



# Guide for Applicants Active and Assisted Living Programme Call 2016

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## PART I: BEFORE SUBMISSION OF PROPOSAL

### 1. Introduction

The Active and Assisted Living Programme (AAL Programme) is a research, development, and innovation funding programme (R&DI) jointly implemented by several AAL Partner States with a substantial financial support from the European Commission. Detailed information can be found at [www.aal-europe.eu](http://www.aal-europe.eu).

Most used abbreviations in this document:

AAL	Active and Assisted Living
GA	AAL General Assembly
CMU	AAL Central Management Unit
NFA	AAL National Funding Agency
NCP	AAL National Contact Person (representing the national management)

#### 1.1 Overview of the Roles and Responsibilities in the AAL Programme

It is important to understand that the AAL Programme – due to the special way of integrating partner States and the European Commission – has its own rules of participation and own funding procedures.

In the AAL Programme, several partner States join their individual funding programmes under a common topic. The European Commission rewards this common activity by granting a subsidy to the AAL Programme in a certain percentage relative to the joint funds from the partner States. The projects funded under such a policy receive their funding from two sources: from the local government of every participating country and from the European Commission. The actual payment procedure differs from country to country but in all cases the EU contribution is transferred to the project partner through the NFA.

The funding of a project is implemented at **national level**. Every project partner within a funded project applies at his/her National Funding Agency (NFA) for funding. The NFA accepts the central selection decision and applies the national funding rules to the project partner.

Every project partner has a direct counterpart within the NFA with whom he/she shall communicate in all funding related issues. This person is called the National Contact Person (NCP). The project coordinator and his associated NCP (the “lead” NCP) will handle all project related matters like defining common project start and duration, collection of consortium agreements, or project reporting. For more details on NFA and NCP please go to the AAL web-site [www.aal-europe.eu](http://www.aal-europe.eu).

Given this relatively complex situation, it is the aim of this document to help project coordinators and project partners in submitting proposals and during the execution of funded projects.

## 1.2 Central vs. National Activities

### 1.2.1 Management Level (collaboration between the CMU and the NCP):

- Common definition and central publication of the AAL calls for proposals
- Definition and adoption of central eligibility criteria for AAL projects

### 1.2.2 Central Level

- Call promotion at central level
- Conducting of the evaluation
- Provision of central programme services, e.g. maintenance of websites, partnering tools, submission systems, templates, etc.
- Central storage of AAL project documents
  - Project descriptions
  - Project progress reports
  - Deliverables
- Distribution of the EC co-funding via the NFA/NCP
- Central administration of the AAL Programme
- Conduction of central AAL events (e.g. “Info day”)

### 1.2.3 National Level

- Nomination of a national funding programme specifying
  - Eligibility of type of organisations under the AAL Programme
  - Funding conditions for project partners (funding quota, eligible costs, etc.)
- Commitment of an annual funding budget for AAL activities to be used for the funding of national project partners
- Advice to national project proposers
- Call promotion at national level
- Nomination of evaluation experts for the central evaluation process
- Negotiation with national project partners
- Conclusion of grant agreements with funded national project partners
- Administration of national AAL project partners

## 2. Preparing a Project Proposal

Within the AAL Programme only projects which fulfil a set of eligibility criteria can be funded (see chapter 5). Funding will be possible only for project consortia of at least 3 independent eligible organizations from at least 3 different AAL partner States. The process of gathering a consortium is usually not an easy one and will in most cases need a considerable time. The AAL Programme offers some help to consortia as described below.

### 2.1 Finding Project Partners through a Partnering Tool

The AAL Programme offers a Partner Search facility ([ps.aal-europe.eu](http://ps.aal-europe.eu)), which is designed to support the identification of potential partners for AAL proposals.

### 2.1.1 Activity Profiles

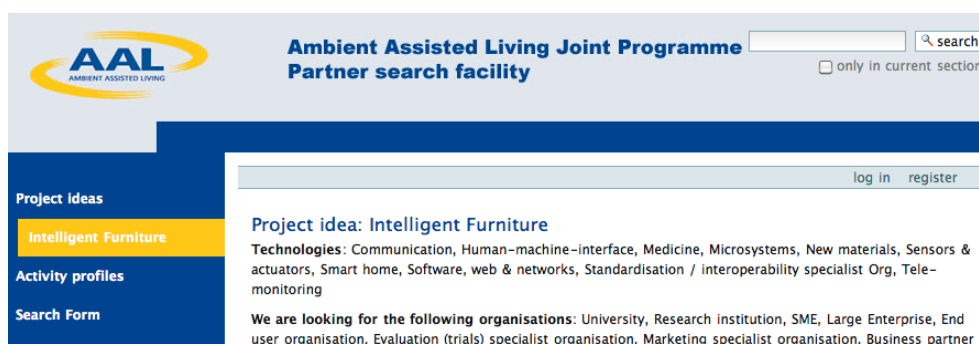
An activity profile describes the capabilities of the organisation to contribute to the scope of the launched call for proposals. All profiles can be browsed and searched by any user of this tool, which is free of charge.



- Fig. 1: Screenshot of a PS activity profile

### 2.1.2 Project Ideas

A project idea can be used to find additional project partners. The uploaded information should specify the rough project idea, as well as the current and missing expertise required to form a convincing consortium.



- Fig. 2: Screenshot of a PS project idea

### 2.1.3 Communication, Updating and Removal of Entries

The PS is available at any time regardless of open calls. Interested parties can register themselves and update their activity profile or project idea at any time. They can decide if any interested party can see their contact details in the PS or if they prefer an anonymous communication. In the latter case only emails can be sent anonymously through the site to the party issuing the profile or idea.

The user defines the expiry date of the information.

## 2.2 Finding Project Partners at Information Days

The AAL Programme organises call information days. At this occasion, interested proposers will have an opportunity to present their project ideas and actively call for additional partners. Documents and presentations will be published on the AAL website [www.aal-europe.eu](http://www.aal-europe.eu).

## 2.3 Supporting Documentation

The AAL Programme funded several supporting measures aiming to provide useful information to the projects participants and future participants:

- Tools for the involvement of end-users: <http://www.aal-europe.eu/support-to-projects/end-users/>
- Some results about business needs of projects: <http://www.aal-europe.eu/wp-content/uploads/2012/11/AAL2Business-Final-Report-final.pdf>
- Information on interoperability and standards in the AAL domain: <http://www.aal-europe.eu/support-to-projects/interoperability-standards/>
- Collection of relevant information portals on the AAL domain: <http://www.aal-europe.eu/wp-content/uploads/2015/02/Information-Portal-in-the-field-of-AAL-Final-Report-public-version-2.pdf>
- Involvement and cooperation with regions: [http://www.aal-europe.eu/wp-content/uploads/2015/05/AAL\\_FINAL\\_REPORT\\_public.pdf](http://www.aal-europe.eu/wp-content/uploads/2015/05/AAL_FINAL_REPORT_public.pdf)

## 3. AAL Programme Calls

The AAL Programme regularly launches calls for proposals on its website [www.aal-europe.eu/calls](http://www.aal-europe.eu/calls). Calls are accompanied by documents containing details on the challenges, timetable, eligibility criteria and other administrative issues.

## 4. Proposal Submission

Proposals can only be submitted for open calls during the period specified in the call document. The submission of a proposal is possible only through the web site [proposals.aal-europe.eu](http://proposals.aal-europe.eu). A detailed description of the proposal submission system can be found in chapter 8. During the submission process the software will automatically check formal eligibility criteria (see chapter 5) and the completeness of information and allow the submission only when all criteria are met by the proposal.

The potential proposer is responsible to ensure that all consortium partners meet the national eligibility criteria. Therefore each partner is strongly encouraged to contact his/her NCP ([www.aal-europe.eu/contacts/national-contact-persons/](http://www.aal-europe.eu/contacts/national-contact-persons/)) in order to ask for a pre-eligibility check of proposals<sup>2</sup>.

A proposal consists of two parts:

- **Part A** contains the **administrative information** about the proposal and the participants including a proposal abstract, contact details and characteristics of the participants and budgetary information.
- **Part B** presents **the project idea**, the state of the art of the proposed AAL solution, the project content, the project implementation (the Consortium) and the potential exploitation of the results. For this purpose, a template is given on the proposal site [proposals.aal-europe.eu](http://proposals.aal-europe.eu), which is obligatory to be used. The template is designed to highlight those aspects that will be assessed against the evaluation criteria (see chapter 7.2). The expected length of this description is between 15 to 30 pages. The template itself gives further binding guidance rules for proposers. The template is made available with the publication of each call.

Proposers should make sure to **register the proposal early enough** as a sharp call deadline<sup>3</sup> is applied. After this deadline the web site does neither accept modification to nor submission of any proposal. Proposers should also not underestimate the effort needed to collect the required information from their partners and in completing the information in the web site. Especially **inexperienced users should start very early**.

On completion of all required information proposers can submit their proposal on the web site. After submitting the proposal - **but only before the deadline!** - proposers can do any further amendments, clarifications, or general changes. These changes will be disregarded until the proposal is submitted again. Proposers can submit their proposal at any time until the deadline and as often as they like. The latest, before the deadline submitted version of the proposal will be used for further processing.

If a project proposal arrives too late (after the closing of the deadline) for some independent and exceptional reasons (e.g. breakdown of the electronic application support website system), they can still be eligible; if the proposal is sent on paper to the CMU together with a proof of the breakdown. To be taken into account, the exact time of the failure of the submission and a screenshot must be added.

## 5. AAL Eligibility Criteria

Under the AAL Programme, both central and national eligibility criteria are applied:

- The central eligibility criteria have been agreed upon by all participating AAL Partner States.

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<sup>2</sup> In some of the AAL Partner States, the pre-check of proposals is compulsory for the projects to be eligible. Please refer to the Guide for Applicants and the national eligibility criteria, and do not hesitate to contact the relevant NFA/NCP.

<sup>3</sup> The call deadline is given in the call text.

- National eligibility criteria are defined by the AAL Partner States (see the document National Eligibility Criteria). National eligibility criteria stem from the national funding programme(s) that provide the national funding for national project partners under the AAL Programme.

**Both sets of criteria may be subject to changes from one call to the other. Proposers are asked to check the current versions that are published together with each AAL Programme call.**

## 5.1 General Call-specific Eligibility Criteria

### Eligibility criteria – collaborative projects

Submission of a complete proposal through the AAL electronic submission system before the deadline, as specified in the Call for Proposals

- English as the language of the proposal
- Consortium composition of at least 3 independent eligible organizations (legal entities), from at least 3 different AAL Partner States participating in the Call for Proposals
- Consortium must include at least:
  - one eligible business partner;
  - one eligible SME partner which can be the business partner;
  - one eligible end-user organization.
- Size of the consortium: 3 – 10 partners.
- Duration of the project: 12 – 36 months.
- Adherence to the specifications for structure and technical details (e.g. page count) of the proposal submission.

Eligible for funding are only organisations that are explicitly included in the national eligibility criteria published with the Call text. It is highly recommended to contact the AAL National Contact Persons (NCP) prior to submission of a proposal (list of NCPs and contact data also found on the AAL Programme website). In some countries, prior NCP-contact is a requirement for being eligible for funding.

In addition, the project may eventually include organizations not requesting funding or organizations that are not eligible for funding according to national eligibility rules or organizations not residing in any AAL Partner State<sup>4</sup>. Such organizations may be associated to the project without funding from the AAL Programme, but they cannot be crucial for the project's implementation. They will not be taken into consideration when assessing the project proposal against the eligibility criteria and project characteristics stated above.

### Consortium Agreement

Projects which are recommended for funding must submit a signed consortium agreement before the grant agreements with the national agencies enter into force. Moreover, according to the Art 27. of the EC Framework for State aid for research and development and innovation (2014/C 198/01), the consortium agreement must be signed prior to the start of the project.

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<sup>4</sup> The participation of organisations residing outside an AAL Partner State is restricted to organisations residing in a Member State of the European Union that currently does not participate in the AAL Programme, i.e. Bulgaria, Croatia, Czech Republic, Denmark, Estonia, France, Germany, Greece, Finland, Latvia, Lithuania, Malta and Slovakia.



The Consortium Agreement should state a set of rules/procedures to ensure fair protection for the IPR interests of the partners and partners' "employees (e.g. conditions/ limitations on the ability of individual consortium partners to freely publish or profit from project results directly covered by other partners" IPR). The consortium agreement should include conflict resolution procedures/ mechanisms to be invoked if and when necessary. The consortium agreement must be submitted in English<sup>5</sup>.

## 5.2 National Eligibility Criteria and Funding Rules

The national funding rules define the concrete participation conditions for project partners under the AAL Programme:

- The eligibility or ineligibility of types of organisations (e.g. in some AAL partner States, universities or user organisations are excluded from funding).
- The national funding quota (the quota may vary for the same type of organisation between AAL partner States).
- The range of eligible costs that are accepted.
- Other national rules (e.g. funding of large enterprises and compulsory participation of certain entities).

A detailed description of national eligibility criteria can be found in the document National Eligibility Criteria and can be downloaded from [www.aal-europe.eu/calls](http://www.aal-europe.eu/calls) or from the sites of the NFAs.

A formal final legal check of eligibility will be done during the negotiation phase.

## 6. Characteristics of AAL Collaborative Projects

- Aim at ICT-based solutions to identified user aspirations and needs.
- Present a realistic business plan with time-to-market perspective of maximum 2 years after end of the project.
- Project total budget: up to 5 M€.
- Maximum funding from the AAL Programme: 2.5 M€.
- Significant involvement of industry and other business partners, particularly SMEs are encouraged. The effort of industry and other business partners in each project is expected to be 50% or more (in person months).
- Proactive end-user involvement throughout the life of the project.

Projects are expected to take into consideration both the enabling elements and the application of specific elements of the challenge with an innovative approach. Enabling elements are such that promote the general inclusion of older adults into the information society. These include individual skills, motivation, trust and technical solutions such as user interfaces.

Projects should embody the "win/win/win" concept combining the perspectives of and benefits to individuals, to businesses and to the society. The topic area should be approached through a holistic view of the individual's physical, psychological and social wellbeing. End-users should

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<sup>5</sup> For template and guidelines see <http://www.aal-europe.eu/documents-ressources/resources-for-project-coordinators/>

be actively involved in the work to be performed with appropriate methodology applied (e.g. user-centred design). Effective solutions are flexible and adaptable to the end-user aspirations and needs throughout the phases of ageing.

It is very important to pay attention to the corresponding chapters in this Guide for Applicants regarding the following topics:

- Potential benefits (chapter 9).
- Guidelines for ethical considerations in projects (chapter 10).
- IPR provisions (chapter 11).
- Framework for end-user involvement (chapter 12).
- Framework for business plan development (chapter 13).

## 7. Evaluation Process and Criteria

### 7.1 Evaluation Process

Under the AAL Programme, the CMU manages a central evaluation for all received project proposals. Independent experts who are nominated by the NFAs perform the evaluation. Experts are drawn from academia, business, industry and user organisations. Their professional background allows assessing the quality of the proposed ICT work as well as other facets, as the proposed business plan and the user dimension of the work.

Each project proposal will be assigned to a panel of independent experts. The decision of the panel is final.

### 7.2 Evaluation Criteria

The proposals submitted shall be evaluated on the basis of the following award criteria:

(a) excellence: criterion **Relevance and Scope**;

(b) impact: criteria **Potential Impact of the Proposed Solution on Quality of Life** and **Potential Impact of the Proposed Solution on Market Development**;

(c) quality and efficiency of the implementation: criteria **Quality of the Proposed Solution and the Workplan** and **Quality of the Consortium and Project Management**.

The details of the criteria are described in the following sub-sections.

#### 7.2.1 Relevance and Scope

To assess whether the proposed project is in line with the objectives of the call and addresses a relevant challenge:

- i. The project is expected to apply Information and Communication Technologies (ICT) to the specific objectives of the call and the challenge description of the call rationale. The

project addresses one or several of the application areas of the call as described in the call text.

- ii. The proposal is expected to describe clearly the challenge that is addressed and the motivation behind the proposed solution.

### **7.2.2 Quality of the Proposed Solution and the Workplan**

To assess the excellence and overall quality of the proposed AAL solution, the extent to which the project's objectives will be able to contribute to innovation in the field and deliver its planned final deliverables:

- i. The project proposal should present a scientifically and technically sound approach to an innovative AAL solution that clearly goes beyond the state-of-the-art in terms of existing solutions (combination of products/services/systems).
- ii. Projects are expected to put forward a high quality work plan describing the selected activities, methodologies and organization of the planned activities in sufficient detail. The activities in the submitted workplan are expected to be coherent, and the proposers plan adequate resources to achieve the projects' goals.
- iii. The proposals should provide evidence of proactively involving end-users throughout the project to make sure that the proposed solution corresponds to real aspirations and needs. In this context, accessibility, end-user acceptance and usability of the developed solutions are fundamental. The approach to specific end-user needs/desires should be validated by an evidence base in a use case (building on testing in a realistic real user environment). Moreover, a detailed plan describing the involvement of end users should be provided in the proposal (see chapter 12).
- iv. The proposal is expected to include as part of planned activities/outcomes, a realistic prototype or pilot application which should be completed after one year of the start of the project. This prototype or pilot application will be used to finalise the project by testing the product/solution on a large scale with end users, further improve the solution based on user-feedback and demonstrate the expected impacts stated in the initial proposal to the fullest feasible extent.
- v. Quality of the Consortium and Project Management

To assess the extent to which the consortium composition includes the critical mass and diversity of competencies and infrastructure required for the successful completion of the defined tasks.

- i. Consortia are expected to produce evidence of having the necessary expertise and resources to deploy the scientific, technical and market expertise needed to achieve project goals. The consortium should include the essential components of the value network and demonstrate an added value by international collaboration.
- ii. The consortium should ensure adequate respect of the individual end-user's rights, such as self-determined private life, conscious (or consciously delegated) consent and dignity along with any other relevant ethical issues (see chapter 10). In particular, the proposal should demonstrate that the necessary actions are identified for taking into account relevant national and European rules and regulations concerning ethical issues (e.g. data protection).
- iii. The consortium must demonstrate significant involvement of industry and other

business partners in terms of budget and effort. In addition, SMEs should clearly play a proactive role in the project consortia, particularly in the process of business modelling for the commercialisation of the resulting AAL solution.

- iv. The consortium should consider adequate quality assurance and control procedures regarding the development and release of external project deliverables, as appropriate to each specific type of deliverable (e.g. management reports, research notes, market studies, application or service prototypes, etc.). The proposal should state a set of rules/procedures to ensure fair protection for the IPR interests of the partners and partners' employees (e.g. conditions/ limitations on the ability of individual consortium partners to freely publish or profit from project results directly covered by other partners' IPR; see chapter 11). The proposal should include conflict resolution procedures/mechanisms to be invoked if and when necessary. The proposal should include a dissemination plan, ensuring that innovative project contributions are properly disseminated, subject to limitations imposed by the protection of partners' IPR over commercially-sensitive information, as stated at project start in the Consortium Agreement.

### **7.2.3 Potential Impact of the Proposed Solution on Quality of Life**

To assess the extent to which the proposed solution may provide a direct benefit to the specific groups of end-users.

- i. The proposal should justify the resulting improvements of older adults' quality of life either directly or indirectly. This may be achieved for example through more equal access to services, easier participation in communities of interest or increased ability to be direct users of technologies etc.
- ii. The proposal addresses the necessary enabling elements to ensure access of the targeted end-users to the proposed solution.
- iii. The proposal is expected to have significant social and ethical impact.

### **7.2.4 Potential Impact of the Proposed Solution on Market Development**

To assess the extent to which the proposed solution is able to bring the solution onto the market.

- i. The proposal should target an attractive and high potential market in Europe and beyond documented by a clear business model.
- ii. The proposal should provide evidence of having the capability to foster market availability of products and systems, as well as associated services at project completion time. In particular, the proposed activities should be targeted towards bringing new products, solutions or service concepts to the market within max. 2 years after the project end.
- iii. A business plan for the proposed solution should be outlined in the proposal. This outline should include a market analysis identifying the target group, the active competition, the unique selling proposition, as well as a strategy for market entry (see chapter 13). The proposal should also state which resources (human, material and financial) are available to put this strategy into practice. In addition, further business analysis activities should be planned throughout the project period to support the realization of the identified economic opportunities.

- iv. The project should contribute to the creation of a European market through the development of open interfaces and interoperability, applying the relevant standards, norms and regulations in the European framework.

### 7.3 Scoring, Thresholds and Weights

Project proposals are evaluated by independent experts and an evaluation panel. Each criterion will be scored on a 5-point scale (only full points allowed):

5 (Excellent)	Issues under assessment are comprehensively covered.
4 (Good)	Issues under assessment are well covered, with minor suggestions being put forward to enhance the project chances of success.
3 (Acceptable)	Issues under assessment are adequately covered, but the proposal shows weakness in some specific area of the criterion. To enhance the project chances of success may require significant additions or changes to some specific part of the proposal that can realistically be introduced prior to the start of the project.
2 (Defective)	Issues under assessment are sketchily covered and proper evidence of project chances for success is lacking or omitted. Potential for greater chance of successful outcome(s) requires significant major additions or changes.
1 (Failed)	The proposal does not adequately cover the issues under assessment and/or demonstrate that it has met the objectives of the AAL Programme.

Following thresholds\* and weights\* will be applied to the criteria:

1. Relevance and scope	threshold = 3, weight = 1
2. Quality of proposed solution and workplan	threshold = 3, weight = 1
3. Quality of the consortium and project management	threshold = 3, weight = 1
4. Potential impact – quality of life	threshold = 3, weight = 1
5. Potential impact – market development	threshold = 3, weight = 1

\* Threshold: indicates the minimum score a proposal needs to obtain for each criterion to be considered for funding.

\* Weight: indicates the factor by which a score from the 5-point scale will be multiplied.

The decision reached by the panel of experts with regards to the score of a project is final.

### 7.4 Outcome of the Evaluation and Selection

A message will be sent to the coordinator of the proposal informing on the outcome of the evaluation and selection. It will also indicate the address if an applicant wishes to submit a request, if he or she wishes to query the outcomes of the evaluation of the proposal.

The deadline for the receipt of any such request for information or further examination is 3 weeks from the date of receipt of the official message. The proposal coordinator should provide the identifier of the call, the number, name and acronym of the proposal, and a full description

of the alleged shortcomings. An Evaluation Review committee will examine all such requests. This review committee does not evaluate the proposal itself.

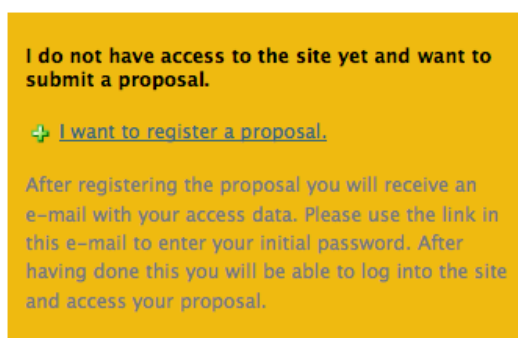
If there are any questions about this process, please contact [call@aal-europe.eu](mailto:call@aal-europe.eu).

The Management Unit counts on the partners' cooperation not to send in requests, unless there is clear evidence of a shortcoming.

## 8. The Proposal Submission Tool

### 8.1 Registering a Proposal

The call page consists of three sections. The first section gives general information about the call, the call topic, and related material like the template for part B. The two remaining sections allow logging into the site (Fig. 5) and registering of a new project proposal (Fig. 3).



- Fig. 3: Register a project proposal

For registering a project proposal some essential information about the project is needed (Fig. 4). With this required information (marked by the red square behind the field title) a basic **project** structure including one **project partner** (the coordinating organisation) and one **project member** (the project coordinator) is created.

**Acronym** ■  
Please enter the Project acronym. It must contain at least 3 chars and at most 20 chars. It can not contain spaces.

  
**Full Title** ■  
Please enter the full project title  
**Coordinator Organisation** ■  
**Coordinator Name** ■  
**Email address of the coordinator** ■  
The user credentials for the proposal will be sent to this address!  
**Coordinator phone**  

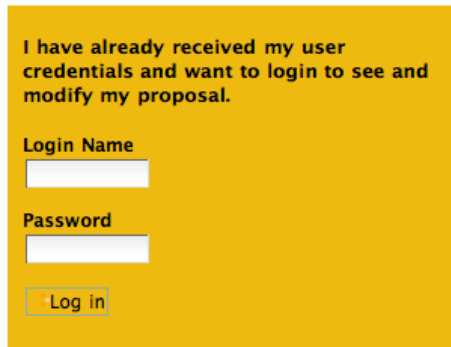
- Fig. 4: Required information for registering a project proposal

After the registration request is submitted, an email is sent to the address of the coordinator. This email contains a one-time link for setting the password of the coordinator, which allows the access to the project proposal. If this link is not accessible through the local email client, it must be copied in full length (!) into the address line of any web browser.

If any problem occurs in this phase, there will be no way for the coordinator to solve it. In this case send a mail to [call@aal-europe.eu](mailto:call@aal-europe.eu) and mention as many information as you know, which help to identify the proposal (acronym, coordinator name or organisation). Do not forget to supply contact information like email and telephone number!

## 8.2 Logging into the Proposal

With the above registration procedure a coordinator should be in possession of valid credentials. Directly after this proposal registration he/she is also the only person able to log into the site. He/she can register any number of project members and allow accessing the proposal. For all project members including the coordinator (both will be referenced by project member from here on), the login procedure is done through the call page (Fig. 5). The login requires the user name and a valid password (credentials). **Both are case sensitive!** Upper and lower case letters are different, e.g. the username “Mueller” is different from the username “mueller”. Also note that each user is linked with a specific proposal, so the participants should be careful to login with the credentials for the specific proposal.



• Fig. 5: Logging into the site and the project proposal

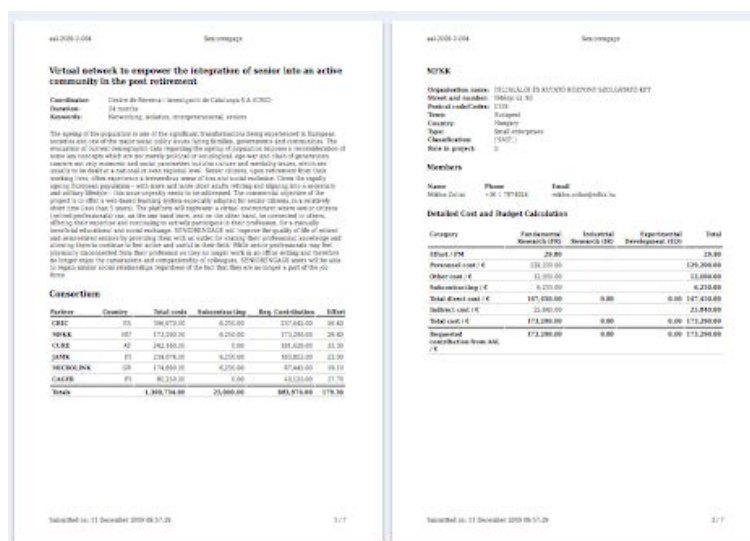
After a successful login the project member can access his project proposal (Fig. 6). Clicking on the proposal title, which is usually the only available link for a project member, will show the project proposal page.

Proposal	Title	No. countries	Duration	Total costs	Subcontracting	Estimated contribution	Effort
<a href="#">Project</a>	Project Title	1	0	0.00	0.00	0.00	0.00
<b>1 projects</b>				<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

• Fig. 6: Access the project proposal after log-in (click on the proposal name)

### 8.3 Project Proposal

The project proposal page (Fig. 8) shows in the upper part some information about the proposal state and missing information (see chapter 8.7), below this some general project information (title, abstract, etc.) and at the bottom the project consortium. In the edit mode of this page (see chapter 8.5) the coordinator can modify any project information including uploading of part B, add partner to or remove partner from the proposal, allow partner to modify their “own” information and print the available proposal data (Fig. 7).



• Fig. 7: Printing the project overview



Initially, there is only very little information available on the project. The missing information is marked by a red dot. Modification of any project data is possible in the edit mode. In the edit mode the coordinator can select whether the other project partners are allowed to edit the information of their organisation (disabled in Fig. 9 below the consortium headline, enabled in Fig. 10).

<b>Acronym</b>	✔	Project
<b>Title</b>	✔	Project Title
<b>Abstract</b>	❗	The abstract must have a minimum length of 100 and a maximum length of 2000 characters.
<b>Keywords</b>	❗	Some keywords (technology, application, ...) describing your proposal are required.
<b>Duration</b>	❗	0 The duration must be between 12 and 36 months.
<b>Part B</b>	❗	Please upload a PDF file with the description of the project. The size must be between 15 and 35 pages. The PDF document contains 0 pages

• Fig. 8: Basic project proposal data

### Consortium

Partner are not allowed to edit their own details.

+ Add a partner to the project

Acronym	Organisation	Country	Total costs	Subcontracting	Requested Contribution	Effort	Remove Partner
❗ Company (Coordinator)			0.00	0.00	0.00	0.00	
<b>Total</b>			<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	

• Fig. 9: The minimum project consortium table

## 8.4 Adding or Removing Project Partners

The coordinator and only the coordinator is able to add partners to the project or to remove them from the project. To add a project partner simply press the link with the plus sign and enter at least the acronym and the country of this partner. Please note that the acronym cannot be changed. The only way to change the acronym of a partner is to delete him and add a new partner.

### Consortium

Partner can edit their own details

+ Add a partner to the project

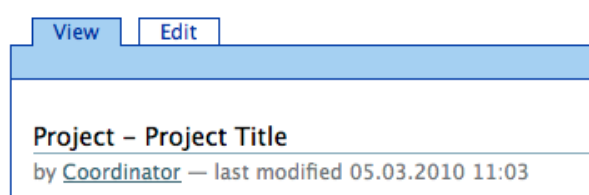
Acronym	Organisation	Country	Total costs	Subcontracting	Requested Contribution	Effort	Remove Partner
❗ Company (Coordinator)			0.00	0.00	0.00	0.00	
❗ ParCom	Partner Company		0.00	0.00	0.00	0.00	✗
<b>Total</b>			<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	

• Fig. 10: The project consortium table

A partner can be removed from the consortium by clicking on the red cross in the line of the partner to be deleted. After a safety question this partner will be deleted permanently from the consortium and all his data will be deleted. Please note that the coordinator can never be deleted from the consortium.

## 8.5 View and Edit Mode

Normally, all pages are displayed in the view mode. Although no data can be changed in the view mode links and some actions (e.g. printing) may be accessible. Depending on the rights a user has on a certain page, this user may switch into the edit mode (Fig. 11). Whenever a frame with the view and edit tabs is displayed around the content area this is a signal that the current user has the right to edit this page.



- Fig. 11: Switching between view and edit mode

## 8.6 Project Partner

Project partners are the basic element of an AAL project. A number of information regarding the project partner (Fig. 12) is required.

### Organisation

Company is a project co-ordinator.

<b>Acronym</b>	✓ Company
<b>Organisation name</b>	✗ The legal name of the partner is required.
<b>Street and number</b>	✗ The street is required where the partner is located.
<b>Postal code / Cedex</b>	✗ The postcode of the partner is required.
<b>Town</b>	✗ The town of the partner is required.
<b>Country</b>	✗ Please select a country The country of the partner is required.
<b>Type</b>	✓
<b>Classification</b>	✗ Please select a statistical classification for your organisation.
<b>Role in project</b>	

- Fig. 12: Basic project partner information

Two properties of a project partner are needed for the calculation of the actual funding of a project partner. The first is the country, since only countries participating in the specific call appear in the selection box of this field. If a country is not on the list, any partner coming from this missing country is not eligible for funding in the AAL Programme at all.

Category	Fundamental Research (FR)	Industrial Research (IR)	Experimental Development (ED)	Total	Category	Cost	Total
Effort / PM				0.00	Effort / PM		0.00
Personnel cost / €				0.00	Personnel cost / €		0.00
Other cost / €				0.00	Travel / €		0.00
Subcontracting / €				0.00	Subcontracting / €		0.00
Total direct cost / €	0.00	0.00	0.00	0.00	Office expenses an equipment / €		0.00
Indirect cost / €				0.00	Dissemination		0.00
Max. Ind. Costs (20% of direct) / €	0.00	0.00	0.00	0.00	Other cost / €		0.00
Total cost / €	0.00	0.00	0.00	0.00	Total cost / €	0.00	0.00
Requested contribution from AAL / €	0.00	0.00	0.00	0.00	Requested contribution from AAL / €	0.00	0.00

- Fig. 13: Examples of different ways of calculating the actual funding for a project partner

After a country is selected for a project partner, the type field shows all eligible types of organisations in this country and in this call. After selecting the type, a table (Fig. 13) will appear in which the project partner's cost can be entered. This table automatically calculates the correct funding for this partners organisation type using the country specific rules. The requested contribution of all projects partners will be added and shown in the project overview.

NOTE! The first row in this table is used to enter the effort, not costs. (PM=Person Months)

Please make sure that you do not use “,” in the row for costs; “.” is to be used only for the decimals (cents).





## 8.7 Project Member

Project members are users who may access the proposal site and the contents of the project. A project member is always a part of a project partner. The coordinator is automatically part of the coordinating organisation. Any number of project members can be kept in the project proposal. Project members are also subject of the on-line data checking facility (chapter 8.8).

### Organisation Members

Any number of member may be added to this organisation. Each member will be able to modify all data related to the organisation if the co-ordinator enabled this feature for the project.

[+ Add a member to the project partner](#)

  [John Smith](#) [john.smith@smithsonian.tv](mailto:john.smith@smithsonian.tv)  +99 123 456 78 90 [↔ reset password](#)  [Remove member](#)

- Fig. 14: Project members are part of a project partner

Project members can be added in the project partner view by just clicking on the “add member” link. If a member is added to a partner, the system will automatically send an email to the email address of the member with all necessary login information and a one-time link for setting the initial password. A member can also be removed very easily using the “remove member” button.

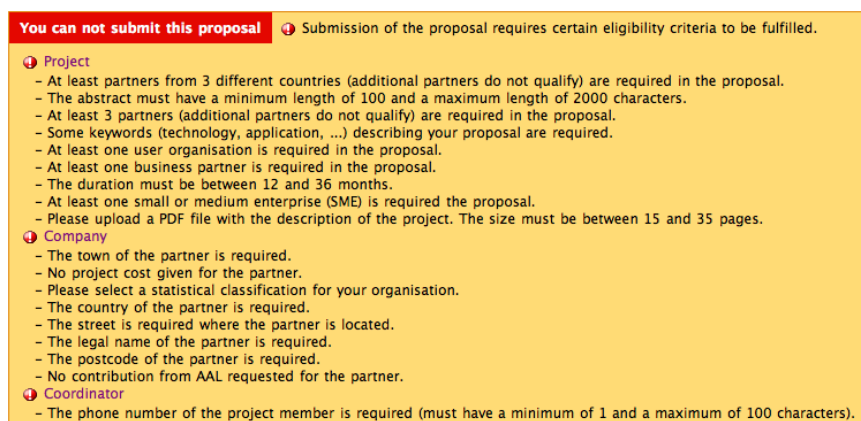
It is very common that members will “forget” their password. The “reset password” button will send an email to the member's address with a one-time link allowing to select a new password. Until the member clicks on this link the old password remains in effect.

Depending on the choice of the coordinator (chapter 8.4), project members will be able to add more project members to their organisation and to modify all data of their organisation. There are some rules about the member rights:

- All members of a project partner have the same rights within the project.
- The coordinator can add and remove members for any project partner.
- Only a member of the coordinators organisation is able to enter the first member of any other partner.
- A project member (except those of the coordinating organisation) can add and remove members only in his organisation.
- No member can remove himself.

## 8.8 Checking Data On-line and Help

A project proposal can be saved as often as the coordinator likes (or in case any project member allowed doing so). This means that the project proposal can be developed online in a collaborative process. In the view mode the website displays a list of missing information on the top of every project page (Fig. 15). In addition to checking the availability of information, there are certain eligibility criteria, which are additionally checked. This process is called plausibility checking.



- Fig. 15: Information needed to complete the proposal information

## 8.9 Submission of the Proposal

The coordinator or any project member of the coordination organisation is allowed to submit a project proposal. To be submitted a proposal must be plausible (see chapter 8.8). Only if both conditions are met (coordinator and plausibility), the submission box containing the submit button is shown (Fig. 16).



- Fig. 16: The submission box

On submission all project proposal information is time-stamped and copied into a proposal archive on the web site. After it has been successfully archived, all project members are notified via email about the submission of the proposal.

Even after a submission the proposal can be further modified before the deadline. Any modification automatically changes the proposal state to “not submitted” (Fig. 17). The project proposal can be submitted as often as the coordinator wishes to do so. Any modification of information is ignored in the following evaluation process until it is submitted again.

Submission State	The current state of the proposal is not submitted.
Submission State	The proposal was last submitted on 05.05.2009 15:59

• Fig. 17: Proposal submission state

A project proposal will be considered for further processing only if it was submitted (time-stamped) before the call specific deadline. If the project proposal was submitted several times the latest version will be used.

Any complaints about wrong processing, submission, misinterpretation shall be sent to [call@aal-europe.eu](mailto:call@aal-europe.eu). Please note that the decision reached by the panel of experts with regards to the score of a project is final.

## 9. Potential Benefits

### 9.1 Contribution from end-users

The primary aim of the AAL Programme is to foster solutions that meet end-user aspirations and needs. It is important to recognise the contributions that technology and service advancements can make to quality of life of older people. However, even more importantly, it must be recognised that end-users should be the drivers in the development and practical application of these advancements. Industry stands to gain clear benefits and generate a “**market pull**” by engaging end-users. A synergistic relationship between industry, service businesses, research institutions and end-users will ensure that products/services reflect user wishes and needs. This will then translate into products/services that are reliable, acceptable, useful, adaptable and marketable. The AAL Programme deems active end-user involvement to be an essential component of activities from the outset and throughout the life of the project (see also chapter 12).

### 9.2 Commercial benefits

A partly affluent market exists and continues to grow as a result of European demographics, so business opportunities are increasing. In AAL Programme, all projects are expected to investigate the commercial aspects of the solutions being developed through business cases, value network analysis and financial considerations. Business cases should consider consumers’ willingness to pay. In solutions that require larger investment, the possible financing models (fully or partially), by third parties e.g. by insurance or housing companies should be considered. In such cases, these parties have to be considered in the business development activities. Adaptation to local markets requires scalability of the solutions across Europe and

beyond with necessary modularity and flexibility to the cultural, social, economic and legislative differences between countries and regions (see also chapter 13).

### 9.3 Socio-economic benefits

Innovations for older adults can have significant impact not only on the individual level, but also on societal level. Solutions aimed at helping people to maintain independence in their everyday environment and a high level of intellectual engagement as they get older, will support active, healthy and independent ageing and thus improve the quality of life of older adults. Involving research on socio-economic impact can be an important factor in generating evidence on effectiveness of the developed solutions. The evidence is needed especially when an investment or reimbursement policy of the public sector is needed in order to bring the solutions to the market.

## 10. Guideline for Ethical Considerations in AAL Projects

In AAL projects, ethical considerations apply 1) to the process of implementing the project, and 2) to the solutions targeted as results of the project. Both dimensions must be handled in ways that are ethically valid and acceptable to the end-users and to society in general. This means that ethical issues must be addressed from the concept phase to test installations, related to user involvement during the project and when the solution is tested and eventually launched in the market.

In addition to national requirements regarding ethical issues involved in R&D, the AAL Programme requires proposals to document their procedures and principles for handling ethical issues related to process and product (final solution), see part B template.

The nature of AAL projects will raise a broad range of ethical concerns as:

- the technology involved is often new and unfamiliar to the end-users,
- vital aspects of the solutions will not be transparent to the end-users and other stakeholders because of a high degree of complexity.

This may involve ethical issues such as:

- privacy
- control of personal data
- confidentiality
- autonomy and dignity.

Solutions developed must be trusted, accessible and accepted by all designated user groups.

Ethics in the context of AAL projects is fundamentally about what a project can and shall do for the benefit of those defined as the end-users of that particular project. Ethical issues may also be raised regarding the relationships and social networks of the involved (or future) end-users. New AAL solutions might bring about new allocation of resources and responsibilities and thus have an impact that goes beyond the quality of life of primary end-users.

In the conduct of an AAL project, ethical issues concern *inter alia* the correct recruitment and involvement of end-users. Whenever end-users are involved in projects, informed consent is a standard procedure. All end-users who participate in an AAL project, through interviews, observations and/or testing of prototypes, should know what they are signing up for and how they can withdraw from the project at any time. Transparency is the keyword.

An informed-consent form which guarantees transparency should cover the following issues:

- a description of the project and its aims (accessible with respect to language and content),
- a specification of the role(s) of different end-users in the project,
- self-determination of the end-users (must be able to turn off systems or services at their own discretion),
- compensation provided to the primary end-users (expenses or fees paid, etc.),
- contact person in the project (for ethical issues and related questions),
- exit rights for individual end-users (procedure for withdrawal from the project at any time, without giving a reason and without incurring costs or penalties).

## 10.1 Special concerns

When designing the involvement of primary end-users in a project, it should be taken into account that end-users may become accustomed to the special attention and services they receive during the project. When people become deeply involved, termination of the project may create problems. Provisions for dealing with such issues are necessary in order to avoid distress and negative reactions among end-users at the end of the project. In short, the involvement of end-users in projects requires ethical awareness and respect for their dignity and right to self-determination all through the project.

Other important ethical issues concern the information and data management. In most cases, this will be covered by existing legislation and directives (national and EU) on privacy and data protection. The relevant security and privacy rules regarding storage and transmission of personally identifiable information have to be respected. Data have to be made anonymous, codified and stored in a secure place guaranteeing access only to authorized persons. All collection of data and other interventions in the projects should follow the principles of proportionality and purposefulness, i.e. restricted to what is necessary to meet the aims of the project.

On a macro level distributive ethics are very important in the AAL field. Distributive ethics are about issues of justice, equality of access, choice etc. Proposals must demonstrate the ethical quality of the proposed solution as an element in the life of older people in a socially sustainable society.

In relation to the call “Living with Dementia”, some specific aspects should be taken in account: People living with dementia have a right to enjoy equity of service and service provision; to participate in decisions that affect them; to feel safe, take positive risks and enjoy freedom of choice; to have their strengths and experience acknowledged and used to maintain and develop skills; to attain and maintain maximum independence, health and wellbeing; to enjoy access to recreational, leisure and cultural life in their community.

The handling of ethical issues in the Active and Assisted Living Programme is dependent on the national rules of the involved partners in a project that is to be funded. In some countries, projects have to get a positive statement or permission by ethical committees before they can start working. In other countries, national partners responsible for the involvement of end-users will have to submit the final draft of the informed consent for assessment. Medical devices

need to be approved according to the appropriate regulations. Please consult with your National Contact Point what requirements are applicable to your proposal.

In the part B template you will find the following ethics declaration table:

Ethics declaration required by proposals in the AAL Programme	Described on page
<ul style="list-style-type: none"> <li>How is the issue of informed consent handled, according to the specific situation related to the cognitive impairment?</li> </ul>	
<ul style="list-style-type: none"> <li>What procedures does the proposal have to preserve the dignity, autonomy and values (human and professional) of the end-users?</li> </ul>	
<ul style="list-style-type: none"> <li>If the proposal includes informal carers (e.g. relatives, friends or volunteers) in the project or in the planned service-model - what procedures exist for dealing with ethical issues in this relationship?</li> </ul>	
<ul style="list-style-type: none"> <li>If the proposal includes technology-enabled concepts for confidential communication between the older adult and informal and formal carers, service providers and authorities – what procedures are planned for safeguarding the right to privacy, self-determination and other ethical issues in this communication?</li> </ul>	
<ul style="list-style-type: none"> <li>What "exit" strategy for the end-users involved in the project does the proposal have (in terms of end-users leaving the project during its implementation and after the project end)?</li> </ul>	
<ul style="list-style-type: none"> <li>How are the ethical dimensions of the solution targeted in the proposal taken into account? (Brief description of distributive ethics, sustainability et.al.)</li> </ul>	

## 11. IPR Provisions under the AAL Programme

The Active and Assisted Living Programme (AAL Programme) is a joint research, development and innovation (R&D&I) funding activity by 20 European Member States and Associated States, with financial support of the European Community based on article 185 of the EC treaty. The most important activity under the AAL Programme is the publication and evaluation of Calls for Proposals.

The financial contribution of the European Community<sup>6</sup> results from a co-decision procedure, during which the EC (*COM(2013) 500 final: Proposal for a DECISION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on the participation of the Union in the Active and Assisted Living Research and Development Programme jointly undertaken by several Member States, 10 July 2013*) proposed the terms of its participation, to which the Council and the European Parliament gave their approval.

The proposal for the co-decision procedure includes the following condition for this financial contribution to the AAL Programme:

*By way of derogation from Articles 41 to 49 of Regulation (EU) No 1290/2013, the rules of the designated national programmes governing results, access rights to background and results shall*

<sup>6</sup> The co-decision is on its final adoption phase.



*apply, without prejudice to the principle of open access to scientific publications enshrined in Article 18 of Regulation (EU) No 1291/2013.*

## **11.1 Provisions governing the intellectual property rights under the AAL Programme**

1. The AAL Programme supports the IPR regime on the basis of Regulation No. 1290/2013, which establishes the rules for participation in the Horizon 2020.
2. Taking into account the time-to-market perspective of two to three years after the end of an AAL project, all AAL projects recommended for funding must submit a signed Consortium Agreement (CA) to the National Funding Agencies. The agencies also must approve the CA. The signed CA must clearly indicate the reference (Consortium Agreement of the project “X”) on every page.
3. The CA must be in effect at the official start of the project, but it is not required to conclude it at the time of the proposal submission.
4. The AAL Association leaves it to the project consortia to draft a CA (“freedom of contract”).
5. The Consortium Agreement should state a set of rules/procedures to ensure fair protection for the IPR interests of the partners and partners’ employees (e.g.: conditions/ limitations on the ability of individual consortium partners to freely publish or profit from project results directly covered by other partners’ IPR). The consortium agreement should include conflict resolution procedures/ mechanisms to be invoked if and when necessary.
6. The AAL Association does not recommend any specific service or model agreement. The IPR Helpdesk, an EC funded consultancy service on Intellectual Property Rights, provides example models for consortium agreements on its website <http://www.ipr-helpdesk.org>.
7. For any problem with the IPR orientations laid out above, the AAL President as a legal representative of the AAL Association shall be contacted by AAL project partners via the email [President@aal-europe.eu](mailto:President@aal-europe.eu)).

## **12. Framework for “End-user Involvement” under the AAL Programme**

End-user involvement is a mandatory and essential part of all collaborative projects funded under the AAL Programme. When developing new solutions for older adults as the primary end-users, specific questions and challenges related to user involvement need to be addressed:

- Who are the relevant end-users in this proposal (primary, secondary and tertiary)? Are there different groups of end-users who should be involved (maybe at different stages of the project)?
- Who are stakeholders and what are their roles? (Who will use the solution, who will pay for it, who will decide or regulate, purchase and use it? – Answers to these questions will also assist in development of the business plan.)
- What is the purpose of end-user involvement in the project?
- What methodology will be adopted? How will the wishes and needs of the relevant end-user groups be expressed and integrated at different stages of the project (e.g. how will

input from end-users be collected, documented, analysed and used in the development process)?

- What is the time and work plan for end-user involvement?
- How will privacy concerns, dignity and other relevant ethical issues be dealt with? (Is there specific national legislation or other requirements that will be applied to this project?)
- If primary end-users include persons with reduced cognitive capabilities, how will they be involved and their dignity and privacy respected? Who will represent them and protect their interests if they cannot do it themselves?
- How will the innovation potential of the end-users be explored and mobilized (creating an innovation culture where the design of new solutions is done with and for older adults).

In AAL Programme, end-user involvement is assessed by evaluating and reviewing the methodology and the representation of end-users in different phases of the innovation process.

- 1) In exploratory and creative phases of the innovation process, the wishes and needs of the end-users serve as input to the development of new solutions and design of the business plan.
- 2) In development phases, the end-users provide the feedback loops validating and verifying the progress of the development work.
- 3) In business plan development, end-users provide input about customer behaviour and attitude, purchasing processes, regulatory and other decision-making. End-users are also crucial for validating the customer appreciation and valuation of the solution, willingness to use it and willingness to pay for it (price sensitivity).

Additional information about end-users is provided in the AAL web-site: <http://www.aal-europe.eu/support-to-projects/end-users/>.

### **13. Framework for “Business Plan Development” under the AAL Programme**

The AAL Programme aims at launching research, development and innovation activities that can bring new products, solutions or service concepts to the market within about 2 years after the project end. The close-to-market nature of the programme means that proposing suitable business plans for the developed solutions must be an essential part of the projects, from the proposal preparation phase.

Business plan development should be approached in a systematic manner, utilizing a suitable conceptualization framework and involving different actors of the value network (end-users, payers, delivery partners, service providers, integrators). For this, it is advised to use tools which have proven to be effective and adaptable to different needs like, for example the Business Model Canvas or the Lean Startup approach (this is not, however compulsory, the consortia being free to adopt other tools and methods). In the domain of the AAL Programme, “business plan development” is not to be interpreted relevant only in activities involving enterprises and business partners, but whenever the objective is to create economic, social or other forms of value with new solutions. This means that in the AAL Programme, activities of non-profit and public sector organizations also must include business plan development aspects.

The business case should be formulated in form of a business plan illustrating significant benefits for (1) end-users, (2) society (3) as well as for companies.

In the AAL Programme, the business plan is assessed by evaluating and reviewing:

#### Product/Solution

- the specific problem the product/solution which is going to be developed will solve;
- the product/solution and its feasibility;
- the unique selling proposition.

#### Target Group & Market/ Business model

- the definition of the target group and its value network;
- the market potential for this product/solution;
- the active competition;
- the business model – how to assure the sustainability of the product/solution in the market;
- the strategy for market entry.

#### Resources

- the resources (including material, human and financial resources) required to put this strategy into practice as parallel non funded activity or after the project funded part is completed.
- Refer to the potential team which brings the product/solution to the market.

Proposals are expected to include a “preliminary” business plan. The business plan must be constantly developed and improved during the project execution phase and will be subject for review at the midterm and final reviews of the project. In case the consortium considers it necessary, the business model can be changed during the project’s implementation. Please note that the deliverable *Final business plan* must be a complete business plan. The business plan should demonstrate that the proposed product/solution has the opportunity to succeed on the market and should answer the following indicative questions:

#### **Product:**

- What product/service will you offer?
- What main problem(s) does the product/service solve or what benefits does it provide to the customer?
- Who are your competitors?
- What is the added value of the product/service versus that of competitors and/or existing solutions on the market (unique selling proposition)?

#### **Target group & Market:**

- Who will buy the product/service (target group)?
- Who are the different stakeholders in the value network and how are they connected?
- How will the product be sold?
  - Who will provide products/services?
  - Who will pay for the product/service?
- Quantification of the market:
  - What is the estimation of the cost of manufacturing?

- What is the estimation of the size of the market?

#### Resources:

- Which consortium members are involved in the customer value proposition?
- What are the roles of different partners in the market implementation of the product/service?
- Do partners have market experience/position?
- How will partners, especially business, draw benefit from the project results?
- What/which external stakeholder(s) will be necessary for the proposed product/solution to succeed on the market? (e.g. manufacturing, investments, designer, service provider, etc.)
- What are the market risks and barriers?
- What is the estimated cost to enter the market with the developed product/service and how will this be financed?

## 14. Project Selection and Reconfiguration Process

### 14.1 Selection of Projects for Funding

Guided by the outcome of the evaluation process, the final selection of projects for funding will be made using the following principles:

- Maximizing the total quality of the project portfolio of the Call;
- Optimizing the usage of the available funding of the Call;
- Ensuring sufficient thematic spread and avoiding directly overlapping projects to be funded in AAL Programme;
- Ensuring participation of project partners from as many AAL Partner States participating in the Call as possible.

Phase 1 of project selection is ended with a list of projects, which after approval of the AAL General Assembly, are invited to start the clarification and negotiation phase with their national funding agency (Batch 1 of projects).

### 14.2 Reconfiguration of Consortia

After the completion of phase 1 of the project selection, additional project proposals that have been assessed to be of good quality by the evaluation process will be invited to restructure their consortia. Restructuring may take place with the following boundary conditions:

- Invitation for restructuring will take place only when availability of national funding is the limiting factor;
- Restructuring is possible only in cases where changes affect less than 50% of the total effort (person months) of the original proposal;
- Restructuring cannot lead to changing of the project coordinator;
- Restructuring can take effect either through non-funded participation of the partner or through finding a replacement partner from an AAL Partner state that still has funds

available. This can be combined with redistribution of tasks between the remaining partners of the consortium.

Projects that are invited to resubmit their proposal with a restructured consortium have to meet the eligibility criteria of the Call. They may be subject to a re-evaluation by independent European expert(s), in order to ensure their quality. The selection of the projects to be funded among the resubmitted proposals will be guided by the outcome of the evaluation process and the availability of national budgets. After the approval of AAL Executive Board, additional projects are invited to start the clarification and negotiation phase with their national funding agency (Batch 2 of projects)

Note! If at any point of the project selection phase or the clarification and negotiation phase a project partner withdraws from the project, is ineligible or not able to fulfill its commitment as stated in the proposal and this affects more than 20% of the total effort (in person months) of the original proposal, the project proposal is irrevocably disqualified without the opportunity of restructuring. Furthermore, if at any point, the project coordinator withdraws from the project, is ineligible or not able to fulfill its commitment as stated in the proposal, the project proposal is irrevocably disqualified without the opportunity of restructuring. In any case, a restructuring of the consortium can lead to a re-evaluation of the proposal.