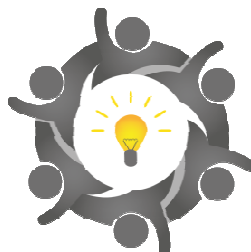


CHEST**FP7-611333****CHEST**

Collective enHanced Environment for Social Tasks

Deliverable D4.1**CHEST Communication web site and dissemination material**

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Reviewer(s):	All Partners
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Abstract:	This document presents the communication web site and other dissemination material produced to publicise the project and its objectives widely across Europe and to ensure that the different target groups can access information about the project and are made aware of the opportunity to submit their ideas. In particular, the web site sections and its main features are described and the graphic material is presented.
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Document Description

Document Revision History

<i>Version</i>	<i>Date</i>	<i>Modifications Introduced</i>	
		<i>Modification Reason</i>	<i>Modified by</i>
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1.0	17 th Feb 2014	Quality Review	ENG

Table of Contents

1	COMMUNICATION WEB SITE	9
1.1	PAGE LAYOUT	9
1.2	WEB SITE SECTIONS	11
1.2.1	<i>The Project</i>	<i>11</i>
1.2.2	<i>Objectives.....</i>	<i>12</i>
1.2.3	<i>Partners.....</i>	<i>13</i>
1.2.4	<i>News.....</i>	<i>13</i>
1.2.5	<i>Private Consortium Area</i>	<i>14</i>
	<i>The private consortium area, used for document storage, diary coordination and other project activities is accessed through the footer bar menu.....</i>	<i>14</i>
	<i>This links to the authentication portal requiring a registered users email address and password to access the encrypted site hosted by PNO.</i>	<i>14</i>
	<i>Further information on the Private Consortium Area is detailed in the report “D1.2 Management web site”.</i>	<i>14</i>
1.2.6	<i>Calls for Proposals.....</i>	<i>15</i>
	<i>The Calls for Proposals section of the website can be accessed through menu links if the header and footer menu bars, and also through the project overview section. An example link is demonstrated below.</i>	<i>15</i>
1.2.7	<i>Competition Platform.....</i>	<i>17</i>
	<i>Such is the importance of CHEST project website visitors actually visiting the Competition Platform, the icon to access this platform is highlighted in red in the top menu bar on every page of the website. This is shown in the figure below.</i>	<i>17</i>
	<i>The workings and detail of the competition platform are reported in another deliverable document.</i>	<i>17</i>
1.3	ADDITIONAL FEATURES	17
	<i>Other notable features of the website are an email contact link, included in both the header and footer menus. This opens a contact form, requesting name, email address, subject and message. On hitting the “send” icon this is sent to a project address (info@chest-project.eu) which can be accessed by each of the project partners using the CHEST webmail account (http://webmail.chest-project.eu/). This is checked at least every 2 days by PNO, and is also checked by the other partners. Responses are made with 48 hours.....</i>	<i>17</i>
	<i>The website also has search functionality. Entered a word or phrase in the search box at the right of the header menu bar brings up results from with the site in a list, which can be clicked on to open at the relevant item. For examples, entering “Idea” in the search bar brings up the following list:</i>	<i>18</i>
1.4	USED TECHNOLOGY	19
	<i>The CHEST project website is based on the CMS Wordpress.</i>	<i>19</i>
	<i>Search Engine Optimizations are performed automatically by a plugin called Wordpress SEO which avoids the need for constant activity to ensure a high SEO ranking.....</i>	<i>19</i>
	<i>The website is hosted on servers in Rome, with cloud backup.</i>	<i>19</i>
	<i>Google analytics are running of the website to provide visitor numbers data and other relevant statistical information.</i>	<i>19</i>

2 DISSEMINATION MATERIAL..... 20

As part of the project a logo and other dissemination material has been developed. Although PNO are leading this activity, input is requested from all partners before any material is made publically available. 20

Material developed so far are: 20

1. Digital brochure/fact sheet in pdf format..... 20

2. Hard copy brochure/fact sheet 20

3. Project Poster..... 20

4. Logo 20

5. Newsletter 20

6. Powerpoint presentation template..... 20

2.1 LOGO..... 20

2.2 POSTER 21

2.3 POWERPOINT PRESENTATION TEMPLATE 22

2.4 BROCHURE 23

List of Tables

NOT APPLICABLE IN THIS DOCUMENT

List of Figures

Figure 1 – CHEST project home page (top)	page 8
Figure 2 – CHEST project home page (middle)	page 9
Figure 3 – CHEST project home page (bottom)	page 10
Figure 4 – “About the Project” links	page 10
Figure 5 – “About the Project”	page 11
Figure 6 – “Objectives”	page 11
Figure 7 – “Partners”	page 12
Figure 8 – “News”	page 13
Figure 9 – News Item	page 13
Figure 10 – Access to Private Consortium Area	page 14
Figure 11 – Calls for Proposals	page 15
Figure 12 – Competition Platform link	page 16
Figure 13 – Contact form	page 16
Figure 14 – Search functionality	page 17
Figure 15 – Final CHEST logo and strap line	page 20
Figure 16 – Logo Options and Voting results	page 21
Figure 17 – CHEST Project Poster	page 22
Figure 18 – CHEST PowerPoint template	page 22
Figure 19 – CHEST PowerPoint brochure	page 23

Executive summary

The purpose of the CHEST project website and the other dissemination materials is to publicise the project and its objectives widely across Europe, and to encourage an active participation through the submission of ideas and proposals and to ensure that the different target groups can access information about the project and are made aware of the opportunity to submit their ideas.

To date a public website, competition platform, project logo, hard copy and digital brochures, a newsletter and a poster have been developed for the project. These will be updated when significant milestones are reached.

These communication methods are also important to raise the profile of the project, not only with European citizens, but also to build a community of entities with an interest in digital social innovations, crowd-funding and crowd-sourcing.

1 Communication web site

The CHEST project website is the online “face” of the project.

The domain <http://www.chest-project.eu> was acquired by PNO for the website.

The concept of the website was initially discussed by the partners at the project kick-off meeting in Rome in October 2013. PNO then commenced construction of the website based on the structure and contents agreed upon. The website remained “offline” for comment and input via emails and Skype meetings with the partners, to ensure there was a consensus of the look and feel of the website.

The website went “live” on November 5th 2013, so that it was ready for the EC’s Horizon 2020 ICT launch event in Vilnius.

1.1 Page layout

The home page of the CHEST project contains key project information, links to other sections of the site, the project management website and the competition platform, news articles and the names of the project partners and supporting partners. The most prominent information is the “call to action” for readers to submit project ideas and proposals, or to register their interest to be evaluators of the submitted ideas and plans.



Figure 1 – CHEST project home page (top)

Beneath this is a short profile of the project, with a link to the section detailing the project aims. Further down is the news section of the website, where call launches, project milestones and other interesting news items are added. This is to keep the website content fresh, and also improve its Search Engine Optimisation (SEO). Links are also provided to the CHEST consortium home pages.

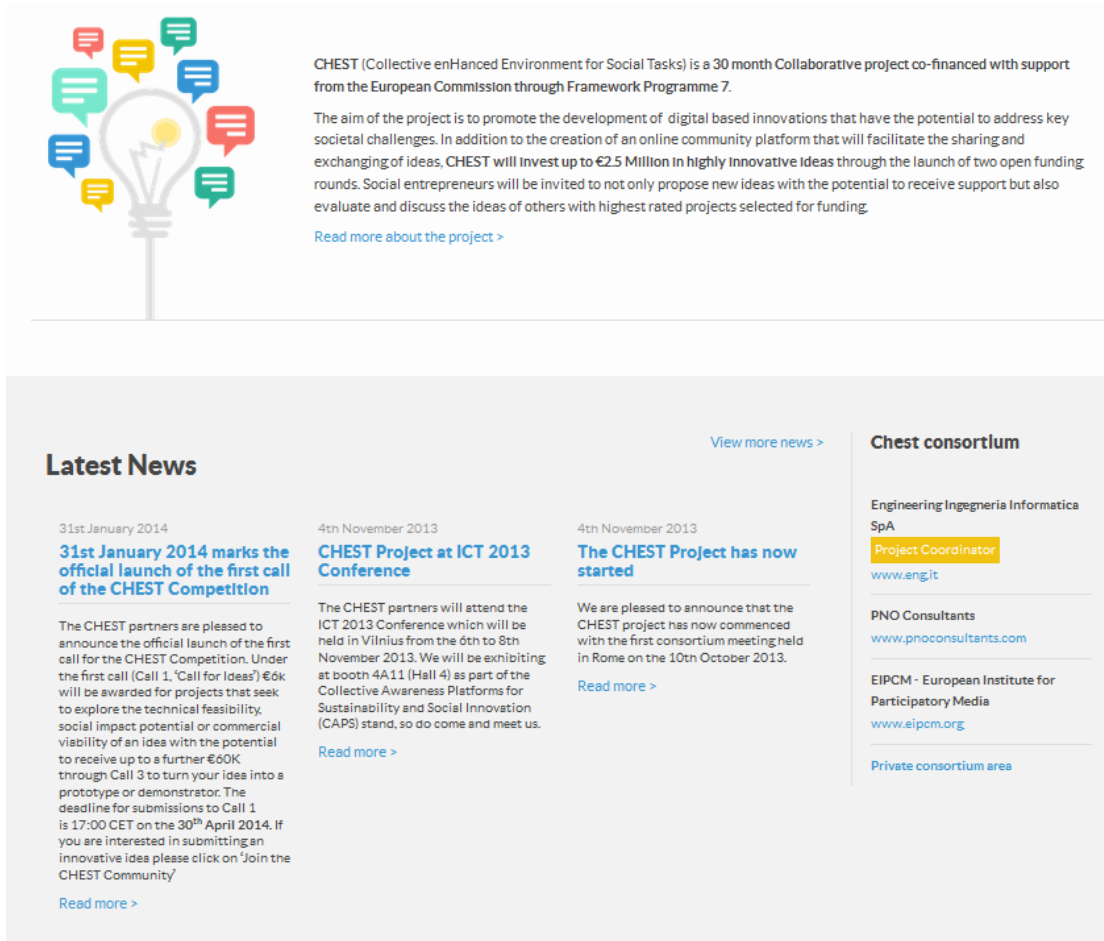


Figure 2 – CHEST project home page (middle)

The bottom of the page is dedicated to the logos of the main project partners and the supporting partners, reference to the EC Framework Programme 7 funding and the EC flag, and links to other website sections, the project management website, competition platform and an email contact link.



Figure 3 – CHEST project home page (bottom)

1.2 Web site sections

The various sections of the website are described below. In each section of the website the page headers (project logo and menu bar) and footers (partner logos) remain, the new content being opened in the middle section of the page.

1.2.1 The Project

This section is accessed through links at the top bar of the homepage or the bottom left menu.



Figure 4 – “About the Project” links

In this section the project mission, information about who can apply, what the CHEST community is about and a summary of the types of ideas that are invited is detailed.

The Project

- [The Project](#) >
- [Objectives](#)
- [Calls for Proposals](#)
- [Partners](#)

Mission

CHEST is a 30 month Collaborative project co-financed with support from the European Commission through FP7. The aim of the project is simple. To provide a forum that will enable entrepreneurs and innovators from across the EU to propose new solutions that have the potential to address key societal challenges, so called 'social innovation'. In addition to the creation of an online community platform that will facilitate the sharing and exchanging of ideas, CHEST will invest up to €2.5 Million in highly innovative ideas through the launch of three open funding rounds. Social entrepreneurs will be invited to not only propose new ideas with the potential to receive support but also evaluate and discuss the ideas of others with highest rated projects selected for funding.

Who can apply?

...You as a Social Innovator

Individuals, companies, Public organisations, in fact anyone who could not only benefit from financial support for the realisation of their idea but who would like to have their ideas evaluated for their potential by other entrepreneurs from within the crowd community.

Who will participate in the CHEST community?

Any organisation who has an interest in addressing key societal challenges including higher education institutions, foundations, venture capital firms, business incubation and creativity networks, idea management companies, crowdsourcing software providers and many more.

What we are looking for?

Any IT based innovations that have the potential to address societal challenges. This could be a solution to key economic, social and environmental challenges or even ideas that have the potential to change the way we live and work together. Applications will be assessed by both the crowd and external independent evaluators for potential societal impact.

Figure 5 – “About the Project”

1.2.2 Objectives

Also accessed via the same menu link is a summary of the project objectives

Objectives


- To facilitate the generation of community derived ideas that address societal challenges, supporting knowledge exchange, the development of best practice, discussion and collaborative activity.
- To invite social entrepreneurs from across Europe to submit their ideas through two open funding calls for proposals, which will then be evaluated by both the crowd community and external independent evaluators, with the highest rated proposals each receiving support for continued development and realisation.
- To transform the novel ideas selected into viable added value social initiatives.
- To communicate the results of the project across the EU and to engage with key communities, investors and incubators active with an interest in digital social innovation to ensure the sustainability of the programme with the potential to facilitate crowd funding to finance future projects and ideas.

Figure 6 – “Objectives”

1.2.3 Partners

A section of the website is dedicated to providing summary information of each of the main project partners (with links to their websites) and also a list of the supporting partners


CHEST Project Partners



Engineering Ingegneria Informatica SpA
Project Coordinator
www.eng.it

Founded in 1980, Engineering Ingegneria Informatica SpA (www.eng.it) is the leader of the Engineering Group consisting of 12 firms specialised in different IT services, but sharing the same cultural identity and mission. Financed by private capital, the Engineering Group operates in more than 20 locations in Italy, and in 2006 achieved consolidated revenues of about 450M€ with almost 4800 employees, thus further consolidating the Group's position as one of largest private enterprise in the system and business integration market sector in Italy.

The main areas of interest of the R&D Department are concerned with Service-Based Software Engineering, Multi-Agents System, Software Architecture, Knowledge Management, and Human-Computer Interaction. This policy – based on strict synergies between the operational and the R&D divisions – has proven essential to generate a wide number of opportunities and contracts with large organisations like ENEL, Vodafone, Monte dei Paschi di Siena, Ministero del Beni Culturali, and many others. In particular, the commercial successes achieved have progressively increased the company's trust and confidence in the importance of investing in research and innovation activities, allocating an annual budget of around 5% of the global turnover and a global foreseen investment in the period 2003-2005 of almost 30 Million Euros. Since 1987, current and past research initiatives have been accomplished at European level. The long tradition in participating in research projects, combined with its intimate industrial nature, allows the Engineering R&D Department to be the coordinator of several of the abovementioned research projects both at the national and European level. Engineering is one of the leading partner of the NESSI Technology Platform on the Service and Software and the NEM Technology Platform on Networked and Electronic Media.




EIPCM – European Institute for Participatory Media
www.eipcm.org

The European Institute for Participatory Media is a non-profit organization dedicated to the promotion, research and development of next-generation media ecosystems. Our mission is to help companies, public organizations and society at large to take advantage of novel participatory forms of information and media creation, delivery and utilization. We act as an innovation facilitator connecting cutting-edge scientific research with user-driven and market-oriented needs of user associations and industry. Established in 2007, we are a network institute involving partners in different European countries with headquarters in Berlin and branch offices in Zurich and Rome.

In projects and partnerships with companies, universities, city governments and end-user associations we develop and experiment with new forms of participatory media solutions based on real-world needs of companies, public institutions and European citizens.

Supporting Partners

- CTVC - TrueTube
- Soliar
- ARCI Cultura e Sviluppo
- PoliHUB Incubator
- Helsinki Institute for Information Technology
- City University
- Humboldt-Viadrina School of Governance
- Copenhagen Business School
- ISI Foundation
- Grassroots Art and Research
- Forum Terzo Settore
- University of Rome "La Sapienza"
- Enorm
- Centre Virtuel de Connaissance sur l'Europe
- FairWatch
- XM Limited
- Institute for the Development of Education



PNO Consultants
www.pnoconsultants.com

The PNO Group, established in 1984, is specialized in Grants and Innovation Management, providing support services to private and public organizations in Innovation processes, Technology Transfer, and funding for research, development and innovation. PNO is made up of a pool of around 250 professionals across 12 Member States including scientists, engineers, consultants, a Brussels policy advisory service, as well as financial and legal experts.

In addition to CHEST PNO is involved in a number of EU funded network projects to build communities to further innovation in specific sectors, such as the bio-based product market (BIOCHEM), transport (SMART), security (OSMOSIS), open source and embedded software (SHARE). The company has the proven capability to link innovation suppliers and adopters from a unique Europe-wide client network in multiple sectors, using advanced methodologies and proprietary on-line networking. PNO has its own community building, management and dissemination tools, the core one being Innovation Place© www.innovationplace.eu. As Europe's largest independent public funding advisory, PNO supports over 2000 clients throughout Europe, annually developing over 120 European consortia funding proposals, and fostering their successful implementation in many technology domains through management, technology intelligence, exploitation and dissemination services. The company is also versed in the establishment and management of funding programmes.

Figure 7 – “Partners”

1.2.4 News

Also accessed through the header menu bar, or the footer links, is a section devoted to news articles. These articles can be important project notifications such as call launches, updates on project milestones, other news items about digital social innovation and crowd-funding, details of events that the CHEST partners are attending, or other interesting ICT related items.



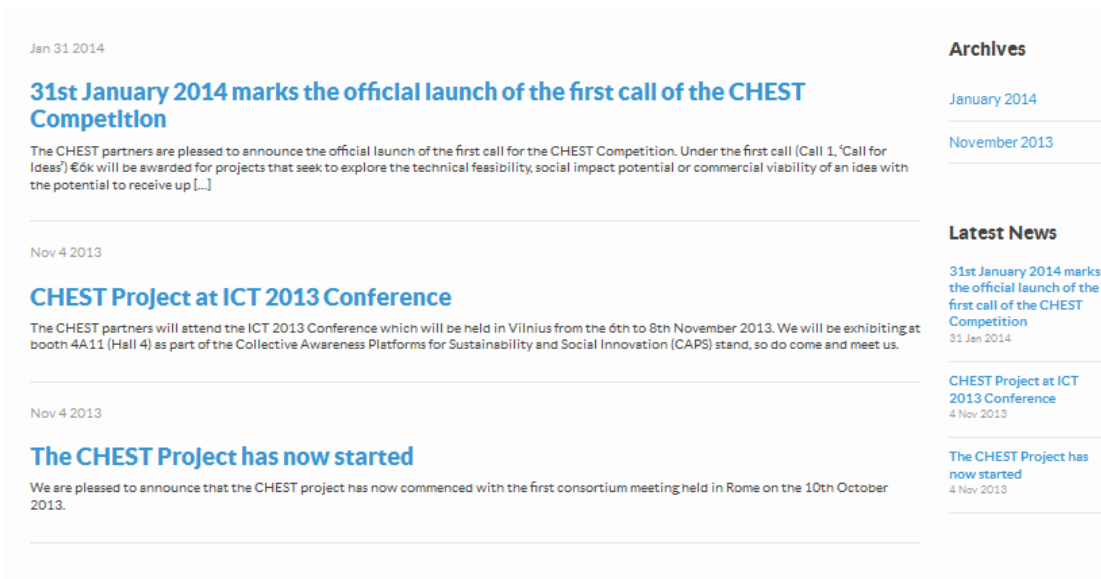


Figure 8 – “News”

To the right of the page a summary of most recent news articles is provided, along with news archive links. Clicking on any of the news items opens them up in full:

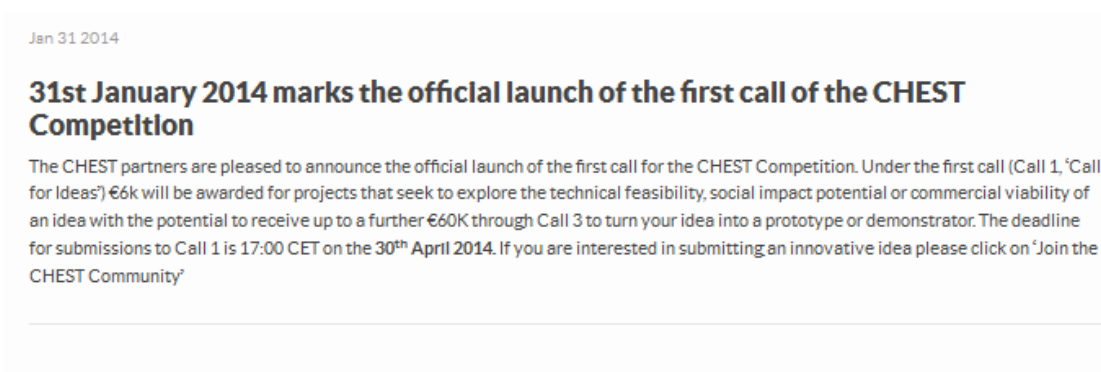


Figure 9 – News Item

1.2.5 Private Consortium Area

The private consortium area, used for document storage, diary coordination and other project activities is accessed through the footer bar menu.

This links to the authentication portal requiring a registered users email address and password to access the encrypted site hosted by PNO.

Further information on the Private Consortium Area is detailed in the report “D1.2 Management web site”.

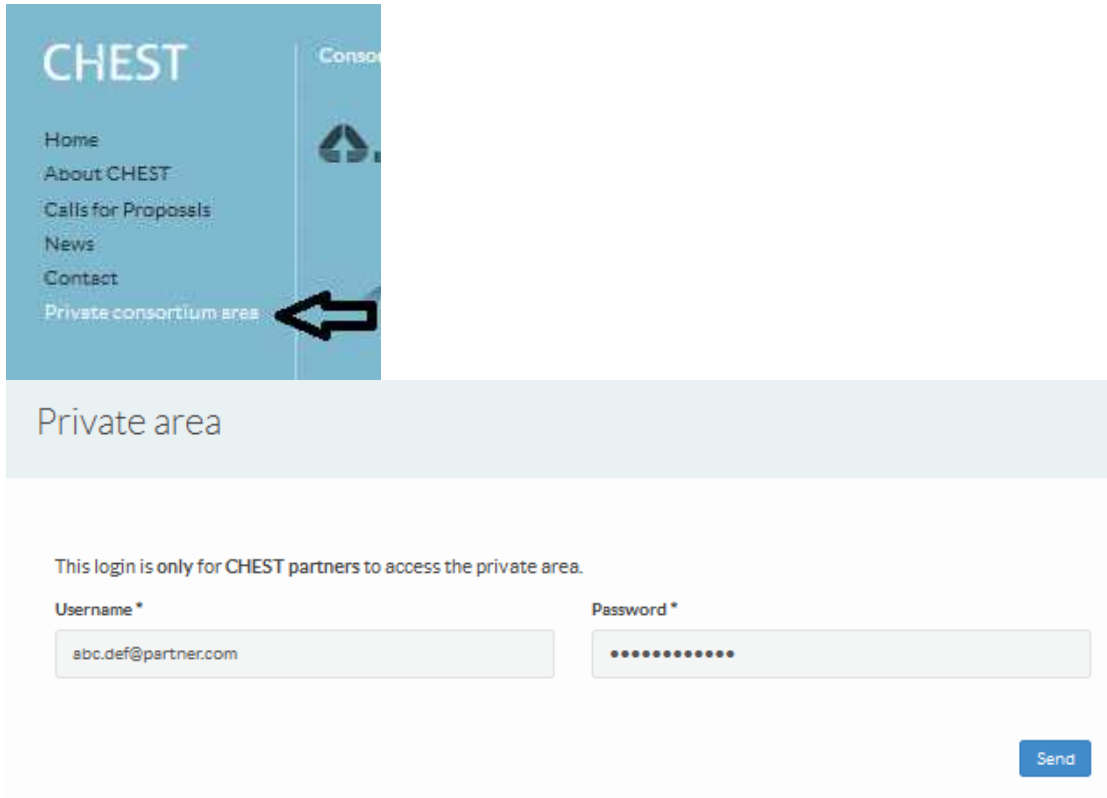


Figure 10 – Access to Private Consortium Area

1.2.6 Calls for Proposals

The Calls for Proposals section of the website can be accessed through menu links if the header and footer menu bars, and also through the project overview section. An example link is demonstrated below.



A summary of each of the three calls is provided in this section, which will be updated as and when required, such as to notify that a particular call is closed, or to add call guidelines when a call is launched. These links will open up the full guidelines in *pdf* format, available for download/printing.

Calls for Proposals

[The Project](#)

[Objectives](#)

[Calls for Proposals](#) >

[Partners](#)

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

Call 1 – Call for Ideas: Award of up to €6K to Investigate an Innovative Idea

This call (to be launched from the 31st January 2014) will support projects that seek to explore the technical feasibility, social impact potential or commercial viability of an idea. Activities could include:

- initial planning to take the project to prototype, including assessing costs, timescales and funding requirements
- market research regarding the need and feasibility of the idea
- assessment of the innovation and competitive landscape

Applications will be submitted via the CHEST platform and assessed by the CHEST Community with a crowd-sourcing approach.

[Guidelines for applicants](#)

Call 2 – Call for partners: Award of up to €150K to develop an Innovative ‘market ready’ product, service or process.

This call (to be launched from 31st March 2014) 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).

Activities could include:

- advanced prototype development and evaluation (resulting in a market ready deliverable)
- the development of marketing/exploitation strategies

Applications will be submitted via the CHEST platform and will be assessed by independent expert assessors, according to the EC rules. This category of funding will seek to support social innovations which are considered strategically important both in the type of social challenge targeted and in potential impact.

Call 3 – Call for applications

The third call which opens on the 31st July 2014 will seek to support the best projects that were derived from Strand 1 (Call for ideas). The call will also invite submissions from new applicants with up to €60K available per project. Activities should aim to advance the innovative idea through to the development of a prototype/demonstrator of a technologically innovative product, service or process. Eligible activities include prototype development, trials and testing and the development of a business plan indicating routes for future exploitation.

Figure 11 – Calls for Proposals

1.2.7 Competition Platform

Such is the importance of CHEST project website visitors actually visiting the Competition Platform, the icon to access this platform is highlighted in red in the top menu bar on every page of the website. This is shown in the figure below.

The workings and detail of the competition platform are reported in another deliverable document.

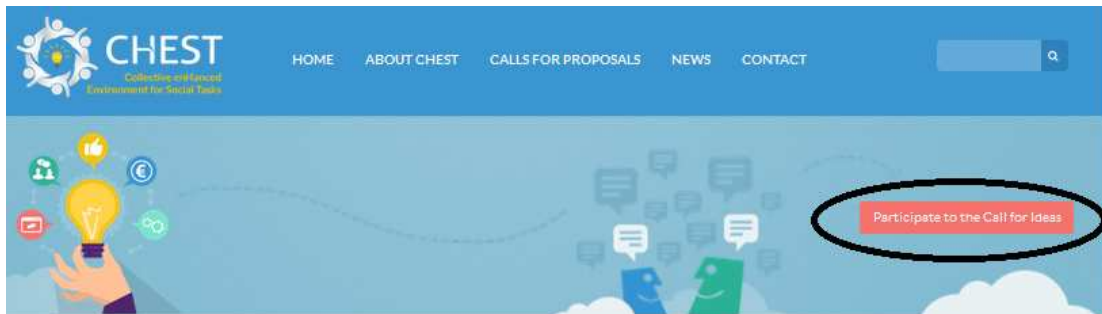


Figure 12 – Competition Platform link

1.3 Additional features

Other notable features of the website are an email contact link, included in both the header and footer menus. This opens a contact form, requesting name, email address, subject and message. On hitting the “send” icon this is sent to a project address (info@chest-project.eu) which can be accessed by each of the project partners using the CHEST webmail account (<http://webmail.chest-project.eu/>). This is checked at least every 2 days by PNO, and is also checked by the other partners. Responses are made with 48 hours.

 The image shows a contact form titled 'Contact'. Below the title is a sub-heading 'Contact us' and a short instruction: 'If you are interested to know more about the CHEST project, please leave a message using the contact form below.' The form consists of several input fields: 'First Name *', 'Last Name *', 'Email *', and 'Subject *', each with a corresponding text box. Below these is a larger 'Message *' text area. At the bottom right of the form is a blue 'Send' button.

Figure 13 – Contact form

The website also has search functionality. Entered a word or phrase in the search box at the right of the header menu bar brings up results from with the site in a list, which can be clicked on to open at the relevant item. For examples, entering “Idea” in the search bar brings up the following list:

Figure 14 – Search functionality

The screenshot shows a search results page with a light blue header containing the text "Search Results". Below the header, there is a list of search results, each separated by a horizontal line. Each result includes a date, a title in blue, and a short summary. The results are as follows:

- Jan 30 2014**
Ideas: Guide for applicants
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 [...]
- Jan 31 2014**
31st January 2014 marks the official launch of the first call of the CHEST Competition
The CHEST partners are pleased to announce the official launch of the first call for the CHEST Competition. Under the first call (Call 1, "Call for Ideas") €6k will be awarded for projects that seek to explore the technical feasibility, social impact potential or commercial viability of an idea with the potential to receive up [...]
- Oct 31 2013**
Join the CHEST Community
Join the CHEST Community! The first call which opens on the 31st January 2014 Why participate? Potential to receive up to 12 months finance to advance a digital social innovation concept Once completed, successful applicants will have the opportunity to apply for further finance through crowd funding within the CHEST Community Opportunity to evaluate and [...]
- Oct 31 2013**
Home
CHEST (Collective enHanced Environment for Social Tasks) is a 30 month Collaborative project co-financed with support from the European Commission through Framework Programme 7. The aim of the project is to promote the development of digital based innovations that have the potential to address key societal challenges. In addition to the creation of an online [...]
- Oct 31 2013**
The Project
Mission CHEST is a 30 month Collaborative project co-financed with support from the European Commission through FP7. The aim of the project is simple. To provide a forum that will enable entrepreneurs and innovators from across the EU to propose new solutions that have the potential to address key societal challenges, so called 'social innovation'. [...]
- Oct 31 2013**
Objectives
Objectives To facilitate the generation of community derived ideas that address societal challenges, supporting knowledge exchange, the development of best practice, discussion and collaborative activity. To invite social entrepreneurs from across Europe to submit their ideas through two open funding calls for proposals, which will then be evaluated by both the crowd community and external [...]
- Oct 31 2013**
Calls for Proposals

1.4 Used technology

The CHEST project website is based on the CMS Wordpress.

Search Engine Optimizations are performed automatically by a plug-in called Wordpress SEO which avoids the need for constant activity to ensure a high SEO ranking.

The website is hosted on servers in Rome, with cloud backup.

Google analytics are running on the website to provide visitor numbers data and other relevant statistical information.

2 Dissemination material

As part of the project a logo and other dissemination material has been developed. Although PNO are leading this activity, input is requested from all partners before any material is made publically available.

Material developed so far are:

1. Digital brochure/fact sheet in *pdf* format
2. Hard copy brochure/fact sheet
3. Project Poster
4. Logo
5. Newsletter
6. PowerPoint presentation template

2.1 Logo

PNO developed 5 potential logos for the project, which were proposed to the consortium. All were intended to convey the concept of inclusiveness, society, the “crowd” and innovation. These were developed from initial hand sketched images into graphical designs. The proposed logos are presented in the figure below.

As the logo is such an important aspect of the project, a voting mechanism was used to choose the most preferred option. The main contributors from each of the three project partners, and also the Project Officer, were required to vote for each in order of preference, with 1 being the favourite and 5 being the least favourite. The design with the lowest score was selected.



Figure 15 – Final CHEST logo and strap line

Please put in the numbers for you preferred order of the logos in the column with your name
(1 = your favourite logo, 5 = your least favourite logo)






No.	Logo	Mathias Becker	Ivan Ficano	James Craven	Olaf Swanzy	Carlo Monti	Francesco Nucci	Paolo Salvatore		Total (the less the best)
1.		4	5	3	3	1	5	1		22
2.		2	2	4	4	2	3	4		21
3.		1	3	5	5	5	2	4		25
4.		5	4	2	2	3	4	5		25
5.		3	1	1	1	4	1	3		14

Figure 16 – Logo Options and Voting results

2.2 Poster

A first version of the poster was realised specially for the purpose of the ICT 2013 event in Vilnius, and the content and layout was agreed in accordance to the other CAPS project involved in the exhibition stand which was shared with the CHEST consortium.



Figure 17 – CHEST Project Poster

2.3 Powerpoint Presentation Template

To ensure a consistent style and image of the CHEST project when each of the project partner present the project, a standardised PowerPoint template was designed:



Figure 18 – CHEST PowerPoint template

2.4 Brochure

The CHEST brochure was designed and printed at the start of the project, to ensure it was available for the Horizon 2020 ICT launch in Vilnius. This contains all relevant project information over 4 pages, or on one centre folded flyer. Information detailed is similar to the project website. The digital brochure will be updated as necessary during the project. Changes made to date have included the amended call 2 launch date.



Do you have an innovative digital based idea that has the potential to address a specific societal challenge?

Would your idea benefit from the receipt of financial support for further development?

Do you consider yourself an expert in a specific domain where you would be willing to evaluate the ideas of other Social Entrepreneurs from across the EU?



Then join the CHEST Community by registering at
www.chest-project.eu

Mission

CHEST (Collective enHanced Environment for Social Tasks) is a 30 month EU R&D project to promote the development of digital based innovations that have the potential to address key societal challenges. In addition to the online community platform that will facilitate the sharing and exchanging of ideas, CHEST will also invest up to €2.5 Million in seed finance for highly innovative ideas through the launch of two open funding rounds. Social entrepreneurs will be invited to propose new ideas for evaluation and if successful will receive financial support. The CHEST community will also evaluate and discuss the ideas of others.

Objectives

- To facilitate the generation of community derived ideas that address societal challenges, supporting knowledge exchange, the development of best practices, discussion and collaborative research and innovation activity.
- To invite social entrepreneurs from across Europe to submit their best ideas through two open funding calls for proposals, which will then be evaluated by both the crowd community and by external independent evaluators. The highest rated proposals will receive support for continued development and realisation.
- To transform the novel ideas selected into viable added value social initiatives.
- To communicate the results of the project across the EU and to engage with key communities, investors and incubators with an active interest in digital social innovation.
- To ensure the sustainability of the programme with the potential to facilitate crowd funding to finance future projects and ideas.



Who can apply?..... You as a Social innovator

Individuals, companies, Public organisations, in fact anyone who could not only benefit from financial support for the realisation of their idea but who would like to have their ideas evaluated for their potential value by other entrepreneurs from within the crowd community.

Who will participate in the CHEST community? Any organisation who has an interest in addressing key societal challenges including higher education institutions, foundations, venture capital firms, business incubation and creativity networks, idea management companies, crowdsourcing software providers and many more.

What we are looking for? Any IT based innovations that have the potential to address societal challenges. This could be a solution to key economic, social and environmental challenges or even ideas that have the potential to change the way communities share data to improve their everyday life. Applications will be assessed by both the crowd and external independent evaluators for potential societal impact.

Call 1 - Call for Ideas (opens January 31st 2014)

Award of up to €6K to investigate an innovative idea.

Activities could include:

- initial planning to take the project to prototype, including assessing costs, timescales and funding requirements
- market research regarding the need and feasibility of the idea
- assessment of the innovation and competitive landscape

Applications will be submitted via the CHEST platform and assessed by the Community with a crowd-sourcing approach.

Call 2 - Call for Partners (opens March 31st 2014)

Award of up to €150K to develop a technologically innovative 'market ready' product, service or process.

Activities could include:

- advanced prototype development and evaluation (resulting in a market ready deliverable)
- market testing
- marketing strategies

Applications will be submitted via the CHEST platform and will be assessed by independent expert assessors, according to the EC rules. This category of funding will seek to support social innovations which are considered strategically important both in the type of social challenge targeted and in potential impact.

Call 3 - Call for Application (opens July 31st 2014)

The third call will seek to support the best projects that were derived from Strand 1 (Call for Ideas). The call will also invite submissions from new applicants with **up to €60K available per project**. Activities should aim to advance the innovative idea through to the development of a **prototype/demonstrator of a technologically innovative product, service or process**. Successful applicants will also be requested to complete a short business plan indicating routes for future exploitation.

Applications for Call 3 will be submitted via the CHEST platform and will be evaluated by independent external experts, according to the EC rules and guidelines.



Why participate?

- Potential to receive up to 12 months seed finance to advance a digital social innovation concept
- Successful applicants will have the opportunity to apply for further finance through crowd funding within the CHEST Community
- An opportunity to evaluate and contribute to the ideas of other social entrepreneurs across the EU

How to join the community?

Please visit www.chest-project.eu
Information and competition guidelines can also be accessed here.

Contact us

Visit our web site
www.chest-project.eu

Or write to
info@chest-project.eu

CHEST Project Partners

	Engineering Ingegneria Informatica SpA www.eng.it
	PNO Consultants www.pnoconsultants.com
	The European Institute for Participatory Media (EIPCM) www.eipcm.org



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Figure 19 – CHEST Powerpoint brochure