

EIT RawMaterials

Education Project Proposal

Guidance and Template for complementary information

October 2018

1. PROJECT TITLE

Check with Innovation Hub staff that the project name is not the same as or similar to the name of any other projects.

2. EXECUTIVE SUMMARY (*max. 90 words*)

The executive summary should be a clear and concise description of the project's key elements: "What, Why and How". This text may be used as part of the Business Plan, or for presentations and other materials, and should therefore be formulated as a business pitch.

3. PROJECT DESCRIPTION

3.1 Background of the project (*max. 1 page*)

Explain whether this is a new or old programme/module/course, where the idea for developing or renewing the programme/module/course originates from and why the resulting education is important for the KIC and the RM sector (e.g., a particular raw materials challenge; the continuation or elaboration of a previous KAVA project and its results; complement to an existing KAVA project or non-KIC project, etc.).

Justify why and how the education will differ from existing/ old education as well as other education programmes/courses (not just KAVA projects but also other existing programmes outside the KIC). Describe differences in terms of pedagogics as well as content and target learners.

If the project is a continuation of a previous KAVA project, detail the outcomes/impact of the pilot project and explain how the new project will build on this, taking the results of the pilot into account and clearly showing which content is new and which is not. Please see the budget section for considerations which must be taken into account when submitting a proposal for the continuation of an existing project.

3.2 Project objective and scope (*½ page*)

Explain what the project intends to achieve, its objectives and scope. This should ideally include a clear and specific description and justification of the education content, learning goals and pedagogic approach. Explain and justify the roles and responsibilities of all project partners, especially for partners who do not provide co-funding. Include a plan of action for the event that a partner unexpectedly withdraws from the project.

Explain how the project will complement existing initiatives, and how it will contribute to the achievement of the KIC targets. Specify the geographical coverage, both from an offering side (where will the product/service be offered) and from an end-customer side (who will be able to benefit from it). Addressing the so-called RIS regions is encouraged.

3.3 Needs and impact (1 page)

Explain who the target learners and/or key beneficiaries of the educational activity are. Explain how the project will reach this audience (recruitment) and any changes in perspective/behaviour you anticipate in this audience.

Explain the strategic importance for the KIC of meeting the identified needs (e.g., how does an EIT-labelled Master's programme deliver excellent entrepreneurial scientists for a changing raw materials sector).

Explain any possible indirect benefits for the KIC (e.g., impact of developing project members' pedagogic competencies on other educational initiatives, de-siloing, building-up the community, leveraging effect on other KAVAs, etc.).

Explain how project results are connected/related to the expected impacts (effectiveness of dissemination plan, involvement of stakeholders, etc.). Quantifying the market potential will particularly add value to the proposal's intended impact and is mandatory for lifelong learning (please see also additional information in the KAVA Call Text).

3.4 Expected financial sustainability (½ page)

Explain what potential funding sources (own revenues, public funding, co-funding by partners, etc.) could be considered to finance (at least partially) the continuation of the service offering after the end of the project period.

A structured financial strategy roadmap with follow-up actions and recommendations for continuation will be considered an especially valuable component of the proposal.

4. POPULAR PROJECT DESCRIPTION (½ page)

Describe the project as it could be communicated to an external stakeholder and to the intended learners.

5. CONSORTIUM

Describe the role of each partner in the consortium. If the project does not involve an industry partner, it will be particularly important to provide evidence of how the project addresses a concrete industry need.

The KIC aims to expand the reach of its community. Therefore, consortia involving partners from or with an impact on the ESEE/RIS regions will be given priority.

6. PROJECT IMPLEMENTATION PLAN

6.1. Work plan

It is preferable that the proposal includes a detailed, structured, step-by-step project plan broken down into design and implementation phases, with the rationale behind each step explained. A detailed description of partners' roles in each work package and task should be included to add clarity to the project implementation description.

In addition, please provide the milestones and deliverables for each work package. Explain briefly, not only defining the aims, objectives and deliverables, and how these deliverables will help achieve the project aims and objectives. When project deliverables are course plans, such course plans shall be Bologna compliant.

All projects shall include a Work Package (WP) dedicated to project management and one WP dedicated to communication and dissemination (including interactions/reporting to the KIC and the EIT, etc.). Please refer to the document 'EIT RawMaterials communication and dissemination guidance' for further advice. All publicity materials and platforms must comply with the EIT Branding Guidelines available in the InfoCenter (infocenter.eitrawmaterials.eu – check 'Guidance for Partners' – 'Files' – 'Communications and Branding').

6.2. Risk analysis (½ page)

Identify key risk factors (with regards to technology, market, finance, regulatory, stakeholders, management etc.), their likelihood (low/medium/high), criticality and describe planned anticipation/mitigation measures.

Definition of critical risk: a critical risk is a plausible event or issue that could have a high adverse impact on the ability of the project to achieve its objectives.

Level of likelihood to occur: low/medium/high.

The likelihood is the estimated probability that the risk will materialise even after taking account of the mitigating measures put in place.

6.3. Management of IP issues (max. ½ page)

If relevant, explain the basic principles to manage IP issues among partners.

7. BUDGET (1 page)

Please provide justification of the budget allocations and demonstrate their link to the elements of the proposed project, i.e., distribution between partners, FTE, education and dissemination measures, etc. Also,

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provide a description of any financial backflows to the KIC (e.g., in the form of a share in: license fees, royalties, future cost savings, future revenues, equity, etc.).

It is preferable that the bulk of the funding should not be used for management costs or indirect costs such as travel expenses, but for the direct development and delivery of the education programme.

It is crucial to explain and justify the budget plan in detail. Consistency between the budget plan and the project activities is an important evaluation criterion (see Sections 2.4 and 2.5 of the KAVA Call texts – Evaluation grid).

For each KCA of major relevance for the project provide a brief description and justify its relevance in support of the proposed KAVA project (i.e., its ability to increase the impact of the KAVA activities).

If the project builds on and overlaps with a currently running KAVA project, the budgets will likely have to be merged in the event that the proposal is successful. Please take this into account and ensure that there are no duplications in budget where there are overlaps, as projects cannot receive double funding in the same business plan year.

Please note the following for full PhD and Master's programmes:

- *Full scholarships for PhD or Master's students are not in the funding scope of EIT RawMaterials.*
- *Tuition fees will also not be covered by the KIC. Grants for students to complete compulsory mobility components and for extra, added-value activities must be included in the overall KAVA project budget. From 2019 onwards, no student scholarships/grants will be funded centrally from the RM Academy. Please see the guidelines on grants for EIT labelled programmes (AVSA grants) and mobility funding for non-labelled Higher Education programmes for a detailed explanation of how to budget for these (see Appendix 1 of this document).*

Appendix 1.

1.1 Budgeting for MOOCs and digital content

We recommend that MOOCs should be no longer than 8 weeks in length. EIT RawMaterials has an agreement with FutureLearn for the hosting of the MOOC. We will only consider a project as a MOOC if the KPIs state that a large number of learners will be expected: as per the definition of MOOC (Massive Open Online Course), massive means the course is designed to enrol thousands of students, if not more.

Video production tends to be the most expensive part of a digital education production. Normalizing the cost for video production on a per video basis, the recommended budget is as follows:

- 1,500 EUR max. per video.
- Cost of the teaching staff to prepare a video shoot:
 - 1 day preparation per video including quizzes and all supporting material.
 - Studio time: 7 videos per day
 - QA & review: 10 videos per day

Example: Recommended cost calculation for a course requiring 20 videos and 25 days of teaching staff@560 EUR per day:

- 30,000 EUR for the video production
- 14,000 EUR for teaching staff (25 days of teaching staff @560 EUR per day)

Total 44,000 EUR

You may also add costs for a number of other activities that are part of the overall production process such as project management and publishing the content on an online platform. This will be approved on a project-by-project basis.

We advise you to also add costs for digital marketing. The marketing budget is capped at 15% of the course production cost. Example: 6,000 EUR for a 40,000 EUR course production.

Recommended marketing content budget:

- Course introduction video: 1,500 EUR
- Landing page content & artwork: 1,000 EUR
- Social media content: 500 EUR
- E-mail campaign content: 1,000 EUR
- White paper (if applicable): 2,000 EUR

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- Advertising & adwords: on case basis

1.2 AVSA Grants

1.2.1 Introduction

EIT RawMaterials has acknowledged the need to simplify and harmonize the calculation of financial support for full Master's and PhD programmes within the RawMaterials Academy. This includes both the overall KAVA project budget (funds awarded by EIT RM to the partner organisation) and funds awarded by the partner organisations to students (scholarships/mobility grants). The amounts that can be awarded will differ based on whether the programme has received the EIT Label or not.

AVSA grants – scholarships for Label students

Additionally, EIT-labelled programmes have the advantage that they can budget for additional scholarships, to be paid directly to students: AVSA grants. Section 1.2.2 of this document is dedicated to financial considerations for EIT-Labelled programmes. They must be declared under the cost category 'Scholarships' in BlueBook and do not carry indirect costs. These grants cannot be claimed for students enrolled in non-labelled programmes.

Travel and Subsistence Allowance for Label and non-Label students

When writing budgets for a KAVA proposal, partners can budget for student travel and subsistence costs for mandatory components of the programmes. This is called Travel and Subsistence Allowance. It is not a grant and is not paid directly to students; it is simply the maximum amount that can be used by the university to budget for student travel and subsistence for mandatory components of the programme, such as field trips and summer/winter schools. See section 1.2.3 of this document.

The costs for TSA must be declared under cost category 'Travel and Subsistence' in BlueBook and the costs are subject to indirect costs.

1.2.2 General conditions

1. What is an Added Value Student Activity (AVSA) grant?

AVSA grants are scholarships of 9000 EUR awarded to eligible Labelled programme students.

They are awarded to the labelled programme universities through their KAVA proposals, who are then responsible for distributing them to the enrolled students. AVSA grants are specifically to promote student activities that are additional to the contents of their Labelled programme and will add value to their preparation for their professional career.

2. What can AVSA grants be used for?

The AVSA grants cover costs for students enrolled in an EIT-labelled programme to participate in the following activities:

- Industry placements and other internships
- Exchanges with other universities
- Attending conferences or workshops
- And/or similar activities additional to the regular programme contents directed at promoting the learning, knowledge, skills, professional flexibility and pursuit of careers.

Although the primary purpose of AVSA grants is for activities that will add value to students' preparation for their professional career, they can also be used to cover living costs for students.

3. How are the AVSA grants calculated?

AVSA grants amount to 9000 EUR per eligible Master's and PhD student for the entire duration of the programme. This is calculated based on a monthly unit cost of 1500 EUR per month x 6 months.

Because AVSA grants are classified as scholarships, they do not carry overheads (i.e., 25% indirect costs are not added to the AVSA grants).

4. How many AVSA grants are allocated to a project?

There is no cap on the number of students that can be awarded AVSA grants. However, in order to ensure that EIT RawMaterials can organise their financial planning accordingly, programmes must inform their Innovation Hub (CLC) Education Manager/Education Project Manager as soon as they receive 30 relevant applications.

Starting with the 2018 intake and onwards, AVSA grants may be awarded to every student in a cohort, **provided that they are eligible to receive an AVSA grant, i.e., do not already receive an EU-funded scholarship**. In particular, students receiving an Erasmus Mundus scholarship are ineligible, but individual Labelled programmes may determine additional eligibility criteria. Please see item 7 below for more details on eligibility criteria.

5. How are the AVSA grants paid to the partners?

Costs for AVSA grants must be budgeted for the institution where the student is primarily involved.

The project coordinator shall submit the following information to EIT RawMaterials by 1 August 2019 for the payment of the grants to be effective:

- Number of students
- Nationality
- Gender

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- Institution of primary enrolment

In line with GDPR and other privacy regulations, the student information should be anonymised. If complete enrolment information is not available by 1 August, please submit a reasonable estimate of enrolment numbers.

From 2018 onwards, and starting with the 2018 intake, AVSA grants are paid as part of the KAVA budget of the project they are linked to. They will be pre-financed 100%. The scholarship amounts will appear in BlueBook as part of the project Business Plan, in line with the following procedure:

1. For the cohort starting in the 2019 academic year the project coordinator will send the RawMaterials Academy the number of selected students.
2. The Academy will then make a change request for each Labelled programme KAVA project to include the correct amount of AVSA grants for the cohort starting in 2019. This amount will be included in the Business Plan 2020, i.e., the business plan year after the students begin the programme.
3. The grants will therefore be transferred to the universities in full in Business Plan year 2020, which spans the first and second academic year of the programme. The full AVSA grant amount must be paid to the students during this year and will then be subject to financial reporting at the beginning of 2021.

6. How do the partners pay the AVSA grants to the students?

Partners have the flexibility to decide how to pay the AVSA grants to eligible students, as long as they never receive more than 1500 EUR per month and the total amount awarded to each student does not exceed 9000 EUR.

7. What are the eligibility criteria?

AVSA grants must not be paid to students who are already in receipt of Erasmus Mundus/Erasmus+ grants. This is because students cannot receive more than one type of EU-funded grant, in line with EU Financial Regulation, Article 129 (principle of non-cumulative award) which prohibits the award of more than one grant funded from the Union budget to the same beneficiary for the same action.

If a student receives a national grant or a grant from another source (as long as it is not EU-funded) and these grants permit additional scholarships to be awarded, partners can award the student an AVSA grant. Partners need to keep records of this, e.g., to have documents available for this in case of an audit.

Whether AVSA grants are compatible with other types of grant will depend on national rules, and should be addressed at partner or country level, for instance in the case of student payment during an internship.

Individual Labelled programmes may also determine additional eligibility criteria.

8. Will the students have to repay funds should they drop out of the programme?

No. As for Erasmus Mundus/Erasmus+ programmes, EIT RawMaterials will not require the repayment of AVSA grants already given to the student. However, if the university did not pay the student the total maximum amount of 9000 EUR before they dropped out, the remaining amount will have to be returned following financial reporting, as for any other underspent funds in a KAVA project.

9. *How should partners report AVSA grants?*

As AVSA grants are distributed within a KAVA project, they will be subject to financial reporting. An Excel table will need to be submitted which details the way in which the grants have been paid, including the following information:

Anonymised student data – duration of grant award – grant amount per month – total amount granted.

The partners shall submit this information to the Education Team for a compliance check. Additionally, partners should bear in mind that in the event of an audit, they must provide an official document (grant agreement) signed by the university and the student showing that the scholarship has been awarded, and proof of payment afterwards. This is in line with Horizon 2020 guidelines.

10. *Example*

The EIT-labelled Master's 'RockSteady' has 12 students who enrol and begin the programme in September 2019. The coordinating university informs EIT RawMaterials of the enrolment numbers by 1 August 2019 and the RawMaterials Academy makes a change request for BP2020 to reflect this, before the deadline for all change requests for BP2020. The AVSA grant funds are transferred to the university in full in 2020. Agreements are drawn up and signed for each student, clearly stating the mode and duration of payment, and the university pays the grants to the 12 students within the calendar year 2020, bearing in mind the cap of 9000 EUR total/1500 EUR per month. Financial reporting is submitted in 2021 (for Business Plan 2020).

For reporting purposes EIT RawMaterials requires an Excel table showing the information as stated above (the way in which the grants are to be paid to the students). This is the only mandatory document.

1.2.3 Travel and subsistence allowance

1. *What is Travel and Subsistence Allowance (TSA)?*

TSA is not a grant and is not paid directly to students, and is therefore different from the AVSA grants in terms of intended use and payment. TSA simply represents the maximum amount that can be budgeted by the consortium partners for student travel and subsistence costs related to mandatory programme components. This applies to both Labelled and non-Labelled programmes.

2. *What can Travel and Subsistence Allowance be used for?*

Travel and Subsistence Allowance is for student travel and subsistence costs for **mandatory** components of full PhD and Master's programmes funded by EIT RawMaterials, i.e., summer/winter schools, short training sessions, field trips, conferences or events that are a fixed component of the course curriculum. The travel

arrangements must be administered and paid for by the partner universities. It is not possible to reimburse students for travel they have booked and paid for themselves. TSA is also not intended for activities outside of the course programme – the student should use their AVSA grant if they would like to participate in additional professional or academic activities.

3. How should partners calculate the Travel and Subsistence Allowance?

When budgeting for student travel and subsistence costs for mandatory components of the programmes, PhD or Master's, these being EIT-labelled or not, the maximum amount budgeted per student cannot exceed:

Maximum per **PhD** student **6750 EUR**

Maximum amount per **Master's** student **4500 EUR**

TSA costs must be declared under the cost category 'Travel and Subsistence' in BlueBook and the remarks section must explain what the TSA is to be used for.

The Travel and Subsistence Allowance carries overheads (i.e., 25% indirect costs will be added to the total amount).

4. How much Travel and Subsistence Allowance can be budgeted in a project?

There is no cap in the number of students eligible for TSA. It must be calculated and integrated to the KAVA budget on the basis of the expected number of students. Costs for TSA must be budgeted for the institution where the student is primarily involved.

5. How is the Travel and Subsistence Allowance paid to the partners?

As for all other budget components except AVSA grants, Travel and Subsistence Allowance will be paid as part of the KAVA budget and will be subject to pre-financing and balance payments as for any other cost category.

6. Is the money for travel and subsistence paid to the students?

Unlike AVSA grants, under no circumstances will the TSA be paid directly to the students (the university is not permitted to transfer it to the students). TSAs are not grants, and will be administered by the organisation where the students are enrolled, for their benefit and participation in education activities that necessarily involve mobility and are **mandatory** for the completion of the degree.

The students must be enrolled in a full PhD or Master's programme funded by EIT RawMaterials and their primary institution of enrolment must be one of the programme consortium partners.

7. How should partners report Travel and Subsistence Allowance?

As Travel and Subsistence Allowance is distributed within a KAVA project, it will be subject to normal financial reporting. Reporting will be based on actual costs.

1.2.4 Contacts at EIT RawMaterials

For general questions related to financing for Labelled programmes and AVSA grants, please contact Ellie Stephenson, Education Project Manager (eleanor.stephenson@eitrawmaterials.eu) or Wesley Crock, Head of the RawMaterials Academy.

For reporting/compliance related questions, please contact Sven Kreigenfeld, Compliance Officer (sven.kreigenfeld@eitrawmaterials.eu).