# Frequently Asked Questions (FAQ)

## DIY4U Second Open Innovation Competition: Call for Use Cases for customer-centric production of personalised FMCG

- **What is DIY4U?**

DIY4U is an innovative project to develop and promote decentralised customer-centric product design & production approaches for Fast Moving Consumer Goods (FMCGs). The DIY4U project enables consumers to collaborate with manufacturers to design and create personalised FMCGs, though the DIY4U digital platform and Fablabs (small scale manufacturing demonstration facilities).

- **What are the objectives of DIY4U?**

The main objective of DIY4U is to develop and promote the adoption of collaborative production engineering approaches (B2B/B2C digital platform & Fablabs) in the FMCG sector, spurring rapid production and commercialisation of new/innovative personalised or customised products for the benefit of consumers.

- **What are the benefits of DIY4U?**

DIY4U will help in digitalizing and transforming European industries and services involved in the formulation, production and supply of particulate and liquid based Fast-Moving Consumer Goods (FMCG), enhancing the innovation capacity and competitiveness through decentralized customer-centric production approaches.

- **Who is DIY4U developed by?**

Coordinated by SINTEF, DIY4U is developed together by thirteen expert partners from seven European countries with a world class reputation in the industry.

SINTEF (Norway) Coordinator
Procter & Gamble Company (UK)
Centre for Process Innovation Limited (UK)
VTT (Finland)
Technology Centre of Metal-mechanical and Transport (Spain)
IRIS Technology Group (Spain)
Digital Catapult Centre (UK)
Cap Digital, (FR)
CODY AS (Norway)
RDIUP (France)
Stelar Security Technology Law Research UG (Germany)
Effective Decisions (Romania)
Dynamic & Security Computations (Spain)
WIZ (Romania)

- **What is the objective of this Open Call?**

The aim of the second Open Call is to find new Use Cases for the technologies for customer-centric customization of FMCG (Fast Moving Consumer Goods) developed during the project. These technologies consist of a web platform to allow the customers to choose the characteristics of the product and customize it according to their needs and tastes, and the fablabs (one for solid products and one for liquid products) that receive the production order from the connected platform and produce the customized product.

- **What are the key dates for the Open Call?**

The Open Innovation Call is open from 1st of February to 30th of April 2022.
Evaluation will be finished by June and contracts is expected to be signed by end of August 2022.
Funded projects will start 1st of September and will be finished within 28th of February 2023.

- **Do you provide fundings for the selected companies?**

Yes, we do. Within the Open Call, the funding available for each selected companies are up to 75.000 Euro.
The above amount is the maximum total funding that can be applied for and received by one company. We will ask you to describe the expected work plan for the 6-month project and the budget required for its successful execution within the application form. This description will be a factor in the decision on granting the funding

- **Who can apply?**

The applicant organisation should comply with the Small and Medium-sized Enterprises (SME) criteria defined by European Commission (EC).
For further detail of SME Definitions of EC: https://ec.europa.eu/growth/smes/sme-definition_en
Applications will not be accepted from persons or organisations that are partners in the DIY4U consortium or are formally linked in any way to consortium partners.

- **Can I apply if my company is not yet founded?**

Unfortunately, no. This Open Call is dedicated only to organisations that are already incorporated.

- **Can we apply as a consortium of multiple companies?**

No. Each proposal must be submitted by a single applicant, consortia are not allowed. Applicants can however subcontract part of the work to other companies up to the 20% of the funding amount.

- **How do I apply?**

Fill in the application form: https://digitalcatapult.submittable.com/submit

- **What are the judging criteria?**

The applications will be judged according to the following criteria:

**1)  Relevance to the challenge**

 Do the applicants understand the challenge described in the brief? Do the applicants strongly demonstrate their relevance to the challenge against several or all of the following key aspects: market, technology, and context?

**2) Delivery Feasibility**

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No  870148

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Have the applicants stated clearly enough their proposal delivery needs - what do they need to run, what don't they have, and is that easily accessible? What is the top-line budget, project plan and timeline during the delivery period? How easy is it to maintain the technology, what roadblocks do they foresee and how will they tackle them? Time of development and implementation?

### 3) Team Quality

Who's in the team? What are their different expertise areas? What is their availability/capacity during the time of the program? Does the applicant demonstrate good enough expertise and complementary skills in terms of backgrounds?

### 4) Novelty and Innovation

How new is this project compared to existing ones? Are the applicants able to identify competing existing offers/solutions? Are they also able to demonstrate how their application/approach is unique / different? Can the applicants explain novelty beyond just technical, and tell us how innovative their approach/project is socially, environmentally, economically, legally, ethically? Rate of adoption - how novel is the applicants' solution user engagement process? Do they know / can they inform on their rate of adoption?

- **What does the selection process look like?**

Projects will be evaluated in 3 phases: an eligibility check, an evaluation by at least two independent experts, and a final consensus meeting. Selected teams will sign a sub-grant agreement with the consortium, which will include all the terms of engagement.

- **Who will my application data be shared with?**

The DIY4U consortium commits to handling personal data confidentially, except for the call results.

- **When will I hear back about my application?**

We will do the eligibility check immediately after the application deadline at the beginning of May 2022. If we determine that you are not eligible for the funding, we will inform you about our decision around mid-May. Eligible applications will then be reviewed by the independent experts, and we expect to inform you about the final selection in the beginning of June.

- **Where can I get more information about the application process?**

For additional information please refer to the Guide for Applicant
https://www.sintef.no/contentassets/b25ed448d7244308ba73657e42e98065/diy4u-oic2-guide-for-applicants-.pdf

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