

European Partnership on Innovative SMEs / Innowide

Evaluation guidelines

This document is a description of the Eureka Innowide substance for expert evaluators. It specifies the evaluation process for the first Eureka Innowide call.

It also serves as a detailed outline of the terms and conditions for their engagement in this process.

HYSTORY OF CHANGES		
VERSION	DATE	CHANGE
1.0	1 September 2022	Original version
2.0	5 October 2022	Updated section 'Call budget, scope and timeline': Added of Republic of Korea and Tunisia to list of eligible target countries.

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1. What is Eureka Innowwide?

Are you an innovative SME with the ambition to compete in new international markets?

Do you need to test the technical, commercial, legal and socio-economic feasibility of your innovation in a new market?

Eureka Innowwide could be the solution.

SMEs can develop product- (process- or service-) market combinations and partnerships with strategic counterparts to generate business opportunities and compete in new and emerging markets.

Before developing a new product-market combination with an international partner outside the European Union and Horizon Europe Associated Countries and launching a new commercial venture, it is important to have a deeper understanding of the business environment (including the financial, legal, market and cultural aspects) in the markets you want to target.

Innowwide gives you insights beyond conventional market studies, selecting sales channels and export aid. It de-risks your commercialisation track by supporting **market feasibility projects**, creating the favourable conditions you need to increase uptake of your innovative solution in foreign markets.

Innowwide is co-funded by the European Union under the Horizon Europe framework programme.

1.1. What is a market feasibility project?

A market feasibility project includes preliminary technical, market, legal and/or socioeconomic assessments intended to validate the feasibility of your international and innovative business solution (product-, process- or service-market combination) within new and emerging global value chains.

Your market feasibility project must have a target country (a pilot market) where you intend to develop and validate your innovative business solution in collaboration with local counterparts. You should consider (where appropriate) frugal innovation¹ and include the preparatory phase of a future international R&I project.

For the purpose of this call, the target country is generally a non-EU Member State and non-Horizon Europe Associated Country (see list of eligible target countries in section 1.5.).

Only in the case of an SME from an African country directing its innovation towards EU Member State or Horizon Europe Associated Country, the target country could be any EU Member State or Horizon Europe Associated Country. However, it is the company in the EU MS or Associated Country applying and eventually receiving the funding on behalf of the African company, and then

¹ “The process of innovating in conditions of constraint, to produce solutions that are substantially more affordable than alternatives, and accessible to a broader range of people, while also meeting user needs as – or even more – effectively.” (Frauenhofer and Nesta, 2017). If the target country you have chosen is a lower end developing country, consider frugal innovation.

carrying out the market feasibility project in the EU/Horizon Europe Associated Country for the innovative African company.

Market feasibility projects must:

- Feature product- (or process-, or service-) market development by an innovative SME from a European Union Member State or Horizon Europe Associated Country **with at least one local partner** (e.g., a supplier, customer, end user, research provider or complementary technology developer), **initially as a subcontractor for the market feasibility project**. The expected outcome must have a high impact in the target country (pilot market).
- Include a variety of activities to identify and assess key local technical and market framework conditions in the target country that may favour or impede the effective deployment of your innovation.

Market feasibility projects may:

- Be the preliminary phase of a future international R&I project with local counterparts in the target country that you intend to carry out in the short or medium term². This future cooperation project may be oriented towards the development, improvement or research of new applications for your proposed innovative solution (product, process or service), including frugal innovation.

After your market feasibility project, you should have a clearer understanding of your target market and be able to make informed business decisions.

Market feasibility projects are NOT:

- unilateral or
- exclusively business trips, workshops, matchmaking events or promotional activities.

1.2. Outcome of market feasibility projects

After you finish your market feasibility project, you must complete a final report³ that addresses:

- **the technical feasibility (including upgrades, transfers and/or integration) of your proposed product-market combination and (if relevant) preparation of a future international R&I project,**
- the feasibility of your business model,

² Local counterparts could be the strategic subcontractor and/or another SME, large company, university or research organisation with R&I capabilities (e.g. laboratory and test facilities, demonstration, deployment) that is prepared to exploit future international R&I project results.

³ A final report template will be provided before your market feasibility project ends. The final report must be submitted within 45 days since the project official end date.

- key local legal, financial, political, cultural and behavioural characteristics that affect R&I and business development and how to cope with them and
- the optimal exploitation pathways, including further R&I with local counterparts and involvement of future end users, clients or customers.

1.3. Eligibility criteria

Your application form will be reviewed to ensure it is complete and all eligibility criteria are met. The Eureka Secretariat will communicate the results with you.

Your market feasibility project and SME must meet all the following eligibility criteria:

1. Complete application
2. SME legal status⁴

To receive Innowwide funding, you must be an SME.

SME stands for small and medium-sized enterprise as defined in European Union law ([EU recommendation 2003/361](#)). The main factors that determine whether a company is an SME are:

- economic activity,
- number of employees and
- revenue or balance sheet total.

To be an SME, your company must fit the [European Commission definition of an SME](#).

You can also receive Innowwide funding if you are⁵:

- A newly established enterprise (start-up) not yet having closed annual accounts
- A company without economic activity (but expecting to enter the market soon). You must provide a business plan with a “bona fide estimate” (see Annex 1) covering the period your company will need to generate turnover.
- An enterprise without turnover whose activities require a long time to market. You must demonstrate that you have economic activities by showing investments made and expected return.

You must complete an **SME self-assessment in your application form and validate your status to receive Innowwide funding** (see Annex 2).

⁴ In the case of African companies targeting EU Member States or Horizon Europe Associated Countries, the African company must also meet the SME legal status.

⁵ You should look carefully at your actual internationalisation capabilities and resources, since these will be considered in the evaluation.

3. Commitment signed by the local counterpart⁶

Each market feasibility project must include at least an applicant SME and an independent subcontractor (local counterpart) in the target country.

Your counterpart will be invited to approve the commitment in the application platform.

Local subsidiaries/affiliated companies of EU Member States or Horizon Europe Associated Countries or non- EU Member States non-Horizon Europe Associated Countries parent firms may qualify as main subcontractor only if (1) they are independent from the applicant SME, (2) they are based in the potential, eligible target country, (3) they are validated legal entities according to EU definition⁷ and (4) they have local competences to collaborate at project implementation stage with the applicant SME.

4. Exclusive focus on civil applications

5. Online declaration of honour completed

None of the participating organisations can have:

- convictions for fraudulent behaviour, other financial irregularities or unethical and illegal business practices,
- been bankrupt or be in the process of being declared bankrupt or
- be 'undertaking in difficulty' according to the EU definition ([Article 2, no. 18 of COMMISSION REGULATION \(EU\) No 651/2014 of June 2014](#)).

6. Six-month project duration

Complete the GANTT chart requested in the application form.

7. Minimum total project cost of 86,000 euro

The maximum funding rate is 70% of a funding amount fixed at 60,000 euro (see section 6), so your total eligible project costs must be at least 86,000 euro.

Eligible costs: personnel, subcontracting, purchasing costs (travel and subsistence, equipment depreciation, other goods, works and services).

Subcontracting costs may vary from country to country, therefore, no minimum nor specific limit to the sub-contracting budget applies.

The beneficiary who has awarded the subcontract is responsible for the work of the subcontractor (quality of work, timely completion etc.).

⁶ If selected for funding, you must submit a signed contract with your main subcontractor upon signature of your Grant Agreement (see Annex 2).

⁷ https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/rules-lev-lear-fca_en.pdf

Main subcontractors must be chosen in view of appropriate capabilities (e.g. legal, technical, market analysis) to accomplish eligible activities.

Other minor subcontractors, including EU or associated countries' SMEs, suppliers, research providers, large companies, interface and facilitating organisations, etc., are allowed if duly justified and only if dealing with minor tasks (i.e., publishing, preparation of promotional material, trade fair participation support, basic matchmaking support, clerical support, etc.).

Subcontracts must be awarded on the basis of the best value for money.

8. Combination of eligible activities (see section 1.4.)

1.4. Eligible activities

Your market feasibility project must include some of (or all) the following activities:

1. Co-creation and technology uptake preparatory work (innovation and technology transfer services)

- a) Frugal innovation and the preparatory phase of a future international R&I project with the local strategic subcontractor
- b) Analysis of the IP environment: Identification and assessment of the legal (and related technical and financial) IP environment in the target country, legal, technical (certification and alike) and commercial (royalties or duties) constraints or advantages for IP registration and defence
- c) Technology scouting and novelty verification: Inventory and study of legal, technical and commercial situation of existing, registered and potentially legally conflictive technologies in the target market
- d) Technology valuation: Technology market value calculation by experts (valuation and pricing through discounted cash flow, market comparison, benchmarking, rating and ranking, etc.)
- e) Technology legal situation analysis: Due diligence of the technology legal situation in the target country (legal evaluation and actions to ensure overall technology freedom to operate and legal protection in the target country)
- f) Technology protection and valorisation strategy design: Design, planning and preliminary implementation of measures to valorise existing technologies (licensing, venturing or partnering)
- g) Certification and homologation compliance verification: Compulsory regulatory technical certification, testing and benchmarking activities
- h) Technology partnership matchmaking

i) Small-scale proof of concept (trial and assimilation, further R&I preparatory work)

2. Market research (desk and field studies):

- a) Business opportunities early survey detection (pre-conceptualisation)
- b) Qualitative analysis (consumer analysis: segments, preferences, patterns, motivations, opinions, attitudes, values, culture, etc.)
- c) Product commercial research (local customer experience oriented: concept, design, supply, use, etc.)
- d) Market quantitative analysis (real, potential or tendencies)
- e) Competition analysis (market share, positioning, value propositions, value chains, etc.)
- f) Analysis of potential partners for distribution and marketing
- g) Analysis of potential suppliers
- h) PESTLE (political, economic, sociological, technological, legal and environmental issues) and market barriers analysis

3. Compliance verification:

- a) Administrative and legal freedom to operate or due diligence verification
- b) Business related social and cultural best practices identification and implementation planning

4. Business prospection trips – limited and justifiable within your market feasibility project:

- a) Trade fairs, conferences, info days or networking and matchmaking events
- b) Joint workshops or meetings with potential partners
- c) Workshops with partners to prepare international R&I projects

5. Specific promotional technical material preparation (technology valorisation-oriented) – limited and justifiable within your market feasibility project

This is a fixed and exhaustive list of eligible activities that can be funded by Innnowwide.

To be eligible, your application must include elements from sections 1, 2 and 3 (market and technical activities) and can include (but not exclusively) elements from sections 4 and 5 (business development and promotion).

Subcontractors may collaborate in the implementation of any eligible project activities, i.e., frugal innovation and the preparatory phase of a future international R&I project; technology legal situation analysis; market research qualitative and quantitative analysis; administrative and legal freedom to operate or due diligence verification, etc.

1.5. Call budget, scope and timeline

Call budget:

- **3 million euro to fund 50 projects**
- **60,000 euro per market feasibility project (see section 6)**

Call scope:

- **Bottom-up:** you decide the focus (no specific topic or technical area)
- **Practical, technical and economic feasibility assessment** of SME-led innovative solutions for new markets (see section 1.1)

Geographical target: Global, with a reserved number of market feasibility projects with partners in African countries.

Market feasibility projects must:

- a. be submitted by an SME from an EU Member State or Horizon Europe Associated Country⁸ (see section 3) and**
- b. include an independent partner entity (*main subcontractor for the market feasibility project*), legally established in a target country.⁹**

The first Innowwide call for market feasibility projects will fund:

- **At least 25 projects with partners in North or South America, Asia-Pacific and the Middle East.** Your innovative solution must be from an EU Member State or Horizon Europe Associated Country and directed towards the target country.
- **Up to 25 projects with partners in Africa.** Your innovative solution can be either from an EU Member State or Horizon Europe Associated Country and directed towards and African country or from an African country and directed towards an EU Member State or Horizon Europe Associated Country.

⁸EU Member State countries: Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, The Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden.

A list of Horizon Europe Associated Countries can be found here: [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation horizon- Euratom_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation-horizon- Euratom_en.pdf)

⁹ Please note that organisations subject to EU restrictive measures under Article 29 of the Treaty on the European Union and Article 215 of the Treaty on the Functioning of the EU 8 and organisations covered by Commission Guidelines No 2013/C 205/059 are NOT eligible to participate in Horizon Europe actions (including as beneficiaries, affiliated entities, associated partners, third parties giving in-kind contributions, subcontractors or recipients of financial support to third parties, if any).

List of eligible target countries¹⁰ (*non-exhaustive list, in case of doubt, contact the Innowwide team*) within the eligible target regions: North or South America, Asia-Pacific, the Middle East and Africa:

Afghanistan, Algeria, American Samoa, Angola, Argentina, Azerbaijan, Australia,
Bangladesh, Belize, Benin, Bhutan, Bolivia, Botswana, Brazil, Burkina Faso, Burundi,
Cabo Verde, Cambodia, Cameroon, Canada , Central African Republic, Chad, Chile, China,
Colombia, Comoros, Congo (Democratic People's Republic), Congo (Republic), Costa Rica,
Côte d'Ivoire, Cuba,
Djibouti, Dominica, Dominican Republic,
Ecuador, Egypt (Arab Republic), El Salvador, Equatorial Guinea, Eritrea, Ethiopia,
Fiji,
Gabon, Gambia, Ghana, Grenada, Guatemala, Guinea, Guinea-Bissau, Guyana,
Haiti, Honduras,
India, Indonesia, Iran, Iraq,
Jamaica, Japan, Jordan,
Kazakhstan, Kenya, Kiribati, Korea (Democratic People's Republic), Kosovo, Kyrgyz
Republic,
Lao (People's Democratic Republic), Lebanon, Lesotho, Liberia, Libya,
Madagascar, Malawi, Malaysia, Maldives, Mali, Marshall Islands, Mauritania, Mauritius,
Mexico, Micronesia (Federated States), Mongolia, Morocco , Mozambique, Myanmar,
Namibia, Nepal, New Zealand, Nicaragua, Niger, Nigeria,
Pakistan, Palau, Palestine¹¹, Panama, Papua New Guinea, Paraguay, Peru, Philippines,
Republic of Korea, Rwanda,
Samoa, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, Singapore, Solomon
Islands, Somalia, South Africa, South Sudan, Sri Lanka, St. Kitts and Nevis, St. Lucia, St.
Vincent and the Grenadines, Sudan, Suriname, Swaziland, Syrian Arab Republic,
Taiwan , Tajikistan, Tanzania, Thailand, Timor-Leste, Togo, Tonga, Tunisia,
Turkmenistan, Tuvalu,
Uganda, United States of America, Uruguay, Uzbekistan,
Vanuatu, Venezuela (Bolivarian Republic), Vietnam,
Yemen Republic,

¹⁰ In the case of an SME from an African country targeting EU Member State or Horizon Europe Associated Country, the target country could be any EU Member State or Horizon Europe Associated Country.

¹¹ This designation is not to be construed as recognition of a State of Palestine and is without prejudice to the individual positions of the Member States on this issue.

Zambia, Zimbabwe.



Innowwide is a mono-beneficiary programme. Only organisations in EU Member States or Horizon Europe Associated Countries are eligible beneficiaries. All contracts must be signed with the EU Member State or Horizon Europe Associated Country counterpart, which will eventually be responsible for paying the local partner entity (main subcontractor) in the non-EU Member State non-Associated Country for the services and activities foreseen in the market feasibility project.

Call timeline

- Call opening: **5 September 2022**
- Call deadline: **15 November 2022 17:00 CET**
- Evaluation results (indicative): **March 2023**
- Grant signature (indicative): **April 2023**

2. Expert selection, work and responsibilities

2.1. Call for Innowwide experts

To be selected as an expert for Innowwide, candidates must be registered in our expert database¹². Specific calls for Innowwide experts may be launched to increase our pool of experts.

2.2. Availability

Registered experts will be sent an availability request shortly before the deadline for applications. When we receive a positive reply, they will be added to a **list of available experts**.

2.3. Selection and assignment

After the deadline, the Innowwide team will match the eligible applications with potential experts (including reserve experts for each application) using database search engines to identify the most suitable experts from the list of available experts. The aim is that the distribution of applications among experts is balanced.

Available experts might, however, not receive any applications to evaluate. This could be due to several reasons:

- No applications received are within the expert's areas of expertise
- Other experts are more suitable for the applications received
- They were selected as a "reserve" expert, but never appointed as an evaluator or rapporteur

¹² <https://expert-community.eurekanetwork.org>

2.4. Acceptance

Selected experts will receive an email invitation with instructions on how to create an account and login into the Innowwide platform, where they can access the applications they have been assigned to.

After reading the assigned market feasibility project descriptions carefully, experts must accept or reject their assignments within the time specified in the invitation email.

For the accepted assignment(s), they receive an email with:

- a. A statement of work. **They must click on the link to accept the statement of work**. Any evaluation work performed outside the scope of a statement of work cannot be accepted nor remunerated.
- b. A Eureka master service agreement, if not yet signed. A signed copy must be sent before the specified deadline.

2.5. Tasks and timeline

The invitation email will also explain whether the expert has been selected as an evaluator or evaluator and rapporteur. There are distinct tasks for each of these roles.

Evaluator:

1. Prepare an **individual evaluation report**, including scores for each criterion with explanatory comments.
2. Give feedback and approve a consensus report, which will be elaborated on by the rapporteur. In exceptional cases where no consensus can be reached, the consensus report and comments will be forwarded to the independent evaluation panel.

Evaluator and rapporteur:

1. Prepare an **individual evaluation report**, including scores for each criterion with explanatory comments.
2. Once the individual evaluation reports have been finalised, draft an evaluation **consensus report** with comments matching the consensus scores¹³ based on the individual evaluation reports. All experts must agree on the consensus report, including comments and scores.

Three different deadlines will be set for each task (the individual evaluation report, consensus report and approving the consensus report). This may take a period of 15 working days:

- Evaluator: Evaluators are expected to deliver the individual evaluation reports within six working days.
- Evaluator and rapporteur: Rapporteurs are expected to deliver the consensus reports within five working days.

¹³ Numbers will be rounded up.

- Evaluator: Evaluators are expected to deliver comments and approve the consensus report within four working days.

Specific deadlines for each task will be indicated in the statement of work.

2.6. Performing the work

Evaluations must be made **in English** and to a high quality. The deadline for completing the work is stated in the statement of work.

Should an expert no longer be available, they should inform the Innowwide team as soon as possible so that alternative arrangements can be made. If an expert is unreachable, or their work is not identifiable in the platform for more than a week, the Innowwide team may seek an alternative expert (usually one of the reserve experts originally identified).

Experts must:

- Evaluate each market feasibility project by rating and commenting on each of the evaluation criterion according to the scoring system provided.
- Double-check the content and submit their completed individual evaluation(s) before the deadline specified in the statement of work. Please note that once submitted, no more changes can be made. If amendments to any of the evaluation reports are needed, experts must contact the Innowwide team for support: innowwide@eurekanetwork.org
- For experts assigned as evaluators and rapporteurs, elaborate an evaluation consensus report with valid collective comments and scores for all the evaluation blocks before the deadline specified in the statement of work.
- Comment on the consensus report with the other evaluators assigned to it and try to reach a consensus of scores and comments. All experts must agree and electronically approve the consensus report, including the comments and scores. In cases where experts do not agree, the consensus report will be forwarded to the independent evaluation panel. Each applicant will receive a single evaluation consensus report with scores.
- Finally, experts must fill out an invoice for their work (a template will be provided) and send it through the dedicated invoicing platform.

Experts can track the status of their evaluations in the online dashboard.

2.7. Quality assurance

The Innowwide team performs quality checks on evaluations. If improvements are needed, experts will be asked by email to amend their evaluation and resubmit it.

If the quality issues are not addressed within the specified deadline, the Innowwide team reserves the right to refuse payment and/or, in serious cases, to exclude an expert from our database.

2.8. Experts' responsibilities

Experts are expected to follow Eureka's code of practice:

- Evaluate applications independently
- Evaluate applications objectively and without prejudice

- Allocate enough time and effort to the process
- Provide accurate scores using the entirety of the scale available
- Clearly justify each score provided
- Provide statements specific to the application at hand
- Provide statements and scores that do not contradict
- Uphold the application's confidentiality

No vague, generic or formulaic answers taken from this document, other Innowwide guidelines or readily available information sources (e.g., Wikipedia) will be accepted.

2.9. Conflicts of interest

Experts are expected to inform the Innowwide team openly and honestly if there is any reason why they cannot or might not be able to perform an objective evaluation.

If this is the case, these experts will be unable to evaluate applications during that evaluation period, but will be welcome to participate again in the future.

Occasionally, it is not clear that a conflict exists until after the initial invitation. As long as an expert informs us as soon as they are aware of the fact, steps will be taken to correct this. If the expert does not do so:

- The expert will be excluded from working for Innowwide or other Eureka programmes in the future.
- The Innowwide team will seek reimbursement of all fees paid to the expert for their work.
- The Innowwide team will inform the European Commission and those responsible for managing their expert evaluation processes.
- If an expert has any doubts about this issue, he/she must email [experts.innowwide@eurekanetwork.org] immediately with the subject line "Question on conflict of interest for Innowwide applications".

Conflict of interest	
Disqualifying: The expert...	Potentially disqualifying: The expert...
<ul style="list-style-type: none"> ○ was involved in preparing an application; ○ stands to benefit directly should an application be funded; ○ stands to benefit directly should an application be rejected; ○ has a close (or other) family relationship with any person representing an applicant organisation; ○ is a director, trustee or partner of an applicant organisation; ○ is employed by one of the applicant organisations in the applications; ○ is in any other situation that compromises his/her ability to evaluate the applications objectively. 	<ul style="list-style-type: none"> ○ was employed by one of the applicant organisations within the previous two (2) years; ○ is employed by one of the Eureka partnership members; ○ is involved in a contract or research collaboration with an applicant organisation, or has been in the previous two (2) years; ○ is in any other situation that could cast doubt on his/her ability to evaluate the applications impartially, or that could reasonably appear to do so in the eyes of an external third party; ○ other circumstances which may arise but are not specifically listed above.

The expert must not have submitted nor been involved in any application that is being assessed during the evaluation period.

If an expert discovers that their assigned application raises a conflict of interest, they are under the obligation to declare this to the Eureka Association immediately.

2.10. Payment to experts

Each expert will be assigned a number of market feasibility project applications for the evaluation period. Experts will receive an email with the details of the fee they will be paid.

Each expert must satisfy the following conditions to receive payment for their work:

- Be included in Eureka’s expert database and have a valid and signed master service agreement;
- Electronically accept the statement of work received via email;
- Complete the assigned evaluation(s) before the agreed deadline;
- Submit an invoice to the Eureka Association containing the statement of work reference/s number and the reviewed application/s number/s and acronym/s through the dedicated invoicing platform.

Invoices received from experts that do not fulfil one or more of the above-mentioned conditions will not be processed.

Please keep in mind that the payments to experts will be processed within **30 working days after the end of the evaluation period**, not after an expert has submitted their review or invoice.

3. Evaluation Criteria and Procedures

All submitted proposals having passed the eligibility check will go through an independent evaluation process by international remote experts according to criteria that support Innowwide’s objectives. Then, an independent evaluation panel ranks the applications.

The evaluation process will be coordinated centrally by the Eureka Secretariat.

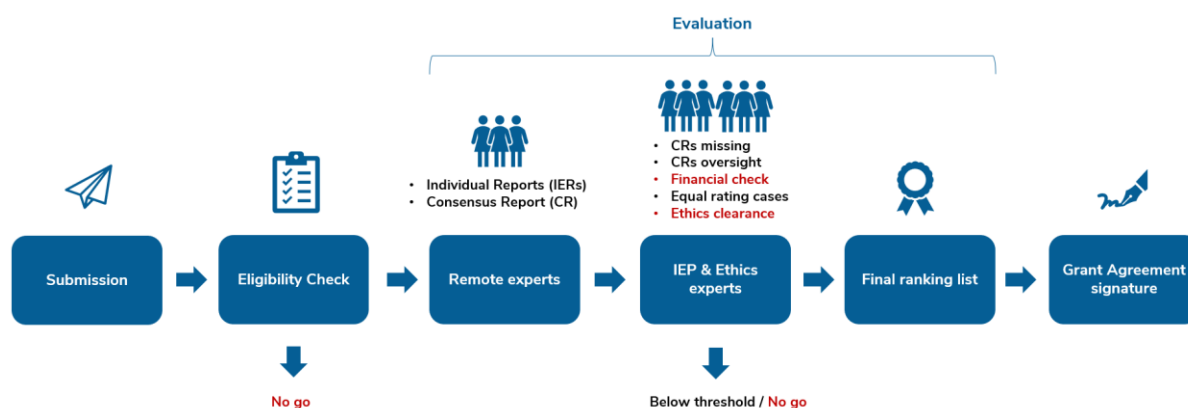


Figure 1: Eureka Innowwide Call 1 process overview

3.1. Technical evaluation by remote experts

3.1.1. Evaluation documents

Eureka Innowwide uses an online call management platform (<https://eureka.smartsimple.ie>) where all the necessary documents and forms for performing the evaluation work are located: market feasibility project application form and market feasibility project evaluation form.

The email address that the expert provided during the registration to the Eureka’s Expert Database (EED)¹⁴ will be used in all communications regarding the evaluation. If an expert wishes to communicate via a different email, they are required to update their profile in the EED accordingly.

3.1.2. Scoring System

Complete and eligible applications are evaluated by at least **three remote experts** (one of them acting as *rapporteur*, responsible for drafting a consensus report), using the online call management platform, according to three criteria: excellence, impact and quality and efficiency of the implementation. The application is given points out of 200.

¹⁴ <https://expert-community.eurekanetwork.org>

Evaluation criteria	
Excellence 60 Points	<p>Threshold: 30/60; weight: 30%</p> <ul style="list-style-type: none"> ○ Project objectives ○ Technical and commercial novelty and ambition ○ Competitive advantage ○ Alignment with SME's overall business strategy
Impact 80 Points	<p>Threshold: 50/80; weight: 40%</p> <ul style="list-style-type: none"> ○ Market generation potential in the short, medium and long term in the target country: ○ Estimated added value of the proposed product, service or business model ○ Potential reduction in market barriers and future end user or customer engagement ○ Global dimension (development and commercialisation and co-creation or collaborative adaptation) ○ Potential scale-up and job creation for the SME and, if applicable, foreign technology and business partners ○ Cost and time-to-market reduction ○ Expected market expansion beyond the initial target country ○ Societal, environmental, ethical and gender relevance, in particular, within the frame of Sustainable Development Goals (SDGs)
Quality and efficiency of the implementation – 60 Points	<p>Threshold: 30/60; weight: 30%</p> <ul style="list-style-type: none"> ○ Consistency between objectives, impact, approach and proposed activities ○ Technical or business experience of the team and complementary expertise and competences that results in high added value and clear mutual benefits ○ Availability of resources required (personnel, facilities, networks, etc.) ○ Relevant, realistic description of how the SME and the subcontractor(s) will be involved and related ○ Clear justification of costs (staff, equipment, consumables, subcontracting, etc.) ○ Realistic timeframe and comprehensive description of implementation (milestones and risk management) taking the innovation ambitions and objectives into account

A score table will be applied:

	Excellence	Impact	Implementation
Not eligible	<p>0 points</p> <p>The proposal fails to address the criterion or cannot be assessed due to missing or incomplete information.</p>		
Poor. The criterion is inadequately addressed, or there are serious inherent weaknesses.	1-12	1-16	1-12
Fair. The proposal broadly addresses the criterion, but there are significant weaknesses.	13-24	17-32	13-24
Good. The proposal addresses the criterion well, but a number of shortcomings are present.	25-36	33-49	25-36
Very good. The proposal addresses the criterion very well, but a small number of shortcomings are present.	37-48	50-64	37-48
Excellent. The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.	49-60	65-80	49-60

Applications below any of these thresholds will be discarded:

1. Excellence: 30 points
2. Impact: 50 points
3. Quality and efficiency of implementation: 30 points

Each expert will prepare an **individual evaluation report** that includes scores for each criterion with explanatory comments. Once the individual evaluation reports are finalised, the *rapporteur* will draft an evaluation **consensus report** and put forward comments that match the consensus scores based on the individual evaluation reports.¹⁵

All experts must agree and electronically approve the consensus report, including the comments and scores. In cases where experts do not agree, the consensus report, together with the disagreement notes, will be forwarded to the independent evaluation panel. All the comments made by and between the experts will be recorded in the platform.

Each applicant will receive a single evaluation consensus report with scores.

3.2. Ranking list by the independent evaluation panel

An independent evaluation panel (including a minimum of five independent experts with a high-level strategic, technical, market, business development and financial expertise) will decide a ranking list based on evaluation results.

In this call for market feasibility projects, two separate ranking lists will be made:

1. At least 25 projects with partners in North and South America, Asia-Pacific or the Middle East
2. Up to 25 projects with an African partner

The independent evaluation panel carry out the following tasks:

1. Elaborate consensus reports and assign scores where remote experts have not agreed

The independent evaluation panel look at applications where consensus reports and scores were not reached by the remote experts and elaborate them.

2. Align consensus reports and scores

Independent evaluation panel members review all consensus reports and align the consensus reports and scores from the evaluation, detecting inconsistencies and adjusting where appropriate.

3. Assess the financial situation of initially shortlisted applications

The independent evaluation panel will analyse in greater depth the top 70 applications (the top 25 and next ten from each list¹⁶) with high chances of being funded, considering the financial situation and prospects of the SMEs that showed insufficient funds or not credible financial ratios (i.e., weak score of five or below) in the self-financial viability check. The independent evaluation panel confirm the SMEs' capabilities to implement the market feasibility project.

Instead of the self-financial viability check, the financial assessment of start-ups or SMEs without two years of financial records will be based on a two-year business plan.

¹⁵ Scores are rounded up.

¹⁶ If the number of applications in the first list is not sufficient, the equivalent missing number of proposals from list two will be looked at until there are 70 top ranking projects.



If the independent evaluation panel assess an SME has insufficient financial capabilities or a not credible financial situation, it will be discarded from the ranking list.

4. Readjust ranking of applications with equal scores close to the threshold

The independent evaluation panel can readjust the ranking order of applications with equal scores and those close to the funding threshold (roughly positions 18 and 32 in each list).

They consider (in this order):

- i. The score awarded in ‘impact’.
- ii. When these scores are equal, they consider scores awarded in ‘excellence’.

5. Ethics review

Finally, two ethics experts review the list of applications that received a successful evaluation, discarding those that do not comply with relevant ethics requirements.

The Innowwide team will communicate the results. Only from then, the applicant can follow a redress procedure.

The evaluation process may be monitored by one independent observer appointed to observe the practical application of the evaluation process and to give objective advice on the conduct and fairness of the evaluation process.

3.3. Call funding decision

To be considered for funding, the application must score above the set threshold for each individual award criterion and be ranked in the top 50 projects (above the budget-threshold).

The final independent evaluation panel ranking list and the ethics scrutiny will include:


- a ‘selection list’ with applications that might receive funding;
- a ‘reserve list’ with applications that may in the end get funding if one or more applications in the selection list cannot sign a grant agreement.

This list will be publicly available on our website.

Funding will be allocated to applications ranked over threshold, financially and ethically viable according to the ranking list until the call available budget is exhausted.

Confidentiality

As a rule, only the employees of Eureka and the national funding bodies in Eureka’s network can match specific evaluations to the experts who wrote them. We do not comment on the status of individual experts, and if you contact us and request a reference, we will only confirm whether you have performed any evaluations; we will be unable to provide an endorsement of your abilities, and we will not publicly acknowledge your role in the evaluation of a particular project.



Innowwide, like most publicly financed initiatives, is subject to performance reviews. Undertakings of this nature require the disclosure of certain information to organisations or individuals. Within this context, it may be possible to identify the specific work of specific individuals. Such information may be available to:

Organisations:

- The European Commission and its executive agencies,
- auditors of the above organisations and
- organisations charged with analysing the effectiveness of Innowwide as a funding instrument.

Experts are required to treat information contained within applications with the strictest confidentiality and to declare any potential conflict of interest.

The expert is responsible for ensuring and maintaining confidentiality of any data, documents or other material related to the evaluation process, during and after completion of the evaluation. In the case of a breach of those obligations, Eureka reserves the right to suspend any payment or compensation, and in serious cases, to undertake legal action.

Use of technical information

The electronic submission of evaluations uses https, which encrypts and decrypts the requests and information between the expert's browser and the server to which evaluations are submitted, using a Secure Socket Layer (SSL). SSL allows an SSL-enabled server to authenticate itself to an SSL-enabled client and vice versa, enabling the machine to establish an encrypted connection.

Data Protection

The Eureka Association is situated in the Kingdom of Belgium and governed by Belgian and EU data protection laws.

More information can be found (in English, Dutch and French) on <http://www.privacycommission.be>.

Any queries on issues relating to data protection should be addressed to:

Eureka Association, Avenue de Tervueren 2, 1040 Brussels, Belgium or to privacy@eurekanetwork.org

Annex 1: Evaluation form

SECTION ONE

1. EXCELLENCE

Comments:

Consider the following (word limit - 400):

- Project objectives
- Technical and commercial novelty and ambition
- Competitive advantage
- Alignment with SME's overall business strategy

Score for Excellence:

2. IMPACT

Comment:

Consider the following (word limit - 400):

- Market generation potential in the short, medium and long term in the target country
- Estimated added value of the proposed product, service or business model
- Potential reduction in market barriers and future end user or customer engagement
- Global dimension (development and commercialisation and co-creation or collaborative adaptation)
- Potential scale-up and job creation for the SME and, if applicable, foreign technology and business partners
- Cost and time-to-market reduction
- Expected market expansion beyond the initial target country
- Societal, environmental, ethical and gender relevance, in particular, within the frame of Sustainable Development Goals (SDGs)

Score for Impact:

3. QUALITY AND EFFICIENCY OF IMPLEMENTATION

Comment:

Consider the following (word limit -400):

- Consistency between objectives, impact, approach and proposed activities
- Technical or business experience of the team and complementary expertise and competences that results in high added value and clear mutual benefits
- Availability of resources required (personnel, facilities, networks, etc.)
- Relevant, realistic description of how the SME and the subcontractor(s) will be involved and related
- Clear justification of costs (staff, equipment, consumables, subcontracting, etc.)
- Realistic timeframe and comprehensive description of implementation (milestones and risk management) taking the innovation ambitions and objectives into account

Score for Implementation:

SECTION 2 – NARRATIVE

Comments:

1. Please describe three **main strengths** of the application.
2. Please describe three **main weaknesses** of the application.
3. Please provide a **summary of your overall conclusions**