

BETTER FACTORY

Guidelines for a Call for Experts from ARTISTS

PUBLIC



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1 INTRODUCTION TO BETTER FACTORY

Better Factory is an EU initiative to help Small and Medium sized (SMEs) European manufacturers to enter new markets. For SMEs to explore new markets Better Factory provides:

- **Reduction of production cost** by optimising the use production resources (material, space, energy, water, machines, labour, logistics, etc.) and production planning. Better Factory will connect manufacturing SMES with companies who have proven technologies in production optimisation.
- **Redesigning of products** so they can be easily customised or personalised for individual customers. Better Factory will connect manufacturing SMEs with experienced design artists.
- **Financial and business consultancy** to improve production, develop new products and create new business strategy.

The SME will be given access to Robotics and Automation MarketPlace (RAMP – www.RAMP.eu). RAMP is a Business-to-Business (B2B) internet marketplace for the manufacturing SMEs. Through RAMP, manufacturing SMEs can buy production automation technologies, purchase product design services, and hire financial and business consultants.



To test and validate the transfer of technology and services on the RAMP, Better Factory is launching a Knowledge Transfer Program. In the Knowledge Transfer Program, Better Factory will select 8 manufacturing SMEs, 8 Technology Suppliers and 8 Artists. Each consortium of these trio (manufacturing SME + Technology Supplier + Artists) is referred as a Knowledge Transfer Experiment (KTE). KTEs will be supported to design new product lines and deploy automation solutions in the factory.

Better Factory will provide EUR 200,000 and full support to the manufacturing SME to explore the possibilities of optimising their production and improving their products' design. If you are interested in improving your product design and improving your production apply to our Open Call for Experts from Artists.

2 OVERVIEW AND SUMMARY OF THE OPEN CALL PROCESS

These guidelines summarise the main features of the **Call for Design Artists** as a preliminary step to apply to the Better Factory Open Call that will end up with the selection of 8 KTEs.

This Call for Registration will be open

from **18 January 2021** at 00:00 CET
until **18 March 2021** at 17:00 CET

With this Call for Registration, Better Factory is looking for **Artists** willing to collaborate with Manufacturing SMEs/Mid-Caps and Technology Suppliers for the redesign and co-creation of new products and services. Special focus will be on how products can be customised, and individualised and new services can be created around them.

This call is a great opportunity for Artists who seek to expand their creative frontiers in new manufacturing sectors. Through this process, Manufacturing SMEs/Mid-Caps and Artists will be able to develop new partnerships and create new products and services.

The following industrial sectors are prioritised:

- Plastic and Rubber;
- Furniture and Wood;
- Food and Agriculture;
- Construction;
- Metal and Machinery;
- Textile and Leather.

Manufacturing SMEs and Mid-Caps are invited to Register in the Better Factory Open Call.

The main objective of this Call is to identify Artists willing to redesign the products of Manufacturing SMEs for personalisation around the core value proposition of the products, or design new products and services based on the core knowledge of the SME. The selected Artists will then enter a matchmaking process with Manufacturing SMEs/Mid-Caps and Technology suppliers to ensure the articulation of a quality consortia that can submit successful proposals to the Open Call and receive financial support to implement their challenges.

The steps of this 1st Factory Better Open Call until the start of the KTE is as follows:

2.1 Application to Artist call for experts

On this call for experts, artists will be asked to fill an application form with:

- Basic personal and legal information
- Artistic related experience and proofs of previous relevant work
- Background and application domains worked so far
- Tools experience and engagement with new tools
- Summary of Services offered
- Motivation and expectations

Any doubt concerning the application should be addressed to the [Helpdesk space](#), which will provide support regarding the formal aspects of the Expert application modules, and as IT support for the submission system. Any other doubt more content specific will be properly addressed to the Art experts in the Better Factory Project.

2.2 Matchmaking process

2.2.1 Registration in RAMP

After the Registration, Artists will be selected according the criteria described in section 4.

The selected Artists will be informed via e-mail and will be invited to register on RAMP. Better Factory will provide support during the process.

Then, the matchmaking process to contact Manufacturing SMEs/Mid-Caps and then Technology Suppliers, will start.

2.2.2 Contacting Manufacturing SMEs/Mid-Caps and Tech suppliers

The contacts with Manufacturing SMEs/Mid-Caps and Technology Suppliers will happen on RAMP. RAMP is the space where Manufacturing SMEs/Mid-Caps will upload their product portfolio and through which Artists can get in contact with, in order to develop modify and individualise their products or develop new designer products and services. The applicants will continuously be supported by members of the Better Factory consortium to ensure a proper matching among all the parties requested to execute the Experiment.

2.3 Joint proposal

Once the matchmaking process is completed, Manufacturing SMEs/Mid-caps, Technology Suppliers and **Artists** will collaborate to create joint proposals to be submitted to the Better Factory **Open Call for Full Proposals**.

The Better Factory Open Call for Full Proposals will be launched in May 2021.

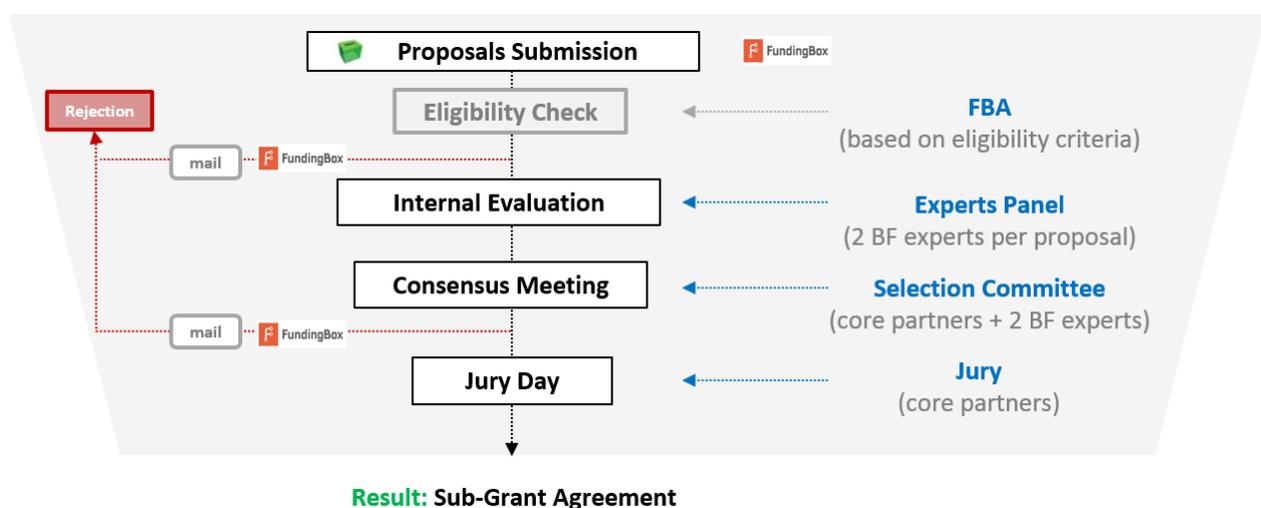
In this Open Call, applicants will be forming consortia composed of **1 Manufacturing SME/Mid-Cap + 1 Artist + 1 Technology Supplier**.

Better Factory will provide the template for the full proposal and will support the selected applicants to create the full proposal.

The evaluation of the proposals will be done in the following steps:

- Proposals submission
- Eligibility checks Proposals which do not comply with the 'eligibility criteria' will be excluded from shortlisting at 'Eligible Applicants List'.
- Internal evaluation: individual evaluations of submitted proposals, resulting in the 'Ranking List'
- Consensus meeting: The 'Selection Committee' will check then the best proposals scored in previous phase.
- Jury Day: A Jury Day will be organised, to which finalists will be invited to present their projects.

After the Jury Day, once validations have been done, and before starting any activity, each selected consortium will sign a Sub-Grant Agreement.



2.3.1 Selection process for Knowledge Transfer Experiments

KTE applications will have to be submitted by consortia composed of:

- One Manufacturing SME or Mid-Cap
- **One Artist**
- One Technology Supplier

Each proposal will be evaluated by 2 internal experts, appointed according to the specific characteristics of the KTEs. The best 16 proposals will be invited to the Jury Day, where the candidates will have to pitch in front of the Selection Committee composed of the core partners of the Better Factory consortium.

The Evaluation criteria will be detailed in the Guide for Applicants when the joint-proposal Open Call is launched, containing at least the following:

1. **EXCELLENCE** will evaluate:
 - **Ambition/Innovation:** The applicants will have to demonstrate to what extent the proposed experiment is beyond the State-of-the-Art. Differentiation in terms of innovation and originality of targeted artistic work and developed vision in relation to the technology will also be assessed.
 - **Co-creation** contributions of artistic and technology suppliers.
 - **Soundness** of the technical approach and credibility of the proposed methodology.
2. **IMPACT** will analyse:
 - The **Market opportunity** addressed by the applicants.
 - A clear **competition analysis**.
 - **Commercial Strategy and Scalability**, as well as the contribution to RAMP Marketplace.
3. **IMPLEMENTATION** will consider:
 - **Team:** demonstrate management and leadership qualities. The team should be balanced and cross-functional, with strong background and skills.
 - **Art-tech congruency:** synergy between technological challenge and artistic thematic and methodological approaches.
 - **Resources:** demonstrate the quality and effectiveness of the resources and underline the benefit of solutions already offered by Better Factory Project under RAMP.

All applications will be assigned a score from 0 to 5 for each criterion which will be reflected by the evaluators in an Individual Evaluation Report. A Ranking List will be elaborated according to the final average scores and passed to the next phase.

CONSENSUS MEETING

The **Selection Committee**, formed by core partners and 2 Better Factory experts, will decide by consensus (or majority vote of $\frac{2}{3}$), and based on the ranking gotten as result of the Evaluation, the **List of finalists**.

JURY DAY

A Jury Day will be organised, to which finalists will be invited to present their proposals. After the event, the Jury will select the winners and include them in the **Provisional List of recipients** and **Reserve List**.

The awarding criteria will be detailed in the Guide for Applicants when the joint-proposal Open Call is launched.

The **Provisional List of recipients** will go through the validation procedure to check whether all formal requirements are met. Once positively validated, each 'Applicant' will sign the **Sub-Grant Agreement** under a 'lump sum model'. The **Sub-Grant Agreement** will include, as an annex, the **Individual Mentoring Plan** for each project. This document establishes, among others, the KPIs and Deliverables that will be considered when evaluating the KTEs' performance at the milestones review, as well as the budget.

MILESTONE REVIEWS AND DELIVERABLES

The **Mentoring Committee** will evaluate the KTEs performance at the **Milestone Review** (established every time a payment is due), according to the following criteria:

- Deliverables quality.
- Business performance indicators.
- Technical performance indicators.
- Deadline Compliance.

The **Mentoring Committee** proposal will be reviewed and validated by the **Selection Committee**.

The **Financial Support** will be paid against the Deliverables included in the 'Individual Mentoring Plan' and based on the results of the Milestone Reviews.

Each consortium that completed a given stage will receive the grant corresponding to that stage. Payment amount will be known before the end of the project so all participants will be aware of it before they join the Programme.

2.3.2 What do we offer?

As mentioned before, Better Factory will fund **8 Knowledge Transfer Experiments (KTEs) via Open Call**.

Up to **EUR 200,000 (total lump sum)** will be distributed to each one of the selected KTEs, based upon the successful delivery of technical and business reports along the 16-month experiment program. This lump sum will be distributed among the KTE partners as follows:

- Manufacturing SME or Mid-Caps: up to EUR 50,000
- Artists : up to EUR 50,000
- Technology Suppliers: up to EUR 100,000

The value proposition for Artists will be as follows:

- Connect with Manufacturing SMEs/Mid-Caps to create new products and services.
- **EUR 50,000** to demonstrate your creativity with Manufacturing SMEs/Mid-Caps.
- Support to find additional customers and unleash your creativity.

3 ARTIST ELIGIBILITY CRITERIA

All artists must abide to the general requirements described in the Guidelines in order to be considered eligible for Better Factory preliminary call.

3.1 What types of entities are eligible?

Better Factory is looking for artists established in an eligible country as defined in 3.2.

Artist refers to entities registered under NACE Code '9003 Artistic creation' and self-employed individuals (freelancers) that undertake artistic activities as a profession/job occupation, such as performers, designers, composers, writers, etc.

The artist must have produced enough artwork for the jury to evaluate their artistic experience. The Artist must share evidence for each artwork reference as part of their portfolio. Previous collaborations with industry SMEs and technology providers will be valued but does not represent a condition for participation.

3.2 Eligible countries

Artists legally established in any of the eligible countries will be eligible for the Better Factory calls. The eligible countries include:

- The **Member States of the European Union**: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden;
- **H2020 Associated Countries**, as identified in Article 7 of the Horizon 2020 Regulation: Iceland, Norway, Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe Islands, Ukraine, Tunisia, Georgia and Armenia.
- **United Kingdom**: EC and UK have entered into a Cooperation Agreement which allows UK entities to participate in the Horizon Programme until 2027. However, please note that the entry into force of the said Agreement is subject to the approval of the European Parliament. The decision of the European Parliament will be made in June 2021 at the latest.

3.3 Expertise and other experience criteria

Since we are looking for artists who will work in a KTE together with a Manufacturing SME/Mid-Cap and a Technology supplier in a co-creation platform, the following criteria will be considered:

- Preferably 3 years of collaborative related experience (research related collaboration; experiment/science related collaboration; technology related collaboration; design related collaboration; material related collaboration; production related collaboration; audience related collaboration; artistic related collaboration; marketing related collaboration, co-creation, design thinking expertise, other);
- Background or professional experience preferably in one of these 6 industries: Plastic and Rubber; Furniture and Wood; Food and agriculture; Construction; Metal and Machinery; Textile and Leather;
- Experience working with technological means of any kind and digital aids;
- Interest in work in a collaborative project preferably with a checkbox with different options: Mission Driven Collaborative projects (Exploring new paths to progress) or Challenge Driven collaborative projects (Humanising Technology).

3.4 English language

English is the official language for the open calls. The proposal must be in English in all its mandatory parts in order to be eligible. If the mandatory parts of the proposal are in any other language, the entire proposal will not be eligible.

If only nonmandatory parts of a proposal are submitted in a language different from English, those parts will not be evaluated but the proposal is still eligible.

4 ARTIST VALIDATION CRITERIA AND PROCESS

As soon as the Artist applications are submitted, the Better Factory consortium will start the validation process according to the eligibility criteria. The validated applicant will be contacted by the Better Factory consortium and will receive further information on how to register on RAMP.

The validation process consists of:

4.1 Administrative and Eligibility Check

Call managers will evaluate the eligibility of the proposal according to the following criteria:

- Applicant from an eligible country;
- Capacity to work in English;
- Applicant is either a physical person, a collective of individuals or a company whose main activity, as professionals or students, is of artistic nature;
- All the mandatory fields in the application form are completed;
- The applicant provided sufficient information to evaluate their artistic experience.
- Proof of previous artistic works. The provided references are reliable and the assessment of the artist's work can be performed.

The eligibility check will be done on all proposals submitted before the deadline. The applications that do not comply with these criteria will be excluded and marked as ineligible.

Eligible applications will then be validated according to the Quality and Operational Capacity Criteria.

4.2 Quality and Operational Capacity Check

The second part of the validation process consists in an in-depth assessment of the applicant. The quality and operational capacity of submitted applications will be reviewed by one of the consortium partners (INOVA+), which will determine whether the applicant is qualified for the matchmaking process. The following criteria will be taken into account for the validation of the applicants:

Design Criteria:

1. To what extent applicants have the experience and competence in the thematic field concerned or convincing description of how the current background can be useful in the targeted manufacturing areas, as well as the necessary capacity to successfully implement the idea (human resources, background)
2. Applicant's potential for growth (in terms of artistic potential) Portfolio, credentials and track record of the applicant (to be judged from artistic experience)
3. Innovativeness and feasibility of proposed general concept for the production industry and artistic community (for example illustration of innovative concepts of work and new target market).

Technology Criteria:

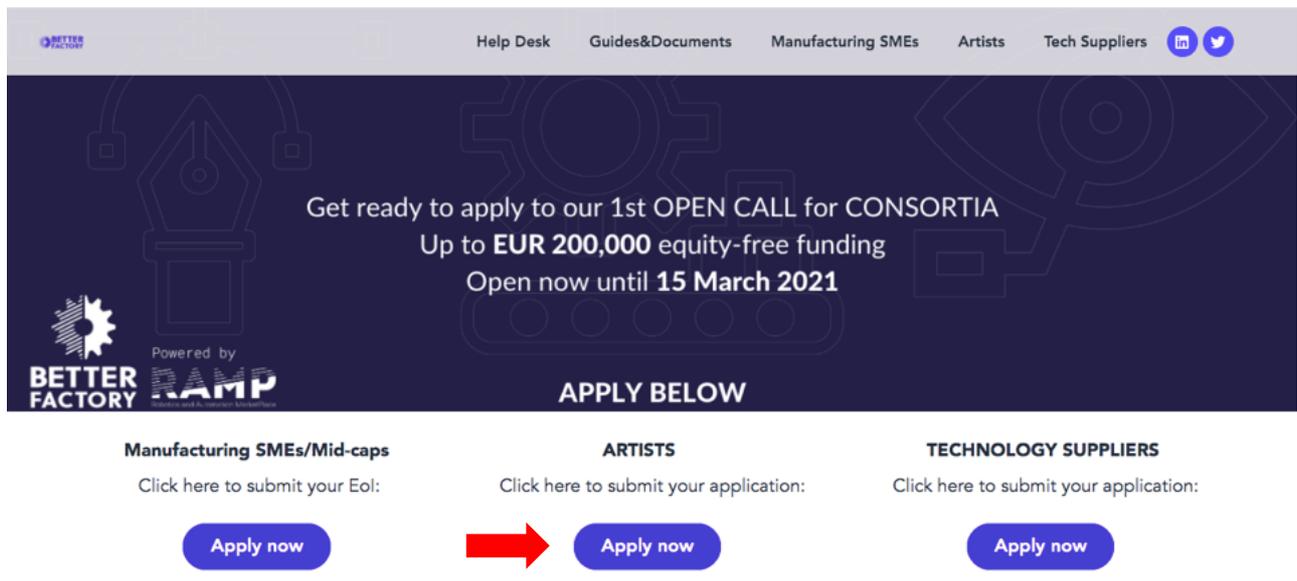
1. To what extent applicants have the experience and competence with technology to successfully collaborate in a KTE?
2. Applicant's potential for growth (in terms of potential to work with technology / interest in technology / curiosity and motivation to learn about).

While the call is open, INOVA+ will analyse periodically the applications received. The consortium will inform the applicants having been validated accordingly by e-mail.

5 SUBMISSION SYSTEM

5.1 How to submit the application

Artists need to apply through the Call submission tool at our [Better Factory call microsite](#).



The screenshot shows the Better Factory call microsite. At the top, there is a navigation bar with links for Help Desk, Guides&Documents, Manufacturing SMEs, Artists, and Tech Suppliers, along with LinkedIn and Twitter icons. The main banner features the text: "Get ready to apply to our 1st OPEN CALL for CONSORTIA Up to EUR 200,000 equity-free funding Open now until 15 March 2021". Below the banner, there are three columns for different applicant types: Manufacturing SMEs/Mid-caps, ARTISTS, and TECHNOLOGY SUPPLIERS. Each column has a link to submit an application and an "Apply now" button. A red arrow points to the "Apply now" button for ARTISTS.

Before applying, applicants need to be registered or create an account to FundingBox, as shown in the following screenshot:

Sign in with your FundingBox ID

Username or email

Password

[Forgot your password?](#)

Sign in

Don't have a FundingBox ID? [Sign up](#)

Verification email lost? [Send again](#)

After signing in, the applicant will be able to start a new application or edit an existing one. Applications can be edited as many times as wished until the deadline. Applications submitted by any other means will not be validated.

Your applications to BETTER FACTORY ARTISTS

Here you will find the applications you have started or submitted.
Make sure you submit your applications before the deadline in 2 months.

Start a new application



The application includes the sections shown in the following screenshot. All the sections and topics marked with a star (*) are mandatory. Data provided should be actual, true and complete and should allow the assessment of the application.

1 Basic info*		Helpdesk	BETTER FACTORY
> Application			
★ 2	Legal information*	View	
★ 3	Related experience of the Artist*	View	
★ 4	Background/Knowledge*	View	
★ 5	Tools*	View	
★ 6	Services*	View	
★ 7	Motivation*	View	
★ 8	Questions for statistical purposes*	View	
★ 9	Information consent form (RAMP Marketplace)*	View	
★ 10	Processing of personal data*	View	

Applications submitted by any other means will not be validated. Data provided should be actual, true and complete and should allow the assessment of the applicant.

Only the information included in the application form and in the attachments to the form will be considered. It is the applicant's responsibility to include all the necessary information in the form, which is available in [Word format](#) if working off-line is needed before fulfilling the online application.

Artists can apply throughout the 2-month call for submission period, and applicants will be announced about the results after the weekly validation process. The Call will be continuously open for applications, as the objective is to have a wide pool of technology suppliers.

Only Artists having applied before the deadline will be accepted. After the call closure no additions or changes will be considered.

The deadline for the call for experts is 18 March 2021 at 17:00 CET.

5.2 Multiple submissions

Only one application per entity can be submitted to Better Factory in this call.

If more than one application per Artist is identified by the Better Factory team, only the last proposal which has been submitted in order of time, will be validated.

6 SUPPORT FOR THE APPLICANTS

For more information about the Better Factory Open Call, please check our [Better Factory call microsite](#).

For further information about the Call, in case of any doubts regarding the eligibility rules, the information in the application form, or if you encountered technical issues or problems with the online submission tool of applications, please contact the [Helpdesk space](#).

When contacting the Technical Helpdesk, please include the following information in your e-mail message:

- your username, telephone number and your e-mail address,
- details of the specific problem (error messages you encountered, bugs descriptions, i.e. if a dropdown list is not working, etc.),
- screenshots of the problem.

For updates and project news, please visit our [Better Factory website](#).

7 GENERAL DISCLAIMER

1. Participation in this Call for Experts is voluntary and if Artist does not participate in it, it does not mean it will not be able to participate in the Better Factory Open Call for Full Proposals. Especially Artists can compose a consortium with Manufacturing SMEs/Mid-Caps and Technology Suppliers who have not participated in this preliminary call and are not registered in RAMP.
2. A validation under this Call for Experts is not equal with selection to perform the a KTE. Submitting a joint application to the Better Factory Open Call for Full Proposals and being selected by the BETTER FACTORY Consortium is the general requirement to receive Financial Support to Third-Parties (FSTP).
3. Thanks to participating in this Call for Experts, the validated artists will benefit from the support of the BETTER FACTORY Consortium:
 - a. To find the right partners to compose a competitive consortium (matchmaking process),
 - b. To get a continuous support in the preparation of the proposal.



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