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I3-INSHAPE Project

OPEN CALL

Open call for proposals for
I3 collaborative projects

Call Text

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Call text

Project acronym: I3-INSHAPE

Grant Agreement Number: 101115108

Project full title: European cross regional innovation for Sports & Active Healthy Lifestyle

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1. About the I3-INSHAPE

1.1. Background and context

The importance of Sports & Vitality has been recognized at European level. It has been supported through the Smart Specialisation Platform for Industrial Modernisation: ClusSport S3 Partnership since 2017, facilitating the emergence of interregional partnerships focused on shared investment projects, like the I3-INSHAPE project.

This project brings together existent regional excellences and ambitions in innovation for sports & vitality, both in developed, transition and less developed regions, in four EU countries (The Netherlands, Finland, Spain, & Hungary) supported by EPSI, the European platform for Sports Innovation, based in Belgium. The ecosystem of regional innovation hubs (Q-helix clusters) provides services and funding to SMEs in their regions. They operate following a well-established innovation cycle methodology to nurture data-driven, user-centred, and evidence-based innovation processes (from market need analysis to innovation, validation, and acceleration) to create societal (health, wellbeing, empowering citizens) and economic value and impact.

1.2. Objectives

The **INSHAPE European Network of Innovation Hubs** aims to promote health, vitality, and sports innovation through a collaborative framework involving regions, research institutions, and public and private stakeholders. Supported by the I3-INSHAPE Project, the network serves as a European Competence Centre, providing SMEs with the resources and partnerships necessary to bring impactful solutions to the European market.

This to support the creation of interregional innovation investments resulting in the commercialisation and scale up of innovative SME-led initiatives in the field of sports and vitality/technology, concentrating on cases with high technology readiness levels (TRL6-9).

This will pave the way to:

- Scaling up regional initiatives to a European level.
- Positioning the European INSHAPE Network of Innovation and Investment Hubs on the global market, through interregional cooperation and building European value chains, capitalising on the various strengths within the partnership.



Ultimately, this will contribute to strengthening the position of participating member states and the EU on the global market, strengthening digital competitiveness of participating regions and creating opportunities for European sports & vitality clusters to be part of new global value chains and play a significant role on the global market. In addition, innovations in sports and vitality will contribute to a more active and healthier lifestyle of European citizens. As such, I3-INSHAPE will support the transition from healthcare to care for health.

1.3. I3-INSHAPE Consortium partners

The I3-INSHAPE consortium gathers core competencies to accelerate market uptake and scale-up innovation solutions among 21 partners representing 5 European countries: Finland, the Netherlands, Spain, Hungary and Belgium under the coordination of Cluster Sports and Technology (the Netherlands).

Partner Short name	Partner Full Name	Region	country
CST	(Coordinator) STICHTING SPORTS AND TECHNOLOGY	South Netherlands	The Netherlands
IMEC-NL	STICHTING IMEC NEDERLAND	South Netherlands	The Netherlands
InnoBeweegLab	STICHTING INNOSPORTLAB SPORT EN BEWEEG	South Netherlands	The Netherlands
LUAS	LAPIN AMMATTIKORKEAKOULU OY	Lapland	Finland

JYU	JYVASKYLAN YLIOPISTO	Kainuu	Finland
KAMK	KAJAANIN AMMATTIKORKEAKOULU OY	Kainuu	Finland
LAB	LAB-AMMATTIKORKEAKOULU OY	Päijät-Häme	Finland
LADEC	LAHDEN SEUDUN KEHITYS LADEC OY	Päijät-Häme	Finland
MSE	MSE MAGYAR SPORT ES ELETMODFEJLESZTO KLASZTER SZOLGALTATO NON PROFIT KFT	Észak-Alföld	Hungary
METS	METRIC SALAD SA	Comunidad Valenciana	Spain
4iCV	ASOCIACION PARA EL IMPULSO, INVESTIGACION, DESARROLLO E INNOVACION DE IMPACTO EN DEPORTE Y ACTIVIDAD FISICA	Comunidad Valenciana	Spain
ACCIO	AGENCIA PER A LA COMPETITIVITAT DE L'EMPRESA	Catalunya	Spain
INDESCAT	ASSOCIACIO CATALANA CLUSTER DE LA INDUSTRIA DE L'ESPORT	Catalunya	Spain
UEV	UNIVERSIDAD EUROPEA DE VALENCIA, SL	Comunidad Valenciana	Spain
EPSI	EUROPEAN PLATFORM FOR SPORTS AND INNOVATION	Région de Bruxelles-Capitale	Belgium
And the following SMEs			
VINOTION	VINOTION BV	South Netherlands	The Netherlands
BLAUTIC	BLAUTIC DESIGNS SL	Comunidad Valenciana	Spain
ONALABS	ONALABS INNO-HUB SL	Catalunya	Spain
CSE	CSE SIMULATION OY	Kainuu	Finland
ComebackCenter	COMEBACK OY	Lapland	Finland
TOI	TOISINTEKIJAT OY	Päijät-Häme	Finland

1.4. Regional Contact Points

All the necessary information related to the open call for proposals is included in the present document "Call text".

In case of doubt, you may consult the specific Q&A section within the call section of the [i3-INSHAPE website](#). Additionally, Regional Contact Points are available to facilitate assistance in the search for partners and provide guidance on the submission of proposals.

Region	Name	email
South Netherlands	Venelin Dobrev	venelin.dobrev@sportsandtechnology.com
	Sebastiaan van Wamel	sebastiaan.vanwamel@sportsandtechnology.com
Lapland	Ben Taylor	Benjamin.Taylor@lapinamk.fi
Kainuu	Tommi Kyllönen	tommi.kyllonen@kamk.fi
Päijät-Häme	Eero Seppälä	eero.seppala@lab.fi
Hungary	Valéria Szabo	szabo.valeria@sporteseletmod.hu
Comunidad Valenciana	Quique Alcantara	elquiquealcantara@gmail.com
	Ismael Abel Valles	ismael.valles@universidadeuropea.es
Catalunya	Montserrat Centellas	mcentellas@indescat.org

2. I3-INSHAPE Open Call Objectives

This open call for proposals aims to select interregional European consortia involving up to 24 **Small and Medium-sized Enterprises (SMEs)** to jointly work for the scale-up and **commercialisation of innovative products and services** contributing to an active and healthy lifestyle in the framework of four pre-defined key areas and 17 specific challenges.

These companies will receive financial support and innovation investment support from the partners of the I3-INSHAPE Consortium.

The main goal is to support these *I3 collaborative projects* to evolve in their technology readiness level (from a TRL 6 to TRL 9 ¹) and to increase their potential in the context of strengthening and/or developing EU interregional value chains.

2.1 Key Areas

In collaboration with a broad range of stakeholders, I3-INSHAPE has identified four key areas that represent various contexts where citizens can be stimulated to an active healthy lifestyle: *@work*, *@school*, *@public space*, and *@sport*.

@Work: Employers/Companies, especially in the innovative/high tech regions, want to promote the wellbeing for their employees. They see the need to invest and work on a sustainable workforce where people:

1. Are fit for the job.

¹ For TRL definition and self-assessment tool kindly see [here](#).

2. Can develop their skills to the maximum.
3. Feel comfortable and
4. Experience an interesting working environment.

@School: Developing the movement talents of children and helping youth towards an active lifestyle are key. Figures show that the physical activity of children and their motoric skills are at risk. School is therefore an important context to develop the enjoyment of moving in combination with concepts such as learning to move, exergaming etc. An example of an innovation is an interactive dance mat in combination with a proven effective programme to set up classrooms and get children to move more (moreover, learning achievements are increased through moving learning).

@Public space: The built environment can both discourage and stimulate physical activity. Cities and villages must be able to develop a favourable environment that is safe and accessible and encourages citizens to engage in physical activity. Both public and private parties are acting to find new innovative solutions in this context (e.g., PLAYCE). Private actors provide innovative solutions, public actors have the need to find the solutions that work and want to monitor their impact on wellbeing (evidence based).

@Sport: The sport industry has clearly discovered the domain ‘active healthy lifestyle’ as a growing market. Both public and private partners are actors in this domain. New offers are being developed, and new businesses arise building on, e.g., research insights, data/AI and smart sensor systems for supporting athletes at all levels, providing safe, health enhancing support in their sports exercise. Also, insights of AR/VR and gamification are used to stimulate sports and prevent injuries/overload and create fun on top of exercise. Sports also play a role in tourism, serving tourists and even professional athletes with more individually tailored services offering new experiences, wellness retreats, sport events or world-class training environments. A comprehensive sports service selection attracts both tourists and local people to use the services leading to a positive spin off creating more business.

2.2 Specific challenges

Within these areas, 17 specific challenges have been outlined, addressing various aspects critical to driving overall impact. Proposals to be submitted need to address at least one of these specific challenges; they may address more than one if relevant.

Area	Challenge
@Work	<ol style="list-style-type: none"> 1. Emotional and physical health. 2. Corporate games. 3. Environments, products and technology for Workplace.
@School	<ol style="list-style-type: none"> 4. Healthy lifestyles among youngsters. 5. Sports participation.
@Public Space	<ol style="list-style-type: none"> 6. Sport digitalisation in cities.

	<p>7. Innovative and sustainable sports.</p> <p>8. Gamification of urban sports.</p> <p>9. IOT solutions for smart cities.</p> <p>10. Active tourism.</p>
@Sport	<p>11. Performance of sports clubs and federations.</p> <p>12. Analytics tracking indicators.</p> <p>13. Analytics for fan engagement.</p> <p>14. Sport rehabilitation.</p> <p>15. Exergaming.</p> <p>16. Solutions for fitness centres.</p> <p>17. Promoting healthy habits.</p>

A more detailed description of the challenges is available in Annex 1.

2.3 Geographical location

All applicants should be legally registered in one of the following regions covered by the I3-INSHAPE Consortium, either beneficiaries or associated partners.

Country	Region	NUTS ² 2 code
Finland	Kainuu	FI1D8
	Lapland	FI1D7
	Päijät-Häme	FI1C6
Hungary ³	Pest, Közép-Dunántúl, Nyugat-Dunántúl, Dél-Dunántúl, Észak-Magyarország, Észak-Alföld, Dél-Alföld	HU12, HU21, HU22, HU23, HU31, HU32, HU33
Spain	Catalunya	ES51
	Comunidad Valenciana	ES52
The Netherlands	South Netherlands	NL41, NL42

2.4 Thematic priorities and types of activities that qualify for financial support

² For NUTS definition see [here](#)

³ For the purpose of this call, all regions from Hungary (except HU11, Budapest, which is not eligible) will be considered as one sole region.

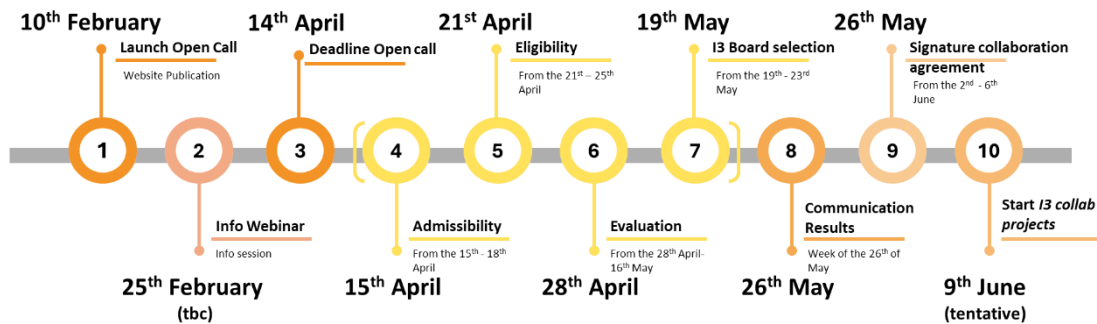
Activities need to support the increase of the competitiveness and the resilience of EU value chains related to health, vitality and sports, must contribute to interregional innovation investments, and should contribute to I3-INSHAPE objectives. Moreover, activities need to involve joint cooperation by the participant SMEs.

A non-exhaustive list of potential activities that can be included in the proposals submitted is:

- Activities directly aiming at producing plans, arrangements or designs for new, altered or improved products, processes or services (adaptation to the companies' needs). This can include testing, demonstration, piloting, large-scale product validation and market replication;
- Adaptation of existing prototypes (i.e., by combining two or more key enabling technologies) and tailoring them to the companies' needs for the demonstration in a real environment (ex-novo prototyping is not eligible);
- Activities connecting or making complementary use of testing and demonstration facilities to accelerate market uptake and scale-up of innovative solutions in shared smart specialisation areas;
- Innovation services for the development of the business investment interconnecting value chains;
- Test beds and complementary activities needed to improve regulations, standards and/or to remove barriers and bottlenecks to innovation;
- Activities bringing innovative ideas and new products to the market;
- Advisory support for investment (developing or implementing interregional business and "go to market" investment plans in specific value chains).
- Activities directly aiming at internationalising (or going beyond the applicant SME regional borders within the EU) a product, service or process that involve adaptation to the target market.

3. Timeline of the open call

Stage	Date and time or indicative period
Publication of the i3-INSHAPE Open Call	10 th of February 2025
Information webinar for applicants	25 th of February 2025 (tbc)
Deadline to submit proposals	14 th of April 2025 at 17h CET
Evaluation period (steps 4 to 7)	15 th of April– 23 rd of May 2025
Publication of results and information to all applicants	26 th – 30 th of May 2025
Signature of the Collaboration Agreement	2 nd – 6 th of June 2025
Implementation of <i>I3 collaborative projects</i>	9 th of June 2025 (tentative)
End of supported <i>I3 collaborative projects</i>	31 st of August 2026 (tcb)



4. Expected duration of collaborative projects

The projects selected through the open call are expected to have a duration of **12 to 15 months**. This timeline allows SMEs to effectively develop and implement their innovation investment cases (*I3 collaborative projects*), ensuring sufficient time for collaboration, validation, and scaling activities while aligning with the overall objectives and milestones of the I3-INSHAPE project.

5. Budget

5.1 Total Budget available

The estimated available call budget is 732.000€. However, if there were insufficient proposals not meeting the minimum overall and individual thresholds of the award criteria, the available funds might not be fully allocated.

Up to 24 SMEs will be selected and will receive Financial Support for Third Parties (FSTP), under this call for proposals. Depending on the size and composition of the consortia, between 8 and 12 projects are expected to be funded.

5.2 Maximum Grant amount per proposal and per applicant SME

The maximum grant amount is expected to be up to 61.000€ in case of a consortium of two applicants and up to 91.500€ in the case of a consortium made up of three applicants. The grant has a co-financing rate of 100%, thus it does not require any additional own contribution. The grant awarded may be lower than the amount requested if the budget includes ineligible expenses or there is any budget line considered excessively overbudgeted.

The size of the *I3 collaborative project* may be larger than the maximum grant amount of the

project. However, the financial contribution will remain unchanged, that is up to 61.000€ for a consortium of two applicants and up to 91.500€ for a consortium of three applicants.

Each successful applicant SME may receive financial support up to the sum of 30.500€.

5.3. Form of financial support and Eligible costs

The financial support will be provided as grants in the form of a lump sum contribution for the implementation of the *I3 collaborative projects*.

Applicants must propose the estimated lump sum breakdown for the action in the budget template document (per SME beneficiary), based on the expected:

1. Direct staff costs: costs hours of the staff of the beneficiary dedicated to actual work under the project.
2. External expertise (subcontracting costs) limited to 20% of the total project budget: work carried out by a provider should be limited.
3. Other direct costs: consumables; travel costs; communication material, equipment (only depreciation costs), etc

The estimated lump sum breakdown would not prescribe how the financial contribution would be used by the SMEs beneficiaries. It will indicate the amounts that the I3-INSHAPE consortium commits to pay if the *I3 collaborative project* is properly implemented, regardless of the costs actually incurred. The final amount of financial support will depend on the actual extent to which the action is implemented.

The estimated budget must be based on expenditures planned to incur during the period of implementation of the project. It will be determined in accordance with the usual accounting and management principles and practices of the applicants. It will respect the principles of economy, efficiency and effectiveness.

5.4 Funding scheme

5.4.1 General payment terms and beneficiaries' obligations

General payment terms are as follows:

- All payments will be made in Euros (€).
- Expenditures incurred before the contract between the I3-INSHAPE coordinators and the *I3 collaborative project* signature date, or after the project duration period are not eligible for funding.
- Costs incurred for the implementation of the project must be used for the sole and close purpose of achieving the objectives of the project and its expected results, in a transparent manner consistent with the principles of economy, efficiency and effectiveness.
- Given that the *I3 collaborative project* implies a collaboration between beneficiary SMEs, the applicants will need to set up internal project agreements regulating their cooperation.
- I3-INSHAPE will not be responsible for paying any costs applied for and incurred by the beneficiaries in case of non-compliance with the terms and conditions of the financial contribution from I3-INSHAPE.

- Submission of an application does not constitute an entitlement to funding.

The beneficiaries' obligations are as follows:

- The individual participant SME (and the consortium as a whole) must keep records and other supporting documentation in order to prove the proper implementation of the action until 31st December 2031.
- The individual participant SME (and the consortium as a whole) must keep the original documents. Digital and digitalised documents are considered originals if they are authorised by the applicable national law. Non-original documents may be accepted if they offer a comparable level of assurance.

5.4.2 Payment terms for the *I3 collaborative projects*

Pre-financing

For all *I3 collaborative projects* that will receive financial support there will be a pre-financing of 40% of the allocated grant amount per SME according to the signed contract between the I3-INSHAPE coordinators and the *I3 collaborative projects*. The prefinancing will be paid by the I3-INSHAPE Coordinator, 30 days upon the signature of the contract.

Interim payment

There will be one interim payment of 30% of the allocated grant amount per SME according to the signed contract between the I3-INSHAPE coordinators and the *I3 collaborative projects*.

In order to request the interim payment, the beneficiaries will need to submit a progress report on achieved milestones (a template will be provided) 30 days after mid-way through the project. (E.g., if the project lasts 12 months, the progress report will need to be submitted in month 7)

The interim payment will be made 30 days upon validation of the progress report.

The amount paid may be lower than the amount requested depending on the progress of the implementation and the fulfilment of the corresponding milestones.

Payment of the balance

Payment of the balance of the remaining 30% of the allocated grant amount per SME (according to the signed contract between the I3-INSHAPE coordinators and the *I3 collaborative projects*) will be paid upon project completion.

In order to request the payment of the balance, the beneficiaries will need to submit a final progress report on achieved milestones (a template will be provided) 30 days upon project completion.

The payment will be made 30 days upon validation of the progress report.

6. Admissibility and Eligibility criteria

6.1 Admissibility criteria

- Proposals need to be fully written in English.
- Proposals require to be submitted via the [I3-INSHAPE website](#) by 14th of April 2025 at 17h CET.
- In order to be admissible a proposal needs to include **all the following documents** (all the templates are provided in the [I3-INSHAPE website](#)):
 - **Application form** duly filled in, no blank sections are allowed.
 - **Work Plan and Budget** document duly filled in.
 - **Declaration of Honour**
 - **SME declaration**
 - **Ethics and security self-assessment**
 - Proof of existence (no template provided):
 - **Company Register**: the legal address and registration number and a copy of a document proving VAT registration (in case the VAT number does not show on the registration extract or its equivalent).
 - Proof of activity (no template provided):
 - **Balance sheet**
 - **Profit and loss accounts** of the latest closed financial year

Failure to comply with any of the requirements above will automatically rule the proposal out from the evaluation process.

Only the requested documents will be accepted, any other document will not be considered for evaluation.

6.2 Eligibility of participants and geographic location

In order to participate in the **I3-INSHAPE Open Call** process, participants have to comply with the following **requirements** and key aspects:

- Individual applicants must be an SME and ensure they qualify as an SME as defined in the [EU Recommendation 2003/361/EC](#) and provide the relevant template duly filled in. The [SME self-assessment questionnaire](#) may be used if relevant.
- Individual applicants must be established in one of the I3-INSHAPE regions (see Annex 2 and section 2.3).
- Individual applicants must provide proof of legal existence and proof a previous period of business or professional activity of one (1) year before the date of application.
- Only one applicant per enterprise group in the terms provided for under Council Regulation (EEC) 696/1993 of 15 March shall be an eligible participant.
- Individual applicants (beneficiaries and affiliated entities) cannot participate in more than one proposal under this call for proposals.
- Individual applicants must register to the [Matchmaking section](#) of the I3-INSHAPE website while the call for proposals is open in order to submit a proposal.

Natural persons, self-employed individuals, non-profit organisations, and any entities not meeting the SME criterion (e.g. universities, technology centres...) may participate in the Call for proposals with other roles such as Associated Partners but are not eligible for receiving financial support in the context of the I3-INSHAPE Open Call.

To the purposes of this call, an applicant must be established or formally located (i.e. its registered office or its main establishment) in one of the I3-INSHAPE regions: Kainuu, Lapland, Päijät-Häme, Pest (except Budapest), Közép-Dunántúl, Nyugat-Dunántúl, Dél-Dunántúl, Észak-Magyarország, Észak-Alföld, Dél-Alföld, Catalunya, Comunidad Valenciana and South Netherlands.

The previous period of business or professional activity shall be proved with the date of registration of applicant with Companies' Register or alike or with the date of registration of applicant of its start of business or professional activities with the corresponding Tax authorities.

6.3 Requirements of Consortium composition

- Proposals must be submitted by a consortium of at least two and no more than three SMEs located in at least two different countries participating in I3-INSHAPE project.
- All individual applicants eligible for funding must be registered in the [Matchmaking section](#) of the I3-INSHAPE project website prior the closing of the call for proposals.

Applicant SMEs willing to submit an *I3 collaborative project* proposal but unable to find a partner may use the matchmaking platform, regional EEN services or request assistance from the Regional Contact Point.

6.4 Eligible applications

- Applications must address at least one of the 17 challenges prioritized by the I3-INSHAPE project (see section 2.2).
- Applications should address the interregional aspect of the collaboration.
- The proposed solution (product, service or a combination of both) must be on at least TRL6.
- Proposals must relate to activities taking place in the regions eligible for this call for proposals and targeted third countries for the purpose of internationalisation activities.

7. Financial and operational capacity

Financial capacity

- Applicants must have stable and sufficient resources (“financial capacity”) to successfully implement the projects and contribute their share.
- Applicants that are subject to the administrative sanction of exclusion or are in one of the exclusion situations set out in the Regulation (EU, Euratom) 2024/2509 of the European Parliament and of the Council of 23 September 2024 on the financial rules applicable to the general budget of the Union (‘the EU Financial Regulation’) are banned from receiving EU grants and cannot participate.

Operational capacity

- Applicants must have the know-how, qualifications and resources to successfully implement the project and contribute their share (including sufficient experience in projects of comparable size and nature).
- This capacity will be assessed within the ‘Quality’ award criterion, on the basis of the competence and experience of the applicants and their project teams, including operational resources (human, technical and other) or, exceptionally, the measures proposed to obtain it by the time the implementation starts.
- If the evaluation of the award criterion is positive, the applicants are considered to have sufficient operational capacity.
- Applicants will need to demonstrate their capacity via the following information included in *section 4 Team of the Application Form*:
 - profiles (qualifications and experience) of the staff responsible for managing and implementing the project.
 - description of the consortium participants
 - list of previous projects (key projects for the last 4 years).
- Additional supporting documents may be requested, if needed to confirm the operational capacity of any applicant.

A Declaration of Honour (template included in the call documents) stating compliance with the aforementioned issues will be duly signed, dated and included in the proposal.

8. Evaluation criteria

Evaluation Criteria	
RELEVANCE	
1	Clarity and consistency of project
2	Objectives and extent to which the proposal matches the challenges and specific objectives of the call
3	Relevance and effectiveness of the proposed innovation (product, process, service) in terms of novelty and ambition
4	Involvement of potential end users or uptake by final users after the project end
5	Interregional and European dimensions of the proposal
TOTAL	
QUALITY	
6	Logical links between the identified problems, needs and solutions proposed (logical frame concept)
7	Methodology for implementing the project (concept and methodology, management, procedures, timetable, risks and risk management, monitoring and evaluation);
8	Feasibility of the project within the proposed time frame (detailed timeline)
9	Sufficient operational capacity to successfully carry out the project activities
10	Cost effectiveness (sufficient/appropriate budget for proper implementation; best value for money)
TOTAL	
IMPACT	
11	Realistic and tangible expected results
12	Ambition and expected medium and long-term impact of results on target groups
13	Appropriate, objectively verifiable and achievable performance indicators to measure project outcomes and expected impact
14	Sustainability of the proposed investment after EU funding ends
TOTAL	
FINAL SCORE	

Each criterion will be scored according to the following evaluation grid:

Evaluation scale		
The proposal fails to address the criterion or cannot be assessed due to missing or incomplete information.	Very poor	0
The criterion is inadequately addressed, or there are serious inherent weaknesses.	Poor	1
The proposal broadly addresses the criterion, but there are significant weaknesses.	Fair	2
The proposal addresses the criterion well, but with at least one moderate weakness.	Good	3
The proposal addresses the criterion very well, although with minor weaknesses.	Very good	4
The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.	Excellent	5

Award Criteria	Minimum pass score	Maximum score
Relevance	13	25
Quality	13	25
Impact	11	20
Overall (pass) scores	37	70

Maximum score: 70 points

Individual thresholds per criterion: 13/25; 13/25 and 11/20 respectively.

Overall threshold: 37

Proposals that pass the individual thresholds AND the overall threshold will be considered for funding — within the limits of the available budget (i.e. up to the budget ceiling). Proposals having passed the individual and overall thresholds for which there is no available budget for funding will be placed on a reserve list (see section 9.6). Any other proposal not achieving the minimum individual and overall thresholds will be rejected.

9. Evaluation procedure and set-up of the collaborative projects

9.1. Summary of the evaluation process

The **Open Call evaluation process** involves a four-step process and it includes an assessment of the ethics and security aspects. It is structured in the following way:

1. STEP 1: Admissibility check: An admissibility check will be performed by three representatives of the I3-INSHAPE Consortium to discard inadmissible applications in accordance with section 6.1 of this call text.
2. STEP 2: Eligibility check: An eligibility check will be performed by three representatives of the I3-INSHAPE Consortium to verify all criteria set out in sections 6.2, 6.3 and 6.4 of this call text are met. Ineligible applications due to failure to comply with any of the stated criteria will not be evaluated.
3. STEP 3: Proposal evaluation. Three external evaluators, previously selected based on their expertise and experience, will review and score each proposal according to the official evaluation criteria of the Open Call.
4. STEP 4: Internal I3-INSHAPE Selection Board: The Selection Board will oversee and validate the evaluation process, ensuring consistency of the selection process, and will check there is no conflict of interest, fraud, or double funding. The Board will develop a ranking list according to the results and communicate the results to the I3-INSHAPE applicants, via e-mail to the submitting SME of each application. The I3-INSHAPE Selection Board will be composed by four representatives of the I3-INSHAPE Consortium.

The Open Call evaluation process will be completed within a maximum time of three months.

9.2 STEP 1: Admissibility check

- The proposal is written fully in English [Y/N].
- The proposal has been correctly submitted via the [I3-INSHAPE website](#) within the deadline [Y/N].
- The proposal is complete and includes all the required documents [Y/N]. (all templates provided in the [I3-INSHAPE website](#)).
 - **Application form** duly filled in; no blank sections are allowed.
 - **Work Plan and Budget** document duly filled in.
 - **Declaration of Honour**
 - **SME declaration**

- **Ethics and security self-assessment**
- Proof of existence (no template provided)
 - **Company Register:** the legal address and registration number and a copy of a document proving VAT registration (in case the VAT number does not show on the registration extract or its equivalent).
- Proof of activity (no template provided)
 - **Balance sheet**
 - **Profit and loss accounts** of the latest closed financial year

Proposals must meet **ALL the admissibility criteria**. Proposals that do not meet one or more of the criteria will be deemed non-eligible and discarded. Admissible proposals will be shortlisted for the next step of the evaluation process.

Applicants whose proposals are deemed inadmissible will be notified via email to the submitting SME once the admissibility check has been concluded.

9.3 STEP 2: Eligibility check

- Each of the individual applicants is an SME and has provided the SME declaration form [Y/N].
- Each of the individual applicants is established in one of the I3-INSHAPE regions (see Annex 2 and section 2.3). [Y/N].
- Each of the individual applicants has provided proof of legal existence. [Y/N].
- Each of the individual applicants has proven a previous period of business or professional activity of one (1) year before the date of application. [Y/N].
- The individual applicant fulfils the condition “Only one applicant per enterprise group in the terms provided for under Council Regulation (EEC) 696/1993 of 15 March shall be an eligible participant.” [Y/N].
- Each of the individual applicants only participates in one proposal under this call for proposals. [Y/N].
- Each of the individual applicants is registered to the Matchmaking section of the I3-INSHAPE website. [Y/N].
- The proposal is submitted by a consortium of at least two and no more than three SMEs located at least in two different countries participating in i3-INSHAPE project. [Y/N].
- The proposal addresses at least one of the 17 challenges prioritized by the I3-INSHAPE project (see section 2.2 and Annex 1); [Y/N].
- The proposal addresses the interregional aspect of the collaboration; [Y/N].
- The proposed solution (product, service or a combination of both) is at least on TRL6; [Y/N].

- The proposal relates to activities taking place in the regions eligible for this call for proposals. [Y/N].

9.4 STEP 3: Proposal evaluation

All proposals that are deemed admissible and fulfil all eligibility criteria will be evaluated by a panel of three external evaluators previously selected on the basis of their expertise and experience applying the evaluation criteria as described in section 8 and the following evaluation principles:

- **Relevance:** the proposals selected for funding must demonstrate high quality in the context of topics and all other criteria set out in the I3-INSHAPE Open Call.
- **Transparency:** funding decisions are based on clearly described rules and procedures, and all applicants will receive adequate feedback on the outcome of the evaluation of their proposals.
- **Independence:** evaluators assess proposals on an individual basis. Evaluators represent neither their employer nor their region or country.
- **Impartiality:** all proposals submitted to the Open Call are treated equally. They are evaluated impartially on their merits, irrespective of their origin or the identity of the applicants.
- **Objectivity:** evaluators assess each proposal as submitted and not on its potential if certain changes were to be made.
- **Accuracy:** evaluators make their judgment against the official evaluation criteria of the Open Call, and nothing else.
- **Consistency:** evaluators apply the same standard of judgment to all proposals.
- **Confidentiality:** all proposals and related data, knowledge and documents are treated with confidentiality.

Each proposal will be scored following the aforementioned process.

9.5 STEP 4: Internal I3-INSHAPE Selection Board

The Selection Board will oversee and validate the evaluation process, ensuring consistency of the selection process, and will check there is no conflict of interest, fraud, or double funding. The Board will develop a ranking list according to the results and communicate the results to the I3-INSHAPE applicants, via e-mail to the submitting SME of each application.

Proposals evaluated with higher scores will be invited for funding within the limit of the available budget. As previously mentioned, the estimation is to fund between 8 and 12 proposals depending on the Consortium composition.

In case of a tie, the following criteria will be applied, prioritising:

- Proposals coming from a region⁴ with less projects awarded (the origin of the submitting SME will be considered).

⁴ For the purpose of this call, all regions from Hungary (except HU11, Budapest, which is not eligible) will be considered as one sole region.

- Proposals addressing challenges less represented as per the awarded projects.
- Proposals ensuring a better gender balance understood as the percentage of females involved in the team to implement the project.

All applicants (submitting SMEs) will be notified of the results of the evaluation.

9.6 Reserve list

As previously mentioned, proposals will be ranked according to the score obtained in the evaluation process. Proposals having passed the individual and overall thresholds for which there is no available budget for funding will be placed on a reserve list. They could be proposed for funding should any of the initially awarded proposals withdraw or is not able to fulfil its contractual obligations.

9.7 Redress procedure:

Within 5 working days of the delivery of a rejection letter considering the proposal as non-admissible, non-eligible or with an outcome that ranks the proposal below the selection threshold, the applicant (“submitting SME”) may submit a request for redress. An internal review committee of the I3-INSHAPE Consortium will examine the request for redress.

The committee’s role is to ensure a coherent interpretation of such requests, and equal treatment of applicants. Requests for redress must:

- Be related to the evaluation process or admissibility/eligibility checks.
- Clearly describe the complaint (in English).
- Be sent by the entity’s legal representative that has also submitted the proposal.

The committee will review the complaint and will recommend an appropriate course of action. If there is clear evidence of a shortcoming that could affect the eventual funding decision, it is possible that all or part of the application will be re-evaluated. Please kindly note:

- This procedure is concerned only with the general evaluation and/or admissibility/eligibility check process. The committee will not question the scientific or technical judgement of the evaluators.
- A re-evaluation will only be carried out if there is proven evidence of a shortcoming that affects the final decision on whether to fund the proposal or not. This means, for example, that a problem related to one evaluation criterion will not lead to a re-evaluation if a proposal has not reached the minimum pass score in all other evaluation criteria.
- The evaluation score following any re-evaluation will be regarded as definitive. It may be lower than the original score.

All requests for redress will be treated in confidence and must be sent to the Project Coordinator at opencall@sportsandtechnology.com

9.8 Award and contract between the I3-INSHAPE coordinators and the *I3 collaborative projects*

As aforementioned, it is expected to fund between 8 and 12 *I3 collaborative projects* (depending on the composition of the consortia).

The evaluated proposals will be ranked according to the score obtained and their ranking will be consolidated according to step 4 of the evaluation process. All awarded proposals will be invited to participate to the signature of the contract between the I3-INSHAPE coordinators and the *I3 collaborative projects*.

10. How to submit an application?

Proposals are to be submitted in a single stage through the [I3-INSHAPE website](#) . Proposals submitted through any other means or received beyond the deadline will not be evaluated. After the deadline for submission of proposals, changes or additions are no longer possible. The date and time of the submission of the application will be automatically recorded and an acknowledgement of receipt of the proposal will be sent to the applicant by email.

Should you have any query or require assistance you may consult the specific [Q&A section](#) within the call section of the I3-INSHAPE website or contact your Regional Contact Point (see section 1.2).

It is strongly recommended not to wait until the last moment for proposal submission. Failure of the proposal to arrive in time for any reason, including communications delays, or network issues will not be accepted as an extenuating circumstance and will automatically lead to rejection of the proposal. The time of receipt of the proposal as recorded by the submission system will be definitive.

In case of any technical issue encountered during the submission process, applicants are advised to timely inform the I3-INSHAPE project Coordinators at opencall@sportsandtechnology.com, using the subject line: "TECHNICAL ISSUES".

Important: Please kindly note that after application submission, editing is not possible. If a significant error is identified prior the call's deadline, the applicant ("submitting SME") may request a resubmission by contacting the I3-INSHAPE project Coordinators at opencall@sportsandtechnology.com, using the subject line: "RESUBMISSION REQUEST". While every effort will be made to process resubmission requests, resubmission cannot be guaranteed if the request is not received in a timely manner.

11. Additional information

An informative webinar will be organised during the period the Open call is open for submission and duly communicated beforehand through the I3-INSHAPE website, social networks and through the I3-INSHAPE Consortium partners and their regional channels. The session will be posted afterwards on the I3-INSHAPE website together with any additional material used.

Applicants are solely responsible for the content of their submission to the I3-INSHAPE Open Call. They are obliged to ensure that no legal obligations are violated and that they act according to the laws of their country. In the event of a dispute during your project's support program, Belgian law will apply, as I3-INSHAPE coordinator, CLUSTER SPORTS AND TECHNOLOGY, is financially responsible.

Moreover, I3-INSHAPE partners are not responsible for the content of the collaboration agreement signed between the individual partners of the proposed *I3 collaborative project* submitted.

The I3-INSHAPE consortium shall not be liable in the event of loss of a submitted proposal namely due to any internet network interruptions.

This funding scheme is part of a project that is co-funded by the European Union's i3 Programme, under Grant Agreement N° 101115108.

The EU is not participating as a contracting authority in the implementation of the call for proposals.

For any general question related to Ethics you may send an email to ilkka.vaananen@lab.fi

For any general question related to the I3-INSHAPE project you may send an email to inshape@sportsandtechnology.com.

11.1. Confidentiality and data protection

The General Data Protection Regulation (2016/679/EU) guarantees that the processing of data is carried out in compliance with the fundamental rights and freedoms, as well as the dignity of the data subject with particular reference to confidentiality, personal identity, and the right to data protection.

By applying to the I3-INSHAPE Open Call for Innovation Projects, the applicant agrees on the storage and use of applicant's personal data for the execution of the I3-INSHAPE objectives and work plan. The I3-INSHAPE consortium commits to handling personal data confidentially except for the call results, which will contain the following information:

- Information about successful I3-INSHAPE *I3 collaborative projects* that will be made publicly available before the end of the project containing: project title, names of project partners and short project description (as provided by the applicant in the application template).
- Information about the successfully completed I3-INSHAPE *I3 collaborative projects* that

will be publicly available after the completion of the projects: project title, names of project partners, awarded funding, updated short project description and project results (as provided by the project partners in the Final Report).

The processing of data that I3-INSHAPE intends to carry out will be based on lawfulness and correctness in the full protection of its rights and its confidentiality pursuant to the general principles of the GDPR and its art.24. Therefore, the competitors are informed of the procedure that the data provided by the applicants will be treated exclusively with reference to the procedure for which they submitted the documentation.

The Applicants can exercise their rights towards the data controller, pursuant to article 12 et seq of the GDPR. For any inquiries regarding the processing your personal data, please kindly contact the I3-INSHAPE Data Controller, Venelin Dobrev at venelin.dobrev@sportsandtechnology.com, from Cluster Sports and Technology.

Applications selection and evaluation will be performed under the appropriate ethical conduct and will respect the confidentiality of the information received.

11.2. Gender equality

I3-INSHAPE seeks gender balance. Therefore, applicants are invited to take all measures to promote equal opportunities between men and women in the implementation of the action. Applicants must aim for better gender balance at all levels of the personnel assigned to the action, including supervisory and managerial levels to the full extent possible.

11.3. Intellectual property rights and dissemination

Applicants are advised to arrange for internal contracts regarding Intellectual Property Rights, the use and dissemination of the results generated by the project teams through the funding obtained via I3-INSHAPE Open Call for Projects. A discretionary template will be included within the Collaboration agreement template.

For dissemination and use of results generated through the financial support from the I3-INSHAPE Open Call for Projects, the recipients must credit I3-INSHAPE project with the proper citation and appearance of the I3-INSHAPE logo and EU flag (emblem), including the proper EU flag and citation throughout the project: "This project has received funding under the European Union's Interregional Innovation Investments Instrument (I3) under grant agreement **101115108**".

11.4. Communication rules

All external communication from awarded *I3 collaborative projects* related to **activities within I3-INSHAPE have to mention that support has been received from the European Commission I3 fund for the development of the product/service**. The communication must show the I3-INSHAPE and the European Commission logos (these will be provided). Moreover, in case of

digital network communication, I3-INSHAPE should be tagged. More detailed instructions will be provided.

Visibility — European flag and funding statement

Unless otherwise agreed with I3-INSHAPE, communication activities of the SMEs related to the projects (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities or major results implemented under I3-INSHAPE must acknowledge I3-INSHAPE and EU support and display the I3-INSHAPE logo, European flag (emblem) and include the following text: “This project has received funding from the European Union’s I3 Programme under grant agreement No 101115108”. When displayed together with another logo, the EU emblem must have appropriate prominence. Graphic guide to use EU logo is available here: https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

11.5. Disclaimer

Purpose: This text is explaining the I3-INSHAPE Open Call for proposals for *I3 collaborative projects* for information purposes only. No rights can be claimed on the basis of this document. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or EISMEA of the European Commission. Neither the European Union nor EISMEA and the European Commission can be held responsible for them.

Mistakes or inconsistencies: The I3-INSHAPE consortium is not responsible for any mistakes or misinterpretations that this text may cause. In the case of inconsistencies, the I3-INSHAPE Management Board will determine the steps to be taken, in cooperation with the applicant concerned.

Modification of the Terms and Conditions: The I3-INSHAPE consortium partners, represented by the Coordinator are entitled to modify these Terms and Conditions (including re-opening/closing dates of the calls, in case of non-granting of funds and/or early depletion of the available funds, or as they see fit) at any time without notice. The current Terms and Conditions will be provided on the website always mentioning the version number. The most recent version of the Terms and Conditions of the I3-INSHAPE Open Call for proposals for *I3 collaborative projects* apply and prevails.

Consequential damages: In no event shall either party be liable to the other or any of its affiliates for any consequential, incidental, indirect, special, punitive, or exemplary damages (including, without limitation, lost profits, business, or goodwill) suffered or incurred by such other party or its affiliates in connection with this founding scheme, even if advised of the possibility of such damages.

The I3-INSHAPE consortium reserves the right to ask the applicant for any document proving their existence, business or SME status during the process of selection and after, and to accept or reject their proposal.

Annex 1: Challenge description

A more thorough and inspirational description of the challenges is hereby described:

@Work:

1. Emotional and physical health.

This might include inclusive physical programmes, mental health support, neurodiversity directed activities and sport activities that encourage a healthy work-life balance.

Inactivity is a big issue when trying to balance work and daily life, so to fight against sedentary life, applications might help to overcome and help employees to be active.

2. Corporate games.

Innovative applications that might help the organisation of sport games between companies to enhance workplace community and at the same time practice sport.

3. Environments, products and technology for Workplace.

The importance of creating active work environments, using technology that encourages movement and physical activity in the workplace, such as fitness challenges, fit tokens or wearable devices that track health metrics. These approaches aim to make workplaces more dynamic, active and health conscious.

@School

4. Healthy lifestyles among youngsters.

To promote healthy activity and nutrition habits among young people, aiming to encourage a balanced and active lifestyle from an early age.

5. Sports participation.

This challenge focuses on retaining sports participation by introducing innovative concepts and approaches, such as using technology or video games, tailored to specific age groups and genders. These strategies aim to keep young people engaged in sports in the long-term by making activities more appealing and relevant to their interests.

@Public Space: Outdoor physical activity

6. Sport digitalisation in cities.

Using digital tools to improve access to sports in cities, regions or outdoor public spaces. For example, apps that map sports facilities or offer real-time activity booking, find people to practice your sport, manage competitions. As a result, accessibility of the sport facilities and user retention may be increased.

7. Innovative and sustainable sports.

Sports spaces or eco-friendly sport infrastructures. Proposals for innovative and sustainable sports and physical activity concepts that promote health and environmental responsibility. Projects should incorporate new approaches to active lifestyles while

emphasizing eco-friendly practices and long-term viability.

8. Gamification of urban sports.

The innovative proposals should integrate digital platforms with physical activities, enabling participants to track progress, engage in challenges, and connect with others globally. Gamification, like city-wide fitness challenges via mobile apps, sport urban events that can build online communities and promote healthy competition.

9. IOT solutions for smart cities.

Solutions to gather sports data in outdoor spaces, such as wearables tracking performance, enabling smart services that support active lifestyles, like personalized fitness recommendations or monitoring the usage of public sports equipment.

10. Active tourism.

Proposals for active tourism experiences that integrate both technology and innovation. The projects should combine physical activities with digital tools such as apps, immersive technologies etc...

@Sport

11. Performance of sports clubs and federations.

Projects aimed at helping sports clubs and federations enhance their operations, such as software for managing memberships or performance tracking systems for athletes, talent development and carbon print/enhancing sustainability.

12. Analytics tracking indicators.

Analytics in different sports to monitor and improve athlete performance. For instance, bio analytics that can track training metrics such as heart rate or muscle recovery to optimize training plans or performance.

13. Analytics for fan engagement.

Examples could include personalised content, real-time game statistics, or interactive fan experiences through mobile apps.

14. Sport rehabilitation.

Innovative sport rehabilitation using technologies like virtual reality, sensors, and wearables. These solutions could allow athletes to follow rehab programmes (physical or mental) remotely while monitoring progress, ensuring engagement and safety during recovery.

15. Exergaming.

Using exergaming (exercise-based video games), active gaming, and phygital games (blending physical and digital experiences) to engage people (elderly, kids, other groups) who do not usually participate in sports. For example, interactive fitness games motivate non-athletes to get moving in fun ways, getting people to be more familiar with sports via games etc.

16. Solutions for fitness centres.

Immersive experiences. These technologies can enhance workout sessions, such as VR-guided exercises or wearables that track real-time performance data, increasing member engagement and participation. These innovations are ideal for both sport and fitness centres, as well as home-based physical activities.

17. Promoting healthy habits.

Healthy habits, including balanced nutrition, hydration, rest, and physical activity, with solutions like meal-planning apps, recovery-focused workouts, and wearable trackers monitoring overall well-being to improve health outcomes.

Annex 2: Geographical Scope

