



Re-FREAM is funded by the European Union's  
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# **Re-FREAM project:**

## Re-Thinking of Fashion in Research and Artist collaborating development for Urban Manufacturing

Frequently Asked Questions (FAQs)



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## Re-FREAM Frequently Asked Questions

**Questions that may be relevant to all applicants, together with the answers, will be published in this section. It is, therefore, highly recommended to consult it regularly. Replies will be given within 5 days.**

To ask a question, please contact us via email at [helpdesk@re-fream.eu](mailto:helpdesk@re-fream.eu)

### 1. General information on the call for proposals

#### 1.1 Question: What is Re-FREAM looking for?

ANSWER: Re-FREAM is looking for artists and designers to co-create innovate fashion concepts together with researchers using novel production technology.

Re-FREAM invites artists and designers to submit a project proposal to the following research [challenges](#):

- re-think fashion from analog to connected
- re-think fashion from 2D to 3D
- re-think fashion from linear to sustainable circular systems

#### 1.2 Question: When is the deadline of this call?

ANSWER: The Re-FREAM call will remain open over the course of three years with respective selection processes and several cut-off dates. The 1st Re-FREAM call will be launched on 1<sup>st</sup> of March 2019 and will close the 30<sup>th</sup> of May at 3 PM.

Two calls will be launched within Re-FREAM.

#### 1.3 Question: How many projects does the initiative expect to fund?

ANSWER: Re-FREAM will fund a total of 20 projects over the course of three years in three CO-CREATION SPACES. 10 projects will be awarded in the first call and 10 in the second call.

The three co-creation spaces are situated in Valencia, Linz and Berlin.



### 1.4 Question: Is there a limitation on the number of proposals that may be submitted by the same applicant?

ANSWER: Yes, partners involved in already awarded projects by Re-FREAM cannot participate in future call. Only one proposal could be submitted by each applicant.

### 1.5 Question: Who is an “applicant”?

ANSWER: An applicant is a registered user with an idea applying for a project in Re-FREAM.

### 1.6 Question: Which technologies could Re-FREAM offer to me? With which co-creation space could I collaborate to develop my idea?

ANSWER: Re-FREAM project offers three different co-Creation spaces where you can develop your [idea](#):

<i>Re-think Fashion from linear to sustainable circular systems</i> Valencia	<i>Re-think Fashion from 2D to 3D</i> Linz	<i>Re-think Fashion from analog to connected</i> Berlin
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## 2. Eligibility of applicants

### 2.1 Question: What are the eligibility criteria?

ANSWER: The eligibility criteria that all the individual applicants must fully meet are:

- Applicants must be a SME (under de EU definition)<sup>1</sup>, a start-up, self-employed or professional freelancers **legally established** as a business under the national law and based in an EU member state or an associated country of the H2020.

### 2.2 Question: Which countries are eligible? Is the United Kingdom eligible?

ANSWER: Eligible countries are the EU-28 members states or an associated country of the H2020<sup>2</sup>:

**EU members:** Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom

**H2020 associated countries:** Iceland, Norway, Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe Islands, Ukraine, Tunisia, Georgia and Armenia.

<sup>1</sup> What is an SME? ([http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition\\_en](http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en))

Staff headcount <250 and either Turnover<= €50M or Balance sheet total <=€43M

<sup>2</sup> [http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/3cpart/h2020-hi-list-ac\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/3cpart/h2020-hi-list-ac_en.pdf)



United Kingdom is a fully eligible country during the stages of BREXIT negotiations and up to European Commission resolution.

### 2.3 Question: What makes a company an SME?

ANSWER: As the EU definition explains, an SME is a company that has less than 250 Staff headcounts and either Turnover <= €50M or Balance sheet total <=€43M.

### 2.4 Question: How can I apply?

In order to apply you have to:

#### 1 – REGISTER IN STARTS PLATFORM

Complete the following [registration](#) to access to your profile and have access to the STARTS platform, where you could submit your proposal, as well as follow the evaluation process.

**Call will be opened from 1<sup>st</sup> March to 30<sup>th</sup> May (3 PM).**

#### 2 - SUBMIT YOUR PROPOSAL

Log in and submit the application proposal. You will need to answer some evaluation and upload some documents. Evaluation criteria is available [here](#).

- ✓ Project Proposal
- ✓ Portfolio
- ✓ Video

#### 3- WEBINAR – Online Showroom

On the 1st week of May, in three webinars, we will support you with insights to technologies for each research challenge to develop your idea. You can join these sessions online.

- Each technology will be presented and explained in a really easy way for everybody to understand!
- Artists and designers could ask questions that will be answered by the Technology facilitators.
- Webinar will be an interactive live session.
- This session will be recorded and uploaded into the Re-FREAM website, so that, it will be available for artists that could not attend.

After the webinar session, artists will have time for refining their proposal according to the experts input until the end of application phase.

### 2.5 Question: Where should I submit my proposal?

ANSWER: You should submit your proposal through the following link:

<https://vertigo.starts.eu/competitions/re-fream-2019/application>

### 2.6 Question: Where should I register?

ANSWER: You should register in the following link:



<https://vertigo.starts.eu/competitions/re-fream-2019/application>

## **2.7 Question: What steps should I take once I have registered?**

ANSWER: Once registered, you will gain access to the Project Proposal form.

The project proposal must be submitted with the “Terms and Conditions” checked.

Note that only one project proposal must be filled per participant.

## **3. Application process**

### **3.1 What documents must I complete to successfully submit my project proposal**

The application consists in submitting the following application package:

- The project proposal form (guidelines are available in the helpdesk area).
- A detailed artistic proposal (as an annex including sketches, drawings or mood boards and some questions about your idea, technologies to be used, etc.).
- Portfolio of applicants (a free-form portfolio in pdf – 3 pages maximum).
- Video (recording guidelines are available in the helpdesk area)

### **3.2 Question: In which language can the application be completed?**

ANSWER: Proposals must be submitted in ENGLISH.

### **3.3 Question: Can I send all requested information by email, and consider it successfully received?**

ANSWER: No, all information must be entered into the respective sections of the project proposal form.

### **3.4 Question: Is the submission of a video explaining the project optional or compulsory?**

ANSWER: It is compulsory to present your idea in a video. Note that only one video is required for each project proposal. Question 8 of the application form must be addressed in the video.

Question 8: The following questions should be addressed in the video recording (mandatory)

- 1) Why should Re-FREAM support your idea/project?
- 2) How does the project fit with your strategy? How will you benefit from this project ? E.g. new skills increase profits, expand in new markets.



### **3.5 Question: How can Re-FREAM guarantee that any of our ideas are not “stolen” by any of the players, directly or indirectly involved in the project?**

ANSWER: Disclaimers regarding IPRs protection are present on the website (homepage and throughout the different sections of the application process: registration, eligibility form, the gallery and the partnership project proposal). Moreover, confidentiality terms are ruled in:

- Agreements between partnership members.
- Agreements between the partnership and the consortium.
- Agreements between the Re-FREAM consortium and the key players involved such as the steering committee, and CO-CREATION SPACE's experts.

An idea cannot be protected in general. Only the implementation of a certain idea can be protected and give rise to an exclusive right when original and innovative.

Re-FREAM Project aims to support projects when finalised to create a prototype.

Moreover, access to projects' information is restricted to registered and eligible users only and when registering the user acknowledge such confidentiality agreements and clearly accept that each IPR belongs to the entitled party.

In general, the Re-FREAM Project can be considered as a community of inventors or an R&D Community, so that all the exchanges of information are confidential and protected from possible disclosure until the invention is fully protected by IPRs.

Finally, one of the many areas of support provided by Re-FREAM Project is namely to impart consultancy and guidance to the selected partnerships on IPRs organisation.

Also, there will be some sessions on IPR management and advice when rolling out the coaching program provided by Re-FREAM.

For further inquiries on this, eligible applicants could reach out to the consortium via email at [privacy@re-fream.eu](mailto:privacy@re-fream.eu).

### **3.6 Question: Can an unsuccessful partnership resubmit a project proposal in the next call for application?**

ANSWER: Yes. Unsuccessful projects are invited to continue refining and improving either the previous or a new project idea.

All the partnerships will receive an evaluation report with helpful remarks and final conclusions from the steering board with the aim of providing feedback.

Re-FREAM hopes that unsuccessful projects do not get discouraged from applying to future calls for applications with an improved project proposal.



## 4. Formalisation and administrative issues

### 4.1 Question: Can you clarify the administrative issues we need to be taken into account?

ANSWER: Selected applicants will become Re-FREAM beneficiaries.

Contracts with beneficiaries will be managed by the Consortium. The administrative tasks for the beneficiaries, including activity reporting obligations and related documents will be provided during the agreement's formalization.

The beneficiary will be requested to sign a Grant Agreement with the consortium leader (CREARE). The main objective of this agreement is to validate financial and technical operational capacity from the partners and to establish rules for receiving support from the Re-FREAM project.

Beneficiaries will have to submit proof of:

- Legal existence: Legal Entity Form accompanied with the supporting documents (registration, tax certificates). Legal entity form can be found [here](#).
- Bank Account information: Financial Identification Form. Financial Identification form can be found [here](#).
- Founders IDs
- Existence of a Consortium Agreement between the participants

### 4.2 Question: What is the funding scheme?

ANSWER: Applications selected for being granted will receive grant payments by the co-creation space Management Partners. Selected projects will be required to sign a Grant Agreement with binding details on the project time plan and goals and budget plan.

The grant will be paid out in 3 tranches:

- At the onboarding of the sub-grantee: 30% is paid out after signing of grant agreement
- After the mid-evaluation: 40% is paid out after successful attainment of mid-goals (according to grant agreement) and mid-presentation
- After project finalisation: 30% is paid out after successful finishing of project, required reports and project documentation, cost justification and final presentation.

## 5. Evaluation process

### 5.1 Question: Who evaluates the project proposals?

ANSWER:

The evaluation process will have the following steps:

1. **Pre-selection made by a group of experts.** For each research challenge, two experts in Design, Technology and Business will follow the evaluation criteria that can be found in the Helpdesk section. Expert duos will evaluate separately.



2. **Experts discussion.** Proposals scoring more than 60 points will be discussed between the six experts, with the presence of an observer from another research challenge, in order to ensure transparency in the evaluation process.
3. **Shortlist.** A shortlist of 30 proposals will be published on the web. Preselected artists will be also contacted by email.
  - a) If selected, artist will be contacted by email.
  - b) If not selected, artist will be able to download and check his/her proposal score and evaluators comments.
4. **Jury evaluation.** A Jury will receive the best 30 proposals and evaluate them using the same evaluation criteria. Jury will meet the 3<sup>rd</sup> or 10<sup>th</sup> of July in Linz for the Final Evaluation process.
5. **Awarded artists announcement.** Awarded artists will be officially announced. Artists will be able to follow the awards announcement in streaming as well as receive a mail and be published in Re-FREAM website. Official announcement would take place at Ars Electronica (Linz, Austria) the 6<sup>th</sup> of September.

### 5.1 Question: What is the next step after entering the shortlist of finalist projects?

ANSWER: Preselected artists will be contacted by email.

- a) If selected, artist will be contacted by email.
- b) If not selected, artist will be able to download and check his/her proposal score and evaluators comments.

Then, a Jury will receive the best 30 proposals and evaluate them using the same evaluation criteria. Jury will meet the 3<sup>rd</sup> or 10<sup>th</sup> of July in Linz for the Final Evaluation process.

**Awarded artists announcement.** Awarded artists will be officially announced. Artists will be able to follow the awards announcement in streaming as well as receive a mail and be published in Re-FREAM website. Official announcement would take place at Ars Electronica (Linz, Austria) the 6<sup>th</sup> of September.

### 5.2 Question: What is the “Art/Tech Co-creation” Workshop?

ANSWER: After the publication of the final awarded list an Art/Tech Co-Creation Workshop will be organised in each Co-Creation space as an introduction of the winners to the Co-Creation / Research Phase. This event is a kick off for the projects between winner artist and researcher. Here, the projects can be refined for the goals and milestones that will be part of the grant agreement.

### 5.3 Question: Who pays the travel expenses of the “Art/Tech Co-creation” Workshop?

ANSWER: Travel expenses will be included in the founding.



## 6. Other questions

### 6.1 Question: Which is the financial support Re-FREAM will give to beneficiaries?

Beneficiaries of Re-FREAM will be granted with a maximum amount of 55.000 € and additionally benefit from facilitation services, mentorship as well as other supporting services offered by the Re-FREAM project consortium.

The exact grant sum is determined by the Jury according to the scope of the project (but will not exceed € 55.000) and must be used for elaborating the descriptive project as applied for and must cover all costs of personnel costs, material, hardware, software and external services needed.

Artists will need to sign a confirmation that all money received has to be taxed by the artist him/herself.

### 6.2 Question: What does the facilitators services and mentoring consist of?

ANSWER: Beneficiaries will benefit from facilitations services such as:

- expert mentoring,
- support in working facilities and spreading the word about your project,
- project coaching & guidance, and
- connections & networks to relevant players within all project locations.

The duration of project time is 9 months. Within this project time artist are committed to the Co-Creation space they got selected for and thus have to spend 30% of project time in residence (meaning at the location of the Co-Creation space). The residence time can be distributed flexible within 9 months, but artists are committed to be in residence for certain milestones as agreed on in the grant agreement. Artist need to consider that costs for accommodation and travelled have to be allocated by him/herself.

### 6.3 Question: How in-depth must the answers on the Partnership Project Proposal be?

ANSWER: All the information provided through the partnership project proposal should be accurate, clear and summarised. The maximum characters for each field in the Project Proposal form is set depending on the importance of the question.

### 6.4 Question: How is the project implementation calendar implemented

ANSWER: The project implementation calendar consists of both the beneficiary work plan and the mentoring plan. Both to be addressed and agreed in the kick-off meeting/ Art-Tech Co-creation Workshop organized by the CO-CREATION SPACE's mentor and attended by the beneficiary. This meeting should be organized at the earliest once the partnership agreement has entered into force.

The partnership work plan and the partnership mentoring plan must be interconnected in terms of:

- Mentoring needs and preferences.
- Time framework.
- Service delivery model of the specialized mentoring.



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- Expected interim and final outcomes.