



CONVERT 2 GREEN

Converting Facilities Network for accelerating uptake of climate-neutral materials in innovative products

Application Guidelines for Convert2Green Open Calls

Convert2Green is an Open Innovation Test Bed (OITB) offering a **holistic combination of innovation services, technology infrastructures and pilot lines** for faster and cheaper deployment of low-carbon circular material innovations.

These guidelines contain basic information needed for preparing your proposal for submission to the Convert2Green Open Call for Pilot Case Projects. They provide guidance on how to structure your application and provide the criteria on which it will be evaluated.

What is a Pilot Case Project?

A pilot case describes a **small-scale** collaborative project on **developing, testing, validating and producing of novel, bio-based, recyclable, recycled or upcycled materials**. Within the pilot case projects, selected potential users receive subsidized access to Convert2Green Facilities and Services. A pilot case project shall make use of complementary services of at least three different [OITB members](#).

All services of the OITB members are accessible on our [website](#) and in the [catalogue of facilities](#).

Convert2Green will support successful applicants by providing access to services with up to 100% co-funding. This means that up to 100% of the costs of the Convert2Green partners (labor, materials and consumables, travel cost, machine time/depreciation) will be covered by Convert2Green and any remaining part by the beneficiary. The final amount will be specified during the negotiation of the Service Delivery Plan for the selected cases. The Pilot case can last for a **maximum of 9 months** and is expected to use a maximum of **15 person-months in effort**.

Applicants are advised to check **the technical and business feasibility of their ideas well in advance of submission**. The Convert2Green consortium is happy to support this check through a mentoring program:

- 1) Any interested applicant can **book an introductory call** to consult their project idea with the Single Entry Point (KETMarket) via [this form](#).
- 2) **Contact** helpdesk@convert2green.eu with a simple description of the proposed idea in bullet points.

Both of these steps are highly encouraged to ensure that the Convert2Green consortium can support and mentor the applicant in the proposal preparation process as much as possible.



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IMPORTANT:

- Please **register online** (<https://apply.convert2green.eu>), **answer** the questions, **download the Application Form**, **fill** all sections of the Application Form, **save it** as a **.pdf** document, and **submit** it through the Convert2Green system within the deadline.
- You can save your proposal and return to it as many times as you wish until you are satisfied with it and decide to submit it. Please note that you will no longer be able to change your application form once you click the “Submit” button.
- **Reference font** for the body text of the proposal is Calibri, Times New Roman or Arial. The minimum font size allowed is **11 points**. Standard character spacing and a minimum of single-line spacing must be used. The page size is A4, and all margins (top, bottom, left, and right) should be at least 20 mm. In addition, figures, schemes, and photos are encouraged to be provided to make clearer the aim of the proposal considering its final length (**max. 5 pages**).
- Please provide your submission in English. If you would like to submit your application in another language, please contact the Open Call helpdesk first (helpdesk@convert2green.eu) prior to your submission!

In order to be eligible for this Call, your company has to be established in one of the eligible countries listed in the [attached document](#). Start-Ups and SMEs, as well as large enterprises, are eligible. However, following the objective of the SME-targeted Open Innovation Test Bed Ecosystem, SME and Start-Up companies may receive priority over higher-ranked proposals submitted by other organization types at any time.

By submitting a proposal to the Convert2Green platform you declare that to your knowledge there are no conflicts of interest that might affect the objectivity of your proposal’s evaluation. The list of Convert2Green partners can be found [here](#).

Registration

COMPANY INFORMATION:

Company’s name:

Company Registration Number (if applicable):

Date of Registration:

Size (Number of employees):

Annual turnover (in millions of €):

REGISTERED COMPANY ADDRESS:

Street:

Postcode:

City:

Country of registration:

APPLICANT CONTACT DETAILS:

Contact name:

First name:

Last name:

Position in Company:

Email Address:

Telephone Number:

Password:

Password confirmed:



ADDITIONAL

How did you learn about Convert2Green?

e.g. from one of the project partners, from its webpage, from social media, at a conference etc.

Proposal

Proposal full name*:

**Cannot be the same as company name*

Proposal acronym*:

**Should summarize the main objective of the proposed project*

Summary (do not disclose any confidential information):

- *Please provide a concise summary of the content and objectives of your proposed Pilot Case project and the resulting Demonstrator(s) including what is innovative about it.*
- *Please outline in 1-2 sentences the relevance and expected impact of the project to your business.*
- ***Please stick to the character limit (2000 characters)!***
 - *product demonstrator/series of demonstrators you would like to develop and integrate in it/implement;*
 - *definition of the business need, technological challenge and market opportunity;*
 - *potential short and long-term benefits for your business.*
- *! Although the summary is not scored, it is a requirement of the application form, and all applicants are requested to provide it, including all abovementioned information. The summary of the preselected Pilot Cases projects will be shared with potential third-party technical suppliers who form part of the Convert2Green network and who might be selected to provide service to the winning applications.*

Is this the first time that you submit your proposal?

- *Please select between 1st Submission and Re-submission*

Have you read and understood the Application guidelines? YES/NO

Have you read and understood the Joint Implementation Agreement (JIA) template and do you agree with its terms and conditions? YES/NO

- *The JIA will be the primary legal contract between the beneficiary and Convert2Green. Please note that the published JIA is a preliminary version that might still undergo minor changes before the first cut-off date. The content of JIAs are negotiated case-specifically.*

Market sector your Pilot Case project refers to?

- *Please list all relevant ones.*

Have you received any support in proposal preparation from the Convert2Green consortium?

Evaluation criteria

The application will be evaluated following three main criteria as described below. Experts score each award criterion on a scale from 0 to 5 (half-point scores may be given):

0 – Application fails to address the criterion or cannot be assessed due to missing or incomplete information.

1 – Poor: The criterion is inadequately addressed or there are serious inherent weaknesses.

2 – Fair: The application broadly addresses the criterion, but there are significant weaknesses.

3 – Good: The application addresses the criterion well, but a number of shortcomings are present.

4 – Very good: The application addresses the criterion very well, but a small number of shortcomings are present.

5 – Excellent: The application successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.



The threshold for individual criteria is 3 (out of 5) and the overall threshold is 10 (out of 15). In order to be considered for support, the application must score above both individual and overall thresholds.

During the evaluation, a geographic representation will be taken into consideration by giving a priority to companies located in countries with no Convert2Green partners.

EXCELLENCE

Please highlight the problem you intend to address in this project and how it is innovative. Make sure to select at least three services provided by the Convrt2Green partners.

- **Challenges to be overcome:** Provide a description of the problem to overcome (including some quantifications). Please derive from the problem your technical (and business related) objectives for the project setting clear specifications and key performance indicators (KPI) for measuring success of the implemented project work.
- **Description of the proposed solution:** Provide a detailed description of the solution / final prototype / demonstrator to be developed in collaboration with Convert2Green (including a description of the functionality, size, etc.). Explain how it will solve the challenges described above.
- **Description of current State-of-the-art:** Describe how your final prototype part/demonstrator goes beyond the state of the art. Do you have background knowledge including Intellectual Property Rights related to this final prototype part/demonstrator? Have you validated the Freedom-To-Operate (i.e. there is no external IP that would limit the scope of the Pilot Case)?
- **Alignment with the services provided by Convert2Green:** Which particular Convert2Green services do you need and now do they help you solve the challenge(s) described?
 - Please review [our services](#), the [catalogue of facilities](#) or the [Convert2Green Marketplace](#)
 - Arrange a meeting via [this form](#) or by E-Mail to (convert2green@ketmarket.eu)
- **Regulation, standardization and certification issues:** Will the final prototype part/ demonstrator be subjected to any policies and/or regulatory requirements? Do you expect the need for standardization or certification? Do you expect support from Convert2Green towards standardization or regulation?

IMPACT

Please focus on what results you expect to generate in his project and what benefit you expect to get from it.

- **Key exploitable results:** What results do you expect? How do the results will support your product developments and business? Please describe your Return On Investment and the global economic value creation.
- **Market opportunity:** Please describe how your innovation provides a competitive advantage with respect to competitors or how it opens up a new market opportunity. Can it be sustained (e.g. through IP protection)? What is the unique selling point of your innovation? What is the value proposition? What is the expected market size, business opportunity and return on investment (including an estimate of expected sales and revenue for the subsequent years)?
- **Go-to-market strategy:** Please provide a description of how the target market(s) will be penetrated including the necessary tools, resources, and timeframe. What are the channels to reach the market(s)?
- **Other expected impacts:** Please provide a short description of any expected societal, environmental and economic impacts outside your company.

IMPLEMENTATION

Please provide a suggested workplan, including the most important milestones/goals that need to be achieved and approximate timings.



The objective of the implementation section in proposal phase is to assess the feasibility of the project within the given time frame and the available resources. The final work-plan including the services of the Convert2Green consortium will be mutually agreed between the applicant and involved Convert2Green partners during preparation of the Joint Implementation Agreement.

- **Work plan description:** *Please provide a description of the proposed work plan (key inputs, deliverables and time schedule including overall expected project duration). Please concentrate on the timeline for expected results and deliverables, and (if applicable) planning that you need to do for e.g. accessing your production facilities.*
 - *Please include a list of services that you would need to achieve your goals.*
- **Resources to be committed:** *Please provide a description of the internal resources you will allocate to the project (including the number of hours and a description of the associated skills and prior experience). Will cooperation with third parties in the supply chain be required? Do you expect us to handle the access to these third parties?*
- **TRL level:** *Please describe the technology readiness level (TRL) positioning of your proposed solution and the change from current state (e.g. from a laboratory-verified component – TRL4 – to demonstration in relevant industrial environment – TRL7).*
- **Risk management:** *Please provide a description of the possible risks (technological, business and managerial risks) together with a mitigation strategy.*

