



OPEN CALL #2 -DEPLOY



GUIDELINES FOR APPLICANTS

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Annex 2: Guidelines for Applicants

DEMETER Open Call #2 – DEPLOY

Closing Date for Proposals:

Wednesday, 16 February 2022, at 17:00 CET

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39	ODIN SOLUTIONS S.L.	OdinS	Spain
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List of acronyms

ACS	Access Control Server
AIM	Agriculture Information Model
AIS	Agricultural Interoperability Space
AT	After Treatment
AWU	Annual Work Unit
BSE	Brokerage Service Environment
CAP	Common agricultural policy
CET	Central European Time
DEH	DEMETER Enabler Hub
DSM	Distributed System Management
DSS	Decision Support System
EC	European Commission
EIP	European Innovation Partnership
ESR	Evaluation Summary Report
EU	European Union
FMIS	Financial Management Information System
GDPR	General Data Protection Regulation
GPL	General Public License
ICT	Information Communication Technology
IoT	Internet of Things
IPM	Integrated pest management
M2M	Machine to Machine
MAA	Multi Actor Approach
ML	Machine Learning
MS	Member States
OCT	Overseas Countries and Territories
PDF	Portable Document Format
PEMS	Performance Effectiveness Management
SME	Small and Medium-sized Enterprise
SOC	Stakeholders Open Collaboration Space
VAT	Value-Added Tax

1 Introduction

This document provides a full set of information regarding the second Open Call for Proposals, also referred as Open Call #2 - DEPLOY, for the DEMETER project. All associated Annexes must be additionally considered for the submission of a Proposal.

DEMETER organises this second open call to increase the outreach of its value proposition, by funding small consortia of 2-3 partners for the deployment of new high-value pilots in the agri-food sector, employing DEMETER methodologies and technologies, addressing clear farmers' needs, with particular focus on EU geographic regions not represented within DEMETER pilots, expanding the technological and/or business coverage of the DEMETER project, towards digitalising and boosting the European agro-business.

1.1 Context

Agriculture is a major component of Europe's economy, and the diversity of challenges it faces is addressed by a set of European policies. In addition to Europe's common agricultural policy (CAP), policies address a whole range of issues, from food (FOOD2030) to bioeconomy (BioEconomy strategy, jointly updated in 2018 by DG Research and Innovation, DG Agriculture and Rural Development, DG Environment, DG Maritime Affairs, and DG Industry and Entrepreneurship). The increasing importance of digitally engineered solutions to support farmers is also reflected in the Digital Single Market strategy which focuses on three main pillars, including '**the right environment for networks and services**' and 'ensuring that the European economy takes full advantage of what digitisation offers'. This has been complemented, in April 2018, by the adoption of the communication 'Towards a common European data space'ⁱⁱ, key steps towards the creation of a common data space in Europe - a seamless digital area with the **scale that will enable the development of new products and services based on data**. In parallel, important changes have been introduced in the H2020 programme in 2018 to **boost impact**. One of these changes is the introduction of **focused areas**; of particular importance is the 'Digitising and transforming European Industry and Service' (DT), which highlights the **importance of facilitating and demonstrating the benefits of increased adoption of digital enablers** in vertical domains. Furthermore, the farming context benefits from an active European Innovation Partnerships, EIP-AGRI, providing a focal point for streamlining innovation in a coherent approach.

This rich policy context is set at a time where **digital transformation applied in the agriculture domain faces very specific challenges**. On the one hand, it can build on a wide array of digital technologies, Internet of Things, Big Data, Artificial Intelligence, Robotics. Together, these enable increased automation, more precise control on production itself. But most of all, they deliver the ability to collect more and more data – from a maze of sensors and applications. This ability is not yet fully at the service of farmers, even if the problem of sharing and exchanging data in agriculture has been studied for a long time. Future Farm (Sorensen, et al.) says that farmers need to **manage a lot of information in order to make economic and environmental sound decisions**. Such process is very labour intensive due the fact that most parts have either to be executed manually, and/or require farmers use different tools to manage monitoring and data acquisition on-line in the field.

1.2 DEMETER project

1.2.1 DEMETER's ambition

With no common European data space existing for the agricultural sector and ever more data relevant to farmers being generated by sensors/IoT devices, farm equipment, production systems and reporting mechanisms, industry players have seized the opportunity to build their own proprietary data spaces that are not interoperable. This forces **agricultural data consumers** to relate to a multitude of different systems, data models and user interfaces in order to access data they need to

support their increasingly complex decision making. It has also undermined the potential of farmers as **data producers** to fully benefit from the economic potential of the data they generate. DEMETER's ambition is to facilitate and speed-up the deployment of **interoperable data driven smart farming solution providing decision support and control systems for the agricultural sector** that **empower farmers** to take better decisions, allowing them to harness the full value of their own data and knowledge as well as those shared with others, therefore improving the functioning of the agricultural knowledge and innovation systems and fostering the DSM based on innovation in the sector. Taking into account that 'better' is a word that can take on multiple meanings that are always context-dependent. One farmer may want to improve its irrigation planning, while another may need to increase milk quality with respect to criteria set by a cooperative.

DEMETER aims to put digital means at the service of farmers

- **using a human-in-the-loop model** that constantly focuses on mixing human knowledge and expertise with digital information
- **focusing on interoperability as the main digital enabler**, extending the **coverage of interoperability** across data, services, platforms M2M communication, and online intelligence but also human knowledge, and the **implementation of interoperability** by connecting farmers, advisors and providers of ICT solutions and machinery
- transforming the sector by building the solution on an array of digital technologies: Internet of Things, Earth Observation, Big Data, Artificial Intelligence, and of digital practices: cooperation, mobility and open innovation.

These choices have been made working with DEMETER's large user base (**more than 5000 farmers**) and extensive piloting coverage (**20 pilots across 18 countries** – Belgium, Czech Republic, Finland, France, Georgia, Germany, Greece, Ireland, Italy, Montenegro, Norway, Poland, Portugal, Romania, Serbia, Slovenia, Spain, Turkey, United Kingdom).



Figure 1: DEMETER in figures

DEMETER delivers a combination of human and digital solutions, concretely deployed through:

- The **DEMETER Stakeholders Open Collaboration Space (SOCS)** whose focus is on **resolving the needs of the farmers** using a structured process that converts an individual need or the most relevant / shared need from a set of needs to a **challenge**. A challenge is then resolved through a unique **co-creation process**, in which farmers, service advisors and providers can select, together, the most appropriate set of tools, devices, components, data sources etc taking into account the existing ones already deployed at the farmers and the farmer-defined improvement goals. The SOCS also includes a wide range of features that, together, deliver the knowledge sharing and improvement process, structuring the **human-in-the-loop dimension of DEMETER**. The SOCS is strongly inspired by the EIP Agri Social Spaces and Operational Groups, operating as a set of defined activities for multiple actors

implemented through physical meetings, workshops, hackathons etc and supported by a dedicated online platform.

- The **DEMETER Agricultural Interoperability Space (AIS)**, whose focus is on **delivering** a full set of interoperability mechanisms to actually **deploy** the solution. DEMETER does not define completely new interoperability mechanisms, but uses (and extends) a wide range of pre-existing mechanisms at sensor, data and service levels

- The **DEMETER Enabler HUB**, which centralises the full description of all the components, devices, services, data sources, platforms etc that are accessible for deployment. The HUB provides, on the one side, the harmonised description that enables each component to be used in the co-creation mechanism, and on the other side its uptake in different deployment through the full set of DEMETER enabled interoperability mechanisms. The DEMETER Enabler HUB importantly includes the **mechanisms** to ensure interoperability with components provided through other initiatives, such as IOF2020, DATABIO HUB, AFAR Cloud, Smart AgriHub etc.

A fundamental pillar of the DEMETER strategy is that it reverses the existing relationship from farmers to suppliers. Indeed, in addition to the complexity of non-interoperable solutions, farmers also face the challenge of *choosing between different solutions* without a clear logic between benefits, features and economic models. Nor do they know, a priori, whether new extensions will be compatible with their current solutions, in effect limiting their access to digital improvements. The DEMETER **co-creation mechanism** reverses this relationship: it transfers the responsibility to the suppliers, as the co-creation mechanism requires suppliers to understand the need, identify which other suppliers to work with, analyse the existing solution already deployed at the farmer(s) and propose, either alone or as a pool of suppliers, the appropriate solution.

To **incentivise farmers, service advisors and suppliers** to participate to this co-creation mechanism, DEMETER defines a complete governance for this relationship that clarifies financial retributions, channels to farmers etc. In addition to actively promoting this to farmers, service advisors and suppliers, DEMETER implements two open calls during the lifetime of the project to encourage new challenges to test the DEMETER concept from the initial expression of a need through to the deployment of the best solution.

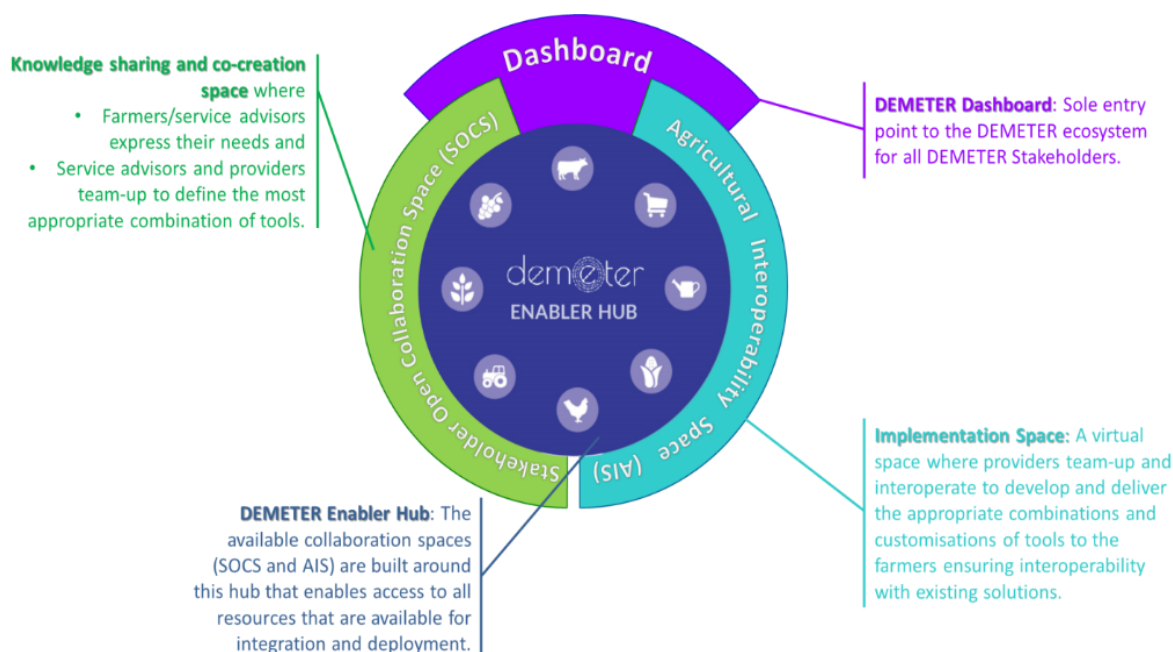


Figure 2 DEMETER Reference Architecture

A high-level overview of DEMETER is provided in the figure above. Its key benefits being to connect a human focused interaction space, on the left with the actual digital implementation space. This is a key benefit of DEMETER, ensuring that it remains fully human centric and human driven – delivering digital enablers that are fully aligned to the needs expressed by the farmers, and based on the knowledge and wisdom captured through structured mechanisms.

2 Call for proposals

2.1 Objectives

The DEMETER Open Call #2 - DEPLOY aims to increase the outreach of the DEMETER value proposition, by funding small consortia of 2-3 partners for the deployment of new high-value pilots in the agri-food sector, employing DEMETER methodologies and technologies, addressing clear farmers' needs, with particular focus on [EU geographic regions not represented within DEMETER pilots](#), expanding the technological and/or business coverage of the DEMETER project, towards digitalising and boosting the European agro-business.

2.2 Main characteristics

The main characteristics of the DEMETER Open Call #2 – DEPLOY are presented in the table below.

Table 2: DEMETER Open Call #2 - DEPLOY main characteristics

Eligible applicants	Consortia of 2-3 partners representing at least a tech provider/integrator and an end-user, led by for-profit SME.
Open call timeframe	From the 14 th of December 2021 to the 16 th of February 2022, at 17:00 Central European Time
Activities to be funded	Deployment of high value and impactful pilots employing DEMETER methodologies and technologies, addressing clear farmers' needs, with particular focus on EU geographic regions not represented within DEMETER pilots, towards, digitalising and boosting European agro-business.
Duration of activities	12 months divided in 3 phases: Design > Install & Operate > Assess
Budget per project	Up to €150.000 (lump sum) per consortia. (Maximum financial support per partner of €100.000.)
Evaluation of proposals	Two-stage evaluation (Remote evaluation + online interview for top proposals)
Number of proposals to be selected	4 to 8 pilot projects
Milestones/ payments for selected applicants	<ul style="list-style-type: none"> • Design phase – 2 months: consortia will be invited to engage with farmers to gather their needs that will feed the development of technical requirements, fine-tune their pilot planning and technology usage with DEMETER experts; prepare follow-up/ KPI document associated with respective pilot. • Install & Operate phase – 8 months: deploy technologies in the field, configure units and software, initiate operations and collect relevant data. • Assess phase – 2 months: aggregate results on technologies impacts, communicate achievements. <p>Payments are associated with phase results and divided by 20% + 60% + 20%, based the successful completion of specified milestones and reviews.</p>

2.3 Challenges and Objectives

The new pilots to be funded under the DEMETER Open Call #2 - DEPLOY must address specific farmers' needs and fit into one or more DEMETER challenges and objectives listed below:

2.3.1 The DEMETER Challenges

2.3.1.1 Challenge #1 – Control of Knowledge

Farmers should be in control of the knowledge they can obtain from the data relevant to their specific requirements and activities, i.e. moving from the present situation in which farmers can be overwhelmed by the sheer amount of data to one in which they benefit from the insights of that data.

2.3.1.2 Challenge #2 – Deployment Models

A context where the lifespan of agricultural technology extends in some cases over 20+ years requires solutions and innovations to be deployed over existing machines. Protecting the existing investments made by farmers while making them part of a digitally enriched environment is a major driver for DEMETER.

2.3.1.3 Challenge #3 – Optimal Data Analysis

For useful trends and patterns to emerge, there is a need to work on large sets of data obtained across multiple farms. A key transformation resides in the ability to collect more data and measurements about the production: soil quality, irrigation levels, weather, presence of insects and pests, etc. In this context, reaping the full value of data requires the creation of trusted cooperation spaces in which data can be collected and shared, taking into account conflicting interests, competition etc. But this is also an opportunity of putting the farmers fully in control of their rights on the data they generate.

2.3.1.4 Challenge #4 – Overcoming Market Barriers

Large players have aimed, early on, to establish themselves in dominant positions through supplier-operated technological and data platforms. Effectively increasing the lock-in of farmers to a single or a selected group of suppliers and limiting their access to innovation. The challenge is in creating an innovative ecosystem for SMEs and entrepreneur.

2.3.1.5 Challenge #5 – Interoperability

Interoperability and adoption of technological standards are key to ensure compatibility and to support data exchange and standardised communication that links the different systems together in a unified system covering all aspects of the agricultural exploitation.

2.3.2 The DEMETER Objectives

Based on the identified challenges, DEMETER defined 6 objectives to empower farmers and farmer cooperatives to

- better exploit their existing operational context, i.e. the platforms, machinery, sensors they have, to extract new knowledge on which they can improve their decisions and
- ease the acquisition, evolution and update of their context by focusing their investments where these are needed, based on their goals measured by key performance indicators (KPIs) that they select.

2.3.2.1 Objective 1 – Information Modelling

Analyse, adopt, *enhance existing* (and if necessary *introduce new*) **Information Models** in the agri-food sector easing data sharing and interoperability across multiple Internet of Things (IoT) and Farming Management Information Systems (FMIS) and associated technologies. Use the information models to create a basis for trusted sharing / exposure of data between farmers.

Benefits: enable connection from different platforms, sensors, information sources and proprietary (to the farmer / cooperative) knowledge through a DEMETER services model.

2.3.2.2 Objective 2 – Knowledge Exchange Mechanisms

Build **knowledge exchange mechanisms**, delivering an Interoperability Space for the agri-food domain, presenting technologies and data from different vendors, ensuring their interoperability, and using (and enhancing) a core set of open standards (adopted across all agri-food deployments thereby) coupled with carefully planned security and privacy protection mechanisms (also addressing business confidentiality).

Benefits: ease the deployment of novel solutions based on different platforms, sensors, information sources using the new information models from Objective 1. Ease the uptake of future (not yet developed) services, data sources, technologies by farmers, with the Interoperability Space allowing the farmers and relevant other stakeholders to increase the range of choices for the most appropriate combination of tools from different suppliers in order to support their expected innovation, limiting the vendor lock-in. Allow the combination of existing systems / machinery with new technologies.

2.3.2.3 Objective 3 – Data Ownership

Empower the farmer, as a prosumer, to gain control in the data-food-chain by identifying and demonstrating a series of new IoT-based, data-driven, business models for profit, collaboration and co-production for farmers and across the value chain, leading to disruptive new value creation models.

Benefits: introduce the benefits of data ownership to farmers as a valuable source of income and knowledge sharing

2.3.2.4 Objective 4 – Benchmarking

Establish a **benchmarking mechanism** for agriculture solutions and business, targeting end-goals in terms of productivity and sustainability performance of farms, services, technologies, and practices based on a set of key performance indicators that are relevant to the farming community.

Benefit: ease the comparison between competing services, machineries, sensors, platforms prior to acquisition

2.3.2.5 Objective 5 – User Orientated Solutions

Reverse the relationship with suppliers, through an innovative model in which **suppliers are responsible** for ensuring that a final solution is optimal to the farmer's existing context and expressed needs.

Benefits: ease the adoption of technologies by farmers, by decreasing the burden of the choices and clarifying the responsibility model, linked to needs and performance improvements defined by the farmers.

2.3.2.6 Objective 6 – Real World Impact

Demonstrate the impact of digital innovations across a variety of sectors and at European level.

Benefits: ease and streamline mechanisms for all stakeholders, with clearly identified incentives to participate in a sustainable and value creation ecosystem. Structure collaboration channels in a security and privacy aware approach.

3 DEMETER technological ecosystem

The DEMETER Open Call #2 – DEPLOY goal is to deploy high value and impactful pilots employing DEMETER methodologies and technologies. In this section, the DEMETER technological ecosystem, available for the implementation of the new pilots, is briefly presented.

The DEMETER technological ecosystem follows a modular approach that allows the composition of systems and apps from various providers: these assets represent the “enablers” able either to provide the necessary data or the necessary processing capabilities (e.g., analytics, decision support, visualization) needed to compose complete agritech applications.

The DEMETER Consortium is committed to provide relevant examples of technological solutions to be composed and orchestrated. Central to our ecosystem is the **DEMETER Enabler Hub (DEH)**, which centralises the full description of all the components, devices, services, data sources and platforms, accessible for exploitation and ultimately for deployment and which provides the tools and facilities that allow to compose DEMETER enabled apps and systems from the various enablers registered in it. The DEH is supported by the **DEMETER Brokerage Service Environment (BSE)**, which facilitates the deployment of a DEMETER enabled application by providing information regarding the endpoints offered by the various DEMETER enabled entities (e.g., endpoints for getting data, for processing information in offered enablers) which have already been discovered and consumed through the DEH. In this way, the enablers have all the necessary information to execute the application. Another component crucial for this process is the **DEMETER Access Control Server (ACS)** that provides part of the security and authentication facilities needed. Finally, the **DEMETER Stakeholders Open Collaboration Space (SOCS)** focuses on resolving the needs of the farmers and provides an endpoint for them to access DEMETER.

In order to facilitate the interoperability between the various enablers of the architecture, a key component is the DEMETER **Agriculture Information Model (AIM)** which provides a common data model for any DEMETER enhanced entities and which is interoperable with the best known ontologies and models used in the project.

This can be seen in the following diagram, which presents the high-level view of the DEMETER Reference Architecture.

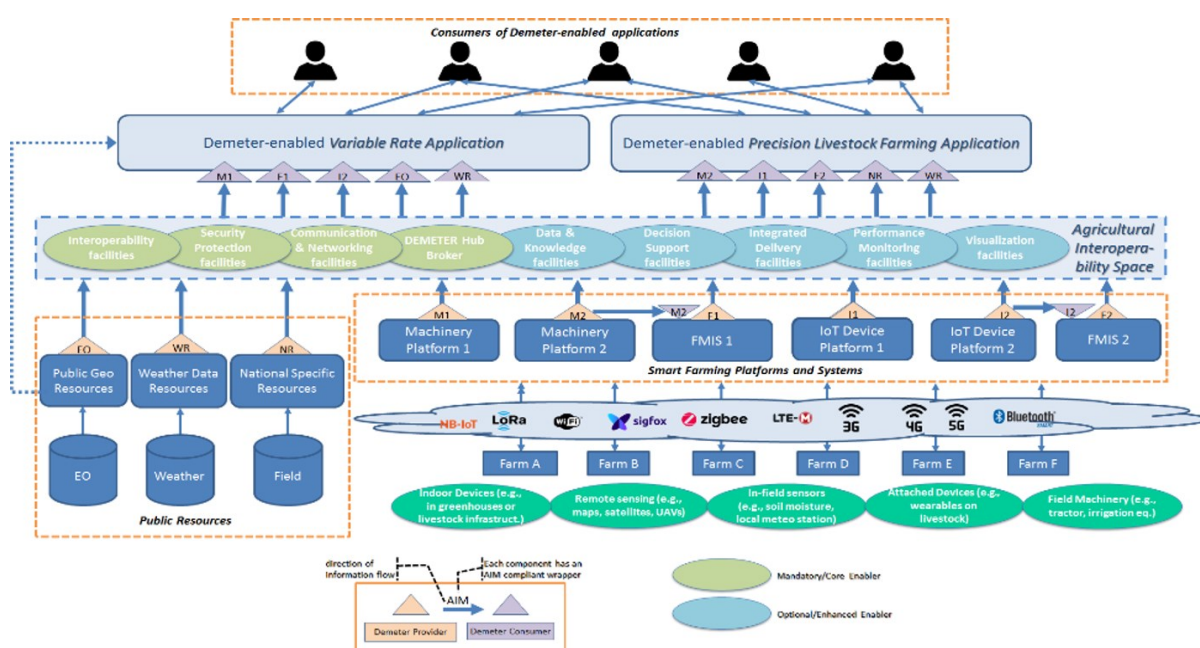


Figure 3: DEMETER Reference Architecture II

Now, to implement this high-level view of the architecture, DEMETER needs to provide several modules that interact with each other, with the various stakeholders as well as with a wealth of existing devices, platforms, systems and data sources. In addition to the DEH, SOCS and AIS which have already been presented previously in this document, key to this process are several needed enablers. These fall within two categories: mandatory core enablers and optional advanced enablers.

The core enablers provide key functionality that is needed in every DEMETER app and therefore must be included in every app. These include, first, enablers for functional and semantic interoperability, which work on top of the existing resources, e.g., platforms, devices, services or applications, and provide data wrappers that allow the resource to interoperate with other enablers. Second, another core enabler is the Access Control enabler used, e.g., to prevent access to unauthorized entities. Finally, the last type of core enabler is a Client for the DEMETER Enabler Hub, for any information that needs to be communicated with the DEH's runtime facilities, e.g., to get computing resources usage by other enablers which would be important when running DEMETER enabled apps.

The other type of enablers offered, the Advanced Enablers are optional and give additional functionality, as needed for each type of application. They are discoverable and accessible through the DEMETER Enabler Hub. The ones developed for the DEMETER pilots fall under several distinct categories. First, the Data & Knowledge Enablers are responsible for Collecting and Curating data from the various sources that the DEMETER developers and stakeholders have been registered for. The Data Preparation and Integration enablers curate, prepare, integrate and link the data obtained, while the Knowledge Extraction enablers handle matters related to data quality assessment, fusion of data collected from heterogeneous sources, targeted data analytics applicable to specific pilots and machine learning. Furthermore, several other enablers have been developed for Decision Support, Performance Monitoring and Benchmarking, as well as visualisation enablers that convey the information and actions taken automatically (or needed) to the final users of the DEMETER applications, such as the farmers.

Note 1: Other technologies may be used to implement the pilots.

Note 2: A full description of the DEMETER Technological Ecosystem is available in Annex 3: Technical Information.

4 DEMETER Multi Actor Approach (MAA)

4.1 What is the DEMETER MAA

DEMETER follows an interactive innovation model as developed by the agricultural European Innovation Partnership (EIP-AGRI) and fosters the development of research and the uptake of innovations into operational applications and the creation of new ideas thanks to interactions between actors ("cross-fertilisation"), sharing knowledge, expertise, capabilities, and a wide range of "components" (software, hardware, machinery, sensors, data sources etc). The interactive innovation model is implemented through the "multi-actor approach" (MAA). The "multi-actor approach" aims to make innovation fully demand-driven, involving various actors during the whole cycle.

Using a multi-actor approach aims to bring together the right people throughout a project. This includes people from varying backgrounds: farmers, advisors, software and hardware developers and researchers. This provides a multi-directional flow of knowledge that provides a better understanding of challenges faced by users and a clear picture of the problems that need to be addressed.

This approach changes the narrative from “designing for” to “designing with”, specifically within the design and development process to ensure that all stakeholder needs are met, and the final solution is useful and usable.

However, the stakeholders might have different degrees of commitment and representativeness in the innovation space that may guarantee or prevent a successful technology transfer and/or sustainability of the DEMETER solutions during and beyond the project life.

Therefore, it is important to fix if each stakeholder has global/international, national or regional representativeness and how strong is the commitment on the co-creation process of DEMETER solutions at which level.

It is also important to track, and if possible, to benchmark, from needs to deployments including social validation and market validation trials.

4.2 How new pilots should implement the MAA

The aim of the DEMETER MAA approach is to create systems that are useful and usable by focusing on the end users.

New pilots must include farmers at the earliest stage of design and development, among other relevant stakeholders. This can involve user focus groups, workshops or interviews to identify and gather farmers’ needs that will feed the development of technical requirements.

To ensure MAA is user-centric, stakeholders should regularly be contacted for input in a balanced way, through surveys or testing prototypes / new builds of the final software.

The applicants should register the farmers and other stakeholders involved in the innovation ecosystem as active actors and co-creators of the solutions, not only those involved directly in the call as applicants. Events involved in the co-creation process and their outcomes needs to be also reported and tracked as part of the process.

Finally, special attention to gender and ethical issues will be very much appreciated, requesting measurable information on the actions addressed supporting these initiatives from any of the stakeholders involved in the pilot.

5 Existing DEMETER pilots



DEMETER currently has 20 pilots running that can be an example for potential applicants to develop similar or different pilots to be funded under the DEMETER Open Call #2 – DEPLOY.





Figure 4: Existing DEMETER pilots


A brief description of each one of the pilots currently being implemented by DEMETER is presented in the table below.

Table 3: Brief description DEMETER pilots by cluster

	CLUSTER #1 ARABLE CROPS
Pilot 1.1 & 1.2 Water and energy savings in irrigated crops	Location: Spain Aim: This pilot aims to optimise the irrigation of arable crops by improving the automation of irrigation zones. By using open and standards-based technologies, it will allow irrigation communities to choose and combine hardware and software from different providers ensuring interoperability. More information: Here
Pilot 1.3 Smart Irrigation Service in Rice & Maize Cultivation	Location: Greece Aim: This pilot aims to maximise water use efficiency in the rice–maize crop rotation system, through the deployment of appropriate sensor systems and science-based decision making. Since irrigation is tightly linked to fertilisation, a nitrogen fertilisation advisory service is also provided by the pilot. This will lead to optimisation of the spatial distribution of nitrogen application based on the real needs of the field. More information: Here
Pilot 1.4 IoT Corn Management & Decision Support Platform	Location: Romania Aim: This pilot aims to implement an IoT Corn Decision Support System Platform for farmers to improve agricultural inputs management including rationalization of costs and obtaining a higher yield. For this purpose, modern methods of monitoring agricultural crops will be used, such as: automatic pixel classification of satellite images, automatic processing of data received from in-situ sensors and weather forecast algorithms, in order to help the farmers to make faster and more efficient decisions in the distribution of inputs and treatments on their crops.. This will be done via an integrated platform, INOVAGRIA, that gives the farmer access to data at physical block level (as recorded in the National Paying Agency APIA) throughout Romania. This will assist the farmer in making informed and robust decisions regarding the technical mix to be employed in the production process. More information: Here
	CLUSTER #2 PRECISION FARMING
Pilot 2.1 In-Service Condition Monitoring of Agricultural Machinery	Location: Germany Aim: This pilot aims at demonstrating the potential application of onboard sensors for in-service monitoring, as well as testing the legal applicability of existing After Treatment (AT) sensors as an alternative to PEMS, while considering aspects of data management, privacy and integrity. More information: Here

<p>Pilot 2.2 Automated Documentation of Arable Crop Farming Processes</p>	<p>Location: Germany Aim: This pilot will develop an automated job identification and documentation, and job cost calculation for fertilisation, tillage, seeding, and spraying applications. This will largely eliminate the need for manual documentation. More information: Here</p>
<p>Pilot 2.3 Data Brokerage Service and Decision Support System for Farm Management</p>	<p>Location: Czech Republic, Poland, Latvia and Norway Aim: This pilot will establish a trust-based and compliant data market for agricultural enterprise data that sits between the owners and operators of agricultural data clouds and the farmer. This will include both a technical platform and advisory services that will ensure easy adoption of data and technology by farmers. More information: Here</p>
<p>Pilot 2.4 Benchmarking at Farm Level Decision Support System</p>	<p>Location: Poland Aim: This pilot aims at developing services to support benchmarking on the productivity and sustainability performance of farms, leveraging and extending existing Decision Support Systems (DSS) for farmers. This will involve monitoring different conditions and parameters affecting such indicators, collecting the data and integrating it in a unified layer accessible by the DSS. More information: Here</p>
	<p style="text-align: center;">CLUSTER #3 FRUIT AND VEGETABLE PRODUCTION</p>
<p>Pilot 3.1 Decision Support System to Support Olive Growers</p>	<p>Location: Italy and Greece Aim: The aim of this pilot is to develop and demonstrate a Decision Support System (DSS) for olive tree growers, advisers and agri-food processors to address common issues associated with olive tree growing and olive oil production, including fertilisation, irrigation and integrated pest management (IPM). The DSS integrates in-field sensor data, remotely sensed data, a modelling platform, and a farm management system, combining weather patterns and soil information with crop traits, to foster the sustainable production of olive tree orchards. More information: Here</p>
<p>Pilot 3.2 Precision Farming for Mediterranean Woody Crops</p>	<p>Location: Portugal Aim: This pilot aims at promoting technology, methods and IoT solutions to optimise precision farming practices of Mediterranean Woody Crops (Apple, Olive and Grape), considering the small farmers' economic constraints. The proposed solutions (IoT and Ground Robots) will enable a more efficient usage of inputs such as water, energy, macro-nutrients, and pesticides, thus increasing the profits of small farmers and reducing their environmental impact. More information: Here</p>
<p>Pilot 3.3 Pest Management Control on Fruit Fly</p>	<p>Location: Spain Aim: This pilot aims to optimise the release strategy of sterile male fruit flies by collecting enough field data in an efficient way. More information: Here</p>

<p>Pilot 3.4 Open Platform for Improved Crop Monitoring in Potato Farms</p>	<p>Location: Belgium Aim: This pilot aims to integrate field machinery data from AVR potato harvesters with remote sensing, meteorological and soil data into the WatchITgrow (WIG, watchitgrow.be) platform, to increase ground truth data. Using detailed data from the machinery in the field (detailed yield information, planting dates), the manually fine-tuned physical crop model can be replaced by a purely data-driven approach using machine learning (ML) techniques. More information: Here</p>
	<p>CLUSTER 4 LIVESTOCK</p>
<p>Pilot 4.1 Dairy Farmers' Dashboard for the Entire Milk and Meat Production Value Chain</p>	<p>Location: Norway Aim: The main aim of this pilot is to develop a farmer's digital dashboard delivering a better view or outlook of the farm activities and the farmer's cooperation with both private and public actors. This will ensure a more efficient use of digital tools by the farmer and a better and more customised decision support. In addition, over time, the pilot aims to develop a new system for data collection, modelling and calculation of greenhouse gas emissions on farm level, and a new model for milk prognosis that are essential to optimise production in economic terms, animal numbers, milk quality and feed production. More information: Here</p>
<p>Pilot 4.2 Consumer Awareness: Milk Quality and Animal Welfare Tracking</p>	<p>Location: Italy Aim: Many farmers already monitor their animals by using different smart devices which collect data in a scattered way. However, they often miss an overall vision of the most important animal welfare and milk yield indicators. In addition, processing companies are interested in data relating to the milk's quality levels while consumers want more transparency regarding the food they eat. However, data is not exchanged between actors in the supply chain. The challenge is therefore to optimise the flow of this information. More information: Here</p>
<p>Pilot 4.3 Proactive Milk Quality Control</p>	<p>Location: Ireland Aim: This pilot aims to integrate animal behaviour and physiological data into a welfare and health scoring framework with progression to a reference system to increase animal wellbeing standards on dairy cow farms. More information: Here</p>
<p>Pilot 4.4 Optimal Chicken Farm Management</p>	<p>Location: Serbia, Slovenia and Montenegro Aim: This pilot focuses on poultry farm management, from providing guidance and support regarding biosafety and feed mixture preparation to continuous monitoring of environmental conditions, operations and animal welfare. It also focuses on creating a transparent supply chain sharing information about animal wellbeing and the resources used during production. More information: Here</p>

	CLUSTER 5 SUPPLY CHAIN
Pilot 5.1 Disease Prediction and Supply Chain Transparency for Orchards/Vineyards	Location: Serbia, Montenegro, Georgia and Slovenia Aim: This pilot focuses on complete farm management in vineyards and orchards, providing pest and disease management tools to optimise pesticide usage and increase crop quality. Furthermore, pesticide usage data is collected and stored to enable a transparent supply chain. More information: Here
Pilot 5.2 Farm of Things in Extensive Cattle Holdings	Location: Finland and Spain Aim: This pilot focuses on improving animals' wellbeing and health in dairy farms, and how this can affect the quality and information of processed products, also considering cereals and eggs as raw materials. This pilot also considers the collaboration of farmers and end user involvement in quality testing and feedback provision. More information: Here
Pilot 5.3 Pollination Optimisation in Apiculture	Location: Poland Aim: This pilot aims to develop and provide a service for pollination optimisation. The service will connect farm management systems and apiary management systems with advisory and decision support services. The goal of the integration of different agriculture systems is to enable better communication between farmers and beekeepers, to protect bees and to optimise pollination of crops with the aim of improving their yields. More information: Here
Pilot 5.4 Transparent Supply Chain in the Poultry Industry	Location: Serbia, Slovenia and Montenegro Aim: This pilot focuses on the supply part of the poultry industry. It will enable information sharing about animal wellbeing and resources used during production, thus creating the basis of a transparent supply chain. More information: Here

5.1 List of EU countries not covered by DEMETER pilots:

The DEMETER Open Call #2 - DEPLOY goal is to deploy high value and impactful pilots employing DEMETER methodologies and technologies, with particular focus on EU geographic regions not represented within DEMETER pilots. A list of EU countries not covered by DEMETER pilots is presented below:

Austria, Bulgaria, Croatia, Cyprus, Denmark, Estonia, France, Hungary, Lithuania, Luxembourg, Malta, Netherlands, Slovakia and Sweden.

5.2 Timeline

The submission of proposals to the DEMETER Open Call #2 - DEPLOY will be enabled via [F6S](#) from the 14th of December 2021 to the 16th of February 2022, at 17:00 Central European Time (CET). Below are presented the current tentative dates for the different phases. The dates can be subject to change in case of any modifications in the DEMETER project's schedule.

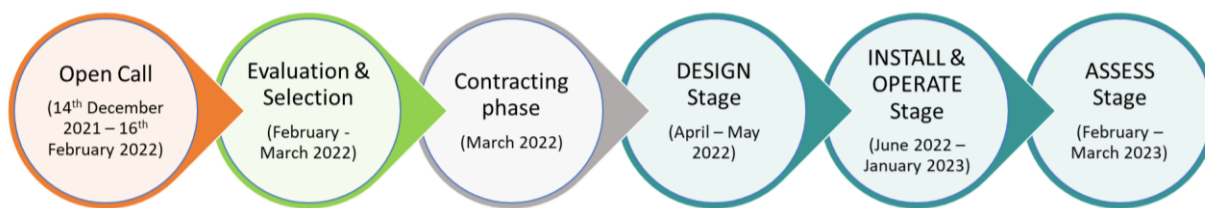


Figure 5: DEMETER Open Call #2 - DEPLOY timeline

6 Eligibility criteria

All applicants will have to abide to all general requirements described in this section to be considered eligible for DEMETER Open Call #2 - DEPLOY.

Therefore, please read this section carefully.

6.1 Beneficiaries

DEMETER invites consortia of 2-3 partners representing at least a tech provider/ integrator and an end-user, led by a for-profit SME.

6.1.1 Type of beneficiaries

The DEMETER Open Call #2 – DEPLOY will fund consortia composed by two or three:

- micro, small and medium-sized enterprises (SMEs),
- secondary and higher education establishments, research institutes and other not-for profit research entities.

Micro, small and medium-sized enterprises (SMEs) are considered eligible only if complying with the European Commission Recommendation 2003/361/EC¹ and the SME user guide². As a summary, the criteria which define an SME are:

- a) Headcount in Annual Work Unit (AWU) less than 250.
- b) Annual turnover less or equal to €50 million OR annual balance sheet total less or equal to €43 million.

A self-employed person might be considered as an SME.

Start-ups that do not have yet annual turnover or balance sheets are also considered eligible given that they fulfil the criteria (a) and (b) of section 6.1.1 at submission time.

In case an SME is awarded, it will remain eligible even if, at a certain point during the execution of DEMETER activities, it does not fulfil criteria (a) or (b) of section 6.1.1.

Please note that a signed version of **Annex 5: Consortium Declaration of Honour** and **Annex 6: SME Declaration** (for each SME) are mandatory for a proposal submission.

In addition, the following condition apply:

- The applying applicants should not:

¹ European Commission Recommendation 2003/361/EC.

<http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2003:124:0036:0041:en:PDF>

² SME definition: Please check “User guide to the SME definition” available at <https://op.europa.eu/s/n3t1>

- have convictions for fraudulent behaviour, other financial irregularities, unethical or illegal business practices.
- have been declared bankrupt or have initiated bankruptcy procedures.
- be under liquidation or an enterprise under difficulty accordingly to the Commission Regulation No 651/2014, art. 2.18
- be excluded from the possibility of obtaining EU funding under the provisions of both national and EU law, or by a decision of both national or EU authority
- Proposals from Linked SMEs³ must demonstrate that there is no risk of double funding. The fundamental principle underpinning the rules for public expenditure in the EU states that no costs for the same activity can be funded twice from the EU budget, as defined in the Article 111 of Council Regulation (EC, Euratom) No 1605/2002 of 25 June 2002 on the Financial Regulation. In the case of proposals submitted by linked SMEs, all must clearly state the differences between them including but not limited to, technical aspects, market strategy and team composition, so that it remains no doubt that there is no risk of double funding. In order to properly assess these concerns DEMETER may assign all proposals to the same set of evaluators and, should any doubt remain, exclude all proposals.

6.2 Eligible countries

Only applicants legally established in any of the following countries (hereafter collectively identified as the “Eligible Countries”) are eligible:

- The Member States (MS) of the European Union (EU), including their outermost regions;
- The Overseas Countries and Territories (OCT) linked to the Member States⁴;
- H2020 associated countries (those which signed an agreement with the Union as identified in Article 7 of the Horizon 2020 Regulation): according to the updated list published by the EC⁵;

The UK applicants are eligible under the conditions set by the EC for H2020 participation at the time of the deadline of the call.

6.3 Language

English is the official language for DEMETER Open Call #2 - DEPLOY. Submissions done in any other language will not be evaluated. English is also the only official language during the whole execution of the DEMETER programme. This means any requested submission of deliverables will be done in English in order to be eligible.

6.4 Multiple submission

Only one proposal will be accepted for funding per applicant.

In the case of a multiple submission, only the last one received (timestamp of the system) will enter into the evaluation process, the rest being declared as non-eligible. If the last submitted proposal is declared then non-eligible or fails to reach the thresholds of the evaluation, the other proposals submitted earlier will not be considered for evaluation in any case.

³ Please check the definition of Linked SME in the “User guide to the SME definition” available at <https://op.europa.eu/s/n3t1> and include the relevant information in annex 6: SME Declaration.

⁴ Entities from Overseas Countries and Territories (OCT) are eligible for funding under the same conditions as entities from the Member States to which the OCT in question is linked.

⁵ https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/3cp/h2020-hi-list-ac_en.pdf

6.5 Documentation format

Any document requested in any of the phases must be submitted electronically in PDF format without restrictions for printing.

6.6 Submission system

Only proposals submitted through the Open Call submission tool (F6S platform) at <https://www.f6s.com/demeter-open-call-2-deploy/apply> and within the Call duration will be accepted. Proposals submitted by any other means, will not be evaluated. Only the documentation included in the application will be considered by evaluators. It will be composed by a form with administrative questions to be completed directly in the F6S platform, the Annex 4.1: Proposal template, the Annex 5: Consortium Declaration of Honour, and Annex 6: SME Declaration (for each SME). The information provided should be actual, true and complete and should allow the assessment of the proposal.

The regular functioning of the F6S platform limits to one application submission per F6S user in each call. If an F6S user wishes to submit more than one application, for example on behalf of different SMEs, the F6S user should request support from the F6S support team (support@f6s.com) at least 10 days prior the open call deadline.

6.6.1 Data protection

In order to process and evaluate applications, DEMETER will need to collect Personal and Industrial Data. F6S Network Limited, as partner of the DEMETER project, will act as Data Controller for data submitted through the F6S platform for these purposes. The F6S platform's system design and operational procedures ensure that data is managed in compliance with The General Data Protection Regulation (EU) 2016/679 (GDPR). Each applicant will accept the F6S terms to ensure coverage. Please note that DEMETER requests the minimum information needed to deliver the evaluation procedures or the DEPLOY activities.

Please refer to <https://www.f6s.com/terms> to check F6S platform data privacy policy and security measures.

6.7 Deadline

Only proposals submitted before the deadline will be accepted. After the call closure no additions or changes to received proposals will be taken into account. The deadline for this call is 16 February 2022, at 17:00 CET.

6.8 Absence of conflict

Applicants shall not have any actual or/and potential conflict of interest with the DEMETER selection process and during the whole project. All cases of conflict of interest will be assessed case by case. In particular, applicants cannot be DEMETER Consortium partners or affiliated entities nor their employees or co-operators under a contractual agreement.

7 Evaluation process

The evaluation process is shown in the following diagram:

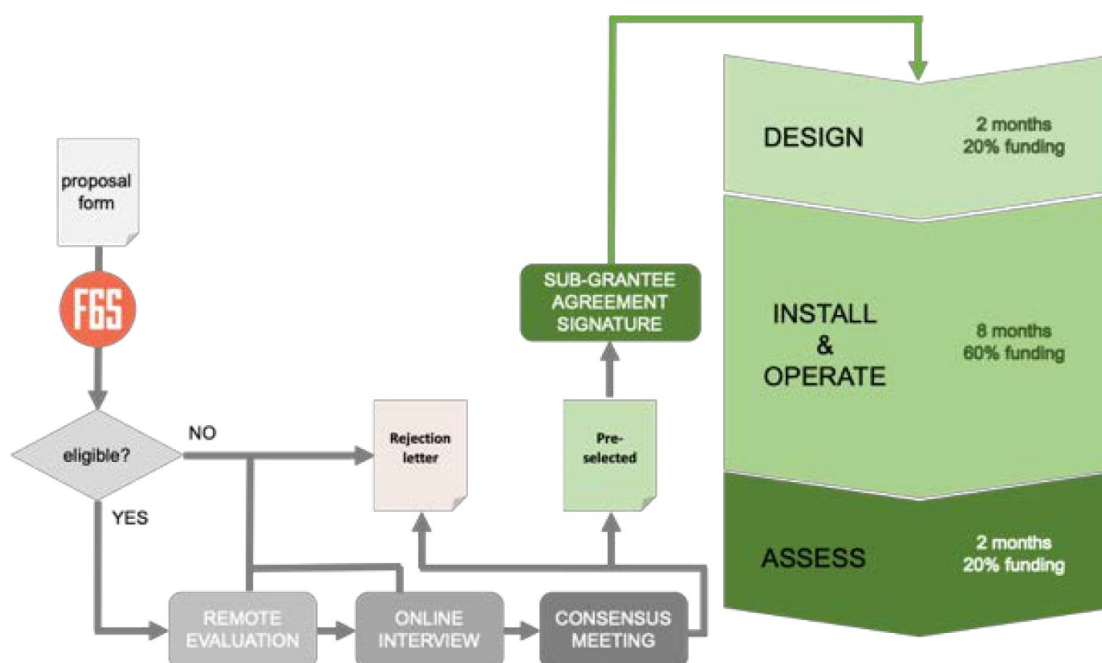


Figure 6: Evaluation process

Each of the stages will have a set of criteria to access the next stage but also to raise the obligation from DEMETER Consortium on the financial support. The following paragraphs provide a detail set of procedures and criteria at the time of evaluating and awarding the financial support to the third parties.

7.1 Evaluation criteria

1. Proposal's reception: via F6S.
2. Eligibility filter: A combination of automatic filtering and manual checking will discard proposals that do not meet the eligibility criteria listed in section 6 of this document.
3. Remote evaluation: After the eligibility filter, the final proposals shortlist for evaluation will be created. Then, the proposals will be given to the external evaluators with experience in agriculture applied technologies and agro-business/ market development, bound by confidentiality agreement. Every proposal will be evaluated by at least two different experts. The criteria for evaluation will be:

- Excellence & innovation (40% weighting)

Pilot projects must demonstrate a clear set of objectives aligned with the definition and objectives of the DEMETER Open Call #2 – DEPLOY.

- Appropriateness of the pilot project scope and alignment with DEMETER challenges and objectives.
- Focus on EU countries not represented within existing DEMETER pilots.
- Innovation degree and level of integration with DEMETER.
- Appropriateness of Multi Actor Approach.
- Quality, credibility, and clarity of pilot project description.

- Impact (25% weighting)

Applicants must define a clear set of deliverables, milestones and KPIs aligned with the objectives of the open call. Proposals must demonstrate impact on the DEMETER ecosystem and its contribution to meeting the overall project objectives.

- Potential for the outcomes to be adopted, or to be used or to be streamlined by farmers and farm managers into existing practices.
- Strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets, and, by delivering such innovations to the markets.
- Effectiveness of the proposed measures to exploit and disseminate the project results.
- Implementation (20% weighting)

Applicants must provide credible evidence that the project delivery team have the necessary skills, infrastructure and management experience to be able to deliver the project in the timescales and budget specified.

 - Appropriateness of the skills and experience of the project delivery team.
 - Coherence and effectiveness of the work plan, including appropriateness of the allocation of tasks and resources, justification of resources.
- Value for money (15% weighting)

Proposals must also include a clear budget, detailing the overall project cost, the amount of funding requested and how it will be spent. This budget must represent good value for money in the opinion of the evaluation panel.

 - Appropriateness of expected costs and resources assigned to the project.

The experts will score each award criterion on a scale from 0 to 5 (decimal and centesimal point scores may be given):

0 = Proposal fails to address the criterion or cannot be assessed due to missing or incomplete information.

1 = Poor: criterion is inadequately addressed or there are serious inherent weaknesses.

2 = Fair: proposal broadly addresses the criterion, but there are significant weaknesses.

3 = Good: proposal addresses the criterion well, but a number of shortcomings is present.

4 = Very good: proposal addresses the criterion very well, but a small number of shortcomings is present.

5 = Excellent: proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

For each section, the minimum threshold is 3 out of 5 points. The default overall threshold, applying to the sum of the three individual scores with the corresponding weight each, is 16. That means if a proposal receives less than 3 in one criterion or less than 16 in the overall score it is automatically rejected. At the end of this phase the proposals will be ranked in one final list.

4. Online interview and consensus meeting: Evaluators will gather in a teleconference meeting to talk with the top 8 ranked proposals defined in the previous step. During this teleconference applicants will start by doing a pitch of their pilot project concept, followed by Q&A. This will be an opportunity for evaluators to cover any doubts that they may had about the written application as well as about the commitment and engagement of applicants

towards participating in DEMETER ecosystem. At the end of the meeting, the applicants will leave, and evaluators will share, compare and revise (if necessary) their scores aiming to have a consensus about respective proposal.

5. Final ranking: At the end of the evaluation process, the proposals will be ranked taking into account the revised scores from the online interview phase. The criteria for the ranking of the proposals will be semi-automatic following the rules below:
 - Rule 1: The proposals will be ranked based on their overall score.
 - Rule 2: In case following Rule 1 there are proposals in the same position, priority will be given to proposals that have higher score on the Excellence & innovation award criterion.
 - Rule 3: In case following Rule 2 there are proposals in the same position, priority will be given to proposals that have higher score on the Impact award criterion.
 - Rule 4: In case following Rule 3 there are proposals in the same position, priority will be given to the number of women participating in the team.
6. Selection: The selection of the proposals will follow the rule below:
 - Rule a): The top ranked proposals will be selected until reaching the available funding. However, the DEMETER Consortium is not obliged to select the highest scoring proposal where it has objective grounds for objecting to the participant if, for example commercial competition issues or strategic issues to balance technologies between the different platforms available in DEMETER become apparent during the evaluation process. In this case the choice may pass, to the next ranked proposal.
7. The DEMETER Consortium will then formally approve a list of proposals within the limits of the available funding.
8. Approval by European Commission prior to contracting: The list of selected projects will be submitted to the European Commission for final screening.
9. Communication of Results: Every applicant will receive via e-mail:
 - An Evaluation Summary Report (ESR)
 - A letter informing of rejection decision or invitation to enter the negotiation phase.

The DEMETER Consortium may conclude that there are not enough proposals with an adequate quality (indicated by their evaluation scores meeting or exceeding specific pre-defined thresholds), in which case it will make no selection or select fewer proposals than the cascaded funding budget allows. This conclusion is obligatory if not enough proposals score above the threshold given on the bespoke evaluation form.

7.2 Negotiation

7.2.1 Contract Preparation

After the Open Call evaluation conclusion and projects selection, the DEMETER coordinator will start the contract preparation in collaboration with the selected proposals' coordinators. Contract preparation will go via an administrative and financial checking (and potentially into technical or ethical/security negotiations) based on evaluators' comments. On a case-by-case approach, a phone call or teleconference may be needed for clarification.

The objective of the contract preparation is fulfilling the legal requirements between DEMETER Consortium and every beneficiary of the open call. The items covered will be:

- Inclusion of the comments (if any) in the Evaluation Summary Report of the proposals and mapping to the Sub-grant agreement (contract).

- To validate the status information of SMEs, the following documents will be required:
 - SME declaration: signed and stamped. In the event the applicant declares being nonautonomous, the balance sheet, profit and loss account (with annexes) and Headcount (AWU) documentation for the last period for upstream and downstream organizations should also be provided.
 - Legal existence. Company Register, Official Gazette or other official document per country showing the name of the organisation, the legal address and registration number and a copy of a document proving VAT registration (in case the VAT number does not show on the registration extract or its equivalent).
 - In cases where the number of employees and/or the ownership is not clearly identified: any other supporting documents which demonstrate headcount and ownership such as payroll details, annual reports, national regional association records, etc.
 - SME Bank account information: The account where the funds will be transferred will be indicated via a form signed by the SME legal representative and the bank representative. The account should be a business bank account of the SME.

The request, by DEMETER Consortium, of the above documentation will be done within deadlines. In general, the sub-project negotiation should be concluded within 2 weeks. An additional week may be provided by the DEMETER coordinator in case of a significant reasoning. In case negotiations have not been concluded within the above period, the proposal is automatically rejected and the next proposal in the reserve list is invited.

7.2.2 Contract Signature

At the end the negotiation phase, a Sub-Grant Agreement (Contract) will be signed between the DEMETER Consortium represented by its coordinator (WIT) and the selected consortia, represented by its leader (the leader must be an SME) and it is the responsibility of the consortium leader and the other consortium partners to make an agreement that shall cover the rights and obligations between them.

Please note:

- The sub-grantee funding agreement/contract will cover the complete 3 phases: DESIGN, INSTALL & OPERATE and ASSESS. No additional sub-grant agreement will be signed.
- The sub-grant agreement will automatically expire at the end of each phase - DESIGN, INSTALL & OPERATE and ASSESS - without any further notice from the DEMETER Consortium, in case the concerned consortium does not enter or qualify for the next phase or if the Consortium Declaration of Honour has been violated.
- The DEMETER coordinator (WIT) will only transfer funds to the selected consortium leaders. The consortium leaders must transfer the respective funds to the other consortium partners, based on the budget established in the Consortium Declaration of Honour.

7.3 Appeal procedures

If, at any stage of the evaluation process, the applicant considers that a mistake has been made or that the evaluators have acted unfairly or have failed to comply with the rules of this DEMETER Open Call #2 - DEPLOY, and that her/his interests have been prejudiced as a result, the following appeal procedures are available.

A complaint should be drawn up in English and submitted by email to: opencalls@h2020-demeter.eu. Any complaint made should include:

- contact details,
- the subject of the complaint,
- information and evidence regarding the alleged breach.

Anonymous complaints or those not providing the mentioned information will not be considered. Complaints should also be made within five (calendar) days since the evaluation results are presented to the applicants. As a general rule, the DEMETER Team will investigate the complaints with a view to arriving at a decision to issue a formal notice or to close the case within no more than twenty days from the date of reception of the complaint, provided that all required information has been submitted by the complainant. Where this time limit is exceeded, the DEMETER Team will inform the complainant by email.

Please note:

- This procedure is concerned only with the evaluation and/or eligibility checking process. The DEMETER Team will not call into question the scientific or technical judgement of appropriately qualified experts.
- A re-evaluation will only be carried out if there is evidence of a shortcoming that affects the final decision on whether to fund it or not. This means, for example, that a problem relating to one evaluation criterion will not lead to a re-evaluation if a proposal has failed anyway on other criteria.
- The evaluation score following any re-evaluation will be regarded as definitive. It may be lower than the original score.

7.4 Activities evaluation

The DEPLOY activities are divided in 3 phases.

7.4.1 DESIGN Phase

The Phase 1 Design is associated with the starting point of each project and will have a maximum duration of 2 months. Within this phase, consortia must design a detailed pilot plan, aligned with the DEMETER objectives. The Pilot plan should include the following:

- Report engagement with farmers to identify and gather farmers' needs that will feed the development of technical requirements
- Description of how the pilot will be carried out
- Description of how the Multi Actor Approach will continue to be implemented
- Description of the technologies to use
- List of milestones and KPIs to achieve (metrics and target values for how the success will be determined)
- Pilot timeline
- Pilot costs
- Risk management plan
- Dissemination and exploitation plan

At the end of the Design Phase, consortia will have to deliver their 1st Report, which will describe the activities undertaken during this phase.

7.4.2 INSTALL & OPERATE Phase

The Phase 2 INSTALL & OPERATE is the most relevant phase of each project and will have a maximum duration of 8 months. Within this phase, projects will perform their technical developments to achieve what has been previously proposed. Pilot's development and operation should consider the following:

- Reporting of the Multi Actor Approach implementation
- Reporting of technical development
- Configuration of units and software
- Reporting of the operation initiation
- Reporting of technology deployment in the field
- Collection of relevant data
- Project performance (in terms of quantitative KPIs identified in the previous phase)
- Proof that the DEMETER offering has been used for the pilot purposes
- Provide a Demo (video).

At the end of Phase 2, consortia will have to deliver their 2nd Report, which will demonstrate the projects pilot development results and its operation system. The 2nd Report must clearly show the milestones and KPIs accomplished during this phase and provide justifications in case targets are not reached.

7.4.3 ASSESS Phase

The Phase 3 ASSESS is critical to leverage the results of DESIGN and INSTALL & OPERATE phases and will have a maximum duration of 2 months. The aim of the ASSESS phase is to provide a business support that will foster the exploitation of projects results, sustainable growth and envisages an investment round for the pilot. Within this phase, projects have to focus on the assessment and exploitation of results/achievements. Pilot's assessment and exploitation should include the following:

- Business Model & Exploitation Plan
- Multi Actor Approach impact
- Market Analysis Completeness
- Direct & Indirect competition analysis
- Scalability potential
- Report dissemination activities

At the end of Phase 3, consortia will deliver the 3rd Report (final report), which will be a report on market associated activities.

7.4.4 Phase's evaluation

The milestones and deliverables will be evaluated at the end of each phase. A remote review will take place after each phase to evaluate the progress of the consortia. One week before each review, the consortia should submit their deliverables. The review will be remote via a teleconference platform (e.g. Skype or Zoom). The consortia will make a presentation of the work done, analyse the progress and answer questions from the experts.

After the review, the consortia will receive a review report, including comments and potential recommendations. The report will also state if the deliverables are accepted or not.

- On acceptance of the deliverables, the consortia will be requested to submit a financial statement (template will be provided) requesting the voucher of the corresponding phase.

- Payments will be released no later than thirty (30) natural days after the notification by the Contractor.
- On rejection of any of the deliverables, or in case of not satisfactory review, the consortia will be requested to continue to the next phase without receiving the corresponding voucher. The rejected deliverables may be (re-) submitted at the next phase review, hence qualifying for its payment, if and when said deliverable is approved. If the a rejection of deliverable or an unsatisfactory review happens in the last stage (ASSESS), the DEMETER Consortium will consider if a short extension can be conceded in order to invite a specific consortium to update and resubmit deliverables, hence qualifying for its payment, if and when said deliverable is approved.

7.4.5 Participation in events

During the 3 phases, the selected consortia should participate in various types of events (audio calls, video calls, webinars, online trainings, virtual conferences, etc..) organised or suggested by the DEMETER Consortium, to support the development of the proposed pilots. Each consortium should be available to participate in a minimum of 4 remote events per month, and in one face to face event in Europe during one of the 3 phases.

8 Financial support provided

8.1 Financial support

The maximum amount of funding that a consortium may receive from DEMETER is 150.000 EUROS via any mean.

The maximum amount of funding that a consortium member may receive from DEMETER is 100.000 EUROS via any mean.

DEMETER funding is results-driven, provided as vouchers in a lump sum way. As such, there is no need for a traditional administrative-justification system (e.g. counting hourly dedication or calculating workload), but getting the funding is associated with the full achievement of the relevant milestone.

Selected consortia will become part of DEMETER DEPLOY activities and will go through an exhaustive sequential process which will last 12 months and will be composed of 3 phases. Payments will be done in 3 instalments (20% + 60% + 20%) based on concrete results, deliverables and review of each phase.

Summary of funding:

DEPLOY Phases	Duration	Funding	Example (€150k)
DESIGN	2 months	20%	€30.000
INSTALL & OPERATE	10 months	60%	€90.000
ASSESS	2 months	20%	€30.000

Detailed payment schedule and payment conditions will be settled in the Sub-grant Agreement.

8.2 Origin of funds

Any selected consortium will sign a dedicated Sub-grant Agreement with the DEMETER project coordinator (on behalf of DEMETER Consortium). The funds attached to the Sub-grant Agreement come directly from the funds of the European Project DEMETER, and the DEMETER Consortium is

managing the funds according to the Grant Agreement Number 857202 signed with the European Commission.

As will be indicated in the Sub-grant Agreement, this relation between the sub-grantees and the European Commission through DEMETER project carries a set of obligations to the sub-grantees with the European Commission. It is the task of the sub-grantees to accomplish them, and of the DEMETER Consortium partners to inform about them.

9 Preparation and submission

The submission will be done through the F6S platform (<https://www.f6s.com/demeter-open-call-2-deploy/apply>) which is directly linked from DEMETER website. The applicants are required to register a profile at F6S to be able to submit a proposal. The documents that will be submitted are:

- Application form: administrative questions to be filled in directly in the F6S platform. In addition, some general questions for statistic purpose and tick boxes to be clicked by applicants confirming to have read the conditions and agree with the conditions defined in this document.
- Annex 4.1: Proposal template: document in PDF format containing the description of the project. It will include different sections: (1) Overview of the proposal, (2) Excellence & innovation, (3) Impact, (4) Expertise and excellence of the team, (5) Project planning and value for money, (6) Ethics self-assessment.
- Annex 5: Consortium Declaration of Honour
- Annex 6: SME Declaration

Annexes 7: Bank account information, and 8: Sub-grant Agreement Template, are provided for reference and will only be requested to the selected applicants. These two documents are not necessary for the submission of applications.

The project proposals must strictly adhere to the template provided by DEMETER Consortium which defines sections and the overall length. Participants are requested to carefully read and follow the instructions in the form. Evaluators will be instructed not to consider extra material in the evaluation. Additional material, which has not been specifically requested in the online application form, will not be considered for the evaluation of the proposals. Data not included in the proposal will not be taken into account.

It is strongly recommended not to wait until the last minute to submit the proposal. Failure of the proposal to arrive in time for any reason, including communications delays, automatically leads to rejection of the submission. The time of receipt of the message as recorded by the submission system will be definitive.

10 Communication flow

10.1 General communication procedure

The contact point of each selected consortium should:

- Provide any notice be in writing to the DEMETER project coordinator;
- Notify immediately any change of persons or contact details to the DEMETER coordinator. The address list shall be accessible to all concerned.

11 Responsibility of beneficiaries

The selected consortia are indirectly beneficiaries of European Commission funding. As such, they are responsible for the proper use of the funding and ensure that the recipients comply with obligations under H2020 specific requirements as described in Horizon 2020 - the Framework Programme for Research and Innovation (2014-2020). The obligations that are applicable to the recipients include⁶:

11.1 Conflict of interest

The selected consortia must take all measures to prevent any situation where the impartial and objective implementation of the DEPLOY activities is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests').

They must formally notify to the DEMETER coordinator without delay any situation constituting or likely to lead to a conflict of interests and immediately take all the necessary steps to rectify this situation.

The DEMETER coordinator may verify that the measures taken are appropriate and may require additional measures to be taken by a specified deadline.

If the sub-contract member breaches any of its obligations, the sub-contract may be automatically terminated. Moreover, costs may be rejected.

11.2 Data protection and confidentiality

During implementation of the DEPLOY activities and for four years after the end of the DEPLOY activities, the parties must keep confidential any data, documents or other material (in any form) that is identified as confidential at sub-contract signing time ('confidential information').

If a selected consortium requests, the Commission and the DEMETER Consortium may agree to keep such information confidential for an additional period beyond the initial four years. This will be explicitly stated at the sub-contract.

If information has been identified as confidential during the sub-project execution or only orally, it will be considered to be confidential only if this is accepted by the DEMETER coordinator and confirmed in writing within 15 days of the oral disclosure. Unless otherwise agreed between the parties, they may use confidential information only to implement the Agreement.

The selected consortia may disclose confidential information to the DEMETER Consortium and to the selected reviewers, who will be bounded by a specific Non-Disclosure Agreement.

11.3 Promoting the action and give visibility to the EU funding

The selected consortia must promote the DEPLOY activities, the DEMETER project and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner and to highlight the financial support of the EC.

Unless the European Commission or the DEMETER coordinator requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.), any publicity, including at a conference or seminar or any type of information or

⁶ The obligations described here are not binding and may be modified, refined or additional obligations may be inserted during the sub-project negotiation if needed.

promotional material (brochure, leaflet, poster, presentation etc.), and any infrastructure, equipment and major results funded by the grant must:

(a) display the EU emblem;

(b) display the DEMETER logo and

(c) include the following text:

- For communication activities: “This project has indirectly received funding from the European Union’s Horizon 2020 research and innovation programme under project DEMETER (grant agreement No 857202)”.
- For infrastructure, equipment and major results: “This [infrastructure][equipment][insert type of result] is part of a sub-project that has indirectly received funding from the European Union’s Horizon 2020 research and innovation programme under project DEMETER (grant agreement No 857202)”.

When displayed in association with a logo, the European emblem should be given appropriate prominence. This obligation to use the European emblem in respect of projects to which the EC contributes implies no right of exclusive use. It is subject to general third-party use restrictions which do not permit the appropriation of the emblem, or of any similar trademark or logo, whether by registration or by any other means. Under these conditions, the Beneficiary is exempted from the obligation to obtain prior permission from the EC to use the emblem. Further detailed information on the EU emblem can be found on the Europa web pageⁱⁱⁱ.

Any publicity made by selected consortia in respect of the project, in whatever form and on or by whatever medium, must specify that it reflects only the author’s views and that the EC or DEMETER project is not liable for any use that may be made of the information contained therein.

The EC and the DEMETER Consortium shall be authorised to publish, in whatever form and on or by whatever medium, the following information:

- the name of the selected consortia members;
- contact address of the selected consortia members;
- the general purpose of the project;
- the amount of the financial contribution foreseen for the project; after the final payment, and the amount of the financial contribution actually received;
- the geographic location of the activities carried out;
- the list of dissemination activities and/or of patent (applications) relating to foreground;
- the details/references and the abstracts of scientific publications relating to foreground and, if funded within DEMETER project, the published version or the final manuscript accepted for publication;
- the publishable reports submitted to DEMETER;
- any picture or any audio-visual or web material provided to the EC and DEMETER in the framework of the project.

The selected consortia shall ensure that all necessary authorisations for such publication have been obtained and that the publication of the information by the EC and DEMETER does not infringe any rights of third parties.

Upon a duly substantiated request by a selected consortium coordinator, on behalf of any consortium partner, the DEMETER Consortium, if such permission is provided by the EC, may agree to forego such publicity if disclosure of the information indicated above would risk compromising the beneficiary's security, academic or commercial interests.

11.4 Financial audits and controls

The European Commission (EC) will monitor that DEMETER beneficiaries and the selected consortium members comply with the conditions for financial support to third parties such as set out in Annex 1 of the DEMETER grant agreement and may take any action foreseen by the grant agreement in case of noncompliance vis à vis the selected consortium members concerned.

Moreover, the EC may at any time during the implementation of the DEMETER project and up to 5 (five) years after the end of the DEMETER project, arrange for financial audits to be carried out, by external auditors, or by the EC services themselves including the European Anti-Fraud office (OLAF). The audit procedure shall be deemed to be initiated on the date of receipt of the relevant letter sent by the EC. Such audits may cover financial, systemic and other aspects (such as accounting and management principles) relating to the proper execution of the grant agreement. They shall be carried out on a confidential basis.

The selected consortia shall make available directly to the EC all detailed information and data that may be requested by the EC or any representative authorised by it, with a view to verifying that the grant agreement is properly managed and performed in accordance with its provisions and that costs have been charged in compliance with it. This information and data must be precise, complete and effective.

The selected consortia shall keep all sub-project deliverables and the originals or, in exceptional cases, duly authenticated copies – including electronic copies – of all documents relating to the sub-project contract for up to five years from the end of the project. These shall be made available to the EC where requested during any audit under the grant agreement.

In order to carry out these audits, the selected consortia shall ensure that the EC's services and any external body(ies) authorised by it have on-the-spot access at all reasonable times, notably to the subproject applicant offices, to their computer data, to their accounting data and to all the information needed to carry out those audits, including information on individual salaries of persons involved in the project. They shall ensure that the information is readily available on the spot at the moment of the audit and, if so requested, that data be handed over in an appropriate form.

On the basis of the findings made during the financial audit, a provisional report shall be drawn up. It shall be sent by the EC or its authorised representative to the consortium member concerned, which may make observations thereon within one month of receiving it. The Commission may decide not to take into account observations conveyed or documents sent after that deadline.

The final report shall be sent to the consortium member concerned within two months of expiry of the aforesaid deadline. On the basis of the conclusions of the audit, the EC shall take all appropriate measures which it considers necessary, including the issuing of recovery orders regarding all or part of the payments made by it and the application of any applicable sanction.

The European Court of Auditors shall have the same rights as the EC, notably right of access, for the purpose of checks and audits, without prejudice to its own rules.

In addition, the EC may carry out on-the-spot checks and inspections in accordance with Council Regulation (Euratom, EC) No 2185/96 of 11 November 1996 concerning on-the-spot checks and inspections carried out by the Commission in order to protect the European Communities' financial interests against fraud and other irregularities.

12 Intellectual property rights (IPR)

Applicants will remain the sole owners of their respective IPR and retain the IPR to their respective solutions. The DEMETER Consortium itself will not retain an equity stake in any applicant's company, nor will it retain any IPR.

Each evaluator will sign a non-disclosure agreement (NDA) before receiving access to the database of proposals in order to protect the intellectual property of the applicants. However, DEMETER and the European Commission may ask participants who have received funding to present their work as part of public relations and networking events in order to showcase the benefits of the DEMETER project.

12.1 Data ownership

The type of data available for the DEMETER Open Call #2 pilots is manifold, representing the contextual diversity of smart environments which mirrors the complex reality of the agri-tech sector. The type of data that selected applicants may make use of could be open data and close data, with either open access or restricted access. DEMETER deals with several data policy and preferences on how data should be treated in their framework.

It will be the responsibility of the selected applicants to understand the conditions on data in each case, as well as associated licences and costs. It will be also the responsibility of selected applicants to implement data processing solutions compliant with the GDPR.

GDPR Considerations:

In the text below "Parties" refers to selected applicants and DEMETER project partners.

Parties must agree that any Background, Results, Confidential Information and/or any and all data and/or information that is provided, disclosed or otherwise made available during the implementation of the project and/or for any Exploitation activities ("Shared Information"), shall not include Personal Data as defined by the General Data Protection Regulation 2016/679 hereinafter referred to as the GDPR. However, Shared Information may contain anonymised data according to the applicable data protection laws.

Parties shall notify to the other affected Parties in writing, without undue delay, any anticipated change affecting such Party's representation and warranty set forth in the paragraph above. In such a case, neither Party shall deliver or otherwise provide to the other Party with access to any data that may include additional Personal Data (beyond the Business Contact Information) that may be subject to the GDPR or other applicable data protection laws, until the Parties have reached an agreement in writing on the steps to be taken with respect to such data.

The Parties agree that the Business Contact Information will only be processed to the limited extent required to manage the business relation between the Parties and its Affiliated Entities and in compliance with the regulations of the applicable data protection laws.

The Parties acknowledge that each Party has no obligation to review the Shared Information provided by either Party to determine if the Shared Information contains any additional Personal Data beyond

the Business Contact information. However, if either Party becomes aware of any additional Personal Data provided by the other Party, it will delete it or return the Personal Data

No Party shall during or after the project engage in any activity to re-identify the Shared Information by any means whatsoever, including but not limited to singling out, linking back or matching any dataset with any personal or pseudonymous dataset available to a Party.

13 Schedule

Submission for the DEMETER Open Call #2 - DEPLOY will be enabled from the 14th of December 2021 to the 16th of February 2022, at 17:00 CET. Below are presented the current tentative dates for the different phases. The dates can be subject to change in case of any modifications in the DEMETER project's schedule.



Figure 7: DEMETER Open Call #2 - DEPLOY timeline

14 Checklist

1) Does your planned work fit with the call for proposals? Check that your proposed work does indeed address the objectives of DEMETER Open Call #2 - DEPLOY.

2) Is your proposal eligible? The eligibility criteria are given in chapter 6 “Eligibility Criteria”.

3) Budgetary limits. Check that you comply with any budgetary limits as expressed in chapter 8 “Financial support provided”. Any proposal not meeting the eligibility requirements will be considered ineligible and will not be evaluated.

4) Is your proposal complete? Have you completed all mandatory questions?

5) Does your proposal fulfil the requested information? Proposals should be precise, concise and must answer to requested information, which are designed to correspond to the applied evaluation. Omitting requested information will almost certainly lead to lower scores and possible rejection.

6) Have you maximised your chances? There will be strong competition. Therefore, edit your proposal tightly, strengthen or eliminate weak points.

7) Have you submitted your proposal before the deadline? It is strongly recommended not to wait until the last minute to submit your proposal. Failure of the proposal to arrive in time for any reason, including network communications delays, is not acceptable as an extenuating circumstance. The time of receipt of the message as recorded by the submission system will be definitive.

8) Have you provided the necessary annexes? Annex 4.1: Proposal template, Annex 5: Consortium Declaration of Honour, and Annex 6: SME Declaration (for each SME).

9) Do you need further advice and support? You are strongly advised to communicate with the DEMETER team via the DEMETER online Q&A.

15 Contacts

The DEMETER Consortium will provide information to the applicants via the F6S blog, so that the information (question and answer), will be visible to all participants.

- Online Q&A: <https://www.f6s.com/demeter-open-call-2-deploy/discuss>
- Apply via: <https://www.f6s.com/demeter-open-call-2-deploy/apply>
- F6S support team: support@f6s.com
- More info at: <https://h2020-demeter.eu/>
- For extraordinary communication needs, please contact the DEMETER Open Call Help Desk: opencalls@h2020-demeter.eu

16 References

ⁱ H2020 Call Objective H2020-DT-2018-2020 TOPIC: Agricultural digital integration platforms, <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/dt-ict-08-2019>

ⁱⁱ European Commission Communication, Towards a common European data space, <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52018DC0232&from=EN>

ⁱⁱⁱ REGULATION (EU) No 1290/2013 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 11 December 2013 laying down the rules for participation and dissemination in "Horizon 2020 - the Framework Programme for Research and Innovation (2014-2020)" and repealing Regulation (EC) No 1906/2006

EUROPEAN COMMISSION, Directorate-General for Communications Networks, Content and Technology, "Guidance note on financial support to third parties under H2020", Annex K. "Actions involving financial support to third parties", http://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2016_2017/annexes/h2020-wp1617-annex-k-fs3p_en.pdf