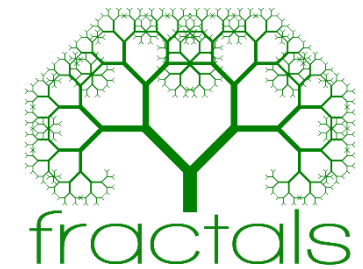


*fractals*  
*Innovative ideas  
for the farm  
of the future*

Mladen Radisic, PhD – Vojvodina ICT Cluster  
(VOICT)

FRACTALS Dissemination Manager

Poznan,  
23.10.2014.



# Overview

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**1**

**FRACTALS at a glance**

**2**

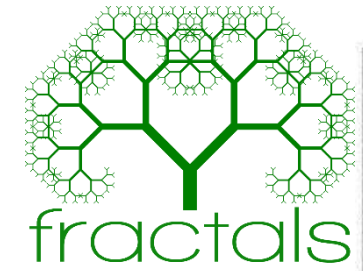
**Information for applicants**





**FRACTALS at a glance**

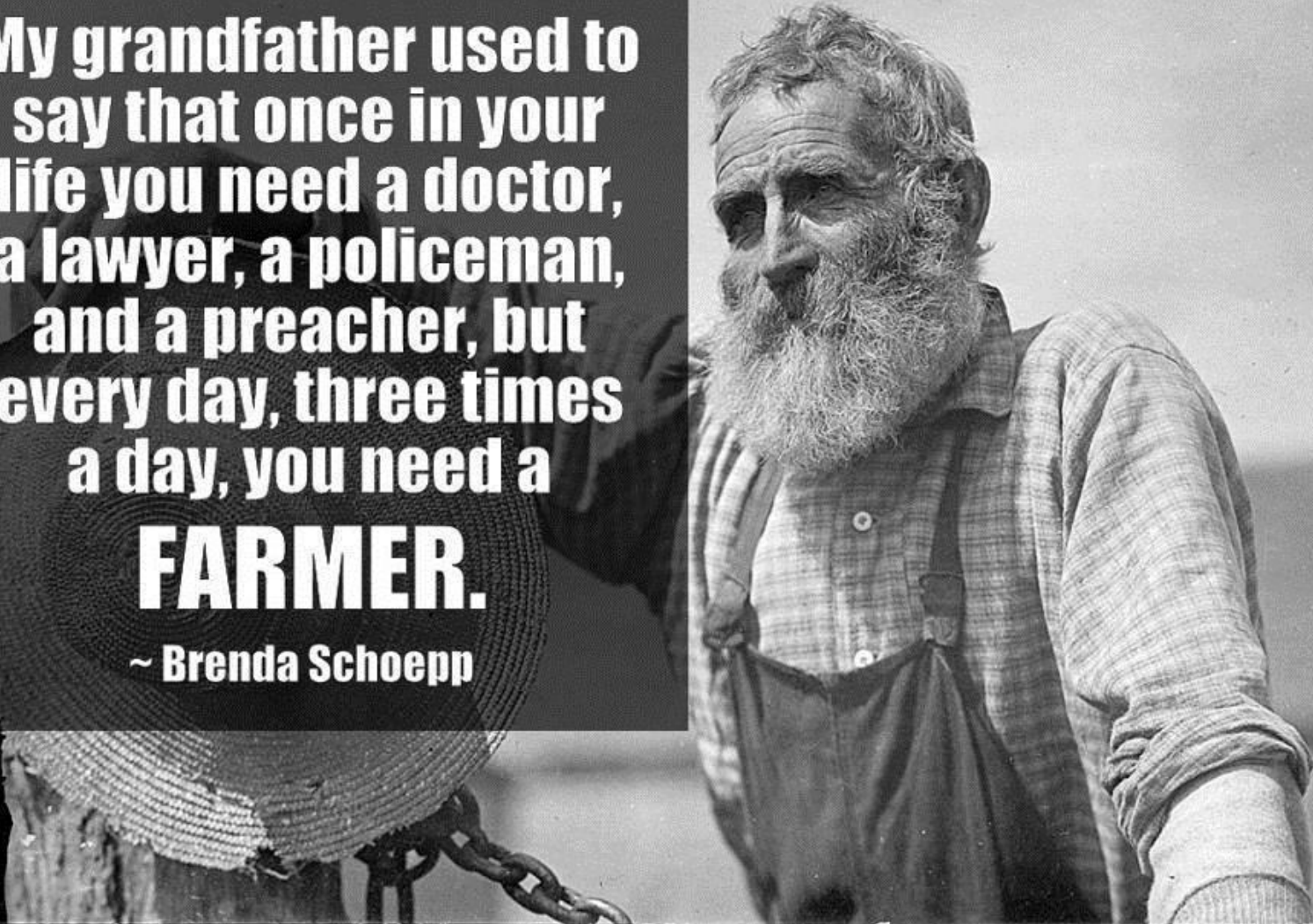




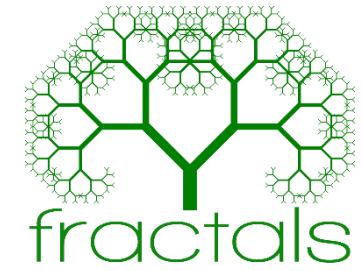
**My grandfather used to  
say that once in your  
life you need a doctor,  
a lawyer, a policeman,  
and a preacher, but  
every day, three times  
a day, you need a  
**FARMER.****

**~ Brenda Schoepp**

FB/GROWFOODNOTLAWNS







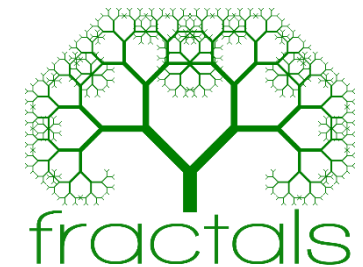
# Why Agriculture?



**23 million people  
in Europe were  
employed in the  
agri-food chain,  
(10% of total EU  
Employment)**

**Low uptake of  
advanced  
ICT services  
20%-80% USA  
0%-24% Europe**

**In the Balkan region  
agriculture plays a  
predominant role, as  
compared to the majority  
of more developed  
European countries  
and EU on  
average.**

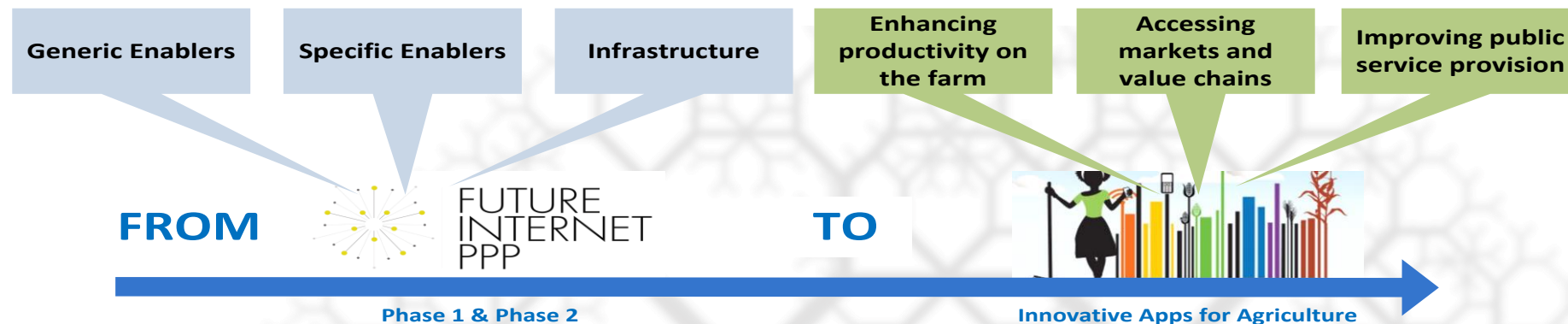


# FRACTALS in numbers

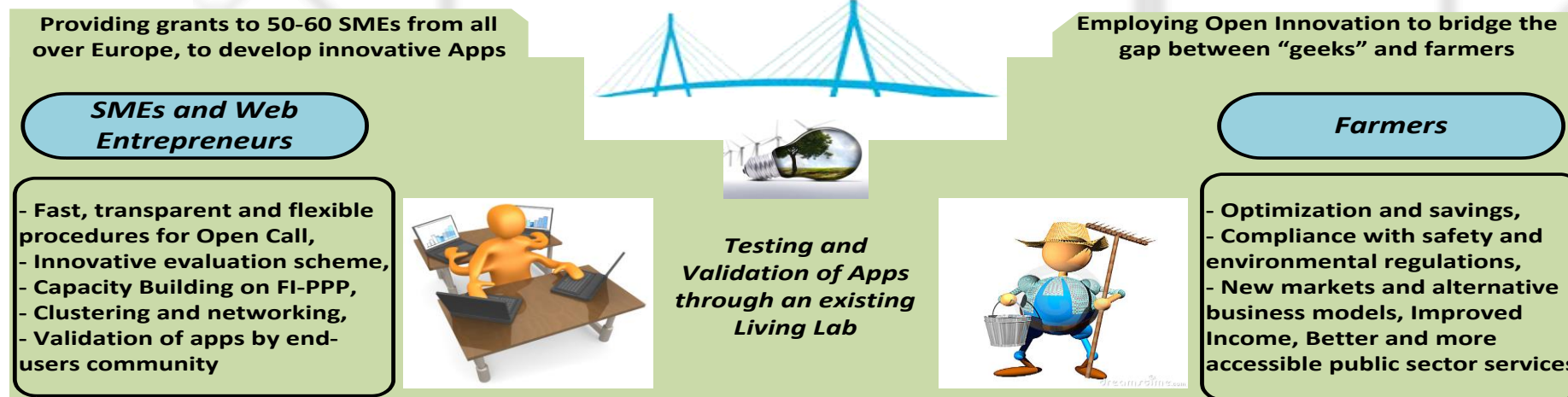


|   |   |
|---|---|
| <b>Duration</b>                             | <b>24 months</b>                                  |
| <b>Partners</b>                             | <b>9 partners (6 countries)</b>                   |
| <b>Requested EC contribution</b>            | <b>6.9M €</b>                                     |
| <b>Budget allocated to Grants for SMEs</b>  | <b>5.52M €</b>                                    |
| <b>Number of Open Calls</b>                 | <b>1</b>  |
| <b>Nr of Grants to be allocated to SMEs</b> | <b>50-60</b>                                      |
| <b>Grant per SME</b>                        | <b>50-150k €</b>                                  |
| <b>Duration of SMEs sub-projects</b>        | <b>4-9 months</b>                                 |
| <b>Start date</b>                           | <b>01/09/2014</b>                                 |
| <b>Open Call dates</b>                      | <b>Launch 30/11/2014,<br/>Deadline 28/02/2015</b> |

**FRACTALS** envisions to support the community of innovative ICT SMEs and Web Entrepreneurs (with a focus on Balkan countries) to harvest the benefits of FI infrastructure, by developing applications with high market potential, addressing the needs of the agricultural sector.

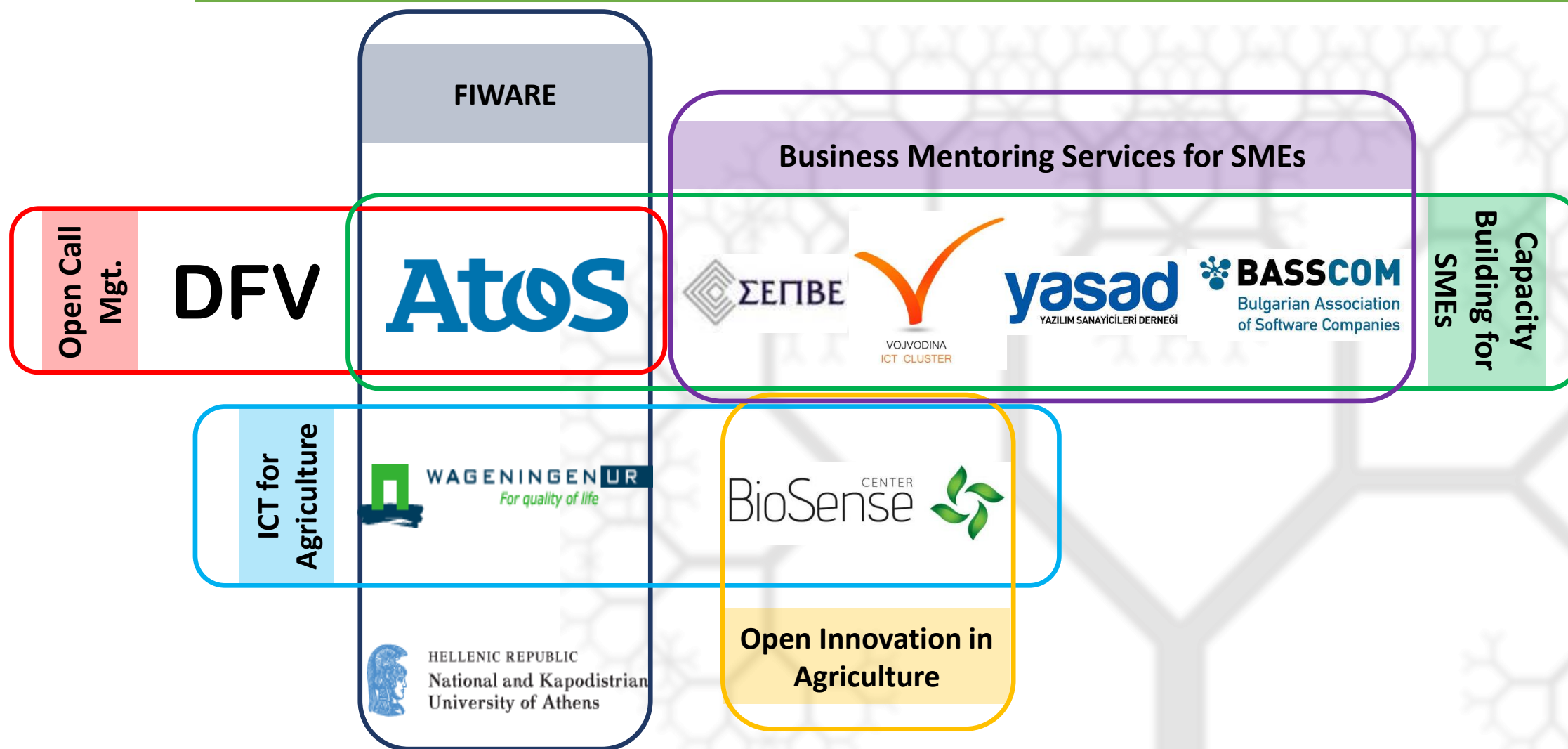


## THROUGH AN INTEGRATED SUPPORT FRAMEWORK

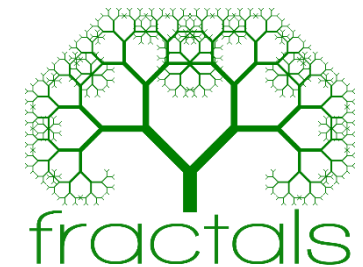




# Who we are



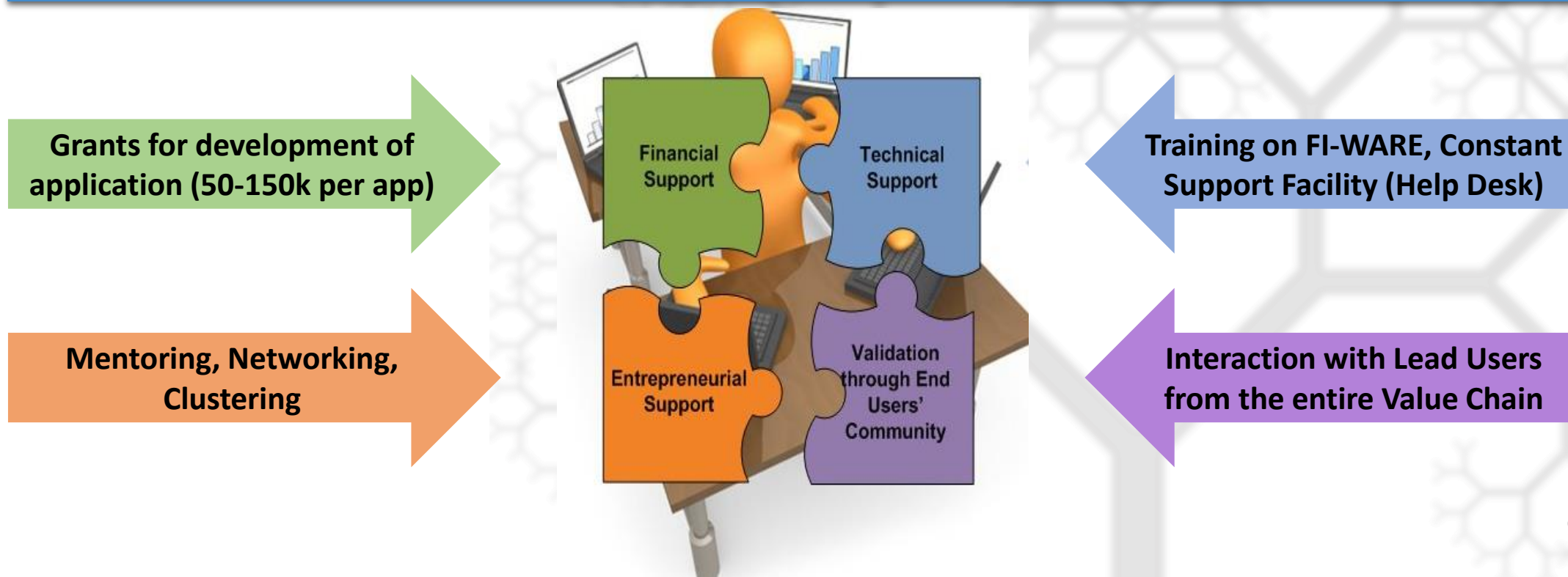


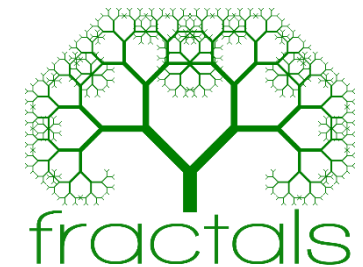


# FRACTALS Support to beneficiaries



FRACTALS project aims to provide an *integrated, beyond grant assistance, support framework to beneficiaries*, aiming to maximize the benefits of FIWARE technologies





# 1. Technical Support on FIWARE



Three consortium members are *active players in the FIWARE community and cover all critical know-how domains of the infrastructure developed so far*

**Atos**

- Spanish company with strong expertise in GEs, development for specific cases
- One of the key players in both previous phases

**WAGENINGEN UR**  
For quality of life

- Dutch research institute with strong expertise in GEs
- Coordination of two flagship projects from previous phases

**HELLENIC REPUBLIC**  
National and Kapodistrian  
University of Athens

- Greek University with strong expertise in GEs and its development and applications
- Strong involvement in both previous phases

**Support during:**

Open Call applications phase



Training of Evaluators



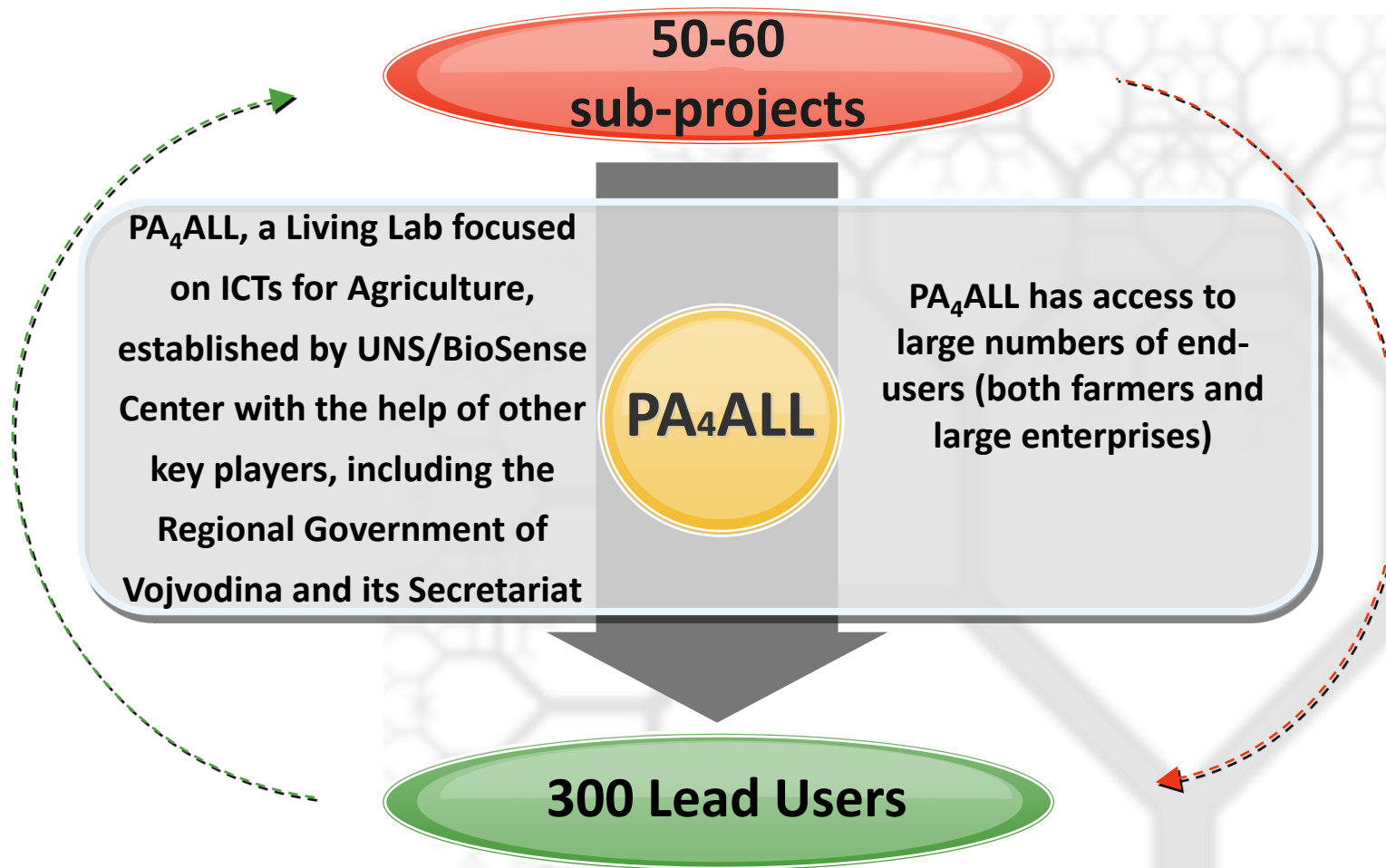
Funded applications development



Sub-projects technical audit



## 2. Validation through End-Users Community



# 3. Entrepreneurial Support

## Mentoring services

to assist SMEs and Web entrepreneurs in gaining access to finance and to give hands-on support on how to approach VC funds



## Clustering activities

encouraging beneficiaries in developing synergies and offer complimentary services based upon the developed applications for agriculture

**Entrepreneurial Support**





# Information for applicants



# Eligible beneficiaries

ICT companies/natural persons  
according to EC regulations

Web  
Entre-  
preneurs

Countries

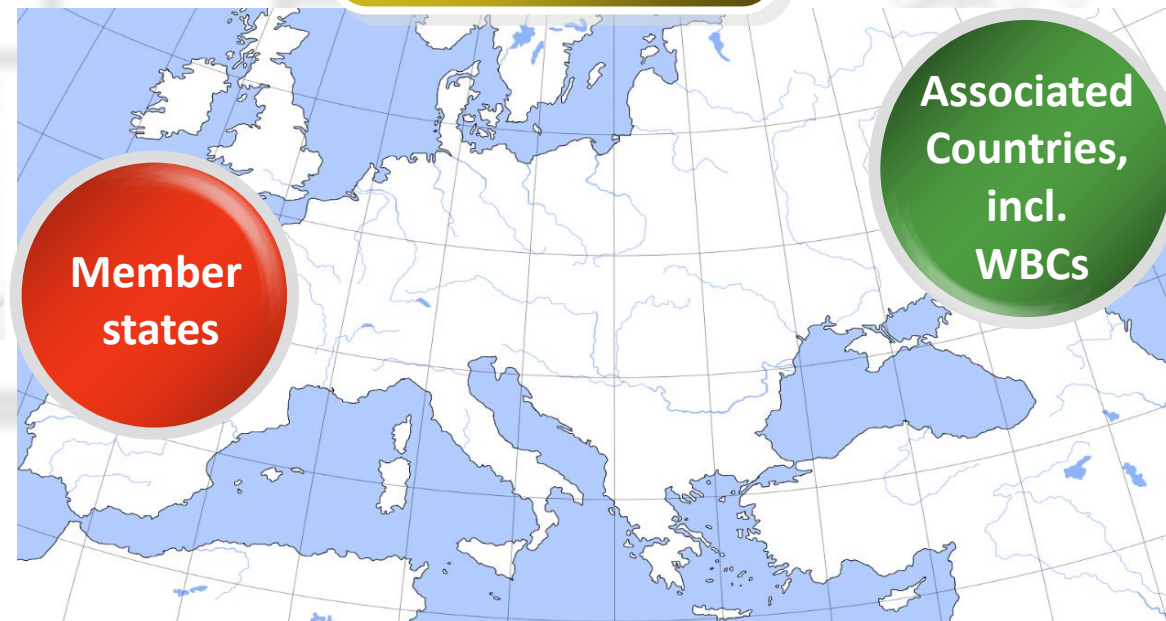
SMEs

Established  
companies

Start-ups

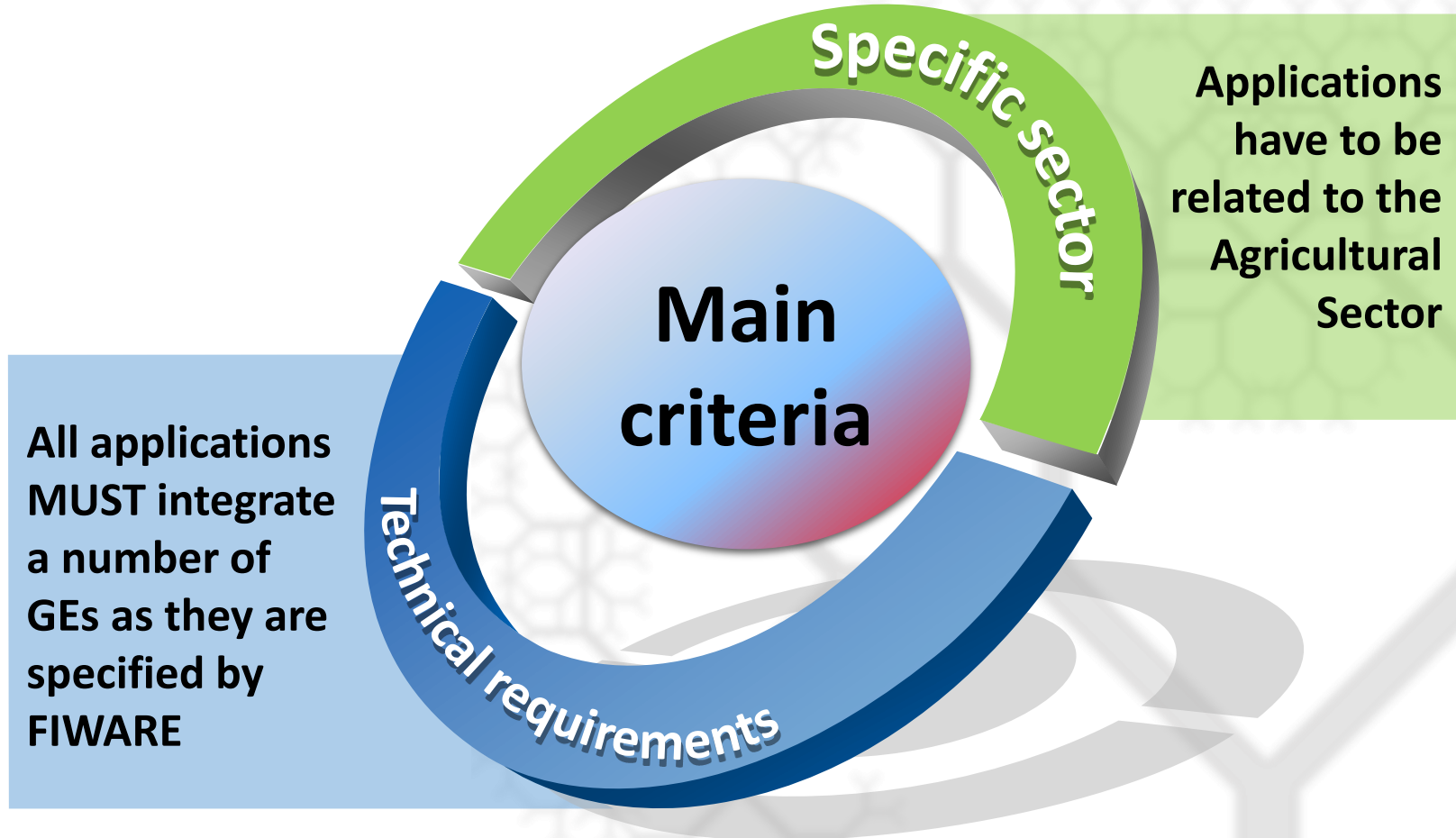
Member  
states

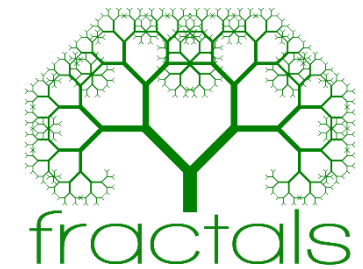
Associated  
Countries,  
incl.  
WBCs



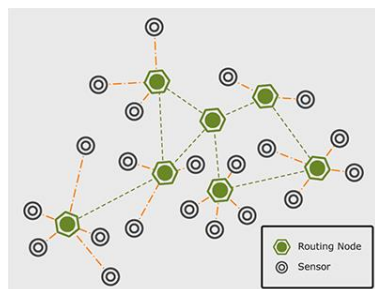


# Eligible projects





# Eligible projects categories (1)



## Enhancing productivity on the farm

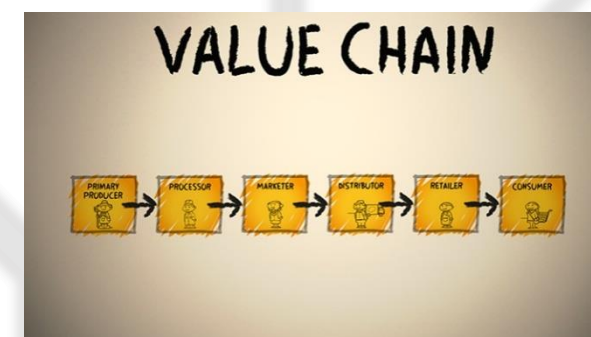
- Weather forecasting solutions that reduce agricultural risks and improve yield
- Solutions that support quality control/quality assurance of agricultural products (inc. Dairy products and meat/poultry)
- Solutions for optimized use of external inputs, such as water, nutrients and pesticides
- Solutions that exploit Wireless Sensor Networks in agriculture and animal husbandry
- Solutions that exploit Earth Observation data in agriculture and animal husbandry
- Agricultural Assets (i.e., fleet of agricultural machinery) Management solution
- Knowledge Sharing and Management solutions for agriculture
- Inventory and task planning solutions



# Eligible projects categories (2)

## Accessing markets and value chains

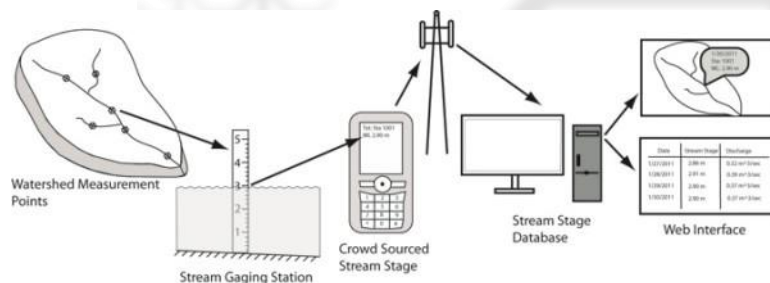
- Traceability solutions in farming and animal husbandry exploiting technologies such as RFID, QR codes, etc.
- Solutions for the farmers to trace the final price end consumers paid for their products
- Solutions for end-users to give back feedback to farmers
- Solutions that promote innovative approaches on market research
- Novel solutions for marketing of agricultural products
- Solutions that enhance farmers access to commercial supply chain
- Solutions that promote alternative supply chains and facilitate farmers to access new markets
- Solutions that support farmers' access to financial and insurance services
- Solutions that support novel business models in agricultural sector (i.e. resources sharing, machinery as a service, etc.)
- Solutions that support farmers in decision making with respect to pricing of products



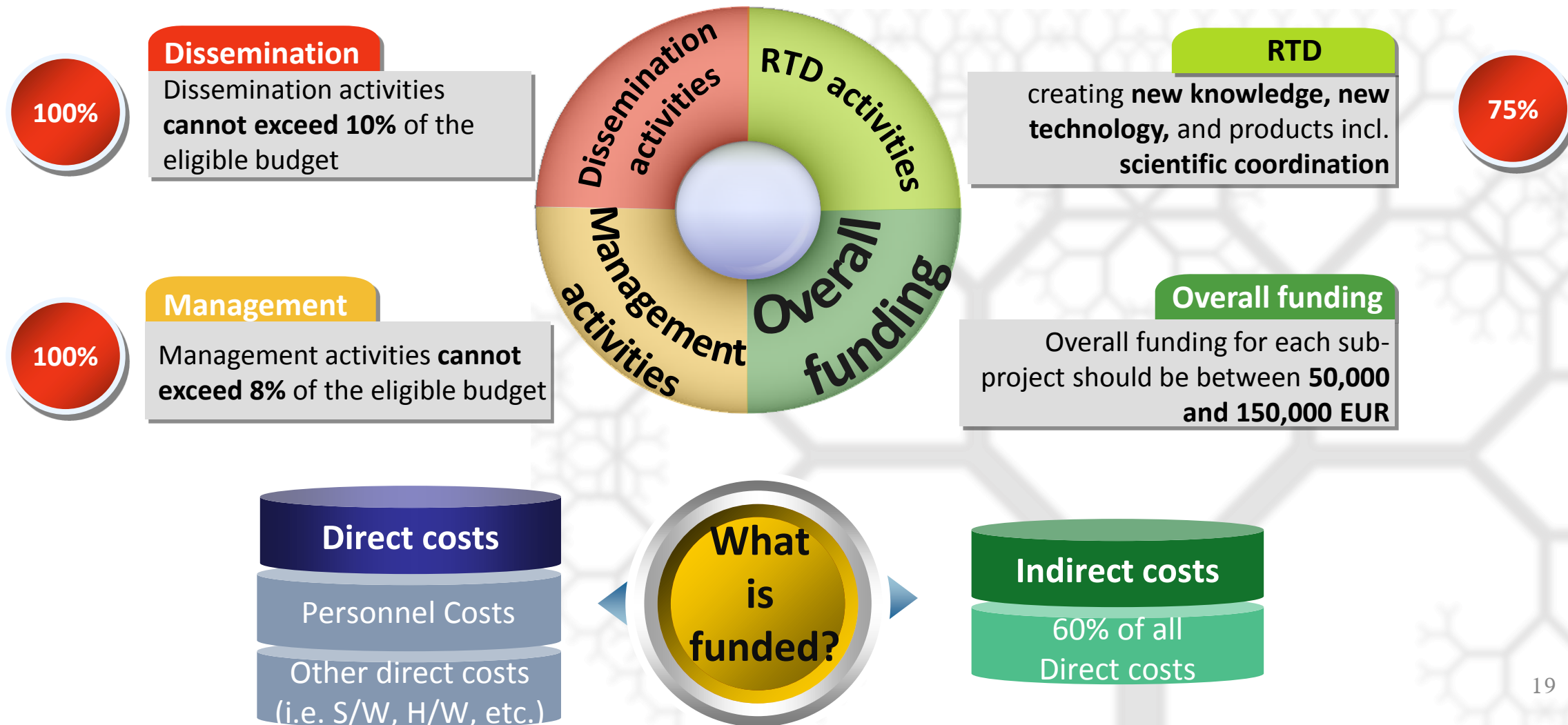
# Eligible projects categories (3)

## Improving public service provision in the agricultural sector

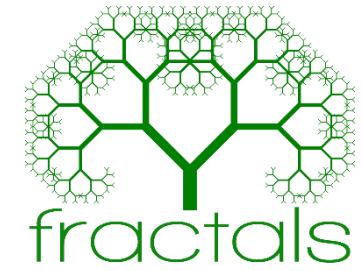
- Solutions for provision of public digital services to farmers (including E-Government services), exploiting open Public Sector Information
- Solutions that enable farmers to engage in crowd sourcing activities for the protection of local ecosystems
- Solutions that support agricultural property valuation
- Solutions for Land Management, Planning, Development, and Control



# Eligible cost categories and reimbursement rates







# Duration



Sub-projects are expected to last from **4 to 9 months**, according to the amount of technical effort needed, beneficiaries resources to be committed and beneficiaries preference

## 2 payment modalities

### Pre-financing

Beneficiaries may opt for **pre-financing up to the amount of 45%** of the total funding.

In that case they will be required **to provide a bank guarantee** covering the full amount of pre-financing.

### Reimbursement

2 cases:

- \* If the sub-project lasts **up to 5 months**, reimbursement is as follow:
  - 90% after the final report
  - 10% after the Final payment from EC
- \* If the sub-project lasts from **6 to 9 months**, reimbursement is as follow:
  - 45% after the mid-term report
  - 45% after the final report
  - 10% after the Final payment from EC

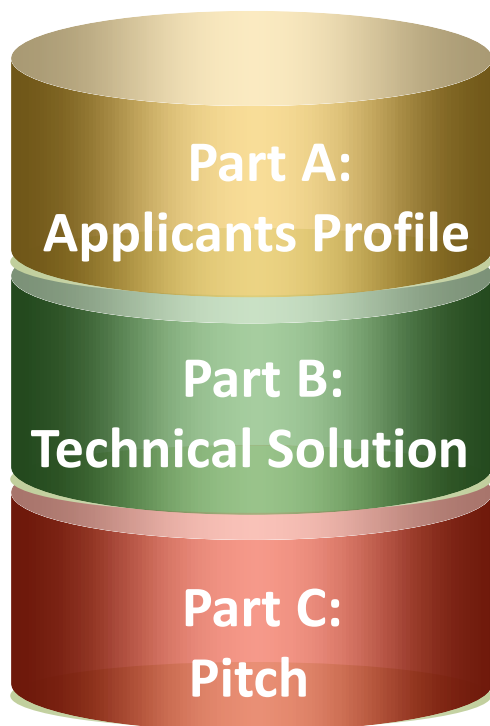
**Note:** In any case all beneficiaries will receive up to 90% of their requested grant, upon the acceptance of their final report. The remaining 10% of requested grant will be reimbursed after the Final Payment from EC.

# Evaluation criteria

- 1 Experience and technical capacity of the applicant
- 2 Integration with FIWARE technologies
- 3 Technological excellence
- 4 Quality of the implementation plan
- 5 Ability to provide significant value to end-users
- 6 Measures to engage end-users in validation through Open Innovation
- 7 Market potential



# Content of proposal



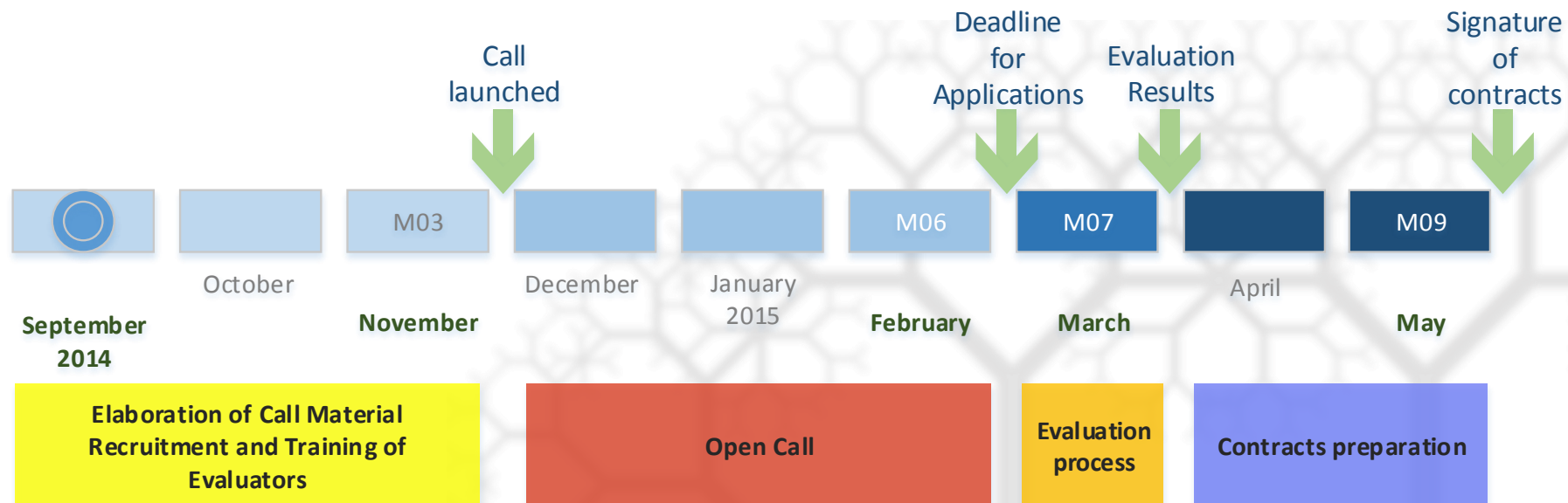
- 4 pages
- Information about the applicant, relevant experience, etc.
- Eligibility check, evaluation criterion 1

- 10 pages
- Description of the problem, proposed technical solution, implementation plan, impact and engagement with end-users
- Evaluation of criteria 2, 3, 4 and 6, partially (with Part C) to 5 and 7

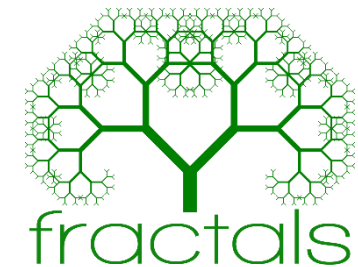
- 2-5 minutes
- A multimedia item (video, podcast or slideshow) in the form of a sales pitch that will present the application to potential customers and business partners.
- Along with content of Part B to evaluate criteria 5 and 7.



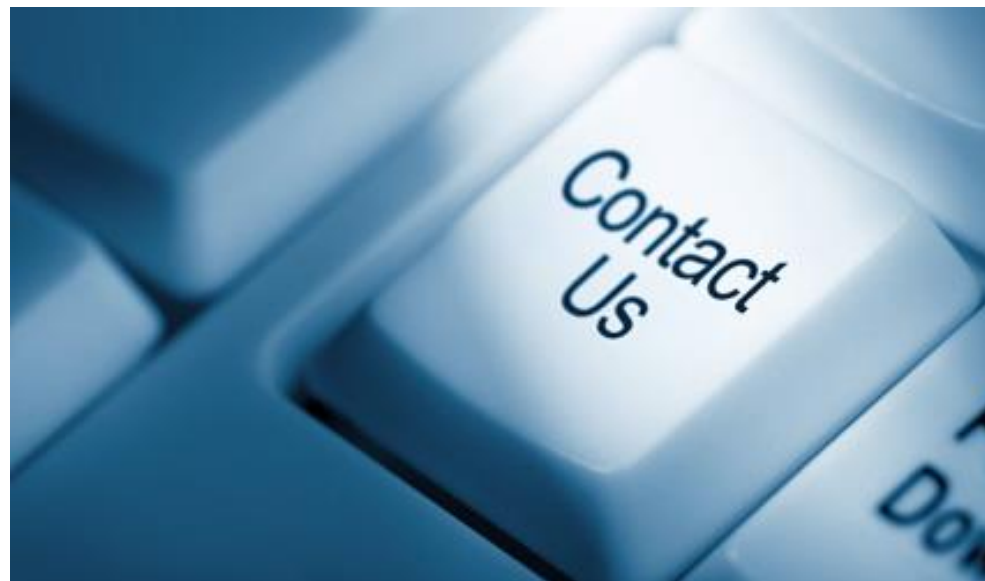
# Time schedule of Open Call







# Thank you for your attention



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