

Call for proposals

Create Health – E-health knowledge base for a healthy and active old age

Deadline for submission of project ideas: 17 January 2017

Keywords: knowledge of e-health, dementia, overweight, loneliness, elderly, fundamental research

NOTE: The original Dutch-language text of the call for proposals is the authoritative version. Where the English-language text is open to a different interpretation, no additional rights may be derived from it.

Purpose of the call for proposals

ZonMw and NWO hereby invite researchers from both the creative sector and the healthcare and welfare sector to submit applications in public private partnership (PPP) for the purpose of developing fundamental knowledge – known as ‘knowledge building blocks’ – on which to base the development or improvement and implementation of e-health applications which are intended to support the day-to-day functioning of people as they grow older, both now and in the near future. Applications should concern the development of knowledge of e-health for the creative industries and for healthcare and welfare under one or more of the three themes in the Create Health programme.

Applications should address the question of what knowledge is needed to develop meaningful, user-friendly e-health applications to help people achieve a healthy and active old age or to contribute to the successful and sustainable use of existing applications. It is not simply a matter of the applicability of e-health applications (responding to the specific needs of users), but also of their use in a social and communication context. It is important that applications are easily understandable, including for people with poor literacy and health skills. The target group should therefore be directly involved in the research process.

The following will not be eligible for this call:

- Research that is not fundamental¹
- The development or further development of e-health applications

The present call is an invitation to submit project ideas.

Goal of the programme

The Create Health programme aims to help address the societal challenge of ensuring that people enjoy an active old age. It will do so by bringing together parties from the creative industries and from the healthcare and welfare sector, supporting the development and sharing of knowledge, providing

¹ For a definition of fundamental research, see the Definitions and FAQs document

access to funding and assisting with scaling-up. The focus of research under the Create Health programme is on three themes, centred around elderly people or the process of ageing:

1. Home care and self-management: longer independent with dementia
2. Preventing overweight: prevention through changes in lifestyle
3. Preventing loneliness: ensuring that vulnerable elderly people do not become lonely

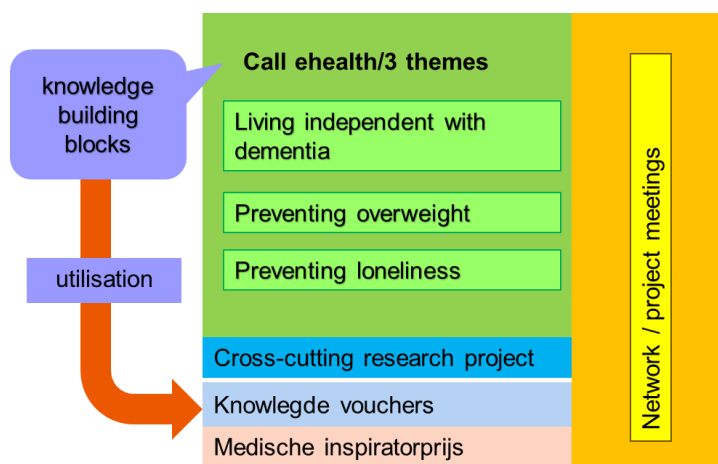
This programme is related to the Create Health cross-over involving the Creative Industries (CLICKNL) and Life Sciences & Health (Health-Holland) top sectors. In this call for proposals, the LSH focus is mainly on healthcare and welfare, so reference is made throughout the text to healthcare and welfare.

The programme is designed to stimulate activities focused on collaboration between the creative industries and the healthcare and welfare sector, in the form of public-private partnership (PPP).

Activities under the programme

Knowledge development

A number of new activities will be launched under the programme from autumn 2016. First, a call for proposals will be issued for knowledge development under the three themes 'longer independent with dementia', 'preventing overweight', and 'preventing loneliness' (the green block in the figure below).



The knowledge developed should contribute to the knowledge base of the Creative Industries and LSH top sectors, and should tie in with the sectors' Knowledge and Innovation Agendas (KIAs) (see [Creative Industries](#) and [LSH KIA](#)). Successful applications in this round will provide knowledge building blocks that help both the healthcare and welfare sector and the creative industries take a step forward in the creation of sustainable e-health solutions for a healthy and active old age.

Knowledge vouchers

Knowledge vouchers can then be applied for to enable this knowledge to be used for the development of e-health. Depending on the knowledge generated during the course of the projects, the vouchers

may be used either during or after the project. Details of the procedure are currently being finalised and will be communicated at a later stage.

Cross-cutting project

A cross-cutting research question will also be issued that refers to the themes in the research projects. The theme of the research question will be 'cross-cutting', and determined on the basis of the themes addressed by the projects awarded funding in this round. The cross-cutting project will thus acquire knowledge that connects the other projects. The projects awarded funding in this call will therefore be asked to contribute to this project.

Medical Inspirator Award

Besides partnerships between patients and researchers in the research projects, the programme's Medical Inspirator Award will focus specifically on patient-driven research. This competition will run twice during the course of the programme, and is independent of the research projects. The award will be presented to the partnership of patients and researchers, and preferably also a care provider and/or company, that has the best project plan for the development of an e-health application addressing one of the programme's three themes.

Knowledge exchange and sustainability meetings

Network and project leaders' meetings will be organised during the programme. Project partners will be expected to contribute actively to these meetings, which will link the various activities with the aim of encouraging knowledge exchange and bringing about broad-based sustainable consortia/communities.

Context of the call

Health in the future

Healthcare faces major changes in the future as a result of demographic ageing and the growing numbers of people with chronic illnesses. A different approach to health, defining it as the capacity to adapt and self-manage in the face of social, physical and emotional challenges (M. Huber, British Medical Journal 2011), will also require a different approach to healthcare in the future.

Within the framework of the three Create Health themes, the programme focuses specifically on the question 'What do elderly people need to maintain the best possible level of health and self-reliance in terms of their daily lives as they grow older?' In the context of this call, the key question is whether and, if so, how e-health can be deployed to support people's day-to-day functioning as they grow older, both now and in the near future. Projects should take account of the ageing process and the changes in people's capacity to remain healthy and independent during this process. People's behaviour is unpredictable and they have a wide range of needs. Nevertheless, intuitive systems are expected to be able to provide support. How is it possible to design these systems in such a way that

an application adapts to the skills people acquire or lose as they grow older? The focus should be on the older user, not on the technology.

Research within the framework of the call

The research questions should be fundamental² and, besides technology (specifically information technology) should also concern medical, communication, design and behavioural science, and preferably the interface between them. The questions should be defined in an interdisciplinary manner, connecting disciplines associated with the creative industries with those in the healthcare and welfare sector. The research should tie in with existing, validated fundamental knowledge from the various sectors. Projects will thus be able to produce knowledge building blocks while they are in progress thanks to an iterative research method (such as Research through Design). This might for example include 'human-centred' design and research. However, the work should also tie in with existing developments (e.g. [MedMij](#), [Personal Health Train](#) and [FAIR data](#)) and pay attention to data standardisation in order to promote interoperability between different ICT systems.

What kind of research is suitable?

Research may concern the acquisition of knowledge at various points in the development of e-health for the themes listed. This could potentially lead to knowledge needed for further innovation, or to knowledge applicable during development, as well as for implementation and upscaling. This might include the development of new research, design and validation methods for addressing effectiveness, and also how to use the data generated from e-health applications. But it might equally include new methods for identifying the demand for e-health, starting with the need for e-health among the various stakeholders. If the need is there, is e-health actually the right solution? If so, how does one design efficient and user-friendly e-health applications and how can one develop generic e-health for several target groups using the combined insights of the creative industries and the healthcare and welfare sector? Particular attention should be paid to groups like people with low socioeconomic status, a low level of literacy and poor health skills, as well as to cultural differences within all target groups. It is particularly important that care remains accessible to these groups in a changing, digitising society. Of course the use of e-health applications depends on the individual in question and their skills, and whether they are able to use them will therefore depend on the application's suitability and individual focus. It is therefore useful to determine what communicative feedback or actual benefits encourage users to continue using an application. Issues like whether interaction is easy with and via the application, and whether the application causes resistance as a result of conflicting values reflected in language or design features are important.

Projects should address the questions of what works in e-health, which elements are useful and which are not, and how this all fits into the system of health, disease prevention, vital functioning and healthcare. It is important that the target group and stakeholders are all involved in the research at all times.

² For a definition of fundamental research, see the Definitions and FAQs document

The following are not eligible for this call:

- Research that is not fundamental³
- The development or further development of e-health applications

Conditions

Eligible candidates

The call is open to parties established in the Netherlands. Applications for research projects must be submitted by public-private partnerships involving parties with complementary expertise. Existing partnerships would be preferable, and where necessary or desirable any expertise lacking should be brought in.

The following parties must at any rate be represented in the partnership:

1. A research organisation active in healthcare and welfare
2. A research organisation active in the creative industries
3. The target group, e.g. organisations representing patients, clients or elderly people
4. An undertaking⁴

NB: the various parties should together guarantee the input of the knowledge needed for the entire project. The membership of the consortium should therefore reflect the different perspectives important to the development of the project.

The main applicant should come from one of the two research organisations. The person with administrative responsibility (this is the grant recipient) should also come from this organisation.

No grant will be awarded in this round if arrangements between the partners (=parties involved in the research) lead or might potentially lead to the provision of State aid. When the grant is awarded ZonMw will ask for a final draft of the consortium agreement (approved by the parties but not yet signed) in order to assess compliance with the applicable [European state aid law](#) and ZonMw's [grant terms and conditions](#). If ZonMw does not accept the consortium agreement, no grant will be awarded.

Please contact the TTO officer or legal adviser at the organisation with administrative responsibility for advice on drafting a consortium agreement. ZonMw recommends that you involve this person in the application process at the earliest possible stage. The **contact details** for the TTO officer or legal adviser at the organisation with administrative responsibility must be included in the full application (but not in the project idea).

Sums available

³ For a definition of fundamental research, see the Definitions and FAQs document

⁴ For a definition of fundamental research and undertakings, see the Definitions and FAQs document

A total of EUR 2.6 million is available for this round. A maximum grant of EUR 250,000 will be awarded to individual projects.

Co-financing

In addition to the grant, at least 20% of the project budget must be supplied in the form of co-financing. The undertaking(s) in the consortium must provide 10% (of which at least 5% in cash). The other 10% may be contributed in cash or in kind by any partner(s) in the consortium. The project budget might therefore be made up as follows:

Grant (80%)	Contribution from undertaking (10%)		Contribution from partners (10%)	Total project budget (100%)
	5% in cash	5% in kind	In cash and/or in kind	
€ 250,000	€ 15,625	€ 15,625	€ 31,250	€ 312,500
€ 240,000	€ 15,000	€ 15,000	€ 30,000	€ 300,000
€ 200,000	€ 12,500	€ 12,500	€ 25,000	€ 250,000

Projects must be co-financed, and the co-financing arrangements must be finalised by the time the full grant application is submitted. Since ZonMw wishes to be certain that co-financers are legally committed to providing the sums undertaken, a **Letter of Commitment** from each co-financer must be submitted with the full proposal. The Letter of Commitment must be printed on letterheaded paper and signed by an individual who is authorised to do so. The Letter of Commitment may only in principle include one suspending condition, namely co-financing commitment will apply only if ZonMw awards the grant requested. Any other conditions will be assessed by ZonMw's lawyer. A format (non-mandatory) that meets these conditions can be found under Downloads.

Duration and appointment of researcher

The maximum project duration is 36 months. The project should be a short-term study, and researchers (e.g. PhD, PD) should be appointed for a minimum of two years. Researchers must have a permanent or fixed-term contract with a research organisation. In the case of permanent staff, arguments must be presented to demonstrate the added value they bring to the project. The research organisation may regard the involvement of permanent staff as an in kind contribution to the project. NB. If a PhD student is appointed to the project, prior to submission of the full proposal the institution must provide a guarantee that their appointment will continue after the project.

Assessment criteria

General ZonMw assessment criteria

If your research complies with the above conditions, you may submit a project idea. This must meet the criteria for relevance and quality, which are based on the general ZonMw criteria. Details of these criteria can be found in the [Application procedure booklet](#).

Relevance criteria

Relevance criteria are determined on a programme by programme basis, depending on the nature and goal of the programme. The following relevance criteria apply in this round:

Compatibility with the programme

- The proposal must involve experimental or theoretical activities ('fundamental research') performed primarily for the acquisition of new knowledge of fundamental aspects of the development or use of e-health under the three themes, without any direct commercial application or use in view.
- The project must be performed in a public-private partnership in which at least the appropriate parties are represented (see 'Eligible candidates'). Preference will be given to new or existing regional partnerships close to the research population.
- The proposal must be compatible with the knowledge agendas of the [Creative Industries](#) and [LSH](#) top sectors.

Benefits

- The proposal must clearly identify the practical problems and urgent/relevant questions from the field that are to be addressed, presenting evidence that the knowledge to be acquired in the project is not already available. If applicable, it should identify the relevance of new knowledge in terms of practice.
- Clear description of the prospective social and economic ROI, including (ultimately) commercial potential.

Continuity

- Indicate what the project will contribute to existing initiatives and/or partnerships. In this connection, it is advisable to contact Nictiz (Quintus Bosman – bosman@nictiz.nl) for information on existing ICT initiatives.
- Indicate how the results of the project are likely to contribute to the three themes, and to future healthcare.
- How will knowledge transfer/consolidation of the expected results be addressed, and on what timescale? Involve envisaged users at an early stage to ensure optimum accessibility.

ICT in healthcare

- ZonMw takes a broad view of the use of ICT in healthcare. We interpret it as the use of e-health applications, domotics, robotics, and also data storage using ICT. We have set out points to

consider in respect of ICT applications and ICT standards in research. For more information, see www.zonmw.nl/ict.

Input from 'experience experts' and focus on diversity

- Good projects take account of differences between people where possible. This includes differences in age, sex, socioeconomic status and cultural background.
- Projects should address issues that arise in daily practice. The project group should therefore demonstrably involve people with individual and professional experience of the theme in question, in both the preparation and the implementation of the project. All proposals must describe how experience experts can best participate and what form participation by end users should take.
- For more information and tips, see www.zonmw.nl/relevantiecriteria.

Data management

- ZonMw encourages optimum use of data and supports this with its grant condition concerning databases (article 20). The website (www.zonmw.nl/toegangtotdata) contains information on data management that will help you ensure your data are stored sustainably in such a way that they are findable, accessible, interoperable and reusable (FAIR data).
- When presenting arguments demonstrating the relevance of your proposal, please indicate whether your research questions can be answered using existing data, using an appropriate research methodology. If this is not possible, or only partially possible, make clear the added value to existing datasets of the new data you intend to gather. For more information, see www.zonmw.nl/toegangtotdata. A data management plan need not be written until after a grant is awarded.

Quality criteria

Besides the general ZonMw criteria regarding quality, as set out in the [Application procedure booklet](#), the following criteria also apply in this round:

Innovative and scientific quality and clarity

- Originality and innovative capacity of the proposed project.
- Clarity of the problem definition and the proposed research method.
- Scientific quality of the proposed study, method appropriate to the goal of the project.

Added value, including generalisability and reproducibility

- Describe clearly all existing innovations and studies in the field in question, and what the proposed project will add to this.
- Reproducibility, applicability and generalisability of the project.

Suitability and quality of action plan

- Feasibility of the project and likelihood that the proposed research will be completed in time.

- Specific step-by-step plan, including allocation of work, milestones and deliverables, not only for the research community but also for the general public, with knowledge products deliverable on an interim basis as a result of iterative procedures.
- Effective approach to research.
- Sound budget.

Partners/allocation of work

- The parties in the consortium must have the expertise required to ensure that the proposed research produces a good result.
- The target group must be involved at all stages of the project as an equal partner in the consortium.

Procedure and timetable

Assessment procedure

Project ideas

This programme includes a preliminary selection procedure involving the submission of project ideas (in English). A project idea, comprising no more than three sides of A4, informs the programme committee of a consortium's idea for a project. The purpose of this preliminary stage is to select the most suitable and promising ideas. The programme committee will assess the project ideas submitted on the basis of the above conditions and criteria. At this stage, the focus is on compatibility with the programme's objectives and themes, relevance and only more generally on scientific quality. The programme committee assesses project ideas without the involvement of reviewers. It then recommends which project ideas should be worked up into full grant proposals.

The programme committee consists of a broad-based group of people from various backgrounds in the healthcare and welfare sector and the creative sector.

The standard procedures set out in the [Application procedure booklet](#) apply, with the following exception:

- If, despite a recommendation not to submit a full grant application, you nevertheless decide to do so, you must notify us of your intention to submit such an application within six weeks of the letter notifying you of the recommendation.

Full proposals

A full proposal is a more detailed version of the project idea. Full proposals (in English) are submitted to reviewers. Applicants are then invited to respond to the reviewers' reports (rebuttal procedure). The assessment of quality is based on the opinion of the reviewers and the applicant's rebuttal. Both the

quality of the underlying science and the feasibility of the proposed research are assessed. Applications must also comply with the objectives, conditions and criteria described above.

The programme committee makes the final assessment, based on both the quality and the relevance of the proposal. Proposals are ranked on the basis of the following matrix. Proposals must score at least Relevant and Good to be eligible for a grant. The committee advises the ZonMw board on the basis of the full proposal; it is the board that ultimately takes the decision as to whether a grant should be awarded.

Relevance			
Quality	Highly relevant	Relevant	Low relevance
Excellent	1	3	-
Very good	2	4	-
Good	5	6	-
Satisfactory	-	-	-
Unsatisfactory	-	-	-

Procedural criteria

- Applications must be submitted via ProjectNet, ZonMw's online application system.
- All applications must be in English.
- An itemised budget must be enclosed with every grant application.
- A Letter of Commitment from each co-financer must be enclosed with every grant application.
- Reserve 5% of your project budget for communication and implementation. Include this in your itemised budget.
- If your application is successful, the grant will be paid to the institution where the main applicant works. This party will be responsible for any allocation of funding among partners. Besides providing co-financing, the private partners in the consortium may also receive grant monies to compensate them for expenses incurred, provided this is in proportion to their contribution.
- If a PhD student is appointed to work on the project, the institution must guarantee additional funding for the final year.
- Grant applications must comply with the [ZonMw grant terms and conditions](#). Our [website](#) also contains information on medical ethics/animal testing certificates (*METC/DEC*), the animal testing transparency code and the biosecurity code.
- In the event that applications are ranked equally in terms of quality and relevance, additional criteria will be applied if necessary in view of the budget available. First, the spread of proposals across the different subjects will be considered. Create Health will seek to address as many programme priorities as possible, so that its end results apply to the broadest possible section of the public. We will also seek to achieve an even geographical spread of projects.

In the event that a grant is awarded

If their application is successful, project leaders will be expected to:

- submit a draft consortium agreement on behalf of all parties in the partnership within six months of notice of the award. If ZonMw does not accept the consortium agreement, no grant monies can be paid.

A consortium agreement **must include at least the following details:**

- what each party will contribute to the costs of implementing the project;
 - how risk is to be allocated, and how the rights to the results are to be allocated;
 - distribution of the results, including
 - confidentiality
 - requirements for publication; academic freedom must be guaranteed
 - rules for the allocation of rights to the project results and access to these results
- ZonMw will not accept any consortium agreement that specifies the commercial value of the envisaged project results. The parties may make arrangements as to how and under what conditions they will negotiate the transfer of or access to the envisaged results.
- submit a progress report on the project by the required deadline. Progress will be monitored in conjunction with the other projects awarded grants in this round;
 - to publish the results for the target group (who will use the knowledge), as well as for the scientific community (in scientific publications). A journalist may be brought in for the purpose;
 - submit final reports on the project by the required deadlines;
 - actively participate in Create Health activities by attending and organising meetings, and through knowledge distribution and sharing, publications, presentations at Create Health meetings etc.

Timetable

Deadline for submission of project idea	17 January 2017
Committee's recommendation received by	2nd half of March 2017
Deadline for submission of grant application	9 May 2017
Reviewers' comments received by	12 June 2017
Deadline for submission of rebuttal	22 June 2017
Decision	August/September 2017
Deadline for start of project	within six months of award of grant

Further information:

Check the [programme page](#) on the ZonMw website, which is updated regularly.

Downloads and links:

Definition and FAQs document (link via call on site)

Application form (link via call on site)

[Grant terms and conditions 2013](#)

[Application procedure booklet](#)

Itemised budget (for full application, link to follow via call on site)

Sample letter of commitment (for full application, link to follow via call on site)

[Framework for State aid for research and development and innovation 2014](#)

Submission

Submitting your proposal (via ProjectNet)

All applications must be submitted online, and in accordance with the guidelines, via ZonMw's ProjectNet system. The deadline for submission is **14.00 on 17 January 2017**.

The link to the project idea/full application form can be accessed via the call details in the [call calendar](#).

Immediately after submitting your application online you will be redirected to the 'Verklaring akkoord indienen subsidieaanvraag' (Declaration agreeing to submission of grant application). This form should be signed by the person with administrative responsibility and the main applicant and mailed to createhealth@zonmw.nl. The form must be received no later than one week after online submission of the application.

TIPS

- If you have never worked with ProjectNet before, you will first need to register as a new user. Click [here](#) for instructions on how to make an account.
- You are advised, before submitting your application online, to print out a PDF of your application and check it for any irregularities. If you have first produced your application as a Word document and then copied it to ProjectNet, you may find that some symbols (such as quotation marks) have not been converted properly. This cannot be corrected in ProjectNet.
- For more information, see the tips on ProjectNet.

Contact details and queries

Matchmaking meeting

A matchmaking meeting will take place on 21 November 2016. See [here](#) for the invitation and registration instructions.

General queries

For questions on matters of content, please contact

Inge Valstar (programme secretary), tel.: +31 (0)70 349 5286, email: createhealth@zonmw.nl

Technical issues

If you have any technical queries about using ZonMw's online application system (ProjectNet), you may contact the helpdesk from Monday to Friday between 08.00 and 17.00 on +31 (0)70 349 5178, or mail projectnet@zonmw.nl. Please include your telephone number in your email so that our support staff can call you if necessary.