Frequently Asked Questions (FAQ)

DIY4U First Open Innovation Competition

ABOUT THE PROGRAMME

- **What is DIY4U?**

DIY4U is an innovative project to develop and promote decentralised customer-centric product design & production approaches for Fast Moving Consumer Goods (FMCGs). The DIY4U project enables consumers to collaborate with manufacturers to design and create personalised FMCGs, though the DIY4U digital platform and Fablabs (small scale manufacturing demonstration facilities).

- **What are the objectives of DIY4U?**

The main objective of DIY4U is to develop and promote the adoption of collaborative production engineering approaches (B2B/B2C digital platform & Fablabs) in the FMCG sector, spurring rapid production and commercialisation of new/innovative personalised or customised products for the benefit of consumers.

- **What are the benefits of DIY4U?**

DIY4U will help in digitalizing and transforming European industries and services involved in the formulation, production and supply of particulate and liquid based Fast-Moving Consumer Goods (FMCG), enhancing the innovation capacity and competitiveness through decentralized customer-centric production approaches.

- **Who is DIY4U developed by?**

Coordinated by SINTEF, DIY4U is developed together by thirteen expert partners from seven European countries with a world class reputation in the industry.

SINTEF (Norway) Coordinator
Procter & Gamble Company (UK)
Centre for Process Innovation Limited (UK)
VTT (Finland)
Technology Centre of Metal-mechanical and Transport (Spain)
IRIS Technology Group (Spain)
Digital Catapult Centre (UK)
Cap Digital, (FR)
CODY AS (Norway)
RDIUP (France)
Stelar Security Technology Law Research UG (Germany)

Effective Decisions (Romania)
Dynamic & Security Computations (Spain)

● **What are the key dates for the competition?**

The Open Innovation Call is open from 15th of February to 30th of April 2021.
Evaluation will be finished by early June and contracts is expected to be signed by 11th of June 2021.
Funded projects will start 14th of June and will be finished within 14th of December 2021.

DIY4U APPLICATION PROCESS

● **Who can apply?**

The applicant organisation should comply with the Small and Medium-sized Enterprises (SME) criteria defined by European Commission (EC).
For further detail of SME Definitions of EC: https://ec.europa.eu/growth/smes/sme-definition_en
Applications will not be accepted from persons or organisations that are partners in the DIY4U consortium or are formally linked in any way to consortium partners.

● **How do I apply?**

Fill in the application form: https://digitalcatapult.submittable.com/submit/186889/diy4u-open-innovation-competition

● **What are the judging criteria?**

The applications will be judged according to the following criteria:

1) Relevance to the challenge

Do the applicants understand the challenge being faced by the challenge owner? Do the applicants strongly demonstrate their relevance to the challenge against several or all the following key aspects: market, technology, context, timing / state of maturity, value alignment / aims and vision?

2) Technical Feasibility

Technical maturity - are they ready to run? Have the applicants stated clearly enough their technical needs - what do they need to run, what don't they have, and is that easily accessible? How easy is it to maintain the technology, what roadblocks do they foresee and how will they tackle them? Time of development and implementation?

3) Team Quality

Who's in the team? What are their different expertise areas? What is their availability / capacity during the time of the program? Does the applicant demonstrate good enough expertise and complementary skills in terms of backgrounds?

4) Novelty and Innovation

How new is this project compared to existing ones? Are the applicants able to identify competing existing offers/solutions? Are they also able to demonstrate how their application/approach is unique / different? Can the applicants explain novelty beyond just technical, and tell us how innovative their

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approach/project is socially, environmentally, economically, legally, ethically? Rate of adoption - how novel is the applicants' solution user engagement process? Do they know / can they inform on their rate of adoption?

- **Who will my application data be shared with?**

The DIY4U consortium commits to handling personal data confidentially, except for the call results.

Additional information

For additional information please refer to the Guide for Applicant
https://www.sintef.no/globalassets/project/diy4u/diy4u-oic1-guide-for-applicants.pdf