

# Re-FREAM

Re-Thinking of Fashion in Research and Artist collaborating development for Urban Manufacturing

Working Package WP 3

Open Calls Management

## Deliverable 3.1

### Final Call Structure and launch of call for first round

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Grant agreement no.:	<b>825647</b>
Call identifier:	<b>H2020-ICT-2018-2 – ICT-32-2018 – STARTS</b>
Objective:	<b>The Arts stimulating innovation</b>
Start date of the project:	<b>01.12.2018</b>
Duration	<b>36 month</b>

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**Due date of deliverable:** 28.02.2019

**Actual submission date:** 28.02.2019

**Lead Beneficiary for this deliverable:** AITEX

**Contributions by:**

Project co-funded by the European Commission within H2020 Framework		
Dissemination Level		
<b>PU</b>	Public	X
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	
Type		
<b>R</b>	Document, report (excluding the periodic and final reports)	
<b>DEM</b>	Demonstrator, pilot, prototype, plan designs	
<b>DEC</b>	Websites, patents filing, press & media actions, videos, etc.	X

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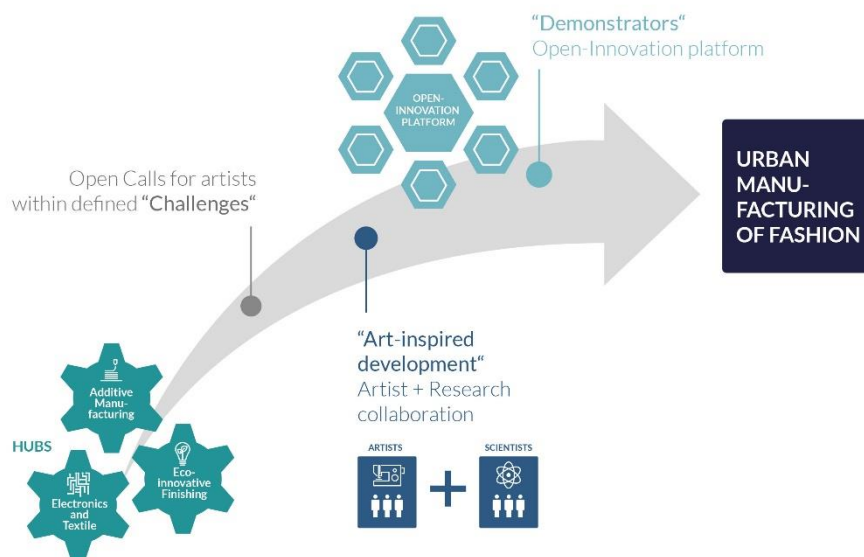
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## 0 Context Information

### 0.1 The Re-FREAM Project

Re-FREAM will support **art-driven innovation** in European R&I projects by inclusion of artists in research consortia via linked third-parties. The artistic community receives a strong support from art-related partners like the Art University of Linz (UFG) and the European Institute of Design (IED), creative hubs and facilitators like Wear-IT Berlin (FashionTech), AITEX, ARCA and Creative Region combined with remarkable technology from IZM Fraunhofer (E-textiles), Stratasys, Haratech (3D-printing), EMPA (3D body simulation), Care applications (Garement nebulization) and Profactor (Additive manufacturing).



Re-FREAM boosts **art-inspired urban manufacturing**, where the city becomes a new production space. Especially for **creative fashion**, urban manufacturing offers a great opportunity to create an alternative to the much-criticized production in low-wage countries.

**Three technologies** (additive manufacturing, electronics on textiles and eco-innovative finishing of fashion) will be explored together. **In co-creation** 20 awarded Artist/ Researcher teams, digitalized manufacturing of fashion will be developed up to TRL 5 to enable small-scale production of fashion in urban environment. An **Open-Innovation Platform** will finally link the know-how and the communities of the hubs, will offer access to relevant facilities and make the Re-FREAM art-inspired urban manufacturing working model sustainable.

## 0.2 Description of the Work Package concerned

<b>Work package number</b>	3		<b>Start Date or Starting Event</b>					01.12.2018					
<b>Work package title</b>	Open Calls Management												
<b>Participant number</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	
<b>Short name of participant</b>	CRE	PRO	AIT	WIB	CAR	IED	ARC	HAR	UFG	STR	IZM	EMP	
<b>Person-months</b>	2	1	0	12	1	0	0	0	0	3	0	0	0
	<b>Actual (m 3)</b>												

### Objectives

1. Organize and manage the Open call
2. Selection of artists for Challenges
3. Grant Agreement coordination for artists as linked third parties

### Tasks

- Task 3.1: Desk Review and Coordination [AIT]  
 Task 3.2: Application Management [AIT]  
 Task 3.3: Evaluation and award process [UFG]  
 Task 3.4: Formalization of the projects [AIT, WIB, CRE]

### Deliverable

Del. No.	Deliverable name	Lead beneficiary	Type	Diss. level	Delivery date from Annex 1 (proj. month)	Delivered Yes/No	Actual / Forecast delivery date
<b>D3.1</b>	<b>Final Call structure and launch of call for first round</b>	<b>AIT</b>	<b>DEC</b>	<b>Public</b>	<b>3</b>	<b>No</b>	<b>28.2.2019</b>
D3.2	Evaluation guidelines	AIT	Report	Confidential	5	No	30.4.2019
D3.3	Selection Reports 1 <sup>st</sup> round	UFG	Report	Confidential	7	No	30.6.2019
D3.4	Grant Agreements 1 <sup>st</sup> round	AIT	Report	Confidential	8	No	31.7.2019
D3.5	Selection Reports 2 <sup>nd</sup> round	UFG	Report	Confidential	19	No	30.6.2020
D3.6	Grant Agreements 2 <sup>nd</sup> round	AIT	Report	Confidential	20	No	31.7.2020

## 0.3 Purpose and Scope of Deliverable Report D3.1

The first deliverable on the open call management will report about the design and implementation of the application process artists need to fill in, the selection process that would take place and the documentation needed for the launch of the call in the Re-FREAM website.

## 1 Introduction

Re-FREAM aims at supporting artists and designers to co-create innovate fashion concepts together with researchers using novel production technology. In order to support them, two calls will be launched during Re-FREAM project. The first Re-FREAM call will be launched on 1<sup>st</sup> of March 2019 and will close the 30<sup>th</sup> of May at 3 PM. All interested artists will be able to submit their application through the STARTS Platform at any time during the open call. In this Platform, artists will be able to answer the questions and upload the documents asked in order to submit the proposal.

In this deliverable, first call documents and activities performed have been included:

- Determination of the participants' profile, and detailed selection criteria had been defined.
- Application Form has been developed so that the participants can apply to the call.
- An application toolkit will be developed and implemented including all the information about the call procedure, templates, guide for applicants etc available in on project website, H2020 website. Additionally, a webinar will be organised in order to explain the application procedure to potential participants.

## 2 Summary and Outlook

This deliverable collects all activities performed during WP3 during the first three months. All the documents written and designed concerning the Call launch are described. These documents were first drafted by AITEX and then shared with the rest of the Re-FREAM consortium to give feedback. The final versions of them will be published from the 1<sup>st</sup> of March in the Re-FREAM website ([www.re-fream.eu](http://www.re-fream.eu)) and collected in this deliverable:

- Application Process which include the application form developed by AITEX with the collaboration of STARTS platform which has supported and allocated Re-FREAM application process in its website. Inside the platform, applicants will have to describe and detail the concept and upload an editable PDF shown in Section 0 with the workplan and budget structure. Selection process structure and schedule described in section 5
- Evaluation criteria that the evaluators will have to score described in section 6.

Moreover, many different documents had been written to help applicants fulfil the application and understand the whole Call process. These documents are also shown in this deliverable:

- Guide for applicants
- Video recording guidelines
- Frequently asked questions

An additional document, not prepared yet at the time of this deliverable submission, is almost ready to be uploaded to the web as well, a guideline for applicants with a simulation of an application. This document will be for applicants to clarify the How to apply process. This document will be attached as an Annex in the next deliverable of this Work Package.

### 3 Application process description and screenshots

The application process that has been designed by AITEX is been developed and allocated in the STARTS platform, some questions, the bio and portfolio of the applicant and a video is requested in order to submit the proposal.

In this Platform, artists will be able to answer the questions and upload the documents asked in order to submit the proposal. Evaluation criteria is described in Section 5.

Applicants will fill in the online registration form. Registration form must be complete in English. The application process structure is the following:

- Contact data
- Proposal
- Budget Structure (Editable pdf.)
- Application video
- Biographic details
- Prior work

Regarding **Contact data**: Email address, Name, Address, City, Country, Phone and Zip code is asked. In the **Proposal** section, applicants will have to introduce the title and a short summary of the proposal and 5 keywords to describe their proposal. This information would be public, and the applicants would have to accept that Re-FREAM may use it in the Re-fream web, social media and events involved in the project with communication and project's dissemination purposes as well as may be used for purposes of the Europe Unions Horizon 2020 program.

Moreover, inside proposal section all information related to the artistic proposal should be detailed (elegibility criteria, quality and operational capacity, workplan and budget structure). This information would be private and the applicants would have to accept that Re-FREAM Consortium will use it to evaluate the candidate proposals as well as may be used for purposes of the Europe Unions Horizon 2020 program. Applicants would have a Guide for applicants available in the web with all the information needed for the application to be filled in.

In the **Budget Structure** section, the applicant will be able to include the budget breakdown associated to the project (staff costs, materials, travels, subcontracting costs, equipment and indirect costs).

In the **Application video** section the applicants will have to upload a short video in which they will explain their artistic proposal, following the Question 8 of the artistic proposal PDF. This information would be private, just for evaluation purposes. They will have a Video recording guidelines available in the web with all the information needed for the video to be done.

In the **Biographic details** section applicants will have to upload their resume (this information will be private) and picture of themselves (which would be public but is not mandatory to complete the proposal). Besides that, they would have to answer the following questions

- How would you describe your artistic practice? Describe the three most significant projects of your artistic practice (and, if possible, how they are fitting/linking with the challenge you have chosen) → This information would be public.
- Do you have any co-creation experience with an organization? If so, please describe it. → This information would be private.

In the **Prior work** section, they will have the opportunity to upload any relevant media showing their prior or current work → This information would be private.

The following screenshots correspond with the information detailed above:

starts home | starts news | starts community | what is starts? Sign In / Sign Up

S+T+ARTS RESIDENCIES | CURRENT RESIDENCIES | TECH PROJECTS | PRODUCERS | NEWS & EVENTS | BLOG | ABOUT Q

### Login

Username Or Email Address

Password

**Log in**

[Forgotten your password?](#)

Don't have an account yet?

**Sign up**

starts home | starts news | starts community | what is starts? Sign In / Sign Up

S+T+ARTS RESIDENCIES | CURRENT RESIDENCIES | TECH PROJECTS | PRODUCERS | NEWS & EVENTS | BLOG | ABOUT Q

Want to follow the latest news on STARTS Residencies and STARTS Community? Sign up here

First Name

Last Name

Email Address

Username Only letters, numbers, dashes or underscores please

Password

Password (Again)

**Submit**

## Application for Re-FREAM

### Contact data

Email address\*

First name\*

Last name\*

Address\*

City\*

Country\*

Phone\*

Zip Code\*

### Proposal (general information)

Your artistic proposal title (public) (Q1)\*



## Proposal (general information)

Your artistic proposal title (public) (Q1)\*

Artistic proposal short summary (public) (Q2)\*

Clear

 To be used for wider communication strategy, e.g. summaries, social media.

5 keywords to describe you artistic proposal (public) (Q3)\*

## Eligibility criteria

In case applicant is yet to be self-employed professional, is the awarded candidate willing to be legally established once they are selected? **Awarded candidates must be legally established under the national law as of the signature of the agreement and throughout the project duration.**

See \_\_\_\_\_.

Are you legally established?\*

## Quality and operational capacity

Please, choose the challenge you want to apply for: (Q5)\*

[See challenges description here.](#)

Please, tell us what development stage you have reached and how Re-Fream will help you to move forward onto the next stage. (Q6)\*

Clear

0

What product or prototype will the project produce? Sketches, drawings or mood boards must be provided) (Q7)

\*

Clear

0

What makes your idea innovative? (Q8)\*

Clear

0

Which technologies, available within Re-FREAM, will you foresee to use in your project? (Q9)\*

Are you going to use any additional technology, technique, methods and/or innovative materials? If YES, please tell us. (Q10)\*

Clear

0

Social Innovation - Does this project address typical problems in an innovative way with regard to market and/or society? If yes, please tell us more. (Q11)

Clear

0

Environmental impacts - Does this project address typical problems in an innovative way with regard to market and/or society? If yes, please tell us more. (Q12)

Clear

0

Work plan - Describe the time schedule you would estimate to accomplish with the project idea. Try to identify work packages and hours of dedication. (Q13)\*

Clear

0

**i** Reminder: projects are expected to have a total duration of 9 month.

## Budget Structure

Detailed budget breakdown (private). Please upload your budget linked to the project execution. (Q14)\*



**i** Please refer to [Guideline for applicants](#).

and find here [the budget structure](#), fill in the pdf before uploading it.

## Application Video

Please upload a short video in which you will explain your artistic proposal (private)\* (Q15)\*



**i** Click [here](#) for Video recording guidelines

(3 minutes max.)

## Biographic Details

Please upload your resume (private) (Q16)\*



Please upload a 4x3 portrait picture of yourself (public)



How would you describe your artistic practice? Describe the three most significant projects of your artistic practice (and, if possible, how they are fitting/linking with the challenge you have chosen) (public)\* (Q17)\*

Clear

0

Do you have any co-creation experience with an organization? If so, please describe it. (private) (Q18)

Clear

0

## Prior Work

Please upload any relevant media showing your prior or current work (private) (Q19)



## Contact permission

Yes, I would like to receive the call organizer's newsletter to keep up to date with its activities.

## Consent and release form

When uploading content which is categorized as **public**, I understand and accept that:

- This information/content/foto material may be used in the Re-fream web, social media and events involved in the project with communication and project's dissemination purposes as well as may be used for purposes of the Europe Unions Horizon 2020 program.

When uploading content which is categorized as **private**, I understand and accept that:

- This information/content/foto material would be used by the Re-fream Consortium to evaluate the candidate proposals as well as may be used for purposes of the Europe Unions Horizon 2020 program.

I agree\*

Yes, I have read and understand the Terms and Conditions\*

For the Re-FREAM applications, please note that the call organizer requires the following information from your profile: email address, address1, city, country, first\_name, last\_name, phone1, zipcode  
When applying you will communicate those information to STARTS Residencies.

SAVE AS DRAFT

The budget breakdown will be uploaded through editable pdf.

BUDGET BREAKDOWN		
	DESCRIPTION	BUDGET
<b>STAFF COSTS</b> Lump sum payout for personnel costs (including the pay for the artist him/herself or team members) - max. 35% of total project budget		
<b>MATERIALS</b> Directly linked for the execution of the project		
<b>TRAVELS, ACCOMODATION AND SUBSISTENCE ALLOWANCES</b> Travel costs for events directly linked to the execution of the project (e.g. meetings, dissemination/ promotion of the project, visiting of directly relevant events) - max. 10% of total project budget		
<b>SUBCONTRACTING</b> e.g. legal, IPR, external mentoring, etc. but no subcontracting for services offered within the consortium (see ineligible costs) dissemination: professional documentation, material, translation, interpretation of project progress and results		
<b>EQUIPMENT</b> but no equipment offered within the consortium (see ineligible costs)		
<b>INDIRECT PROJECT COSTS</b> Overheads - Limited to the 250€ per month. Not to be justified.		
<b>TOTAL COSTS</b>		

## 4 Selection process structure and schedule

The first Re-FREAM call will be launched on 1<sup>st</sup> of March 2019 and will close the 30<sup>th</sup> of May at 3 PM. All interested artists will be able to submit their application through the STARTS Platform at any time during the open call. In this Platform, artists will be able to answer the questions and upload the documents asked in order to submit the proposal. FIGURE 1 shows the call process diagram.



**Figure 1. Call process diagram**



### Online Showroom – WEBINAR

On the 1<sup>st</sup> week of May, there will be three different Webinars for each research challenge in order to offer support to the candidates. Artists can join these sessions online and get an idea about the technology to be used to develop their idea.

- Each technology will be presented and explained in a really easy way for everybody to understand!
- Artists could ask questions that will be answered by the Technology facilitators.
- Webinar will be an interactive live session.
- This session will be recorded and uploaded into the Re-FREAM website, so that, it will be available for artists that could not attend.

After the webinar session, artists will have time for refining their proposal according to the experts input until the end of application phase.

### Evaluation Process

After the closing of the call, artists will be able to follow the status of their proposal in the selection process through the platform. The evaluation process will have the following steps:

1. **Pre-selection made by a group of experts.** For each research challenge, two experts in Design, Technology and Business will follow the evaluation criteria that can be found in the Helpdesk section. Expert duos will evaluate separately.
2. **Experts discussion.** Proposals scoring more than 60 points will be discussed between the six experts, with the presence of an observer from another research challenge, in order to ensure transparency in the evaluation process.
3. **Shortlist.** A shortlist of 30 proposals will be published on the web. Preselected artists will be also contacted by email.
  - a. If selected, artist will be contacted by email.
  - b. If not selected, artist will be able to download and check his/her proposal score and evaluators comments.
4. **Jury evaluation.** A jury will receive the best 30 proposals and evaluate them using the same evaluation criteria. Jury will meet the 3<sup>rd</sup> or 10<sup>th</sup> of July in Linz for the Final Evaluation process.
5. **Awarded artists announcement.** Awarded artists will be officially announced. Artists will be able to follow the awards announcement in streaming as well as receive a mail and be published in Re-FREAM website. Official announcement would take place at Ars Electronica (Linz, Austria) the 6<sup>th</sup> of September.

Figure 2 shows the selection process diagram.



**Figure 2. Selection process diagram**

The evaluation criteria followed is widely explained in the next section.

## 5 Evaluation criteria followed

After submission, all projects will be evaluated based on specific selection criteria and subjected to a two-phases selection procedure carried out by the Consortium with the support of a group of external experts that consists of a panel Jury of international experts.

The Jury will evaluate the artistic and technical content of the applications (2<sup>nd</sup> phase of evaluation) using the same evaluation criteria as the Consortium uses in the 1<sup>st</sup> phase. The Jury must be independent of the applicant.

The selection process consists of two different parts. First, **Administrative and Eligibility criteria** of applicants. Applicants will be checked for their administrative compliance to confirm that are eligible and can take part in a Re-FREAM project. After their compliance, they will be evaluated by the **Quality and Operational Capacity Criteria**.

### Administrative and Eligibility criteria

Applicants will be checked for their compliance with the eligibility criteria to confirm that the minimum requirements are met. These criteria examine whether the partner fulfills the minimum requirements on e.g. the legal status, the country of origin etc. Eligibility criteria can be answered with a "Yes" or "No". This check will be carried out by the Consortium and is an on/off procedure.

**Applications that do not meet the administrative and eligibility criteria are rejected.**

### Quality and Operational Capacity Criteria

The second part of the evaluation criteria consists of the quality criteria, an in-depth assessment of the project proposal, namely the quality and operational capacity assessment.

The submitted applications will be reviewed by the consortium and only the ones demonstrating administrative compliance and satisfy the eligibility criteria will be subjected to quality assessment by the Jury.

With the aim of ranking the proposals, a scoring system is implemented. Applicants not reaching the threshold number of points (60 points) in each category are removed from process.

## Eligibility and Evaluation criteria

Administrative and eligibility criteria		
Criteria	Compliance	Comments
Is the applicant registered in an EU member state? *	Y/N	
Has the applicant chosen a specified Re-FREAM challenge?	Y/N	
<input type="checkbox"/> <b>Single Artist</b>	Is the applicant self-employed professional under the national laws of establishment country once awarded? **	Y/N
<input type="checkbox"/> <b>Team of Artists</b>	Is the art company legally established under the national laws of the establishment country?	Y/N
<b>Eligible legal status?</b>		Y/N

\*Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom.

\*\*Applicants must be a SME (under the EU definition)<sup>[1]</sup>, a start-up, self-employed or professional freelancers **legally established** as a business under the national law and based in an EU member state.

**Awarded candidates must be legally established under the national law as of the signature of the agreement and throughout the project duration.**

<sup>[1]</sup> What is an SME? ([http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition\\_en](http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en))

Quality and Operational Capacity Criteria				
	Assessment questions	Analysis	Numerical	Comments
<b>Design Criteria (max points 40)</b>	To what extent applicants have the experience and competence in the thematic field concerned, as well as the necessary capacity to successfully implement the idea (human resources, background, etc.)?  <b>Where to look:</b> Resume and bio detail (Q16, Q17, Q18 and Q19)	Excellent (5 p) High (4 p) Very Good (3 p) Adequate (2 p) Basic (1 p) No (0 p)		
	Applicant's potential for growth (in terms of artistic potential)  <b>Where to look:</b> Resume and bio detail (Q16, Q17, Q18 and Q19)	Excellent (5 p) High (4 p) Very Good (3 p) Adequate (2 p) Basic (1 p) No (0 p)		
	Portfolio, credentials and track record of the applicant (to be judged from artistic experience)  <b>Where to look:</b> Resume and video (Q15 and Q16)	Excellent (10 p) High (8 p) Very Good (6 p) Adequate (4 p) Basic (2 p) No (0 p)		
	Innovativeness of proposed project (in regards of design & fashion relevant innovation)  <b>Where to look:</b> Q2 and from Q6 to Q10	Excellent (5 p) High (4 p) Very Good (3 p) Adequate (2 p) Basic (1 p) No (0 p)		
	Maturity of the artistic idea / concept  <b>Where to look:</b> Q6	Excellent (5 p) High (4 p) Very Good (3 p) Adequate (2 p) Basic (1 p) No (0 p)		

	<p>Does this project address typical problems in an innovative way with regard society? (here: especially in regards of societal issues that can be expressed/solved in fashion)</p> <p><b>Where to look:</b> Q11</p>	<p>Excellent (2,5 p) High (2 p) Very Good (1,5 p) Adequate (1 p) Basic (0,5 p) No (0 p)</p>		
	<p>Does this project address typical problems in an innovative way with regard to environment? (here: especially in regards of issues that can be expressed/solved in fashion)</p> <p><b>Where to look:</b> Q12</p>	<p>Excellent (2,5 p) High (2 p) Very Good (1,5 p) Adequate (1 p) Basic (0,5 p) No (0 p)</p>		
	<p>Is the dedication coherent with the idea (calculated budget &amp; hours in regards to the aim of the project)</p> <p><b>Where to look:</b> Q13 and Q14</p>	<p>Excellent (5 p) High (4 p) Very Good (3 p) Adequate (2 p) Basic (1 p) No (0 p)</p>		
<p><b>Technology Criteria</b> (max. Points 40)</p>	<p>Applicant's potential for growth (in terms of potential to work with technology / interest in technology / curiosity and motivation to learn about)</p> <p><b>Where to look:</b> Resume and bio detail (Q16, Q17, Q18 and Q19)</p>	<p>Excellent (5 p) High (4 p) Very Good (3 p) Adequate (2 p) Basic (1 p) No (0 p)</p>		
	<p>Innovativeness of proposed project in regards of technological innovativeness</p> <p><b>Where to look:</b> Q7 and Q8</p>	<p>Excellent (10 p) High (8 p) Very Good (6 p) Adequate (4 p) Basic (2 p) No (0 p)</p>		
	<p>Feasibility of the technologies available in the hub to do the project</p> <p><b>Where to look:</b> Q6, Q7, Q9 and Q10</p>	<p>Excellent (5 p) High (4 p) Very Good (3 p) Adequate (2 p) Basic (1 p)</p>		

		No (0 p)		
	Is the idea feasible and scalable? <b>Where to look:</b> Q2, Q6 and Q7	Excellent (5 p) High (4 p) Very Good (3 p) Adequate (2 p) Basic (1 p) No (0 p)		
	Does this project address typical problems in an innovative way with regard society? (here: issues that can be addressed with technology) <b>Where to look:</b> Q11	Excellent (2,5 p) High (2 p) Very Good (1,5 p) Adequate (1 p) Basic (0,5 p) No (0 p)		
	Does this project address typical problems in an innovative way with regard to environment? here: issues that can be addressed with technology) <b>Where to look:</b> Q12	Excellent (2,5 p) High (2 p) Very Good (1,5 p) Adequate (1 p) Basic (0,5 p) No (0 p)		
	Is the dedication coherent with the idea? <b>Where to look:</b> Q13 and Q14	Excellent (10 p) High (8 p) Very Good (6 p) Adequate (4 p) Basic (2 p) No (0 p)		
Business Criteria (max points 20)	Applicant's potential for growth (in terms of ability to make use of the product/outcome after finishing (business ideas, etc)) <b>Where to look:</b> Resume and bio detail (Q16, Q17, Q18 and Q19)	Excellent (5 p) High (4 p) Very Good (3 p) Adequate (2 p) Basic (1 p) No (0 p)		
	Is the dedication coherent with the idea? <b>Where to look:</b> Q13 and Q14	Excellent (10 p) High (8 p) Very Good (6 p) Adequate (4 p)		

		Basic (2 p) No (0 p)		
	Potential for commercialization  <b>Where to look:</b> Q15	Excellent (2,5 p) High (2 p) Very Good (1,5 p) Adequate (1 p) Basic (0,5 p) No (0 p)		
	Potential for brand creation/plans for internationalisation)/ new market orientation  <b>Where to look:</b> Q15	Excellent (2,5 p) High (2 p) Very Good (1,5 p) Adequate (1 p) Basic (0,5 p) No (0 p)		
Maximum total: 100 points  Threshold: 60 points		Total points:		
Do you recommend this Project for funding? Yes / No				
Conclusions/ remarks/comments:				

## 6 Other documents

Many auxiliary documents had been prepared in order to help the applicants submit their proposals. In this section, Guide for applicants, Video recording guidelines and FAQs are shown.



## 6.1 Guide for applicants

# Re-FREAM

Re-Thinking of Fashion in Research and Artist collaborating  
development for Urban Manufacturing

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## Guide for Applicants

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## 1. Re-FREAM Overview

Fashion Industry Still Awaits Its 'Uber' – Where's the Disruptive Innovation? asked Laurent Arnault in his interview in WTVOX. For that, while pushing for market changes, technological innovation alone does not have the power to disrupt. Any technology needs people. To date, all technological innovations within the fashion industry did not disrupt but instead enhance it.

Still, one third of the garments produced globally end up discarded and wasted, adding to already over-capacity landfills and having a damaging effect on the environment.

To disrupt the fashion industry, we need the unseen, we need to catalyse synergies, we need creativity and new ways of thinking and exploring. Fashion should not and will not end up as a matter of technology. Aesthetics and social and cultural statements will still be a part of Fashion of the Future.

This is why Re-FREAM was brought to life. The project offers a chance to inspire not only manufacturing processes, the use and production of materials or the presentation of fashion, but to revolt a total industry and enhance local manufacturing. The project seeks for creators, artists and designers who are asking provoking questions, challenge technology and are looking behind the unseen.

In our three co-creation spaces in Valencia, Berlin and Linz we provide different fields of expert technology access and co-creation facilitation services as well as network and knowledge access for accelerating the selected projects from our call and help projects grow.

As part of the STARTS family, Re-FREAM is an EU-financed project within the Horizon 2020 program. The project involves an international consortium of experienced partners regarding technology, research, fashion and design, as well as art-tech transfer expertise.

## 2. Open Call

Re-FREAM is looking for artists and designers to co-create innovate fashion concepts together with researchers using novel production technology.

Re-FREAM invites artists and designers to submit a project proposal to the following research challenges:

- re-think fashion from analog to connected
- re-think fashion from 2D to 3D
- re-think fashion from linear to sustainable circular systems

The Re-FREAM call will remain open over the course of three years with respective selection processes and several cut-off dates. The 1st Re-FREAM call will be launched on 1<sup>st</sup> of March 2019 and will close the 30<sup>th</sup> of May at 3 PM.

Two calls will be launched within Re-FREAM.

In all 3 Re-FREAM co-creation locations artists will:

- have access to a pool of cutting-edge technologies in order to develop an outstanding and innovative concepts idea.
- will be funded with up to max. 55.000 EUR.
- will benefit from facilitations services such as:
  - expert mentoring,
  - support in working facilities and spreading the word about your project,
  - project coaching & guidance, and
  - connections & networks to relevant players within all project locations.

There are three different research challenges where artists can develop their ideas:

<i>Re-think Fashion from linear to sustainable circular systems</i> Valencia	<i>Re-think Fashion from 2D to 3D</i> Linz	<i>Re-think Fashion from analog to connected</i> Berlin
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## 3. Who can Apply?

Artists from all over the world are welcome to submit their proposals!

Applicants must be a SME (under the EU definition)<sup>[1]</sup>, a start-up, self-employed or professional freelancers **legally established** as a business under the national law and based in an EU member state (Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom).

<sup>[1]</sup> What is an SME? ([http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition\\_en](http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en))

**Awarded candidates must be legally established under the national law as of the signature of the agreement and throughout the project duration.**

## 4. How to Apply?

All interested artists will be able to submit their application through the STARTS Platform at any time during the open call. Applicants will fill in the online registration form. **Registration form must be complete in English.**

In this Platform, artists will be able to answer the questions and upload the documents asked in order to submit the proposal. Evaluation criteria is available here.

After the closing of the call, artists will be able to follow the evaluation process. **Call will be opened from 1<sup>st</sup> March to 30<sup>th</sup> May (3 PM).**



**Figure 1. Call process diagram**

## 5. Online Showroom – WEBINAR

On the 1<sup>st</sup> week of May, there will be three different Webinars for each research challenge in order to offer support to the candidates. Artists can join these sessions online and get an idea about the technology to be used to develop their idea.

- Each technology will be presented and explained in a really easy way for everybody to understand!
- Artists could ask questions that will be answered by the Technology facilitators.
- Webinar will be an interactive live session.
- This session will be recorded and uploaded into the Re-FREAM website, so that, it will be available for artists that could not attend.

After the webinar session, artists will have time for refining their proposal according to the experts input until the end of application phase.

## 6. Evaluation Process

The evaluation process will have the following steps:

6. **Pre-selection made by a group of experts.** For each research challenge, two experts in Design, Technology and Business will follow the evaluation criteria that can be found in the Helpdesk section. Expert duos will evaluate separately.
7. **Experts discussion.** Proposals scoring more than 60 points will be discussed between the six experts, with the presence of an observer from another research challenge, in order to ensure transparency in the evaluation process.

8. **Shortlist.** A shortlist of 30 proposals will be published on the web. Preselected artists will be also contacted by email.
  - a. If selected, artist will be contacted by email.
  - b. If not selected, artist will be able to download and check his/her proposal score and evaluators comments.
9. **Jury evaluation.** A jury will receive the best 30 proposals and evaluate them using the same evaluation criteria. Jury will meet the 3<sup>rd</sup> or 10<sup>th</sup> of July in Linz for the Final Evaluation process.
10. **Awarded artists announcement.** Awarded artists will be officially announced. Artists will be able to follow the awards announcement in streaming as well as receive a mail and be published in Re-FREAM website. Official announcement would take place at Ars Electronica (Linz, Austria) the 6<sup>th</sup> of September.



**Figure 2. Selection process diagram**

The evaluation criteria followed is widely explained in the Helpdesk section: Evaluation Criteria.

## 7. Administrative Duties

Selected applicants will become Re-FREAM beneficiaries.

Contracts with beneficiaries will be managed by the Consortium. The administrative tasks for the beneficiaries, including activity reporting obligations and related documents will be provided during the agreement's formalization.

### Preparation of Grant Agreement

The beneficiary will be requested to sign a Grant Agreement. The main objective of this agreement is to validate financial and technical operational capacity from the partners and to establish rules for receiving support from the Re-FREAM project.

Beneficiaries will have to submit proof of:

- Legal existence: Legal Entity Form accompanied with the supporting documents (registration, tax certificates). Legal entity form can be found [here](#).
- Bank Account information: Financial Identification Form. Financial Identification form can be found [here](#).
- Founders IDs
- Existence of a Consortium Agreement between the participants

## 8. Funding Scheme

Applications selected for being granted will receive grant payments by the Co-Creation space Management Partners. Selected projects will be required to sign a Grant Agreement with binding details on the project time plan and goals and budget plan.

The grant will be paid out in 3 tranches:

- At the onboarding of the sub-grantee: 30% is paid out after signing of grant agreement
- After the mid-evaluation: 40% is paid out after successful attainment of mid-goals (according to grant agreement) and mid-presentation
- After project finalisation: 30% is paid out after successful finishing of project, required reports and project documentation, cost justification and final presentation.

## 9. Duration and Scope of the project

- The duration of project time is 9 months. Within this project time artist are committed to the co-creation space they got selected for and thus have to spend 30% of project time in residence (meaning at the location of the co-creation space). The residence time can be distributed flexible within 9 months, but artists are committed to be in residence for certain milestones as agreed on in the grant agreement. Artist need to consider that costs for accommodation and travel have to be supported by him/herself.
- To better determine the possibilities for project scopes, it can be roughly anticipated an availability of technology partner of 430 hours at least per technology partner per project, for a total of 9 months project duration. The detailed availability of resources however will vary according to finally selected projects and thus needed resources.
- Selected projects will commit to individual project goals (time, budget, project status) that are developed and evaluated according to the project proposal, together with the corresponding co-creation space and technology partners. During the project running time, artists will have to document their project status and progress.
- Additionally, artists commit to common milestones, coherent for all projects within the Re-FREAM project. The common milestones refer to a mid-term presentation and a final presentation of project results.

## 10. Results and Deliverables

The beneficiary will be defined alongside the assigned facilitator during the kick-off meeting/ Art-Tech co-creation Workshop. Reporting to be delivered through the platform is:

- Monthly report (including monthly progress and problems encountered).
- Mid-term report (including technical sketches with specifications and drawings of the product).
- Final report (including the final prototype and related documentation).

## 11. Services Delivery Model

Selected projects have a project run time of 9 month and are divided in 2 periods (starting date until Mid-Term Evaluation and Mid Term Evaluation until project end). The grant will be paid in accordance to goals, milestones and reporting duties that are stated in detail within the grant agreement to be signed after selection.

## 12. Financial support to Beneficiaries and financial justification

Beneficiaries of Re-FREAM will be granted with a maximum amount of 55.000 € and additionally benefit from facilitation services, mentorship as well as other supporting services offered by the Re-FREAM project consortium.

The exact grant sum is determined by the Jury according to the scope of the project (but will not exceed € 55.000) and must be used for elaborating the descriptive project as applied for and must cover all costs of personnel costs, material, hardware, software and external services needed.

Artists will need to sign a confirmation that all money received has to be taxed by the artist him/herself.

### A. BUDGET PLANNING GUIDELINES

Budget calculation is a mandatory part of the application. The described project has to be planned in time and budget and outlined in respective work packages, considering necessary resources for the project (such as physical objects, technologies involved, materials, working time per work packages, etc.).

After selection, the budget and according costs categories with designated amount of euros will be a fixed part of the grant agreement. Deviations of this costs are not eligible unless explicit agreement of the Co-Creation space Management. Applicants are asked to draft this budget and work schedule as realistic as possible in their application but have to change to refine it together with the Co-Creation space management before signing the grant agreement.

### B. GENERAL CRITERIA FOR ELEGIBILITY COSTS

In order to be eligible for RE-FREAM funding, costs must meet the following criteria:

- be incurred by the beneficiary during the duration of the project
- be indicated in the estimated overall budget included in the proposal and signed in the contract
- be necessary for the implementation of the activity
- be identifiable and verifiable, in particular being recorded in the accounting records of the beneficiary according to the usual cost-accounting practices.
- comply with the requirements of applicable tax and social legislation. Value added tax (VAT) is considered as eligible where it is not recoverable under the applicable national VAT legislation and is paid by the beneficiary other than a non-taxable person as defined in the first subparagraph of Article 13(1) of Directive 2006/112/EC on the common system of value added tax.
- be reasonable, justified and comply with the principle of sound financial management, in particular regarding economy and efficiency.

### C. ELEGIBLE COST CATEGORIES

The eligible costs for the activities are those costs which, provided that they satisfy the criteria of eligibility set out above, are identifiable as specific costs directly linked to the performance of the activities and which can therefore be attributed to it directly.



In particular, the following categories of direct costs may be considered eligible:

Eligible cost categories	
Direct project cost	Other direct project cost
<ul style="list-style-type: none"> <li>• <b>Staff costs:</b> <ul style="list-style-type: none"> <li>○ lump sum pay-out for personnel costs (including the pay for the artist him/herself or team members) - max. 35% of total project budget</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Travel, accommodation and subsistence allowances:</b> <ul style="list-style-type: none"> <li>○ travel costs for events <b>directly</b> linked to the execution of the project (e.g. meetings, dissemination/ promotion of the project, visiting of <b>directly</b> relevant events. - max. 10% of total project budget</li> </ul> </li> <li>• <b>Material costs*:</b> directly linked for the execution of the project</li> <li>• <b>Subcontracting costs*:</b> <ul style="list-style-type: none"> <li>○ e.g. legal, IPR,, external mentoring, etc.</li> <li>○ but no subcontracting for services offered within the consortium (see ineligible costs)</li> <li>○ dissemination: professional documentation, material, translation, interpretation of project progress and results</li> </ul> </li> <li>• <b>Equipment costs:</b> <ul style="list-style-type: none"> <li>○ but no equipment offered within the consortium (see ineligible costs)</li> </ul> </li> </ul>
Indirect project costs	
Overheads - Limited to the 250€ per month	

\* Should fulfill the principle of the best value for money, i.e. the best price-quality ratio.

## D. INELIGIBLE COSTS

The following costs are ineligible and therefore not accepted:

Ineligible costs
<ul style="list-style-type: none"><li>• non project related travel costs</li><li>• accommodation, food and travel to and within the residence co-creation space</li><li>• additional costs for co-creation space-partner services (exceeding the planned costs)</li><li>• costs for working spaces (as this will be provided within the co-creation spaces)</li><li>• technical subcontracting or other services offered within the consortium (as this will be provided within the co-creation spaces)</li><li>• equipment offered within the consortium (as this will be provided within the co-creation spaces)</li><li>• costs for contributions in kind: these are contributions that are not invoiced, such as voluntary work, equipment or premises made available free of charge; working spaces (as this will be provided within the co-creation spaces)</li><li>• deductible VAT</li></ul>

## 13. Publicity

All grant beneficiaries are required to clearly mention the fact that they have received funding from the European Union through Re-FREAM project in any publication, in other information or promotional materials, and during activities (conferences or seminars, etc.), for which the grant is used, using the following wording: "With financial support from the European Union through H2020 Re-FREAM project".

The emblem of the European Union as well as the Re-FREAM project logo will be provided in order to be included in all the promotional material to be developed.

## 14. Other Considerations

### Data Protection

Re-FREAM partners are committed to protect and respect applicants' privacy. The personal data collected in the context of the present Open Call will be processed in accordance with the Data Protection Directive 95/46/EC in regard to the processing of personal data and on the free movement of such data. Applicants files will be retained in Re-FREAM archives until the end of the project activities for which the applicants submitted a proposal idea.

The information you provide will be used for the purposes of assessing or managing your application, and for other purposes connected with the Re-FREAM project and your

participation within it. The information you provide may be shared with other applicants, participants and statutory bodies connected with Re-FREAM, mostly for statistical purposes. The information may also be shared with project partners' sponsors and agents. We will retain your information on our files and contact you about other projects we may run that we believe could be of interest to you. If you do not wish for your information to be retained for these purposes and would not like to be contacted about other projects, you may let us know using the email [privacy@re-fream.eu](mailto:privacy@re-fream.eu).

The information you provide will be retained in compliance with the regulation (EC) 45/2001 of the European Parliament and of the Council of 18 December 2000. It will be entered and held securely on the Re-FREAM computer systems and online databases. It is possible that the information we collect from you could be transferred, stored and processed in a destination outside of the European Economic Area (EEA) during the course of our processing. By submitting your information, you agree to this transfer, storing and processing, even where the country or territory in question does not maintain similar data protection standards.

By signing or submitting this form, you agree to allow us to process your personal data in accordance with this statement.

It is possible to exercise your opposition rights through the private profile of the entity (deleting your profile) or by contacting Re-FREAM data controller by sending an email to [privacy@re-fream.eu](mailto:privacy@re-fream.eu). If you wish to contact us about the data we hold about you, please use the email [privacy@re-fream.eu](mailto:privacy@re-fream.eu).

### **Useful Documents (available on the helpdesk area of the website):**

How to apply tutorials

- Video
- Guideline

Concerning the call....

Learn about the selection process, know how evaluators will score your proposal and how you need to upload certain documents on your proposal in order to be awarded.

- Guide for applicants
- Evaluation criteria
- Video recording guidelines
- Frequently asked questions (FAQs)

Agreements, Evaluations and Financial templates

- Co-creation space&Artist Agreement
- Mid-term Report template
- Final Report template

### **Questions**

Please check out the FAQs section in the Re-FREAM website.

For further enquiries, you can contact us through the following email: [helpdesk@re-fream.eu](mailto:helpdesk@re-fream.eu)

**The mere fact of participating in this Open Call means that the participants know and fully accepts the**

## 6.2 Video recording guidelines

### Video recording guidelines

Based on the evaluation criteria guideline, the video recording is the instrument to evaluate commitment, attitude, and motivation of the candidates.

#### - Content we expect:

Besides a **short presentation of yourself**, evaluation members expect to find answers to the question 8 of the project proposal form, which is the following:

- **Why should Re-FREAM support your idea/project?**
- **How does the project fit with your strategy? How will you benefit from this project ?**  
**E.g. new skills increase profits, expand in new markets.**

#### - Specifications:

The video should not be longer than 3 minutes.

No larger than 200 MB, in case of exceeding the permitted size please upload the video on YouTube or Vimeo and provide the link on your profile.

Provide a video in any format compatible with "VLC media player" such as .mov, avi. or mp4.

#### - Some other tips:

- Take the opportunity to be outstanding from the other proposals, try to transmit your ideas and your personality in order that we can get to know you better.
- Tell the jury if the project will start from zero or if you have already reached a previous development stage. If so, tell how Re-FREAM will help you to move forward onto the next stage.
- Why is your project innovative? Will you apply a cutting-edge technology or any relevant crafting technique?
- The video should focus on explaining the idea concepts, what and how do you want to develop your Re-FREAM project.

## 6.3 Frequently asked questions

# **Re-FREAM project:** Re-Thinking of Fashion in Research and Artist collaborating development for Urban Manufacturing

Frequently Asked Questions (FAQs)

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# Re-FREAM Frequently Asked Questions

**Questions that may be relevant to all applicants, together with the answers, will be published in this section. It is, therefore, highly recommended to consult it regularly. Replies will be given within 5 days.**

To ask a question, please contact us via email at [helpdesk@re-fream.eu](mailto:helpdesk@re-fream.eu)

## 1. General information on the call for proposals

### 1.1 Question: What is Re-FREAM looking for?

ANSWER: Re-FREAM is looking for artists and designers to co-create innovate fashion concepts together with researchers using novel production technology.

Re-FREAM invites artists and designers to submit a project proposal to the following research challenges:

- re-think fashion from analog to connected
- re-think fashion from 2D to 3D
- re-think fashion from linear to sustainable circular systems

### 1.2 Question: When is the deadline of this call?

ANSWER: The Re-FREAM call will remain open over the course of three years with respective selection processes and several cut-off dates. The 1st Re-FREAM call will be launched on 1<sup>st</sup> of March 2019 and will close the 30<sup>th</sup> of May at 3 PM.

Two calls will be launched within Re-FREAM.

### 1.3 Question: How many projects does the initiative expect to fund?

ANSWER: Re-FREAM will fund a total of 20 projects over the course of three years in three CO-CREATION SPACES. 10 projects will be awarded in the first call and 10 in the second call.

The three co-creation spaces are situated in Valencia, Linz and Berlin.

### 1.4 Question: Is there a limitation on the number of proposals that may be submitted by the same applicant?

ANSWER: Yes, partners involved in already awarded projects by Re-FREAM cannot participate in future call. Only one proposal could be submitted by each applicant.

### 1.5 Question: Who is an "applicant"?

ANSWER: An applicant is a registered user with an idea applying for a project in Re-FREAM.



## 1.6 Question: Which technologies could Re-FREAM offer to me? With which co-creation space could I collaborate to develop my idea?

ANSWER: Re-FREAM project offers three different co-Creation spaces where you can develop your idea:

<i>Re-think Fashion from linear to sustainable circular systems</i> <b>Valencia</b>	<i>Re-think Fashion from 2D to 3D</i> <b>Linz</b>	<i>Re-think Fashion from analog to connected</i> <b>Berlin</b>
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## 2. Eligibility of applicants

### 2.1 Question: What are the eligibility criteria?

ANSWER: The eligibility criteria that all the individual applicants must fully meet are:

- Applicants must be a SME (under de EU definition)<sup>1</sup>, a start-up, self-employed or professional freelancers **legally established** as a business under the national law and based in an EU member state (Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom).

### 2.2 Question: Which countries are eligible? Is the United Kingdom eligible?

ANSWER: Eligible countries are the EU-28 members states:

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom

United Kingdom is a fully eligible country during the stages of BREXIT negotiations and up to European Commission resolution.

### 2.3 Question: What makes a company an SME?

ANSWER: As the EU definition explains, an SME is a company that has less than 250 Staff headcounts and either Turnover <= €50M or Balance sheet total <=€43M.

### 2.4 Question: How can I apply?

In order to apply you have to:

#### 1 – REGISTER IN STARTS PLATFORM

Complete the following registration to access to your profile and have access to the STARTS platform, where you could submit your proposal, as well as follow the evaluation process.

<sup>1</sup> What is an SME? ([http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition\\_en](http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en))  
 Staff headcount <250 and either Turnover<= €50M or Balance sheet total <=€43M

**Call will be opened from 1<sup>st</sup> March to 30<sup>th</sup> May (3 PM).**

## 2 - SUBMIT YOUR PROPOSAL

Log in and submit the application proposal. You will need to answer some evaluation and upload some documents. Evaluation criteria is available [here](#).

- ✓ Project Proposal
- ✓ Portfolio
- ✓ Video

## 3- WEBINAR – Online Showroom

On the 1st week of May, in three webinars, we will support you with insights to technologies for each research challenge to develop your idea. You can join these sessions online.

- Each technology will be presented and explained in a really easy way for everybody to understand!
- Artists and designers could ask questions that will be answered by the Technology facilitators.
- Webinar will be an interactive live session.
- This session will be recorded and uploaded into the Re-FREAM website, so that, it will be available for artists that could not attend.

After the webinar session, artists will have time for refining their proposal according to the experts input until the end of application phase.

## 2.5 Question: Where should I submit my proposal?

ANSWER: You should submit your proposal through the following link:

<https://www.starts.eu/>

## 2.6 Question: Where should I register?

ANSWER: You should register in the following link:

<https://www.starts.eu/>

## 2.7 Question: What steps should I take once I have registered?

ANSWER: Once registered, you will gain access to the Project Proposal form.

The project proposal must be submitted with the “Terms and Conditions” checked.

Note that only one project proposal must be filled per participant.

## 3. Application process

### 3.1 What documents must I complete to successfully submit my project proposal

The application consists in submitting the following application package:

- The project proposal form (guidelines are available in the helpdesk area).

- A detailed artistic proposal (as an annex including sketches, drawings or mood boards and some questions about your idea, technologies to be used, etc.).
- Portfolio of applicants (a free-form portfolio in pdf – 3 pages maximum).
- Video (recording guidelines are available in the helpdesk area)

### **3.2 Question: In which language can the application be completed?**

ANSWER: Proposals must be submitted in ENGLISH.

### **3.3 Question: Can I send all requested information by email, and consider it successfully received?**

ANSWER: No, all information must be entered into the respective sections of the project proposal form.

### **3.4 Question: Is the submission of a video explaining the project optional or compulsory?**

ANSWER: It is compulsory to present your idea in a video. Note that only one video is required for each project proposal. Question 8 of the application form must be addressed in the video.

Question 8: The following questions should be addressed in the video recording (mandatory)

- 1) Why should Re-FREAM support your idea/project?
- 2) How does the project fit with your strategy? How will you benefit from this project ? E.g. new skills increase profits, expand in new markets.

### **3.5 Question: How can Re-FREAM guarantee that any of our ideas are not “stolen” by any of the players, directly or indirectly involved in the project?**

ANSWER: Disclaimers regarding IPRs protection are present on the website (homepage and throughout the different sections of the application process: registration, eligibility form, the gallery and the partnership project proposal). Moreover, confidentiality terms are ruled in:

- Agreements between partnership members.
- Agreements between the partnership and the consortium.
- Agreements between the Re-FREAM consortium and the key players involved such as the steering committee, and CO-CREATION SPACE's experts.

An idea cannot be protected in general. Only the implementation of a certain idea can be protected and give rise to an exclusive right when original and innovative.

Re-FREAM Project aims to support projects when finalised to create a prototype.

Moreover, access to projects' information is restricted to registered and eligible users only and when registering the user acknowledge such confidentiality agreements and clearly accept that each IPR belongs to the entitled party.

In general, the Re-FREAM Project can be considered as a community of inventors or an R&D Community, so that all the exchanges of information are confidential and protected from possible disclosure until the invention is fully protected by IPRs.

Finally, one of the many areas of support provided by Re-FREAM Project is namely to impart consultancy and guidance to the selected partnerships on IPRs organisation.

Also, there will be some sessions on IPR management and advice when rolling out the coaching program provided by Re-FREAM.

For further inquiries on this, eligible applicants could reach out to the consortium via email at [privacy@re-fream.eu](mailto:privacy@re-fream.eu).

### **3.6 Question: Can an unsuccessful partnership resubmit a project proposal in the next call for application?**

ANSWER: Yes. Unsuccessful projects are invited to continue refining and improving either the previous or a new project idea.

All the partnerships will receive an evaluation report with helpful remarks and final conclusions from the steering board with the aim of providing feedback.

Re-FREAM hopes that unsuccessful projects do not get discouraged from applying to future calls for applications with an improved project proposal.

## **4. Formalisation and administrative issues**

### **4.1 Question: Can you clarify the administrative issues we need to be taken into account?**

ANSWER: Selected applicants will become Re-FREAM beneficiaries.

Contracts with beneficiaries will be managed by the Consortium. The administrative tasks for the beneficiaries, including activity reporting obligations and related documents will be provided during the agreement's formalization.

The beneficiary will be requested to sign a Grant Agreement with the consortium leader (CREARE). The main objective of this agreement is to validate financial and technical operational capacity from the partners and to establish rules for receiving support from the Re-FREAM project.

Beneficiaries will have to submit proof of:

- Legal existence: Legal Entity Form accompanied with the supporting documents (registration, tax certificates). Legal entity form can be found [here](#).
- Bank Account information: Financial Identification Form. Financial Identification form can be found [here](#).
- Founders IDs
- Existence of a Consortium Agreement between the participants

### **4.2 Question: What is the funding scheme?**

ANSWER: Applications selected for being granted will receive grant payments by the co-creation space Management Partners. Selected projects will be required to sign a Grant Agreement with binding details on the project time plan and goals and budget plan.

The grant will be paid out in 3 tranches:

- At the onboarding of the sub-grantee: 30% is paid out after signing of grant agreement

- After the mid-evaluation: 40% is paid out after successful attainment of mid-goals (according to grant agreement) and mid-presentation
- After project finalisation: 30% is paid out after successful finishing of project, required reports and project documentation, cost justification and final presentation.

## 5. Evaluation process

### 5.1 Question: Who evaluates the project proposals?

ANSWER:

The evaluation process will have the following steps:

1. **Pre-selection made by a group of experts.** For each research challenge, two experts in Design, Technology and Business will follow the evaluation criteria that can be found in the Helpdesk section. Expert duos will evaluate separately.
2. **Experts discussion.** Proposals scoring more than 60 points will be discussed between the six experts, with the presence of an observer from another research challenge, in order to ensure transparency in the evaluation process.
3. **Shortlist.** A shortlist of 30 proposals will be published on the web. Preselected artists will be also contacted by email.
  - a) If selected, artist will be contacted by email.
  - b) If not selected, artist will be able to download and check his/her proposal score and evaluators comments.
4. **Jury evaluation.** A Jury will receive the best 30 proposals and evaluate them using the same evaluation criteria. Jury will meet the 3<sup>rd</sup> or 10<sup>th</sup> of July in Linz for the Final Evaluation process.
5. **Awarded artists announcement.** Awarded artists will be officially announced. Artists will be able to follow the awards announcement in streaming as well as receive a mail and be published in Re-FREAM website. Official announcement would take place at Ars Electronica (Linz, Austria) the 6<sup>th</sup> of September.

### 5.1 Question: What is the next step after entering the shortlist of finalist projects?

ANSWER: Preselected artists will be contacted by email.

- a) If selected, artist will be contacted by email.
- b) If not selected, artist will be able to download and check his/her proposal score and evaluators comments.

Then, a Jury will receive the best 30 proposals and evaluate them using the same evaluation criteria. Jury will meet the 3<sup>rd</sup> or 10<sup>th</sup> of July in Linz for the Final Evaluation process.

**Awarded artists announcement.** Awarded artists will be officially announced. Artists will be able to follow the awards announcement in streaming as well as receive a mail and be published in Re-FREAM website. Official announcement would take place at Ars Electronica (Linz, Austria) the 6<sup>th</sup> of September.

### 5.2 Question: What is the "Art/Tech Co-creation" Workshop?

ANSWER: After the publication of the final awarded list an Art/Tech Co-Creation Workshop will be organised in each Co-Creation space as an introduction of the winners to the Co-Creation / Research

Phase. This event is a kick off for the projects between winner artist and researcher. Here, the projects can be refined for the goals and milestones that will be part of the grant agreement.

### **5.3 Question: Who pays the travel expenses of the “Art/Tech Co-creation” Workshop?**

ANSWER: Travel expenses will be included in the founding.

## **6. Other questions**

### **6.1 Question: Which is the financial support Re-FREAM will give to beneficiaries?**

Beneficiaries of Re-FREAM will be granted with a maximum amount of 55.000 € and additionally benefit from facilitation services, mentorship as well as other supporting services offered by the Re-FREAM project consortium.

The exact grant sum is determined by the Jury according to the scope of the project (but will not exceed € 55.000) and must be used for elaborating the descriptive project as applied for and must cover all costs of personnel costs, material, hardware, software and external services needed.

Artists will need to sign a confirmation that all money received has to be taxed by the artist him/herself.

### **6.2 Question: What does the facilitators services and mentoring consist of?**

ANSWER: Beneficiaries will benefit from facilitations services such as:

- expert mentoring,
- support in working facilities and spreading the word about your project,
- project coaching & guidance, and
- connections & networks to relevant players within all project locations.

The duration of project time is 9 months. Within this project time artist are committed to the Co-Creation space they got selected for and thus have to spend 30% of project time in residence (meaning at the location of the Co-Creation space). The residence time can be distributed flexible within 9 months, but artists are committed to be in residence for certain milestones as agreed on in the grant agreement. Artist need to consider that costs for accommodation and travelled have to be allocated by him/herself.

### **6.3 Question: How in-depth must the answers on the Partnership Project Proposal be?**

ANSWER: All the information provided through the partnership project proposal should be accurate, clear and summarised. The maximum characters for each field in the Project Proposal form is set depending on the importance of the question.

### **6.4 Question: How is the project implementation calendar implemented**

ANSWER: The project implementation calendar consists of both the beneficiary work plan and the mentoring plan. Both to be addressed and agreed in the kick-off meeting/ Art-Tech Co-creation Workshop organized by the CO-CREATION SPACE’s mentor and attended by the beneficiary. This meeting should be organized at the earliest once the partnership agreement has entered into force.

The partnership work plan and the partnership mentoring plan must be interconnected in terms of:

- Mentoring needs and preferences.
- Time framework.
- Service delivery model of the specialized mentoring.
- Expected interim and final outcomes.