



ATLAS Open Call Application Form

Welcome to the 2nd **ATLAS Open Call** application form. You can save your application anytime and complete it later up until the deadline **on 1 September 2021 at 23:59 CEST**. Your application will be considered for funding only when it is 100% complete. Fields marked with an asterisk (*) are mandatory. If you encounter any issues or have questions, please contact us at tellme@opencall-atlas-h2020.eu

1. Administrative Information

1.1. Contact person details

- 1.1.1. First Name
- 1.1.2. Last Name
- 1.1.3. Email
- 1.1.4. Phone number
- 1.1.5. I declare that I am eligible to submit this proposal on behalf of my company.
- 1.1.6. I declare my compliance with General Data Protection Regulation (GDPR) and accept the [Privacy Policy](#).
- 1.1.7. I accept the [Terms of Participation](#).
- 1.1.8. Choose a password
- 1.1.9. Confirm your password
- 1.1.10. How did you find out about the ATLAS Open Call? (drop-down menu)

1.2. Company details

- 1.2.1. Company name
- 1.2.2. Organisation form





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- 1.2.3. Business sector
- 1.2.4. Legal address: Street
- 1.2.5. Postal code
- 1.2.6. City
- 1.2.7. Country
- 1.2.8. Actual address: Street*
- 1.2.9. Postal code
- 1.2.10. City
- 1.2.11. Country
- 1.2.12. Website
- 1.2.13. VAT number
- 1.2.14. Registration number
- 1.2.15. Year founded
- 1.2.16. Number of employees
- 1.2.17. Turnover in 2020 (Euro)
- 1.2.18. I declare that my company is eligible to apply for this call.
- 1.2.19. Have you received funding before? (optional)

1.3. Marketing information (optional)

- 1.3.1. LinkedIn company profile page (@...)
- 1.3.2. Company's Twitter account (@...)
- 1.3.3. Company's Facebook account (@...)
- 1.3.4. Company hashtags
- 1.3.5. What makes your company unique? (USP)
- 1.3.6. Your vision





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- 1.3.7. Uploaded images we can use
- 1.3.8. Your YouTube channel (URL)
- 1.3.9. Short videos we can use (max. 30-45 sec.)
- 1.3.10. Other content we can use
- 1.3.11. Why are you participating in ATLAS?

2. Technical Proposal

2.1. Please complete the open call's technical questionnaire by following these steps:

- 2.1.1. Enter the name of your solution.
- 2.1.2. Select a topic that you plan to address with your solution. Note that you can only select one topic for each solution. However, you are free to submit an unlimited number of proposals for different solutions.
- 2.1.3. Answer all the technical questions about your solution.
- 2.1.4. Upload the following:
 - A work/resource plan (mandatory)
 - PPT pitch (mandatory, a template available)
 - A video (optional)
 - Visual content supporting your application (optional)

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2.2. General info

2.2.1. Name of solution

Enter a title for your submission.

2.2.2. Select a Challenge

Drop-down menu:

- *Challenge 1: Weed and Pest Control*
- *Challenge 2: Irrigation*



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 857125.



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- *Challenge 3: Asset Tracking and Fleet Management*
- *Challenge 4: From Farm to Fork*
- *Challenge 5: Livestock: Behavioural Analysis, Management, and Environmental Impact*

2.2.3 Choose the applicable scope (multiple choice possible)

Drop-down menu (different for each Challenge)

(for Challenge 1)

- Innovative precision-farming methods require a minimal amount of pesticides and herbicides – or none at all.
- Early warning and risk assessment systems can analyse data on climates, soil, and other factors to gauge the risk of weed and pest infestation.
- Instead of using pesticides, weeds can be eliminated using laser scanners or flame throwers (for example).

(for Challenge 2)

- Irrigation management and optimisation to effectively control water usage
- Measurement and documentation of water usage
- Development of innovative assessment and measurement systems to enable water saving and prevent over-watering

(for Challenge 3)

- Hardware solutions for assessing the quality and quantity of goods commonly imported or exported in the agricultural domain. These might include sensing equipment (such as scales to be integrated with load trailers), remote sensing technology, or entirely different practicable approaches.
- Hardware and software for secure tracking of heterogeneous vehicle fleets and other mobile machines used in agriculture
- Hardware and/or software for aggregating and analysing recorded data to optimise fleet usage, reduce fuel consumption, coordinate imports more efficiently, or achieve other desirable goals



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(for Challenge 4)

- Connect farmers to food producers and other industry players, as well as to administrative bodies and subsidy systems
- Increase transparency and the exchange of data among supply chain members
- Aggregate and integrate data for life cycle assessments to be shared with consumers
- Enable easy-to-adopt traceability schemes that enable customers/consumers to assess sustainability

(for Challenge 5)

- Develop intelligent systems for real-time sensor data analysis of livestock
- Enable integration of smart solutions or equipment into the ATLAS interoperability network
- Provide early warning systems for animal diseases and dangerous or harmful animal behaviours
- Help farmers monitor and predict the growth of their animals
- Develop solutions that support environmental reporting on livestock operations

2.2.4 Choose technology your solution is based on (for Challenges 1,2,5; multiple choice possible)

Drop-down menu:

- *edge computing*
- *robotics & ROS*
- *in-field sensors*
- *none of the above*

2.2.5 Executive Summary

Max. length: 500 words

Please provide a summary of your solution, including a brief statement of the proposal covered in the application form (background information, a concise synopsis, main conclusions). Please remember to be clear and to the point. We recommend filling in this section after you complete the application form.



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2.3. Relevance

2.3.1. Describe your solution, explaining how it is relevant to the ATLAS objectives and meets the open call's aims.

Max. length: 500 words

Please provide a clear, concise description of your project idea. Explain how it meets the open call's aim to create applications with innovative, data-driven services for the ATLAS network that will simplify and improve the processes along the agricultural value chain. Please include the main motivation for the project. We strongly encourage you to include a video or another visual representation of your solution.

2.3.2. How does your solution address the Challenge you selected?

Max length: 200 words

Show that you understand the Challenge and demonstrate how your solution is appropriate for taking it on.

2.3.3. Tell us how ready your solution is for the market.

Max. length: 200 words

What stage of development is your solution currently at (TRL)? Do you have a working prototype or a ready-to-use application? Please explain where it has been tested, the conditions under which this took place, and what the outcomes were. Note that you will have six months to implement and demonstrate an operational solution within the ATLAS project.

2.3.4. How is your solution better than others in its field / market?

Max. length: 400 words

Clearly articulate how your solution surpasses the state of the art. Demonstrate your awareness of the similar/competitive





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solutions out there and who your competitors are. Compare your solution/project to the other solutions on the market and tell us where your proposition differentiates. Please be specific.

2.4. Impact

2.4.1. What tangible results will your project produce?

Max length: 200 words

Describe the specific expected output of your six-month pilot project. This is about the product or service you will be deploying.

2.4.2. What impact will your solution have?

Max length: 200 words

Tell us about the economic impact on farmers, the supply chain, agriculture, and the EU economy in general. Are you expecting any social impact (e.g. on quality of life, social inclusion or exclusion, jobs, education, public empowerment, or health and safety)?

Please be specific and give examples. You don't have to be 100% accurate, but you must provide enough detail to allow us to evaluate the potential of your proposal.

2.5. Sustainability

2.5.1. What is your revenue model and monetisation strategy?

Max length: 200 words

Please describe how you intend to generate money in the market for the value you are providing. We want to understand your monetisation strategy.



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2.5.2. What market segment you plan to serve, and at what scale? Will you be operating in a national or a pan-European market?

Max length: 200 words

Please describe the nature and size of your current/potential market.

2.5.3. Have you already lined up customers for your solution?

Max length: 200 words

Tell us how many clients/users you have and what type of customers they are.

2.5.4. How do you intend to use the results of your project after the funding period (pilot implementation phase) has ended? What is your growth strategy? *Why your project will be able to scale and gain market share. How will end users benefit from your solution? Please be specific.*

Max length: 400 words

Tell us how this project fits with your growth plans. Describe how you intend to grow your business and increase your productivity through the project.

2.6. Innovativeness

2.6.1. Provide an in-depth description of the technology that serves as the innovative foundation of your project. Describe the main technical specifications and advantages of your solution.

Max. length: 500 words

The proposed application must include an innovative concept and make use of ATLAS infrastructure .





2.6.2. Which standards or interoperability protocols does your solution take into account?

Max length: 200 words

2.7. Feasibility

2.7.1. Please outline your planned activities and timeline. How will your project be managed? How are you going to implement your solution?

Provide us with your six-month implementation plan. Explain the activities/tasks involved while indicating the division of labour, what you will deliver, and when. Use the work/resource plan template provided. Please be clear and specific.

2.7.2. What is your pilot implementation plan within ATLAS? Do you have or intend to bring a third party where you will demonstrate your solution?

Max length: 200 words

Please, tell us if you have a partnering pilot site or if you want to test your solution on one of the ATLAS sites (in the latter case, please choose from the list below). The full-dress description of the pilot sites you can see [on our web page](#).

List of the pilot sites (a drop-down menu):

Pilot Site
Pinios Hydrologic Observatory
Ktima Gerovassiliou
CNR site in Torino
IBL Experimental Farm Cologne
International DLG Crop Production Center
S.C.D.V.V. Murfatlar





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Pilot Site
Seelmeyer & Woltering KG
Gut Derenburg
Falk Lieder
Stephan Künne
ALOA
Peter Fröhlich
LAA Experimental Fields

2.7.3. What is your proposed budget?

Please outline the estimated overall budget for the development of your proposed solution and state how you are planning to co-fund 30% of the total costs (at minimum). An average budget of EUR 75,000 is foreseen for the use case development of each proposal (this includes the applicant's own contribution of at least 30%).

Budget item*	Total Cost (without VAT, in EUR)
Personnel costs	
Engineering, software development, other external services (Subcontracting costs**)	
Assets & material ***	
Travel costs	
Total proposed budget	
including your co-funding amount****	

** All budget items need to be directly related to the development of your proposed solution (e.g. office rent is not eligible). Please note that for costs to be eligible, they must be incurred by your company – that is, they have to constitute your own expenditures and involve your own accounts.*



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**** Subcontracting costs are eligible but may account for no more than 20% of your proposed budget.**

***** Only depreciation costs corresponding to the period of implementation are eligible.**

******Any in-kind contribution related to the development of your proposed solution is eligible as co-funding.**

2.7.4. How are you planning to use the ATLAS network and how do you intend to contribute to the ATLAS core goal? Is your solution subject to any EU regulations you will need to follow?

Max. length: 500 words

Please describe in technical terms how you contribute on top of the ATLAS infrastructure. Briefly explain how your solution interacts technically with the ATLAS network. In addition, you can upload visuals to illustrate this interaction. Please, notify us if you need to certify your solution or obtain any licences.

2.7.5. Please list the core members of your team. What are their skills and experience?

Here, you need to describe the team that will be working on the project. Keep it simple and try to emphasise skills and experience that are relevant to the project.

No	First and last name	Team role	Relevant experience

2.7.6. What are the risks to your project's success, and what is your risk management strategy?

Max. length: 200 words

This is meant to assess your awareness of potential risks that can occur during the implementation phase. You should describe a compelling plan for mitigating them.

