



International Agri & Food and Horticulture & Starting Materials Seed Money Projects (SMPs) 2021

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 encouraged to identify opportunities for the Dutch business community and to provide further contacts by applying for a Seed Money Project together with Dutch business community .

The result of a Seed Money Project is a study, for the feasibility of international cooperation. The study looks at possibilities for international cooperation for the development of new knowledge and/or the application of existing knowledge and innovations under local circumstances, possibly supplemented with experimental development.

The study aims to act as "seed" and the outcome could preferably initiate next steps like a (PPS) research proposal with Wageningen Research or another knowledge institute and/or a partnership via RVO instruments or other international donors .

A seed money and its 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 expertise 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 (digital) visit/interaction with another country is also required.

For 2021 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'. Businesses are asked to be actively involved during the project execution and the presentation of the results.

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 R&D cooperation and/or 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,

knowledge institution and/or government) who can demonstrate a demand and necessity for the project (demand driven);

- Your proposal will involve 2 or more Dutch SME, involvement of additional companies is welcomed

Conditions

- The proposal must be requested by a Dutch business/company and the agricultural attaché/counsellor at the Netherlands Embassies together with a project manager of Wageningen Research;
- The business/companies must invest their own time in the project and fund their own travel expenses;
- In the event of the proposal's acceptance, a final presentation will be held in December 2021. 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. Does the Innovative solution fits 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 agenda of the top sectors and 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 challenge, added value /impact of the project, clear explanation of the proposed activities,output and role of partners, 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.

Important notice:

1. 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 de review procedure. There is, however, no separate budget available for educational institutions.
2. The top sectors want to foster Consortia and Public Private Partnership. This is why a strong involvement of Dutch SME/companies and an active contact with the counsellor for Agriculture / Dutch consulate is an advantage in de review procedure.

This year – and this is new - we strongly recommend you to send in a simple video (about 3 minutes, made by cell phone) or a short recommendation letter. In this - the applicant (from company and/or embassy) elaborates on:

- a. the importance of this 'seed' project;
- b. the aim for the next step for which this 'seed' is needed.
- c. the composition and excellence of the consortium;

This information (video or letter) can be uploaded via the submission system.

NB: If for some reason uploading is not working (for example because of size of the video link) please forward the video link to info@landbouwwatervoedsel.nl at the same time you submit your application, In this case, please use SMP 2021 and the project title as a reference.

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](#)

For further information on the knowledge and innovation agenda: www.kialandbouwwatervoedsel.nl

The latest possible date for submitting an application is **18 December 2020**.

For queries and further information please contact:

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- **Topsector A&F** Willemien van Asselt: W.vanAsselt@minlnv.nl
- **TKI**: info@landbouwwatervoedsel.nl