

# Proposal Evaluation Form

	<b>EUROPEAN COMMISSION</b> Horizon 2020 - Research and Innovation Framework Programme	<b>Evaluation Summary Report</b>
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**Call:** H2020-SMEINST-1-2016-2017  
**Funding scheme:** SME-1  
**Proposal number:** 774716  
**Proposal acronym:** Steammatic  
**Duration (months):** 6  
**Proposal title:** Detergent free steam cleaning system for modular conveyor belts in the food industry  
**Activity:** SMEInst-07-2016-2017

N.	Proposer name	Country	Total Cost	%	Grant Requested	%
1	REA Steam Cleaning srl	IT	71,429	100.00%	50,000	100.00%
Total:			71,429		50,000	

## Abstract:

REA STEAM CLEANING has developed since 1986 advanced steam cleaning systems, and thanks to its expertise has become a market leader. Steam has some very specific properties that makes it a very efficient and environment friendly cleaning media for an infinity of applications. A major market for our company has become the food industry for sanitization and infection control to remove listeria, e-coli, salmonella and other pathogenic microorganisms on food processors equipment. Nowadays, most of major food industries are using REA mobile steam cleaners. REA started to address, in years 2000, the issue of conveyor belt cleanings. Conveyor belt are extremely important in food industry for the transport of the ingredient and aliments all along the production cycle, and they are a main cause of bacteria related problems. We focused first on small, flat belts with semiautomatic systems, and the first results were encouraging enough to convince us that fully automatic steam cleaning systems, allowing to clean and disinfect during production (which is not possible with any of today's existing systems) would high a very high impact on the market. In the meantime, our reputation in the food industry and focused sales and marketing actions, were such that more and more food processing companies are reverting to us, looking for a solution of their most difficult belts to clean: the long modular belt. Those numerous enquiries permitted us to define the specifications of the ideal cleaning system that must be able to work on this specific type of belt, which is becoming the most common in food plants. The ideal equipment must be compact, able to run during production, limit the use of water and totally suppressed the use of chemicals. This is the basic concept of our project, for which we have identified a market and a selling strategy, but that requires the construction of a working prototype, further tests, and studies regarding market exploitation, sales and marketing strategies.

## Evaluation Summary Report

### Evaluation Result

**Total score: 13.52 (Threshold: 13)**

### Form information

Indicative Appraisal Scale per Sub-Criterion:

- Very Good to Excellent (4.5 - 5)
- Good to Very Good (3.5 - 4.49)
- Fair to Good (2.5 - 3.49)
- Insufficient to Fair (1.5 - 2.49)
- Insufficient (0-1.49)

### Criterion 1 - Impact

Score: **4.45** (Threshold: 4/5.00 , Weight: 100.00%)

**The following aspects have to be taken into account**

**The extent to which the outputs of the project would contribute to the expected impacts mentioned in the work programme under the relevant topic:**

**The proposal describes in a realistic and relevant way how the innovation has the potential to boost the growth of the applying company.**

Very Good to Excellent (4.5 - 5)

**Enhancing innovation capacity:**

**The proposal demonstrates the alignment with the overall strategy of the participating SME(s) and the need for commercial and management experience, including understanding of the financial and organizational requirements for commercial exploitation.**

Very Good to Excellent (4.5 - 5)

**Strengthening the competitiveness and growth of companies and create new market opportunities:**

**A European added value has been taken into account in the following aspects: a) the assessment of the market, b) the analysis of the competition, c) the impact on EU/global challenges.**

Very Good to Excellent (4.5 - 5)

**The proposal indicates in a convincing way that there will be demand/market (willingness to pay) for the innovation when the product /solution is introduced into the market.**

Very Good to Excellent (4.5 - 5)

**The targeted users or user groups of the final product/application, and their needs, are well described and the proposal provides a realistic description of why the identified groups will have an interest in using/buying the product/application, compared to current solutions available.**

Very Good to Excellent (4.5 - 5)

**Addresses issues related to climate change or the environment, or brings other important benefits for society (not already**

covered above):

**The proposal adequately addresses issues related to climate change or the environment, or brings other important benefits for society.**

Very Good to Excellent (4.5 – 5)

**Quality of the proposed measures to exploit and disseminate the project results:**

**The proposal demonstrates very good understanding of the needs for a realistic and relevant analysis of market conditions, total available market size and growth rate, competitors and competitive solutions and key stakeholders, or includes a plan for achieving this information.**

Good to Very Good (3.5 – 4.49)

**The initial commercialisation plan is outlined and explains how it will be further developed (in-house development, licensing strategy, etc.)**

Good to Very Good (3.5 – 4.49)

**The proposal includes a realistic and relevant description of status and strategy of knowledge protection, the need of "freedom to operate analysis", and current IPR situation, which could include a plan for achieving this information. If relevant, potential regulatory requirements are also addressed.**

Good to Very Good (3.5 – 4.49)

**Overall assessment of the impact criterion(25% weight in the assessment of this criterion)**

Good to Very Good (3.5 – 4.49)

## **Criterion 2 - Excellence**

Score: **4.51** (Threshold: 4/5.00 , Weight: 100.00%)

**The following aspects have to be taken into account, to the extent that the proposed work corresponds to the topic description in the work programme:**

**Clarity and pertinence of the objectives:**

**The objectives for the feasibility study and the approach and activities to be developed are consistent with the expected impact of the project.**

Very Good to Excellent (4.5 – 5)

**Credibility of the proposed methodology:**

**The expected performance of the innovation is convincing and has the potential to be relevant in terms of best value for money.**

Good to Very Good (3.5 – 4.49)

**The history and current stage of development of the innovation are well described. The steps planned to take this innovation to the market are clearly outlined.**

Very Good to Excellent (4.5 – 5)

**Soundness of the concept, including appropriate consideration of interdisciplinary approaches and, where relevant, use of stakeholder knowledge:**

**The proposal reflects a very good understanding of both risks and opportunities related to a successful market introduction of the innovation, from a technical, commercial and regulatory point of view.**

Good to Very Good (3.5 – 4.49)

**Extent that the proposed work is beyond the state of the art, and demonstrates innovation potential:**

**With the proposed innovation, the company aims to explore new market opportunities addressing EU/global challenges.**

Very Good to Excellent (4.5 – 5)

**The proposal makes a realistic comparison with the current state-of-the-art solutions, including costs, technical performance, environmental benefits, gender dimension, ease-of-use and other features, or includes plans for achieving this information.**

Very Good to Excellent (4.5 – 5)

**Overall assessment of the Excellence criterion (25% weight in the assessment of this criterion)**

Very Good to Excellent (4.5 – 5)

## **Criterion 3 - Quality and efficiency of implementation**

Score: **4.56** (Threshold: 4/5.00 , Weight: 100.00%)

**The following aspects have to be taken into account:**

**Quality and effectiveness of the work plan, including extent to which the resources assigned to work packages are in line with their objectives and deliverables:**

**The proposal demonstrates that the project has or will have the relevant resources and skills available (management staff, other personnel and technical/scientific competences, facilities, networks, etc.) to develop its activities in the most suitable conditions. If relevant, it describes in a realistic way how key stakeholders / partners / subcontractors could be involved.**

Very Good to Excellent (4.5 – 5)

**Complementarity of the participants and extent to which the consortium as a whole brings together the necessary expertise:**

**The team has relevant technical/scientific knowledge/management experience, including a good understanding of the relevant market aspects for the particular innovation. If relevant, the proposal includes a plan to acquire missing competences.**

Very Good to Excellent (4.5 – 5)

**Appropriateness of the allocation of tasks, ensuring that all participants have a valid role and adequate resources in the project to fulfil that role:**

**Taking the project's ambition and objectives into account, the proposal includes a realistic time frame and a comprehensive description of work.**

Very Good to Excellent (4.5 – 5)

**Overall assessment of the Quality and Efficiency of Implementation criteria (25% weight in the assessment of this criterion)**

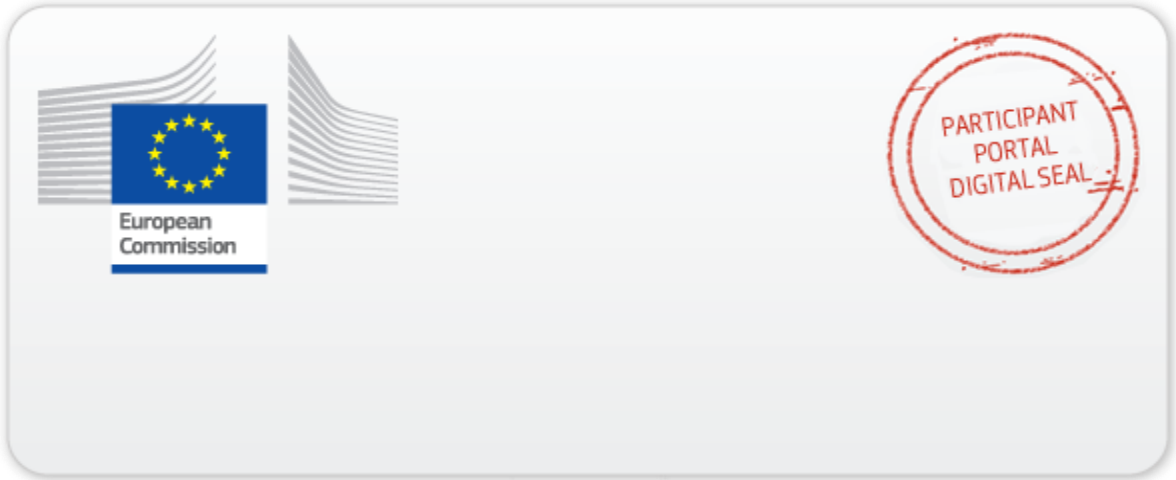
Very Good to Excellent (4.5 – 5)

## **Scope of the proposal**

Status: **Yes**

**Comments (in case the proposal is out of scope)**

*Not provided*



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