



# WP4

## Eco-Innovation Voucher Scheme

### Activities and Guidelines



## STAND Up!

### Objective

- Provide early and growth stage ventures in the clothing and textile sector the opportunity to fund the activities needed to action the solutions they have fostered through the OI platform and the ToT marketplace.
- Facilitate and support the matchmaking and the agreements between innovators/academy and entrepreneurs/SMEs by means of the platforms.

### Project Indicators

- A total of **20 vouchers** will be made available by the project.
- Each delivery partner will disburse **4 vouchers** to early and growth stage ventures in each partner country (Spain, Italy, Egypt, Lebanon and Tunisia).
- Each delivery partner will have a minimum of **4 ventures supported**.

**Delivery partners:** PP1, PP2, PP3, PP5 and PP6.

### Target Audience

- Early and growth stage ventures in the textile and clothing sector.
- Venture with a potential innovative solution to a challenge hosted in the OI platform.



## ENGAGING COMPANIES/ PUBLIC ENTITIES (*SDLI Manual, pp. 25*)

### a) Reaching out to companies:

At this stage, PPs have to attract and engage companies interested in solving an eco-innovation challenge through Open Innovation. For such, PPs will **contact** and **engage** companies/public entities.

Before contacting the **company**, we have to consider these elements:

- *Willingness to eco-innovate*
- *Recognize importance of long-term sustainability*
- *Be open to engaging and establishing new relationships with external stakeholders*

Once you have identified some companies that might meet with these criteria, it will be time to **contact them and start to engage** with them.

Ideally, each delivery partner should identify **4 companies/public entities**.

## ENGAGING COMPANIES/ PUBLIC ENTITIES (*SDLI Manual, pp. 28*)

### **b) Formalizing the relationship:**

Once PPs have engaged the company and have its commitment to launch and open eco-innovation challenge, PPs have to set up an **agreement**, including:

- *Objectives of Collaboration*
- *Roles and Responsibilities for each of the stakeholders*
- *Duration of the collaboration*

Ideally, each delivery partner should set an agreement with **4 companies/public entities**.

## ECO-INNOVATION CHALLENGE STEPS





## STAND Up!

### **STEP 1 - Challenge Identification:** *(SDLI Manual, pp. 31)*

Supporting the company in **identifying** the eco-innovation challenge to be launched.

For the identification, we can follow these 3 stages:

- *Identify the challenges*
- *Categorize the challenges*
- *Prioritize the challenges*

### **STEP 2 – Challenge Formulation** *(SDLI Manual, pp. 41)*

Supporting the company in the **formulation and launch** of a good eco-innovation challenge, well-defined and with a clear focus.

We can follow these 2 stages:

- *Redefining the challenges*
- *Reviewing the challenges*



## STAND Up!

### STEP 3 – Value Proposition (*SDLI Manual, pp. 48*)

Once the challenge is formulated, it is important to outline the **promised value** to be delivered to ventures interested in participating in the challenge. Each delivery partner should work with the company to tailor the **value proposition** to the interest to ventures.

Examples:

- *Expertise and experience from the company perspective*
- *Access to services (mentorship, web services and traditional entrepreneur perks)*
- *Access to funding*

### STEP 4 – Challenge Launch + Call for Applications (*SDLI Manual, pp. 54*)

Supporting the company in **launching** the challenge in the Open Innovation Platform.

PPs will supply ventures with all the necessary information about the challenge and give them the opportunity to provide solutions that meet the company's objectives, through the **call for applications**.

- *The **call for applications** for the OI vouchers needs to be launched along with the challenges in the OI platform.*

## **Call for applications – Eco-Innovation Vouchers:**

**Call for applications** are open to early stage and growth-stage ventures in the textile and clothing sector with an innovative solution idea to a challenge posted in the OI platform.

The call for applications will be hosted within each posted challenge in the OI platform, in the “*Idea Submission Form*” tab. The call will be promoted through the project’s communication channels (partners’ websites, social media...).

The following information should be included in the **call**:

- Description of the activity
- Link to the **application form**
- Deadline to submit applications
- Eligibility and selection criteria which will be applied
- Benefits for the ventures
- Goals and expected results of the Eco-Innovation voucher scheme
- Description and links to the project in the framework of which the activity takes place (including donors and implementing partner’s visibility, please refer to the communication manager of each specific project on this regard).



### STEP 5 – Scouting (*SDLI Manual, pp. 62*)

Conducting a **targeted search** across the entrepreneurial ecosystem to find the best solutions that address the identified needs of the challenge.

PPs will have to search for entrepreneurs that might have solutions to the company's challenge, and PPs will act as a connecting link between the company and the entrepreneurs.

### STEP 6 – Selection of Solutions (*SDLI Manual, pp. 67*)

**Selecting the best solution** to each company's eco-innovation challenge.

Each **PPs** with their respective companies will consider the solutions submitted by various ventures and select the one that best meets the goals and objectives of the eco-innovation challenge. The selection should be done according to a **selection criteria** and an **selection committee**.

Each delivery partner will select **4 solutions** from **4 different ventures**.

## Selection process

Each PPs should set up a **selection criteria** and a **selection committee** to revise the solutions.

The **selection committee** should consist of at least one representative of the company seeking the solution, a sustainability expert and by staff members of each partner organization.

## Main selection criteria for start-ups:

- Early/Growth stage in the textile and clothing industry.
- Users of the ToT and OI platform that have proposed an innovative solution to a challenge.
- Have a unique value proposition.
- Their solutions have a clear environmental and social impact.
- Scalability of the solution, is innovative and economically viable.
- Their solutions can be sustainable on the long-term.

## Suggested Evaluation Grid:

Criteria	Evaluation question	Point allocated
Impact	The proposed solution has a clear positive environmental and social impact	10
Objective	The voucher scheme has the potential to correctly help develop the proposed solution.	15
Sustainability	The proposed solution has a clear capacity to be sustained on the long-term.	5
Innovation	The solution is considered highly innovative (ex: by introducing new service to local communities, introducing new products into the market, etc..)	15
	The solution has a unique value proposition	5
TOTAL		50

## STEP 7 – Collaboration Agreement (*SDLI Manual, pp. 71*)

Setting a **collaboration agreement** between the company launching the challenge, the venture and the each delivery partner.

The collaboration agreement serves to establish the **responsibilities and the benefits** for all the parties involved in the process.

Key aspects to include in the **collaboration agreement**:

- *Roles and Responsibilities*
- *Development of the solution*
- *Resources*
- *Business Development*
- *Financial Support*

The collaboration agreement needs to be formalised and signed before the granting of the voucher.

## STEP 8 – Voucher Disbursement

Each delivery Partners will grant 4 vouchers to 4 ventures.

## BUDGET CATEGORIES

- Materials
- Technological Tools
- External expertise for marketing and growth services
- Validation of solutions with potential clients

Other Budget categories can be considered, but have to be approved beforehand by each project partner.

Selected Ventures will be invited to make proposals on how to spend the awarded vouchers, and PPs and the respective companies will be in charge of **considering and validating the received proposals**. Likewise, PPs and respective companies will identify possible providers of services, following the needs of each venture.

PPs will be in charge of **directly contracting the services** for the each of the selected ventures.

## **IMPLEMENTATION PROCESS**

Delivery Partners are recommended to:

- Set an initial meeting with the venture and the enterprise to align on expectations, deliverables, timeline and payment.
- Prepare an excel with the identification of the services needed for each venture.
- Hold a meeting with the enterprise and the venture every 3 months to discuss on the progresses made.
- Follow up with the venture on the deliverables set in the collaboration agreement (email, phone calls...)
- Set all activity deadlines and deliverables with the venture and the company.
- Hold regular meetings with the company, in order for them to explain the process and their evaluation.
- Develop a tracking document to track the activity's progress of the venture.
- Follow-up with the ventures to receive feedback on the activity outcome.
- Ensure allocated budget is being spent as agreed.

## VISIBILITY OF THE ACTIVITY

- The call for applications will be hosted at the **Open Eco-Innovation Platform**, and will be promoted through the project's and partners' communication channels (websites, social media...).
- The winners of the vouchers will be promoted through the Open Innovation platform, through the project's and partners' communication channels (websites, social media...).
- A specific communication session with PPs is foreseen to coordinate the visibility of the activity.

## **PROPOSED ACTIVITY TIMELINE:**

**10<sup>th</sup> February 2022 – 15<sup>th</sup> March 2022:** Identifying companies and setting an agreement.

**15<sup>th</sup> March 2022 – 31<sup>st</sup> April 2022:** Formulating and Posting Challenges in the OI Platform.

**15<sup>th</sup> March 2022 – 31<sup>st</sup> April 2022:** Launching of call for applications for OI vouchers.

**1<sup>st</sup> to 31<sup>st</sup> May 2022:** Granting of vouchers to selected Ventures.

**May 2022 – October 2022:** Managing the Eco-Innovation Vouchers on behalf of partners.