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1st Q&A Webinar for Circular Cities Call

DigiCirc Team

9th December 2020

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Agenda

- Presenting the DigiCirc Project | Melanie Pellen (CAP)

- DigiCirc Open Call for Circular Cities | Catarina Reis (F6S)

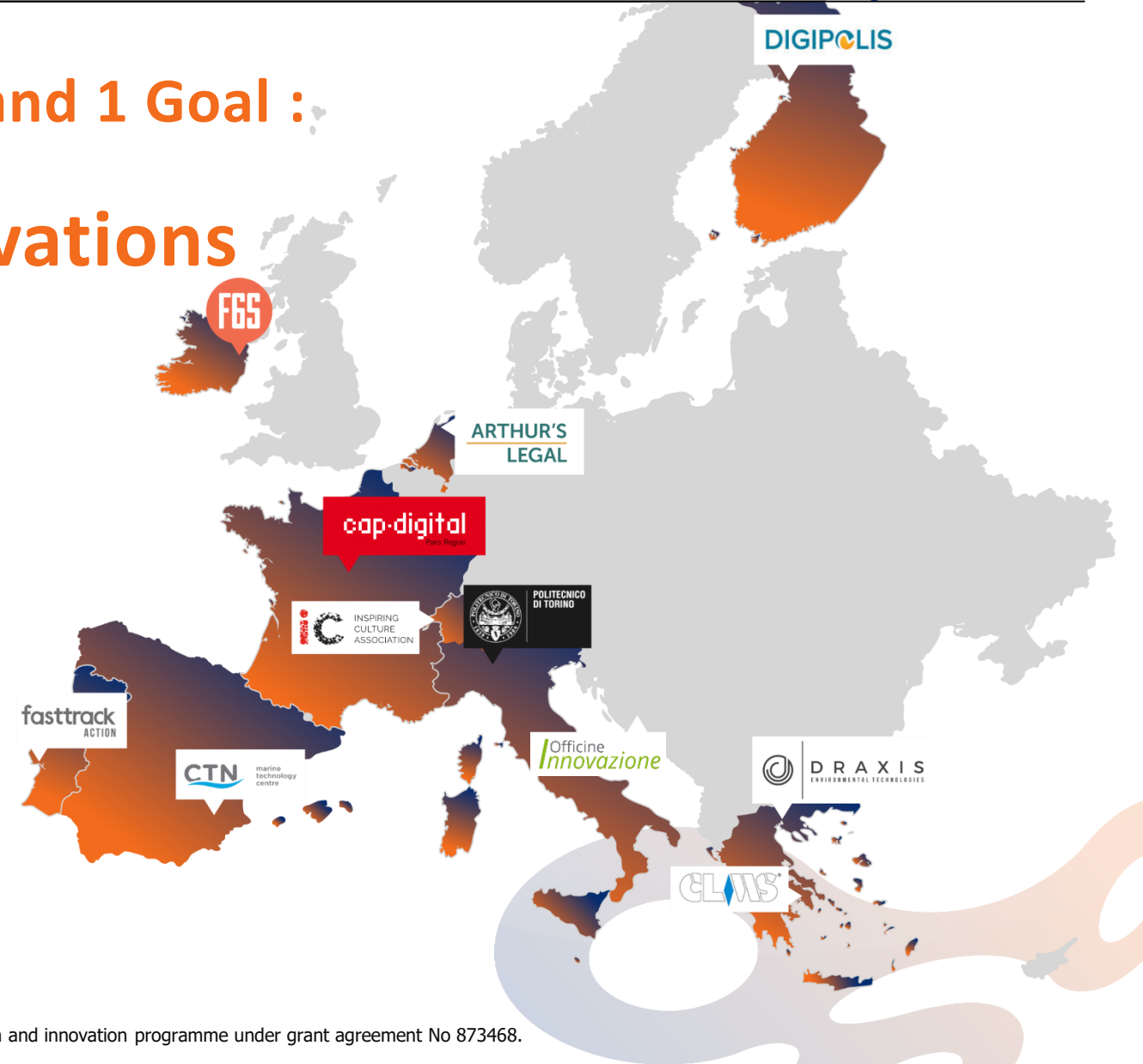- Circular Cities Accelerator Programme | Davide Guariento (ICA)

- Q&A

Introduction to DigiCirc Project

What is DigiCirc | What does it offer | How does it work | Who are the targeted companies | How about the funding |

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11 Partners, 5 M€ budget and 1 Goal :

Promote digital innovations for circular economy

1 Goal : Promote digital innovations for circular economy
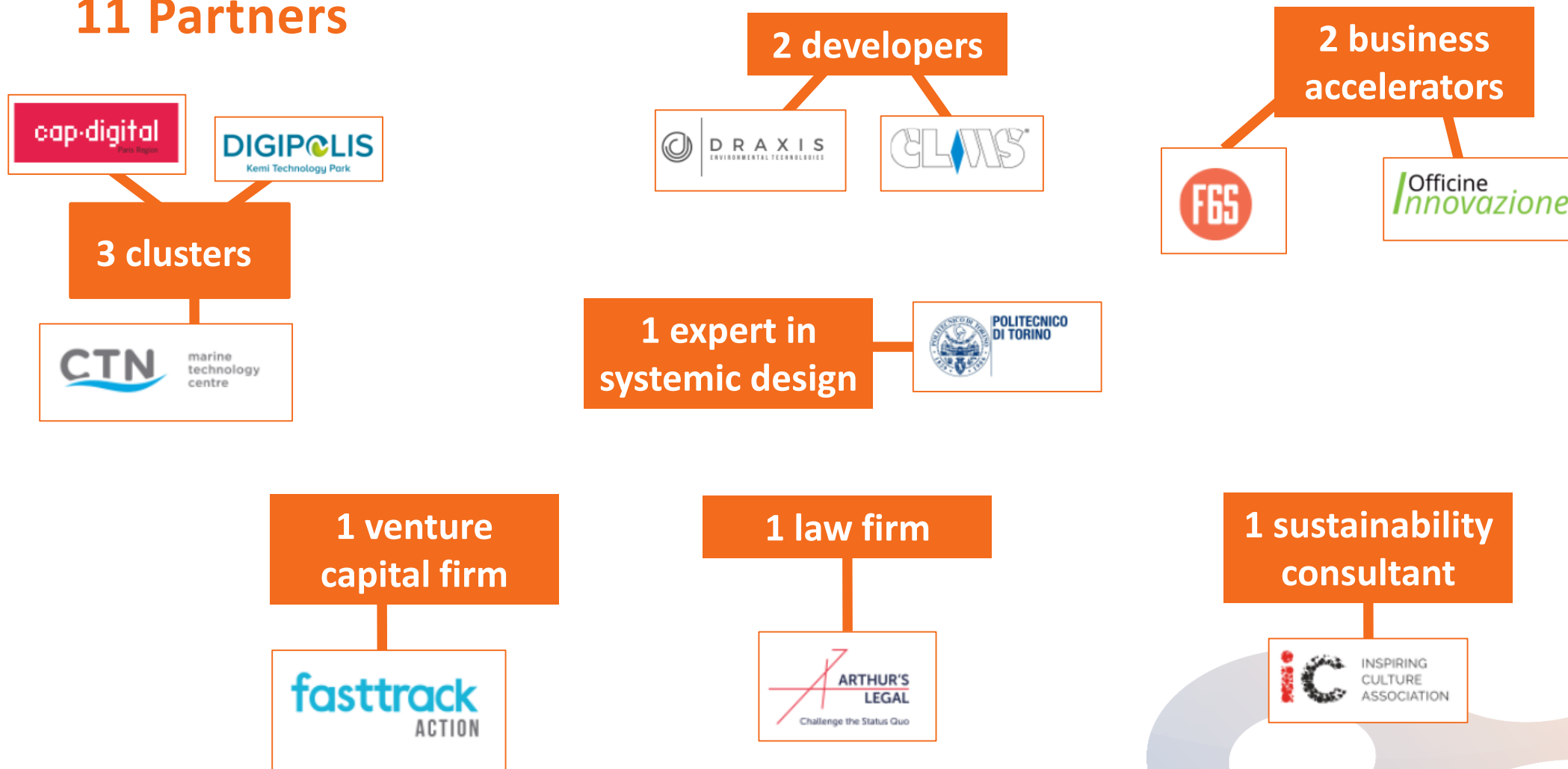
Through 3 **strategic sectors**

Circular Cities

Blue Growth

Bioeconomy

Build a European ecosystem of cross-border and cross-sectoral stakeholders

Develop digital tools

Manage open calls and **acceleration programs**

5 M€ budget : funded by the European Commission

Through the **H2020-INNOSUP-01-2019**

32
Months

Around phases from cluster engagement to acceleration programs through open calls

3
Accelerator programs

One per strategic sector

45
Circular innovations

15 Consortia (Pair of SMEs) selected per sector

2.4 M€
Financial support

Dedicated to SMEs

Consortia : it's a WIN for YOU

You will have **access** to

Financial support: up to 120 k€

allowed **per consortia** for the full program

Acceleration programme: investors & mentors

Direct access to **investors**

Business coaching & mentoring

Online & physical courses

Digital platforms: business opportunities and knowledge

DigiCirc Open Call for Circular Cities

What will be the timeline | How to participate | Application Form | How will the Evaluation process be like | Which will be the Evaluation criteria

Challenges

Circular cities

Waste Management

Minimizing the production of waste, extending the duration of its use and recycling the raw materials.

Sustainable consumption

Circularity integrated for any act of purchasing

Autonomous cities

Creating loops of resources on the scale of the city

Education

Professionals, children and citizen

Targeted sectors: Buildings & Construction; Plastics; Food; Energy; Water

What will be the timeline?

Nov 2020	Dec 2020	Jan 2021	Feb 2021	Mar 2021

Open Call

Evaluation and selection

Open Call deadline is 14th January 2021.

Evaluation from 21st January to 4th February

Interviews from 15th February to 19 February

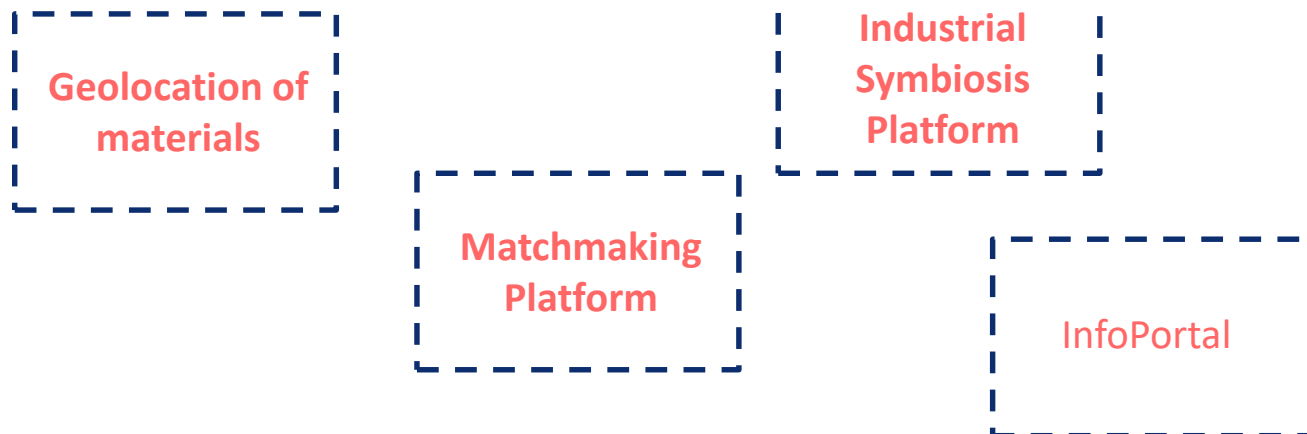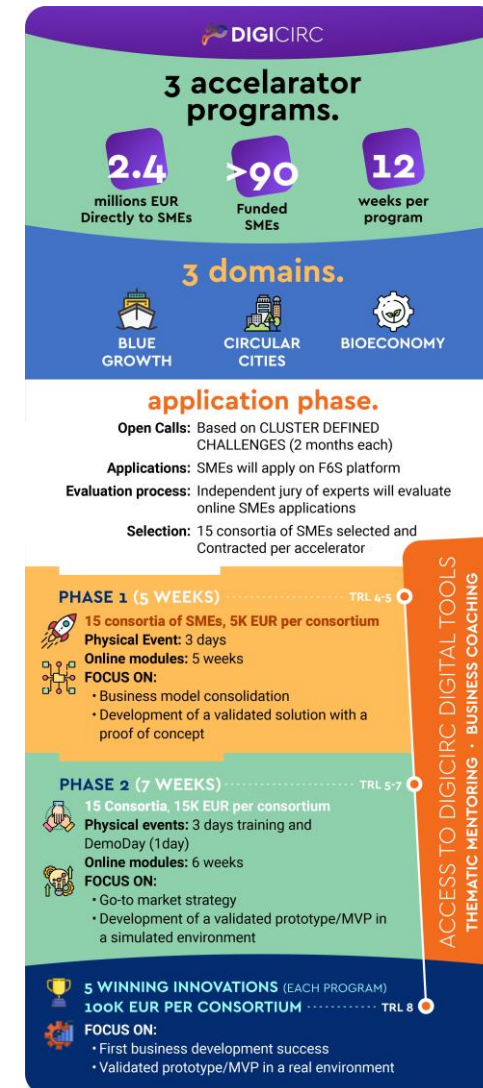**Selection** & Communication of results by 24th February

DigiCirc is currently **accepting applications for its Circular Cities Open Call**

What's in it for SMEs

- Up to €60k equity free funding per SME/Startups

- Access to 4 digital tools

- One-on-one Business Coaching support

- Thematic Mentoring support provided by industry experts

Geolocation of materials

Matchmaking Platform

Industrial Symbiosis Platform

InfoPortal

How to participate?

- SMEs are invited to use the DigiCirc Matchmaking Platform to look for other SMEs in case they need a partner to make synergies towards building a consortium

- **English is the official language** and submissions done in other languages will not be evaluated

- All applications must be submitted via F6S, where candidates must fill in an **online application form**. Submissions received by any other channel will be discarded

- **For UK companies,** UK is an EU associated country, so UK applicants are eligible

- Each applicant can only submit **one proposal** per Open Call. In case several proposals are submitted, only the last one received will be considered and the others will automatically be excluded

Application Form

- To process and evaluate the application forms, DigiCirc is GDPR compliant, requesting the minimum information needed to deliver the evaluation procedure. A summary of the proposals and the participants' information will be shared with the Commission

- **It is mandatory to upload Annex 3.1 (Proposal Template), Annex 4 (Declaration of Honour), Annex 5 (SME Declaration), and Annex 6 (Consortium Declaration of Honour) in PDF format** as part of the application process. Please go through all questions on both annexes and make sure you have filled in all the required information (e.g. signatures, check boxes, tables, etc.). Other means of communication (email) are not accepted

- Applications must have a **clear European dimension**, **facilitate DigiCirc based** innovation and contribute towards European Union digitization, targeting **clear economic and societal impact**

Open Call application tips

- It is strongly recommended **not to wait until the last minute** to submit the proposal. The time of receipt of the application as recorded by the submission system will be definitive and no system/network failures will be accepted as excuse

- **It is recommended that applicants ready carefully the guidelines for applicants** provided by the DigiCirc consortium, these list of documents applicants may find all the relevant information about the scope and objectives of the open call, as well as the guidelines for a successful application

- **Be concrete and concise.** Questions have character limitations. Please examine all the open call documents and for more information please go to DigiCirc project website (www.digicirc.eu)

- **Data Protection & Confidentiality at the application process**: DigiCirc's contract with the Commission means that the consortium partners need to comply with confidentiality and no conflict of interests clausulas regarding the applications received in the scope of the programme.

Open Call application tips

- **TRL level of the solution at the application process:** potential for going to market after the programme, the goal of the accelerator is to boost the maturity of prototypes towards reaching market ready products and services (TRL 6-7).

- **Make sure the evaluator can understand the concept:** clearly describe the details of your technology or product, the challenges you are tackling and the precise additional sectors. Explain how the proposed solution addresses the challenges, as well as the technical challenges and barriers expected to be solved.

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How is the Evaluation process?

F6S Application form

Eligibility check

Not eligible? Rejection email

Remote Evaluation

Not selected? Rejection email

Interviews

- 2 external experts
- Selection of a min 15 Consortia

Consortia Selection

Selected Acceptance email

Not selected? Rejection email

DIGICIRC Accelerator
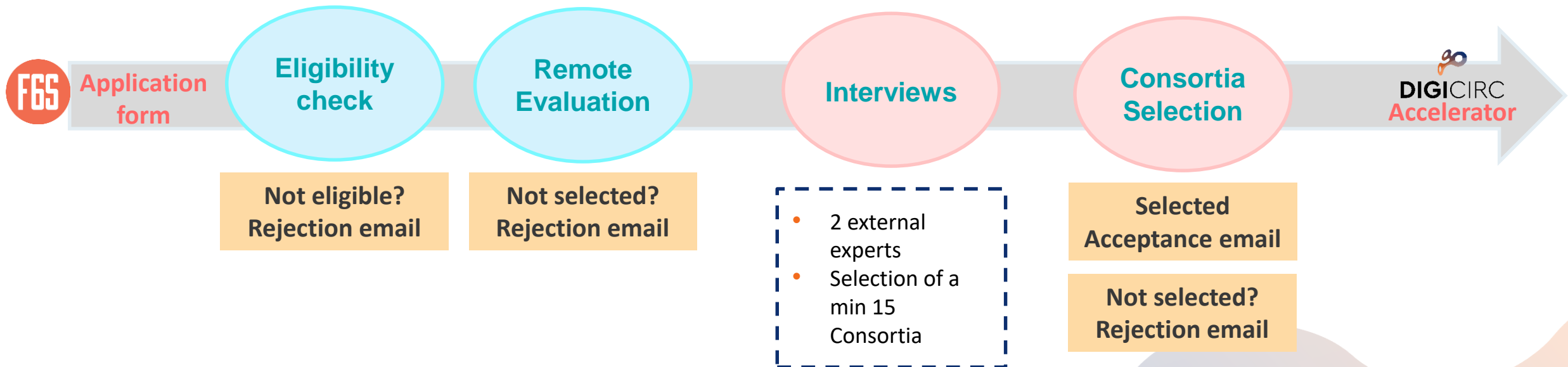
Which will be the evaluation criteria

N	Criterion	Weight	Score	Description
1	Challenge Fit	10%	1 - 5	Degree to which proposed solution address domain challenges, including added value by integrating or developing upon digitalisation
2	Concept & Innovativeness	40%	1 - 5	Quality of the proposed solution. How innovative it is (demonstrate the innovation potential compared to the existing technology and/or solutions available on the market). Degree of circularity: utilization of and added value conferred to "waste" materials/resources, eco-sustainability of the product/service.
3	Environmental & Societal Impact	20%	1 - 5	To which extend the solution will benefit to: Environment: amount of waste avoided, amount of recycled raw materials, amount of CO_2 emissions avoided, etc.); and Society: social inclusion, better living, health benefits, etc.
4	Business Potential	20%	1 - 5	Development outputs, business scalability/replicability, targeted market. The technology readiness level (TRL): solutions selected are expected to have a TRL 4-5 or to be sufficiently advanced to be quickly adapted for going to market after the programme. (TRL of 6-7).
5	Implementation & Team Capacity	10%	1 - 5	Quality of the workplan (including milestones). Complementarity and capacity of the team based on proven experience to deliver the proposed solution and to commercialise it. Cross-border dimension of the team.

Which will be the evaluation criteria

Each criterion will have a mark between 1 and 5. For each criterion under examination, score values will indicate the following assessments:

- **1: Fail.** The proposal fails to address the criterion under examination or cannot be judged due to missing or incomplete information.

- **2: Poor.** There are serious inherent weaknesses.

- **3: Good.** While the proposal broadly addresses the criterion, there are significant weaknesses that would need correcting.

- **4: Very Good.** The proposal addresses the criterion well, although certain improvements are possible.

- **5: Excellent.** The proposal successfully addresses all relevant aspects of the criterion in question. Any shortcomings are minor.

Any score from 0 to 1 on any of the criteria disqualifies the overall proposal.

Which will be the evaluation criteria

The interviews will be carried out by 2 evaluators, having 1 DigiCirc member as moderator. The following criteria are to be evaluated along the interview:

N	Criterion	% of score	Score	Description
1	Concept & Innovativeness	40%	1 - 5	Quality of the proposed solution; How innovative it is (demonstrate the innovation potential compared to the existing technology and/or solutions available on the market); Degree of circularity: utilization of and added value conferred to "waste" materials/resources, eco-sustainability of the product/service.
2	Environmental & Societal Impact	30%	1 - 5	To which extend the solution will benefit to: Environment: amount of waste avoided, amount of recycled raw materials, amount of CO_2 emissions avoided, etc.); and Society: social inclusion, better living, health benefits, etc.
3	Implementation & Team Capacity	20%	1 - 5	Quality of the workplan (including milestones); Complementarity and capacity of the team, based on proven experience to deliver the proposed solution and to commercialise it.
4	Motivation & Future Plans	10%	1 - 5	Motivation to participate in the acceleration programme. Expectations from the acceleration programme; Alternative plan if not funded by DigiCirc.

Important Links

- **F6S Platform** (forum for Q&A): https://www.f6s.com/digicirccircularcities/discuss

- **DigiCirc Team** (for Q&A): info@digicirc.eu

- **Circular Cities online application form:** https://www.f6s.com/digicirccircularcities/apply

- **Guidelines for Applicants**: https://digicirc.eu/wp-content/uploads/2020/10/D4.1_Circular_cities_OC_documentation_v10_Final.pdf

- **FAQ:** https://digicirc.eu/faqs/

- **Sign up to our Newsletter on the website footer:** https://digicirc.eu/

Circular Cities Accelerator Programme

What will be the timeline | What does it offer | How will the Evaluation process be like | Which will be the Evaluation criteria | Final Event

What does it offer

● **THEORY INSIGHT** – *17 courses on different topics*

● **BUSINESS TRAINING** – *weekly meetings with business mentors*

● **THEMATIC TRAINING** – *bi-weekly meetings with sector experts*

● **NETWORK** – *possibility of meeting and getting to know actors of the sector's ecosystem*

● **FUNDS** – *possibility of getting funds for your development and R&D activities*

What will be the timeline

EXACT DATES TO BE DEFINED

Nov 2020	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021	Jul 2021	Aug 2021

An **Acceleration program** distributed on three months and diveded in **two phases**:
- Phase 1: 4 weeks
- Phase 2: 7 weeks
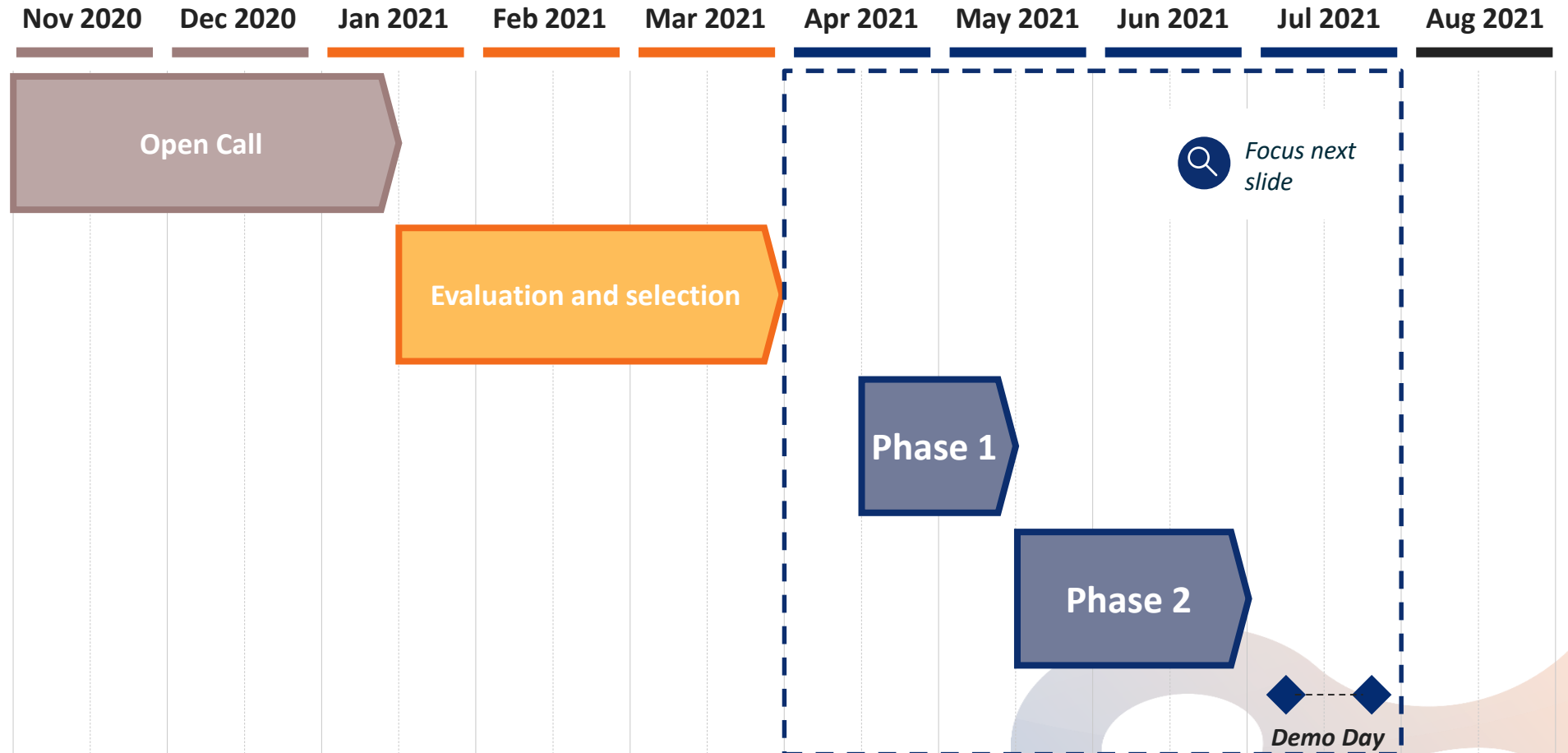
Open Call

Evaluation and selection

Focus next slide

Phase 1

Phase 2

Demo Day

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! RISK - In response to the Covid 19 emergency, on site courses could be converted to MOOCs / webinar
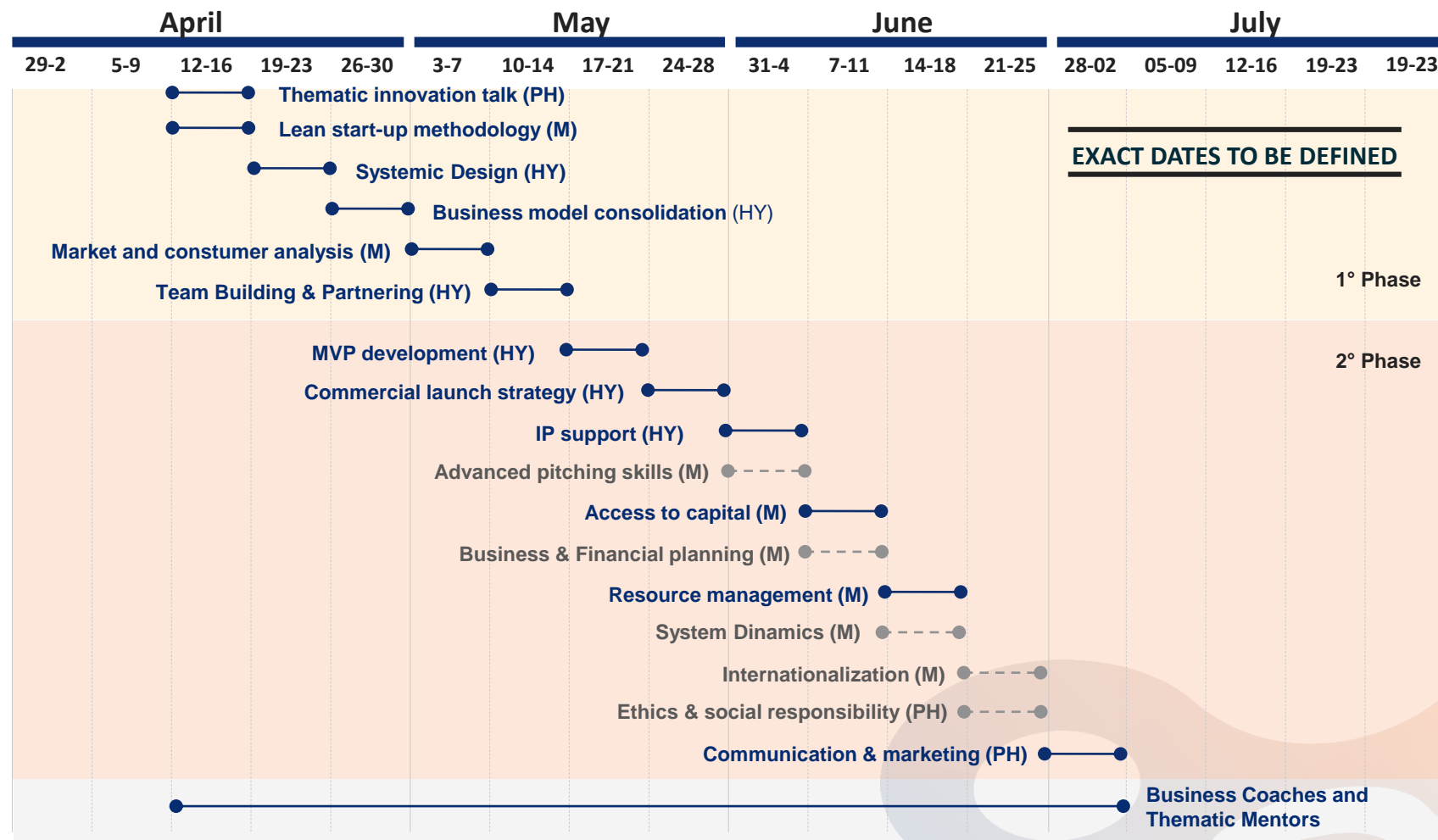
What will be the timeline

The Accelerator is based on three typologies of courses:

- **Physical (*Ph*)**: lecture + Q&A, workshop and brainstorming sessions
- **MOOCs (*M*)**: 5 web lectures hosted on EdX platform
- **Hybrid (*Hy*)**: physical classes and web lectures

The courses can be:
- Mandatory
- Optional

The acceleration will be supported by Business Coaches and Thematic Mentors

	April					May				June				July				
	29-2	5-9	12-16	19-23	26-30	3-7	10-14	17-21	24-28	31-4	7-11	14-18	21-25	28-02	05-09	12-16	19-23	19-23

Thematic innovation talk (PH)
Lean start-up methodology (M)
Systemic Design (HY)
Business model consolidation (HY)
Market and constumer analysis (M)
Team Building & Partnering (HY)

EXACT DATES TO BE DEFINED

1° Phase

MVP development (HY)
Commercial launch strategy (HY)
IP support (HY)
Advanced pitching skills (M)
Access to capital (M)
Business & Financial planning (M)
Resource management (M)
System Dinamics (M)
Internationalization (M)
Ethics & social responsibility (PH)
Communication & marketing (PH)

2° Phase

Business Coaches and Thematic Mentors

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! RISK - In response to the Covid 19 emergency, on site courses could be converted to MOOCs / webinar

What does it offer (phase 1)

EXACT DATES TO BE DEFINED

Schedule	Type	Content (unit)	Description
W1	(PH)	**Thematic innovation talk** *Filming lectures*	*The responsible thematic cluster will introduce the domain, highlighting key challenges faced by its sectors, the characteristic of its markets, the main sources of waste and environmental pollutions, and the recognized barriers to the implementation of Circular processes.*
	(M)	**Lean start-up methodology** *5 videos + course materials*	*Study of the Lean start-up methodology: in this module, beneficiaries will learn how to state their assumptions as hypotheses and how to design experiments to validate those hypotheses.*
W2	(HY)	**Systemic Design** *5 videos + course materials + workshop*	*Support in design proposals and assessing their sustainability with qualitative approaches: description of the System Design principles in order to develop project proposal*
W3	(HY)	**Business model consolidation** *5 videos + course materials + workshop*	*Plan consolidation by sharing business model templates, analyzing each plan section, explanation of the most used indicators, and providing best practices.*
W4	(M)	**Market and customer analysis** *5 videos + course materials*	*Market and customer analysis, paying special focus on identifying the target customers, analysing the industry and identifying market trends, and developing a competitive analysis.*
W5	(HY)	**Team Building & Partnering** *5 videos + course materials + workshop*	*Assessment of the team, the skills required and analysis of the most strategic typologies of partnerships needed to achieve success*

What does it offer (phase 2)

Schedule	Module	Content (unit)	Description
W1	(HY)	**MVP development** *5 videos + course materials + workshop*	*Description of some Minimum Viable Product (MVP) development techniques and typologies*
W2	(HY)	**Commercial launch strategy** *5 videos + course materials + workshop*	*Study the risk of a market, strategies of communication, customer attraction and innovation performance management*
W3	(HY)	**IP support** *5 videos + course materials + workshop*	*Understand all the different legal implications and in the selection of the best IPR management strategy for the SME's solutions*
	(M)	**Advanced pitching skills** *5 videos + course materials*	*Methodologies on how to improve pitches skills and to create an efficient speech that highlights the potential of the solution*
W4	(M)	**Access to capital** *5 videos + course materials*	*Guidelines for the accelerator participants on how to attract further private investments*
	(M)	**Business & Financial planning** *5 videos + course materials*	*Basic notions of financial reporting, business planning and corporate evaluation*

What does it offer (phase 2)

Schedule	Module	Content (unit)	Description
W5	(M)	**Resource management** *5 videos + course materials*	*How to maximize efficiency: process of pre-planning, scheduling, and allocating companies' resources*
	(M)	**System dynamics** *5 videos + course materials*	*Support to develop the System Dynamics stock and flow diagram model to enable case scenario analysis and to increase the sustainability of the company*
W6	(M)	**Internationalization** *5 videos + course materials*	*The module will provide information about regulatory needs and issues carried by international expansions, available initiatives in support of internationalization, best practices*
	(PH)	**Ethics & social responsibility** (PH) *Filming lectures*	*Support to develop ad-hoc business ethic strategies, tailored to companies' needs to maximize both their environmental and social impact, as well as their marketing appeal*
W7	(PH)	**Communication & marketing** *Filming lectures*	*Overview of the most successful marketing strategies for high tech products and services*

! RISK - In response to the Covid 19 emergency, on site courses could be converted to MOOCs / webinar

Evaluation – Phase 1 (grant €5K)

70% for the participation to the 1st physical training event (April 2021)

✛

30% for achieving the following KPIs

- **Participation to the project activities**

See application annexes for weights

- **Submission of the 1st progress report, which describes the activities undertaken, the use of the grant, if applicable, and a plan on the use of the grant from phase 2**

- **Delivery of a business plan (including the product/market fit and the revenue model) and a solution validated with a first proof of concept**

EVALUATION BY STAFF, COACHES AND MENTORS

(see Annexes to applications for details)

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! RISK - In response to the Covid 19 emergency, on site courses could be converted to MOOCs / webinar

Evaluation – Phase 2 (grant €15K)

30% for the participation in the 2ⁿᵈ physical training event (May – June 2021)

✚

70% for the achievement of the following KPIs

- Participation to the project activities

- Improvement of the business idea (in comparison to the initial level)

- Acquisition of new competences and skills in the team (or plan to do so)

- Improvement of the sustainability aspects of the project

- Realization of an MVP, PoC or in-field studies (e.g. marketing market tests, etc.)

- Achievement of the milestones suggested during the application phase

- Submission of a progress report

See application annexes for weights

EVALUATION BY STAFF, COACHES AND MENTORS

(see Annexes to applications for details)

Demo Day

At the end of phase 2, there will be a pitching event (*Demo day*) where **5 consortia will be selected** to get **additional funding of €100K**

To choose the 5 consortia, they will be ranked according to the following criteria

85%	• Business potential • LSD/commercialization plan (to make use of the 100.000€ grant)
15%	• Consortium tracked criteria (see KPIs above)

EVALUATION BY THEMATIC, BUSINESS AND CIRCULAR EXPERTS

(see Annexes to applications for details)

The payment will not be given immediately as a lump sum (see next slide)

Demo Day

DemoDay's winning consortia will receive:

- **40%** of the grant **immediately** after signing the subgrant agreement

- **60%** (paid by February 2022) for the successful evaluation of the consortium by DigiCirc's.
  This evaluation will look at the achievement of:
  - Submission of details of the progress made during the last 6 months on their prototype development, of the first testing results, the go-to-market strategy, the sustainability model and a roadmap for the future activities
  - Delivery of a first business development success and a prototype/MVP developed and validated in a real environment
  - Demonstration that at least 20.000€ has been spent in this period to:
    - *improve and test their prototype through LSD*
    - *prepare launch to market campaign*
    - *and/or actuate marketing strategy*

See application annexes for details on evaluation and funds usage constraints

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Final evaluation criteria

- **Concept & Innovativeness**
  - *Innovatively of the solution*
  - *Focus on circularity in the value proposition of the business*

- **Market**
  - *Quality of the market and competition analysis*
  - *Identification of a specific market to address*
  - *Customer analysis and customer segmentation: identification of potential customers*
  - *Scalability to other markets*
  - *Scalability to other customer segments*

- **Business plan, economics, and financials**
  - *Quality of the value proposition*
  - *Details provided about the activities needed, key resources and partners*
  - *Financial sustainability of the business plan*
  - *Quality of the financial forecasts*

- **Environmental & Societal Impact**
  - *Environmental impact*
  - *Societal impact*
  - *Sustainability*

- **Implementation**
  - *TRL achieved*
  - *Existence of the PoC/MVP*
  - *Easiness of producing/programming the solution*
  - *Environmental and sustainability impact of the solution*

- **Team**
  - *Multidisciplinary competences within the team*
  - *Inclusion of the team*
  - *Motivation & Future plans*

See application annexes for weights

Q&A