

ITEA PO Days 2025

Guidelines for submitting a Project Outline

16 September, Estoril

Johan van der Heide - ITEA ICT manager

Outline

ITEA PO Days 2025

- PO/FPP differentiation
- Online & Offline inputs
- ITEA websites
- PO Annex template
- PO Annex guidelines
- Project submission

PO / FPP differentiation

PO Stage

- Create a convincing story
- Push innovation for actual market impact
- Explain the concept and consortium relevance
- Present clear objectives

FPP Stage

- Refine the PO based on feedback from evaluation
- Create online Work Breakdown Structure
 - Work Packages
 - Tasks
 - Deliverables
- Propose a convincing realisation plan

Online & Offline inputs

Online input

<https://itea4.org/community>

- General project information
 - **NEW**: Project executive summary
- Partner overview
- Planned cost and effort
- Country information – Rationale for public funding
- Project submission

- Only global project information asked
 - No detailed partner information
 - No detailed country information
 - Online partner and country information is merged in the PO Annex document
- PO Annex is a WORD document, so rich text with images and tables is possible
- Project leader can upload the PO Annex to the ITEA website and the merge can be tested
- During submission the merged PO document will be automatically created and saved online

Online & Offline inputs

ITEA PO Days 2025

ITEA 4 Community

ITEA Call 2025 Projects Living roadmap Calendar Contacts Documents & templates

Projects / 25001 DEMO Project

25001 DEMO Project

Simple Demo Project for demonstration purposes

Basics Partners Summary Countries Work packages Costs & effort Management Other

Project basics

Project name: 25001 DEMO Project

Project title: Simple Demo Project for demonstration purposes

Description: This is a brief description of the project

Status: Concept

Project leader: Johan van der Heide

Call: ITEA

Cluster: IT

Start date:

End date:

Challenge:

PCA:

Uplink:

Edit project basics

How to edit the project basics

Submit Project Outline

Administrative inputs

https://
editable

Merged document

ITEA 4

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<Project Acronym>
PO Annex

PART A - Project key data

ACRONYM and full-length title

25001	DEMO Project
Program Call	ITEA Call 2025
Full-length Title	Simple Demo Project for demonstration purposes
Roadmap Challenge	Smart Cities

Description

This is a brief description of the project

Project duration & size

Size	Effort: 39 PY	Costs: 6.5 M€
Time frame	Start: 01-10-2025	End: 30-09-2027 (24 months)

Coordinator

The Netherlands	Jield BV
Type	Small and Medium sized Enterprise
Contact Person	Dr. Johan van der Heide
Email Address	johan.vanderheide@jield.nl

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Project Outline Annex

<ACRONYM> or <PROJECT NAME>
<FULL PROJECT NAME>

PO Annex

Edited by: <name>
Date: <date>

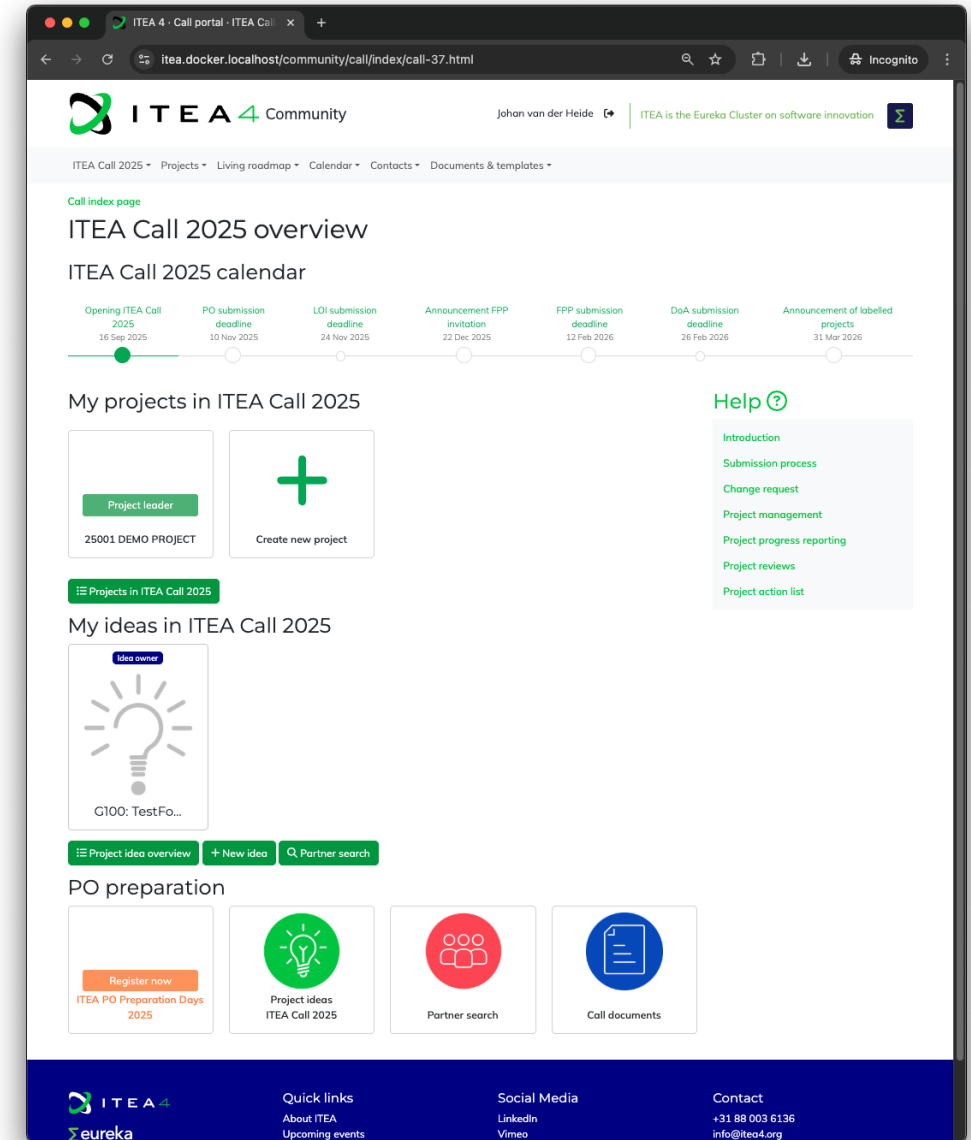
.docx
editable

ITEA websites

Call index page

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- New first menu item on Community website
- All relevant information of the open Call
- Direct access to My projects and My project ideas
- Timeline with relevant dates and deadlines



Project help

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- Online help with relevant FAQ per topic
- Accessible via menu on the right side of the project pages on the Community website
- Direct link to relevant help topic via the light-blue buttons

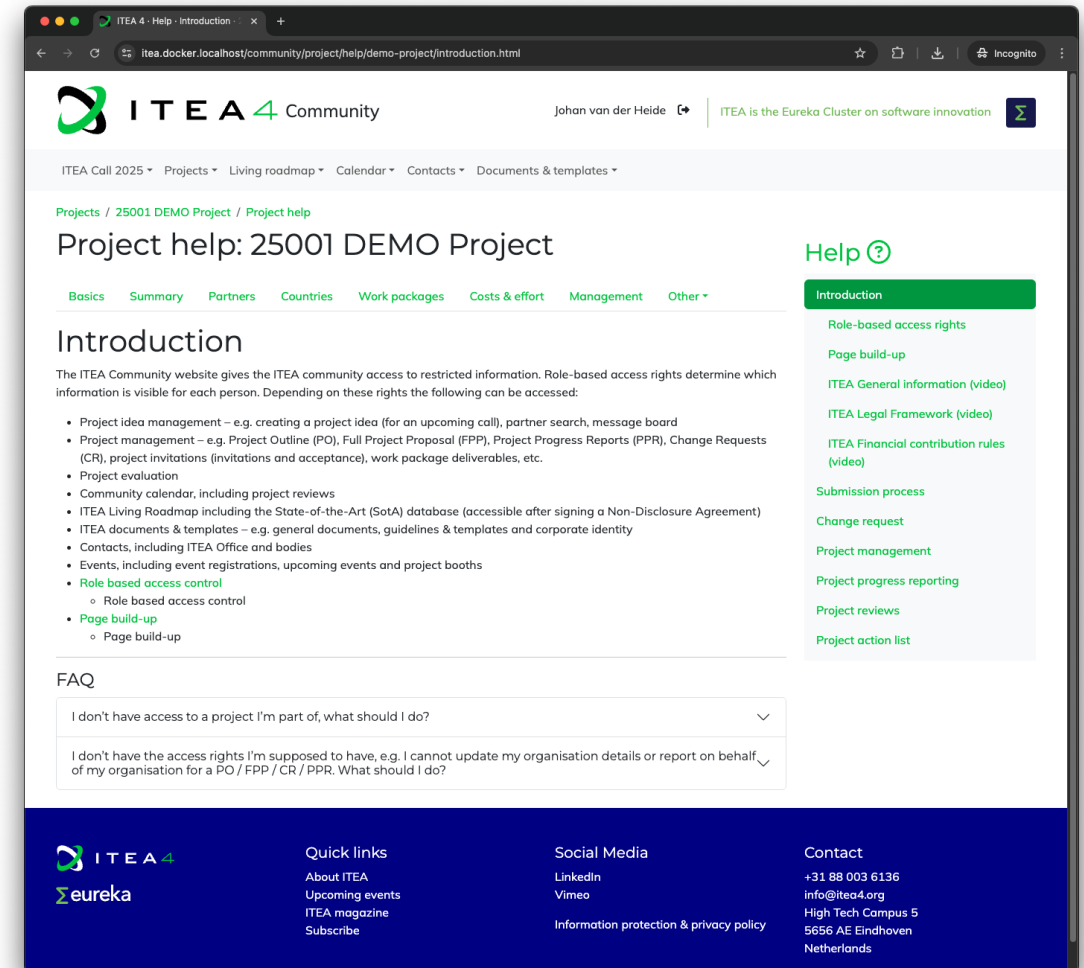
My active projects

1	25001	DEMO Project	Concept	Johan van der Heide
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 Project overview

 New project in ITEA Call 2025

 Submission



Create new project Directly from project idea

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The image displays three sequential browser screenshots illustrating the process of creating a new project directly from a project idea on the ITEA4 platform.

Screenshot 1: Project Idea Page
The page shows the "ITEA Project Outline Preparation Days 2025" banner. Below the banner, there is a section titled "IDEA for Demo" with a star icon. A button labeled "Create Project Outline from idea" is highlighted with an orange arrow.

Screenshot 2: Create Project Outline from idea G10: IDEA for Demo
This is the form for creating a new Project Outline. It includes fields for:
- Project acronym: Project for Demo
- Title: Project generated from Project Idea
- Partners: ITEA Office (NLD), Jield BV (NLD), imec (BEL)
- Project leader: van der Heide, Johan (Jield BV)
- Start date: 01/11/2025
- End date: 31/10/2027
A green "Create Project Outline" button is at the bottom.

Screenshot 3: 25002 Project for Demo Basics
This page shows the project details for "25002 Project for Demo". It includes a "Project checklist" section with error messages:
- "No summary of the project is provided. Please provide a summary of the project in the summary tab"
- "The required documents of type 'PO Annex' is missing in your proposal documents section"
- "Missing rationale for public funding in Belgium"
- "Missing rationale for public funding in The Netherlands"



Create new project Without existing project idea

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Call overview page

ITEA 4 Community

ITEA Call 2025 overview

ITEA Call 2025 calendar

Opening ITEA Call 2025: 16 Aug 2025

PO submission deadline: 10 Nov 2025

LOI submission deadline: 24 Nov 2025

Announcement FFP invitation: 22 Dec 2025

FFP submission deadline: 12 Feb 2026

DoA submission deadline: 26 Feb 2026

Announcement of labelled projects: 31 Mar 2026

My projects in ITEA Call 2025

Project leader: 25001 DEMO PROJECT

Project leader: 25002 PROJECT FOR DEMO

Create new project

Help

- Introduction
- Submission process
- Change request
- Project management
- Project progress reporting
- Project reviews
- Project action list

My ideas in ITEA Call 2025

Project idea overview

+ New idea

Partner search

PO preparation

Community index page

ITEA 4 Community

Welcome to the ITEA community website

ITEA Call 2025 for Project Outlines will close 63 days from now (deadline: Monday, 10 November 2025 17:00 CET)

Create new project in ITEA Call 2025

My active projects

ID	Project Name	Concept	Owner
25001	DEMO Project	Concept	Johan van der Heide
25002	Project for Demo	Concept	Johan van der Heide

Project invitations

No invitations can be found

Retrieve project invitation

My ideas in ITEA Call 2025

Project idea overview

+ New idea

Partner search

Upcoming events

Event	Registration status	Date	Location
ITEA PO Preparation Days 2025	Not registered	16-18 September 2025	Estoril

Community calendar

Date	Event meeting	Location	Type	Documents
10-12 September 2025	ASYU 2025	TUR, Bursa	External Events	0
16-18 September 2025	ITEA PO Days 2025	PRT, Estoril	ITEA Calls / PO Days	0
24-25 September 2025	AI & Big Data Expo	NLD, Amsterdam	External Events	0

First steps to build a new project

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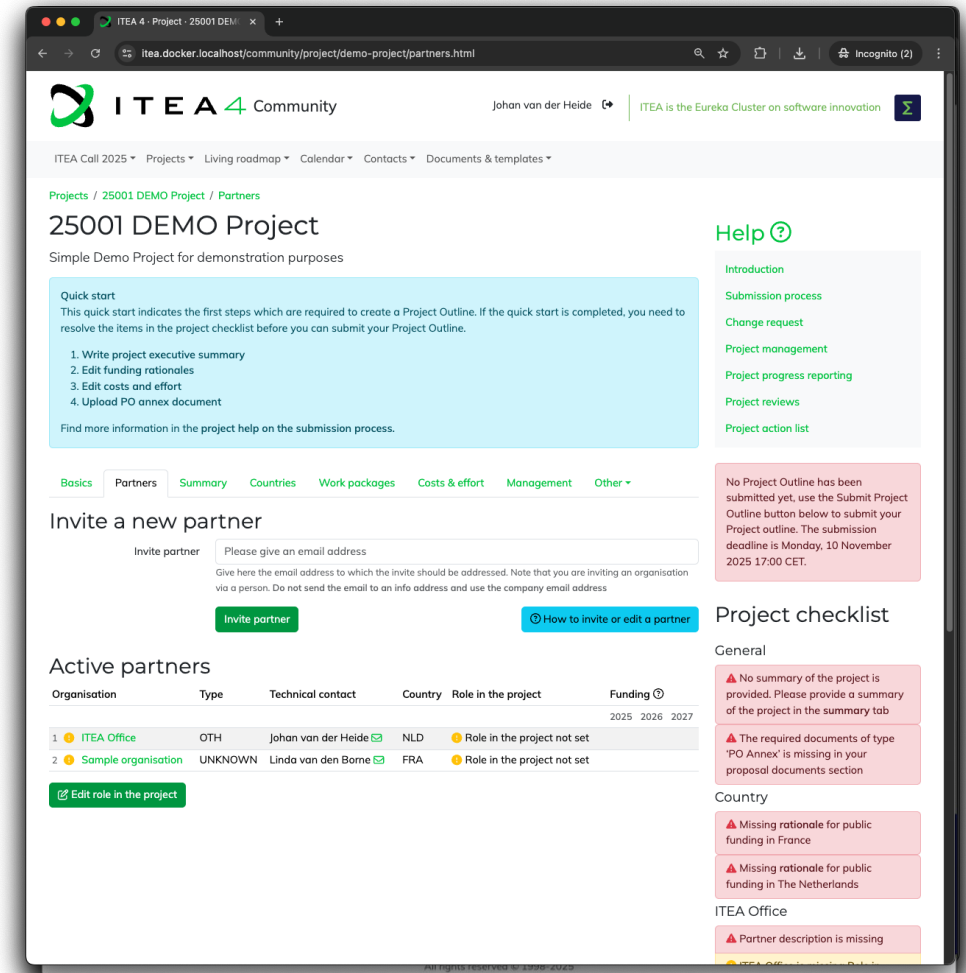
- Complete the form to create a new project
- Quick start helps to complete the first required steps

The screenshot shows the '25001 DEMO Project' page in the ITEA 4 Community portal. The page is titled '25001 DEMO Project' with the subtitle 'Simple Demo Project for demonstration purposes'. A 'Quick start' section is highlighted with a blue box, containing a list of five steps: 1. Create / edit consortium, 2. Write project executive summary, 3. Edit funding rationales, 4. Edit costs and effort, and 5. Upload PO annex document. Below this, a 'Project basics' section displays various project details: Project name (25001 DEMO Project), Project title (Simple Demo Project for demonstration purposes), Description (This is a brief description of the project), Status (Concept), Project leader (Johan van der Heide (jield BV) with a 'Manage project leader / proxy' button), Call (ITEA Call 2025), Cluster (ITEA), Start date (01 Oct 2025), End date (30 Sep 2027), Challenge (Smart Cities), and PCA (Upload PCA). A 'Project checklist' on the right side lists several items: 'General' (Project has 1 active partner, at least 2 are required; No summary of the project is provided; The required documents of type 'PO Annex' is missing), 'Country' (Missing rationale for public funding in The Netherlands), and 'ITEA Office' (Partner description is missing; ITEA Office is missing Role in project, Male Contribution, Strategic). The page also features a 'Help' sidebar with links to Introduction, Submission process, Change request, Project management, Project progress reporting, Project reviews, and Project action list.

Step 1: Create / edit consortium (1)

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- New partners are added via invitations
- Invitee will receive an email
- Invitee can choose to accept or to decline the invitation
- When the invitation is accepted, the partner is added to the list of active partners
- It is possible to invite more contact persons from 1 organisation, each having a different role



Step 1: Create / edit consortium (2)

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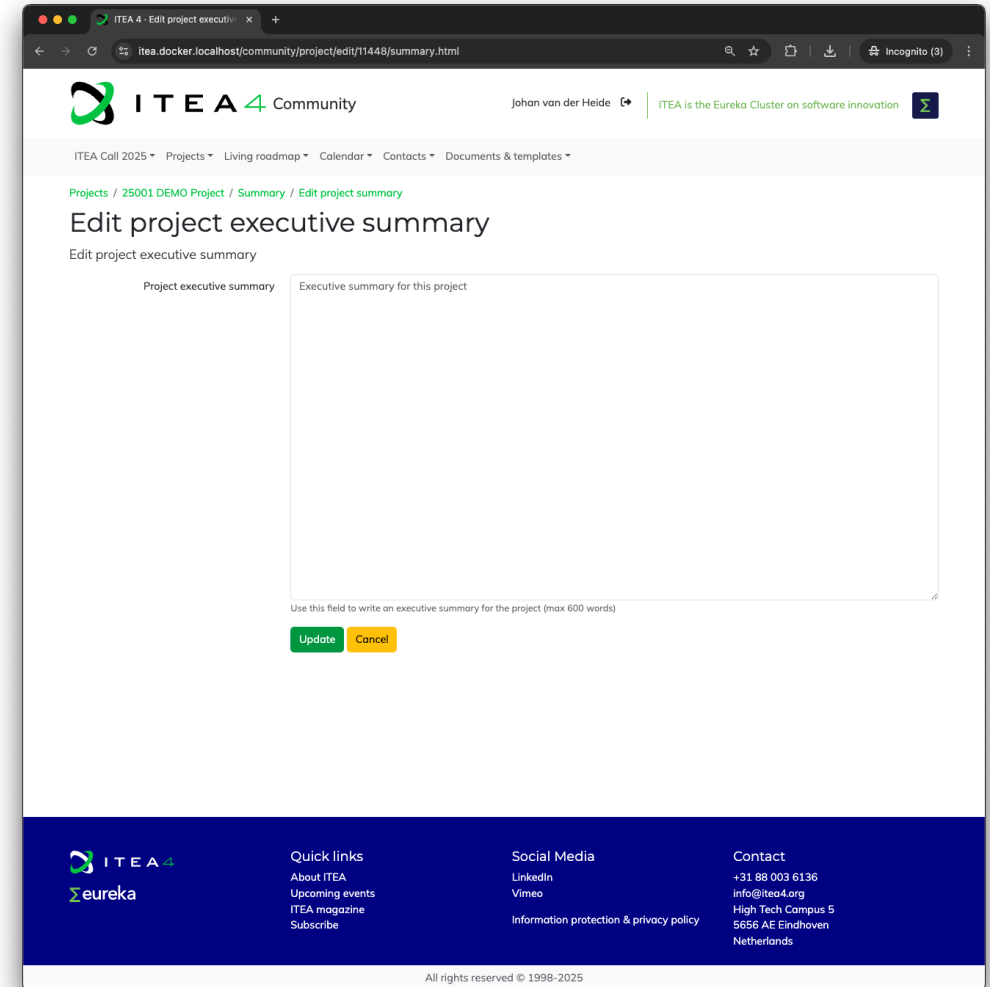
- Update the information per partner:
 - Description
 - Position on the value chain
 - Main contribution
 - Strategic importance
 - Market access
- Submit LOI
- NB: Deactivation of partner (via edit) is only possible when the partner has no cost and effort

The screenshot shows a web browser window with the URL `itea.docker.localhost/community/affiliation/loi/submit/affiliation-33529.html`. The page is titled "Submit LOI for Sample organisation in 25001 DEMO Project". It features a navigation bar with the ITEA 4 logo and "Community" text, and a user profile for "Linda van den Borne". The main content area has a breadcrumb trail: "Projects / 25001 DEMO Project / Partners / Sample organisation / Submit LOI". Below this, the title "Submit LOI for Sample organisation in 25001 DEMO Project" is followed by a sub-header: "You can agree with the Letter of Intent (LOI), also on behalf of your organisation, in two different ways:". Two bullet points list the options: "Sign the paper version and upload it below" and "Sign the digital version by ticking the checkbox below". The "Sign digital version" section includes a "Please read the text below before signing the LOI" instruction, a text box containing "Sample organisation, partner in the project 25001 DEMO Project, intends to participate in this project, should it be accepted by the ITEA Board.", and a checkbox labeled "I herewith agree, also on behalf of my organisation, the intent to participate in the project" with a green "Submit" button. The "Sign and upload paper version" section shows the "Project" as "25001 DEMO Project (ITEA 4)" and the "Organisation" as "Sample organisation". It includes a "Download LOI" link for a blank template and a file upload section with a "Choose File" button, a "No file chosen" status, and a note that the LOI must be printed on company notepaper and signed manually. There are "Upload LOI" and "Cancel" buttons. The footer contains the ITEA 4 and Eureka logos, quick links, social media links, and contact information.

Step 2: Write project executive summary

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- Project executive summary is now part of the online input and will be merged in the final document
- Maximum 600 words are allowed



The screenshot shows a web browser window displaying the 'Edit project executive summary' page on the ITEA 4 Community website. The page header includes the ITEA 4 logo, the text 'ITEA 4 Community', and a user profile 'Johan van der Heide'. A navigation bar contains links for 'ITEA Call 2025', 'Projects', 'Living roadmap', 'Calendar', 'Contacts', and 'Documents & templates'. The main content area shows the breadcrumb 'Projects / 25001 DEMO Project / Summary / Edit project summary' and the title 'Edit project executive summary'. Below this is a form labeled 'Project executive summary' with a text area for 'Executive summary for this project'. A note at the bottom of the form states 'Use this field to write an executive summary for the project (max 600 words)'. At the bottom of the form are 'Update' and 'Cancel' buttons. The footer contains the ITEA 4 logo, 'eureka' logo, quick links, social media links, contact information, and a copyright notice 'All rights reserved © 1998-2025'.

Step 3: Edit funding rationales

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- A rationale for public funding is required for every country
- Update the country coordinator and rationale per country
- Use the help text below the form to read what is expected
- The national coordinator can be any contact active for a partner in that country

The screenshot shows a web browser window with the URL `itea.docker.localhost/community/project/edit/rationale/7436/general.html`. The page header includes the ITEA 4 logo and the text 'ITEA 4 Community'. The breadcrumb trail is 'Projects / 25001 DEMO Project / Countries / France / Edit rationales for public funding'. The main heading is 'Edit rationale for public funding for France in 25001 DEMO Project'. Below this, there is a dropdown menu for 'National coordinator' with the value 'van den Borne, Linda (Sample organisation)'. A large text area labeled 'Rationale' is below the dropdown. At the bottom of the form, there is a section titled 'The national rationale for funding has four components:' followed by a bulleted list of requirements. Below the list, there is a paragraph of text. At the very bottom, there is a 'Targeting application submission date' field and two buttons: 'Update rationale' and 'Cancel'.

ITEA 4 Community

Projects / 25001 DEMO Project / Countries / France / Edit rationales for public funding

Edit rationale for public funding for France in 25001 DEMO Project

National coordinator: van den Borne, Linda (Sample organisation)

Rationale

The national rationale for funding has four components:

- national gain: you have to explain the benefits for the participating countries (e.g. support to national strategies, standardisation, open source, knowledge dissemination, wellbeing improvement, impact on national productivity, etc.), how the country benefits from collaboration with other countries and the risk level of the investment (i.e. why is a public incentive preferred for such investments)
- return on investment (ROI): you have to explain how the money invested by both Public Authorities and companies is expected to generate value, revenue, jobs and/or economic growth, etc.
- value creation of the national sub-consortium: if relevant, you have to detail the collaboration amongst the national sub-consortium, how cross-fertilisation between the various participants is achieved and, if applicable, what the national use cases are, how they are organised and how they are linked with other or previous national projects;
- adequate balance between the national partners (e.g. ratio of effort as a percentage for academics, SMEs, etc.)

It is crucial that all national coordinators get in touch with their national Public Authorities (PAs) to present them the project (idea, partnership, budget, etc.), checking funding opportunities and ensuring that the national consortium is eligible, even in countries that are not part of the ITAC (ITEA Authorities Committee). Beware of eligibility issues at national level.

For more information about contacting national Public Authorities, please visit the [ITEA public website](#).

Targeting application submission date

Indicate here the date on which the national application is expected. Note that this form field accepts texts, so also a period like Q4 2016 could be given

Update rationale Cancel

Step 4: Edit costs and effort

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- Costs (in kEuro) and effort (in PY) can be updated per:
 - Project
 - Partner
- On partner page edit is via edit-in-place
- In PO Phase effort is only per partner per year, in FPP phase effort has to be provided per work package

The screenshot shows the 'Sample organisation' page for 'Costs & effort' in the ITEA 4 Community web application. The page is titled 'Sample organisation' and is a 'Partner in 25001 DEMO Project'. It features a navigation bar with tabs: Details, Description, Market access, Costs & effort (selected), Versions, Financial, and Management. Below the navigation bar, it says 'Latest unsubmitted (updated) version' and 'You can click on the green values to edit them directly'. There are two tables: one for 'Costs [k€]' and one for 'Effort [PY]'. Both tables have columns for years 2025, 2026, 2027, and a 'Total' column. The 'Costs' table shows a value of 0.00 for 2025, which is highlighted with a blue box and a green checkmark icon, indicating it is editable. The 'Effort' table shows a value of 0.00 for 2025. On the right side, there is a 'Sample organisation Checklist' with three items: 'Partner description is missing', 'Sample organisation is missing Role in project, Main Contribution, Strategic importance', and 'Sample organisation is missing Market access'. At the bottom, there is a footer with the ITEA 4 logo, quick links, social media links, and contact information.

Costs [k€]	2025	2026	2027	Total
	0.00	x	0.00	0.00

Effort [PY]	2025	2026	2027	Total
	0.00	0.00	0.00	0.00

Step 5: Upload PO Annex document

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- Upload of PO Annex document is possible on Project Management page (under Management tab)
- The latest PO Annex template can be downloaded from this page
- It is always possible to upload a PO Annex template (also when work-in-progress) to check the merge
- Multiple PO Annex documents can be uploaded

Preview of 25001-DEMO Project-PO Annex Demo Project

Home Insert Draw Design Layout References Mailings Review View Acrobat Comments Editing Share

Paste Arial 14 A A A A B I U X₁ X₂ Styles Styles Pane Dictate Add-ins Editor Create PDF and share link Request signatures

PO Annex

PART A - Project key data

ACRONYM and full-length title

25001	DEMO Project
Program Call	ITEA Call 2025
Full-length Title	Simple Demo Project for demonstration purposes
Roadmap Challenge	Smart Cities

Description

This is a brief description of the project

Project duration & size

Size	Effort: 39 PY	Costs: 6.5 M€
Time frame	Start: 01-10-2025	End: 30-09-2027 (24 months)

Coordinator

The Netherlands	Jield BV
Type	Small and Medium sized Enterprise
Contact Person	Dr. Johan van der Heide
Email Address	johan.vanderheide@jield.nl

Consortium

Organisation	Country	Role	Unknown	oth
Sample organisation	France	Country Coordinator	X	

Page 5 of 20 999 words English (United States) Accessibility: Investigate Focus 160%

Project checklist

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- During PO formation the project checklist shows the required actions before submission
 - Red blocks – blocking issue
 - Orange blocks – non-blocking warning
- The issues need to be solved before the project can be submitted
- There is also a checklist on partner level

No Project Outline has been submitted yet, use the Submit Project Outline button below to submit your Project outline. The submission deadline is Monday, 10 November 2025 17:00 CET.

Project checklist

General

⚠ The required documents of type 'PO Annex' is missing in your proposal documents section

Sample organisation

⚠ Partner description is missing

⚠ Sample organisation is missing Role in project, Main Contribution, Strategic importance

⚠ Sample organisation is missing Market access

Sample organisation Checklist

⚠ Partner description is missing

⚠ Sample organisation is missing Role in project, Main Contribution, Strategic importance

⚠ Sample organisation is missing Market access

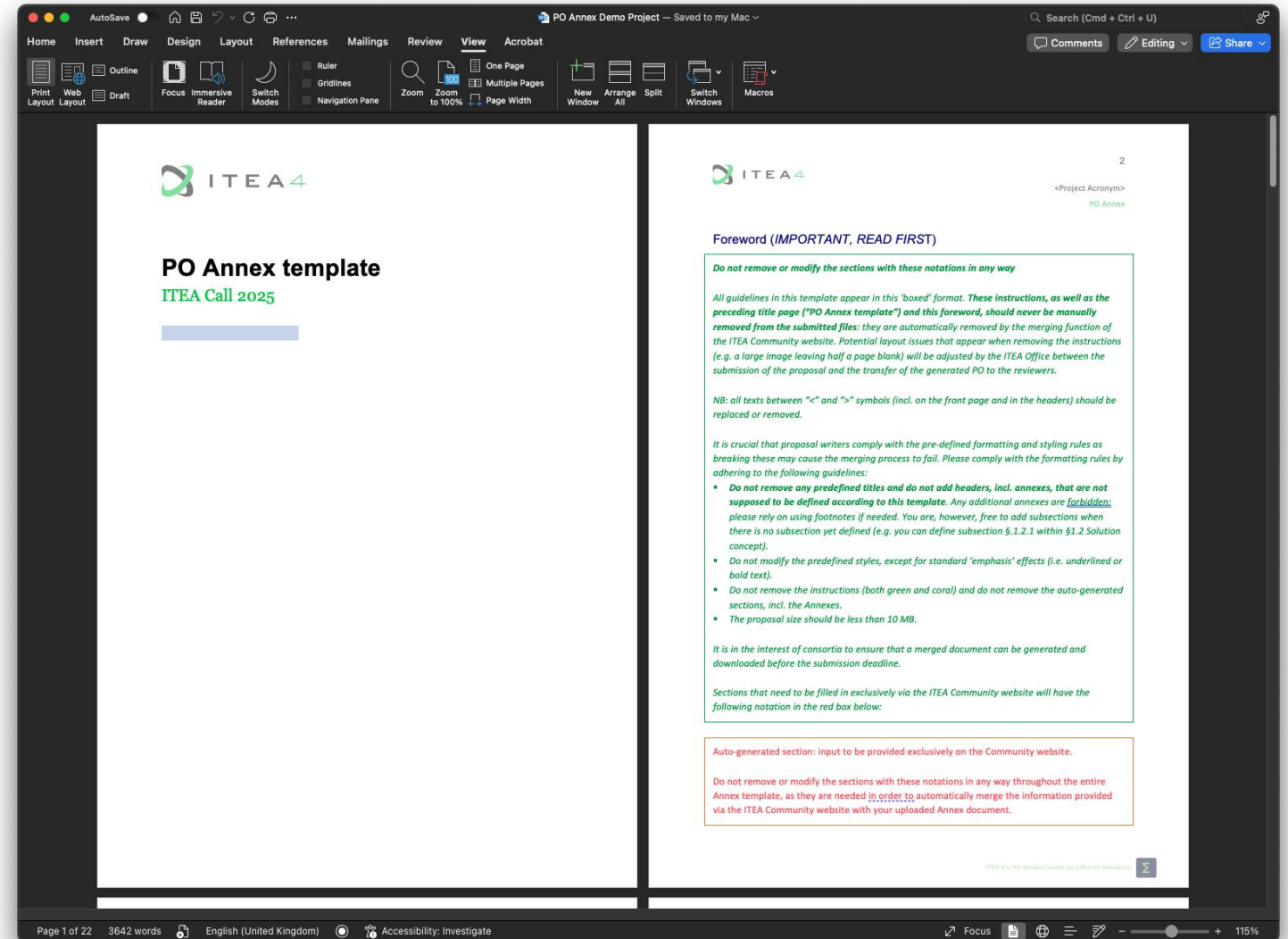
PO Annex template

PO Annex template – Instructions

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In the foreword instructions are given for:

- Text length limits
- Use of Google docs
- Quality
- Value chain
- Merge instructions



PO Annex template – Structure

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In this call the PO Annex template has been re-structured so all offline data is collected in PART B

The following chapters are automatically merged and should remain empty:

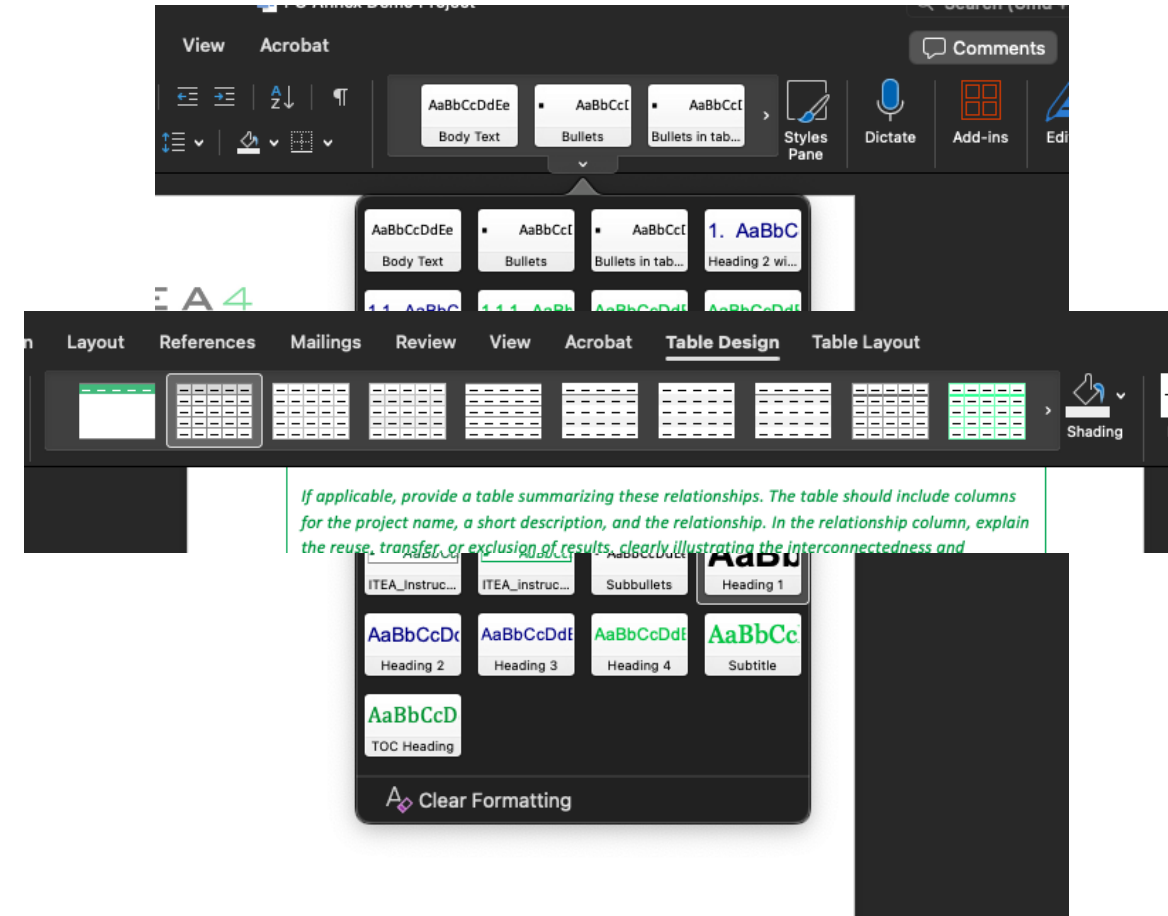
- PART A - Project key data
- PART C – Partner Descriptions & Market Access
- Annex A – Summary of costs & effort breakdown
- Annex B - Rationale for public funding

ITEA 4		5
<Project Acronym> PO Annex		
Table of contents		
Foreword (IMPORTANT, READ FIRST)		2
PART A - Project key data		6
Project acronyms		7
PART B – Project Proposal		8
1. Rationale of the project		8
1.1. Problem statement		8
1.2. Solution concept		8
1.3. Foreseen Challenges and Targeted Technological Innovation		8
1.4. Use Cases		10
1.5. Expected Results		11
2. Market and Societal Impact		12
2.1. Market and Competitor Analysis		12
2.2. Business Model and Exploitation Strategy		12
2.3. Go-to-Market and Dissemination Strategy		12
2.4. Standardisation (if applicable)		13
2.5. Contribution to UN Sustainability Goals		13
2.6. Business Market Impact KPIs		14
3. Technological impact		16
3.1. Technology Value Chain		16
3.2. Targeted Innovation		16
3.2.1. Targeted Innovation 1: <Name of the targeted innovation>		16
3.2.2. Targeted Innovation 2: < Name of the targeted innovation >		16
3.2.3. Targeted Innovation ..n: < Name of the targeted innovation>		16
3.3. Innovation KPIs		17
4. International Collaboration		18
4.1. Market Value Chain		18
4.2. Collaboration in business level		18
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4.4. Collaboration with other projects		19
PART C – Partner Descriptions & Market Access		20
Annex A – Summary of costs & effort breakdown		21
Annex B – Rationale for public funding		22

PO Annex template – Word styles

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- PO Annex template contains built-in styles to style the document
- Use only the following pre-defined Word styles to change the mark-up
 - Headings
 - Tables



PO Annex template – Instructions

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- Red text boxes are placeholders for auto-generated online content
- Green text boxes provide instructions for the chapter
- Both types of text boxes are automatically removed when the document is submitted

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<Project Acronym>
PO Annex

Annex B – Rationale for public funding

France perspective

National project coordinator

Contact Person	Linda van den Borne
Email Address	noreply@gmail.com

National rationale for public funding

French rationale

Description and contribution of national partners

Sample organisation

France	Sample organisation
Description	Description
Type	Unknown
Contact Person	Linda van den Borne
Email Address	noreply@gmail.com
Main contributions	Main contribution
Strategic Importance	Strategic importance
Market Access	Market access

Costs & effort breakdown

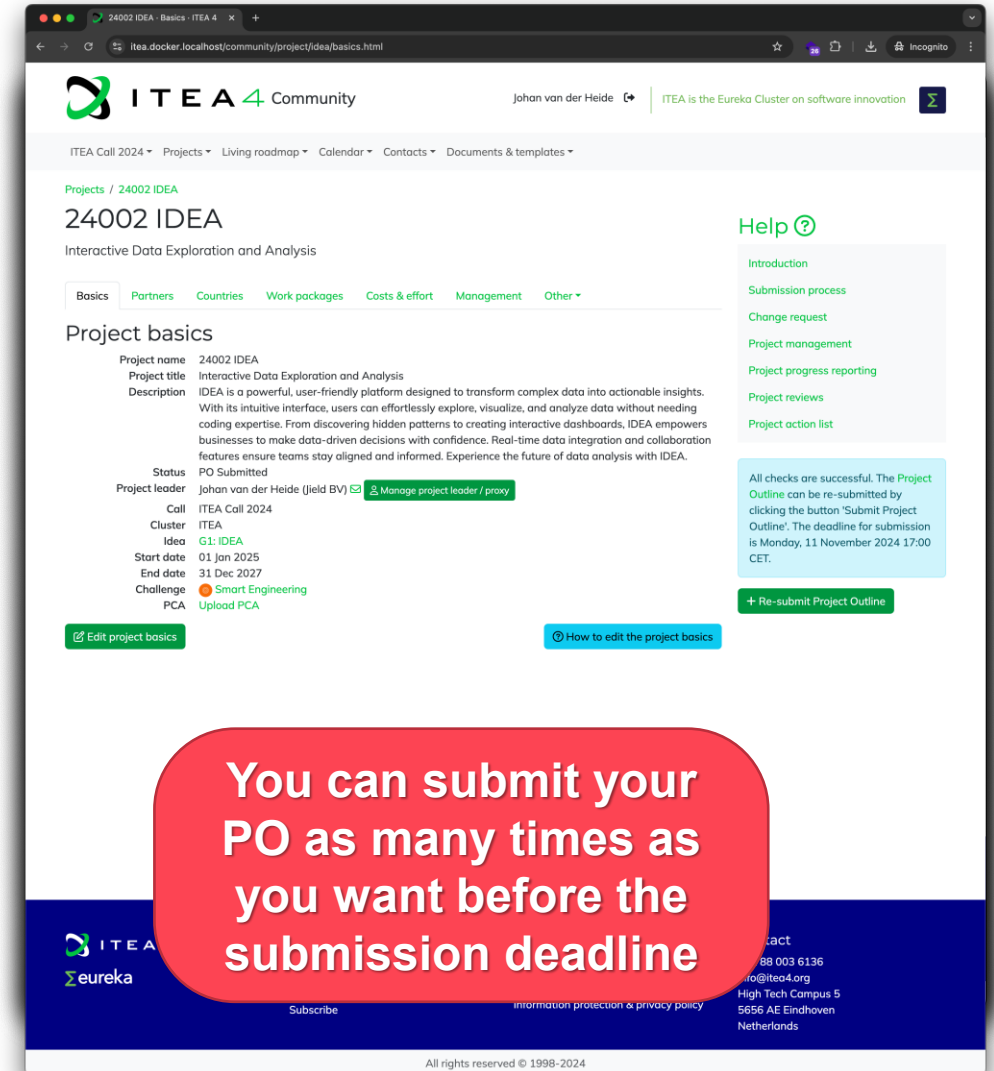
Page 5 of 20 999 words English (United Kingdom) Accessibility: Investigate Focus 160%

Project submission

Submit proposal

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- If the checklist is completed the PO can be submitted
- Select the correct version of the PO Annex document
- The system will create the version with the merged PO document
- When changes are made after submission, a new version of the Project Outline needs to be submitted
- The latest submitted version before the deadline is final



Thank you
for your attention