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# TERMS OF REFERENCE

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CALL FOR PROPOSALS



*Open innovation to improve response in maritime security and safety in the Atlantic Area*

*This project is co-financed by the Interreg Atlantic Area Programme  
through the European Regional Development Fund*



*Open innovation to improve response in maritime security and safety in the Atlantic Area*

#### **CALL FOR PROPOSALS - TERMS OF REFERENCE**

This document acts as a reference detailing the process for applicants aiming to apply for support from the AT VIRTUAL project. It is intended to serve as the primary source of information regarding the terms and conditions that apply to receive support from this project. It should be consulted by potential applicants as part of an integrated package of documentation available via the AT VIRTUAL website: <https://www.at-virtual.eu/>

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## Introduction to the AT VIRTUAL project.

### About the project.

AT-VIRTUAL, European project is co-financed by the Interreg Atlantic Area Programme through the European Regional Development Fund, intends to improve the operability and performance of **Maritime Safety Training Centers** (MSTCs) in the **Atlantic Area** by enabling young companies to develop emerging technology-based **solutions** to MSTCs needs (**challenges**) in the field of simulation-based training systems for maritime security operations. This will improve the capacity, preparedness, resilience and response to maritime incidents and emergencies in Atlantic waters while fostering innovation and sustainable business growth.

Therefore, AT-VIRTUAL overall objective is to accelerate the digitization process of the Maritime Safety Training Centers through the introduction of new emerging Industry 4.0 related technologies (**Vision Technologies, BigData/Analytics, Internet of Things**) in simulation-based training systems, contributing to more effectively and efficiently tackle of maritime security and safety.

To achieve this, MSTCs will become testing, piloting and demonstration sites of technology solutions to common needs previously identified that will be referred as challenges. The process of digitization will be carried out through a **collaborative process** among MSTCs and young technological companies / start-ups who will act as **digital providers**.

AT-VIRTUAL is expected to impact in the current situation by enabling MSTCs the adoption of solutions exploiting the full potentials of latest technologies, the development of new professional fields, and a well-trained and up-to-date work force enabling this industry to become safer and more efficient and sustainable.

Also, it will contribute to the growth and consolidation of young technological company / start-ups by promoting the deployment of an I4.0 market with untapped potential so far, contributing to accelerate intelligent growth and innovation in the Atlantic Area.

### Partnership

AT-VIRTUAL partnership is composed by 8 organizations from 6 different regions belonging to the Atlantic Space in 4 member states. All of them have complementary skills, knowledge and experience and strong position in their field of action in their territories, practice at a European level and proved experience in the challenge to be tackled by the project categorized in the following profiles:

- **BICs** (Business Innovation Centers), as experts in the design of frameworks and tools for the organization of competitions and hybridization processes consisting of the creation of pairings for the development of innovative solutions, experienced in supporting startups.

- **MSTCs** (Maritime Safety Training Centers) will be object of analysis in terms of digitalization, and will become testing, piloting and demonstration sites of technology solutions to common necessities.
- The **Research Center** in charge of the analysis of the initial position of MSTCs, as well as of creating frameworks and tools for the identification of needs and self-diagnosis of digitalization status.

The AT VIRTUAL consortium is formed by the following entities:

 <p><b>Ceei Asturias</b> BIC / Lead partner <a href="https://www.ceei.es">https://www.ceei.es</a> Asturias – <b>Spain</b></p>	 <p><b>Laval Mayenne Technopole</b> BIC / Partner <a href="https://www.laval-technopole.fr">https://www.laval-technopole.fr</a> Pays de la Loire – <b>France</b></p>
 <p><b>Instituto Pedro Nunes</b> BIC / Partner <a href="https://www.ipn.pt">https://www.ipn.pt</a> Centro – <b>Portugal</b></p>	 <p><b>CorkBIC</b> BIC / Partner <a href="https://www.corkbic.com/">https://www.corkbic.com/</a> Southern and Eastern – <b>Ireland</b></p>
 <p><b>SASEMAR – Jovellanos Center</b> MSTC / Partner <a href="https://www.centrojoellanos.es/">https://www.centrojoellanos.es/</a> Asturias - <b>Spain</b></p>	 <p><b>CIT</b> MSTC / Partner <a href="https://www.cit.ie/">https://www.cit.ie/</a> Southern and Eastern – <b>Ireland</b></p>
 <p><b>TECNALIA</b> Research Center / Partner <a href="http://www.tecnalia.com/es">http://www.tecnalia.com/es</a> País Vasco – <b>Spain</b></p>	

## AT VIRTUAL background and context.

AT VIRTUAL aims at accelerating the digitalization process of MSTCs by means of the introduction of new emerging Industry 4.0 technologies or solutions in simulation-based training systems, contributing to increase security and safety in emergency operations in real conditions.

In order to accomplish this challenge, it is necessary to carry out the following **phases** defined in the list of work-packages of the project:

- **DIAGNOSIS**, to determine the level of digitalization and the main needs in the AT VIRTUAL MSTCs partners and define their **technological challenges** to be solved by digital providers (applicants) proposing I4.0 technology-based solutions to them.

- **SELECTION**, development of **3 online open calls** for digital providers to propose their I4.0 solutions to resolve the defined MSTCs challenges. These calls will be opened independently and correspond to each **thematic priorities** (Internet of things / Bigdata – Data analytics / Vision Technologies) including, in every call, 1 challenge proposed by each MSTC.
- **PROTOTYPE AND IMPLEMENTATION**, of the solutions jointly by the MSTCs and the selected digital provider. During the process, the pairings (MSTC-provider) will receive support by means of agile methodologies, training sessions (webinars) and other tools that will contribute to speed up both the design and the demonstration of the solutions.

## Calls. Submission and deadlines

This part is targeting applicants intending to bring solutions that will address the defined challenges in every call. During the project, 3 calls will be opened corresponding to each **thematic priorities** (Internet of things / Bigdata – Data analytics / Vision Technologies) containing the technological challenges proposed by every MSTC.

## Dates set for Open / Closure of the call

Application dates are different depending on the thematic priority of the call. The established order of the calls will be as follows:

Order	Tech. priority	Challenges proposed	Dates
1	Internet of things (IoT)	Challenge 1 (IoT – SASEMAR) Challenge 2 (IoT – CIT)	Opening: 01/10/2020 Closure: 30/10/2020
2	Bigdata / Data analytics (BD)	Challenge 1 (BD – SASEMAR) Challenge 2 (BD – ENIDH) Challenge 3 (BD – CIT)	Opening: 01/03/2021 Closure: 31/03/2021
3	Vision Technologies (AR/VR)	Challenge 1 (AR/VR – SASEMAR) Challenge 2 (AR/VR – ENIDH) Challenge 3 (AR/VR – CIT)	Opening: 15/09/2021 Closure: 15/10/2021

The definitive dates for launching and closure of every call and their respective challenges will be published on the AT VIRTUAL web site on the following link: <https://www.at-virtual.eu/calls>

Applications must be submitted **by 17:00 CET of the established cut-off dates**.

## Eligibility for applicants

The target audience of AT-VIRTUAL Call for Proposals are companies working in the field of digitalization that can prove expertise and experience proposing solutions related to the technological priorities defined in the project. In general, AT VIRTUAL is looking for highly innovative enterprises, oriented to the European markets with visible results in the long term.

The recipients must fulfill all the conditions according to the following criteria:

- **SIZE:** Applicants must be a **SME** and declare their SME status in accordance with the SME definition of the European Union.

Company category	Staff headcount	Turnover	or	Balance sheet total
Medium-sized	< 250	≤ € 50 m		≤ € 43 m
Small	< 50	≤ € 10 m		≤ € 10 m
Micro	< 10	≤ € 2 m		≤ € 2 m

Regarding the legal status, the SMEs must be autonomous enterprises engaged in a proven, market based, added value economic activity and totally independent or with parent firms accounting for less that 25 % of its shares or voting rights. **Self-employed, partnerships and associations will not be eligible for participation.**

- **ORIGIN:** Applicants **must be established** or with a **“place of employment”** with at least one employee in the territorial scope of the [Atlantic Area](#) according to the Cooperation Area of this Program.

Country	Regions
France	Haute-Normandie; Basse Normandie; Pays-de-la Loire; Bretagne; Poitou-Charentes; Aquitaine.
Ireland	Border, Midland and Western; Southern and Eastern.
Portugal	Norte; Algarve; Centro; Lisboa; Alentejo; Açores; Madeira.
Spain	Galicia; Principado de Asturias; Cantabria; Navarra; País Vasco; Andalucía (Huelva, Cádiz and Sevilla); Islas Canarias.
United Kingdom	Cumbria; Cheshire; Greater Manchester; Lancashire; Merseyside; Gloucestershire, Wiltshire and Bristol/Bath area; Dorset and Somerset; Cornwall and Isles of Scilly; Devon; West Wales and The Valleys; East Wales; South Western Scotland; Highlands and Islands; Northern Ireland.

- **DATE OF INCORPORATION:** Applicants must prove that the date of incorporation of the company has been set **after January 1<sup>st</sup>, 2010.**

## Required documentation

All the applicants must prepare and complete the following documentation:

- **MEMORY<sup>1</sup>** about the proposed solution to address one of the defined challenges according to the following template ([Download template](#))
- **Legal documentation for the compliance of the eligibility:**
  - **Legal entity form:** signed and stamped. ([Download template](#))
  - **Legal existence:**
    - **Company Register** or similar, showing the name of the organization, legal status, the legal address and registration number and, if applicable, a copy of a document proving VAT registration (in case the VAT number does not show on the registration extract or its equivalent).
    - The company also **must show evidence of the date of incorporation.**
    - **In the case of the place of employment**, the applicant must prove **additionally** the existence of it as well as the evidence of having at least one employee working in it with the corresponding legal documentation.
  - **SME Condition:** The applicant must prove the **SME condition** via [this link](#) and also include the **Balance sheet** and the **Profit and Loss Account** of the last financial year available as evidence.

## Conditions to be considered for the submission.

- Applicants must fulfill and respect **all the eligibility conditions** for applicants.
- Applicants must include **all the documentation** required in the section 2.3. and **must be submitted no later than 17:00 CET of the established cut-off dates.**
- Applicants must be **readable, accessible and printable.**
- The memory must be completed in **English (Source: Arial 10)** and **not exceed 10 pages.**
- The **memory** must include a budget for their **services**, specifying the types of cost foreseen, by the participant **for the definition and implementation of the project grouped by phases. This budget must be less than 15.000 € (VAT excluded).**
- Additionally, the participant must specify the description and the estimated cost of the equipment (HW, sensors, glasses ...) necessary for the implementation of the proposed solution bearing in mind its **“value for money”** (best quality at minimum investment). This estimation will be just considered in terms of the assessment of the state of art of the technology and, in any case, the equipment will be made available by the MSTC.
- **An applicant can submit just one proposal to each challenge in every call.**

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<sup>1</sup> **Memory:** Project description about the solution to address one of the defined challenges.



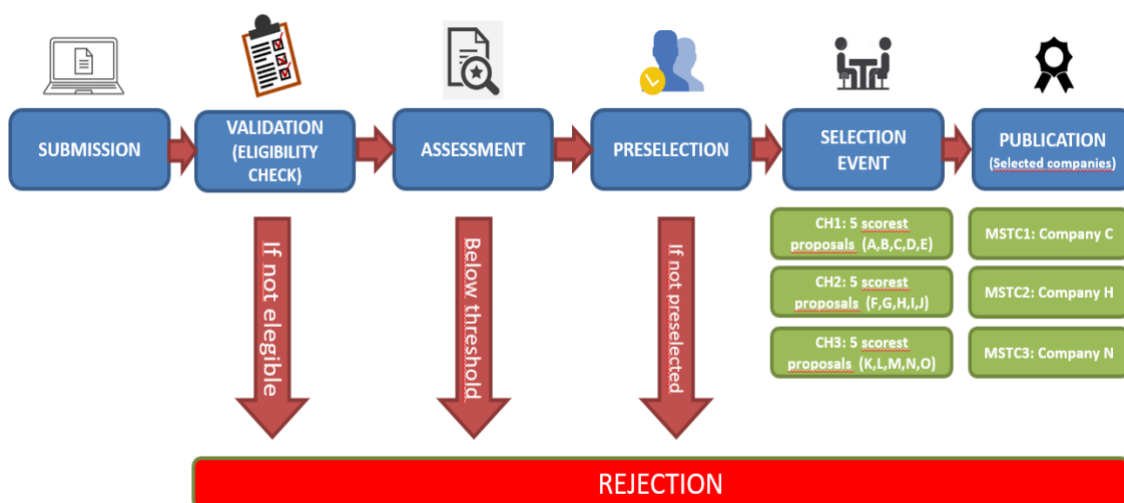
## Link for the submission of the proposal

Applicants must use the **submission tool** on the AT VIRTUAL website located in the description of the challenge/s if the applicant intends to propose a solution. The applicant must fill the application form online and upload all the required documentation <sup>2</sup> specified (in the **section “Required Documentation”**) in pdf.

After submission, the applicant will receive an e-mail which states that the proposal has been successfully received and will be under review.

## Selection Procedure

### Phases



### Validation of the proposals

All the proposals submitted will be checked for eligibility, in accordance with the established criteria, required documentation and the conditions to be considered for the application.

AT VIRTUAL BICs will be in charge of overseeing the eligibility of proposals from their own countries:

- CEEI Asturias will check the proposals from Atlantic Area Spanish regions.
- IPN will check the proposals from Atlantic Area Portuguese regions.
- LMT will check the proposals from Atlantic Area French regions.
- CORKBIC will check the proposals from Atlantic Area Irish regions.

<sup>2</sup> Regarding the legal documentation, .zip. or .rar files will be accepted to gather all the docs.

The proposal will be validated provided that:

- All the documentation (Memory / Legal docs) have been sent by the applicants.
- The Memory is completed and understandable adjusting to the specifications required
- The proposal fulfills **all the eligibility conditions** for applicants.

The deadline for this validation phase will be established **15 days after the cut-off date of every call**. Within this period, BICs will contact the applicants to request missing documents or further explanation to check their eligibility if needed. **After the deadline, non-eligible proposals will be rejected.**

In any case, every applicant will be informed by email about the result of this validation phase. Non-eligible proposals will receive attached a report with the reasons of the rejection.

### Assessment. Criteria

All the proposals having passed the eligibility check will be assessed, in accordance with the following **evaluation criteria** and **scores** based on a 100 points scale:

- **Coherency** of the proposal for the implementation of the project. **(0-10 / Treshold:5)**
- **Experience / background of the company** related to the challenge / topic addressed. **(0-20 / Treshold:10)**
- **Evaluation of the technology, equipment required and innovation** of the proposed solution according to the **state of art**. **(0-20 / Treshold:10)**
- **Risk evaluation** that could be introduced in the project. **(0-10 / Treshold:5)**
- Availability and assessment of **company resources** in relation to the plan proposed. **(0-20 / Treshold:10)**
- Feasibility of the **budget** regarding the services proposed for the definition and implementation of the solution (according to the timeframe). **(0-10 / Treshold:5)**
- Other added value to be assessed. **(0-10)**

The following score equivalence table will be applied for this assessment stage:

	Poor	Good	Excellent	
Description of the score	The criterion is <b>inadequately addressed</b> , or there are <b>serious inherent weaknesses</b> .	The proposal addresses the criterion well, but a <b>number of shortcomings</b> are present	The proposal <b>successfully addresses</b> all the relevant aspects of the criterion. Any shortcomings are minor.	Thresholds
1.- Coherency	1-3	4-6	7-10	5
2.- Experience	1-6	7-13	14-20	10
3.- Innovation	1-6	7-13	14-20	10
4.- Risk eval.	1-3	4-6	7-10	5
5.- Resources	1-6	7-13	14-20	10
6.- Budget	1-3	4-6	7-10	5
7.- Added value	1-3	4-6	7-10	N/A

**Proposals below any of these thresholds will be discarded**

TECNALIA and MSTCs will be in charge of the assessment of the proposals received to face their challenges. Every MSTC will get a consensus with TECNALIA producing a report with the explanation and comments for every aspect to be considered for scoring each criterion.

Every applicant will be informed by email about the result of this assessment phase. Proposals failing to reach thresholds will also receive attached the report with the reasons of the rejection.

### Preselection

After the assessment, the **5 best scored proposals** will be **pre-selected**, which means that these applicants will take part in the **Selection Event** of every call.

The participation of the preselected companies will be managed by the following entities, **which will pay for the travel and accommodation costs of one representative of the company**, according to the origin of the applicants:

- CEEI Asturias will be in charge of the participants from Atlantic Area Spanish regions except Basque Country.
- IPN will be in charge of the participants from Atlantic Area Portuguese regions.
- LMT will be in charge of the participants from Atlantic Area French regions.
- CORKBIC will be in charge of the participants from Atlantic Area Irish regions.
- TECNALIA will be in charge of the participants from the Basque Country.

Every applicant will be informed by email about the result of this preselection phase.

Non-preselected proposals will be rejected and by means of this communication, they will receive attached the assessment report.

### Public nomination of the selected solutions

During this phase, the preselected companies will participate in the **Selection Event** which is a **public competition** organized per each call where the contesters will pitch and meet the MSTC as well as a **technological seminar** about the features and potentials of the technology corresponding to the call.

All the information regarding the selection event (dates, venue, agenda,...) will be published on the AT VIRTUAL website in the following link: <https://www.at-virtual.eu/events>

The Selection Event will include a business competition for the participants with the following activities:

#### **FAST-TRACK PITCH PRESENTATIONS:**

One representative will present the essence of the company according to the following instructions:

- The presentation is about the company, **not about the solution proposed to face the challenge.**
- Time for the presentation: **3 minutes as maximum.**
- Language of the presentation: **English.**
- Some **recommendable points** to include in the presentation: business activity, main products / services, team, experience, successful cases, etc.
- Type file of the presentation: **PowerPoint or pdf.**
- Animations and/or videos are allowed in the presentation, but the organization will not be responsible in case of failure during the competition.

The company must send the presentation **at least 5 days before the selection event** to the entity responsible (BIC) of its participation.

### **B2B MEETINGS:**

Every applicant will have the opportunity to defend privately their proposal responding directly to the questions formulated by the MSTC for a better understanding of the solution. During the interview, the participants might use the materials that they consider necessary (presentations, sketches, mockups, etc.). **All the meeting will last 30 minutes as maximum.**

After the celebration of the Selection Event, MSTCs will score the participation of the companies according to the following criteria:

### **FAST-TRACK PITCH PRESENTATIONS:**

- **Substance:** clarity and eloquence of the information presented
- **Delivery:** Ability to grab and hold the attention
- **Creativity** about the contents showed in the presentation
- **Timing:** pitches will last 3 minutes as maximum

MSTCs judgment will be expressed **in a scale of 0 to 10**, as follows:

(10-8) = **Excellent** presentation on all counts  
 (7-5) = **Very good** presentation with minor issues  
 (4-2) = Pitch can be **significantly improved** but is satisfactory overall  
 (2-0) = Pitch is **incomplete** and severely lacking in one or more evaluation aspects

### **B2B MEETINGS:**

- The company responds **clear and effectively** to all the questions asked by the MSTC.
- **Added value information** provided.

MSTCs judgment will be expressed **in a scale of 0 to 10**, as follows:

(0-3) = **Poor interview**, lack of responding and added value information.  
 (4-6) = **Good interview**, clear and effective responses but lack of added value information.  
 (7-10) = **Excellent interview**, clear and effective responses and added value information that completes and improves the proposal.

The final score that will determine the selection of the company will be calculated by means of the following formula:

$$\text{Final Score} = 30 \% (\text{Assessment score}) + 20 \% (\text{Pitch Score} * 10) + 50 \% (\text{Interview Score} * 10)$$

The company that finally gets the highest score will be selected to accompany the MSTC in the next stage which implies the establishment of the pairing (MSTC-company) for the definition and implementation of the solution.

Every participant will be informed by email about the result of this selection phase within a week after the celebration of the selection event. Non-selected proposals will be rejected and by means of this communication, they will receive attached a report with the explanation and comments of the score of each criterion.

## AT VIRTUAL support scheme for beneficiaries

### Contractualization process

The **contractual relationship** between the MSTC and the selected startup will have the consideration of **client- provider**. This relationship will be formal established by the **signature of a contract** among both bodies prior to the beginning of the hybridization stage explained below. In this contractual relationship, the MSTC will hire just the company's services for the design and implementation of the solution, the **equipment necessary** for these tasks **will never be provided and invoiced to the MSTC by the company**.

Prior to the signature of the contract, the SME will be requested to complete the **Financial Identification Form** ([Download template](#)), signed by the SME and their bank and stamped, document that provides information on the bank account where the funds will be transferred by MSTC.

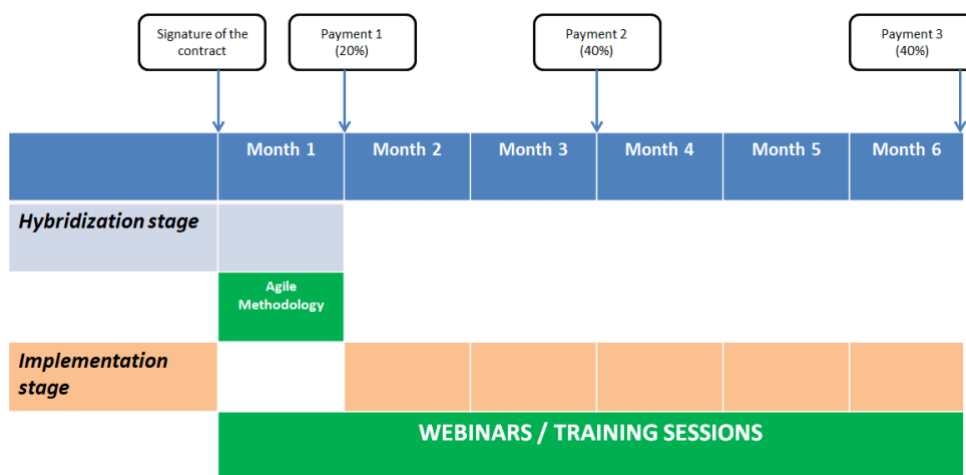
This contractual relationship will **last 6 months at maximum** and be broken down in the following phases:

- **Hybridization**: Process for the **design of the solution** by means of the application of the agile methodologies to speed up and facilitate the joint work of the MSTCs and companies. **It will last one month and start just after the signature of the contract**.
- **Implementation**: Process for the **development and test of the solutions** in real operational environment. It is expected to last five months after the hybridization stage.

### Payment conditions:

- The **payment amount** will be agreed by the MSTC and the company during the selection process and included in the contract according to the budget proposed in the memory.
- This payment will be done by the MSTC by means of transfer bank to the Bank Account specified in the **Financial Identification Form** in the following terms:
  - **20 % (payment amount)**.
    - **When?** Just after the end of the Hybridization phase (Month 1) when it is expected that the solution is already designed.
  - **40 % (payment amount)**.
    - **When?** Two months after the beginning of the implementation of the solution. (Month 3).

- **40 % (payment amount).**
  - **When?** Just after the Implementation stage (Month 6) when it is expected the solution is already developed and tested.



## Services

During this process, the pairings established between the selected companies and the MSTCs will participate in a supporting program that includes the following services:

- **Rapid methodology:** to proceed with the design of the solution
- **Webinars:** 6 online training sessions with I4.0 reputable experts in areas such as agile methodologies and rapid prototyping, new business models, negotiation of intellectual property, mechanisms for financing joint projects, successful stories in the field of I4.0 based in European projects, etc.
- **International visibility:** through the participation in the AT VIRTUAL final event in the Demo Stage to show the final results.

## Intellectual property rights

During the implementation stage of the solutions, an intellectual property rights assessment will be conducted for the evaluation of tangible and intangible assets generated susceptible of being protected by Intellectual Property Rights.

The ownership of all Intellectual Property Rights created within the projects will remain with the contractors, in this case, the MSTCs who will be the unique owners of the prototypes and technologies produced in the framework of their sub-contracted projects.

In any case, **IP background of the SME is going to be respected**. Before starting the collaboration, the MSTC and the company will sign an **IPR Agreement** just in case there are pre-existing intellectual and property rights which are made available to the project by the company.

## Confidentiality and data protection

**GDPR compliance:** The General Data Protection Regulation (2016/679/EU) guarantee that the processing of data is carried out in compliance with the fundamental rights and freedoms, as well as the dignity of the data subject with particular reference to confidentiality, personal identity and the right to data protection.

By applying, the applicant agrees on the storage and use of its personal data for the execution of the AT VIRTUAL objectives and work plan.

The AT VIRTUAL consortium commits to handling personal data confidentially during the selection process. The processing of data that AT VIRTUAL intends to carry out will be based on lawfulness and correctness in the full protection of its rights and its confidentiality pursuant to the general principles of the GDPR and its art.24. Therefore, the competitors are informed of the procedure that the data provided by the applicants will be treated exclusively with reference to the procedure for which they submitted the documentation.

For any inquiries regarding the processing your personal data, please contact [info@at-virtual.eu](mailto:info@at-virtual.eu)

Applications selection and evaluation will be performed under the appropriate ethical conduct and will respect the confidentiality of the information received.

## Gender Equality

AT VIRTUAL project seeks gender balance. Therefore, applicants are invited to take all measures to promote equal opportunities between men and women in the implementation of the action. They must aim for a gender balance at all levels of personnel assigned to the action, including supervisory and managerial levels to the extent possible.

## Disclaimer

**Purpose:** This text is explaining the AT VIRTUAL Term of references (call for proposals) for information purposes only. No rights can be claimed on the basis of this document. This document does not reflect the views of the INTERREG ATLANTIC AREA Program.

**Mistakes or inconsistencies:** The AT VIRTUAL consortium is not responsible for any mistakes or misinterpretations that this text may cause. In the case of inconsistencies, the consortium will determine the steps to be taken, in cooperation with the applicant concerned.



Consequential damages: In no event shall either party be liable to the other or any of its affiliates for any consequential, incidental, indirect, special, punitive or exemplary damages (including, without limitation, lost profits, business or goodwill) suffered or incurred by such other party or its affiliates in connection with this AT VIRTUAL selection process, even if advised of the possibility of such damages.

## Contact information

If participants are unsure about the eligibility of their proposal or require further information about how to apply in the different calls, they may contact:

- In Spain: Roberto Parrondo, CEEI Asturias [rparrondo@ceei.es](mailto:rparrondo@ceei.es)
- In Portugal: Rui Miranda, IPN [rmiranda@ipn.pt](mailto:rmiranda@ipn.pt)
- In France: Valerie Moreau, LMT [Valerie.moreau@laval-technopole.fr](mailto:Valerie.moreau@laval-technopole.fr)
- In Ireland: Eileen Moloney, CORKBIC [emoloney@corkbic.com](mailto:emoloney@corkbic.com)

Under any circumstances, applicants are not allowed to contact the MSTCs to get additional information about the challenges.