



**ERA-NET
SUSFOOD2 and CORE Organic Cofunds**

**Joint Call 2019
“Towards sustainable and organic food systems”**

Guidelines for Full Proposal submission

03 February 2020



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Content

1	General information	3
2	Invitation letters.....	3
3	Submission of Full Proposals.....	4
3.1	General.....	4
3.2	Changes to the Pre-proposals.....	4
4	Full proposal submission	5
4.1	General.....	5
4.2	Content.....	5
4.3	Plan for Communication, Dissemination and capacity building.....	5
5	Evaluation of Full Proposals	6
5.1	General.....	6
5.2	Evaluation criteria.....	6
6	Funding decision	7
	Annex A: Full Proposal outline.....	8
	Annex B: National Contact Points (NCP).....	10
	Annex C: Guidelines on Communication (by CommBeBiz)	12

1 General information

This document provides additional information for the submission of a full proposal in the framework of the ERA-NET SUSFOOD2 and CORE Organic Cofunds Joint Call 2019 call launched on 2nd September 2019. The Call Announcement together with this document provide the complete and binding information for the research consortia invited to submit a Full Proposal.

Timeline of the call second step:

Step 2	
Opening date for submission of full proposals	3 February 2020
Closing date for submission of full proposals	27 March 2020 – 3 p.m. CET
Evaluation (Peer Review)/Selection	Until mid-June 2020
Notification letters sent to applicants	End of June 2020
Contract negotiations	July-August 2020 onwards
Start of projects	~ September 2020
End of projects	~ August 2023

Call Office Contact information (for administrative support regarding the call, call documents and procedures, submission tool):

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National Contact Points (for issues related to the national regulations and contracting):

See the Annex to this document.

2 Invitation letters

Invitation letters to submit a full proposal have been sent to the coordinators of the selected projects. The letters might contain conditions and recommendations. The conditions are obligatory and must be met in the full proposal. Recommendations can be regarded as an advice from the funding bodies or, if included in the evaluation summary, from the peer-review expert panel to improve the proposal. The implementation of the conditions and

recommendations will be taken into consideration by the independent experts during their evaluation of the full proposals.

3 Submission of Full Proposals

3.1 General

The deadline for the full proposal submission is

27 March 2020 3.00 p.m. CET

The full proposal should be submitted by the project coordinator on behalf of the project consortium via the submission tool www.submission-susfood-era.net/sf-co-jointcall.

Only applicants invited by the Joint Call Office have access to the Submission Tool and are allowed to submit a full proposal. It is the duty of the coordinator to enter the data online, except for the individual partner description.

The information provided in the pre-proposal has been automatically imported into the full proposal. The full proposal document (“factsheet”), automatically generated in the Joint Call Submission Tool, is available at any time for download and provides an overview of all entered data.

Technical instructions regarding the format are specified in the online tool. Applications which do not meet the formal requirements full proposal will not be considered in the evaluation process.

3.2 Changes to the Pre-proposals

The full proposal should not differ from the pre-proposal with regard to consortium composition, project objectives and budget, unless such changes have been requested (condition) or recommended in the invitation letter. In cases of requested or recommended changes, the consortium is strongly advised to get in touch with the involved National Contact Points/ the Call Office.

Furthermore, the consortium is strongly advised to get in contact with the involved National Contact Points/ the Call Office, if any changes in the full proposals are made that were not recommended. In any case, such changes shall be mentioned with detailed justification in the full proposal application (“history of changes”).

4 Full proposal submission

4.1 General

The full proposal must be submitted via the Online Tool. The Coordinator is responsible to provide all requested information and to submit the proposal within the deadline.

4.2 Content

The full proposal must be written in English and consists of the following parts:

- Project information
- Partner information
- Project budget in k€
- WP module
- Background and state of the art
- Literature references
- Description of Work
 - Relevance of the research proposal:
 - Research approach
 - Impact
- Plan for Communication and Dissemination and capacity building
- Ethical issues
- Optional: images/pictures/charts

More detailed information is available in Annex A and on the submission website (full-proposal template and directly in the tool).

4.3 Plan for Communication, Dissemination and capacity building

Plans for communication and dissemination of the project and its results have to be described in the full proposal and will be taken into account in the evaluation with the aim to increase the quality of the implementation and to reach higher impact. This should be organised in the form of various communication routes (both national and international) such as scientific papers, posters, presentations, a course or training material, web based tools, workshops as well as stakeholder involvement or direct intervention directed towards end users (consider a multi-actor-approach in line with the cross-cutting issues of the call).

We strongly recommend that publications on organic, which originate from the CO/SF projects, are uploaded and shared via the electronic open-access archive 'Organic Eprints': <http://orgprints.org/>.

Appropriate resources should be dedicated for the communication and dissemination activities¹. To enhance dissemination of the project results, additionally or in parallel to the own project meetings, all project coordinators should calculate costs for the attendance of

¹ Please check with your national funding agency/ contact point what costs are eligible for you and consider that national rules on communication and dissemination have to be followed.

three mandatory joint network meetings (kick-off-, mid-term- and final meeting) in their project plan.

Please consider that all project partners must give proper reference to the ERA-Net Cofunds SUSFOOD2 and CORE Organic in any document that is published (in written, oral or electronic form) within the research project.

The are possibilities to get support and advice for your plan for communication, dissemination and capacity building, please consider:

- The guidelines on communication by CommBeBiz (Annex C)
- The EC guidelines on "[Communication EU research and innovation guidance for project participants](#)"

5 Evaluation of Full Proposals

5.1 General

General and national eligibility will be checked again at the full proposal stage.

Each full proposal will be evaluated by at least three independent experts per proposal. For detailed information about the evaluation procedure please consult the "Evaluation Guidelines", which is available in the submission tool under Call Documents.

5.2 Evaluation criteria

The full proposals will be evaluated against the following criteria:

- **Excellence of the research proposal:** scientific quality of objectives, ambition in relation to the call scope and topic addressed and innovative progress beyond the state-of-the-art
- **Quality and efficiency of the implementation:** appropriateness and soundness of the research approach and methodology, feasibility, effectiveness of the work plan, complementarity/ competences/ diversity of partners and disciplines, adequacy of the budget and balance between partners in terms of activities, risk management, capacity building activities, communication and dissemination
- **Potential Impact:** contribution towards sustainable and organic food systems, potential to innovate/ implement, embracing of cross-cutting issues², transnational added value

² The cross-cutting issues should be taken into account across all topics and be individually adapted to each project in order to increase projects' value and impact:

- **Multi-actor-approach:** Involve different actors and stakeholders in your research project from the outset (by means of participation as well as transparent communication),
- **Multi-disciplinary approach:** Take account of different viewpoints and involve actors from the disciplines beyond your existing network,
- **System approach:** Consider interconnections, synergies or trade-offs between different aspects or actors that directly or indirectly affect your field of research on a systems level (e.g. economic, environmental, social, legislative, geographical, behavioural, business environment, etc.).

The three criteria will be scored independently, using scores from 0-5 for each criterion. A threshold of 3/5 will be applied for each criterion, full proposals with a mean score < 3 in any main criterion will not be recommended for funding. The evaluation by the peer review expert panel will result in a ranking list.

In addition the experts will provide a written evaluation report on strengths and weaknesses of each proposal. The evaluation reports will be communicated to the applicants after the funding bodies have selected the full proposals.

6 Funding decision

The selection of the full proposals will be based on the evaluation results provided by the expert panel, the available funding of the participating funding bodies and geographical balance.

The outcome of the selection will be communicated by the Call Office to the project coordinators, who will be requested to inform their partners respectively.

Further information on national/ regional contracting and obligations for funded projects is provided in the Call announcement.

Annex A: Full Proposal outline

The full proposal must be written in English and consists of the parts outlined below. More detailed information is available on the submission website (full-proposal template and directly in the tool). Please be aware that the submission tool outline and order differs from the summary below. New entries compared to pre-proposal are written in “italic” in blue colour.

Project information (filled in by the coordinator)

- Title, Acronym, Keywords and Duration
- Topic: 1, 2, 3 or 4
- Targeted subtopics: for French applicants and projects they are involved only 1b, 1c and 2a are eligible
- Statement on the project’s focus (organic/ sustainable/ sustainable and organic) and added value for sustainable and organic food systems
- Publishable project summary that can be also easily understood by non-experts
- *History of changes (if applicable): statement describing amendments with regard to conditions given in the invitation letter*

Partner information (information about coordinator and every partner, to be filled in by each partner)

- Personal information (Title, name, address, etc.)
- Information about organisation (Name, status, address, research group, etc.)
- References (up to 5) relevant to the proposal including links to the articles or abstracts
- Short description (max. 1000 characters) about current position of the partner and his/her collaborators in the project, fields of expertise and other relevant experience. Description of ongoing projects related to the present topic indicating project name, funding source and amount, and potential overlap or link with the current proposal (if any)
- Description (max. 3000 characters) about task(s) of the partner and role in the project

Project budget in k€ (filled in by coordinator for each partner)

- Personnel, travel, consumables/equipment, subcontracts, other costs (requested funding and own contribution for each budget item)
- Short narrative explanation for each budget item
- Besides own project meetings, all project consortia should calculate costs for the attendance of a project representative (coordinator or a substitute) to three mandatory joint-project seminars (kick-off-, midterm- and final meeting) in their project plan. The attendance of more than one representative per project is possible.

WP module: description of the work packages and tasks (including timing, involved partners; an automatic Gantt chart will be created)

Background and state of the art (max. 4.000 characters): description of the background and state of the art in the field including a brief statement how the project will contribute to scientific development and address gaps in existing knowledge (please avoid duplication with the Description of Work/ Impact section)

Literature references used for the project description/ background and state of the art; max. 10 references

Description of Work (max. 6 pages/ 24.000 characters)

- Relevance of the research proposal:
 - Project objectives and main hypothesis
 - Relevance to the Call scope/ topic
- Research approach:
 - General approach and methodology
 - Brief description of the work plan (including provisional project structure, work packages, *risks and contingency plan* and collaboration among partners); *please refer to the WP module and add/ adjust text accordingly*
- Impact:
 - Expected impact (considering cross-cutting issues: multi-actor/ multi-disciplinary and system approach)
 - Innovation potential (ambition and novelty in relation to the state of the art)
 - Added value of the transnational collaboration and geographical relevance

Plan for Communication and Dissemination and capacity building (max. 2 pages/ 8.000 characters)

Ethical issues

- Indication that the research project is carried out in accordance with the European Union and the respective national requirements (Chapter 9)

Optional: images/pictures/charts: up to 5 uploads as image

Attachments:

- CV (1 per partner)
- Letter of commitment

Annex B: National Contact Points (NCP)

No.	Country/region	Funding body	Name	Telephone	E-mail
1	Algeria	MESRS	Samira Chader Hamza Merabet	+213 (0)21 27 88 18	s.chader@dgrsdt.dz h.merabet@dgrsdt.dz h.merabet@mesrs.dz
2	Belgium	VLAIO	Marianne Claessens	+3224324209	marianne.claessens@vlaio.be
3	Belgium	Dep.LV	Marleen Delanoy	+32 498 90 35 82	Marleen.Delanoy@lv.vlaanderen.be
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No.	Country/region	Funding body	Name	Telephone	E-mail
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Annex C: Guidelines on Communication (by CommBeBiz)

Dissemination and Communication – why is this important in planning, developing, delivering and evaluating a successful research project?

Communication is here defined as the work you do and the effort you put in informing and engaging with the wider public so they are aware of the issue your research is addressing, the question you are posing, the methods you are using to answer that question and the anticipated outcomes. Communication is in addition to **'dissemination'**, the latter being focused on the production of scientific papers, posters and presentations at closed scientific congresses, and work with specialist stakeholder groups. Please include both communication and dissemination activities for the entire project duration in your plan

Communication activities may include activities, such as development of a website and/or app, media communications programme, social media programme, videos/podcasts, infographics/project literature, creative artwork/exhibition stands, quizzes / games / serious gaming, science fairs/open houses intended for wider audiences, meetings of targeted stakeholders, training for Consortium on aspects of communication. Please consult the national annexes of your respected funding agency for potential limitations to funding certain communication activities.

There are four clear reasons **why effective communication** is an essential element of any SF-CO joint call funded research project:

- European tax-payers are providing the funding for your research and are interested in knowing where their money goes and that they are receiving 'value for money'.
- Communicating about the relevance of your research work and its potential outcomes to society and the everyday life of citizens will help ensure that your innovations – products, knowledge, thinking – are accepted and utilised by society – not ignored, nor opposed.
- Everyone is a citizen whether President, MEP, policy-player, teacher, student, entrepreneur or industrialist who watches TV, reads the news, accesses online sources and has interests beyond their immediate network. Effective communication raises awareness of your research project and of the professionals working on it to mutual advantage, potentially laying the ground for more funding or support.
- SUSFOOD2 and CORE Organic wish to ensure that the projects they select to fund make the best use they can of the 'results' each of them generate – that means ensuring that as many groups in society know about the excellent work that is being conducted and their potential results so they will be taken up by decision-makers in policy, industry or science itself creating impact. Strategic communications programmes utilising creative but accessible actions with measurable outcomes are required to deliver this.

What is a Communication and Dissemination Plan?

It is a document that demonstrates that a Consortium has clearly thought through the rationale, target stakeholders, activities, timescales, budgets and measures including their key performance indicators (KPIs) of success behind the communications / dissemination activities it will implement as an integral part of its project plan.

Whilst each Communication and Dissemination Plan will be different, it is likely to consist of:

- a narrative (the rationale/ approach)
- a table which draws together information on priority target stakeholder groups and methods to reach them
- a timetable/GANTT chart
- a budget table with enough detail on each action/activity/product and its delivery
- a table pulling together the agreed key performance indicators or measures of success against each planned for activity.

The elements of a Communication Plan that will demonstrate clarity of thought and planning are likely to be:

- Evidence that the whole Consortium are 'on board' with the plan and that all partners will support the actions
- Focus on purpose/objective of each selected dissemination/communication action – Who is it for? What do we want to happen as a result?
- Clarity on the messages that the project wishes to communicate overall and to specific groups
- Clear understanding of what success looks like for each action
- Description of the method to be used for delivery
- Utilisation of resources and talents within the consortium
- Realistic assessment of the potential impact of each action
- Built-in time points for review and adjustment
- Appropriate focus on internal communications within the Consortium
- Appropriate utilisation of the services and channels provided by the EC

The Plan should be able to answer the following questions clearly:

- What are the objectives of our Communication Plan?
- Who are our priority audiences and why?
- When is the most appropriate time to engage with each audience and why?
- How does our Communication Plan create synergy with the rest of the project plan?
- How do we justify the budget allocated to each of our proposed communications actions?
- How are we splitting responsibility for the resources and actions across the Consortium?

For SF-CO joint call applications the expected minimum requirements of the Communication Plan are:

- A maximum two A4 page document
- A narrative on approach/rationale/contribution to the project
- A list of priority stakeholders, messages, actions & timetable
- Key performance Indicators / measures of success

A Sample Approach to a Stakeholder Table (key part of any communication plan)

The issue: we need to ensure that more young people know how to code

Why: to improve their personal employment prospects

Impact: overall economic benefit

Communication Plan – Priority Stakeholders & Actions				
<i>Priority Stakeholder Group</i>	<i>What message/info</i>	<i>How to communicate?</i>	<i>When?</i>	<i>Success measures</i>
Priority 1: Policy players in Education & Business	Resources required for upper schools to deliver next generation of IT stars	-Create Consensus White Paper to present to Ministers and special Committees - Secure political Ambassadors - One on one briefing meetings -Articles in business press	From Day One – complete by end of Year One	Number of one on one meetings Questions in Parliament Media coverage
Priority 2: Head-teachers/ Governors/ Proprietors of colleges	Need trained teachers to deliver the training required plus 'Train the Trainers facilities'	-Articles in the specialist education media -Identify and contribute to LinkedIn groups -Attend/speak at specialist meetings -Create database of interested parties & send occasional	Years One & Two	Number of active enquirers (no on database) New courses set up Evidence of internal cascade of issue/action Active recruitment & allocation of resources Capture of success stories for use in newsletter Media coverage
Priority 3: Teachers of students 14 - 18	Become active in a new area of teaching – professional opportunity Training available	-Articles in teacher press -Social media activity: IN, twitter etc	Years Two & Three	Pick up of places on training courses Appointments in schools/ colleges
Priority 4: Students 14- 18	Coding is cool See what you can do with it – it's fun but it can be profitable too Demand that you are given resources and guidance to help yourself	-Recruit student ambassadors who can code -Let them loose to use social media/channels as they choose (provide resources if needed) -Support with an event – Coding Convention template (to be taken up in many places) with col coding paraphernalia -Create matching events for students with business to demo relevance to lives/future prospects	Years Three/Four	Number of active ambassadors with 'followers' Number of new students learning code Number of successful Conventions & matching events

Guidelines for preparing a Communication Plan prepared by: Rhonda Smith, CommBeBiz