

Application form  
ICON project:  
Impact

Version for AI-ICON 2021 and CS-ICON 2021

**IMPORTANT NOTE REGARDING MAXIMUM DOCUMENT SIZE**

The character limit for this document is 30.000 characters.

The number of characters is defined as the character count including spaces provided by Microsoft Word (i.e., the value of “Tekens (inclusief spaties)” in the dialog box “Woorden tellen” with the checkbox “Inclusief tekstvakken, voet- en eindnoten” checked).

Exceeding the character limit may result in an inadmissible application.

**IMPORTANT NOTE REGARDING CONFIDENTIALITY**

This document is forwarded as is to external experts.

Additional confidential information can optionally be provided in a separate document clearly marked as confidential on the title page.

**IMPORTANT NOTE REGARDING THE VALORISATION ASSESSMENT**

For projects submitted from January 2021, the valorisation assessment changes as follows:

* Leverage of 10 must be achieved, i.e. the total added value of the project in Flanders during the valorisation period (standard 5 years after the end of the project) should be at least 10 times the requested subsidy;
* Both economic and social impact are eligible for leverage 10;
* If the social impact is included in the calculation of the leverage 10, the social impact must be quantified (i.e. monetized).

A detailed explanation of these changes is given in 1.4 ‘Valorisation in Flanders‘.

This renewed approach will be evaluated in time and may be adjusted in the future.

# Impact

In this section we ask how the realization of this r&d project will create added value for the business partners and for Flanders.

This section is forwarded to the external experts. Any specific detailed information that VLAIO is not allowed to send to the experts should be included in an annex.

## 1.1 Strategic importance of the project for the company

Describe the broader strategic importance of the r&d project for the company. Indicate the overall position of the company in this field compared to other companies and research institutions. Substantiate how the r&d project can make a difference for the company. If relevant, describe the position of the r&d project in a broader industrial R&D/innovation strategy.

## 1.2 Added value of the project results for your company

Explain how the knowledge gained within this r&d project can be converted into actual innovations/results providing a distinct competitive advantage for the company in the medium or longer term. Describe these concrete innovations/results and indicate how and to what extent they will contribute to the further development (growth, continuity, diversification, transition to other business models/activities/platforms, breakthrough innovations) of the company in (the longer) term. If relevant, describe how the results will create the intended added social value?

## 1.3 Path towards valorization

Discuss the efforts (further development, investments) that your company (and possibly its partners) will need to make after the project up to the expected market launch. Also include an estimated timeline for launch.

1.4 Valorization in Flanders

Provide a quantitative substantiation of the total added value in Flanders, i.e. the sum of all economic and/or social value which will be created in Flanders during the valorization period.

To be eligible for funding, the project must have a total quantitative added value equal to at least 10 times the requested subsidy (i.e. achieving 10 times leverage) for Flanders during the valorization period. The standard valorization period is 5 years. This valorization period can be extended to 10 years if compelling reasons are given for doing so.

Firstly, describe the economic impact (employment & investments as a result of the project) and determine the extent of the economic leverage (= the ratio between the estimated economic value created during the valorization period and the requested subsidy). Secondly, describe the social impact of the project.

*Is the economic leverage at least 10 times the requested subsidy ?* In that case, a qualitative description of the project’s potential social impact is sufficient. In case the project is funded, additional information may be requested, in order to quantify the social impact.

*Is the economic leverage below 10 times the requested subsidy ?* In that case, the potential social impact of the project needs to be quantified, using existing tools or substantiated calculations based on published data.

**1.4.1. Economic Leverage**

Consider the 5-year period (or 10-year period, if motivated) after the project and describe the activities which will take place in Flanders after the end of the project (e.g. continuation of R&D during post-project period and/or business activities during the commercialization of the project results). Describe the positive consequences for Flanders in terms of employment, investments, anchoring in Flanders, improved collaboration with the Flemish innovation ecosystem, ... Be as specific as possible. Present these figures in a table, with a minimum period of 5 years after the end of the project. Specify the estimated annual evolution as well as the total estimated economic added value for Flanders (jobs & investments) as a result of this project. This added value should be translated into the economic leverage. Clarify the difference between the situation with and without the project.

**1.4.2. Social Leverage**

If the economic leverage is at least 10 times the requested subsidy (as described in 1.4.1.), a qualitative description of the project’s potential social impact is sufficient. If the economic leverage is below 10, a quantitative description of the project’s social impact needs to be provided.

Projects can have social impact on several domains (environment, climate, energy, health, education, mobility, food, others). Indicate which domains will be impacted by your project and explain why.

Estimate the potential monetary net profit for the Flemish ecosystem (costs saved and/or profits realized). In addition to direct profits or savings as described in 1.4.1 economic impact, the project may lead to savings or gains related to the environment, mobility, absenteeism, etc. that have an impact on a broad target group of stakeholders in Flanders (enterprises, social sector, government or citizens).

Present these figures in a table, with a minimum period of 5 years after the end of the project. Specify the estimated annual evolution as well as the total estimated social added value for Flanders as a result of this project. This added value should be translated into the social leverage (= the ratio between the estimated social value created during the valorization period and the requested subsidy). Clarify the difference between the situation with and without the project.

If the project does not have a specific social objective, this section should not be completed.

## 1.5 Intellectual property rights

Can the project results be protected ? What is the strategy concerning intellectual property rights? In case of co-operation (with business partners, research institutions): what are the basic principles for mutual agreements? Please provide information on aspects such as intellectual property rights and user rights on the project results and/or necessary background knowledge.

## 1.6 SWOT with regard to the valorization case

Discuss the strengths and weaknesses of the applicant company, as well as important external factors (the market, competition, environmental factors, ... both opportunities and threats) with regard to the valorization of the r&d project and, if relevant, related projects. Indicate how these will be dealt with.

## Optional: additional detailed information

Specific detailed information that cannot be forwarded to the external experts (e.g. confidential information) can be provided and should be uploaded as a separate document (annex).

# Added value of the financial support

Why is Flemish financial support important for your company? Explain whether or not the project will be carried out without financial support. Clarify why this r&d project is difficult, impossible or less feasible without financial support from Flanders Innovation and Entrepreneurship.

# Project with possible military links

For more information about submitting projects with possible military links, please click [here](https://www.vlaio.be/nl/subsidies-financiering/onderzoeksproject/voorwaarden/projecten-met-militair-tweeerlei-gebruik-dual).

If this subsection does not apply to your project, you can leave it out.

If your project has potential military links, please indicate which section of the Military List or Dual Use list your proposed development belongs to.

If the aim of the project is to develop products or systems included in the Dual Use list, you must clearly indicate and explain the expected revenue of the civil and military applications, respectively, in the **business case** for your project (see 1.2 Expected Opportunities for Valorization).

If your project falls within the scope of sections ML5, ML6, ML7f-i or ML8-ML22 of the military list or the Dual Use list, and if your business case clearly specifies that the process/product/service in question mainly has military applications, your application will be submitted to the Ethical and Strategic Advisory Committee for evaluation. In that case, you will be asked to complete a **self-evaluation** during the evaluation process.

