



EU Added Value

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for Small and Medium-sized Enterprises

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Criterion 3 - “EU added value: extent of quality of the contribution to the specific objectives of the priority areas of the LIFE Environment or Climate Action”

In evaluating this criterion, the following points should be taken into account:

1) To what extent does the proposal contribute to the specific objectives of the priority area as set out in:

- For Environment sub programme: Art.10, 11 and 12 and to the thematic priority as set out in Annex III of the LIFE Regulation targeted by the project? To what extent does it contribute to one or several complementary specific objectives of the priority areas.
- For Climate Action sub programme: Articles 14, 15 and 16 of the LIFE Regulation

2) To what extent does the project achieve, by its end and in comparison to the state-of-play estimated or measured at its outset, concrete, realistic and quantified environmental impacts, in a life cycle approach where relevant?

Criterion 3 - “EU added value: extent of quality of the contribution to the specific objectives of the priority areas of the LIFE for Environment or Climate Action

1) To what extent does the proposal contribute to specific objectives of priority area

- Please have a look at the LIFE Regulation, mostly:
 - *For ENV –*
 - *Art. 10 Environment and resource efficiency*
 - *Art. 11 Nature / Biodiversity*
 - *Art. 12 Governance and Information for Environment*
 - *Annex III for the Specific Priorities and policies*
 - *For CLIMA –*
 - *Art. 14 Climate Change Mitigation*
 - *Art. 15 Climate Change Adaptation*
 - *Art. 16 Governance and Information for Climate Action*

Criterion 3 - “EU added value: extent of quality of the contribution to the specific objectives of the priority areas of the LIFE Environment or Climate Action”

2) To what extent does the project achieve, by its end and in comparison to the state-of-play estimated or measured at its outset, concrete, realistic and quantified environmental impacts, in a life cycle approach where relevant?

- We want to see Environmental benefits/impacts, presented in a LCA approach:
 - **Quantified:** *please enter quantified impacts both in proposal text and KPI excel file*
 - **Significant:** *Scale of impact must be important and real – not estimated or virtual!*
 - **Concrete:** *they should be tangible and direct; and an improvement against the current situation. Hence, the current situation must be described (baseline) with past results/surveys/monitoring of the problem (explain data source and if needed maps).*
 - **Realistic:** *expected impacts must result from project actions both for their implementation and monitoring (ensure LCA approach – deliverable).*

Criterion 3 - “EU added value: extent of quality of the contribution to the specific objectives of the priority areas of the LIFE Environment or Climate Action”

- Usual issues:
 - *The proposal does not clearly demonstrate how it contributes to EU environmental / climate policy. It does not mention relevant ENV policies nor how it will impact them!*
 - *The project does not address if it would make a contribution to any complementary priority areas under the two LIFE sub-programmes.*
 - *The project does not fully define its baseline and direct environmental impact, including at all steps in the life-cycle of the project. Mass-energy plot may be required.*
 - *The project has limited or no impact due to small scale or non-real-environment test (hence low maturity of the solution – e.g. TRL < 6/7).*
 - *The socio-economic impact has not been discussed in sufficient detail.*

Criterion 3 - “EU added value: extent of quality of the contribution to the specific objectives of the priority areas of the LIFE Environment or Climate Action”

- KPI issue – The project is improving an environmental parameter (species, CO₂, water use). The proposal should consider the absolute impact and not just a yearly rate. Example:
 - *Your factory uses X amount of water per year. You indicate that you will install and demonstrate a prototype able to reduce water used from X m³/year to (X-10) m³/year.*
 - *Not enough information for evaluating impact because we don't know the scale of the prototype nor the time it will be running for and hence the impact during the project.*
 - *Hence best to provide scale of prototype (e.g. 50% of the full process); the time the prototype will run for (e.g. a year) and most importantly the expected water savings achieved during the project. In this case 5 m³.*

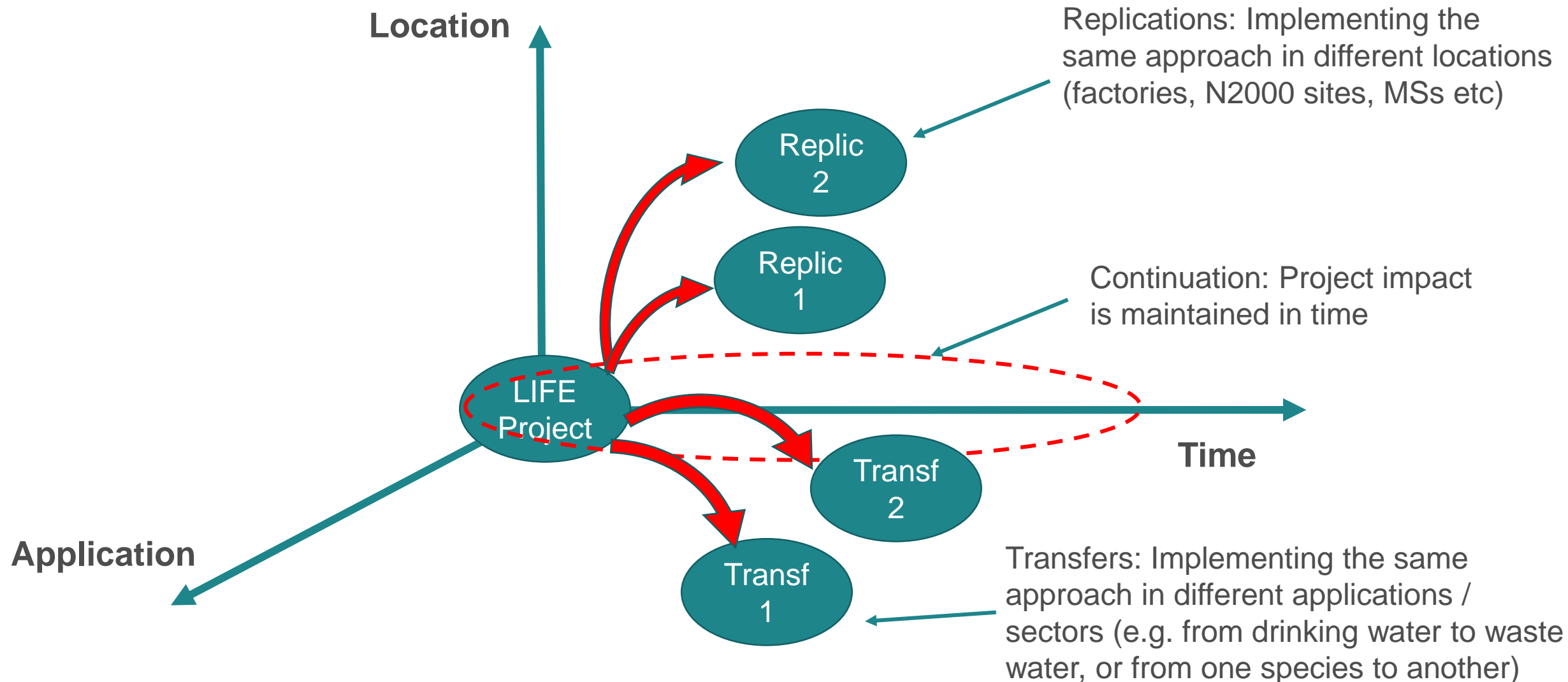
Criterion 4 - “EU added value: sustainability (continuation, replication, transfer)”

- 1) Does the proposal convincingly demonstrate that the proposed solutions and related expected social and economic effects will be continued, replicated and/or transferred after project end? Is this sustained by a sufficiently ambitious yet credible strategy & action plan to reach a critical mass and mobilise a wider uptake during the project and/or in a short and medium term perspective after its end?
- 2) To what extent does the proposed approach goes beyond transfer of knowledge and networking, and involves putting the solutions developed and/or applied in the project into practice beyond the project period, elsewhere or for a different purpose?
- 3) Are actions foreseen to ensure funding after the project ends? Does the project foresee that savings and/or income will be generated by the project's proposed solutions?

Criterion 4 - “EU added value: sustainability (continuation, replication, transfer)”

- This criteria is about the capacity to maintain results/impacts after project-end
- This means Sustainable impacts = continuation + replication + transfer
- Continuation: continued use by the entities involved in the project of the solutions implemented during the project even after its end
- Replication: solutions used same way and for the same purposes by other entities/sectors during or after the project end
- Transfer: solutions applied used in a different way or for a different environment during or after the project end.

Criterion 4 - “EU added value: sustainability (continuation, replication, transfer)”



Criterion 4 - “EU added value: sustainability (continuation, replication, transfer)”

- Successful sustainability requires a strategy including tasks to
 - Continue the project in place or
 - Multiply the impacts of the projects' solutions and mobilise a wider uptake, reaching a critical mass during the project and/or shortly after the end.
- This goes beyond transfer of knowledge and networking.
- It implies that the project solution/method is sufficiently mature, has been fully validated during the project and that end-users are involved in the project.
- Applicants have to provide a clear and credible description of the strategy and actions foreseen to ensure this.

Criterion 4 - “EU added value: sustainability (continuation, replication, transfer)”

- Projects must:
 - explain their strategy concerning continuation (form B6) and the one concerning replication/transfer (form B3). This should include allocation of responsibilities.
 - include substantial tasks to ensure sustainability under implementation actions (B actions), see also examples provided in the guidelines
 - include compulsory deliverables:
 - **Business Plan (close to market projects)/Exploitation Plan (part of After Life for other projects)**
 - **Replication and transfer plan**

Criterion 4 - “EU added value: sustainability (continuation, replication, transfer)”

- Usual issues:
 - The project does not include concrete actions, or clearly explain how it would be targeting replication during or after its duration.
 - The proposed approach is not considered sufficiently realistic or ambitious for reaching a critical mass and mobilizing wider uptake. In most cases, these actions are simple meetings for networking/dissemination to present results.
 - Dissemination activities are not sufficiently developed and do not have a clear strategy aimed at stakeholders representing other sectors or regions.

Criterion 4 - “EU added value: sustainability (continuation, replication, transfer)”

- Tips for good Continuation for technological projects:
 - Ensure that the demo/pilot is implemented in a real environment (e.g. factory, hotel, farm, etc of an end-user) and of appropriate scale so that the end-user wishes to maintain it after project-end; and even upscale it (i.e. if it was 20% make it a 100% of the full process).
 - Explain where funding for continuation will come from. Also if the scale of the project is too low then explain how funding will be found to upscale it.
 - Stakeholders: If end user not part of the project consortium then try to get Letter of Intent from the end-user(s) or authorities to show their intention to continue/upscale.
 - Describe opportunities and bottlenecks (e.g. regulation, market, public perception, etc) and mitigation

Criterion 4 - “EU added value: sustainability (continuation, replication, transfer)”

- Tips for good Continuation for nature projects:
 - Explain where funding for continuation will come from. This may involve commercial aspects (e.g. for parks, visitors, etc).
 - Get Letter of Intent from relevant stakeholders or authorities showing that they will maintain the project results and how.
 - Describe opportunities and bottlenecks (e.g. regulation, public perception, etc) and mitigation
- Tips for good Continuation for Governance/Information projects:
 - Explain where funding for continuation will come from.
 - Demonstrate that stakeholders are committed to continue the work

Criterion 4 - “EU added value: sustainability (continuation, replication, transfer)”

- Tips for good Replication/transfer for all projects:
 - Find additional possible end-users (factories, parks, authorities) and try to get Letters of Intent to examine the solution/method for their use during or after project end.
 - Create actions to approach these end-users before project end and either replicate / transfer during the project or discuss and examine (feasibility studies) how the solution/method could apply to them after project end.
 - Propose deliverables that will facilitate replication or transfer:
 - ***Validated results of appropriate scale / duration along with cost estimations / business plan***
 - ***Guidelines showing what you did and how it could be replicated by others (step-by-step)***
 - ***Feasibility studies / scenarios for different end-users or end-user scenarios.***

Criterion 5 - “EU added value: Contribution to the project topics”

1) For Nature and Biodiversity ("NAT") and Environmental Governance and Information ("GIE") priority areas: Does the project clearly and fully comply with one (or maximum two) of the project topics for the chosen priority area? Is this clearly described in the corresponding form? Are the core actions of the project clearly focusing on the project topics targeted?

2) For Environment and Resource efficiency ("ENV RE") priority areas: Does the project clearly and fully comply with one (or maximum two) of the project topics for the chosen priority area? Are the core actions of the project clearly focusing on the project topics targeted? If so, is a clear justification given that the solution(s) (i.e. techniques, methods, actions, methodologies, or approaches within the meaning of Article 2 of the LIFE Regulation) to the environmental issue targeted is (are) new or unknown in the European Union?

Criterion 5 - “EU added value: Contribution to the project topics”

- For all projects:
 - Exact match with project topics (ENV) or policy & work areas (CC) as defined in the LIFE multiannual work programme for 2018-2020 (they are also in the Application Guidelines!!!)
 - Clear explanation should be provided in the text.
- In addition, for ENV proposals
 - Novelty at least Union wide: Clear evidence of such novelty should be provided (as compared to similar existing state of the art). Normally to be found in B2 section.
 - Novelty in ENV proposals will provide 5 extra points (so total 10 if it meets the topics) but if the proposal does not meet the topics then it will get 0 even if it is novel!

Criterion 5 - “EU added value: Contribution to the project topics”

- Usual issues:
- The project does not clearly describe how it exactly meets at least 1 project topic. Please make sure that you cover the full topic, e.g. if the topic requires a gap analysis then you need to describe this.
- The proposal does not clearly demonstrate or clarify how it can be considered a demonstration or pilot action performed for the first time in the EU.

Criterion 5 - “EU added value: Contribution to the project topics”

- Tips for novelty :
 - Please describe the existing solutions / state-of the art to prove how your solution compares with others.
 - Please explain how your solution works and how it is different from existing solutions
 - Please describe also previous research work or small scale results to demonstrate that your solution is mature enough to compete against existing state of the art. Use the Technology Readiness Levels (TRL) to explain the maturity of your proposal

Criterion 6 - “EU added value: multipurpose, synergies, and integration – transnationality - green procurement, uptake”

- 1) Multi-purpose delivery mechanism and concrete actions to create synergies with other EU policies (e.g. jobs and growth, social integration) and funding mechanisms?
- 2) To what extent does the project integrate specific environmental objectives into other Union policy areas and/or achieve complementarity with these? Are these policy areas and expected project contribution clearly identified? Relevant policy makers properly engaged? Relevant actions foreseen to ensure the integration and/or complementarity? Is the impact on other policy areas appropriately qualified and quantified? Are concrete social and economic benefits identified and quantified?
- 3) Green procurement and/or to favouring the use of products and/or services of officially recognised eco-labelling schemes such as the EU Ecolabel during project implementation? Is this promoted through a clear delivery mechanism?
- 4) Does the proposal foresee to take up results of EU Research and Innovation Programmes, in particular of environmental and climate-related research and innovation projects financed by Horizon 2020 or by preceding Framework Programmes?
- 5) Is transnational cooperation amongst EU Member States foreseen?

Criterion 6 - “EU added value: multipurpose, synergies, and integration – transnationality - green procurement, uptake”

- Add most of info in B3 section. Create a sub-section for each point.
- Synergies should be provided with **NON-LIFE** related policies! For example, industrial policies, maritime growth, transport, agriculture, etc.
- Create actions to ensure that these synergies will be concrete. At least try to influence relevant policy makers or authorities.
- Uptake of results is only regarding non-LIFE projects (specifically H2020 or FP projects). Please describe shortly what you are using from these projects and not just a title. (1 point extra)

Criterion 6 - “EU added value: multipurpose, synergies, and integration – transnationality - green procurement, uptake”

- Green procurement/Ecolabel (1 point extra)
 - Should apply GPP (please check ‘Buying Green! - A Handbook on green public procurement’ developed by the European Commission in 2016 and EU GPP criteria) or
 - Should use products/services of ‘officially recognised eco-labelling schemes’ (e.g. Ecolabel)
 - Please describe a clear mechanism for applying green procurement / support ecolabel in the project’s implementation. You may need a deliverable to describe how it will be implemented in the project and align all beneficiaries.

Criterion 6 - “EU added value: multipurpose, synergies, and integration – transnationality - green procurement, uptake”

- Transnationality
 - Extra points for cooperation with other EU Member State project beneficiaries that are part of the project (not just Letter of Intent from foreign stakeholders)
 - Extra points for work taking place in another EU Member State (even if project partners are from only one Member State)
 - This cooperation/transnational work within the project should be essential to achieve objectives AND there should be sufficient evidence for the added value of the transnational approach.

Evaluation criteria – Stage 1: Concept Note

- **Overall quality of the proposal:** clarity of the proposals (including the description of the pre-operational context), its feasibility and the indicative value for money. (max. 20 – passing score: min 5)
- **Overall EU added value:** project's contribution to the LIFE priorities, expected impact, and sustainability of the project results. (max. 30 – passing score: min 10)