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ATLAS Open Call – Legal Terms and Conditions

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1. Introduction and Project Objectives

ATLAS (Agricultural Interoperability and Analysis System) is an EU-funded project under the Horizon 2020 Framework Programme for Research and Innovation (Grant Agreement No. 857125). This project is being implemented by 30 partners from seven European countries between 2019 and 2022.

The overall objective of ATLAS is to develop an open digital service platform for agricultural applications and use it as a basis for building up a sustainable ecosystem of innovative, data-driven agriculture. The platform will facilitate flexible combinations of agricultural machinery, sensor systems, and data analysis tools to overcome the problem of insufficient interoperability. It will also enable farmers to increase their productivity in a sustainable way by making independent use of the most advanced digital technology and data. By defining a service architecture that provides layers of hardware and software interoperability, the platform will enable the acquisition and sharing of data from a multitude of sensors and the analysis of this data using numerous approaches to dedicated analysis.

2. Open Call Conditions and Contractual Requirements

The aim of the open call is to establish pilot studies aligned with agricultural use cases at the agricultural operations of the consortium's end-user partners, and to establish Innovation Hubs around these pilots to implement a sustainable ecosystem of innovative companies. The open call's partner, Anwendungszentrum GmbH Oberpfaffenhofen (AZO, referred to hereinafter as "the Coordinator"), will be responsible for organising and executing the open call on behalf of the ATLAS consortium.

ATLAS will publish the open call widely through the defined dissemination and communication processes and adhere to Horizon 2020 standards with respect to transparency, equal treatment, conflicts of interest, and confidentiality. All calls for third parties will be published on the Horizon 2020 Participants Portal and on the project's own web site (https://www.atlas-h2020.eu/). The calls will remain open for at least three months. If a call deadline is changed, an immediate announcement will be published on the corresponding sources. All registered applicants must be informed of the change.

ATLAS will establish an electronic submission system (referred to hereinafter as "the Database") to which all proposals will need to be uploaded. The Database will be closed after

the deadline of the call. The evaluators will have access to the proposals through the Database after the submission phase has ended.

Applicants must submit their proposals for one of the seven topics below. A given proposal may only be submitted once; in other words, the same proposal may not be submitted for several topics. However, an applicant may submit any number of proposals. If an applicant submits the same proposal for more than one topic, none of the proposals will be considered for funding.

Topic 1: Weed and Pest Control

Specific challenge: Weeds and pests are two major threats to agriculture. Conventional methods (e.g. pesticides, herbicides) harm the environment and are viewed critically by consumers. Better, more innovative methods of handling these threats are required.

Topic 2: Irrigation

Specific challenge: Without a reliable irrigation management system, farmers face the risk of either under-watering or over-watering their fields. Under-watering can lead to reductions in yields, fruit size, and quality. Over-watering, on the other hand, can cause water wastage, soil erosion, spreading of pesticides and weeds, higher operational costs, and other problems. In light of the increased demand for water resources in today's world, reliable irrigation management systems are of the utmost importance.

Topic 3: Asset Tracking and Fleet Management

Specific challenge: Modern agricultural businesses and farms are complex enterprises that need to not only keep track of their diverse assets, but also manage increasingly large fleets of vehicles and mobile machines. Such assets may include (but are not limited to) animal feed, fertilisers, seeds, or even living animals, as well as harvests, various kinds of biomass, and other goods. In addition, farming businesses in particular deploy various tractors and other machines that typically come from many different manufacturers. Since assessing the quantity and quality of imported and exported goods manually is growing increasingly difficult and imprecise with the advancing industrialisation of agricultural businesses, the problem of controlling farming materials to be imported or exported needs to be addressed by precise, yet robust sensing solutions. To estimate, account for, and optimise the costs of diverse vehicle fleets, both hardware and software systems have to be tailored to interface with real-

life everyday agricultural operations. The collection and analysis of aggregated data from various sources allow for not only precise accounting, but the generation of insights and opportunities for effective optimisation, as well.

Topic 4: Efficient and Transparent Nutrient Cycle Reporting

Specific challenge: For the sake of sustainability and environmental protection, farmers in Germany and other EU countries are required to keep track of and report the nutritional balances of their farms. However, keeping a record of incoming nutrients and outgoing produce and manure can be a time-consuming and tedious task that often requires a lot of paperwork due to receipts and other documents that are not available in digital formats.

Topic 5: Behavioural Analysis and Management of Livestock

Specific challenge: Monitoring livestock numbers, growth, behaviour, and wellbeing is an important task for every farmer engaged in animal husbandry. Early detection of illnesses and other afflictions is key in administering precise medication. Since round-the-clock human supervision is not possible for larger numbers of animals, intelligent systems for monitoring livestock based on video and other sensor data need to be developed.

Topic 6: Information Platform for Farmers

Specific challenge: Precision farming and digitalisation in agriculture is a trending topic all over the world. Right now, however, the up-front investments in new technologies are mostly only affordable for bigger agricultural enterprises, which may lead to pooling and imbalances in the distribution of knowledge and expertise in the areas affected. By contrast, small farming businesses may simply be unaware of affordable solutions for facilitating their operations and increasing efficiency.

For this reason, the simple propagation of basic knowledge and information on precision farming, digitalisation, and available equipment could contribute to quicker adoption of recent technological innovations by small and medium-sized farms. In effect, this could not only increase the profitability of small businesses and decrease environmental footprints over the long term, but also open up entirely new corners of the market.

Topic 7: Open Technology for Innovative Agriculture

Specific challenge: Technology trends like AI, 3D printing, and blockchain are emerging fast and the field of agriculture is finding it difficult to keep up. The goal of this call is to develop solutions for digital agriculture that make use of the most recent technology developments. The proposals submitted should provide new impetus for further research topics and involve a specific agricultural use case – ideally, one defined by the consortium's end users.

For more information on these topics, please visit: https://www.atlas-h2020.eu/open-call/

3. Intellectual Property Rights (IPR)

Applicants will remain the sole owners of their respective projects and retain the IPR to their respective solutions.

The ATLAS consortium itself will not retain an equity stake in any applicant's company, nor will it retain any IPR. However, the ATLAS consortium will be granted the right to make internal use of any IPR applicants produce as part of their projects for a period of three years after the conclusion of the ATLAS project.

Each evaluator and consortium partner will sign a non-disclosure agreement (NDA) before receiving access to the Database of proposals in order to protect the intellectual property of the applicants. However, ATLAS and the European Commission may ask participants who have received funding to present their work as part of public relations and networking events in order to showcase the benefits of the ATLAS project.

4. Representations, Assumptions, and Provision of Information

The information in the participants' guide and the application template is provided to assist applicants in participating in the open call process. It is not intended as a basis for any investment decisions by applicants and should not be considered an investment recommendation by the ATLAS consortium or any of its advisers. This documentation supersedes any other information provided by the consortium.

Applicants are responsible for undertaking any investigations they consider necessary in order to verify any information provided to them during the open call process. Applicants must form their own opinions by making investigations and taking advice they deem appropriate

regarding the documentation, their open call proposals, any associated information, and any responses they receive to their questions from the consortium.

Applicants should form their own conclusions about the methods and resources needed to meet the requirements in the open call process. In particular, the consortium assumes no liability for statements, representations, writings, dialogue, understandings, or information provided in connection with the open call process. Furthermore, the consortium accepts no responsibility for any assumptions and calculations made by applicants regarding the resources necessary to meet the open call requirements.

5. Confidentiality and Disclosure Obligations

The Coordinator and other ATLAS consortium members will treat as confidential all information contained in the proposals. The submitted solutions will be protected against any access by unauthorised third parties. The experts and all other personnel assigned to organise the open call and evaluate the submissions will be required by contract to treat all related matters as confidential.

All the personal data of the participants will also be treated as confidential. Applicants should, however, be aware of the Coordinator's obligations and responsibilities, which may compel it to disclose information provided by applicants in connection with this open call or with any resulting contract.

By submitting a proposal to the ATLAS open call, applicants agree to provide information for promotional and marketing purposes. Their information may therefore be published through the social media channels of ATLAS and/or its partners, the ATLAS website, or relevant press releases.

6. Applicant Ethics and Conflicts of Interest

Applicants are responsible for ensuring their compliance with the ethical and legal principles of the ATLAS project.

Applicants are also responsible for ensuring that no conflicts of interest exist between themselves and the ATLAS partner organisations. A conflict of interest includes any situation in which impartial and objective implementation is compromised for reasons involving economic interests, political or national affinity, family or emotional ties, or any other shared

interest. Any applicant who fails to comply with this requirement may be disqualified from the open call.

Questions related to any potential, actual, or perceived conflicts of interest can be posed to the Coordinator at any time during the submission and evaluation phases of the open call. Any changes to an applicant's proposal with respect to conflicts of interest during this open call should immediately be brought to the Coordinator's attention.

Applicants are to ensure that their proposals comply with ethical principles. In particular, this includes the following:

- They must avoid fabrication, falsification, plagiarism, and other research misconduct.
- The information contained in proposals must be correct and complete.
- Proposals must not involve the use of human embryos or cells.
- No third countries may be involved in use case development.
- Proposals must not involve the use of elements that may cause harm to plants, animals, or the environment in general.

By submitting their proposals, participants affirm that they are the sole owners of all rights pertaining to the solutions they submit and that their participation will not violate the rights of any third party. Should any third-party rights nonetheless come to light, participants further affirm that neither the Coordinator nor the consortium partners shall be held liable for any amount of resulting damages or claims. The Coordinator and the consortium partners shall thus be exempt from any third-party claims.

7. Eligibility and Evaluation Criteria

The open call aims to bring together innovative SMEs and start-ups that are legally established and based in one of the EU Member States or an H2020 associated country (as defined in the H2020 rules of participation) with a strong focus on data-driven agriculture. It also welcomes small and innovative farming operations with an affinity for technology and providing novel solutions to the agricultural community. Only single applicants are eligible to receive funding. ATLAS will provide seed funding to these companies with an eye towards forming sustainable ecosystems around its Innovation Hubs.

Only 100% completed proposals will be evaluated and considered for funding.

A panel of experts will be assembled for each open call topic to will evaluate participants' proposals based on four criteria (Relevance, Impact, Sustainability, and Innovativeness/Feasibility). For each criterion, each proposal will be given a score of 0 to 5 (half marks are possible):

0 – Very poor: The proposal fails to address the criterion or cannot be assessed due to missing or incomplete information (unless this is the result of an obvious clerical error).

1 – Poor: The criterion is inadequately addressed or there are serious inherent weaknesses.

2 – Fair: The proposal broadly addresses the criterion, but has significant weaknesses.

3 – Good: The proposal addresses the criterion well, but has a number of shortcomings.

4 – Very good: The proposal addresses the criterion very well, with a few shortcomings.

5 – Excellent: The proposal successfully addresses all the relevant aspects of the criterion; any shortcomings are minor.

These are the aspects that the evaluators will consider under each of the following criteria:

Relevance (0-5 points)

- How clearly the solution is described
- How relevant it is to the ATLAS platform and how well it meets the open call's aims
- How ready the solution is for the market
- What the solution's competitive advantage is

Impact (0-5 points)

- How the solution addressed the selected topic
- What the project's tangible output will be
- The impact the solution will have

Sustainability (0-5 points)

- The solution's use of standards and interoperability

- Revenue model and monetisation strategy

- Nature and size of the market segment to be addressed

- Whether customers are already lined up for the solution

- Growth strategy and intended use of the project's results after the funding period (pilot implementation phase)

Innovativeness and Feasibility (0-5 points)

- How clear the project's innovative foundation is

- Planned activities and implementation timeline

- Proposed budget

- Plans to use the ATLAS network and the datasets available

- What else would be needed to implement the solution? Is the solution subject to any EU regulations?

- Will any additional data be generated?

- How relevant are skills and experience of the core members of the team?

- Risk management strategy for the project

ATLAS is looking for proposals that aim to develop new and innovative services by making use of the technical foundation the ATLAS platform provides. The proposed projects should demonstrate clear value for either consumers or stakeholders along the agricultural value chain. The work carried out in the projects should have a thematic focus on developing services that build on and extend the use cases carried out within the ATLAS project.

8. Funding

The ATLAS consortium will support innovative and agricultural companies in two rounds (2020 and 2021), funding five to 10 companies on average per open call. Only single applicants are eligible to receive funding.

An average of EUR 52,500 will be allocated per use case to be supported via each open call. Each selected third party will need to contribute at least 30% of its proposed budget to develop its use case, resulting in an average total budget of EUR 75,000 per use case. Any in-kind contribution related to the development of a proposed solution is eligible as co-funding.

The table below describes one possible distribution of funding:

Open call	Number of use cases	Total budget per use case (A)	Minimum expected contribution by beneficiary (30% x (A))
1st round	10	EUR 75,000	EUR 22,500
2nd round	10	EUR 75,000	EUR 22,500
Total	**20**	**EUR 1,500,000**	**EUR 450,000**

70% of the EC funding will be distributed to the selected participants following the signing of a sub-grant agreement that details the milestones and deliverables for the respective use case. The milestones will be defined individually per use case based on the corresponding proposals; the deliverables will consist of a short interim report after three months and a final report after six months of implementation. If and when the consortium renders a positive evaluation of the final report and the EC accepts the related financial reporting, the remaining 30% of the funding will be transferred.

Third parties will be required to deliver financial reporting on the total budget and resources used according to the same standards as the ATLAS partners in order to facilitate auditing by the EC, the OLAF, and the European Court of Auditors.

9. Schedule

1st Open Call	
Submission phase	May-Sep 2020
Evaluation of submissions	Sep-Oct 2020
Conclusion of contracts with selected companies	November 2020
Implementation of selected solutions	Dec 2020 – May 2021
Interim reports from selected companies	Feb 2021
Demo day for implemented solutions	June 2021
Final reports from selected companies	July 2021
2nd Open Call	
Submission phase	June-Sep 2021
Evaluation of submissions	Oct-Nov 2021
Conclusion of contracts with selected companies	Dec 2021
Implementation of selected solutions	Jan-June 2022
Interim reports from selected companies	March 2022
Demo day for implemented solutions	July 2022
Final reports from selected companies	August 2022

10.   Data Protection and Compliance with the GDPR

The Coordinator and the ATLAS consortium are committed to complying with EU General Data Protection Regulation (GDPR) in processing personal data related to the ATLAS consortium, including with regard to the open call.

All participants' personal data must be handled exclusively in a Member State of the European Union or in a country associated with Horizon 2020. Any transfer of personal data to a third country is prohibited.

The obligations related to personal data protection will remain in effect for an unlimited period or as long as prescribed by applicable law. By submitting a proposal, applicants agree to comply with the GDPR regarding all personal data that might be included in their proposals or used during the implementation of their projects (should their proposals be accepted).

Should this condition be violated, the applicant in question will be the only liable party. Neither the Coordinator nor the ATLAS consortium will accept any related responsibilities.

In addition to the evaluation process, which will be subject to non-disclosure agreements, all applications to the open call will be handled according to the privacy policy regulations of the consortium (these are available at https://www.atlas-h2020.eu/).

11. Governing Law and Jurisdiction

These terms of participation are subject to the material laws of the Federal Republic of Germany. The place of jurisdiction for any and all legal disputes arising from or otherwise related to these terms is Munich (Landgericht München I). Imperative places of jurisdiction under German law shall remain unaffected by the foregoing.

12. Miscellaneous

Applications to the open call must be submitted in English. All communication related to the ATLAS open call will also be conducted in English. Any complaints regarding the evaluation and selection decisions made will be arbitrated by the European Commission. The Coordinator and the EC reserve the right to modify these terms at any time.

The Coordinator may at any time request further supplemental information from applicants to verify or clarify any aspects of their open call proposal or other information they may have provided. A failure to provide supplemental or clarifying information to the Coordinator by a stated deadline may result in an applicant's proposal being rejected and the applicant being disqualified from the open call process. The Coordinator is not obligated to make any such requests.

13. Contact

For more information on the ATLAS project, please visit: https://www.atlas-h2020.eu/

If you have any further questions about the open call, please contact opencall@atlas-h2020.eu.

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