should invest its own time in the project and should fund its own travel expenses;
- The tenderer should be prepared to make a pitch behind closed doors for the introduction of the proposal on *14 March 2016*;
- In the event of the proposal's acceptance, a final presentation should be held on *13 December 2016*.

Assessment and criteria

The application will be assessed by an independent committee comprised of members from the business community, government and knowledge institutions. This committee will rank the proposals according to set criteria. The appendix outlines these criteria as well as the maximum score. There are general criteria (numbers 3 to 6 inclusive for both top sectors) and criteria for A&F and H&SM separately (1 and 2). An average score will be calculated based on the total. The projects will be accepted according to their ranking.

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, and the Horticulture & Starting Materials top sector website, www.topsectorTU.nl

The last possible date and time for submitting an application is 1 March 2016 at midday via info@tki-agrifood.nl

For queries and further information, please contact:

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Appendix: criteria for assessment of the Seed Money Projects

Criteria (maximum of 10 points for each criterion)	No. of points
<p>1. Country selection</p> <p>For A&F proposals:</p> <ul style="list-style-type: none"> - Focus countries: China, Indonesia, Brazil, Mexico, Nigeria, South Africa, Russia (after boycott) - Candidate focus countries: India, South Korea, Japan, Iran, Ethiopia, Turkey, Chile, Colombia, Peru, Vietnam, Tanzania, Taiwan, Thailand, USA (California). - Other countries <p>For H&SM proposals:</p> <p>The H&SM top sector seeks a good balance between locally situated markets, where the great majority of sales are now occurring, and emerging markets and developing countries, where new opportunities exist for various subsections of the sector.</p> <ul style="list-style-type: none"> - Developing countries and emerging markets - Locally situated markets - Other countries 	<p>10</p> <p>7</p> <p>4</p> <p>10</p> <p>7</p> <p>4</p>
<p>2. Innovation</p> <p>For A&F proposals:</p> <p>The proposal responds to one of the following themes:</p> <ul style="list-style-type: none"> - Provides an insight into setting up a food processing and/or distribution chain for healthy nutrition for the emerging class, e.g. protein and/or protein-replacement products for human and animal consumption; - Insight into setting up market-driven local food chains and new business models for the introduction of such chains; - Insight into 'resource efficiency' for international chains; - Insight into sustainability risks for international agrochains. The procurement and sale of agroproducts depends on seasonal and regional factors with chains being exposed chains to new or evolving sustainability risks. The development of new concepts for improved resilience against these sustainability risks. <p>Additional points for projects in which:</p> <ul style="list-style-type: none"> - Using concept development and implementation strategies, a contribution is made towards the goal for everyone's overall (basis of) health; - The focus is on providing densely populated metropolitan areas with food. Tool development aiding the design of adaptive food chains, adjusting to local circumstances, including e-commerce and social innovation; - Emphasis on reducing food losses by means of efficient agrologistics; Strategy and methodology development for chain interventions. <p>For H&SM proposals:</p> <ul style="list-style-type: none"> - Projects in which a great deal of added value can be gained through the partnership between government, knowledge institutions and the business community; - Projects within the context of the food security agenda. 	<p>Maximum 5 (on complying with one of the themes)</p> <p>Maximum 5 (on complying with one of the themes)</p> <p>Maximum 10 points</p>
<p>3. Number of links in the chain</p> <p>Additional points when several links are involved in the chain (upgrading, supplying, production, processing, logistics, trade, logistics, retail, services)</p> <ul style="list-style-type: none"> - > 4 links - 4 links - 3 links - 2 links 	<p>10</p> <p>8</p> <p>6</p> <p>4</p>
<p>4. Number of SMEs and regional stakeholders</p> <ul style="list-style-type: none"> - >4 SMEs and regional stakeholders - 4 - 3 - Presence of a local problem owner in the chain 	<p>8</p> <p>6</p> <p>4</p> <p>2 extra points</p>
<p>5. Quality of the proposal and the consortium</p> <ul style="list-style-type: none"> - Does the consortium have the required level of expertise? - Is there a good plan of action? 	<p>Maximum 10 points</p>
<p>6. Scalability</p> <ul style="list-style-type: none"> - To what extent is the proposal scalable in respect of other situations? 	<p>Maximum 10 points</p>