



**D5.1 Report on the 1st Open
Call: Projects Selected,
Lessons Learnt**

inveniam  . .

PROJECT INFORMATION

GRANT AGREEMENT NUMBER	101135353
PROJECT TITLE	Redesigning the Primary Sector for Maximizing Bioeconomy Development
PROJECT ACRONYM	PRIMED
FUNDING SCHEME	Lump Sum (Action grant)
START DATE OF THE PROJECT	1 January 2024
DURATION	36 months
CALL IDENTIFIER	HORIZON-CL6-2023-CIRCBIO-01
PROJECT WEBSITE	http://www.primed-project.eu/

DELIVERABLE INFORMATION

DELIVERABLE N°	5.1
DELIVERABLE TITLE	Report on the 1st Open Call: Projects Selected, Lessons Learnt
WP NO.	5
WP LEADER	Inveniam (Cartago Ventures S.L.)
CONTRIBUTING PARTNERS	Inveniam
AUTHORS	All
CONTRIBUTORS	Júlia Gómez, Emma Pipó
REVIEWERS	John Crockett
CONTRACTUAL DEADLINE	31 st December, 2024
DELIVERY DATE TO EC	23 rd December, 2024
DISSEMINATION LEVEL	Public

DOCUMENT LOG

VERSION	DATE	AUTHOR	DESCRIPTION OF CHANGE
V1.1	October 7, 2024	Júlia Gómez	Table of contents
V1.2	October 30, 2024	Júlia Gómez	Initial version
V1.3	November 19, 2024	Júlia Gómez, Emma Pipó	Second version
V1.5	December 19, 2024	Emma Pipó	Final version approval
V1.6	December 23, 2024	Júlia Gómez, Emma Pipó	Ready for submission
V2.1	October 9, 2025	Júlia Gómez	Resubmission following input from the PO

DISCLAIMER



**Funded by
the European Union**

The PRIMED project has received funding from the European Union's HORIZON-CL6-2023-CircBio-01-9 programme under grant agreement N°101135353. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

This document is produced under Creative Commons Attribution 4.0 International License.

Content

Content.....	4
Executive Summary	5
1. Objectives and scope.....	5
1.1. Objectives of the 1 st Open call.....	5
1.1.1. PRIMED LLABs	5
1.2. Process of Selecting End-Users.....	6
1.2.1. Call Announcement and Promotion	6
1.2.2. Evaluator Team.....	7
1.3. Methodology used for project selection.....	8
1.3.1. Planning and opening of the Call.....	8
1.3.2. Implementation of Communication Strategy	8
1.3.3. Applications received	8
1.3.4. Eligibility check.....	8
1.3.5. Evaluation and initial selection.....	9
1.3.6. Interaction with Living Labs and Contracts Closed.....	10
1.3.7. Project Implementation	10
1.3.8. Project Conclusion.....	10
1.4. Evaluation of the projects received	10
1.5. Selected End-Users	12
1.5.1. Biofabrics for LLAB2	12
1.5.2. Cooperativa Armatori Motopescherecci for LLAB3	12
1.5.3. Zirkulu or Lurra Bio for LLAB4	12
1.5.4. Bonne Joumat for LLAB5.....	12
1.5.5. Complementarity and Value Co-Creation between LLABs and End-Users	13
1.6. Feedback from the 1 st Open Call.....	13
1.6.1. Lessons learned	13
1.6.2. Suggestions for Improvement for the 2 nd Open Call.....	14
2. Annex Open Call Guidelines.....	15

Acronym Glossary

LLAB: Living Lab	TRL: Technology Readiness Levels
CBMB: Circular Business Models in Bioeconomy	LLAB1: ALC Bio-Lab (ES)
LLAB2: Bio-Silica Lab (PT)	LLAB3: Liguria Bio-Lab (IT)
LLAB4: BioEire Lab (IE)	LLAB5: CellFactory (FI)

Executive Summary

This deliverable outlines the process of evaluating and improving the 1st Open Call for the PRIMED project. Throughout the duration of the Open Call, regular meetings were held with key stakeholders to discuss challenges faced during the process and to identify potential improvements. These discussions provided valuable insights into the areas that needed attention, including outreach, application clarity, and evaluation efficiency.

As the 1st Open Call nears its conclusion, the feedback collected is analyzed and transformed into actionable recommendations for the 2nd Open Call. These suggestions will address the challenges identified during the 1st round and aim to optimize the process for future calls, ensuring better engagement, streamlined procedures, and more efficient evaluation workflows. The final set of recommendations will provide a clear roadmap for enhancing the Open Call and ensuring greater success in the subsequent round.

1. Objectives and scope

1.1. Objectives of the 1st Open call

The primary objective of the 1st Open Call was to identify and engage potential end-users interested in testing and validating bio-based ingredients and products. These end-users played a pivotal role in implementing the knowledge generated throughout the project and in demonstrating novel processes and circular business models with the active involvement of all stakeholders, including primary producers.

One end-user per Living Lab (LLab) was selected to assess and validate bio-based ingredients and products. These ingredients and products were intended to be integrated into new or existing production processes of the end-users, fostering the development of collaborative Circular Business Models in Bioeconomy (CBMB).

These proposals, which focused on small-scale projects aimed at the development, testing, demonstration, and/or verification of new bio-based materials, technologies, ingredients, or products with enhanced properties, were selected. The chosen proposals addressed specific industry challenges, ensuring their relevance to the market and future adoption. Preference was given to proposals targeting Technology Readiness Levels (TRL) 6-7, involving prototype demonstration in a relevant/real environment. These selected proposals aligned with the objectives and scope of the PRIMED project.

As part of the funded activities, end-users will receive funding based on their individual interests, enabling them to carry out a range of activities, including laboratory analysis (e.g., feedstock, ingredient or product composition, purity, and certifications), prototype experimentation, engineering support, and legal, financial, and market assessments for IP freedom to operate. Other activities may include market analysis, regulatory strategy, logistics, and additional services subject to LLab approval. Furthermore, as part of the PRIMED project, end-user solutions will also benefit from additional analyses conducted by PRIMED partners, including market analysis, techno-economic assessments, social and environmental impact quantifications, feasibility studies, and revenue assessments.

1.1.1. PRIMED LLABs

In the PRIMED project, the end-users selected will test and validate different end-products across 5 LLABs (briefly described below) in order to build innovative and sustainable new CBMB.

- **ALC Bio-Lab (LLAB1)**, located in Lleida, Spain, will focus on converting livestock and agricultural waste into bioenergy and biofertilizers.
- **Bio-Silica Lab (LLAB2)**, based in Braga, Portugal, aims to extract and enhance bio-based silica from agro-residues.

- **Liguria Bio-Lab (LLAB3)**, located in Liguria, Italy, will work on converting fisheries and food waste into biostimulants.
- **BioEire Lab (LLAB4)**, in Tipperary, Ireland, will transform dairy by-products and forestry biomass into biochar.
- **CellFactory (LLAB5)**, located in Espoo, Finland, will use plant biotechnology to create new food ingredients from agri-food side-streams.

1.2. Process of Selecting End-Users

To select the end-users who would collaborate with the living labs, we implemented a structured process, outlined as follows:

1.2.1. Call Announcement and Promotion

The Open Call was publicized through a comprehensive communication and dissemination strategy designed to reach relevant stakeholders in the primary sector and bioeconomy industries. Key channels included the PRIMED project website, which served as the central hub for all essential Open Call information. A dedicated section provided participants with clear details regarding objectives, eligibility criteria, the submission process, guidelines and deadlines, supported by FAQs and application templates for easier submission.

Social media played a crucial role in maximizing outreach and engagement. Regular posts and visual materials were scheduled before, during, and nearing the Open Call deadline to maintain visibility and awareness. Additionally, tailored visual materials were developed in multiple languages—Spanish, Catalan, Portuguese, Italian, Finnish, and Irish—to align with the needs of each living lab and target local end-users effectively. By combining digital accounts and localized content, the strategy ensured that the Open Call reached primary producers, secondary producers, and bio-based product end-users from different countries (Figure 1 and Figure 2), encouraging diverse and meaningful participation.

These numbers reflect the results of all the content posted since the beginning of the project. However, it is important to note that 80% of our communication and dissemination efforts to date have been directed specifically toward the Open Call. Therefore, we can confidently attribute these outcomes (Figures below) largely to the materials and strategies developed for the Open Call.

The following figure illustrates the nationalities or target locations of the audience reached through the Open Call communication efforts (Figure 1).

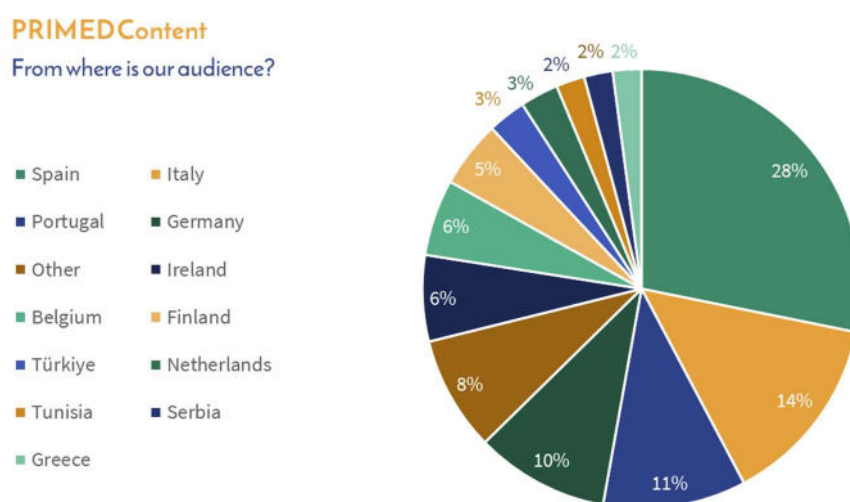


Figure 1. Geographic Distribution of Our Audience.

The sectors targeted by the audience of PRIMED content are listed below (Figure 2).

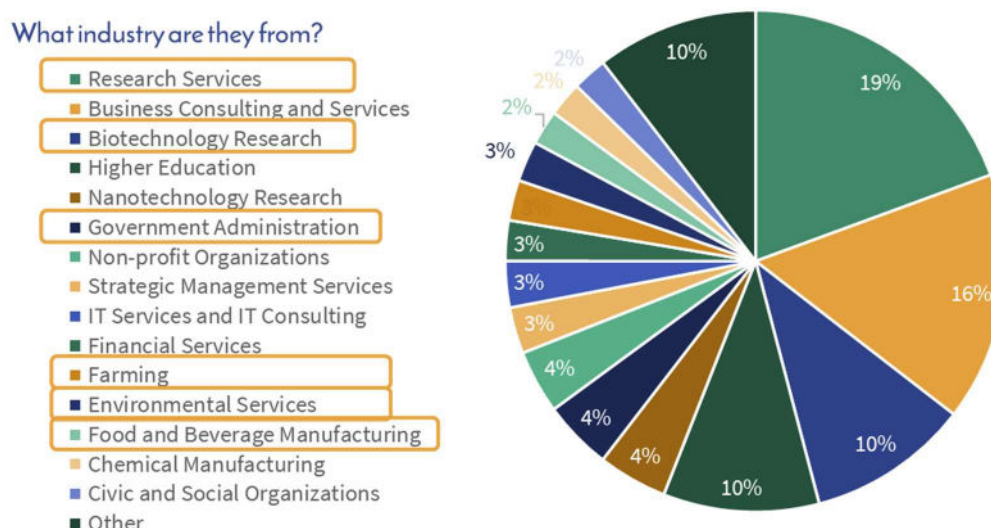


Figure 2. Industries Engaged by PRIMED content.

Info Day for Potential Applicants of the Open Call

On September 12th, an **Info Day** was organized to provide detailed information about the PRIMED project and its LLABs. This event was designed to clarify the project’s purpose, activities, and objectives while addressing specific questions from potential applicants interested in participating in the 1st Open Call. During the session, the following key topics were covered:

- **Introduction to the PRIMED:** An overview of the project, highlighting its mission to foster innovation through our LLABs focused on sustainable, inclusive solutions applicable to real-world contexts.
- **Description of the LLABs:** The different LLABs established by PRIMED were presented, including their thematic focus areas and the opportunities they offer for collaboration and experimentation. Emphasis was placed on how these labs operate as living environments for co-creation, learning, and testing among diverse stakeholders.
- **Open Call dynamics:** The application process, selection criteria and the benefits of joining the initiative were outlined in detail.
- **Q&A Session:** At the end of the event, participants had the opportunity to ask questions, allowing for direct interaction with the organizers and specific clarifications about the Open Call process.

The **Info Day** was well received, with approximately **70 potential participants in attendance**. Their high level of engagement and interest highlighted the significance of this event in fostering connections with applicants and providing them with the information needed to actively participate in the project. As a result of this meeting, a total of **17 proposals were submitted**.

1.2.2. Evaluator Team

The submitted proposals were evaluated by the Evaluation Board, consisting of 10 evaluators.

The evaluation team was composed of representatives from the following organizations: 1 one from RUB (the project coordinator), 2 from LUT, 1 from NAKED, 1 from SINTEF, 1 from BioHubCat, and 4 from INV. These evaluators were experts with experience in research, innovation, and business, preferably with prior experience in proposal evaluation processes. They were selected by PRIMED partners and could also be part of the consortium members, but they were not affiliated with the Living Lab where the project was conducted.

1.3. Methodology used for project selection

In accordance with the **Annex “Information on Financial Support to Third Parties,”** the methodology used for the evaluation of the submitted projects has been defined since the project’s approval. This methodology was established as follows:

1. Planning and opening of the call
2. Implementation of the Communication Strategy
3. Applications received
4. Eligibility check
5. Evaluation and selection
6. Interaction with Living Labs and Closing of Contracts
7. Implementation
8. Close of service

1.3.1. Planning and opening of the Call

Prior to opening the call, the call must be defined, and the documentation must be produced, including eligibility requirements, selection procedures and payment mechanisms. Furthermore, in order to ensure that the best projects are selected, it is essential that the best projects apply. To achieve that, it is important that the message is spread far and wide, but also that the message is targeted to ensure that only eligible and appropriate projects apply. The communication strategy is therefore vital, and efforts must go into effective planning and coordination of communication with the other elements of the open call. Finally, the timelines must be established for the different steps of the methodology to be implemented, and the application dates must be defined.

1.3.2. Implementation of Communication Strategy

Once the main elements of the Open Call have been defined, and the closing date decided, the website will be created with details of the Open Call. This will serve as the main point of information for the Open Call, with information and downloads available with the call eligibility and guidelines for applicants (see Annex Open Call Guidelines). The call will be announced on the social media accounts of the ecosystem, including Twitter, LinkedIn, press releases from consortium partners and the collaborative projects of which they are part.

1.3.3. Applications received

The website will also serve as the portal for receiving applications. Users will be asked to register, opt in or out of data protection permissions and complete the Microsoft forms for the excellence, impact and implementation sections, which will form the basis of the evaluation.

1.3.4. Eligibility check

Applicants must be:

- For profit legal entities
- Established in EU member states or associated countries as according to the Horizon Europe list
- Have identified an opportunity to use a novel processed bioproduct in their production process, substituting a non-circular input.
- Request a grant of equal to or less than 60,000€
- Select which Living Lab (or Living Labs) they wish to collaborate with (to ensure these Living Labs are not involved in the ranking process)
- Meeting all European Commission requirements regarding conflict of interest, confidentiality and security, and ethics.

1.3.5. Evaluation and initial selection

The application form will be split into three sections: excellence, impact and implementation. Each section will be scored out of 5. The submitted proposals will be evaluated by the Evaluation Board composed of 4-5 evaluators.

They will be experts, with experience in research and innovation and business, and preferably with experience in proposal evaluation process. They will be selected by the PRIMED partners and could also belong to the consortium members, but not the Living Labs where the project will be carried out.

EXCELLENCE (level of innovation, viability, etc): Score ranging from 0 to 5. The following aspects will be evaluated:

- Ambition: Applicants have to provide a description of the problem to overcome and/or the challenges to be addressed and how the proposed project goes beyond the state of the art.
- Innovation: Provision of a detailed description of how the proposed project fits into the objectives of the PRIMED project. It should be explained how it will solve the problem identified and how the PRIMED services will help. It has to be mentioned if the applicant/s has/have background knowledge including Intellectual Property Rights related to the project.
- Regulation, standardization, and certification issues: Will the final prototype part/ demonstrator be subjected to any policies and/or regulatory requirements? Is there a need for standardization or certification related matters? It has to be explained if they will be tackled.
- Soundness of the approach: It has to be demonstrated the soundness and credibility of the proposed methodology and the activities proposed to implement the project.
- TRL level: It has to be provided a description of the TRL positioning of your proposed solution and the change from current state during the project (e.g. from a laboratory verified component – TRL4 – to demonstration in relevant industrial environment – TRL7).

IMPACT (economic –for company business, addressable market size-, social, environmental, technological). Score ranging from 0 to 5. The following aspects will be evaluated:

- Market opportunity: Market potential of final product.
- A description of the competitive advantage of the applicant´s solution versus those from competitors has to be provided. What sustainability benefits of the final product versus the product it will substitute.
- Commercial strategy: commitment of the applicant to implement the project results in their production processes; strategy to penetrate the target market(s); what channels, resources and tools will
- Scaling up potential: Future potential of the business model to generate revenues and create jobs
- Involvement of primary producers in the business model
- Other expected impacts: A description of any societal, environmental, and economic impacts

QUALITY and EFFICIENCY of the IMPLEMENTATION. Score ranging from 0 to 5. The following aspects will be evaluated:

- Work plan description: Is there a description of the work plan (key inputs, deliverables, tasks titles and time schedule, together with the role that the PRIMED Living Labs will play in it)? Is it clear who will carry out the tasks?
- Team: Demonstrate that the team has the skills to complete the project and introduce the product into their production processes.
- Budget estimation: A description of the resources required to complete the project, including personnel costs, other internal resources, and other external costs. If the application is a joint application, how the budget will be distributed between the partners.
- Risk management: A description of most relevant techno-economic and management risks has to be provided, together with a proposal of suitable mitigation strategies.

The maximum overall score is 15. The threshold for Excellence, Impact and Implementation criteria is 3 and the overall threshold 10. Proposals failing to achieve the threshold score per individual criteria and the overall threshold will be rejected.

Proposals will be ranked according to the score. The top scoring proposal for each Living Lab will be selected to move forward to the next step of the process.

1.3.6. Interaction with Living Labs and Contracts Closed

Once the proposals have been scored, the top-ranking proposal for each Living Lab will be invited to discuss the project with their selected Living Lab. The Living Lab will then provide a technical check of the work to be carried out and its feasibility and allocation of resources. Applicants will be required to contact service providers who must confirm that they can complete the scope of works for the approved budget and meeting the best value for money criteria laid out by the European Commission. Where appropriate, adjustments to the work plan may be suggested, wherever this does not imply a deviation from the stated objectives or impacts of the initial application.

In the case of manifest errors or non-viability of the project, the Living Lab can suggest that the project is declined, and the next project in the ranking list is invited to enter into discussions with the Living Lab.

When the project is viable, the Living Lab and other service providers will prepare service offers to cover the scope of the works, which will be sent to the applicant for their approval. At this point the exact amount of the grant to be provided will be calculated.

1.3.7. Project Implementation

Once the contracts are accepted by the project applicant and signed by all parties, the Living Lab will assign a test case supervisor. This supervisor will coordinate with the applicant and the service providers to ensure that the work plan is followed and the service contract is completed successfully, and provide ongoing oversight. They will also be required to make regular updates and ensure the monitoring and evaluation information is regularly updated, as per the M&E methodology

1.3.8. Project Conclusion

The supervisor will then prepare a report to be submitted on the completion of the project, to be co-authored with the end user applicant. The end user applicant will also complete the M&E information required, including a customer satisfaction questionnaire.

1.4. Evaluation of the projects received

In the table below, we have included the evaluations of the proposals submitted by the end-users. However, we have omitted the names of the companies to protect their confidentiality. The only exceptions are the selected end-users, whose names are displayed in Table 2, and with whom we have already signed contracts. Out of the **17 submissions received**, LLAB1 received **2**, LLAB2 received **3**, LLAB3 received **6**, LLAB4 received **5**, and LLAB5 received only **1**.

Table 1. 1st Open Call proposals received.

N#	Company	LLAB	Excellence	Impact	Implementation	TOTAL
1	Proposal 1	LLAB1	3.45	3.50	3.40	10.35
2	Proposal 2	LLAB1	2.65	2.75	2.05	7.45
3	Proposal 3	LLAB2	4.15	3.85	4.10	12.10
4	Proposal 4	LLAB2	4.55	4.35	4.35	13.25

5	Proposal 5	LLAB2	4.20	4.10	3.70	12.00
6	Proposal 6	LLAB3	4.05	3.90	3.80	11.75
7	Proposal 7	LLAB3	4.30	4.30	4.05	12.65
8	Proposal 8	LLAB3	3.75	3.65	3.55	10.95
9	Proposal 9	LLAB3	3.70	3.65	3.40	10.75
10	Proposal 10	LLAB3	3.99	3.95	3.55	11.49
11	Proposal 11	LLAB3	3.75	3.80	3.65	11.20
12	Proposal 12	LLAB4	2.00	2.40	1.50	5.90
13	Proposal 13	LLAB4	2.00	2.50	1.30	5.80
14	Proposal 14	LLAB4	3.45	3.20	2.80	9.45
15	Proposal 15	LLAB4	4.15	4.10	3.95	12.20
16	Proposal 16	LLAB4	4.00	3.70	3.50	11.20
17	Proposal 17	LLAB5	3.80	4.25	4.05	12.10

To do so, the application was split into the three sections described above: **Excellence, Impact, and Implementation**. Each section was scored out of 5, for a total of 15 points (**threshold 10 points**). Initially, each of the 10 evaluators conducted a **remote evaluation**, providing scores and feedback.

On 23 October 2024, the evaluators then met in an **online consensus meeting** to rank the projects. The objective was to **identify the best two projects per LLAB** and highlight any potential issues that should be clarified prior to selecting the final awardee.

Further **interviews were carried out by the evaluation team** with each of the two best projects of each LL during the first half of November 2024. The information gathered was then brought back to a **second consensus meeting** on 18 November, where the **final awardees were selected**.

To provide further context, here's a detailed **overview of the evaluation process for each LLAB**:

In **LLAB1**, we received a total of **2 proposals**. Although *Proposal 1* scored 10.30, surpassing the threshold, and *Proposal 2* did not meet the threshold, we decided to interview both candidates to ensure we had fully understood their proposals and objectives. However, after the interviews, we concluded that both proposals still required some aspects to be defined. Therefore, we decided not to select them in this call and recommended that both candidates rewrite their proposals and, if they wished, reapply in the next Open Call, but with a much more consolidated proposal. As a result, we opted to engage more potential end-users for the next Open Call.

For **LLAB2**, we received **3** very interesting **proposals**, although the end-product of *Proposal 5* had a more limited application. We decided to interview *Proposals 3* and *4* (both with applications in the textile sector), which we found to be very promising. Finally, we selected the proposal that obtained the highest score. However, we recommend that the other two non-selected proposals reapply in the 2nd Open Call, as we believe they could have a significant impact in the future.

In **LLAB3**, we received **6 proposals** in total, 4 for the agrifood value chain and 2 for the fisheries sector. After evaluating the proposals, we considered that the 2 related to fishery waste had greater potential and a more advanced TRL compared to the other value chain proposals. Although both proposals were interesting, we chose *Proposal 6*, as *Proposal 7*, which scored the highest, required a type of feedstock that the LLAB3 could not currently provide, as this feedstock depends on another project that is still in the development phase. Therefore, we have recommended *Proposal 7* that they reapply in the 2nd Open Call opening in 2025, to see if it is possible to obtain the required feedstock by then.

For **LLAB4**, we received **5 proposals**, 3 of which did not meet the threshold. Therefore, we interviewed the remaining 2. *Proposal 15* corresponds to the same company as *Proposal 7*, and in this case, it also obtained the highest score. However, it had the same issue as LLAB3: the required feedstock is currently not available in LLAB3.

Therefore, we chose *Proposal 16*, which focuses on enhancing the value of Irish wood by converting it into bio-based soil additives. Hence, this proposal also aligns well with the LLAB.

Finally, in **LLAB5**, we only received one proposal (*Proposal 17*), but it was good enough for us to select it, as it shows that it will have a high impact on the culture cell plant biotechnology sector.

1.5. Selected End-Users

As shown in the table below and as previously mentioned, no end-users were selected for LLAB1 because the submitted proposals either lacked sufficient value or were not adequately developed. Therefore, the selected end-users for LLAB2 to LLAB5 are as follows:

Table 2. PRIMED selected end-users from the 1st Open Call.

Company	LLAB	TOTAL
Biofabrics (proposal 4)	LLAB2	13.25
Cooperativa Armatori Motopescherecci (proposal 6)	LLAB3	11.75
Zirkulu – Lurra Bio (proposal 16)	LLAB4	11.20
Bonne Joumat (proposal 17)	LLAB5	12.10

1.5.1. Biofabrics for LLAB2

Founded in 2017, the company specializes in developing advanced 3D devices for the textile and medical sectors. Their end-product is a novel electrospun material, a nanofiber-based mesh integrated with silica nanoparticles, designed for textile applications, such as sports gear (e.g., swimming) and biomedical uses, primarily in wound dressing and cosmetic products like masks and fabrics. Biofabrics will supply rice husk as feedstock to CeNTI, the research center leading LLAB2, for the production of silica nanoparticles. After this, they will integrate the nanoparticles of silica into the nanofiber mesh through their electrospinning technology. The objective is to create a new material with enhanced mechanical and functional properties, including improved thermal stability, porosity, hydrophobicity, biocompatibility, and antimicrobial effects.

1.5.2. Cooperativa Armatori Motopescherecci for LLAB3

Founded in 1941 and located in the Portofino Regional Park, the cooperative is composed of small fishing boats owned by 30 shipowners and fisherman members. The company operates within the fisheries sector, utilizing fishery waste from local fishermen as feedstock. Through a fermentation process, the fish waste is transformed into a valuable fermented hydrolyzed biostimulant designed for agricultural soil applications. The objective of the cooperative is to create a new income source by using fish waste as a by-product in a circular economy supply chain, turning what is currently a cost item into a high-value biomaterial.

1.5.3. Zirkulu or Lurra Bio for LLAB4

Zirkulu is in the process of creating a new company called Lurra Bio, in collaboration with the AMBER and BiOrbic centers, to research and develop sustainable bio-based soil additives derived from forest materials and bioprocessing. The company has access to knowledge in Irish forestry and wood through the DAFM NXTGENWOOD project. Lurra Bio or Zirkulu is operating with the Irish forestry sector (including Irish foresters and forest company networks), to select suitable feedstock for the pyrolysis process, producing biochar to enhance soil quality. The company's objective is to develop a portfolio of Irish bio-based sustainable soil additives and climate-friendly products.

1.5.4. Bonne Joumat for LLAB5

Bonne Joumat is a small company based in Lohja, Finland, specializing in producing plant-based products such as juices and purees using natural ingredients. Operating in the agri-food sector, Bonne utilizes agri-food side

streams generated during its juice and puree production process to feed a cell plant developed by VTT. This innovative approach enables the biotechnological production of cultured food ingredients, which are then incorporated back into Bonne's juice and puree production, creating a circular and sustainable solution.

1.5.5. Complementarity and Value Co-Creation between LLABs and End-Users

The collaboration between the Living Labs and their respective end-users has been strategically designed to ensure mutual complementarity and the co-generation of value through technological integration, resource valorisation and validation in real operational contexts.

In **LLAB2**, Biofabrics will act as both technology provider and end-user, supplying rice husk as a local biomass source to CeNTI for the extraction of silica nanoparticles, and subsequently integrating these into electrospun nanofibre meshes via its proprietary electrospinning process. The co-development with LLAB2 ensures iterative feedback between nanoparticle synthesis and material processing, enabling the production of high-performance composites with tailored properties for textile and biomedical markets.

In **LLAB3**, the Cooperativa Armatori Motopescherecci will contribute practical know-how and feedstock (fishery waste) for the fermentation process, while the LLAB will provide scientific and technical expertise in bio-process optimisation and product characterisation. This partnership transforms a low-value residue into a marketable biofertiliser, fostering circularity in the fisheries sector and generating an additional revenue stream for local fishers.

For **LLAB4**, Lurra Bio (or Zirkulu) brings its extensive knowledge of forestry residues and access to national feedstock networks, while the LLAB contributes advanced pyrolysis technologies and expertise in soil amendment testing. The collaboration will enable the co-design of new biochar-based soil additives with validated agronomic and environmental performance, accelerating the deployment of Irish bio-based solutions in the agricultural sector.

Finally, in **LLAB5**, Bonne Joumat provides agro-industrial side streams and practical insights into food production processes, whereas the LLAB (led by VTT) offers biotechnological innovation through its cell plant platform. The integration of Bonne's by-products into VTT's fermentation system allows the creation of novel cultured ingredients that are reincorporated into food production, closing the loop and demonstrating the viability of circular bioprocessing within the agri-food industry.

Across all LLABs, this structured interaction between applied research entities and end-users ensures a bidirectional transfer of knowledge and technologies, leading to scalable, market-oriented bio-based innovations with tangible socio-economic and environmental benefits.

1.6. Feedback from the 1st Open Call

1.6.1. Lessons learned

Based on the experience and outcomes of the 1st Open Call, several key lessons have been identified to improve and refine the process for the 2nd Open Call. These recommendations aim to enhance outreach, simplify participation, and improve overall efficiency, ensuring broader engagement and better alignment with the PRIMED project goals.

- 1) **Targeting the right stakeholders:** While the Open Call attracted 17 submissions, it struggled to engage end-users aligned with the specific objectives of LLAB1, particularly those with the necessary experience in bio-based products at TRL 6-7. Many selected proposals addressed small-scale challenges, but several did not meet the required TRL, indicating a need for clearer communication of TRL requirements to better align submissions with project goals.

- 2) **Communication and engagement:** The communication strategy, which included using the website, social media, and visual materials, was effective in spreading awareness. However, further refinement in how we engage specific target groups (such as farmers) may be needed to increase participation. The farming sector is particularly challenging to reach, as farmers are often not involved in European projects or may lack awareness of such opportunities. Additionally, they may not actively use social media platforms like LinkedIn, which is currently our main communication channel. Therefore, we need to rethink our communication strategy to effectively reach sectors that are less digitally connected or not up to date with such initiatives.
- 3) **Proposal quality and clarity issues due to length:** Another issue with the proposals was that many were of low quality, with key points poorly explained. This was often due to the length of the proposals, which led to a lack of clarity and detail in addressing the most important aspects.
- 4) **Interviewing potential proposals added significant value:** The evaluator team initially reviewed and scored the end-users based on the submitted proposals. After that, we selected the two best from each LLAB for interviews. These interviews were crucial in clarifying points that had not been fully explained in the proposals. Hence, conducting these interviews proved to be extremely valuable, as they provided additional insights and information that helped in making a more informed decision.

1.6.2. Suggestions for Improvement for the 2nd Open Call

To refine the process for the 2nd Open Call, we have identified several actionable recommendations based on the lessons learned from the first call. These suggestions aim to enhance outreach, simplify the application process, and streamline the evaluation workflow to attract a broader and more relevant pool of applicants. The key areas for improvement include:

- 1) **Enhanced communication strategies:** To ensure the 2nd Open Call reaches a wider audience and garners higher visibility, we will take the following steps:
 - Publishing the Open Call on the [European Commission's Funding and Tenders Portal](#) to maximize visibility among research institutions, SMEs, and other relevant stakeholders.
 - We learned the value of collaborating with networks like [BBioNets](#) and other sibling projects to expand the reach of our Open Call. BBioNets, which connects various bioeconomy-related projects, proved to be an excellent platform for enhancing communication and dissemination. By requesting reposts from BBioNets and similar initiatives, we can effectively leverage their networks to increase the visibility and impact of our Open Call, ensuring it reaches a broader and more relevant audience.
 - Leveraging PRIMED partners websites, especially LLABs leaders' websites and networks to amplify information dissemination. To do so, the use of visual materials in multiple languages—Spanish, Catalan, Portuguese, Italian, Finnish, and Irish—was effective in the 1st Open Call. This approach will continue to ensure outreach materials resonate with regional audiences and target local end-users effectively.
 - Developing campaigns to engage harder-to-reach groups, who are less familiar with European projects and not active on platforms like LinkedIn (see the point below).
- 2) **Increased engagement with harder-to-reach stakeholders:** In the 1st Open Call, we faced challenges in attracting suitable applicants such as the agriculture sector (such as farmers), particularly for LLAB1, where we were unable to secure the desired end-users. To ensure better engagement in the 2nd Open Call, we will take proactive steps to address this gap by:
 - Expanding outreach efforts to stakeholders across the entire agricultural value chain, including primary producers, agri-businesses, and relevant agricultural networks. Additionally, since farmers

are unlikely to learn about the PRIMED Open Call through social media, we must take a more direct approach by reaching out to them individually or through cooperatives.

- To better engage groups like farmers, who are less familiar with European projects and not active on platforms like LinkedIn, it's crucial to develop targeted communication strategies. Many farmers are unaware of the innovative possibilities in the bioeconomy sector and how they can benefit from these advancements. By directly reaching out to them and providing clear, relevant information, we can raise awareness of the opportunities available and encourage their participation. These strategies will be tailored to address the unique needs and challenges of primary producers, ensuring greater awareness and engagement.

By doing so, we aim to secure at least two qualified end-users for LLAB1 in the 2nd Open Call.

- 3) Simplified Open Call application forms:** Feedback from the 1st Open Call emphasized the need to simplify the application process. Streamlining and reducing the complexity of the forms will make the process more accessible and less time-consuming, thereby encouraging greater participation. Additionally, incorporating a Gantt chart into the application will provide both end-users and evaluators with a clear, visual timeline of how the proposed project will be implemented. This will enhance clarity, improve planning, and facilitate a better understanding of the project's workflow and milestones.
- 4) Expanding geographical scope for enhanced end-user engagement:** In some cases, such as LLAB1 (Lleida, Spain) and LLAB5 (Espoo, Finland), it has been challenging to find local end-users at the regional level, even though this was a priority during the 1st Open Call. However, for the 2nd Open Call, we are considering expanding the geographical scope of the end-users origin in order to attract greater diversity and ensure the participation of qualified candidates. Nonetheless, if we receive applications from highly promising end-users, we will prioritize those from the local area, as the Living Lab's focus is to work closely with regional actors and maximize local impact.
- 5) Re-engagement of High-Potential Applicants:** Applicants who demonstrated strong potential but were not selected in the 1st Open Call will be encouraged to reapply. We recognize the effort and creativity they put into their submissions, and we truly value their ideas. To support their improvement and increase their chances in the second round, we will provide detailed feedback and comments on their proposals. This will help them refine their submissions and better align them with the Open Call requirements. By sharing this constructive feedback, we aim to motivate applicants to re-submit their proposals with enhanced clarity and focus, offering them another opportunity to showcase their talent. We look forward to receiving their revised applications in the next round.
- 6) Prioritization of Women-Led Companies:** To promote gender balance and inclusivity, women-led companies will be prioritized during the evaluation process. This approach is crucial for fostering diversity and innovation within the bioeconomy sector, as women bring unique perspectives, skills, and ideas that can drive impactful solutions. Supporting women entrepreneurs not only strengthens the sector but also contributes to broader societal goals of gender equality. By ensuring equal opportunities for women-led companies, we aim to create a more equitable ecosystem where diverse talents and leadership styles thrive. This commitment helps bridge gender gaps in traditionally male-dominated industries and empowers women to play a pivotal role in advancing sustainable and innovative bio-based technologies.

All these steps will help refine the 2nd Open Call process, ensuring a broader and more diverse pool of applicants in the second-round while enhancing the overall impact of the PRIMED project.

2. Annex Open Call Guidelines

(see next page)



First open call for potential end users to obtain funding for testing and validating bio-based products.

DISCLAIMER**Funded by
the European Union**

The PRIMED project has received funding from the European Union's HORIZON-CL6-2023-CircBio-01-9 programme under grant agreement N°101135353. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

This document is produced under Creative Commons Attribution 4.0 International License.

1. INTRODUCTION

1.1. Overview of the PRIMED project & consortium

The EU has a significant amount of waste biomass available, more than 900 million tons per year, and 98% of this material ends up in landfill, incinerators, or rotting in open dumps. The EU has great potential to convert bio-waste into bio-based products that can be used in multiple bio-applications. This revalorisation can directly support 5-10 times more employment and generate 4-9 times more added value than when this biomass is used for energy.

Circular Business Models in Bioeconomy (CBMB) face many challenges to become sustainable and profitable. To overcome these challenges, PRIMED will co-create innovative forms of cooperation to integrate primary producers in novel bioeconomy value chains with a multi-actor approach. To do so, PRIMED will develop novel CBMB to produce high-value bio-based products through advanced biorefineries and will demonstrate them in five Living Labs (LLab).

The PRIMED CONSORTIUM is composed of 12 partners, including EU academic institutions and companies, from Belgium, Finland, Germany, Ireland, Italy, Norway, Portugal and Spain.

For more info visit <http://www.primed-project.eu/>

2. OBJECTIVES AND SCOPE

2.1. Objectives of the Open call

The primary objective of the first Open call is to identify and engage potential end users interested in testing and validating bio-based ingredients and products. These end users will play a pivotal role in implementing the knowledge generated throughout the project and demonstrate novel processes and circular business models with the active involvement of all stakeholders, including primary producers.

A minimum of one end user per LLab, with the possibility of up to two per LLab depending on the proposal's scope and budget flexibility, will be chosen to assess and validate bio-based ingredients and products. These ingredients and products should be integrated in new or existing production processes of the end users, fostering the development of collaborative CBMB.

2.2. Scope of the call

Proposals should focus on small-scale projects aimed at the development, testing, demonstration, and/or verification of new bio-based materials, technologies, ingredients or products with enhanced properties. Applicants' concepts must address specific industry challenges, ensuring relevance to the market and future adoption. Preference will be given to proposals targeting Technology Readiness Levels (TRL) 6-7 (prototype demonstration in a relevant/real environment).

2.3. Funded activities

End-users will receive funding based on their individual interest, enabling them to carry out:

- i) Laboratory analysis (e.g. feedstock, ingredient or product composition, purity and possible impurities, certifications analysis towards product prototype validation for target market).

- ii) Prototype experimenting related costs (e.g. purchase of needed reagents and materials).
- iii) Engineering support (e.g. installation or upgrading of equipment and commissioning).
- iv) Legal, financial and market assessments for IP freedom to operate.
- v) Market analysis focusing on regulatory strategy and/or validation of business plans.
- vi) Logistics.
- vii) Other related services (subject to approval by the LLab).

Furthermore, as part of the PRIMED project, end-user solutions will benefit from additional analyses conducted by PRIMED partners. These analyses include market analysis, techno-economic assessments, social impact quantifications, environmental impact assessments, feasibility studies, revenue models, cost-benefit analysis, investment plans, and other business planning documents tailored to the needs of end-users. The overarching goal of these analyses, along with end-users' feedback and experience, is to validate circular business models and value chains in collaboration with the LLabs.

3. Overview of the bioeconomy Labs.

3.1. ALC Bio-Lab (ES)

Leader: ALCARRÀS BIOPRODUCTS

Location: Alcarràs, Lleida, Catalunya, Spain.

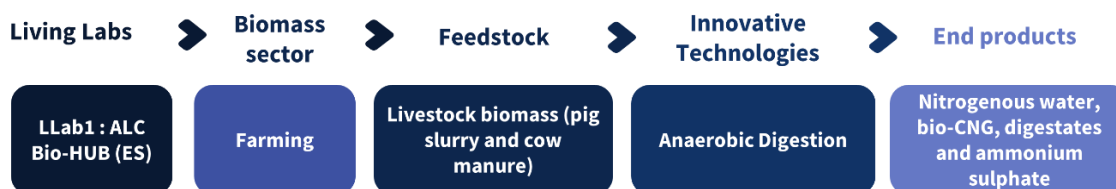
Description: ALC is a bio-industry park located in the municipality of Alcarràs in the province of Lérida. ALC was created by 150 families of primary producers (Agricultural Transformation Society) that involves more than 500 livestock farms.

Feedstocks: Livestock Biomass (pig slurry, cow manure) agricultural waste (rotten fruits, wood, straw), and fruit-tree pruning.

Technology: currently there is a compost plant with a maximum capacity of 54,000 tons/year. The AD plant is under construction. The AD plant is composed of one digester of 30 m of diameter and an annual capacity of 74,000 tons/year. In a second phase, a second digester will be built increasing the annual capacity to 10,000 tons/year. Other technologies will be included during the project, including cogeneration (a technology that allows the use of biogas to generate electricity and heat).

End-products: During AD, by-products such as digestate, ammonium sulphate, and **nitrogenous water** are generated, which are suitable for application as irrigation, biofertilizers or soil enhancers. To obtain these subproducts, a stripping-adsorption process is employed. The water generated from the stripping step can serve as irrigation water, with an anticipated volume of 27,000 m³, holds particular significance, especially for fertilizer companies in the area. Leveraging open calls presents an opportunity to capitalize on the value of this water. In addition, the remaining fraction from the separation of the digestate is solid, which can be applied directly on the field or revalorized by re-integrating it to the composting plant. In parallel, the biogas generated from AD can be commercialised by compressing it as bio-CNG (compressed natural gas), although this end product is limited by high logistical costs.

Potential end-users: Primary producers that can use the nitrogenous water by being reused for agriculture or biofertilizers companies. Another option can be the installation of charging units for agriculture engines.



In ALC, what gives value to the circular bioeconomy is that agricultural waste, i.e., material that we would normally reject, is treated to obtain new usable agrarian products: nitrogenous water, bio-CNG, digestates or ammonium sulphate. ALC will provide technical consulting to the selected end-user and will collect information on product quality, efficiency, among other characteristics of impact according to the end-user’s application.

3.2. Bio-Silica Lab (PT)

Leader: CeNTI

Location: Vila Nova de Famalicão , Braga, Portugal.

Description: At CeNTI’s Llab (Bio-Silica lab), the bio-based silica particles will be extracted from silica-rich agro-industrial residues pre-treated by physical processes.

Feedstocks: Agro-industrial residues (silica-rich residues).

Technology: technology to extract silica from agro-industrial residues is based on the sol-gel process. The biomass undergoes a pretreatment (ex. Milling, thermal treatment, freeze dryer, sieves), and then is used as a source of bio-silica. Functional silica nanoparticles (flame retardant, repellence and antimicrobial, among others subject to discussion between the end-users and the LLab) can also be produced.

End-products: non-modified silica particles or silica particles with enhanced properties (such as antimicrobial, flame retardancy or hydrophobicity).

Potential end-users: Any industry/company using synthetic silica particles (modified or not) in their processes, such as in the automotive, construction and textile sectors, among others.



The demonstration at CeNTI’s living lab (Bio-Silica lab) will consist of the valorisation of agriculture and forestry silica-rich biomass by means of silica nanoparticles extraction and chemical functionalization, to be later tested at end-users’ facilities, selected from the open call candidates.

In a first stage, the work to be performed at CeNTI’s living lab will consist in the pre-treatment of the biomass waste or fractions through physical processes to make them suitable for the extraction procedures. For this, the living lab is equipped with a cutting mill, ball mill, sieves, thermal ovens and a 10 L freeze drier. Once the biomass material is pre-treated, it can undergo the extraction processes (typically via alkaline digestion processes), recurring to a pilot scale reactor, and a high temperature thermal treatment in a pilot scale high temperature oven. This process yields up to 400 g of pristine silica particles per batch. Upon the requirements from the end-user, the surface of the silica nanoparticles can be chemically modified to impart added-value functionalities such as hydrophobicity, antimicrobial and/or flame retardancy, which will take place in a pilot scale reactor. Depending on the required property, the quantity of modified silica-based materials may range from 200 to 500 g/batch. At the end of each process stage, the output materials will be characterized (DLS, SEM, TGA, FTIR, contact angle, flame retardancy, antimicrobial, etc.) to ensure material and product compliance. The prepared (functional) biogenic silica particles will then be shared with the selected end-users, and further validation and feasibility testing at their facilities will take place in collaboration with CeNTI. At least 1 end-user (depending on the quantity of nanoparticles required it could be more) will be selected to validate the bio-based material in their end application. CeNTI will provide technical consulting to the end-users and will collect information on product quality, efficiency, among other characteristics of impact according to the end-user’s application.

3.3. Liguria Bio-Lab (IT)

Leader: FILSE

Location: Liguria (over the coming months, the precise location should be defined), Italy.

Description: Liguria Bio-Lab is based on an open territorial structure (regional) and works to demonstrate and to develop circular value chains in **bioplastics and value-added products from fishery waste and agro/food waste**, integrating existing knowledge, capitalizing on new research and innovation and building on public-private partnerships that place sustainable development at their core.

Feedstock: Fishing and fish-industry side-streams; Food-waste or/and agri-waste.

Technology: **Innovative pilot plants on** Biomass conversion, treatment and extraction tech are under construction; biodegradable films technologies.

End-products: Research is ongoing to produce new generation of Bio-actives and gelatine for high value-added food supplements and skin care products, fertilisers, biodiesel, bioplastics

Potential end-users: Any industry companies, start-ups, spin-offs, labs, and relevant players operating in all the economy sectors related with bioplastics, food additives, cosmetics or fertilizers.



FILSE acts as Liguria Bio Lab orchestrator, by linking research developers, services' and technologies' providers with industries, users and market. The LLab will involve the most important players in Liguria Region within circular economy and recycling value chains.

As main referring point, FILSE will connect potential end-users with research/technology/service providers, offering a tailored and specialised support from pilot testing to market analysis, economic assessments, feasibility studies, revenue models, cost-benefit analysis, investment plans, and business planning.

3.4. BioEire Lab (IE)

Leader: Irish Bioeconomy Foundation

Location: National Bioeconomy Campus, Lisheen, Co. Tipperary, Ireland.

Description: In BioEire Lab value chains and technologies, including fermentation and pyrolysis, will be mapped fostering connections within the Irish bioeconomy landscape to connect relevant biomass providers with technology providers and to end-users.

Feedstocks: Dairy by-products and forestry biomass.

Technology: Fermentation of dairy waste and Pyrolysis of forestry waste.

End-products: Biochemicals from dairy by-products, bio-based fertilisers /biochar from forestry biomass.

Potential end-users: Any industry companies, start-ups, spin-offs, labs, and relevant players operating in all the economy sectors related with lactic acid for biodegradable plastics, bio-based (biochar).



IBF partner will lead the production of the bio-based product (from dairy by-products and forestry biomass) and the validation with end-users. selection of a technology provider to produce bioproducts for applications. IBF will work primarily on two feedstocks and their relevant value chains and technologies, dairy to whey and forestry to biochar. IBF will design validation and breakthrough experiments in collaboration with the identified technology owners to raise Technology Readiness Level in the target value chains.

Service providers for engineering, quality control, and non-technical (legal/finance/regulatory) will be selected in order to either address gaps in the above value chain or identify blind spots or roadblocks of technical and non-technical nature standing in the way of the deployment of the value chain at and beyond the targeted TRL, in order to allow an informed and appealing decision making process by the targeted end users organisations approached during the living lab, as well as to enable the natural next steps of the KER exploitation plan.

3.5. CellFactory Lab (FI)

Leader: VTT

Location: Koivurannantie, Finland.

Description: CellFactory with help of plant biotechnology will produce plant cell culture biomasses to be studied as novel, innovative ingredients for food and cosmetic applications.

Feedstock: Agri-food side-streams e.g. side streams from vegetable processing industry (fresh or dried biomass or further processed e.g. fermented biomass).

Technology: Plant biotechnology more specifically plant cell culture technology (e.g. berry, coffee, avocado cell biomass production in fermenters).

End-products: Ingredients for novel food and cosmetic applications.

Potential end users: Any industry companies, start-ups, spin-offs, labs, and relevant players operating in all the economy sectors related with novel food and cosmetics.



VTT partner will lead the production of the bio-based ingredients from agro-food side streams and the validation with end-users. At first, we will evaluate and select suitable agri-food side streams (e.g. from vegetable processing industry) to be utilized as feedstock for plant cell cultures. We will develop needed pre-treatment processes for the side streams to facilitate their efficient use as carbon and nutrient source. We will study up to three different side streams in shake flask scale (50 to 100 ml) and scale the use of best performing ones in small pilot scale (up to 200l).

The plant cell culture lines to be cultivated with the agri-food side streams will be selected from VTT's proprietary collection [http:// culturecollection.vtt.fi/](http://culturecollection.vtt.fi/). We will focus on plant species having high environmental burden when cultivated via traditional agriculture or to plant species becoming rare (e.g. coffee, avocado, arctic bramble). The selection of plant species will be done together with food and cosmetic industry stakeholders. As a final output, we will produce two batches of 20 to 50 kg (FW) plant cell culture biomass to be validated by food and/or cosmetic industry end users in their bio-based products. Validation of plant cell culture ingredients produced with agri-food side streams as feedstock together with food and cosmetic industry end-users. VTT will provide technical consulting to the end-users on the properties of the ingredient and will collect information on end-product properties, quality, and suitability together with the end user.

4. ELIGIBILITY

Applicants must:

1. Be for-profit legal entities.
2. Be established in EU member states or associated countries as listed in the Horizon Europe guidelines.

3. Have identified an opportunity to integrate a novel processed bioproduct into their production process, replacing a non-circular input.
4. Request a grant equal to or less than €50,000.
5. Commit the necessary human and other resources not covered by the grant that are necessary for the implementation of the project.
6. Adhere to all HORIZON EUROPE requirements regarding conflict of interest, confidentiality, security, and ethics.
7. Fulfil all further HORIZON EUROPE requirements regarding financial support to third parties, including visibility, specific rules for carrying out actions, and information and record-keeping.
8. Inform the PRIMED selection team about any situation constituting or likely to lead to a conflict of interests as detailed below:

Applicants must not have any current and/or potential conflict of interest with the PRIMED selection process and its provision. Applicants must formally and immediately notify the PRIMED consortium (info@primed-project.com) of any situation constituting or likely to lead to a conflict of interests and take all the necessary steps to rectify this situation. All cases of conflict of interest will be assessed case by case. If a potential conflict of interest is discovered and confirmed at the time of the evaluation process, the application will be considered as non-eligible and will not be evaluated.

5. TIMELINE

- Submission period (17th June – 30th September)
- Eligibility check & proposal evaluation (1st October – 1st November)
- Technical and budget checks (with the LLabs) (1st November - 1st December)
- Announcement of selected end users and signing of grant agreements (4th December – 20th December)
- Implementation and monitoring (January – October 2025).

(The implementation period may be extended with the approval of the Llab and PRIMED Steering Committee)

6. GUIDELINES FOR APPLICANTS

- **Overview of instructions for potential end users on how to apply for participation in the living labs.**

All applicants must comply with the eligibility criteria and apply online by filling the **word template (ANNEX I)** and sending it to info@primed-project.eu with the email subject “First OPEN CALL PRIMED Project Application”. The use of English is mandatory and the filling of the form in another language would result in a not-eligible proposal.

The entity will select one LLab they wish to collaborate with. A same entity can submit different proposals to the call. In the case two proposals are very similar, only the latest submission will be taken into the account.

Also, **joint applications (involving more than one partner) are very welcomed.**

6.1. Criteria for evaluating proposals.

6.1.1. STEP 1 - Eligibility check

An initial eligibility check will be conducted by the PRIMED team to screen out non-eligible applications. The eligibility criteria are outlined in section 3. If the PRIMED team requires additional information for the eligibility check, applicants will be requested to provide clarifications. Applications marked as non-eligible (for not meeting one or more of the eligibility criteria) will receive a rejection message.

6.1.2. STEP – 2 Initial evaluation

Eligible applications will proceed to the preliminary evaluation conducted by the designated jury to select the most suitable proposals. The initial evaluation will be based on three main criteria, as outlined in the form structure. Each section will be scored on a scale of 1 to 5.

EXCELLENCE

- **Ambition:** Applicants must provide a description of the problem to overcome and/or the challenges to be addressed and how the proposed project goes beyond the state of the art.
- **Innovation:** Provision of a detailed description of how the proposed project fits into the objectives of the PRIMED project. It should be explained how it will solve the problem identified and how the PRIMED services will help. It has to be mentioned if the applicant/s has/have background knowledge including IPR related to the project.
- **Regulation, standardization, and certification issues:** Will the final product be subjected to any policies and/or regulatory requirements? Is there a need for standardization or certification related matters? In affirmative case, it has to be explained if they will be tackled.
- **Viability:** It has to be demonstrated the soundness and credibility of the proposed methodology and the activities proposed to implement the project.
- **Maturity:** It has to be provided a description of the TRL positioning of your proposed solution and the change from current state during the project.

IMPACT

- **Market opportunity:** Market potential of final product.
- A description of the competitive advantage of the applicant's solution has to be provided. What sustainability benefits of the final product versus the mainstream product it will substitute, especially environmental benefits comparing to mainstream products.
- **Commercial strategy:** commitment of the applicant to implement the project results in their production processes; strategy to penetrate the target market(s); what channels, resources and tools.
- **Scaling up and replicability potential:** Future potential of the business model to generate revenues and create jobs.
- **Potential impact of the business model on primary producers.**
- **Other expected impacts:** A description of any societal, environmental, and economic impacts.

QUALITY and EFFICIENCY of the IMPLEMENTATION.

- **Work plan description:** Is there a description of the work plan (key inputs, resources, tasks titles, time schedule)?

- Team: Demonstrate that the team has the skills to complete the project and introduce the product into their production processes.
- Budget estimation: A description of the resources required to complete the project, including personnel costs, other internal resources, and other external costs. If the application is a joint application, how the budget will be distributed between the partners.
- Own resources: How many staff resources (total person-weeks, where one person-week equals 40 hours dedicated by an employee to the project), equipment (machinery and other equipment to be used for the project), and material resources (consumables) are you willing to allocate to the project? (not covered by the grant)
- Risk management: A description of most relevant techno-economic and management risks has to be provided, together with a proposal of suitable mitigation strategies.

The maximum overall score is 15, with a threshold of 3 for Excellence, Impact, and Implementation criteria. Proposals failing to achieve the threshold score for each individual criterion will not be considered. In the event of a tie, end-users committing more co-funding will be ranked higher.

Proposals from each LLab will be ranked based on their scores. The top-scoring proposal from each LLab will proceed to a budget check with assistance from the LLab. (Step 3).

In the scenario where the two top ranked end-users similar scores (a difference below one point) and both have indicated flexibility in their budget, both proposals may be selected to advance to the final evaluation. To facilitate this, end-users will be asked if they can adjust their budget to equal or less than €25,000 by either reducing their activities or adding more external resources. If the top-ranked proposal has not indicated budget flexibility, it will be the only one selected for the final evaluation. Similarly, if the second proposal has not marked the budget flexibility, the third-place proposal may be selected (if its score is within one point to the top-ranked proposal and it has indicated budget flexibility).

The jury's decision is final and cannot be appealed.

6.1.3. Step 3 - Final evaluation

Once the proposals have been scored, the top-ranking proposal/s for each LLab will be invited to engage in discussions with their selected LLab. The LLab will conduct a technical check of the proposed work to assess its feasibility and resource allocation.

Applicants will be required to contact service providers, selecting those offering the best value for money, who must confirm their ability to complete the scope of work within the allocated budget. If necessary, adjustments to the work plan may be suggested, provided they do not deviate from the stated objectives or impacts outlined in the application.

In the event of significant errors or project non-viability, the LLab may recommend declining the project, in which case the next project in the ranking list will be invited for discussions.

Once the project is deemed viable, the service providers will prepare service offers covering the scope of work. These offers will be sent to the applicant for approval. At this stage, the exact amount of the grant to be provided will be calculated. Selected applicants will then proceed to sign a grant agreement.

7. JURY

The submitted proposals will be evaluated by the Evaluation Board, comprising 4-5 evaluators. These evaluators will be experts with experience in research, innovation, and business, preferably with prior experience in proposal evaluation processes. They will be selected by PRIMED partners and may also be part of the consortium members, but they will not be affiliated with the Living Lab where the project will be conducted.

8. Responsibilities of selected end users

The selected end users commit to utilize the grant for the purposes agreed with each Llab. The budget allocated to end-users will be closely monitored to ensure effective utilization. Regular budget checks will be conducted to identify discrepancies or areas requiring adjustments.

Also, end users commit to share all relevant information requested by PRIMED partners and/or the European Commission about the agreed-upon activities and participate in networking events organized by the LLabs.

Further details on the responsibilities will be included on the grant agreements.

9. DATA PROTECTION

To process and evaluate applications, PRIMED will need to collect personal and industrial data. Cartago Ventures S.L. will manage the data submitted in compliance with the General Data Protection Regulation (EU) 2016/679 (GDPR). Each applicant will accept Cartago Ventures S.L. terms to ensure coverage. It should be noted that PRIMED requests the minimum information needed to deliver the evaluation procedure.

10. CONTACT

For any doubts or queries, please write and email to info@primed-project.com