



## **International Agri & Food and Horticulture & Starting Materials Seed Money Projects (SMPs) 2018**

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. The creation of a consortium is key in this. The objective is to contribute to the sustainable development of a local agricultural and/or horticultural system. This is conditional on the participation of a local problem owner (a business and/or government) able to point to a demand and necessity for the project. A Seed Money Project results in an international partnership feasibility 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 available budget**

An SMP project is a tool used by top sectors A&F and H&SM. The tool allows an applicant from the business community or an agricultural council to call in experts from Wageningen University and Research Centre to a suggested value of €25k up to a maximum value of €40k *including VAT*. A budget of €25k is suitable mainly for desk research and activities in the Netherlands, while a budget of €40k would be appropriate if a visit to another country is also required.

For 2018 there is a joint budget (for A&F and H&SM) of € 600k (*including VAT*) for Wageningen Research capacity (€400k for A&F and €200k for H&SM). The contribution from businesses in the project consists of their own travel expenses and the hours that businesses devote 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.

The top sectors want to foster cooperation with educational institutions in the Netherlands (AOC, HAO). Education can provide added value by such things as facilitating and spreading international innovations. The inclusion of an educational institution in the consortium is an advantage in the review procedure. There is no separate budget available for educational institutions.

### **When does your application qualify for an SMP project?**

- Your proposal fits in 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 (Top Consortium for Knowledge and Innovation) contribution before;
- The proposal must be requested by a business and/or the Agricultural Council together with a project manager of Wageningen Research;
- The business/company must invest its own time in the project and fund its own travel expenses;
- In the event of the proposal's acceptance, a final presentation must be given in December 2018. 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>	–	2 (R&D, adaptation)
<b>New</b>	3 (R&D, co-creation)	4 (R&D, co-creation)

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. Involvement of an educational institute
5. Choice of countries

Each criterium can earn a maximum of 10 points. The average will be calculated of the total score of all the criteria. Projects will be.

### Applications and explanatory notes

Applications must be submitted on no more than 4 A4 sheets. To view the format, please visit the Top sector Agri & Food website, [www.topsectoragrifood.nl](http://www.topsectoragrifood.nl), and the Top sector Horticulture & Starting Materials website, [www.topsectortu.nl](http://www.topsectortu.nl) The latest possible date and time for submitting an application is 1 March 2018 at midday via [info@tki-agrifood.nl](mailto:info@tki-agrifood.nl). For queries and further information please contact:

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