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Science & Technology in childhood Obesity Policy



**2nd Call for Industry-led Innovations
to Tackle Childhood Obesity**

**Deadline for submissions: Thursday 30 April 2020
(17:00 Brussels time)**



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1 Background

STOP - Science & Technology in childhood Obesity Policy is a Horizon 2020 Research and Innovation Action (RIA) led by Imperial College London and including 31 partners in 16 countries in the health and food sectors. Over a four-year period (2018-22), the STOP project will generate scientifically sound, novel and policy-relevant evidence to help tackling childhood obesity in Europe. The project will shed light on the causes of childhood obesity and on the impacts of new and existing approaches to addressing the problem.

The STOP Consortium, supported by two Knowledge and Innovation Communities of the European Institute of Innovation and Technology (EIT Health and EIT Food), is calling for project proposals aimed at **developing a viable and innovative market solution, that has the potential to curb childhood obesity in Europe, either by making critical improvements in the food environments faced by children and their families, or by increasing children's fitness and physical activity.**

As part of this call, the STOP Consortium will make available a total budget of €150,000 to fund one project aimed at developing innovations at technology readiness level 4 or 5¹.

In addition to the funding, the successful applicant will benefit from in-kind support and opportunities provided by members of the STOP Consortium and wider partnership, to help them succeed in their project, including the following:

- a. Access to scientific support in a wide range of disciplines potentially available from STOP research partners, including, but not limited to, nutrition and food sciences, biomarkers, behavioural sciences, physical and health education, marketing, statistics and econometrics.
- b. Access to the EIT Health and EIT Food accelerator ecosystems, providing the support, skills and services that companies need to get their ideas off the ground and into the market. This includes access to living labs / test beds, market coaches, and investment advice, where appropriate.

Funding is accessible through a dedicated call for applications, whose requirements, forms and timescale are described below.

1 Technology readiness levels (TRL):

- TRL 1 – basic principles observed
- TRL 2 – technology concept formulated
- TRL 3 – experimental proof of concept
- TRL 4 – technology validated in lab
- TRL 5 – technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies)
- TRL 6 – technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)
- TRL 7 – system prototype demonstration in operational environment
- TRL 8 – system complete and qualified
- TRL 9 – actual system proven in operational environment (competitive manufacturing in the case of key enabling technologies; or in space)



2 Call for applications

2.1 Scope and eligible activities

We encourage the submission of applications in line with the spirit of the STOP project and with the principles on which the project is based. In particular:

- a. STOP promotes a **multidisciplinary approach** to the development of effective and sustainable solutions to prevent and manage childhood obesity.
- b. The primary focus of STOP is on **vulnerable and socially disadvantaged children** and their families.
- c. The project recognises that children's and their families' daily choices (e.g. food and physical activity choices) are driven by **environmental influences conducive to obesity**.
- d. STOP aims at creating the conditions for scientific evidence to translate into **government policies and market solutions**, and for these to translate into impacts on the ground.

Each applicant should carefully consider the scope and aims of the STOP project when applying for funding.

Applications must respond to the overarching goal of this call, i.e. **developing innovations, in the form of viable market solutions, that have the potential to curb childhood obesity in Europe, either by making critical improvements in the food environments faced by children and their families, or by increasing children's fitness and physical activity.**

The following are examples of areas in which such innovations could be developed. The scope, of the call, however, is not limited to those areas, and applicants may propose innovations in other areas, as long as they are shown to be consistent with the above overarching goal:

- **Area 1: New "food concepts"**. Innovations that have the potential to increase the availability, access to, and convenience of fresh and natural foods, with limited processing, balanced nutritional contents, and a short supply chain, not only aimed at children but also at pregnant women and women of childbearing age. Innovations may also exploit new knowledge of the role of gut hormones and the microbiome in childhood obesity through the design of foods aimed at children.
- **Area 2: Innovations in the food retail environment**. Innovations in the in-store food choice environment including, but not limited to, innovative ways of providing nutrition content information to consumers or product layouts that may incentivise healthier food choices. Innovations may also consist of new forms of non-price promotion specifically aimed at children, parents, pregnant women and women of childbearing age.
- **Area 3: Digital solutions for healthier food and physical activity choices**. Digital solutions that may help children, parents, pregnant women and women of childbearing age navigate their food environments, make healthier food choices and improve their fitness through increasing their physical activity. Digital solutions may deliver these benefits by improving users' food and health literacy; by delivering relevant, timely and actionable information; by



helping people to make commitments to behaviour change, and through other behavioural incentives.

Given the projects funded under the previous call for applications, priority will be given to those proposals developing innovations in the Areas 1 & 2.

Applications may involve the development of local or national solutions, in one or in multiple European countries, but in all cases they should address the generalisability and transferability of the proposed solutions to settings other than those in which they have been developed and/ or tested.

2.2 Eligible applicants

Applications are accepted from start-ups, small and medium-sized enterprises² (SMEs) and larger organisations, whether new or established, for-profit or not-for-profit, with a legal base in a Member State of the European Union or in an Associated Country at the time they submit their application.

Applications may be submitted by organisations that have not received/ are not receiving funding for the same or a substantially similar project from the European Union. Applicants will be asked to sign a declaration of honour to this effect.

The STOP partner ISINNOVA, in its capacity as STOP Project Manager, will award the contract to the successful applicant in compliance with the requirements of Article 13 of the H2020 General Grant Agreement.

2.3 Call timeline

All applications must be submitted by **Thursday 30 April 2020, 17:00 CEST**.

The project is expected to start in June 2020, and will have a duration of up to 18 months, typically with one year devoted to the development of the innovative solution and the remainder of the time to a lab-based or real-setting pilot evaluation of its effectiveness based on measurable and relevant indicators.

2.4 Selection criteria

Applications will be evaluated by a Review Panel supporting ISINNOVA in the selection of projects. The Review Panel will be composed of: an independent chair; the STOP Project Coordinator; and, selected STOP work package leaders.

The evaluation will be based on the following criteria (equally weighted):

² as defined in the [EU recommendation 2003/361](#)



- **Activity relevance:** relevance of the proposed activities to the aims of the STOP project, as set out in section 2.1. above;
- **Innovation potential:** extent to which the proposed activities will likely lead to innovative solutions to tackle childhood obesity;
- **Transferability:** extent to which the solution is applicable in settings other than those in which it has been developed and/ or tested;
- **Overall application quality:** clarity of objectives and quality of the work plan, including plausibility and effectiveness of the methodology;
- **Value for money:** clear and full description of the resources requested to achieve the goals of the actions, with a detailed financial plan, resources (including human resources) for specific tasks and a realistic timetable;
- **Management quality:** appropriateness of the management structure and procedures.

2.5 Funding

The total budget for the call is €150,000, available to fund a single project. Applicants are expected to demonstrate that funding from this call is essential to the development of their projects. If they wish to make a case for using the funding to develop a component or extension of a larger project, they should provide evidence of co-funding and a clear illustration of the added value of the component or extension in its own right.

Only eligible costs incurred after the contractually agreed start date of the project will be reimbursed.

Payment will normally be in three stages, involving the following amounts:

- 20% at the start of the project;
- 40% at an agreed midpoint in the project, following submission and approval of a progress report;
- 40% upon completion of the project, following submission and approval of a final report as explained below.

A Final Activity Report (including a financial statement providing justification for the expenses incurred) must be submitted to the STOP Project Manager (ISINNOVA) within 30 (thirty) working days of the end of the activities. The Final Activity Report will be assessed for approval within 20 (twenty) working days of receipt and, once the report is approved, the final payment will be transferred to the beneficiary's account within 10 (ten) working days.

2.6 Intellectual property

The contract to be signed between ISINNOVA and the successful applicant will identify any relevant background to the project. If new intellectual property is generated in the project, this may rest with



the applicant, provided the conditions set out in the Horizon 2020 Model Grant Agreement about ownership of results produced by third parties, and especially article 26.3, are fully met³.

2.7 Confidentiality

All information submitted by applicants at any stage of the application and selection process will be stored and processed in accordance with Regulation (EU) 2016/679, commonly referred to as the General Data Protection Regulation or GDPR. Any derogations will be carried out in accordance with the Data Protection Act 2018.

2.8 Language

All applications, contracts and any project correspondence will be in English.

³ Article 26.3 of the Horizon 2020 Annotated Model Grant Agreement: *“If a third party generates results, the beneficiary concerned must obtain all necessary rights (transfer, licences or other) from the third party, in order to be able to respect its obligations as if those results were generated by the beneficiary itself”*

3 Step-by-step guide for applicants

Download an application form at the following link:

<https://forms.gle/AX6SGTRdVyzUBxEr6>

Submission of applications: deadline 30 April 2020 (17:00 CEST)

Once the application is completed in all sections, please, submit it at the following link:

<https://forms.gle/UqhLTJGNsJtofH5s9>

Late submissions will not be accepted. Receipt of applications will be acknowledged.



Evaluation phase

Applications meeting all formal requirements will be evaluated by a Review Panel supporting ISINNOVA in the selection of projects.

Successful applicant informed on 20 May 2020

Successful applicant may be asked to address specific aspects of its proposal based on comments provided by the Review Panel. Applicants may also be asked to merge their projects, if the Review Panel identifies a potential for synergies.



Contract negotiation and signature

A letter of notification to the awarded party will mark the beginning of the negotiation phase.

Negotiation between the awarded applicant and ISINNOVA will lead to the signature of a legally binding contract covering the technical, administrative and financial aspects of the project.

Changes to the original application made in response to recommendations made by the Review Panel will need to be reflected in the contract.



Implementation and reporting

Project implementation will start in June 2020 and will last up to 18 months. The first payment will be released by ISINNOVA upon commencement of the project. Should the need arise, changes in the contract can be negotiated between the parties during the course of the project.

Interim activity report



At an agreed midpoint during the project, an interim activity report (including a financial statement) will be required, based on a standard template to be provided in due course. ISINNOVA will release the second payment upon approval of this interim report.

Final activity report

A final activity report (including a financial statement) must be submitted to ISINNOVA by e-mail within thirty working days from the end of the project activities.

Final activity reports will normally be assessed within fifteen working days of receipt. Should the report be deemed unsatisfactory, amendments may be requested, possibly following supplementary activities. A final payment will be released within ten working days from the approval of the (revised) final report.