

Call for innovative startups, scaleups and SMEs working for Water Scarcity across Europe

EIT Food together with EIT Climate-KIC, EIT Digital and EIT Manufacturing are looking for **forty innovative startups, scaleups** - *startups seeing accelerated growth after demonstrating a product-market fit*- **and SMEs** working on new solutions to cope with water scarcity tailored to one or several of the challenges described in the present document for the following sectors: i) food & beverage, ii) agriculture, iii) utilities and infrastructure, and iv) manufacturing industries. Forty applications will be selected to participate in the InnoWise Scale Programme, which includes market-oriented trainings, a 3-months mentoring period, and the possibility to implement a demo site at the end of the period after networking sessions with potential end-users based in Southern European countries from the different sectors and sectoral competitions.

Call for scaleups and SMEs:

- **Application deadline:** 26.04.2022 (23:59 CEST)
- **Application submission via F6S platform:** Click [here](#) to access form

Application template for: see Section 3.10 and Annex 1.

This activity is part of the Cross-KIC initiative *Finding innovative solutions for water scarcity in Southern Europe*.

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1) Background information:

1.1. What is EIT – The European Institute of Innovation and Technology?

The European Institute of Innovation and Technology ([EIT](#)) is an independent European Union (EU) body that increases Europe's ability to innovate by nurturing entrepreneurial talent and supporting new ideas.

The EIT has a pioneering role in increasing European sustainable growth and creating jobs by reinforcing Europe's innovation capacity. The EIT brings together leading organisations to form dynamic cross-border partnerships. EIT's mission is to:

- Increase Europe's competitiveness, sustainable economic growth and job creation by promoting and strengthening cooperation among leading business, education and research organisations.
- Power innovation and entrepreneurship in Europe by creating environments for creative and innovative thoughts to thrive.
- Innovation through integration.

1.2. Finding innovative solutions for Water Scarcity in Southern Europe

Together with other **EIT Knowledge and Innovation Communities** (KICs) – [EIT Climate-KIC](#), [EIT Digital](#), [EIT Manufacturing](#) – and **partners** -[Athena Research Centre](#), [Bioazul](#) and [TU Delft](#) – EIT Food leads a multiannual and multidisciplinary programme designed to alleviate water scarcity in Southern Europe. We work together considering water scarcity as a thematic field from agrifood to manufacturing.

The overarching objective of the Programme [*Finding innovative solutions for water scarcity in Southern Europe*](#) (from now on the Water Scarcity programme or the Programme) is to ease the transition to a water-saving economy and to contribute, in the long run, to reduce Europe's water consumption, wastage and pollution. This will be achieved by targeting different stakeholders, from policymakers to business, industry leaders and citizens, through various actions:

- 1- The **Body of Knowledge** is a group of top-class experts working together to build knowledge around water scarcity, policy and financing tools.
- 2- The **InnoWise Scale** activities will support up to 40 startups, scaleups and SMEs working on innovative solutions to tackle the challenges related to water scarcity, through tailored mentoring and training, and the possibility of competing for different prizes, including the implementation of demo sites after the participation in the Programme.
- 3- The **Water Academies** are sectoral and technical seminars that will stimulate a learning environment and promote the adoption of water-saving technologies, sharing the latest findings and good practices in different sectors.
- 4- **Outreach activities** are designed to engage with people to become agents of change and walk towards a water-saving economy.

The Programme will be implemented in several countries across Europe, with a special focus on Southern European countries such as Cyprus, Italy, Greece, Malta, Portugal and Spain.

2) Purpose of this call

The EIT – through the KICs – is launching this call for **startups, scaleups and SMEs** with the target of supporting innovators to reach the market with innovative solutions tackling **water scarcity in Southern Europe**.

More specifically, this call is framed within in **InnoWise Scale activities of the Water Scarcity Programme**. The InnoWise Scale activities have been designed to enable agile water management in different sectors, optimise and match water supply and demand, and foster climate change readiness while fostering innovation and entrepreneurship, especially in the Mediterranean region, namely **Cyprus, Greece, Italy, Malta Portugal and Spain**. For that, the KICs will seek and encourage the participation of innovative startups, scaleups and SMEs with the goal of:

- Promoting and supporting the **design** of innovative solutions to tackle specific water-related problems across different sectors.
- Accelerating the **market uptake** of innovative solutions brought by startups, scaleups and SMEs working on water scarcity, by providing them with financial support and/or access to potential partners or customers.
- Easing the **implementation of innovations** developed by startups, scaleups and SMEs working on water scarcity and their market expansion by giving them access and support to implement demo sites.

2.1. Sectoral challenges

InnoWise Scale activities have been designed to give solutions for several sectoral challenges.

Sector 1: Water management in the food and beverage industry

Water is essential in the food and beverage industries both as an input and as part of the industrial processes (e.g. cooling, cleaning, etc.). Therefore, measures to **increase water efficiency and promote circular schemes** that enable water recycling and valorisation of by-products in the water line would have an enormous impact on the sector's sustainability.

The KICs are looking for **scaleups/ startups and SMEs** to tackle challenges around water management in the food and beverage industry. The challenges can be related, but are not limited, to:

- Water recycling in the food processing lines, e.g. in heating and cooling processes.
- Ensuring a closed water cycle, e.g. attaining zero liquid discharge and recovery of by-products contained in process water (e.g. whey valorisation from dairy industry).
- Water quality monitoring, e.g. improving samples management, simplifying sampling procedures, reducing sampling time, finetuning water quality parameters.

- Reducing the environmental impact of water discharges, e.g. minimising total dissolved solids in process water.
- Sensors and other technologies to detect specific water contaminants.
- Remote monitoring & management of food industry water plants
- Removal of specific pollutants from process water.
- Water audits, water balance and other water accounting tools and methods oriented to reduce water consumption.
- Waterless alternatives for equipment/components and/or operation processes.
- Solutions to reduce leaks and fouling for the optimisation of water use.
- Improved design of food-processing facilities to reduce water use.

Sector 2: Water management in the agricultural sector

Water is a critical input for agricultural production. Irrigated agriculture represents 20% of the total cultivated land, and contributes to 40% of the total food produced worldwide. In Europe, agriculture is by far the sector exerting the highest pressure on renewable freshwater resources, responsible for nearly 59% of total water use in Europe (2017). In increasingly uncertain climates and with a steadily growing population, the predicted rise of water scarcity will have global effects on food production.

The KICs are looking for **scaleups/ startups and SMEs** to tackle challenges around water management in the agricultural sector. The challenges can be related, but are not limited to:

- Tools that allow a climate-smart agriculture and informed decision-making at farm level, such as soil moisture sensors, Decision Support Systems (DSS) and satellite evaporation measurements.
- Tools to improve water efficiency, such as alternative crops or improved irrigation methods (e.g. deficit irrigation)
- Recovery, recycling and reuse of wastewater in irrigation.
- Cropping systems reducing evapotranspiration and water demand.
- Improve irrigation and drainage schemes.
- Alternative and combined production methods, such as hydroponics or aquaponics.
- Advanced agri-products to increase water efficiency of crops (e.g. products to increase water retention in soils).
- Valorisation of by-products from other sectors used in agriculture to increase water efficiency.

Sector 3: Water management in water utilities and large infrastructures

Climate change and extreme weather effects impact on the quality and quantity of available freshwater. Inefficient water management has an impact on the available freshwater resources and has important implications for the energy used by the utilities. Standardisation and digital technologies deliver in meaningful ways across the water value chain, from watersheds to infrastructure, and spanning virtually every industry, including consumer-facing ones. Digital technologies are leading the transformation through the emergence of solutions such as remote sensing, inexpensive sensors, smart devices, artificial intelligence,

virtual reality, or augmented reality, enabling real time water quantity and quality monitoring, vastly improved management of infrastructure assets, direct consumer engagement and facilitating the adoption of off-grid and localised infrastructure technologies.

The KIC is looking for **scaleups/ startups and SMEs** to tackle challenges around water management. The challenges can be related, but are not limited, to:

- Advanced water treatment
- Advanced metering management
- Utility and industrial asset management
- Risk management
- Operational efficiency improvement
- Cybersecurity of infrastructures
- Real time monitor for infrastructure performance and water quality
- Surface and groundwater data within watersheds monitoring (satellite images, drones, remote sensing, etc.)
- Transparency in supply (water catchment)
- Leak detection and control
- Digital technology to promote sustainable water use and allow customers to access utility data and information
- Standardisation of procedures
- Customer engagement and education
- Water and energy saving

Sector 4: Water use in the manufacturing industries

At industrial level, water is used for many functions, including cooling purposes, for cleaning/washing, heat transfer vector, solvent, mechanical energy vector. Furthermore, the industrial sector is a major water polluter so wastewater treatment solutions are also critical. Manufacturers' efforts shall be focused on limiting the industry's impact on fresh water, reducing and optimising their consumption.

The KIC is looking for **scaleups/ startups and SMEs** to tackle challenges around water management in the manufacturing industries. The challenges can be related, but are not limited, to:

- New water efficient production processes and/or products or wastewater treatment solutions for the textiles and clothing industry
- New water efficient production processes and/or products or wastewater treatment solutions for the pulp and paper industry
- New water efficient production processes and/or products or wastewater treatment solutions for the automotive industry
- New water efficient production processes and/or products or wastewater treatment solutions for the machine tool industry
- New water efficient production processes and/or products or wastewater treatment solutions for the packaging industry

- New water efficient production processes and/or products or wastewater treatment solutions for the electronic and electrical appliances industry
- New water efficient production processes and/or products or wastewater treatment solutions for the consumer goods industry
- New water efficient production processes and/or products or wastewater treatment solutions for the process industry

2.2. InnoWise Scale activities

The InnoWise Scale activities provide a unique opportunity focused on training in business case skills and idea competition for advanced ventures, tailored to the real needs of specific sectors (through problem holders' participation). These market-oriented activities are intended to foster the market launch of advanced water-related technologies.

The activities and important dates of the InnoWise Scale are summarised in the following table and further elaborated below:

Activity	Date
InnoWise Scale - mentoring matchmaking event (online)	Mid May 2022 (tentatively two half-day sessions complemented with individual sessions if required)
InnoWise Scale - Mentoring and training period (online)	Mid-May to September 2022
InnoWise Scale – Networking and matchmaking event (physical event)	September 2022 (tbc)
InnoWise Scale – Sectoral competitions (online)	October / November 2022
Demo agreement (awarded finalists)	November 2022- December 2022
Demo test phase (awarded finalists)	2023

Mentoring matchmaking workshop (online) | mid-May

Online event with the 40 selected participants and 40 mentors participating in the Programme in 2022 to meet each other. The workshop will include:

- A general welcome
- A general presentation of the Water Scarcity project and the InnoWise Scale activities.
- 1:1 session enabling the matchmaking of SMEs and scaleups with mentors according to the specific needs and skills.

The workshop will take place tentatively in two half days to ensure the best outcomes from the matchmaking process. By the end of the workshop, each mentor will be matched to a solution provider – startup, scaleup or SME (mentee).

Mentoring and training period (online) | mid-May until September.

The scaleups will be accompanied and coached by carefully chosen mentor in order to help them to overcome their obstacles, optimize their resources, and take full advantage of the InnoWise Scale opportunities. Mentoring activities are expected to take place between May and September. During this period, **mentors and mentees will work together** in one or several areas, such as but not limited to:

- Product development
- IP management
- Customer needs assessment and engagement
- Business plan definition, development or review
- Finances
- Investment
- Pitching and public speaking
- Sales and marketing
- Internationalisation

Additionally, scaleups/SMEs will have at least **2 additional training sessions** on horizontal skills such as international business development, pitching or negotiations. Participants will be requested with their application to fill in a survey to identify the areas where they need support; therefore training programme will be tailored to the selected participants.

Networking and matchmaking event (on-site) | September

The KICs will organise a networking and matchmaking event in which the startups / scaleups / SMEs will be introduced to 3-5 end-users from different sectors from the list described in **Section 2.1** in this document.

Each end-user, as potential client, will present their challenges on water management the startups / scaleups / SMEs will be able to present their solutions and explore how they could meet end-users' needs. After this first encounter, the startups / scaleups / SMEs will have the chance to sign in for a specific challenge and to schedule further networking session with one of the end-users to explore collaboration and demo-testing opportunities prior to the competitions.

Competitive events (online) | November (tbd)

Sectoral competitive virtual events will take place during November 2022 remotely. Each event will be organised around a specific case study provided by the end-user, to up to 5 sectoral events. SMEs and scaleups participating in each event will present their solutions in a pitching competition.

At the end of each competition, the following prizes will be awarded (for further information, see Section 3.7 – Competitions and awards):

- First prize: 12,000 EUR cash prize
- Second prize: 10,000 EUR cash prize
- Special prize: 30,000 EUR for demo-purposes

Note: The special prize will be given to the SME/scaleup whose solution is more suitable/adequate to solve the challenge of the problem-holder (presented during the networking sessions to be organised in September). For the special prize to become effective, the awarded scaleup or SMEs must present the KICs a signed agreement with the problem holder for the implementation of a demonstration site in 2023 (see below for more information).

3) Call for scaleups and SMEs

3.1. Who are we looking for?

The KICs are looking for **40 solution providers** to address one or several of the challenges described in section 2.1 of the present document. Solutions (either product or services) shall be in the late stages of development – Technological Readiness Level (TRL)¹ of 6 or above – and have a proven market fit. More specifically, the KICs are looking to support:

- **Startups:** a registered company in its first stages of development.
- **Scaleups:** a development-stage business seeing accelerated growth after demonstrating a product-market fit, which is looking to grow in market access, revenues, and the number of employees.
- **SMEs:** a consolidated business with less than 250 employees, with an annual turnover up to EUR 50 million, OR a balance sheet total of no more than EUR 43 million. In this case, we are looking to support the development of new solutions within already operational companies.

Innovative solution providers in advance stages of development are invited to apply to this call and present their innovative and SMART solutions set to make a significant impact on one or several of the sectoral challenges provided in section 2.1 of the present document.

A total of 40 startups, scaleups and SMEs will be selected to participate in the InnoWise Scale activities, described in section 2.2. The selected finalists will be assigned a mentor to assist them in their technical / commercial / financial development during a 3 months period. By the end of the period, **solution providers actively participating in the Programme will be invited to a networking event**, where they will have the chance to meet several end-users (problem holders) and sign in to a specific sectoral challenge. A sectoral competition will be organised by the KICs afterwards.

¹ https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf

3.2. Eligibility and exclusion criteria

Eligibility criteria

To be considered eligible to participate in the InnoWise Scale activities and be entitled to the (non-)economic compensations described in this document, the SME / scaleup must comply with EIT KIC scope of action in the sectors of Agrifood, Manufacturing, Digital and Climate, proposing a solution for one of the challenges related to water management in (i) the food & beverage industry, (ii) the agricultural sector (iii) water utilities and large infrastructures and/or iv) manufacturing industries (please refer to section 2.1 of the present document for reference).

Moreover, to be considered eligible for the InnoWise Scale activities, the applicant must:

- Present a solution within the scope of the Water Scarcity programme and must address one of several of the challenges described in the call.
- Be considered an SME under the EU definition, i.e. having less than 250 employees, with an annual turnover up to 50 million EUR, OR a balance sheet total of no more than 43 million EUR or comply with the definition of startup/scaleup of 3.1.
- Be an already registered company based in one country within the EU and Horizon Europe (HE) associated countries:
 - EU Member States.
 - HE associated Countries – provided they enter into an Association Agreement before 31/12/2022- https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/list-3rd-country-participation_horizon-euratom_en.pdf
- Submit a complete application and answer all the questions in the online application step .
- The application must be submitted in English.
- Be the idea owner and, if applicable, being entitled of IP rights of their respective innovations.
- Be able to sign an agreement with the EIT KICs.

Please, note that activities will be carried out in English. Therefore, proficient English skills are required for the participants in the InnoWise Scale activities.

Exclusion criteria

Applicants will be considered ineligible if:

- They have received 60,000 EUR or more of funding in total from EIT Climate-KIC, EIT Digital, EIT Food or EIT Manufacturing in the past 3 years.
- They are alumni in the Water Scarcity InnoWise Scale past editions (2020 and 2021)
- They are already participating in the Programme as experts or mentors.
- Are subject to an administrative sanction (i.e. exclusion).
- Are in one of the following situations:

- Bankrupt, being wound up, having their affairs administered by the courts, entered into an arrangement with creditors, suspended business activities or subject to any other similar proceedings or procedures under national law (including persons with unlimited liability for the participant's debts)
- Declared in breach of social security or tax obligations by a final judgment or decision (including persons with unlimited liability for the participant's debts)
- Found guilty of grave professional misconduct by a final judgment or decision (including persons having powers of representation, decision-making or control)
- Convicted of fraud, corruption, involvement in a criminal organisation, money laundering, terrorism-related crimes (including terrorism financing), child labour or human trafficking (including persons having powers of representation, decision-making or control)
- Shown significant deficiencies in complying with main obligations under a procurement contract, grant agreement or grant decision financed by the EU or Euratom budget (including persons having powers of representation, decision-making or control)
- Found guilty of irregularities within the meaning of Article 1(2) of Regulation No 2988/95 (including persons having powers of representation, decision-making or control)

3.3. Participant commitments

During the Programme

The selected participants shall be committed to:

- Prove the innovative dimension and market potential of the solutions proposed to cope with water scarcity
- Demonstrate that the solution has a significant impact and strong potential to solve one or several of the sectoral challenges presented in section 2.1 of the present call, which will be further elaborated during the activities.
- Collaborate with the EIT KICs in the preparation of information related to their company and solution, following EIT KICs and collaborators guidelines.
- Participate in each of the steps of the InnoWise Scale activities (trainings, mentoring, networking and competition), including the presentation of their SMART and innovative solution in one of the pitching session competitions held.

The key activities participants shall commit to are summarised in the table below:

Activity	Description / commitment	Tentative date
Participation in (online) mentoring Matchmaking workshop	Active participation in the matchmaking sessions with mentors.	Mid-May 2022

Participation in mentoring and training sessions	Active participation in the training organised by the KICs, and engagement in the mentoring process with the assigned mentor.	Mid-May to September 2022
Participation in (on-site) matchmaking and networking event	Active participation in the matchmaking sessions with potential end user; signing in to a particular sectoral challenge & case study.	September 2022 (with individual follow up meetings to be scheduled with the end-user)
Participation in 1 online sectoral competition	Active participation in the sessions organised during the event.	November 2022
Signature of prize agreement (only winners)	Winners of the competitive events shall sign a prize agreement to be entitled to receive the different prizes.	November - December 2022
Signature of MoU with the problem holders. (only winners of special prize)	Demo site implementation as described in the MoU with the solution provider. The demo site must remain accessible for the KICs for monitoring and reporting purposes. The problem holder shall contribute to the monitoring by providing impact metrics to the KICs.	November - December 2022
Testing phase (only winners of special prize)	Implementation of the demo site as per the MoU signed with the solution provider.	2023

Given the current restrictions imposed by the COVID-19 outbreak and the uncertainties about how the situation will develop during the year, almost all the Programme activities will be held online with the exception of the matchmaking and networking event (September 2022).

Commitments beyond 2022

Beyond 2022, **all solution providers participating in the InnoWise Scale activities** shall be committed to filling in the follow-up surveys sent out by the KICs to track their evolution over three years and the impact of participating in the activity might bring to them. The indicators that will be monitored include, but are not limited to:

- Pursuance of the idea, products launched in the market
- Market acceptance
- Key achievements in the period
- IP protection level (filling for patents, trademarks, utility model, etc.)
- Revenue earned in the period
- Amount raised from investors in the period
- Number of customers/users in the period

- Full-time employees

Additionally, **winners of monetary prizes** will be requested to provide some additional information, including:

- Use of funds, including the number of new patent applications or patents fees paid for maintenance, new CAPEX, commercial testing, etc.
- Impact of the prize in their business scaling up

Finally, the **Special Prize winners for demo purposes** (up to five participants, one for each competition) will be supported to implement a demo site during 2023. During this year, both the demo holder and the solution provider shall commit to provide the KICs with the relevant information and grant KICs' personnel access to demo sites for monitoring and reporting purposes.

3.4. Benefits for the startups, scaleups and SMEs

The selected participants will have access to the following benefits:

- Expert mentors and coaches: Benefit from the knowledge and experience of the best mentors and coaches in the EIT pan-European network.
- Specific and unique training, tailored to their needs.
- Attractive financial prizes for scaling up their business – 30,000 EUR, 12,000 EUR and 10,000 EUR.
- Access markets and customers: through our EIT partners, we provide unparalleled access to the market, including demo sites and potential customers.
- Investor and media exposure: Get in touch with relevant investors and media outlets
- KIC-specific support programmes: participants with high potential will be encouraged to affiliate with the KICs to fully benefit the community.

3.5. Selection criteria and process

Selection of participants

Solution providers applicants will be assessed by a panel of evaluators composed of KICs' and external experts. The applications will be evaluated against the following criteria:

- Innovativeness of the solution or technology targeted at the specific challenges described in the call for applications.
- Impact in terms of market or implementation potential.
- Replicability potential.
- Relevance and suitability to address the sectoral challenges

The best 40 startups, scaleups and/or SMEs will be selected and invited to join the InnoWise Scale Programme.

Agreement

After the selection process, each participant will sign a **Participant Agreement with EIT Food**. After the networking sessions with end-users (envisaged during September 2022), each participant shall sign an additional **Grant Agreement** with one of the KICs involved - EIT Climate KIC, EIT Digital, EIT Food and EIT Manufacturing- depending on the sectoral challenge they are allocated to. The KICs will define which KIC the participant is assigned to.

3.6. Compensation for participants

The EIT KICs will compensate the solution providers with a **500 EUR (five hundred euros) lump sum** to those who actively contribute to the programme and participates in the sectoral competition.

The grant of 500 EUR **lump sum** will be released given the following conditions are met, as stated in this document:

- (1) Sign the Participant Agreement between the participant and EIT Food.
- (2) Active participation in the mentoring process, including an online mentor-mentee matchmaking event and 3 months mentoring period. Mentors and mentees shall provide a mentoring report to EIT Food by the end of the period.
- (3) At least one senior member of staff (i.e. founder, CEO, C-suite) attends $\geq 80\%$ of training sessions organised as part of the Programme.
- (4) At least one senior member of the scaleup or SME attends the in person networking and matchmaking event with potential end-users, in which they shall select a challenge to participate.
- (5) Sign the Grant Agreement between the participant and the relevant KIC.
- (6) Participation in the sectoral competition of the InnoWise Scale programme (November 2022)
- (7) Participants comply with branding requirements (e.g. place the project logo on their website and communications, promoting their participation in the Water Scarcity Programme).

No additional amounts will be available to cover other costs. EIT KICs are entitled to reduce or cancel this payment if conditions are not complied with.

Timeline for payment:

The KICs will proceed to allocate the grant to the Programme participants during December 2022, given the above conditions and milestones are met.

3.7. Competitions and awards

Award criteria

Only participants that have been actively involved in the InnoWise Scale activities during the period June to October will be entitled to participate in the competitions. Active participation is

defined as described in section 3.6 of the present document.

The scaleups and SMEs will pitch their innovative solutions and evaluated by a panel of experts (i.e. the Jury, minimum 3 members) set by EIT KICs and on their performance during the Programme duration.

Award description

The primary purpose of the awards is to provide European scaleups and SMEs working on water-related technologies with the means to scale up and demonstrate their solutions and innovation. The awards will raise the visibility of new innovative water-related approaches, solutions and technologies with high market and/or high-value application potential.

EIT through the KICs (EIT Climate KIC, EIT Digital, EIT Food, EIT Manufacturing) will distribute the following prizes for each of the case studies to be worked on during the InnoWise Scale activities (15 prizes in total adding up to 260,000 EUR):

- The **First Prize** will be a 12,000 EUR (twelve thousand euros) equity-free cash prize. The equity-free cash prize will be paid by bank transfer to the participants following successful completion of the Prize Agreement. Winners shall provide a budget outline on how the company plans to spend the money to consolidate its position, for instance:
 - Protect new IPRs or contribute to the maintenance fees of existing IPRs.
 - Team growth, hiring new and specialised profiles.
 - Internationalisation of their innovation.
 - Improve their marketing and sales strategy with an international focus.
 - Implement a demo site for faster market uptake of their solutions.
- The **Second Prize** will be 10,000 EUR (ten thousand euros) a equity-free cash prize. For the second prize, the winner shall provide a budget outline on how the company plans to spend the money to consolidate its position, for instance:
 - Protect new IPRs or contribute to the maintenance fees of existing IPRs.
 - Team growth, hiring new and specialised profiles.
 - Internationalisation of their innovation.
 - Improve their marketing and sales strategy with an international focus.
 - Implement a demo site for faster market uptake of their solutions.
- **Special Prize** for demo purposes: 30,000 EUR (thirty thousand euros) – this can be the same as above or a different participant. For the special prize award, the winner shall present the EIT KICs a Memorandum of Understanding (MoU) with the problem holder. The signature of the agreement between the demo holder and the scaleup must be signed prior to 15th December 2022. The MoU shall reflect:
 - Scope of the demo activity
 - The location of the demo site.
 - Budget outline for the implementation of the demo

- The commercial agreement between problem holder and solution provider, which shall include some commercial advantage for the problem holder for a period of time (e.g.: reduced fees for 2-3 years, exclusivity period, etc.).

The EIT KICs retain the right to revoke the concession of the prize, given the implementation of the demo site does not take place in the foreseen period (2023).

Terms of payment and timeline

- The first prize (12,000 EUR equity-free cash) and the second prize (10,000 EUR equity-free cash) will be paid by bank transfer to the participants following successful completion of the Prize Agreement. Prior to signing the Prize Agreement, the scaleup /SME shall submit a budget outline on how the participant plans to spend the money.
- The special prize (30,000 EUR) to be used for establishing a demo site will be paid by bank transfer to the participants following the successful completion of the Memorandum of Understanding (MoU), to be established between the participant and a demo-holder, and the completion of the Prize Agreement, in any case before December 15th 2022.

Success fee

If the EIT KICs succeeds in helping the participating scaleup to capture new clients and make sales of the product tested as a result of their participation in the Programme exceeding in total 30,000 EUR gross within 18 months from the date of signing the prize agreement, the EIT KICs will ask the scaleup to return half of the cost of their participation in the Programme (5,000 - 15,000 EUR).

3.8. IP rights and confidentiality

The applications submitted to the KICs will be treated confidentially and any related information, data, and documents received in accordance with our respective Privacy Policies. An obligation of confidentiality also binds independent expert reviewers or evaluators.

Applicants retain full and exclusive ownership of their prior information and intellectual property rights. The organiser and their authorised representatives in the program undertake to ensure the confidentiality of the ideas, data and projects presented and developed throughout the InnoWise Scale activities and the information requested to participants for reporting purposes (e.g. reports and data related to demonstration activities).

Applicants are responsible for being owners of the idea and, if applicable, being entitled of IP rights of their respective innovations in order to carry out the activities described in this call. Infringements of IP rights are the sole responsibility of the participants.

3.9. Conflict of interest

Startups, scaleups and SMEs with one or more employees selected to participate as a mentor in the InnoWise Scale activities are not allowed to apply to this call.

3.10. Application process and timeline

Entities willing to participate in the Programme as solution provider must submit their application via the online platform [F6S - LINK before](#) 26.04.2022 at 23.59 CEST. The form to be submitted can be found in ANNEX 1 of this document.

For inquiries regarding the call for startups, scaleups and SMEs, applicants can contact the Project Manager from EIT Food. EIT Food will not provide new information that has not already been included in this call document, but can assist the potential applicants by explaining the contents.

Contact: carmen.galindo@eitfood.eu

Subject: [WATER] Clarifications on call for scaleups

Selected applicants will be notified around May 6th 2022. Note that the first event will be shortly after notification, so applicants must be ready for a quick reaction.

4) Others

4.1. Publicity by the participants

The companies selected to participate in the InnoWise Scale activities must support the EIT Water Scarcity programme's promotion by providing targeted information in a strategic and effective manner.

Unless EIT KICs request or agrees otherwise or unless it is impossible, selected participants must display the Project logo with the EU emblem (to be provided by the EIT KICs) in their website and communications related to their participation in the Project activities.

For any communication activity related to the EIT Water Scarcity project (including in electronic form, via social media, etc.) the EIT KICs will provide the necessary materials.

4.2. Publicity by EIT KICs

EIT KICs may use, for its communication and publicising activities, information relating to the action, documents notably summaries for publication as well as any other material, such as pictures or audio-visual material that it receives from the participants (including in electronic form).

EIT KICs will publish the name of the participants, their origin and its nature and purpose – unless they have specifically requested to waive this publication (because of disclosure risks threatening its security and safety or harm its commercial interest).

Photos and videos taken by EIT KICs during the Project events where the selected companies will feature are the sole property of the EIT KICs.

4.3. Dissemination and Exploitation of Results

Applicants retain full and exclusive ownership of their prior information and intellectual property rights. By submitting their application applicants warrant that they hold ownership or have legally secured the right to use all elements of the innovative product or service and that the provided materials and information do not infringe any intellectual or other property rights, including patents, of any other persons, companies or other entities. Elements of the submission that are based on rights held by others, such as patents, shall be marked as such in the submission.

EIT KICs and their authorised representatives in the program undertake to ensure the confidentiality of the projects presented and developed throughout the InnoWise Scale activities and the full Water Scarcity programme. By submitting the application within the program, applicants consent that EIT KICs and collaborators will collect, transfer, process, store and delete your data under abovementioned conditions.

The selected companies agree that their data as well as non-confidential information about their Project, may be used by EIT Food and their authorised representatives without compensation for promotion of their activities.

4.4. Processing of personal data

Processing of personal data by EIT KICs and partners

Any personal data will be processed by EIT KICs in accordance with the EIT KICs privacy policy notice(s):

- EIT Food: <https://www.eitfood.eu/pages/privacy-policy>
- EIT Climate KIC: [Privacy Policy - Climate-KIC \(climate-kic.org\)](https://www.climate-kic.org/privacy-policy)
- EIT Digital: <https://www.eitdigital.eu/legal-notice/>
- EIT Manufacturing Privacy policy – Personal data [protection](#)
- F6S platform (applications): [https://www.f6s.com/privacy-policy#:~:text=We%20value%20your%20privacy%20and,website%20\(f6s.com\)](https://www.f6s.com/privacy-policy#:~:text=We%20value%20your%20privacy%20and,website%20(f6s.com))

Processing of personal data by the participants

The participants must process personal data in compliance with applicable EU and national law on data protection (including authorisations or notification requirements, if any), see the GDPR recommendations.

4.5. Withdrawal of the (non-)financial support – Recovery of the undue amounts

EIT KICs may withdraw the prizes after its award and recover all payments made, if it finds out that:

- false information, fraud or corruption was used to obtain it
- a winner was not eligible or should have been excluded
- a winner is in serious breach of its obligations under these Terms & Conditions.

4.6. Administrative sanctions

If a participant has committed irregularities or fraud or has made false declarations, EIT KICs may also:

- exclude the participant from all future contracts, grants and contests financed from the EU budget for a maximum of five years (or 10 years in case of repetition) and/or
- impose a financial penalty between 2% and 10% of the value of the grant (or between 4% and 20% in case of repetition).

4.7. Cancellation of the Programme

EIT KICs may cancel the Programme or decide not to award any of the aforementioned prizes—without any obligation to compensate participants —, if:

- No enough applications are received
- the jury does not find a winner
- the winner(s) is not eligible or must be excluded
- no suitable end-users are found
- the engaged end-users are not interested in the implementation of any of the solutions proposed

You may withdraw your application as well as participation in the EIT Water Scarcity programme any time by informing us by email or withdrawing your registration any time.

ANNEX 1: APPLICATION FORM - SOLUTION PROVIDERS

Note: form included in this annex is to be used as referral by the applicants. Application must be submitted via the online form at F6S, which might differ in order of questions and work / character limits ([link here](#))

COMPANY DETAILS	
1 – Company short name:	
2 - Company legal name:	
3 - Company website:	
4 - Is your company registered (YES/NO).	
4.1 If YES, please provide the registration number.	
4.2 If YES, please provide tax residency country.	
4.3 If YES, please provide VAT number.	
4.4 If YES, please provide legal address (street, number, city, town, postal code)	
4.5 If NOT, the application will be disregarded.	
5- Main contact person	
5.1 Name / Surname	
5.2 e-mail address	
5.3 Phone number (including country code)	
5.4 Position within the company	
6- Backup contact person	
6.1 Name / Surname	
6.2 e-mail address	
6.3 Phone number	
6.4 Position within the company	
SOLUTION DESCRIPTION & ELIGIBILITY CRITERIA	
7- Short description of the company's activity	
<i>50 Words</i>	
8- How does your company address water scarcity?	
<i>300 words</i>	
9 - Please select the sector related to Water Scarcity your solution addresses. Please refer to the case study descriptions in the text of the call.	
<i>Maximum 3 choices</i>	
Sector 1: Water reuse and efficiency in the food & beverage industry	
Sector 2: Water use in agriculture	
Sector 3: Water use in utilities and large infrastructures	
Sector 4: Water use in the manufacturing industries	
10- (only if applicable) For Sector 1: Please describe the solution you propose for the challenges of the food & beverage industry regarding water use, management and reuse (what it is, what it does, what problem(s) does it solve?	
<i>300 words</i>	

11- (only if applicable) For Sector 2: Please describe the solution you propose for the challenges of agriculture regarding water use, management and reuse (what it is, what it does, what problem(s) does it solve?

300 words

12- (only if applicable) For Sector 3: Please describe the solution you propose for the challenges faced in water utilities and large infrastructures regarding water use, management and reuse (what it is, what it does, what problem(s) does it solve?

300 words

13- (only if applicable) For Sector 4: Please describe the solution you propose for the challenges faced by European Manufacturing industries (what it is, what it does, what problem(s) does it solve?

300 words

14- Technology Readiness Level (TRL) of your solution:

TRL 1

TRL 2

TRL 3

TRL 4

TRL 5

TRL 6

TRL 7

TRL 8

TRL 9

15 – Please, upload a video with a pitch deck (English) including at least the following :

- Innovativeness
- Technology Readiness Level (TRL) level of your solution
- Key actions taken during the development of your solution
- Business model, including market addressed, main customers/ users/beneficiaries, channels, revenue model, etc.
- Value proposition
- How have you proven the market fit of your product
- Description on the market you are addressing (e.g. size, trends, etc.), competitive landscape and your position within the market.
- Market traction.
- Route to market and scaling up plan.
- Financial forecast for the next 5 years.
- Team. Size and competences

Max. 5 minutes _ You can use tools such as loom to record your pitch:

<https://www.loom.com/>

16 - What are the main challenges and risks implementing your plan?

100 words

17 - Is your innovation IP protected? If not, please describe your the IP strategy plan to protect your innovation and brand:

100 words

18 - Have you received prior investment for the development of this innovation? If yes, please give full details of the amount of investment received and what was it used for.

100 words

19- Have you already received funding from any EIT organisation(s)? If yes, please indicate the amount and year.

100 words

20 - In 2021, did you participate in any EIT programmes? If yes, please indicate the Programme and KIC.

21 - Are you participating in or applying to any other EIT programmes in 2022? If yes, please indicate the Programme and KIC.

ADDITIONAL QUESTIONS FOR PROGRAMME TAILORING

22 - What kind of skills or support would you seek in the designated in the frame of this Project? – Several options allowed

- Product development
- IP management
- Customer needs assessment & engagement
- Business plan definition, development or review
- Finances
- Investment
- Pitching and public speaking
- Sales and marketing
- Internationalisation
- Other (specify)

23 - What kind of contents or skills would you like to acquire in specific training organised in the frame of this Project?

100 words

24 - What kind of end-user would be suitable to demonstrate your solution? Please describe the type of entity, sector, size, processes involved, etc. and give examples.

100 words

25 – Please elaborate a plan for using the cash and cash-equivalent prices (12k€ and 10k€ respectively) if awarded, and which would be the impact for your business growth.

100 words

26 - Please elaborate a plan for using the 30k€ prize for demonstration activities during 2023, if awarded. Indicate the budget per category, the specific objectives of the demonstration and the type of testing and validation activities you plan to carry out.

200 words

27 - Describe the impact that receiving any of these Prizes would have on your business in terms on jobs creation, turnover, scalability, internationalisation...? Considering the other funding you have raised to date, what difference would this Prize make to reach your next milestones?

200 words

Extra question! – How did you learn from this opportunity?

50 words

By submitting this application form, I confirm:

- a. I am a minimum of 18 years of age
 - b. I am able to enter a legal binding contract with EIT Food, EIT Climate or EIT Digital.
 - c. That **that the information provided above correctly represents the scope of activities and plans of my organisation.**
 - d. That I give consent to processing the application by EIT Climate-KIC, EIT Digital, EIT Food, EIT Manufacturing, BIOAZUL S.L., ATHENA R&D, the CLCs and other collaborators involved in the evaluation process and I am willing to cooperate to provide further information when required.
 - e. That I have **review all the relevant GDPR policy:**
 - i. EIT Food: <https://www.eitfood.eu/pages/privacy-policy>
 - ii. EIT Climate KIC: [Privacy Policy - Climate-KIC \(climate-kic.org\)](https://www.eitclimate-kic.org/privacy-policy)
 - iii. EIT Digital: <https://www.eitdigital.eu/legal-notice/>
 - iv. EIT Manufacturing Privacy policy – Personal data [protection](#)
 - v. F6S platform (applications): [https://www.f6s.com/privacy-policy#:~:text=We%20value%20your%20privacy%20and,website%20\(f6s.com\)](https://www.f6s.com/privacy-policy#:~:text=We%20value%20your%20privacy%20and,website%20(f6s.com))
- Yes I confirm all the above is true and I accept your Terms and Conditions ☐
 - No I don't accept your Terms and Conditions ☐