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| **THEME** | [H2020-NMBP-2016-2017](https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/calls/h2020-nmbp-2016-2017.html) | **PILLAR:** |  |
| **Type of Action / Budget** | ***Innovation Action (IA). Recommended budget: 5-7 mill Euro*** |
| **TOPIC** | // Identify Pillar, Topic, Call information from the participant portal. Provide a link.// E.g. DRS19: Communication technologies and interoperability topic 2: Next generation emergency servicesNMBP-5-2017: Advanced materials and innovative design for improved functionality and aesthetics in high added value consumer goods  |
| **ACRONYM / TITLE:** | // Find an acronym and a working title that makes sense. Don’t worry about finding the best one, you can change them later on.**ACRONYM: Working Title**  |
| **SPECIFIC CHALLENGE :***(Copied from Work Programme)* | Creative industries have been defined as one of the most active, significant and relevant new emerging industrial sectors in the European economy (Report on Emergency Industries, PwC, 2012). The creative industries linked to manufacturing (e.g. architecture, automotive, art, crafts, supports for cultural items, decoration, fashion, furniture, lighting, interior design materials and products, jewels, luxury, media supports, publishing, sport and toys) are generators of competitive advantages that cannot be reproduced elsewhere, promoters of local development and drivers of industrial change (COM(2012)537 ‘Promoting cultural and creative sectors for growth and jobs in the EU’).Creative SMEs in particular can make use of design as a strategic tool to create innovative products and services addressing new consumers' standards and societal challenges while assuring competitive and sustainable development.However, the future European exploitation of this rich sector depend on the EU ability to support high-growth creative SMEs and start-ups in exploiting highly innovative technological advances in materials for commercial, cultural and societal applications.To promote design-driven innovation, a number of action lines have been endorsed by the Commission, including integrating design into research and development and promoting new collaborative innovation strategies (‘Implementing an Action Plan for Design-Driven Innovation’, SWD(2013)380). |
| **SCOPE:***(Copied from Work Programme)* | Proposals should address the development of innovative advanced material solutions (e.g. superhydrophobic/superoleophobic nanomaterials and nanoscale systems, self-cleaning and self-healing systems, smart textile fabrics and papers, biomimetic, shape change/memory materials, self-assembling systems, energy harvesters) for use in the creative industry sectors defined above to make urban living significantly easier, more sustainable, more comfortable, more secure and more functional. Creativity, cultural and societal values, alongside specialist knowledge, should be driving the material innovation (e.g. increased performance, lightness, safety, sustainability, improved lifetime) to add value to products through the use of new intangible material functionalities (e.g. creative design, artistic expression, trend translation, enhanced sensations, cultural values).Proof of concept in terms of product and/or process must be delivered within the project, excluding commercially usable prototypes (in compliance with European Commission Communication 2006/C323/01), but convincingly demonstrating scalability towards industrial needs.In order to ensure the industrial relevance and impact of the research efforts, the key properties improvement and commercial potential of the innovative technologies compared to state-of-the-art solutions currently available on the market should be convincingly assessed in the proposal. Sustainability aspects in the whole life cycle of the final products should be taken into account. The active participation of designers, artists, societal stakeholders, material scientists, materials suppliers, researchers, manufacturers and end users of the resulting products represents an added value and this will be reflected in the second stage of the evaluation. As relevant, the proposed activities should address sex and gender specific aspects[[1]](https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/nmbp-05-2017.html#fn1).**Activities are expected to focus on Technology Readiness Levels 4 to 6, and target Technology Readiness Level 7.** A significant participation of SMEs with R&D capacities is encouraged. |
| **EXPECTED IMPACT :***(Copied from Work Programme)* | * Novel, higher added-value, better performing, sustainable, versatile, appealing designs and creative solutions for consumer goods based on innovative advanced materials or structures;
* Good integrability of the proposed innovative materials in final products (e.g. using a modular approach) and quickly reconfigurable to new custom requirements;
* Promoting new collaborative innovation strategies and practices along the value chain to develop commercial, cultural and societal applications with a strong user orientation, creating new business opportunities for the European industry and contributing to the circular economy in terms of one or more of the following: increased competiveness, faster recovery of investment, access to new markets, access to new customer segments, increased business effectiveness, increased costumer engagement, increased environmental sustainability;
* Enhancing innovation capability and competiveness of European SMEs by effectively combining and transferring new and existing knowledge with ‘intangible’ factors (e.g. creative design, artistic expression, trend translation, enhanced sensations, cultural values);
* Increasing awareness of designers about new materials;
* Contribute to achieving the relevant EU policy objectives in COM(2012)537, ‘Promoting cultural and creative sectors for growth and jobs in the EU’.

*Proposals should include a business case and exploitation strategy, as outlined in the Introduction to the LEIT part of this Work Programme*. |
| **PROBLEM:** | // Explain the problem that you seek to address. It should be specific and comply with the challenge and scope of the call. You cannot work on a problem that is not a priority of EC. |
| **APPROACH / Structure of work** | // Try to explain as clearly as possible how you propose to solve the problem. What is your approach, for example by providing the first workpackage break-down. |
| **OBJECTIVES / RESULTS** | // Write your scientific and technological objectives. What will be the result of the project? Try to define indicators as a measure of success. |
| **VALIDATION/ EVALUATION** | // How are you going to validate your results and solutions. Who is going to test them and how? |
| **DURATION** | xx Months |
| **CONTACT** | // Who is coordinating the proposal preparation. It doesn’t have to be the coordinator but the person responsible for coordinating this phase, collecting information and submitting the proposal. |

//Prepare a table of partner profiles that you would need for this proposal. At a later stage, one you have found suitable partners you prepare a different list that will become part of your workplan.

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| **PARTNERS TABLE** |
| **No** | **Workpackage** | **COUNTRY** | **TYPE** *(examples)* | **ROLE** *(examples)* |
| 1 | <name of the WP> |  | Research centre | Image & Video analysis, social media monitoring |
| 2 | <name of the WP> |  | Industry | System development |
| 3 | <name of the WP> |  | Industry | Telecom provider |
| 4 | <name of the WP> |  | User organisation | END USER (1st responder) |
| 5 | <name of the WP> |  | User | END USER (call centres) |
| 6 | <name of the WP> |  | User | END USER  |
| 7 | <name of the WP> |  | SME | Commercialisation |