



Horizon Europe Programme

**Application form for proposals submitted under
the EIT Call for Proposals 2025
for a new EIT Knowledge and Innovation
Community (KIC)
on Water, Marine and Maritime Sectors and
Ecosystems ('Water')**

Project proposal – Technical description (Part B1)

**Version 1
January 2025**



Structure of the Proposal

The proposal contains following parts:

- **Part A** of the proposal is generated by the IT system. It is based on the information entered by the participants through the submission system in the Funding & Tenders Portal. The participants can update the information in the submission system at any time before final submission.
- **Part B1** of the proposal is the narrative part that includes three sections that each correspond to an evaluation criterion. Part B1 needs to be uploaded as a PDF document following the templates downloaded by the applicants in the submission system for the specific call or topic. The templates for a specific call may slightly differ from the example provided in this document.
- **Part B2 of the proposal includes estimated financial resources**
- **Part B3 of the proposal is the motivation and commitment declarations**

The electronic submission system is an online wizard that guides you step-by-step through the preparation of your proposal. The submission process consists of 6 steps:

- Step 1: Logging in the Portal
- Step 2: Select the call, topic and type of action in the Portal
- Step 3: Create a draft proposal: Title, acronym, summary, main organisation and contact details
- Step 4: Manage your parties and contact details: add your partner organisations and contact details.
- Step 5: Edit and complete web forms for proposal part A and upload proposal part B
- Step 6: Submit the proposal

HISTORY OF CHANGES		
Version	Publication date	Changes
1.0	2025	▪ Initial version
1.1		•
1.2		•



Proposal template Part B1: technical description

The structure of this template must be followed when preparing your proposal. It has been designed to ensure that the important aspects of your planned work are presented in a way that will enable the experts to make an effective assessment against the evaluation criteria. Sections 1, 2 and 3 each correspond to an evaluation criterion.

Please be aware that proposals will be evaluated as they were submitted, rather than on their potential if certain changes were to be made. This means that only proposals that successfully address all the required aspects will have a chance of being funded. There will be no possibility for significant changes to content, budget and consortium composition during grant preparation.

⚠ Page limit: The title, list of participants and sections 1, 2 and 3, together, should not be longer than 50 pages. All tables, figures, references and any other element pertaining to these sections must be included as an integral part of these sections and are thus counted against this page limit. The number of pages included in each section of this template is only **indicative**.

The page limit will be applied automatically. **At the end of the document you can see the structure of the actual proposal that you need to submit, please remove all instruction pages that are watermarked.**

If you attempt to upload a proposal longer than the specified limit before the deadline, you will receive an automatic warning and will be advised to shorten and re-upload the proposal. After the deadline, excess pages (in over-long proposals/applications) will be automatically made invisible, and will not be taken into consideration by the experts. The proposal is a self-contained document. Experts will be instructed to ignore hyperlinks to information that is specifically designed to expand the proposal, thus circumventing the page limit.

Please, do not consider the page limit as a target! It is in your interest to keep your text as concise as possible, since experts rarely view unnecessarily long proposals in a positive light. **⚠** The following formatting conditions apply.

The reference font for the body text of proposals is Times New Roman (Windows platforms), Times/Times New Roman (Apple platforms) or Nimbus Roman No. 9 L (Linux distributions).

The use of a different font for the body text is not advised and is subject to the cumulative conditions that the font is legible and that its use does not significantly shorten the representation of the proposal in number of pages compared to using the reference font (for example with a view to bypass the page limit).


The minimum font size allowed is 11 points. Standard character spacing and a minimum of single line spacing is to be used.

Text elements other than the body text, such as headers, foot/end notes, captions, formula's, may deviate, but must be legible.


The page size is A4, and all margins (top, bottom, left, right) should be at least 15 mm (not including any footers or headers).

DEFINITIONS	
Critical risk	<p>A critical risk is a plausible event or issue that could have a high adverse impact on the ability of the project to achieve its objectives.</p> <p>Level of likelihood to occur (Low/medium/high): The likelihood is the estimated probability that the risk will materialise even after taking account of the mitigating measures put in place.</p> <p>Level of severity (Low/medium/high): The relative seriousness of the risk and the significance of its effect.</p>
Deliverable	A report that is sent to the Commission or Agency providing information to ensure effective monitoring of the project. There are different types of deliverables (e.g. a report on specific activities or results, data management plans, ethics or security requirements).
Impacts	<p>Wider long term effects on society (including the environment), the economy and science, enabled by the outcomes of R&I investments (long term). It refers to the specific contribution of the project to the work programme expected impacts described in the destination. Impacts generally occur some time after the end of the project.</p> <p>Example: <i>The deployment of the advanced forecasting system enables each airport to increase maximum passenger capacity by 15% and passenger average throughput by 10%, leading to a 28% reduction in infrastructure expansion costs.</i></p>
Milestone	Control points in the project that help to chart progress. Milestones may correspond to the achievement of a key result, allowing the next phase of the work to begin. They may also be needed at intermediary points so that, if problems have arisen, corrective measures can be taken. A milestone may be a critical decision point in the project where, for example, the consortium must decide which of several technologies to adopt for further development. The achievement of a milestone should be verifiable.
Objectives	The goals of the work performed within the project, in terms of its research and innovation content. This will be translated into the project's results. These may range from tackling specific research questions, demonstrating the feasibility of an innovation, sharing knowledge among stakeholders on specific issues. The nature of the objectives will depend on the type of action, and the scope of the topic.
Outcomes	<p>The expected effects, over the medium term, of projects supported under a given topic. The results of a project should contribute to these outcomes, fostered in particular by the dissemination and exploitation measures. This may include the uptake, diffusion, deployment, and/or use of the project's results by direct target groups. Outcomes generally occur shortly after the end of the project.</p> <p>Example: <i>9 European airports adopt the advanced forecasting system demonstrated during the project.</i></p>
Pathway to impact	Logical steps towards the achievement of the expected impacts of the project over time, in particular beyond the duration of a project. A pathway begins with the projects' results, to their dissemination, exploitation and communication, contributing to the expected outcomes in the work programme topic, and ultimately to the wider scientific, economic and societal impacts of the work programme destination.
Research output	Results generated by the action to which access can be given in the form of scientific publications, data or other engineered outcomes and processes such as software, algorithms, protocols and electronic notebooks.
Results	What is generated during the project implementation. This may include, for example, know-how, innovative solutions, algorithms, proof of feasibility, new business models, policy recommendations, guidelines, prototypes, demonstrators, databases and datasets, trained researchers, new infrastructures, networks, etc. Most project results (inventions, scientific works, etc.) are 'Intellectual

	Property', which may, if appropriate, be protected by formal Intellectual Property Rights. Example: <i>Successful large-scale demonstrator: trial with 3 airports of an advanced forecasting system for proactive airport passenger flow management.</i>
Technology Readiness Level	See Work Programme General Annexes B

 *Fill in the title of your proposal below.*

TITLE OF THE PROPOSAL

 *The consortium members are listed in part A of the proposal (application forms).*

Participant	Participant organisation name	Country
Coordinator		

Instructions, please remove

The following aspects will be taken into account only to the extent that the proposed work is within the scope of the work programme topic.

1. EXCELLENCE *maximum 20 pages*

1.1 STRATEGIC APPROACH

- An applicant should present the KIC's vision, mission statement, strategy and its strategic objectives designed according to the SMART methodology (specific, measurable, achievable, relevant and time dependent).
- An applicant should demonstrate relevance and added value of the strategic approach in addressing the Water, Marine and Maritime Sectors and Ecosystems ('Water') societal challenge in an integrated and multidisciplinary manner within the selected thematic focus areas where the **innovation and commercialisation potential** is the highest. The applicant should describe and substantiate what key innovations / technologies the prospective KIC will focus on within the first 3-4 years following its designation. In addition, the applicant should describe how the prospective KIC will build on and upscale innovative solutions developed under existing programmes and initiatives such as Horizon Europe, EU Missions, notably the Mission Restore our Ocean and Waters, and relevant Horizon Europe partnerships.
- An applicant should demonstrate how the KIC innovation model with a focus on integrating the entrepreneurship and skills education, innovation and business creation/acceleration (Knowledge Triangle) will be applied in a business-oriented manner to tackle the societal challenge. The applicant should substantiate added value and excellence of its strategy in each activity area that will be conducive to economic and societal impact and, among others, bring about a next generation of innovators and entrepreneurs in the Water, Marine and Maritime sectors, transform ideas into new technological developments and social innovations, and deploy innovations on the market with a view to improving the quality of life and benefitting Union citizens.

1.2 PARTNERSHIP AND INNOVATION POTENTIAL

- An applicant should demonstrate the innovation potential of the partnership to implement the prospective KIC's strategy. To this end, the applicant should explain the consortium's composition and combined quality and commitment, emphasizing its diversity and balance in terms of geographical location, the wide coverage of the relevant fields of the Water, Marine and Maritime Sectors and Ecosystems, as well as Knowledge Triangle representation (education, business (incl. SMEs) and innovation).
- An applicant should demonstrate how the combined strength of the partners is greater than the sum of the strengths of the individual partners.
- An applicant should substantiate the partnership's capability to improve the innovation capacity of local ecosystems and deliver the uptake and deployment of innovation at scale including through the EIT Regional Innovation Scheme in accordance with EIT Strategic Innovation Agenda (2021-2027).
- As a KIC is expected to expand the partnerships to new partners. To this end, an applicant should present a partnership growth strategy based on transparency and openness.
- An applicant should describe the Consortium's strategy to become a sustainable institutionalised European Partnership.

1.3 SYNERGIES

- An applicant must demonstrate added value and readiness to establish concrete synergies, cooperation mechanisms and complementarities with other relevant public, private and third sector initiatives at EU and other levels, notably the EU Mission Restore our Ocean and Waters and relevant Horizon Europe partnerships, as well as other KICs, as described in the EIT SIA factsheet on Water, Marine and Maritime Sectors and Ecosystems and by the Commission ex-ante analysis to evaluate the relevance of the Water, Marine and Maritime field.
- An applicant must demonstrate how the established synergies and complementarities will help position the KIC vis-à-vis other relevant initiatives at EU and other levels.

2. QUALITY AND EFFICIENCY OF IMPLEMENTATION

maximum 12 pages

2.1. KIC GOVERNANCE AND OPERATIONAL SET-UP

- The relevance and quality of the KIC leadership team profiles (management and governance teams) as well as quality of the management and governance plans must be demonstrated including the effectiveness of the operational structure covering selection and connectivity of co-location centres and demonstration how the knowledge triangle integration approach will be implemented on the operational level in an efficient manner.
- An applicant should describe the KIC governance and management model (both on CLCs and KIC's level) for implementing its strategy following the good governance principles defined by EIT. The applicant should demonstrate how the proposed KIC's governance and operational set-up (incl. proposed profiles, talent acquisition and management) will deliver KIC's commercial side of activities and distribute and control the EIT grant.
- The above aspects should include clear reference to how the EIT Regional Innovation Scheme (RIS) is integrated.

2.2. KIC BUSINESS MODEL AND FINANCIAL PLAN

- An applicant should present how a future KIC's business model and multi-annual financial plan will contribute to achieving market targets and strategic milestones. The presentation of the sources of funding including EIT's funding as well as the commitment/ investments of partners and other non-EIT resources should be included.
- An applicant should set out the approach for achieving financial sustainability in the medium to long-term with a progressive phasing out the EIT funding. To this end, the applicant should present a future KIC's business model and financial plan that has the potential to achieve financial sustainability based on diversified revenue streams, incl. revenues and return generating assets' creation, and attraction of public and private co-investments.
- An applicant should complete the table below with critical risks relating to implementation, that the stated objectives may not be achieved. Detail any risk mitigation measures.

Table 1 Critical risks

Description of risk (indicate level of (i) likelihood, and (ii) severity: Low/Medium/High)	Proposed risk-mitigation measures

Definition critical risk:

A critical risk is a plausible event or issue that could have a high adverse impact on the ability of the project to achieve its objectives.

Level of likelihood to occur: Low/medium/high

The likelihood is the estimated probability that the risk will materialise even after taking account of the mitigating measures put in place.

Level of severity: Low/medium/high

The relative seriousness of the risk and the significance of its effect.

3. IMPACT *maximum 18 pages*

3.1 IMPACT

- An applicant should describe the expected concrete and measurable future KIC's planned outcomes and impacts, at pan-European level incl. EIT RIS countries, in line with the EIT Impact Framework for each of the following impact pathways, demonstrated by relevant KPIs:
 - **societal impact** relevant to the Water, Marine and Maritime Sectors and Ecosystems societal challenge;
 - **technological/ economic/ innovation impact** by influencing the creation and growth of companies, creating of new innovative solutions, supporting the uptake, commercialisation and deployment at scale of innovative solutions, direct and indirect jobs and mobilising additional public and private investments;
 - **educational impact** by strengthening human capital and reducing skills gap in research and innovation and water, marine and maritime sectors, enhancing innovative and entrepreneurial skills both at individual and organisational levels.
- The relevance of the planned outcomes and impact should be demonstrated in the context of the KIC's strategy, the EIT's Strategic Innovation Agenda and the Horizon Europe objectives. Also, tools for measuring outcomes and impact should be indicated (sources of verification).
- The main expected outputs/outcomes should be summarized as targets per year in the form of Key Performance Indicators (KPIs) following the table format. For the KPI definitions please refer to the EIT Impact Framework: <https://eit.europa.eu/library/eit-simplified-impact-framework>.

Table 2 Annual KPI targets

Code	KPIs	2027	2028	2029	2030	2031	2032	2033	Total
EITHE01.1	#Intellectual property rights								
EITHE02.1	#Marketed Innovations								
EITHE02.2 EITRIS	EIT RIS Marketed Innovations	Please include the target (% of the above KPI) for the period.							
EITHE02.3 EITRIS	#EIT RIS Countries – Marketed Innovations	Please include the target (% of the above KPI) for the period.							
EITHE02.4	#Marketed Innovations with a sales revenue of at least 10 000 EUR								
EITHE03.1	#Supported Start-ups/Scale-ups								
EITHE03.2 EITRIS	EIT RIS Start-ups/Scale-ups Supported	Please include the target (% of the above KPI) for the period.							
EITHE03.3 EITRIS	#EIT RIS Countries – KIC supported Start-ups/Scale-ups	Please include the target (% of the above KPI) for the period.							
EITHE04.1	#Start-ups created of/for innovation								
EITHE04.2 EITRIS	EIT RIS Start-ups created of/for innovation	Please include the target (% of the above KPI) for the period.							
EITHE04.3 EITRIS	#EIT RIS Countries – Start-ups created of/for innovation	Please include the target (% of the above KPI) for the period.							
EITHE04.4	#Start-ups created of/for innovation with a sales revenue of at least 10 000 EUR								
EITHE05.1	#Start-ups created of EIT labelled MSc/PhD programmes								
EITHE05.2 EITRIS	EIT RIS Start-ups created of EIT labelled MSc/PhD programmes	Please include the target (% of the above KPI) for the period.							
EITHE05.3 EITRIS	#EIT RIS Countries – Start-ups created of EIT labelled MSc/PhD programmes	Please include the target (% of the above KPI) for the period.							

Code	KPIs	2027	2028	2029	2030	2031	2032	2033	Total
EITHE06.1	Investment attracted by KIC supported Start-ups/Scale-ups								
EITHE06.2 EITRIS	Investment attracted by KIC supported EIT RIS Start-ups/Scale-ups	Please include the target (% of the above KPI) for the period.							
EITHE06.3 EITRIS	# EIT RIS Countries – Investment attracted by KIC supported EIT RIS Start-ups/Scale-ups	Please include the target (% of the above KPI) for the period.							
EITHE07.1	#Graduates from EIT labelled MSc/PhD programmes								
EITHE07.2 EITRIS	# EIT RIS Graduates from EIT labelled MSc/PhD programmes	Please include the target (% of the above KPI) for the period.							
EITHE08.1	# Successful Participants in (non-degree) education and training								
EITHE08.2 EITRIS	# EIT RIS Participants with (non-degree) education and training	Please include the target (% of the above KPI) for the period.							
EITHE09.1	# Students enrolled in EIT Labelled programmes								
EITHE10.1	# Active KIC Partners collaborating in the KIC								
EITHE10.2 EITRIS	# EIT RIS Active KIC Partners	Please include the target (% of the above KPI) for the period.							
EITHE10.3 EITRIS	# EIT RIS Countries – Active KIC Partners	Please include the target (% of the above KPI) for the period.							
EITHE11.1	FS revenues								
EITHE11.2	% FS coefficient ¹								

¹ FS coefficient (%) calculated as the total financing revenues generated by the KIC Legal Entity divided by the total EIT grant in year N. [target]

Code	KPIs	2027	2028	2029	2030	2031	2032	2033	Total
EITHE12.1	% KIC's SIA funding rate								
EITHE13.1	Financial asset valuation								
EITHE16.1	Results Disseminated through EC Dissemination Tools								
EITHE18.1	% of less represented gender in top governance and management positions combined								
EITHE22.1	Number of new and established KIC Partners from RIS countries								

- An applicant should complete table 3 below for each KIC strategic objective (column i of the table) outlined in sub-chapter 1.1 above. All problems/issues analysed in Chapter 1.1 above should be referred to in column ii of the table. The societal and economic impact expected to be achieved during an initial 7-year period shall be listed in column iv with respective KPIs and target values in the following columns. The economic impacts and respective KPIs (column iv and v) should be selected from the EIT Impact Framework (https://eit.europa.eu/sites/default/files/2022-08_20220316-gb71-08_eit_kpis.pdf). The societal impacts and KPIs (same columns) should be defined by the applicant.
- Column vii is to be completed only for the planned societal impacts. It should list data sources to be used for verifying of societal impacts achieved. (The sources of verification for the economic impacts do not need to be completed as these are already included in the EIT Impact Framework.)

Table 3 Overview of the KIC strategy and planned impact

Vision		KIC vision in one sentence (max 30 words)				
Mission		KIC mission in one sentence (max 30 words)				
KIC strategic objective (max 5 strategic objectives) (i)	Problem/issue related to the societal challenge (ii)	Main activities to reach strategic objectives (iii)	Societal and economic impact to be created by 2033 (definitions) (iv)	Impact KPIs (v)	Targets to be achieved by 2033 (vi)	Source of verification (to be completed only for the societal impacts) (vii)

- An applicant should describe any requirements and potential barriers - arising from factors beyond the scope and duration of the KIC - that may determine whether the desired outcomes and impacts are achieved. These may include, for example, other research and innovation (R&I) work within and beyond Horizon Europe; regulatory environment; targeted markets; user behavior. Indicate if these factors might evolve over time. Describe any mitigating measures you propose, within or beyond your KIC, that could be needed should your assumptions prove to be wrong, or to address identified barriers.
- Explain your baselines, benchmarks and assumptions used for those estimates. Wherever possible, quantify your estimation of the effects that you expect from the KIC. Explain assumptions that you make, referring for example to any relevant studies or statistics. Where appropriate, try to use only one methodology for calculating your estimates: not different methodologies for each partner, region or country (the extrapolation should preferably be prepared by one partner).
- Your estimate must relate to the KIC only - the effect of other initiatives should not be taken into account.

3.2 COMMUNICATION AND OUTREACH

- The future KIC's plan for communications including the contribution to the EIT Community brand identity must be shown. This should include:
 - Key objectives, indicators and targets for branding and communications
 - Target audiences and main stakeholders
 - Communication tools and channels (internal and external)
 - Management and monitoring of communication activities
- *Communication² measures should promote the KIC throughout its lifespan. The aim is to inform and reach out to society and show the activities performed, and the use and the benefits the project will have for citizens. Activities must be strategically planned, with clear objectives, start at the outset and continue through the lifetime of the project. The description of the communication activities needs to state the main messages as well as the tools and channels that will be used to reach out to each of the chosen target groups.*

3.3. DISSEMINATION OF RESULTS AND VALORISATION OF KNOWLEDGE

- An applicant should outline dissemination plans for KIC results, valorisation of knowledge and especially management and exploitation of intellectual property, including sharing good practices within, between and beyond the KICs, across EU Member States, regions and local stakeholders and institutions to maximise the take-up of the new knowledge, both for commercial purposes and for policy making.
- This should include information on:
 - Key objectives for dissemination of results | valorisation of knowledge | management and exploitation of intellectual property
 - Target audiences / stakeholders
 - Tools and channels for dissemination of results
 - Management and monitoring of dissemination activities
- *Dissemination is related to sharing results and good practices with a view of facilitating their further exploitation by the European and global innovation community. Dissemination of results is mandatory for EU R&I beneficiaries to maximise the take-up of the new knowledge, both for commercial purposes and for policy making; and to boost research & innovation among participants*

² For further guidance on communicating EU research and innovation for project participants, please refer to the Online Manual on the Funding & Tenders Portal

in EU R&I programmes and others who could benefit from the activities taking place and to be accountable for expenditure and making sure that EU citizens benefit.

- The objective of knowledge valorisation is the process of creating social and economic value from knowledge by linking different areas and sectors and by transforming data, know-how and research results into sustainable products, services, solutions and knowledge-based policies that benefit society.
- Describe possible feedback to policy measures generated by the KIC that will contribute to designing, monitoring, reviewing and rectifying (if necessary) existing policy and programmatic measures or shaping and supporting the implementation of new policy initiatives and decisions.

3.4 SUMMARY OF THE IMPACT SECTION

SPECIFIC CHALLENGES	EXPECTED RESULTS	D & E & C MEASURES
<p><i>What are the specific challenges that this proposal addresses?</i></p> <p>Insert here text for your proposal</p>	<p>What results do you expect to generate?</p> <p>Insert here text for your proposal</p>	<p>What dissemination, exploitation and communication measures will you apply to the results?</p> <p>Insert here text for your proposal</p>

TARGET GROUPS

Who will use or further up-take the results of the proposed KIC? Who will benefit from the KIC activities and the results?

Insert here text for your proposal

OUTCOMES

What change do you expect to see after successful dissemination and exploitation of the KIC results to the target group(s)?

Insert here text for your proposal

IMPACTS

What are the expected wider scientific, economic and societal effects of the proposal contributing to the expected impacts?

Insert here text for your proposal