



International Seed Money Projects (SMPs) 2022 for Top sectors Agri & Food and Horticulture & Starting Materials

A Seed Money Project is a tool used by top sectors Agri & Food and Horticulture & Starting Materials. Seed Money Projects serve to initiate (or act as the 'seed' for) development of **international partnerships** for Dutch companies and SMEs that contribute to the KIA missions and priorities of the top sectors AND the earning capacity of the Dutch companies..

The main focus is on forming a **consortium** and exploring the possibilities for innovative international activities related to food security, sustainable food and ornamental systems and innovation cooperation (R&D).

More specifically, consortia which are already active in the top sectors are encouraged to expand their activities internationally. In addition, the agricultural attaché/counsellor at the Netherlands Embassies will be encouraged to identify opportunities for the Dutch business community and to provide further contacts by applying for a Seed Money Project together with Dutch business community .

The result of a Seed Money Project is a study into **the feasibility of international cooperation, and a new or improved consortium**. The study looks at possibilities for international cooperation for the development of new knowledge and/or the application of existing knowledge and innovations under other/ local circumstances.

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

Remuneration and available budget

The tool allows the applicant from the business community, preferably supported by agricultural attaché/counsellor at the Netherlands Embassies, to call in expertise from Wageningen University and Research. A Seed Money Project has an indicative value of €25k but not more than €40k including VAT. A budget of €25k is suitable mainly for desk research and activities in the Netherlands, while a budget of €40k would be appropriate if a (digital) visit/interaction with another country is also required.

For 2022 there is a budget of € 600k (*including VAT*) for Wageningen Research capacity (Note: this budget can therefore not be spent freely). This means that approximately 15 SMPs can be funded. The contribution from businesses in the project consists of their own travel expenses and the hours that businesses devote to the project. This is treated as a contribution 'in kind'.

Since the SMP aims to support Dutch companies, businesses are asked to be actively involved during the project execution as well as having an active role in presenting the project outcomes/ results.

When does your application qualify for an SMP?

- Your proposal is innovative and focused on R&D cooperation and/or **new** knowledge development in a local context and promotes new market opportunities for Dutch companies;
- Your proposal fits in with one of the themes of the Knowledge and Innovation Agenda (KIA) of the top sectors Agri & Food or Horticulture & Starting Materials;
- Your proposal contributes to the sustainable development of a local agricultural and/or horticultural system. This will be reflected through the participation of a local problem owner and relevant stakeholders (company, knowledge institution and/or government) who can demonstrate a demand and necessity for the project (demand driven);
- Your proposal involves a minimum of 2 (but preferably more) Dutch (SME) companies and is aiming to build a consortium.

Conditions

- The proposal must be put forward by a Dutch business/company as lead organisation together with a project manager of Wageningen Research;
- The agricultural attaché/counsellor at the Netherlands Embassies are connected and involved in the initiative;
- The business/companies must invest their own time in the project and fund their own travel expenses;
- In the event of the proposal's acceptance, a final presentation will be held in December 2022. The exact date will be decided later.

Assessment and criteria

The application will be assessed by an independent committee. This committee will rank the proposals according to the following criteria:

1. Contribution to the (International) KIA priorities of the top sectors and contribution to the United Nations Sustainable Development Goals (specifically food security);
2. Quality of the consortium: involvement of all partners that are needed to check feasibility of international cooperation, including business community and local problem owner (through own input in terms of time & money), involvement of a PPP-consortium;
3. Quality of the proposal: description of the challenge, clear explanation of the proposed activities and approach, output and role of partners, and how the project is an addition to and builds on existing bilateral cooperation, justification of the budget;
4. Innovation: The proposal must be innovative and fit in the following combinations of market demand and Dutch supply:

Supply \ Demand	Existing demand in country	New demand in country
Existing innovation in NL portfolio	–	2 (R&D, adaptation)
New innovation in NL portfolio	3 (R&D, co-creation)	4 (R&D, co-creation)

5. Impact: Does this proposal add value to the Top sector international portfolio (i.e. not a copy paste of an earlier initiative)? Does the proposal build on and link into regional networks, fieldlabs, and existing consortia? What is the expected impact if the consortium set-up is

successful (technological, economic, social and ecological)? How does the SMP contribute to the future positioning of the sector? What is the involvement of green education (through own contribution in terms of time & money)

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

Important notice:

1. The top sectors want to foster cooperation with agricultural educational institutions in the Netherlands (AOC, HAO). Educational institutions can provide added value by facilitating and spreading international innovations and connect to SME. This allows new concepts to gain value more quickly. Inclusion of an educational institution in the consortium is an advantage in de review procedure. There is, however, no separate budget available for educational institutions.
2. The top sectors want to foster Consortia and Public Private Partnership. This is why a strong involvement of 2 or more Dutch SME/companies and an active contact with the counsellor for Agriculture / Dutch consulate is an advantage in the review procedure.
We strongly recommend you to attach a short recommendation letter of involved private sector partners. In this - the applicant (from company with input embassy) elaborates on:
 - a. the importance and innovative nature of this 'seed' project;
 - b. the aim for the next step for which this 'seed' is needed.
 - c. the composition and excellence of the consortium;

Applications and explanatory notes

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

For further information on the knowledge and innovation agenda: www.kialandbouwwatervoedsel.nl
The latest possible date for submitting an application is **17 December 2021**.

For queries and further information please contact:

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