



International Seed Money Projects (SMPs) KIA Landbouw Water Voedsel 2025

The final date for submitting an application is **24 January 2025**

Objective of Seed Money Projects

Seed Money Projects serve to initiate, or act as the 'seed' for, the development of international partnerships that contribute to the objectives of the Knowledge and Innovation Agenda (KIA) '*Landbouw, Water, Voedsel*'. To achieve the objectives, certain activities are required such as building a relevant consortium, doing a feasibility study or an exploratory mission and drafting a plan for follow-up including (financial) resources. The international partnerships consist of Dutch and foreign companies, including SMEs and knowledge providers. Seed Money Projects thus contribute to the objectives in the KIA and strengthen the earning capacity of the Dutch agri-food & hortibusiness.

Why international innovation cooperation?

An international approach is necessary to fulfill KIA missions, because:

- Certain objectives in the KIA require a cross-border approach, for example for raw material flows and emissions that transcend national borders;
- Knowledge and innovations available abroad can be of great relevance to the objectives in the KIA and require translation and further development in the Dutch context.

Expected results & impact

The result of a Seed Money Project is a study into the feasibility of international cooperation, the development of a new or improved consortium, focused on a particular objective in the KIA. This may include the development of new knowledge as well as the translation of existing knowledge and innovations to the Dutch context.

A very important aspect about the Seed Money Project is the answer to the question what follows after the project? How can the lead company/consortium proceed? What are the possible next steps? What instruments may be used for this? How can the project generate impact that contributes to the objectives of the KIA? In what ways does the project offer chances to strengthen the resilience, adaptability and earning capacity of the Dutch agri-food and horti-business?

When does your application qualify for a Seed Money Project?

1. Your proposal clearly specifies how it fits in with one of the innovation programmes in the KIA and how the objective of this programme benefits from this Seed Money Project.
2. The proposal is demand-driven. It expresses commitment of private partners and other relevant stakeholders as well as their active involvement, and indicates how the project contributes to the resilience, adaptability and earning capacity of the Dutch agri-food and horti-business.
3. Your proposal is innovative and focused on international R&D cooperation and/or new knowledge development.
4. Your proposal indicates how the consortium can effectively contribute to the objective(s) of the project. The proposal describes the different expertise, the division of tasks. The proposal describes how the parties involved contribute to the SMP but also how they could be involved in a possible follow-up.
5. Your proposal indicates the relevant projects, bilateral innovation cooperations, policies to which the seed money project will contribute. In other words, the proposal shows that it is known what the current relevant developments are and how this project offers a new or complementary approach.



Practical conditions

1. The proposal must be submitted by a business/company registered in the Netherlands as lead organization, together with a project manager of Wageningen Research;
2. The agricultural attaché/counsellor or the Innovation attaché at the Netherlands Embassy is connected and involved in the initiative, which is shown by a support letter or commitment note, in case there is no accredited agricultural or innovation counsellor, the relevant Netherlands embassy shows its support by a letter or commitment note. It is important that the letter or note elaborates on 1) the importance and innovative nature of this seed money project; 2) the aim for the next step for which this project is needed. 3) the composition and excellence of the consortium;
3. Your proposal involves a consortium with a preferably 2 or more (SME) companies registered in the Netherlands, as well as at least 1 local foreign partner. The consortium may be further extended during the project. Other stakeholders such as industry associations, knowledge institutes, foundations or NGOs are welcome to participate as well. Stakeholders express their commitment in advance with a support letter/email.
4. The business/companies must invest their own time in the project and fund their own travel expenses;
5. Your application may not exceed the length of four A4 pages. Applications lengthier than four A4 sheets will score lower on quality of the proposal.

Expected output (in case your proposal is granted)

1. The project should deliver a roadmap for follow-up, describing who is going to do what in order to achieve the desired impact. Next steps could be for instance a Topsector PPP, a B2B cooperation and/or RVO instruments e.g. Partners In Business.
2. The lead organization (applicant) and project coordinator of Wageningen University & Research are required to present the results and follow-up in December 2025. The exact date will be decided later.

Remuneration and available budget

This Seed Money instrument allows stakeholders in Dutch agribusiness to call on the expertise of Wageningen University and Research to shape the need for international cooperation that contributes to the objectives of the KIA. A Seed Money Project has an indicative value of €50k including VAT.

For 2025 there is a budget of € 600k (*including VAT*) for hiring Wageningen Research capacity. (Note: this budget can therefore not be spent freely). This means that approximately 12 SMPs can be funded. Private stakeholders are expected to contribute to the project by financing their own travel expenses and the hours that businesses devote to the project. No minimum is set to this so called 'in kind' contribution. However, since the SMP aims to support Dutch companies, businesses are required to actively participate in the project.

Assessment and criteria

The application will be assessed by an independent committee. This committee will rank the proposals according to their average scores on the 5 criteria for qualification and the 5 practical conditions.

Applications and explanatory notes

1. To view the format, please visit the [KIA LWV website](#)
2. The application can be submitted with a digital form on the page above.

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For queries and further information please contact info@landbouwwatervoesel.nl.