

Project Plan Demonstration Project

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| A demonstration project is a project with which Dutch enterprises demonstrate Dutch products, technology or services (further: technology) in a realistic setting on the target market. The demonstration project is necessary because the company is not able (or not in the foreseeable future) to enter the target market by itself, due to unfamiliarity with said foreign market and its complexities. During the demonstration project the company needs to prove the added value of the technology to a wide group of potential clients on the target market. Further information about the conditions, assessment criteria and the application process is available at [www.rvo.nl/dhi](http://www.rvo.nl/dhi).  |

# 1. Project details

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| --- | --- |
| Country |   |
| If case of more than one country: explain the necessity and indicate why, for reasons of effectiveness or suitability, it is necessary to carry out the demonstration project in more than one country |   |
| Project title |   |
| Start and end date of the project |  / / to / /  |
| Project budget | €  |  |
| Subsidy amount requested | €  |  |
| Company name of applicant |   |
| Sector |  Horticulture and starting materials Agro & food Water Life Sciences and Health Chemicals High tech Energy Logistics Creative industry IT Other, namely  |

# 2. The Applicant(s)

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| --- | --- |
| Name of (main) applicant*(Dutch SME exporting or investing abroad)* |   |
| Number of employees (incl. management)  |   |
| Turnover over the past three calendar years*Please provide an estimate if annual figures are not yet known.* | Turnover 20   | Turnover 20   | Turnover 20   |
| Profit over the past three calendar years*Please provide an estimate if annual figures are not yet known.* | Profit 20   | Profit 20   | Profit 20   |

## A. Description of (main) APPLICANT

* Provide a general description of the business (founding date of the business, core activities, business strategy)
* Briefly describe the company’s experience(s) in doing business abroad (name comparable projects if possible)

Substantiate that the applicant has sufficient financial and organisational capacity to:

* Implement the demonstration project. In case the company employs less than three staff members (including management), then substantiate in what way the organisational capacity can be guaranteed. In case the turnover is lower than 100,000 euros on average over the last three calendar years, it is important to substantiate with documentation that there are sufficient financial resources to finance the own contribution to the project
* The realisation of the export process (see 4C). When for example a scale up of the company is necessary to achieve this, describe how the company plans to realise this scale up

## B. Consortium

*If the demonstration project is carried out by several Dutch subsidy receiving companies, they are considered a consortium (parties indicated as ‘Third Party’ in the project – see budget – are not part of this). The SME requirement applies only to the main applicant.*

Describe for each additional participant:

* Name participant
* Number of employees (including management)
* Turnover and profit over the past three years
* Provide a general description of the business (founding date of the business, core activities)

# 3. Description of the technology or service

* Provide a description of the technology to be demonstrated
* Who is the producer/owner of the technology to be demonstrated?
* Is the technology in use already? If not, is there a working prototype that has been sufficiently tested?
* Where does the production take place, is there sufficient production capacity for the intended export volume?
* Name the unique selling points of this technology, including the business model for the potential client

# 4. Business case

## a. Strategy and choice of target market

* Provide a comprehensive analysis of the market and the market opportunities in the target country, explain why you chose this market and why this is a good time to enter the market
* Identify the added value of the technology for the target market (it is a new technology in the target market) and explain why the target market would like to purchase the technology or service
* Describe the size of the market, export potential, target group and local/international competition. Support this description with figures as best as possible
* If you are already active in the target market, describe these activities
* If there are potential clients that have shown interest already, name said clients
* Indicate how the intended export will effect employment and economic growth in the Netherlands

## b. Export potential

* Specify what goods or services are foreseen by the applicant (and (if applicable) the Dutch participating companies) to be supplied within three years of project implementation and for the long term
* Indicate the export amount involved (exports within three years of the demo project, substantiated)
* Please specify per transaction the percentage of value of the Dutch share - value added in the Netherlands by the applicant and (if applicable) by the Dutch subsidy receiving companies

## c. Political feasibility

* Describe whether and how the project ties in with the political priorities of the authorities in the target country
* Describe whether there are any political obstacles that should be taken into account in the project

## d. Neccesity for government support

* Explain why a demonstration project is necessary to enter the target market with your technology. Describe what activities you have undertaken yourself so far. Why have you not been successful to date? What obstacles did you encounter on this target market?
* Substantiate why government support is necessary to realise this project

# 5. the demonstration project

## a. Objective AND RESULTS of the demonstration project

* Describe overall the objective of the demonstration project

## B. Set-up of the demonstration project

* Indicate exactly how will be demonstrated and explain how the chosen set-up of the project can show that technology has added value and is applicable locally
* Describe the scope and duration of the demonstration project. Explain why the chosen set-up meets the criterion “*not larger than necessary in scale and duration in order to prove the added value of your product, technology or service”*
* Give a detailed description of the location(s) chosen for the demonstration project. Indicate whether the demonstration will take place in a pratical setting or whether the situation will be simulated

## C. Target group

* Describe which target group is being invited (who, how many companies or people, etc.)
* Explain how the target group is reached and informed (e.g. guided tours, presentations, seminars)

Indicate why it is plausible that the target group will be willing and able to invest in the technology

## D. Activities

* Name possible project phases in the demonstration project. Indicate the planning
* Describe which activities are carried out per phase. When doing so, specify the activities in the Netherlands and abroad. For each activity, describe in detail what the activity comprises and what the expected result is. The total of the activities should logically lead to the expected results as described under 5B
* How often do demonstrations take place?
* Are adjustments to the technology necessary to enable the demonstration in the target market? If so, describe these. Note: the costs involved should be in reasonable proportion to the total project costs

*!* In order to link the budget to the activities, an activity plan should also be submitted as an appendix in accordance with the model attached to the budget. *The plan should specify who carries out what activity and in how many days.*

*Please note: unnecessary time may result in rejection of the application.*

Are local training courses provided for the execution of the demonstration project? If so, specify how many people will be trained and how this is organised

Explain how the local implementation and monitoring of the demonstration project is ensured and the role of the local partner (or Third Parties) *(in this (if the local partner charges for services provided, a quote should be drawn up for this and the costs under Third Party Costs should be budgeted))*

## E. PROJECT COSTS

*Please specify the costs of the project. Use the obligatory format (Excel) to this end. Read the explanatory note carefully to assess whether your costs are eligible for grant money under the DHI Scheme. The costs must tie in with the activities to be specified in the list of activities.*

*! The budget shall be enclosed as an appendix.*

If applicable, describe which machines and equipment (hardware) will be used in the project and how much they will cost. Costs of machinery and equipment are budgeted on the basis of cost and depreciation only. Costs involved in the construction and adjustments of hardware must be budgeted under costs of machines/equipment according to the depreciation method and not under time expenditure or costs of third parties.

# 6. Project organisation

## A. The project team

Provide a brief description of the project team members, including their expertise, and state who is doing what in the project

*!* The CVs of the members of the project team shall be enclosed as an appendix.

## B. Consortium

*In the event of a consortium, a cooperation agreement must be drawn up (there is no format for this) which has been signed by all participants. In any case, arrangements must be made with regard to:*

1. *the way in which each of the parties contributes to the activities of the consortium,*
2. *the manner in which decisions are taken in the consortium,*
3. *how the costs and risks are shared between the participants, and*
4. *the way in which compliance with the obligations to the Minister associated with a grant is ensured.*

*! This letter of intent must be included as an appendix to the application.*

* Describe the added value of the consortium
* Where applicable, describe the added value of non-SME companies in the consortium for the applicant
* For each consortium partner, describe its experience of doing business abroad in general, its experience in the target country, and the contribution of the project to strengthening the position of the relevant cooperation partner in the target country

## C. Local partner

*In a demonstration project, the local partner is the organisation hosting the demonstration project. There could also be several organisations involved. They can be public or private parties. It is not required to organise a demonstration project with a host, one may also manage it oneself. However, there must be a demonstration in a real situation (i.e. not merely exhibiting the product, for example at a trade fair).*

*If a local party acts as host, they must issue a letter of intent confirming their cooperation in the project.*

*! This letter of intent must be included as an appendix to the application.*

* Provide a comprehensive description of the local partner(s): type of organisation, activities, size, contact person, contact details
* Indicate the role the local partner plays in the demonstration project

## D. Other parties

If ‘Third Parties’ are involved in the project (either Dutch or local parties) provide a brief description of these parties and indicate the role that they will undertake (name of organisation, role in the project). Also relevant other parties that are not in the budget can be described here

*! If ‘Third Parties’ are shown in the budget, detailed quote(s) must be submitted (specifying the activities, number of days and rates). This quote must be included as an appendix to the application. If no quotes are available yet, this may be entered in the budget. However, in order to assess the project costs, it is important that quotes involving a substantial amount are included.*

Has the project already been discussed with a Netherlands embassy, Consulate General or other public authority? If so, with which body and contact person? Give a short summary of the contact

# 7. Risks

## a. Risks of ICSR (International Corporate Social Responsibility)

*When you apply for a DHI project, RVO asks you to sign a declaration in the application form, in which you, as applicant and, where applicable, any partners, declare that you are aware of and will act in accordance with the OECD guidelines (*[*www.oesorichtlijnen.nl*](http://www.oesorichtlijnen.nl)*). You also declare that you are aware of the FMO exclusion list (Netherlands Development Finance Company) and that you will not carry out any activities that are specified on this list (*[*www.fmo.nl/exclusion-list*](http://www.fmo.nl/exclusion-list)*).*

*In addition, the OECD-FAO Guidance for Responsible Agricultural Supply Chains also apply in specific cases. Applicants – and, where applicable, participants – are also asked to declare that they are aware of and subscribe to these guidelines. The applicant must report any facts or circumstances that suggest violation of these guidelines to RVO immediately.*

*See the OECD guidelines for all ICSR risks. If necessary, use the* [*ICSR risk checker*](https://www.mvorisicochecker.nl/nl) *to identify any risks in your sector and target country (please select target country, not the Netherlands). In doing so, describe the circumstances for your own intended investment/export and for investment preparation projects also for the main local suppliers and customers. If you would still like to address some of these questions during the DHI project, please describe this clearly.*

* Please indicate per ICSR risk how you intend to prevent, mitigate or compensate for this risk
* Local partner: To what extent have you investigated the local partner/customer? Are you aware of any ICSR violations by the local partner/customer? If so, how do you intend to prevent, mitigate or compensate for these risks in the future?

## B. Other risks

* Identify any risks (other than ICSR related) that may occur during and after the execution of the demonstration project. Describe the impact of these risks and the mitigating measures that could be taken to prevent or reduce the risks
* If the technology has to be certified before it is placed on the market, please explain how and when the certification will be achieved and what uncertainties there are

# 8. GREEN ACTIVITIES (IF APPLICABLE)

From 2023, barriers for green activities will be lowered to achieve more green jobs and sustainable exports. If projects pass the green project test, a grant rate of up to 70% of eligible costs will apply, up to the maximum amounts applicable for DHI.

The technology to be delivered, or its direct effect, must comply with at least one of the mentioned green categories of the framework below to qualify for the higher grant rate.

Select (X) to which category of 'green' the specific technology (product/approach/service) of the DHI application (the core activity) - has a positive contribution.

The contribution to “greening” must be substantial, i.e. the greening should is not just be a side effect of the relevant technology

At [www.rvo.nl/dhi](http://www.rvo.nl/dhi) under 'extra subsidie ‘groene’ DHI projecten’, the framework below is published where examples of measures or activities are described for each category.

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| **Category green** | **Further definition** | **Which category applies to your DHI application?** |
| 1. Reducing (the - speed of) climate change
 | Preventing further climate change by reducing greenhouse gas emissions. |   |
| 1. Adapting to the effects of climate change
 | Preparing for and taking measures against the risks of already visible changes associated with a changing climate and adapting the (built) environment preventively/anticipating or making it resilient to these changes. |   |
| 1. Sustainable use and protection of water and marine resources
 | Preserving and/or improving the quantity and quality of surface water, groundwater and marine water as well as maintaining a functioning water basin and marine system. |   |
| 1. Transition to a circular economy
 | Strengthening the closing of cycles in which raw materials, components and products lose their value as little as possible, renewable energy sources are used and system thinking is central. |   |
| 1. Pollution prevention and control
 | Measures or use of technologies to prevent or control pollution of air, soil, ground and surface water (land and sea), light and noise. |   |
| 1. Protecting and restoring biodiversity and ecosystems
 | Protecting and restoring biodiversity and ecosystems on a large scale.  |   |

For each category selected, describe:

* In what way the technology presented in the DHI application contributes to the goals of the relevant greening category.

* The contribution to greening, compared to the baseline situation in the targeted country. If possible, quantify this contribution.

# 9. Development relevance (applicable for [DGGF countries](https://www.dggf.nl/landenlijst) only)

*P*rojects should be demonstrably relevant for the countries’ development. In other words, the project must make a positive contribution to at least one of the following aspects:

1. Growth in local employment opportunities in the target country

2. Sustainable transfer of knowledge and skills, technology and innovation

3. Expansion of local production capacity for the local business involved

Describe and substantiate how the project contributes to development objectives in relation to the target market and in particular to the aforementioned development relevance. *To do this, use the document ‘Development Relevance Form’ (Excel). The assessment looks at whether the impact described is realistic.*

*! The Development Relevance Form must be enclosed as an appendix.*

# Attachments

1. Completed list of activities according to model
2. Completed budget according to model (Excel)
3. CVs of experts deployed
4. In the case of more than 1 subsidy requesting company: a signed cooperation agreement (no standard format)
5. Letter of Intent of the local partner (if applicable) regarding use of demo location
6. Itemised quotations of Third-Party costs (if applicable and where available)
7. Development Relevance Form (only for DGGF countries, Excel)