GUIDELINES FOR APPLICANTS

Valid for Call 1 'Calls for Ideas'

January 2014

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1. The CHEST Project - Summary

CHEST (Collective enHanced Environment for Social Tasks) is a 30 month Research and Development project supported under the Seventh Framework Programme to promote the development of digital based innovations that have the potential to address key societal challenges.

CHEST is based on the collaboration of three partners, Engineering Ingegneria Informatica SpA (IT), PNO Consultants Ltd (UK) and the European Institute for Participatory Media e.V. (D).

In addition to the development of an online community platform (www.chest-project.eu) that will facilitate the sharing and exchanging of ideas, the CHEST project will also invest up to €2.5 million in seed finance for highly innovative digital based technologies, concepts and systems that address a specific societal challenge. The €2.5 million will be allocated through three open rounds, the first of which will open on the 31st January 2014.

The type of the societal challenge targeted is open and can include any economic, environmental or social problem currently facing European citizens (potential categories are detailed in Section 5).

It will be the task of the applicant to justify why there is a need for their idea or solution with an understanding of the potential impact that could be achieved. Although open in topic, any challenge targeted cannot be limited to a single location or community but instead must be representative of a larger European issue.

Ideas can be submitted by any individual or legal entity (either as a single applicant or collaborative submission), including private companies (irrespective of size), academic organisations or public bodies. All ideas must be submitted via the CHEST website (www.chest-project.eu), according to the timetable described on page 6.

Both applicants and those organisations registered on the CHEST Community Platform **(referred to as 'CHEST Community Members')** will also have the opportunity to evaluate and discuss the ideas that have been submitted.

Submissions made to *Call 1 - Calls for Ideas* will be assessed and evaluated solely by the CHEST Community Members according to the crowd assessment evaluation criteria described on page 7. Only the highest ranked ideas will receive an award.

Submissions made to Call 2 and Call 3 will be assessed by independent expert assessors, according to EC rules.

PLEASE NOTE: This document contains the eligibility criteria, key dates, competition process and application form details specific to Call 1- Call for Ideas. It is essential for applicants to read this document before submitting their idea for evaluation.

Applicants wishing to apply for support through *Call 2 - Call for Partners* or *Call 3 - Call for Applications* should refer to the individual guidance documents for these call strands.

2. The CHEST Competition

The €2.5m available will be allocated through three specific calls.

Call 1 – Calls for Ideas
Award of €6k to investigate an innovative idea.
This call will support projects that seek to explore the technical feasibility, social impact potential or commercial viability of an idea. Activities could include market research or desk based investigation regarding the need and potential of an idea, competitor analysis, and even initial planning to take the project to a prototype stage, including potential costs and timescales.

Expected Deliverable: A short written report detailing the viability of the idea, in line with the format suggested by the Social Reporting Standard (SRS), will be requested at project end. Please refer to http://www.social-reporting-standard.de/en for details on SRS. Required information will include: summary of the project idea, contact details of applicant, explanation of the targeted societal challenge (including the need and target groups), solution approach (including novelty of the idea, technical approach, implementation feasibility outline) potential impact, required next steps, and the profile(s) of the applicant(s). The majority of this information could then be used as a basis for a submission to Call 3 - Call for Applications, therefore providing the opportunity to develop the idea into a prototype/demonstrator. *It should be noted that a submission to Call 3 will be expected for projects selected for awards under Call 1*.

Call 2 - Call for Partners
Award of up to €150K to develop an innovative 'market ready' product, service or process.
This call will support projects that seek to advance a novel idea or basic research investigation to a stage that could be classified as 'market ready' (ready for deployment/roll out in the field). Eligible activities include: advanced prototype development and evaluation (resulting in a market ready deliverable) and the development of marketing/exploitation strategies (including routes to market).

Further information regarding Call 2 and expected deliverables can be found in the Guidance for Applicants specific to this call category.

Call 3 - Call for Applications
This call will seek to support the best projects resulting from Call 1. The call will also invite submissions from new applicants. **Projects will be awarded up to €60K**. Activities should aim to advance an innovative idea to the development of a prototype/demonstrator of a technologically innovative product, service or process. This can include the development of a prototype that could be classified as a 'works-like' and 'looks-like' version of the expected final solution which could not be sold commercially. Eligible activities include prototype development, trials and testing and the development of a business plan indicating routes for future exploitation.

Further information regarding Call 3 and expected deliverables can be found in the Guidance for Applicants specific to this call category.

3. Funding and Eligibility

- The project must be based on activity conducted within an established Member State or an FP7 Associated country[1]. Proof of address may be requested.
- Projects must meet all of the requirements for submission as detailed in these Guidelines for Applicants document.
- Any idea submitted must offer a level of innovation or novelty must be digital-based and must be targeted towards a specific and clearly defined societal challenge.
- The same project idea can only be submitted once within a particular call. However, it is acceptable for the same idea to be submitted under both Call 1 and Call 3.
- The project must meet the scope of the competition as detailed in the Summary section above.
- Ideas can be submitted by any individual or legal entity, including private companies (irrespective of size), academic organisations or public bodies.
- In consideration of the results of the evaluation procedures, any awards made are at the sole discretion of the CHEST Project Partners and are not subject to appeal.
- The applicant must agree to the terms of use of the CHEST website in full.

   o *You must not use our website in any way that causes, or may cause, damage to the website or impairment of the availability or accessibility of the website; or in any way which is unlawful, illegal, fraudulent or harmful, or in connection with any unlawful, illegal, fraudulent or harmful purpose or activity.*
   o *You must not use our website to copy, store, host, transmit, send, use, publish or distribute any material which consists of (or is linked to) any spyware, computer virus, Trojan horse, worm, keystroke logger, rootkit or other malicious computer software.*
   o *You must not conduct any systematic or automated data collection activities (including, without limitation, scraping, data mining, data extraction and data harvesting) on or in relation to our website without our express written consent.*
   o *You must not use our website to transmit or send unsolicited commercial communications.*
   o *You must not use our website for any purposes related to marketing without our express written consent.*
   o *You must not post or transmit any unlawful, threatening, libellous, harassing, defamatory, vulgar, obscene, pornographic, profane, or otherwise objectionable content.*

Levels of Funding

Applicants must decide which call is most appropriate to the nature and maturity of their idea and funding requirement. Funding is subject to the following maximum values and project durations.

Call	Maximum Award	Maximum Project Duration
Call for Ideas	€6K	2 months
Call for Partners	€150k	12 months
Call for Applications	€60k	12 months

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[1] The FP7 Associated countries are Albania, Bosnia and Herzegovina, Croatia, FYR Macedonia, Iceland, Israel, Liechtenstein, Montenegro, Norway, Serbia, Switzerland, Turkey.

4. How to apply for this Competition

Each Call is based on a one stage submission process - there is no expression of interest or pre-qualification stage.

Registration

All ideas must be submitted by via the CHEST website. To enter the competition, applicants must first register on the website (with a first and last name, an email address and a password) or register using a Facebook, Twitter or a LinkedIn account. In case of email registration, the applicant will receive an email with the credential to login. After the first login, the user can change the password through the "my profile" button. Once registered the applicant can log in to the website at any time in order to complete the submission. Re-registration is not required for applications in future calls as the system will retain applicant information with a record of previous submissions. Each new idea submitted under a specific call requires a new application.

Competition Timetable

The CHEST Competition will be undertaken according to the following timetable. Ideas can be submitted until the deadline for each call.

Timeline Summary	Call	Date
CHEST Competition opens. *Launch of Call 1 - Calls for Ideas*	Call 1: Call for Ideas	31st January 2014
Deadline for the submission of applications for Call 1		17.00 CET 30th April 2014
Evaluation process		From 15th February to the 31st May 2014
Notification of Decision		30th June 2014
Earliest project start date		From 1st July 2014
*Launch of Call 2 - Calls for Partners**	Call 2: Calls for Partners	31st March 2014
Deadline for the submission of applications for Call 2		17.00 CET 31st May 2014
Evaluation process		From 1st June 2014
Notification of Decision		1st July 2014
Signing of Award Agreements		1st July - 31st October 2014
Earliest project start date		From 1st November 2014
*Launch of Call 3 - Call for applications**	Call 3: Call for Applications	31st July 2014
Deadline for the submission of applications for Call 3		17.00 CET 30th September 2014
Evaluation process		From 1st October 2014
Notification of Decision		1st November 2014
Signing of Award Agreements		1st November - 31st December 2014
Earliest project start date		2nd January 2015

The CHEST Project Partners reserve the right to adjust the timetable of the calls.

The submission deadlines for all calls is **17.00 CET**. We are unable to accept any applications after this time. **Please do not leave your submission to the last minute.**

If any technical difficulties arise or if you identify any errors in your submission, we will not be able to grant an extension to the above deadlines. It is your responsibility to ensure you follow the competition guidance rules and in doing so allow sufficient time to complete all of the submission requirements described in this document.

Call 1: The Crowd Assessment Process

The evaluation applications submitted under *Call 1 Call for Ideas* will be conducted by the CHEST Community Members (i.e. any party registered on the Community Platform). Applications can be evaluated 15 days after the official launch of the call, i.e. from the 15th February 2014 until the 31st May 2014.

All ideas submitted will be publically visible with the potential to be evaluated and commented upon by the CHEST Community Members. It is expected that up 30 ideas in total will receive support.

CHEST Community Members will be asked to evaluate the ideas according to the perceived:

- quality of the idea,
- relevance of the problem targeted,
- appropriateness of the solution,
- potential impact,
- ability of the applicant to deliver the solution

Further guidance can be found in Section 5

Following the closing date of the crowd assessment process, the CHEST Project Partners will compile the results of the crowd assessment process and will rank the applications based on the scoring received. The highest ranking ideas will then be recommended for support, with the CHEST Partners making the final decision within the limits of funding available. In case of 'ex aequo', the CHEST Project Partners will resolve the ranking according to the same criteria listed above.

Notification
Following the ranking of projects, applicants will be informed by email whether the application was successful.

At the end of the application and assessment process for Call 1, the CHEST Project Partners will also publicise the results of the competition on the CHEST website with a short description of the ideas supported. The CHEST Project Partners may also include reference to some of the successful applications in any dissemination material related to the project such as future press releases.

No explanations of the results of the assessment of ideas for Call 1 can be provided by the CHEST consortium beyond the results of the crowd voting. This applies to both successful and unsuccessful applicants.

Successful Applicants
Successful applicants will receive an email with information about the next steps and a template for the completion of the written deliverable (basis for a submission to Call 3).

If the applicant wishes to accept the award, they will need to reply to the email confirming acceptance with your bank details for payment purposes. The award must be accepted within 10 working days of receiving this email. Failure to do so will result in withdrawal of the award offer.

The CHEST Project Partners also have the right to contact award recipients at any point during the project delivery to monitor progress and to ensure that projects are successfully completed.The CHEST project partners have the right to require interim progress reports from the award recipients on a per-need basis, at its discretion. The award recipients are obliged to provide interim progress reports if requested by the CHEST project partners

Call 1 Payment of funds
The payment of the €6k award will be in two separate tranches.

Payment 1: €2k within 30 working days of the email receipt from the applicant to accept the award

Payment 2: €4k upon successful submission of the requested written deliverable and its approval by the CHEST Project Partners. This deliverable may be used as a basis for a submission to Call 3 'Call for Applications'.

5. Completion of the Online Application

This section explains the structure of the application form for a submission to *Call 1- Call for Ideas* and offers guidance on the information to include in each section. It is important that applicants address and respond to each question clearly to enable the Community Members to fully understand and evaluate your idea. Applicants are encouraged to fully utilise the character limits set for each question. All ideas should be submitted in English.

The structure of the submission is as follows (all sections **are mandatory unless otherwise stated**):

Question	Guidance
Categories of societal challenges	Select the category(s) that best describes the societal challenge. 1. Knowledge Society and Education 2. Social Inclusion, Human Rights and Equality 3. Civic Empowerment and Community Engagement 4. Environment and Sustainability 5. Health and Demographic Change 6. Economic Empowerment and Prosperity 7. Other
Categories of digital solutions	Select the category(s) that best describes the digital aspect of the idea. 1. Social Software 2. Open Source 3. Physical Computing 4. Geolocation 5. Web/Internet 6. Audiovisual 7. Data 8. Mobile 9. Other
Idea title	Max 50 characters.
Idea outline	Provide a short summary of the idea that could be used for future publicity (max 250 characters).
Idea image (optional)	An image visualizing the idea (maximum file size: 8 MB; allowed extensions: png, gif, jpg, jpeg)
Challenge description	Describe the type of targeted societal challenge and identify why there is a need for the idea (max 800 characters).
Solution description	Describe the idea and summarise the intended activities if successful in receiving an award through Call 1 (max 800 characters).
Target group and social impact	Identify who will benefit and the potential benefits – this can include social, environmental, economic or sustainability aspects (max 800 characters).
Competences of the applicant	Detail any relevant skills and experience that demonstrates the capability of the applicant to develop and advance the idea (max 400 characters).
Video link (optional)	You can include a link to a video (hosted on popular video platforms like

	youtube, vimeo, etc.) detailing and visualizing your idea. Please note that a short video (no longer than 5 minutes) could help crowd based voters to better understand your idea.
Proposer Details	Enter the full name of the applicant organisation (if applicable).
	Enter the full name of the person responsible for the application.
	Enter the full postal address & postcode (including country), email address and telephone number of the person responsible for the application
	How did you hear about the CHEST Competition?

6. Further information

If you require further information or for any questions regarding this competition, please email info@chest-project.eu

7. Terms

7.1 Ownership of Intellectual Property/Use of the entries
Ownership of the idea and of its implementation results, including industrial and intellectual property rights, and any reports and other documents relating to it, shall remain with the applicant.

Without prejudice to the previous paragraph, applicants grant the Commission and the CHEST Project Partners the right to display, reproduce by any technical procedure, translate or communicate the idea and its results by any medium, including on any website relating to the CHEST project, provided it does not thereby breach its confidentiality obligations or existing industrial and intellectual property rights.

Any communication or publication by Competition winners shall indicate that the project has received funding from the European Union displaying the EU logo and FP7 logo on all printed and digital material, including websites and press releases.

By submitting an entry, applicants declare that they have obtained, or will obtain, all authorisations, consents and permissions necessary to submit their entry, carry out their proposal and comply with these terms and conditions and, to the best of their knowledge, that their entry will not infringe any intellectual property or other third party rights or breach any contractual obligation.

The Commission and CHEST Project Partners assume no responsibility for disputes between persons claiming copyrights in relation to an entry submitted for the Competition.

Where industrial and intellectual property rights, including rights of third parties, exist, prior to the Competition ('pre-existing intellectual property rights'), contestants shall establish a list which shall specify all rights of ownership and use in the pre-existing intellectual property rights and may be asked to disclose it to the Commission or CHEST Project Partners – should they be selected as recipients of an award– at the latest prior to the commencement of implementation of their proposal.

Award recipients shall ensure that they have all rights to use any pre-existing intellectual property in the submission of their application and the implementation of their project if selected for support.

Applicants are encouraged to pursue appropriate intellectual property protection (including but not limited to patents, copyright, trademark, trade secret, etc.) to protect their entry prior to disclosure in the competition.

7.2 Personal Data
All entries will be processed by the CHEST Project Partners. As a result, we may retain non-financial contact information such as your e-mail address and postal address in a database used by CHEST Project Partners. Personal details concerning applicants will be processed solely for the purposes of the performance, management, monitoring and scientific analysis of the Competition by the CHEST Project Partners. All personal data (such as names, addresses and other details) will be processed pursuant to Directive 95/46/EC on the protection of individuals with regard to the processing of personal data and on the free movement of such data. We will not share any personal details with any for-profit or commercial organizations. We will honor any request to stop sending you publications or e-mail newsletters, and this will not affect any award related communications. Applicants will have the right to access their personal data and the right to rectify any such data. Should applicants have any queries concerning the processing of their personal data, they should address them to CHEST Project Partners who are bound to strict legal obligations with regard to the processing of data of third parties.

7.3 Employees of the three partner companies, Engineering Ingegneria Informatica SpA, PNO Consultants Ltd and the European Institute for Participatory Media e.V. are excluded from submitting an application to the CHEST competition.