# Template for project descriptions – Pilot-T projects

The project description may be maximum 10 pages. The page format must be A4 with 2 cm margins, single spacing and 11-point font (Arial, Calibri or Times New Roman). It is permitted to use 9-point font for figure text. The project description is divided into five sections. **All items in all sections of the template must be completed**. All instructions (text in blue) should be deleted in the final version of this document.

## Section 1: Relevance to the Pilot-T scheme

Briefly describe how the innovation will be of relevance to and will help to achieve the objectives of the Pilot-T scheme.

* In what way do the project results contribute to the application of new technology in the transport sector?
* In what way do the project results contribute to an efficient, safe and/or environmentally-friendly transport system?

## Section 2: The innovation and its underlying idea

Describe what you envision for value creation (innovation concept). Which needs are to be accommodated, which new opportunities are to be realised, and/or which problems/challenges are to be addressed? Please provide information about the following:

* The underlying concept, as well as specification of the product or solution (innovation).
* What the planned innovation involves (new or improved products/services, new or updated methods or processes of production/delivery/distribution, new or updated structures for management/organisation/working conditions/competence or new or updated business models.)
* How the project is innovative in relation to existing solutions or solutions under development, both technologically and commercially for the participating companies and in a national and international context. Compare this with the situation as it is at present in order to clearly highlight the innovative aspects.
* Any ethical issues related to the implementation of the project and utilisation of the project results (e.g. the environment, corporate social responsibility, etc.) and how these will be dealt with. Please refer to [the Research Council’s ethical standards in research](https://www.forskningsradet.no/en/Adviser-research-policy/Ethical-standards-in-research/).

## Section 3: R&D activities

Here you are to describe the R&D activities to be carried out in the project period, including the pilot testing and demonstration activities, and how the project participants will carry out these activities. Please provide information about the following:

* The reasons why R&D is required to realise the innovation. What new knowledge is required?
* The primary objective for the R&D activities, as well as secondary objectives supporting the primary objective. It is important to clearly describe the anticipated R&D results.
* The key research challenges, including the planned approach and choice of methodology for meeting these. The project must demonstrate a clear understanding of the state-of-the-art in terms of both knowledge and methodology (State whether a search in scientific literature, patent databases or the like has been conducted).
* Describe any special factors (research-related or technological risks) that may make it difficult to achieve the project’s objectives in full.
* The breakdown of the project into work packages. The descriptions in this section are to provide further details about the information listed in the table “Main activities and milestones in the project period” under “Progress plan” in the grant application form. Remember that decision-making points that may be important in determining the course to pursue in subsequent project activity must be included as milestones both in the project description and the online grant application form. The work packages are to be specific, delimited and the objectives must be verifiable. The activities in each work package is to be linked to the research challenges described above. Please provide the following information for each work package:
	+ Objectives, project content/activities and targets;
	+ Work package leader and other participants and their roles in the work package;
	+ Milestones;
	+ Progress plan;
	+ R&D category: “industrial research” or “experimental development”.

## Section 4: Value creation and market potential

After the project has been concluded – or at some point during the project period – the results and potential for value creation are to be realised. Here you are to describe the market and value chain targeted by the planned innovation. You must also describe how the innovation will lead to value creation, and the anticipated potential for value creation. Please provide information about the following:

* Who is your customer and who is the end-customer? What are their needs?
* How large is the market for the innovation and why will the market be willing to pay for the solution developed under the project?
* What advantages is the innovation to be developed expected to have over existing or competing products/solutions in the relevant market?
* Describe the competitive framework. Who are your competitors?
* What is the potential for value creation for each of the project partners (e.g. new revenue, increased profitability, greater productivity, impact on job creation, etc.) if the innovation is successfully realised? Please quantify.
* What benefits will the project provide, for example, to the company partners, other segments of industry, users/clients, for competence-building within R&D environments, or for society at large?
* The Research Council works to support the development of knowledge and solutions for meeting national and global sustainability challenges, and to promote industrial development that fosters sustainability and green competitiveness. Describe how the project will contribute in this context, preferably with reference to the UN Sustainable Development Goals.
* What is your IPR (intellectual property rights) strategy? This includes the basis for new patent applications/needs for IPR protection in connection with the new solution, and which entity/company the IPR are to be associated with.

## Section 5: Implementation and realisation

Here you are to describe the key factors for assessing the likelihood that the R&D project will be carried out according to plan and will result in an innovation that can be introduced on the market, as well as the plans for how the R&D results are to be implemented and any other measures that are needed to realise the potential for value creation. Please provide information about the following:

* The role that each of the project partners has in the relevant value chain and will have in this project. Importance should be attached to the considerations that have come into play regarding the consortium make-up and how the consortium represents an integrated whole, technologically, financially and in terms of competence.
* Provide a list of the project participants and briefly describe each partner’s role and interest in the project. All project participants that will be performing and/or financing R&D tasks on a significant scale must be included, and these must be entered in the grant application form under “Project Owner”, “Partners” or "R&D providers".
	+ **Companies in Norway that will be using the project’s R&D results in their own value creation (C1, C2,…)** Note: Public enterprises that carry out activities of an industrial or business nature are also considered companies in this context.Briefly state what each partner company is seeking to achieve under the project. State whether the company’s own R&D personnel will be participating in the implementation of the project or whether the company will only be contributing funding. Each of the companies, including the Project Owner (C1), must fill in the form “Information about applicant and partner companies,” which is a mandatory attachment to the grant application.
	+ **R&D providers (R1, R2, ...)** Listthe Norwegian and/or international research organisations or other suppliers of R&D services that will be contributing expertise and/or scientific equipment necessary for carrying out the project’s R&D activities. In the grant application form these project partners are to be specified with the role of “only research activity”.
	+ **Other project partners (O1, O2, ...)** Any other types of partners such as entities from the public sector that are not enterprises or international companies that will be participating in the project must be listed here. For each partner (O1, O2, ...): Briefly describe what partner’s participation will comprise and why it is needed. If such partners will be performing R&D tasks, state how these activities will be financed (as in-kind R&D activity, through financing from other project partners or other sources). Describe the considerations that have come into play when assessing the need for international cooperation.
	+ **Other:** If the project will involve specific subcontractors for performing defined tasks beyond the scientific assistance indicated above, provide further information about these here.
* **Plan for utilisation of R&D results and realisation of the innovation:** For each company (C1, C2, ...) and other project partners (O1, O2, ...):Describe the plan for utilising the R&D results for (commercial) benefits in an outline for a business plan for introducing new products/services to the market or an outline for an implementation plan for new business models, new production processes or other results generated by the company/companies or any public sector bodies. If the innovation is not to be realized immediately after the conclusion of the project, you must describe the long-term plan for realization.
* Risks and challenges associated with the realisation of the innovation, and plans for how these are to be addressed. Such concerns may be:
	+ Technical;
	+ Market-related;
	+ Organisational;
	+ Political or regulatory;
	+ Financial.
* Describe plans for disseminating results beyond the dissemination occurring as a result of the companies’ implementation of the innovation. Provide information about any plans for scholarly as well as popular science publication that may make new knowledge and/or new solutions available to others.