

## Application and Evaluation Questions\*

### Research/18 – 21+ Call Zero Emission Cities 2022

(extended until 31.12.2023, effective from 1.1.2022)

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# Application Questions

## Questions for businesses older than 1 year

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### Past development

In general terms, describe the most important developmental stages of your business or organization.

### Current situation

What is the current situation of your business or organization? What projects/services do you offer and what developments are you currently undergoing? Please also elaborate on your client, market, and competitive conditions.

### Outlook and strategy

What is your strategy for the next couple of years? Beside the proposed project, do you plan to develop any new products/services or explore any new markets?

## Questions for founders

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### Founding team and previous knowledge

Describe the founding team. Elaborate on the prerequisite knowledge, education, and experience you bring to the table in order to successfully realize your project. Please attach CVs in the "attachments" tab.

### Envisaged business development

What is your strategy for the next couple of years? Beside the proposed project, do you plan to develop any new products/services or explore any new markets?

## Questions regarding the project (for founders and businesses older than 1 year)

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### Short project description (press release)

Describe your project in just a few sentences. In the case of a positive funding decision, this text may be published.

### Substantive/technical project description

Describe the most important elements and activities of your project. What problems, tasks, and challenges does it attempt to address? Describe any new and innovative approaches and the added value of your endeavor.

### Call-specific questions

Describe the potential effects of your project on (for example) people/communities, the built environment (buildings, infrastructure), economic structures and processes (production, materials, energy, value chains, logistics), and natural systems (resources, climatic factors) as well as the interrelationships between these aspects.

- **Climate impact**

In what way are challenges in the area of climate protection and/or climate change adaptation addressed? To what extent does the project lead to a reduction of carbon dioxide and/or other greenhouse gas emissions? Is the project intended to achieve additional ecological effects?

Explain your assumptions, calculations, and estimates that will lead i) to a reduction of carbon dioxide and/or other greenhouse gas emissions or a decline in negative effects on ecosystems and/or ii) to a reduction of social risks through adaptation measures

or

Present a road map for how a basis for calculation and/or quantification that can be used to measure the climate-relevant effects will be developed or refined in the course of the project implementation. Touch on potential indicators, planned target values, the observation period, underlying assumptions, a comparison to the business-as-usual scenario, impact chains, etc. What resources are required for impact measurement in the course of the project?

- **Social impact**

What (positive) effects in the area of equal opportunity, diversity, or other socially relevant issues will result directly or indirectly from this project? If no social impacts are to be expected, explain this situation.

### **The state of technology**

Please describe the state of technology or science relevant to your project.

### **Hypothesis, methodology, approach, and findings**

What are your conceptual considerations and (if applicable) hypotheses? What are the most fundamental unresolved technical issues that you intend to address with your R&D activities? What unresolved issues do you believe comprise critical elements of your R&D project and pose especially high risks but are at the same time extremely important to the successful realization of your project? Describe your approaches (resources, technologies, and methods). What concrete findings do you expect to gain?

### **Patent situation and literature**

Indicate whether the project is based on proprietary or third-party intellectual property, and if the latter, indicate how you intend to acquire the necessary rights. Please provide the relevant literature for the area of expertise that serves as the basis for your R&D activities (particularly if the project has a scientific background).

### **Customer benefit and target group**

Who is your target group and what specific needs of this group do you intend to address? How can customers use your product/service i.e. development?

### **Application of the results**

How will the results of this project be applied (economically)? How do you intend to engage the target audience? What marketing measures will you implement?

### **Competition and market analysis**

Define your competitors and their products/services/developments. How do you assess the general market situation?

### **Employment effects**

Will you hire new employees for your project? If so, will these employees be hired during the course of the project or upon completion? Will they be full-time or part-time employees?

## Jury Questions

### 1. Overview

No.	Indicator	Scale	Points	KO
1.	Planning	0 – 5	10	yes
2.	Scientific quality	0 – 5	15	yes
3.	Degree of innovation	0 – 5	10	yes
4.	Call-specific questions			
4.1.	Climate Impact	0 – 5	15	yes
4.2.	Social Impact	0 – 5	10	no
5.	Business model	0 – 5	10	yes
6.	Resources	0 – 5	5	yes
7.	Financing	y/n	-	yes
8.	Economic relevance			
8.1.	In-house and strategic relevance	0 – 5	10	yes
8.2.	Business potential	0 – 5	5	yes
(8.)	Team and competencies*	(0 – 5)	(15)	(yes)
9.	Employment growth	0 – 5	10	no
10.	Regional economic relevance	0 – 5	5	no
		Sum	105	

\* The question (8.) "Team and competencies" only applies to founders. Question 8. "Economic relevance" only applies to businesses older than 1 year. Please select the appropriate question according to business age.

## 2. Indicators

No.	Indicator	Scale	Points	KO
1.	Planning	0 – 5	10	yes
	How complete, coherent, and plausible is the information provided in the application?			
2.	Scientific quality	0 – 5	15	yes
	<p>How high do you objectively assess the (scientific) quality of the research and development endeavor?</p> <p>Grounds: Estimate the potential degree of expected knowledge growth that accompanies the realization of this project. Can we expect significant new (scientific) results? What is the qualitative and quantitative quality of the R&amp;D endeavor according to objective (in the sense of comparison with the best international) standards?</p> <p>Keywords: What are the project's underlying risks and challenges? How ambitious do you consider the (technical) research problem, for example: the number and complexity of the technical problems that need to be solved. The requirement for a positive assessment is, naturally, that the theoretical (scientific) approach and the envisaged scientific methodology ("research concept") appear well-suited to achieving the desired research objectives.</p>			
3.	Level of innovation	0 – 5	10	yes
	<p>To what extent is the endeavor and its potential results innovative in comparison to Other (comparable) projects or products/processes/services available on the market?</p> <p>Reasoning:</p> <p>The level of innovation present is a key variable in research and development projects. The greater the (technical, economic, organizational) uncertainties and vagaries, the more radical the (potential) innovation in comparison with other, similar, endeavors or in relation to products/processes/services already on the market, the greater the assigned value. How do you assess the challenges or unknown factors with regard to potential results?</p>			
4.	Call-specific questions			
4.1.	Climate Impact	0 – 5	15	yes
	Does the project promise a positive, traceable impact in connection with the challenges in the area of climate protection and/or climate change adaptation? Are the assumptions, calculations, and estimates regarding the targeted impact or the planned road map for how a basis for calculation and/or quantification will be developed in the course of the project explained in a plausible and sufficient manner?			

	Social Impact	0 – 5	10	no
4.2.	To what extent can we expect the proposed research endeavor to have positive social effects? Can different groups of people use the innovation differently, and are these or other aspects of diversity explicitly addressed in the project? Does the business intend to solve social problems in a sustainable manner (social entrepreneur)?			
	Business model	0 – 5	10	yes
5.	Evaluate the outlined business model according to its quality and chances of success. Have the target audience, customer benefits, ways of value creation and revenue generation been adequately addressed?			
	Resources	0 – 5	5	yes
6.	To what extent are the resources necessary to implement the project (personnel, know-how, materials, licenses, legal prerequisites, etc.) given?			
	Financing	y/n	-	yes
7.	Are the financial resources necessary for implementing the project present, and have they been presented comprehensively? If no, can positive financing requirements be used as evidence of a sufficient financing?			
8.	Economic relevance			
	In-house and strategic relevance	0 – 5	10	yes
8.1.	How great do you assess the relevance and additionality of the project for the business (also in comparison to previous activities)? Look at revenue growth and business strategy (in the sense of "change of behavior," reorientation, or "nice to have") as indicators for your assessment.  For submissions with a project partner (especially together with research institutions): Are essential parts of the R&D activities that lead to the build-up of know-how carried out by the lead applicant?			
	Business potential	0 – 5	5	yes
8.2.	Do the previous activities of the applying business lead you to expect the project to be implemented successfully and the business able to further develop itself?			
	Team and competencies*	(0 – 5)	(10)	(yes)
(8.)	How qualified is the founding team? Do their qualifications lead you to expect that they will be able to execute the project and subsequently develop their business successfully?			
	Employment growth	0 – 5	10	no
9.	How do you assess the mid-term (positive) employment effects of the project?			

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	Regional economic relevance	0 – 5	5	no
10.	How great is the significance of the implementation of the project for the location of Vienna, in the sense of charisma, its exemplary role, value creation, etc.?			
		Sum	105**	

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\*\* The maximum possible number of points per project is 100. In order to be eligible for funding, a project must achieve at least 30 evaluation points.

## Funding Rates

Funding rates on the evaluation basis for*:	Small businesses	Medium-sized businesses	Large businesses	Research facilities
Experimental development (ED)	<b>45%</b>	<b>35%</b>	<b>25%</b>	-
ED with a bonus for cooperation projects	<b>60%</b>	<b>50%</b>	<b>40%</b>	<b>80%</b>
Industrial research (IR)	<b>70%</b>	<b>60%</b>	<b>50%</b>	-
IR with a bonus for cooperation projects or the large-scale dissemination of results	<b>80%</b>	<b>75%</b>	<b>65%</b>	<b>80%</b>
Obtaining, validating or defending patents and other intangible assets only in connection to the subsidy of ED or IR	<b>50%</b>	<b>50%</b>	-	-
Bonus for projects led by women	If the project is demonstrated to be led by a qualified woman working within the business funding will be raised by € 10,000.			

- \* For a definition of small, medium-sized, and large businesses see pt. 4.2.; for closer definitions of bonuses, see pt. 8.2. and/or 8.3. of the Research/18-21+ guidelines.  
The allocation into research categories or funding rates is determined by individual workpackages!