



V1.1

RECHARGE NEXT

New Generation Living Lab Project

GUIDE FOR APPLICANTS

Call opening: 19th January 2024

Call deadline: 29th February 2024, 23:59 CET

Deadlines will be strictly adhered to. Any submission past the deadline will not be considered.

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1. About RECHARGE

RECHARGE stands for **Resilient European Cultural Heritage As Resource for Growth and Engagement**. Keywords that together synthesise the aim of the project itself: to reinvigorate community participation as added economic value for cultural heritage institutions across Europe.

We believe that community participation can reinvigorate the cultural heritage sector across Europe. That is why we want to support cultural heritage institutions in diversifying their funding and developing participatory cultural business models to foster their future development in the digital realm and onsite.

To date, our three RECHARGE Living Labs: the [Hunt Museum in Ireland](#), the [Prato Textile Museum in Italy](#), and the [Maritime Museum in Estonia](#), have trialled three distinct participatory cultural business models through pilot projects. These initiatives collaborated with local communities and stakeholders and leveraged the expertise and research capabilities of our academic partners. Read about them on the RECHARGE [platform](#).

RECHARGE has received funding from the European Union's HORIZON Research and Innovation Programme under Grant Agreement no. 101061233.

We have created a playbook and glossary to guide organisations in developing their own participatory cultural business models and setting up a Living Lab project. These will be very helpful when you are looking for more information; for guidance in your application the Playbook will be especially useful. For any further questions please consult the contact details at the end of this guidelines document.

2. RECHARGE Living Lab Project

The RECHARGE Living Labs are dynamic spaces where ideas and solutions can be co-created, tested, and iterated by collaborating with stakeholders. The Living Lab offers methods for cultural heritage institutions, researchers, industry, communities, and government to co-design concrete solutions in real-life environments. Operating as 'innovation zones', Living Labs can bring together community knowledge with professional expertise for action-based projects.

RECHARGE is actively seeking six more cultural heritage institutions eager to explore and test participatory cultural business models. Your institution is encouraged to either select from the list of RECHARGE Participatory Cultural Business Models provided or, if you wish, devise your own innovative participatory business model for experimentation. Just like our existing RECHARGE Living Labs, the goal is to create enduring, sustainable participatory cultural business models that benefit a diverse range of stakeholders in the cultural heritage sector. The valuable insights gained from these endeavours will be documented in publicly-shared resources to guide and inspire other cultural heritage institutions on their transformative journeys.

Available budget: €60,000 (€10,000 for each project)

Becoming a RECHARGE Living Lab

If your cultural heritage institution is aiming to apply for the €10,000 grant to join us as a RECHARGE Living Lab and test one of our exciting participatory business models, we are here to guide you through what is needed for your submission:

Choose Your Model: Start by picking one of our participatory cultural business models listed below, or even a hybrid model if you are feeling adventurous!

Exploration: What is the challenge you need to solve? Or product, or service that you would like to co-create? Do some research and plan out how your chosen model can work within your unique cultural heritage setting. Get a sense of the pros and cons and what you hope to achieve. Use our RECHARGE Playbook version 1.0 to guide you through this, and to see examples of how our first three RECHARGE Living Lab institutions navigated their way through this process.

Get the Community Involved: Your local community, partners, and stakeholders should be a part of this journey with you. Make sure your chosen project and model resonates with their needs and dreams.

Complete the Participatory Cultural Business Model Canvas detailing the value proposition and the model you propose to follow, the key protagonists and an idea of the costs and benefits

Budget Wisely: Make the most of that €10,000 grant by creating a budget that clearly shows how you will use the funds to support your model-testing activities.

With these steps, you will be well on your way to completing the application for becoming a RECHARGE Living Lab.

The Participatory Cultural Business Models

Your institution will choose one of the following models to solve a problem within your institution using participatory practices:

No.	Participatory Cultural Business Models	Social value proposition
1	COLLABORATIVE E-COMMERCE MODEL	An online shop is shared by several CHIs, products and services are developed in collaboration with the local creative community.
2	REVENUE SHARING INNOVATION MODEL	The CHIs are co-creators and co-owners of innovative products or services and adopt appropriate revenue-sharing mechanisms to create long-term financial benefits.
3	CSR CULTURAL HERITAGE COMMUNITY MODEL	Companies use their corporate social responsibility (CSR) or environmental, social, and governance (ESG) programs to benefit both CHIs and communities.
4	COMMUNITY CROWDSOURCING MODEL	Communities are involved in content creation, ideation, implementation, and financing of CHI products and initiatives.
5	PARTICIPATORY DISTRIBUTION MODEL	The CHIs products and services are disseminated and distributed by an open community network.
6	ASSET AND RESOURCE SHARING MODEL	The CHIs are using external shared assets for their core activities and provide their own assets for community use.
7	OPEN-SOURCE SERVICE MODEL	The CHIs provide licence-free open access to their services and content for community use.
8	ON-DEMAND SERVICE MODEL	The CHIs offer tailor-made content and service solutions addressing specific needs of users, including communities, organisations, and other stakeholders.
9	EXTRA: HYBRID MODEL	A hybrid model in which the CHIs mix different elements of some or all previously mentioned participatory cultural business models.

Timeline for the project delivery

- Application window from 19th January 2024 to 29th February 2024.
- Reviewed by RECHARGE Jury between 1st March to 22nd March.
- All successful applicants contacted by 27th March.
- Your Living Lab Project starts 1 April 2024 and must be completed by 30 April 2025. The Living Lab is envisioned as a 3 step process and Living Labs are expected to complete all 3 steps and deliver a Participatory Cultural Business Model. [Please check the mentoring document for more details.](#)

3. Eligibility Criteria

Target applicants

The tender is open for Cultural Heritage Institutions (CHIs). This includes GLAM institutions (i.e. galleries, libraries, archives, and museums) with the aim of collecting and maintaining cultural heritage materials in the public interest.

This includes also, *inter alia*, historical sites, science centres, natural history museums, and botanical gardens, cultural, educational, or community organisations with cultural heritage focus (e.g., organising cultural heritage festivals).

Alongside individual institutional applications, RECHARGE encourages collaborations and tandem applications. Tandem applications must define

one principal applicant who will be fully responsible for undergoing the incubation program and further implementing the project.

Eligible countries

Only applicants legally established/resident in any of the following countries are eligible:

- The Member States of the European Union, including their [outermost regions](#);
- Other Countries linked to the Member States;
- Horizon Europe associated countries (see full list [here](#));
- [The UK](#) will participate in all parts of the Horizon Europe programme with the only exception of the EIC Fund (which is part of the EIC Accelerator of Horizon Europe that provides investment through equity or other repayable form).

To ensure a smooth contracting phase, organisations should have a valid VAT or company registration number. Additionally, all entities should be eligible to operate in the EU or Horizon Europe-associated Member States.

Other eligibility rules

- Only one proposal per organisation or individual will be accepted
- Your legal entity should not be under liquidation or considered an enterprise under difficulty according to Commission Regulation No 651/2014, art. 2.18
- Any planned developments should be free from third-party rights, or these rights should be clearly stated

- You should not be excluded from the possibility of obtaining EU funding under national and EU law or by a decision of national and EU authorities
- People and organisations related to the RECHARGE project (members of the consortium) are not eligible
- The costs linked to the project proposal activities are not currently, nor will they be, supported by any other grant.

Language

English is the official language for RECHARGE's open call. Submissions in any other language will not be evaluated. It is also the only language during the entire RECHARGE program execution, meaning all applications and additional supporting documents must be in English to be considered.

However, we acknowledge that the projects themselves may be executed in languages other than English.

Conflict of interest

Applicants shall not have any actual or/and potential conflict of interest with the RECHARGE selection process and during the whole programme. All cases of conflict of interest will be assessed case by case. In particular, applicants cannot be RECHARGE Consortium partners or affiliated entities nor their employees or co-operators under a contractual agreement. If a conflict of interest is identified and confirmed during the evaluation process, the applicant's proposal will be deemed non-eligible and will not undergo further evaluation.

Eligible costs

The €10,000 grant may be spent on eligible costs. These are costs that meet the following criteria:

- Incurred by the applicant in connection with or during the project;
- Identifiable and verifiable in the applicant's accounts;
- Compliant with national law;
- Reasonable, justified in accordance with sound financial management (economy and efficiency);
- Indicated in the budget you submitted in the Application Form.

RECHARGE will provide guidance to all funded projects on financial matters. All costs should be stated inclusive of any irrecoverable VAT.

Eligible costs are:

- Personnel costs: Applicants can spend funds on staff who are directly involved in the execution of the project.
- Equipment costs: See below.
- Consumables, other goods and services: Applicants can spend on consumables and other goods and services (including travel), if they are directly relevant to the achievement of the project.

Additional information about eligible cost for infrastructure If equipment, research infrastructure and other assets are acquired, only the portion of the depreciation costs allocable to the project is eligible for funding, not the purchase price. The depreciation rates must be calculated according to the usual internal practice of the beneficiary under recognition of national and international rules and standards. Equipment with a useful life in excess of the project duration can only be reimbursed to the extent the asset would be depreciated for the twelve month project period.

There is no hard-and-fast rule about the distinction between equipment and other costs; small items such as sensors may be budgeted as ‘other goods and services’. The costs of equipment rental for the project period can be charged at full cost, as long as the rental cost is not greater than the depreciation cost had the equipment been purchased.

4. How to apply

We have prepared an application form. This is in the format of a Google Form. Its design aims to facilitate the effective evaluation of your project's key components by experts against the criteria. All applications must be submitted before **29 February 2024, 23:59 CET**. Any application received after the deadline will be automatically rejected.

Important note

Your Living Lab will receive guidance from one of three institutions within the RECHARGE consortium: The Hunt Museum in Limerick, Ireland; The Textile Museum in Prato, Italy; or the Estonian Maritime Museum in Tallinn, Estonia.

Selected applications will be assigned to one of these three Mentor Institutions. Contract for the funding of your Living Labs will be subject to the national laws of the country where your Mentor Institution is located—namely, Ireland, Italy, or Estonia.

5. Selection process

Proposals will be evaluated against the following criteria by the RECHARGE jury named below.

Project idea excellence

- Core idea and its synergy with your chosen cultural participatory business model
- Participatory elements

Impact

- Value Proposition
- Likely sustainability of the project
- Potential social, economic, organisational and environmental impact of the project

Project action plan and partnerships

- Human resources and skills
- Partnership overview and implementation plan
- Budget

Selection Criteria

Ability to run the project: 20 points

Idea & Value Proposition: 40 points

Use of Participatory Cultural Business Model Canvas: 20 points

Budget: 20 points

Jury

The RECHARGE jury will be made of internal consortium partners and Advisory Board Members:

Trilce Navarrete Hernandez, Erasmus University Rotterdam (NL)
Jill Cousins, The Hunt Museum (IE)
Úna Hussey, The Hunt Museum (IE)
Ragnar Siil, Creativity Lab (EE)
Maria Drabczyk, Fundacja Centrum Cyfrowe (PL)
Kelly Hazejager, Stichting Nederlands Instituut Voorbeeld en Geluid (NL)
Isabel Beirigo, Stichting Nederlands Instituut Voorbeeld en Geluid (NL)
Marta Franceschini, European Fashion Heritage Association (IT)
Marco Rendina, European Fashion Heritage Association (IT)
Filippo Guarini, Textile Museum Prato (IT)
Sander Jürisson, Estonian Maritime Museum (EE)
Tere Badia. RECHARGE Advisory Board Member
Monika Hagendorn-Saupe. RECHARGE Advisory Board Member

6. Mentoring

You will receive mentorship throughout your entire Living Lab journey from one of the RECHARGE cultural heritage institutions who have already completed a test of one of the cultural participatory business models listed. You will also benefit from the ongoing theoretical research from the RECHARGE academic partners. For more details about mentoring please see this [document](#).

7. Administrative arrangements

Successful applicants will be invited to join RECHARGE NEXT- phase 2 of the RECHARGE Living Labs participatory cultural business model testing for 12 months (April 2024 - April 2025). This will be following a short

negotiation that will take place in March 2024. During the negotiation, applicants and the RECHARGE consortium will agree on a timeline, milestones and deliverables, leading to the agreement signed in the first month.

How will the grant be paid?

- **First payment** of 70% of the total budget happens after the signature of the Agreement.
- **Second payment** (15% of the total budget) after the reception of milestones and deliverable(s) agreed.
- **The remaining amount** (15%) will be paid after final reports are submitted at the end of the project.

Contact:

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