

# AAL Programme



## Template for Part B for proposals submitted to the Call for Proposals AAL-2016

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### **Please note:**

- This template **must** be used to write the proposal for submission to the call 2016 of the AAL-Programme. **Please check our website for the latest version of this document.**
- **The maximum page length of the proposal description is set at 33 pages including all elements. The minimum allowed font size is 10 and line-spacing at least 1.0 and all margins on A4 sized pages at least 1.2 cm. Failure to comply with these guidelines may result in the proposal being classified as "non-eligible" before the evaluation by experts. Describe an issue only once and refer to the description - if needed. All explanatory text – like this page - can be deleted before submission. Paragraph headings should be retained.** The electronic submission tool will automatically cut off the proposal pdf-file after page 33. Consequently, any content exceeding page 33 is considered as not delivered to the AAL Programme and cannot be included within the evaluation. Proposal descriptions of less than 15 pages are subject to a decision by AALA Central Management Unit (CMU) on the inclusion in the evaluation process.
- It is recommended to study the full call 2016 text (including the Guide for Applicants and National Eligibility Criteria document to be found here: <http://www.aal-europe.eu/get-involved/call-2016/>) and template structure **before starting to write the proposal** to avoid redundancies and misplaced information. The end-user-demand-driven aspects and market approach should be prominent in the proposal. The 5 sections of this template are about Section 1: the ideas, models and the potential contribution to the services for elderly, Section 2: how the proposal may materialise the ideas in a project, Section 3: who can and should do what in the proposed project, Section 4: benefit for older adults and Section 5: exploitation of the potential ideas and solutions of the proposal.
- The above sections correspond to the evaluation criteria of 1. Relevance and scope - 2. Quality of the Proposed Solution and the Workplan – 3. Quality of the Consortium and Project Management - 4 Potential Impact of the Proposed Solution on Quality of Life – 5 Potential Impact of the Proposed Solution on Market Development. Please note that Section 1 includes a paragraph for (self-reported) success criteria of the project - that will be used in the review process of projects that obtain co-funding.
- **For each section, the call text and relevant sections of the Guide for Applicants should be taken into account.**
- **Indicated section titles must be used.** A proposal that does not use the indicated headings will be considered as “not eligible” (decision by the AALA CMU).
- Within the single sections, a consortium is free to follow the page length recommendations. The following recommendation would make sure that the proposal stay within the **33 pages maximum**:
  - Cover/Title page, Content page: 2 pages
  - Section 1: maximum 5 pages
  - Section 2: maximum 11 pages (including all work package lists)
  - Section 3: maximum 8 pages (incl. short descriptions of partner organisations)
  - Section 4: maximum 3 pages
  - Section 5: maximum 4 pages
- Excluded from the page count are documents that are eventually asked for in addition by AAL funding organisations. Such (rare) requests will be clearly indicated within the proposal submission system through which the upload is handled.
- In this Part B, solely contact details of the project coordinator shall be given. Contact details of representatives of the remaining partner organisations shall be provided in Part A.
- “Placeholder” organisations (i.e. not identified at the time of submission) are not allowed at any time within the AAL proposal process. The inclusion of placeholder organisations will lead to the withdrawal of a proposal from the evaluation process.

In case of questions, please contact the AAL CMU at [call@aal-europe.eu](mailto:call@aal-europe.eu).

## Template for proposal description (Part B, Call 2016)

### Cover Page

**Application areas addressed:** \_\_\_\_\_

Proposal full title: \_\_\_\_\_

Proposal acronym: \_\_\_\_\_

Name of the project coordinator: \_\_\_\_\_

Contact details of the coordinator: \_\_\_\_\_

List of participants:

Participant n°	Participant organisation name	Participant short name	Organisation type	Country
1 (Coordinator)				
2				
3				
...				

\* Please use this numbering in all parts of your proposal.

### Table of Contents

Cover Page.....	2
Section 1: Relevance and Scope .....	4
1.1 A short summary of the challenge addressed and the overall project idea .....	4
1.2 Alignment with the call challenge .....	4
1.3 An example scenario.....	4
1.4 Success parameters of the proposal .....	4
Section 2: Quality of the Proposed Solution and the Workplan .....	5
2.1 Technology methodology.....	5
2.2 Standards and Interoperability.....	5
2.3 Resources (expertise, infrastructure, etc.) needed .....	5
2.4 Involvement of the end-users .....	5
2.5 Pilot application.....	5
2.6 The exit strategy .....	5
2.7 Work plan (organisation of the project).....	5
Section 3: Quality of the Consortium and Project Management .....	8
3.1 Quality of the Consortium.....	8
3.2 Project management.....	8
3.3 Contingency plan.....	8
3.4 Ethical and legal issues .....	8
3.5 Available resources.....	8
3.6 The Intellectual Property Rights management (IPR) and other legal issues.....	8
Section 4: Potential Impact of the Proposed Solution on Quality of Life .....	10
4.1 Improving Quality of Life for end-users.....	10
4.2 The aimed service models.....	10

4.3 Social and ethical impact .....	10
4.4 Other user segments.....	10
Section 5: Potential impact of the Proposed Solution on Market Development.....	11
5.1 The business case.....	11
5.2 Dissemination of project results .....	11
Annex: Ethical “declaration” table.....	11

## Section 1: Relevance and Scope

**The total length of section 1 should not exceed 5 pages**

This section is about how the proposed solution will contribute to the challenge, the foundation of the project and the employed models and lines of thinking – all to describe the relevance of the project.

### 1.1 A short summary of the challenge addressed and the overall project idea

**This is not the proposal abstract** but a free text description of the thinking and motivation behind the proposal with the purpose of the evaluators to “grab the idea”. What aspirations and needs is the proposal addressing? How are interests of different stakeholders integrated? What are the target groups of the proposal? How will the proposal lead to a novel, effective and coherent solution, based on a sound concept and a proven rationale? A general description of the incentives for AAL and the demographic challenges in Europe is not required; however, local incentives and challenges may be described where appropriate to sustain a selected approach.

### 1.2 Alignment with the call challenge

Describe the alignment of the proposed project (objectives, activities and methodology) with the specific objectives of this AAL Programme call. How does the proposal and future project apply Information and Communication Technologies (ICT) in new and innovative solutions resulting in novel (ICT-based-) products, systems or services?

### 1.3 An example scenario

Please provide a tangible example scenario of the implementation of the proposal idea for the target group(s) (max ½ page). The scenario should visualise 1) the demand at the primary end-user level and 2) the aimed solution and the contribution to the expected impact in the addressed application area(s) – also as seen from the proposals aimed end-users perspective.

### 1.4 Success parameters of the proposal

In this paragraph please give quantitative and qualitative success criteria **for the project phase**. (*The success criteria estimations of the proposal for the project period can be an element in the review procedures of funded proposals*)

## Section 2: Quality of the Proposed Solution and the Workplan

**The total length of section 2 should not exceed 11 pages (incl. all requested listings).**

This section introduces the proposals plan for the proposed project, and the extent to which the proposed project methodology and consortium management procedures will be able to deliver the planned final deliverables. It will also describe the deployment of the necessary resources and the scientific-, technical- and market-expertise needed to achieve the project goals. How these goals are achieved by implementing the proposal in a project should be described in section 3. This means that the project plan (this section) and the implementation of the plan (section 3) are differentiated and described separately.

### 2.1 Technology methodology

Give a tangible description of the planned technology development and deployment and the technology-enabled services that the proposal aims to develop, test and plan to exploit on the market. You are advised not to keep this description to “high level acronyms of ICT-technology methods” only.

### 2.2 Standards and Interoperability

Please explain how this project is based on existing standards to improve interoperability and avoid “lock-in”. Include any references to standards, norms and regulation within the EU. Note that the use of a non-standard solution must be appropriately justified and is only acceptable if a relevant standard does not exist. Do also explain the potential contribution to open interfaces and interoperability.

### 2.3 Resources (expertise, infrastructure, etc.) needed

Describe the resources needed to be deployed - scientific, technical and market expertise needed to achieve and demonstrate the project goals.

### 2.4 Involvement of the end-users

Describe how the proposal will involve the end-users<sup>1</sup> in the different phases of project as well as the number of end-users considered in each stage (see also chapter 12 in the Guide for Applicants).

### 2.5 Pilot application

Please describe how the proposal will organise a realistic prototype or pilot application (testing in a realistic user environment) that can demonstrate the success criteria of the idea and the value added for the end-users.

### 2.6 The exit strategy

The end-users of the test environment(s) may become dependent of the developed pilot-services. Please give a short description of possible exit strategies at the end of the project period.

### 2.7 Work plan (organisation of the project)

Please briefly introduce the overall organisation of the activities and the work plan (tasks, sequencing, meetings and deliverables). The timing of the different WPs and their components should be shown in a graphical presentation of the various components (Pert diagram or similar). Please fill in the WP templates at the end of this section.

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<sup>1</sup> Primary, secondary and tertiary, as appropriate

## Individual work package (WP) description

(To be used for each work package, max. 1 page per WP) - More than 5 work packages is not advised.

<b>WP number</b>		<b>WP duration:</b>	<i>e.g. M0 – M18</i>				
<b>WP title</b>							
<b>Activity type</b>	<i>(E.g. research, development, demonstration, management, etc.)</i>						
<b>Participant n° (lead partner first)</b>							
<b>Participant short name</b>							
<b>Person-months per participant</b>							
<b>Objectives of the WP</b>							
<b>Description of work</b> (possibly broken down into tasks) and role of partners							
<b>Deliverables of the WP:</b> n°, brief description and project month of delivery							

*Copy this structure as many times as required (i.e. work packages are defined).*

## Work package (WP) overview list

WP no.	WP title	Type of activity (e.g. Research, Management, Dissemination)	Lead partic. n°	Lead partic. short name	Person months	Start Month	End month
<i>1</i>	<i>A technologies</i>	<i>RTD</i>					
<i>2</i>	<i>End-user analysis</i>	<i>RTD</i>					
<i>3</i>	<i>Field trials</i>	<i>RTD</i>					
<i>4</i>	<i>Dissemination &amp; Exploitation strategy</i>	<i>DEM</i>					
<i>5</i>	<i>Management</i>	<i>MGT</i>					
...	<i>Add more rows ...</i>						
	<b>TOTAL</b>						

*Texts in Italics are examples only.*

## Deliverables overview list

Del. n°	Deliverable name	from WP n°	Nature/type of deliverable	Dissemination level (Public or restricted)	Delivery date (project month)
	Intermediate Business plan and business model*				Mid-term of the project duration
	Calendar year report*				After the end of each calendar year
	Mid-term review questionnaire*				Mid-term of the project duration
	Exploitation plan*				Mid-term of the project duration
	Final Business plan/Business model*				Before end of the project
	Final report*				Two months after the end of the project
	<i>Add more rows as required</i>				

\* Mandatory deliverable

## Milestones overview list

N°	Milestone name	WP involved	Expected date (project month)	Means of verification
	<i>Add more rows as required</i>			

## Summary overview of staff effort in person months (pm)

Partic. n°	Participant short name	WP1	WP2	WP3	WP4	WP5	...	Total pm
1								
2								
3								
...	<i>Add more rows as required</i>							
<b>Total</b>								

Include PERT, GANTT or similar diagrams to visualise the project sequences and cycles and the interdependency of the work packages.

## Section 3: Quality of the Consortium and Project Management

The total length of section 3 is recommended not exceed 8 pages.

This section should describe the execution of the plan described in section 2 of the proposal. It should allow for assessment of the diversity and complementarity in competencies of the proposal consortium partners and the infrastructure required for the successful completion of the defined tasks.

### 3.1 Quality of the Consortium

Please describe the quality of the partners and the complementarity of expertise (**max. half page for each partner**); please use the same sequence in the description as employed on the cover page).

Ensure that essential actors of the value chain, not only for the R&D part of the project, but also for going to market with the product/solution, are involved and that the active role of the **end-users** and **SMEs** are described. Briefly elaborate on the balance of contribution between partners and the added value of the international collaboration (explain the European wide dimension and why the proposed project cannot be achieved with equal quality on a national level; the exploitation of project outcomes in a European perspective should be described in section 5).

### 3.2 Project management

Describe in short how the management structures are set up and utilised in the project, e. g. the organisational structure, decision making structures and conflict resolution. Map the competences of project coordinator and partners involved in management to the tasks to be performed. Describe how *the innovative potentials* of consortium partners are mobilised and utilised. Relevant other management duties - such as how the daily operation of the test environment will be sustained – can be included in this paragraph.

### 3.3 Contingency plan

Explain how the consortium will address any potential risks of the project and explain how the resources are mobilised in this relation. Please provide also details on management procedures and capabilities to counteract the risks. Describe how the consortium will 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, test environments (detailed description below), documentations).

### 3.4 Ethical and legal issues

Explain any legal and ethical compliance issues. Describe how the projects activities and results will respect the privacy and dignity of the primary and secondary end-users and how any relevant national and international guidelines are taken into account.

### 3.5 Available resources

Explain how the available resources in the consortium map to the tasks to be performed in the project, explain how missing resources may be obtained (**sub-contracting is in general not encouraged**). Indicate the availability of specific infrastructures, if required.

Describe the total costs, the breakdown of the total costs, budget requests for the partners and indicate and justify major project budget positions.

### 3.6 The Intellectual Property Rights management (IPR) and other legal issues

Describe IPR handling and any other legal issues (see also chapter 11 in the Guide for Applicants) including potential issues with labour law. Describe how RTD performers grant access to background



knowledge of other consortium partners (e.g. the users/user organisations).

## Section 4: Potential Impact of the Proposed Solution on Quality of Life

**The total length of section 4 should not exceed 3 pages.**

This section should describe the extent to which the proposed solution may provide a direct benefit to the targeted groups of end-users.

### 4.1 Improving Quality of Life for end-users

Describe how the proposed solution will affect and improve the quality of life for the targeted end-users. Describe how the proposal plans to adapt solutions to meet differing social and organisational needs across Europe. Please provide first cost-benefit analysis for the end-

### 4.2 The aimed service models

Describe the current service-models in the targeted areas of the proposal and give a short overview of potential future “ways of working”. Describe how the proposed solution relates to the new care services concepts and takes into account enabling elements, i.e. needed innovation in technology, employment of technology, re-organisation.

### 4.3 Social and ethical impact

Describe the social and ethical impact of the proposed solution.

### 4.4 Other user segments

The target groups of the AAL programme have in general a large diversity in user aspirations, interests, needs and capabilities operating in different organisational conditions. If relevant, can the project idea and implementation be modified to accommodate other user segments or organisational environments than included in the primary intention?

## Section 5: Potential impact of the Proposed Solution on Market Development

**The total length of section 5 should not exceed 4 pages.**

This section should describe the extent to which the consortium is able to bring the proposed solution to market and disseminate the project results.

### 5.1 The business case

Present the business case of the proposal in form of a business plan; please refer to chapter 13 of the Guide for Applicants. This business plan may 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. All the activities necessary to reach the market should be shown on a timeline. The business plan should address the following sections; Note that you can refer to previous sections in this proposal.

#### 5.1.1 Product/Solution

Describe your Unique Selling Proposition.

#### 5.1.2 Target group & Market / Business model

Describe the target group(s) and market your product/solution is aiming at. Try to estimate a market potential resulting from the interest of this target group(s). List your competition for this product/solution. Describe your business model and how the consortium plans to enter the market, the role of, explaining the role of the partners in the commercialisation.

#### 5.1.3 Resources

Describe what resources (human, material and financial) you require to bring the product/solution to the market. Refer to the potential team which brings the product/solution to the market.

### 5.2 Dissemination of project results

Describe how innovative project results are disseminated. Please make sure to include the participation of the project in the AAL Forum.

## Annex: Ethical “declaration” table

The ethical declaration table below has the purpose to provide an overview of the relevant information and suit the special needs of the Ambient Assisted Living paradigm (see also chapter 10 in the Guide for Applicants).

Ethics declaration of proposals in the AAL Programme	Described on page or “not relevant”
<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 person 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</li> </ul>	

proposal have?	
<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>	