



International Agri & Food and Horticulture & Starting Materials Seed Money Projects (SMPs) 2020

A Seed Money Project is a tool used by top sectors Agri & Food and Horticulture & Starting Materials. Seed Money Projects serve to initiate (or act as the 'seed' for) international partnerships for Dutch companies and SMEs in the Agri & Food and Horticulture & Starting Materials sectors. The main focus is on forming a consortium and exploring the possibilities for international activities. More specifically, consortia which are already active in the top sectors are encouraged to expand their activities internationally. In addition, the agricultural attaché/counsellor at the Netherlands Embassies will be asked to identify opportunities for the Dutch business community and to provide further contacts by applying for a Seed Money Project.

The result of a Seed Money Project is a study, for the feasibility of international cooperation. The study involves the development of new knowledge or the application of existing knowledge under other circumstances, possibly supplemented with experimental development. The result could be recorded in a research proposal with Wageningen Research or another knowledge institute, but also in a plan for arrangement via RVO, BuZa or an international organisation. A follow-up project should contribute to the knowledge and innovation agenda of the top sectors Agri&Food or Horticulture & Starting Materials and to the development of integral system solutions in the Agri&Food and Horticulture & Starting Materials sector in partnership with Dutch companies.

Remuneration and available budget

The tool allows an applicant from the business community or an agricultural attaché/counsellor at the Netherlands Embassies to call in experts from Wageningen University and Research.

A seed money project has an indicative value of €25k but not more than €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 2020 there is a joint budget (for A&F and H&SM) of € 600k (*including VAT*) for Wageningen Research capacity (Note: this budget can therefore not be spent freely).

This means that approximately 15 to 20 SMPs can be funded. 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.

When does your application qualify for an SMP?

- Your proposal fits in with one of the themes of the knowledge and innovation agendas of the top sectors Agri&Food or Horticulture & Starting Materials;
- Your proposal is innovative and focused on knowledge development in a local context and promotes new market opportunities for Dutch companies;
- Your proposal contributes to the sustainable development of a local agricultural and/or horticultural system. This will be reflected through the participation of a local problem owner (company and/or government) who can demonstrate a demand and necessity for the project;
- It will involve more than one Dutch business.

Conditions

- The proposal must be requested by a Dutch business/company and/or the agricultural attaché/counsellor at the Netherlands Embassies 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 2020. 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 (2,3, 4 where there is a big change):

	Demand	Existing	New
Supply			
Existing		–	2 (R&D, adaptation)
New		3 (R&D, co-creation)	4 (R&D, co-creation)

2. Contribution to the innovation agendas of the top sectors or contribution to the United Nations Sustainable Development Goals (specifically food security);
3. Quality of the consortium: involvement of the business community and local problem owner (through own input in terms of time & money), involvement in green education (through own input in terms of time & money), involvement of an PPP-consortium;
4. Quality of the proposal: description of the problem and the activities, justification of the budget

Each criterium can earn up to 10 points. The average will be calculated of the total score of all the criteria. Projects will be funded according to the order of their score ranking.

The top sectors want to foster cooperation with agricultural educational institutions in the Netherlands (AOC, HAO). Educational institutions can provide added value by facilitating and spreading international innovations. This allows new concepts to gain value more quickly. Inclusion of an educational institution in the consortium is an advantage in the review procedure. There is no separate budget available for educational institutions.

Applications and explanatory notes

- To view the format, please visit the Top sector Agri & Food website, www.topsectoragrifood.nl, and the Top sector Horticulture & Starting Materials website, www.topsectortu.nl.
- Do not use more than four A4 sheets for your application.
- The application will be submitted with a digital form through this [link](#).

The latest possible date for submitting an application is **20 December 2019**. This date for submission is brought forward to make submission of a proposal in the PPS-call 2020 more possible.

For queries and further information please contact:

Topsector H&SM Gert Stiekema: gertstiekema@topsectorTU.nl

Topsector A&F Willemien van Asselt: W.vanAsselt@minInv.nl

TKI: Wijnie van Eck: wijnie.vaneck@tki-agrifood.nl or w.van.eck@tkitu.nl