



**PPP Call 2025 Knowledge and Innovation Agenda Agriculture, Water, Food**  
CALL FOR PROPOSALS FOR PUBLIC-PRIVATE PARTNERSHIP INITIATIVES (PPPs) FOR DEMAND-DRIVEN RESEARCH TO START IN 2026.

<b>Content focus:</b>	<b>Knowledge and Innovation Agenda Agriculture, Water, Food</b>
<b>Available public budget 2026:</b>	<b>10,2 million euro's</b>
<b>Consultations:</b>	<b>June</b>
<b>Submit complete PPP proposals:</b>	<b>September 1, 2025</b>
<b>Feedback to proposers:</b>	<b>as of November 1, 2025</b>
<b>Submit:</b>	<a href="https://kia-landbouwwatervoedsel.nl">https://kia-landbouwwatervoedsel.nl</a>
<b>Information:</b>	<a href="mailto:info@landbouwwatervoedsel.nl">info@landbouwwatervoedsel.nl</a>

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*This document concerns a translation; in case of unintentional discrepancy, the Dutch version is leading.*

## 1. The Knowledge and Innovation Agenda Agriculture, Water, Food 2024-2027

Over the next 25 years, the Netherlands faces enormous challenges in the areas of agriculture, water and food. In 2050 we will have a vital rural area and resilient nature in a climate-resistant Netherlands. Within this setting, we are guiding water and soil issues, agriculture and food systems are ecological and economically durable and healthy, and the delta's and large bodies of water are safe. This is not only a great challenge, but also brings opportunities, for Dutch business and society.

To meet these challenges and seize opportunities, top sectors, ministries and other governmental organizations, businesses, knowledge institutions and civil society organizations have together drawn up an agenda that describes what new knowledge and innovations are needed to achieve these goals: the Knowledge and Innovation Agenda Agriculture, Water and Food 2024-2027 ([KIA-LWV](#)).

The agenda consists of 6 missions:

1. Nature
2. Agriculture and horticulture
3. Area planning and water
4. Food
5. The North Sea and large bodies of water
6. Safe deltas

These missions are supported by three key technologies:

1. ST1. Smart technologies for the blue-green domain
2. ST2. Biotechnology and breeding
3. ST3. Fermentation and bioconversion

The agenda stimulates cooperation by supporting investments from the business community (= private) to align with government resources (= public). In this way, social challenges are met while simultaneously strengthening earning opportunities for economic sectors and for the Netherlands as a whole. The Top Sectors Agri & Food (A&F), Horticulture & Starting Materials (T&U) and Water & Maritime (W&M) play a connecting and coordinating role in this.

## 2. Call for PPP proposals.

To all parties in the field of knowledge and innovation in the domain of agriculture, water, food, the Top Sectors A&F, T&U and W&M are issuing a call for Public Private Partnership Initiatives (PPPs), to start in 2026. A PPP project contributes to one or more goals in the KIA and focuses primarily on the development of *new* knowledge and innovation. Other instruments are available for initiatives that focus on upscaling or implementation of knowledge and innovation; the KIA website provides an overview of these.

### *Wide scope for proposals*

Proposals across the full scope of the KIA-LWV are welcome<sup>1</sup>. The KIA-LWV identifies Innovation Programs with each program having several sub-programs through which knowledge and innovation take shape. The same applies to the Key Technologies. It is important that proposals link up with these innovation programs. A complete overview of (sub) programs and the knowledge challenges identified under them can be found on the [KIA website](#)

**Priorities** (Appendix 4) have been formulated within the innovation programs and key technologies, arising from portfolio analyses and current developments. Proposals in line with these priorities score higher in the assessment within the relevant program. See appendix 1 for the evaluation criteria.

### *Crossovers*

The KIA Agriculture, Water, Food is implemented by three top sectors. In addition, cooperation with other top sectors in specific themes will take the form of crossovers. Specifically, the LWV PPP call 2025 provides for the possibility of crossover projects with TKI Life Sciences & Health (KIA Health & Care) and possibly also TKI ICT (KIA Digitization). In addition, this year there is an opportunity to shape bilateral cooperation with Denmark

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<sup>1</sup> Research that (in)directly conflicts with central government policy is not eligible for funding. For example, research related to tobacco or alcoholic beverages conflicts with the goals of the prevention agreement.

through [AgriFoodTure](#). The topics to which these crossover projects may relate are described in **Appendix 5**.

### 3. General frameworks

In the PPP call, financial resources are made available by the Ministries of LVVN, I&W and EZ. Their use is subject to conditions, including those arising from laws and regulations.

#### *Requirements for a PPP proposal*

- The primary focus of any PPP proposal must be on **applied research** (also known as "industrial research"), meaning the research is focused on gaining new knowledge and skills focused on the development of new, or at least significant improvements of existing products, processes or services<sup>2</sup>.
- This applied research must be in the form of precompetitive research for which a contribution with public money is legitimate.
- All PPP proposals must clearly indicate how the knowledge and innovation developed will be disseminated to relevant sectors and other parties. Disclosure of the results through, for example, professional literature, education or conferences is a condition for eligibility for public funding. However, restrictions apply to how much of the cost of this can be covered by the PPP allowance.
- The entity submitting a proposal must be a company, trade association or NGO based in the Netherlands. Any consortium must consist of at least one research organisation and two other parties, such as businesses or trade associations, NGOs or public organisations. Generally speaking, someone from a research institution will take the role of project manager during implementation/following the award of funding.
- International cooperation is permitted under the conditions described in Appendix 3, provided it contributes to the impact of the project and/or quality of the consortium.
- PPP proposals have a maximum term of four years. There is no minimum term.
- The budget must be balanced and well founded. For the exact structure of the budget, please follow the guidelines in Annex 3.
- The proposal and budget must be prepared in accordance with the 2025 formats available for this purpose. Use of older (or any other) formats is not permitted.

#### *Available budget*

With an average project duration of 4 years, the PPP call 2025 has approximately **10,2 mln euros excluding VAT** available for research to be carried out in 2026\* (Table 1). This budget is structured as follows:

1. WR capacity LVVN: approximately 4.5 mln euros is available for PPP research in 2026 (5.4 mln euros incl. VAT), to be carried out by Wageningen Research on topics within the domain of LVVN<sup>3</sup>. Cooperation with other research organizations is possible. In such cooperation, partners will be bound by applicable support and subsidy frameworks.
2. TO2 capacity I&W: for PPP research in 2026, approximately 0.66 mln euro is available (0.8 mln euro incl. VAT) for cross-sectoral projects related to water and soil issues in the spatial planning domain. These funds will be deployed at TO2 institutions (TNO, Deltares, Marin, WR).
3. PPP grant from the participating TKIs:
  - TKI Agri & Food makes approximately 10.8 mln euros available for new projects that are substantively related to the domain of agri and/or food, including aquatic production. This budget can be used by all parties eligible for funding.
  - TKI Horticulture & Starting Materials is making €4 million available for new projects that are substantively related to the Horticulture & Starting Materials domain. This budget can be used by all parties eligible for funding.
  - TKI Water Technology makes 0.7 mln euros available for new PPP proposals that are substantively in line with the themes and goals of TKI Water Technology and in which, in addition to a PPP contribution from TKI Water Technology, PPP funds from other TKIs, or TO2 capacity from I&W or WR are deployed and in which at least one of the designated water technology knowledge organizations participates.

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<sup>2</sup> According to NEA's (RVO's) [definition](#). Fundamental research is not excluded provided it demonstrably contributes to the (longer-term) KIA goals. For experimental development (a.o. implementation, upscaling) lower legal maximum subsidy percentages apply than allowed in the PPP call; therefore these types of projects are excluded from funding.

<sup>3</sup> [XIV Agriculture, Nature and Food Quality | Ministry of Finance - Central Government](#)

- TKI Deltatechnologie makes 0.7 mln euros available for new PPP proposals which are substantively in line with the themes and objectives of TKI Deltatechnologie and whereby, in addition to a PPP contribution from TKI Deltatechnologie, PPP resources from other TKIs, from TO2 capacity from I&W or WR are deployed and in which at least one of the designated delta-technology knowledge organizations participates.

#### 4. Crossovers:

- TKI LSH makes a maximum of 1.5 million euros available for new projects that, in addition to fitting into the KIA-LWV, also contribute to the goals of the KIA Health and Care.
- TKI ICT may make budget available if financial space remains and there are projects within ST1 with a strong ICT component.
- AgriFoodTure makes available a maximum of DKK 19.4 million (EUR 2.586 million) for the entire duration of projects (max. 4 years) This budget is available for the Danish researchers in crossover projects and therefore not included in the total budget of this PPP call.

The use of cross-over budgets from TKI-LSH and AgriFoodTure is limited to the topics listed in Appendix 5. Decision-making on these funds also lies with the relevant funders. Additional information may be requested for final allocation of these funds.

Table 1. Available budget by funding source. Note: additional frameworks may apply per funding source, see section 4 of the call for proposals

<b>Funding source</b>	<b>Budget (mln euro excl. VAT)</b>
WR capacity of LVVN	4.5 mln euros for research to be carried out in 2026
TO2 capacity of I&W	0.66 mln euros for research to be carried out in 2026
PPP grant:	
- TKI Agri & Food	10.8 mln euros for research to start in 2026
- TKI Horticulture & Starting Materials	4.0 mln euros for research to start in 2026
- TKI Water Technology	0.7 mln euros for research to start in 2026
- TKI Delta Technology	0.7 mln euros for research to start in 2026
PPP grant on crossovers:	
- TKI Life Sciences & Health	1.5 mln euros for research to start in 2026
- TKI ICT	p.m.
<b>Total available budget (indicative)*</b>	<b>10.2 mln euros for research to be carried out in 2026</b>

\* Units of funding sources differ: WR and TO2 budgets only cover funding in 2026 while PPP grant budgets cover the total duration of a project. The total budget available for research in 2026 is therefore indicative, assuming an average duration of about 3.5 years.

See Annex 3 for further specifications and conditions. For all listed parties, it is permissible to have their research activities additionally funded by co-funding from other partners, provided the overall project budget meets the required funding ratio.

## 4. Funding of PPP projects

The starting point in this call is public-private cooperation in which investments by parties in the relevant domains and by governments are mutually reinforcing. Joint financing is important because it expresses commitment and provides a framework for cooperation (who pays co-determines).

### *Public-private funding ratio*

The total co-financing amount in this call is a **standard minimum of 50%** for Industrial (Applied) Research. Of that 50%, at least 30 percentage points should consist of private contributions, of which at least 5 percentage point should be in cash. The remaining 20 percentage points may consist of cash contributions from public partners other than LVVN and I&W, such as other departments, provinces, municipalities, water boards and land management organizations.

The following exceptions are possible in specific cases:

1. Proposals with a strong **social orientation** or major collective approach, plus a limited direct interest of market parties for the time being (there is no business model on the horizon) under strict conditions qualify

for **70% funding** from WR or TO2 capacity. The use of PPP funding from TKI A&F and T&U is excluded from this exception. Submission under the different funding ratio requires approval from the Ministry of LVVN, or I&W.

2. In proposals that contribute to (a) **spatial planning programs of provinces relevant to agriculture (nitrogen), water, climate and nature in the rural area**<sup>4</sup> or to (b) **mission 6: 'Safe Delta'** the co-financing may consist of up to 40 percentage points (instead of 20) of cash contributions from public partners other than LVVN and I&W

See **Appendix 2** for a full list of conditions attached to the various funding models.

Applicants wishing to be eligible for one of the exceptions for funding are strongly advised to seek advice on this in a consultation meeting. Whether a final project proposal actually fits under deviating funding ratio's within one of the exceptions is at the discretion of the funders (ministries or TKIs).

#### *Who is eligible for funding?*

Public funds made available through this call may only be used for

**research activities** conducted by the following parties:

- a. Research organizations<sup>5</sup> (including educational institutions), distinguishing between
  - Funding from PPP grant, up to a maximum of 80% of deployment;
  - Funding from WR capacity (Wageningen Research only) or TO2 capacity (TO2 institutions only): up to 100% of deployment.
- b. Innovative enterprises<sup>6</sup> can get up to 50 percent of their efforts funded by PPP grants.
- c. SMEs and similar organizations can get up to 40% of their efforts funded from PPP grants, provided they are based in the Netherlands and can provide an SME statement.

For all parties listed, it is permitted to have their research activities additionally financed from cash contributions from other **private partners** (= co-financing in cash) or to finance them themselves (= co-financing in kind). See Appendix 3 for further specifications and conditions.

#### *Maximum grant per project*

**Projects can receive a maximum of EUR 1.5 million** (excluding VAT) in funding. Applications requesting a higher amount will be excluded from evaluation and therefore cannot be granted. There is no minimum size for a project.

#### *International cooperation*

In parts of the KIA, international cooperation is desirable, for example because the issue is cross-border or requires expertise that is only available abroad. Participation of foreign partners is allowed in those cases under the conditions described in **Annex 3**.

## **5. Procedure**

#### *PPP proposal submission*

From mid-June through **September 1, 2025**, it is possible to submit PPP proposals via the submission link on the KIA website. A PPP proposal must include an accompanying budget. Mandatory formats for both the proposal and budget are available on the KIA website under [Grants](#). Please note that applicants wishing to apply for 70% funding instead of 50% (exception 1) should send a request with justification to [info@landbouwwatervoedse.nl](mailto:info@landbouwwatervoedse.nl) (see Appendix 2) by May 16.

#### *Consultation option*

Parties intending to submit a PPP proposal can take advantage of the opportunity for an consultation with a delegation on behalf of the participating TKIs and ministries. Participation in an interview will only result in an indication of suitability for the KIA and contribution to the existing portfolio. No rights can be derived from it. Proposers who wish to have a consultation interview can **register** for this **until May 16** via the registration link on the KIA website under [Grants](#). Uploading a project idea is part of the application. The consultations will take place in June, days and time slots per KIA component can be found on the website, as well as the project idea

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<sup>4</sup> evidenced by an area initiative or case obv an agreement and participation of one or more provinces and/or water boards

<sup>5</sup> For a definition of "research organization," see the [RFO](#) website.

<sup>6</sup> The term "innovative enterprise" is defined in the General Block Exemption Regulation. For a definition, see the Q&A on the KIA website.

format.

#### *Assessment of PPP proposals*

PPP proposals are reviewed by the TKIs for compliance with administrative requirements such as use the format, completeness and sufficient co-financing. The main assessment is carried out by review committees consisting of a balanced representation of experts from industry, government and research organizations.

The criteria for assessment are:

1. Relevancy to one of the priorities (Annex 4), contribution to the portfolio
2. Impact, contribution to achieving the goals of KIA
3. Quality of the PPP proposal
4. Quality of the consortium

A further explanation of the criteria can be found in **Appendix 1**.

Granting of proposals will be based on the mutual ranking of proposals within an innovation program or key technology. This ranking is determined by the average scores on the above criteria, supplemented by the following preconditions:

- Proposals of insufficient quality (criterion 3) will be excluded from consideration.
- Diversity is sought within a KIA component. Overlap between project proposals to be granted will be avoided.

Overall granting of PPP proposals will be based on the ranking by KIA component.

#### *Advice and decision-making*

The TKIs, LVVN and I&W will prepare a programming recommendation for deployment of the available resources, taking into account the conditions of the participating funding bodies. On cross-over themes this will be done in consultation with the relevant TKIs. A consortium is accountable to only one TKI. The advice is submitted to the relevant TKI boards and top teams and to the Ministries of I&W and LVVN. The applicants will receive the results of the evaluation after November 1, 2025. There is no possibility to appeal against the evaluation results of individual proposals.

#### *Overview procedure*

Date	Activity
April 1	PPP call available
no later than May 16	Sign up consultation calls, submit requests for 70% funding
June	Consultations (by application, not required)
mid-June	Proposal submission link online
Sept. 1	Proposal submission deadline
Sept/Oct	Assessment by TKI office, review committees
late Oct.	Decision TKI boards / top teams and ministries of LVVN and I&W
after Nov. 1.	Feedback to submitters
Nov-Dec.	Evaluation with KIA programme teams and focus groups
Nov '25 - March '26	Drafting of consortium agreements, allocation of resources
April 1, 2026	<b>Withdrawal of grant</b> if no consortium agreement is yet in place

For additional information about this call, please email [.info@landbouwwatervoedsel.nl](mailto:info@landbouwwatervoedsel.nl)

## Appendix 1: Criteria for evaluating PPP proposals.

Complete PPP proposals will be evaluated according to the criteria listed below. All criteria carry equal weight; a minimum of one and a maximum of five points can be earned per criterion.

### 1. A. Connection to 1 of the priorities (5 points).

- Is the focus of the proposal on any of the identified priorities? (Appendix 4)

### B. If no priority: contribution to portfolio (max. 4 points)

- Does the proposal align with any of the KIA (sub) programs? ([see ToCs](#))
- Does the proposal add value beyond the already existing portfolio?<sup>6</sup>

### 2. Impact (5 points)

- Do the intended results make a significant contribution to achieving the missions as described in the KIA - and is this contribution well substantiated?
- Does it involve promising new knowledge or innovation that would otherwise be substantially or not happen at all?
- Does the proposal involve a disruptive technological, social or systems innovation?
- Are the intended results applicable to different groups of users and can they be effectively accessed?
- Is there a connection to relevant (regional) networks, living labs, implementation programs, partnerships or study circles?

### 3. Quality of the proposal (5 points)

- Is the proposal well written and is the approach clear, logical and consistent?
- Is it demonstrably well connected to relevant existing knowledge and activities?
- Is the proposed approach effective and efficient relative to the intended outcome?
- Is sufficient consideration given to social and institutional preconditions (e.g., support base, legislation) that may affect the outcome?
- Are the activities commensurate with the requested budget (value for money / efficiency)?

### 4. Consortium (5 points)

- Does the consortium contain the right expertise to carry out the project successfully?
- Are the parties needed to achieve the desired change actively involved?
- If those parties are part of the consortium, how can involvement be (sufficiently) secured and is it expected to lead to the desired outcome?

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<sup>6</sup> An overview of ongoing and recently completed PPP projects be found [here](#). Note: It is advisable to look more broadly than just the portfolio of PPP projects.

## Appendix 2: funding alternatives

### Default model

Funding for a project consists of **up to 50%** of the total project budget from available funds from this PPP call. Consortium partners jointly contribute at least the same amount. The following requirements apply to the minimum required co-financing of 50%:

- At least half (25 percentage points) is cash co-financing; the remainder of the co-financing may be in kind;
- At least 30 percentage points will consist of private contributions; of these, at least 5 percentage points will be cash co-financing;
- Up to 20 percentage points may be made up of cash contributions from public partners other than LVVN and I&W, such as other departments, provinces, municipalities, water boards and land management organizations.

A consortium is free to make a higher own contribution. No minimum public/private or cash/in-kind ratios apply to co-financing above the minimum 50%.

### Exceptions

Applicants wishing to appeal to one the funding exception variants are strongly advised to apply for a consultation meeting. Whether a project proposal actually fits within the exceptions under deviating funding ratios is up to the funders to judge. **Consultation with the relevant funder** well in advance of submission is a requirement.

#### Exception Variant 1: 70%/30% subsidy vs. co-financing ratio

Reduction of the minimum co-financing to 30% (default is 50%) can be invoked under the following :

- The proposal has a strong **social orientation** or large collective approach, plus a limited direct interest of market participants for the time being<sup>7</sup> (no business model on the )<sup>8</sup>
- It exclusively concerns the deployment of WR capacity, TO2 capacity or PPP subsidy from TKIs Water Technology and Delta Technology. In projects with mixed funding, the exception applies in proportion to the share of these resources in the total grant requested.
- The 30% co-financing must be contributed by private partners. Contributions to the project by public partners are allowed but do not count as co-financing.
- Petitioners wishing to apply for this exception variant are asked to send a request with justification to [info@landbouwwatervoedsel.nl](mailto:info@landbouwwatervoedsel.nl) by **May 16**. The **participating** departments will decide on appropriateness for this exception variant and will inform applicants accordingly. The extent to which the scope of the project proposal is in line with LVVN's or I&W's policy objectives, so that there is a demonstrable strong social orientation, is part of the decision-making process.

The decision on financing variants is separate from the decision to grant the final proposal submitted; herein, the judgment of the review committee based on the evaluation criteria listed in the call is leading.

#### Exception Variant 2: 50/50% with a larger share of public co-financing

Under the following conditions, the maximum public cash contribution on total co-financing may be increased to 40 percentage points (default = 20 percentage points):

The proposal contributes to:

- (a) **spatial planning programs by provinces relevant to agriculture (nitrogen), water, climate and nature in the rural area** (evidenced by an agreement for an area process and the participation of one or more provinces and/or water boards), or to (b) **mission 6: 'Safe delta**
- The remaining 10 percentage points of co-financing must be of private origin, making the total co-financing at least 50 percent.

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<sup>7</sup> This exception also applies to proposals that meet the criteria for the Green Breeding program (see [Homepage - Green Processing](#))

<sup>8</sup> As an example, developing a *Campylobacter* rapid test falls under 50%, hygiene measures to prevent the spread of *Campylobacter* falls under 30%.



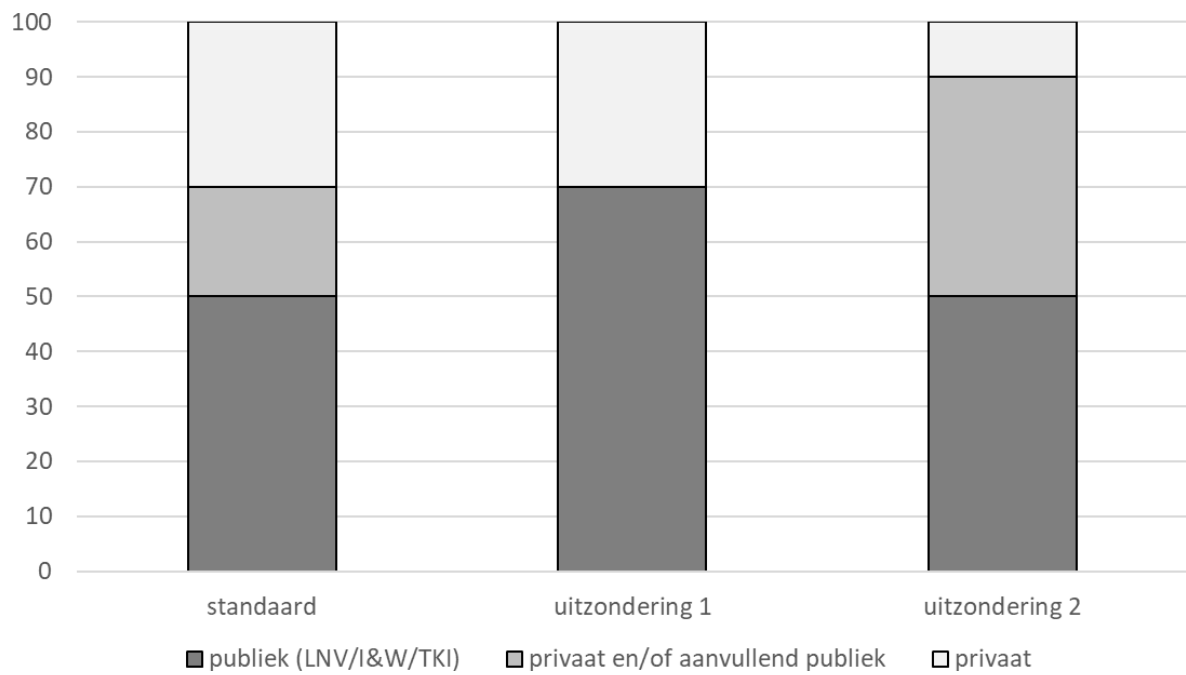


Figure 1. Schematic representation of the possible funding variants for PPP proposals for industrial (applied) research, assuming the minimum required co-financing

## Appendix 3: Budget, rates, and co-financing requirements

A multi-tab format is available for preparing the budget. (The format can be found on the KIA website under [Grants](#))

### *Budget Format Instructions*

#### **Participants tab:**

- Enter name of organization and Chamber of Commerce number. In the box, please enter: type of organization and method Hourly rate calculation
- If the organization type is not entered correctly, the cost summary tab will also be incorrect.

#### **Cost Summary tab:**

- Provides overview of costs and funding; filled out automatically from the other tabs

#### **Tab *Leading partner* and tab *cost other project partners*:**

- A tab is filled out for each partner. Partners' names are visible at the top and come from the participants tab.
- Enter the costs in the correct categories, if in doubt about the costs see tab '**Explanation of Cost Types**'.
- At the bottom of the tab, fill out what funding is applicable: grant (PPP grant, WR capacity or other - including TO2 capacity), cash contributions (= funding coming from other partners) and/or in kind contributions (= own investment)
- When completing, please note the allowable grant rates as specified in the '**grant rates**' tab. Also note the allowable grant sources (WR, TO2 or PPP).

#### **Cash Contribution Tab:**

- In the top column, enter the cash contribution from private partners and indicate who will be the recipient(s). Make sure that this matches the cash funding in the individual tabs of receiving partners.

#### Checks (by submitter and by TKI agencies):

1. The total cost in the cost summary tab must equal the total funding
2. The grant per partner cannot exceed the maximum allowable grant percentage (100, 80, 50 or 40% - depending on the type of partner)
3. Costs per partner must be fully covered by grant and/or co-financing.
4. Co-financing shall be at least 50% (resp. 30%) co-financing, of which at least 25 percentage points shall be in cash;
5. If a partner contributes in cash, it cannot use a PPP grant;
6. The set of activities must be appropriate within the definitions of basic and industrial research as used by the Netherlands Enterprise Agency.

#### *Public funding*

Projects should involve one or more **research organizations**. By this we mean:

- Wageningen Research
- Other TO2: TNO, Deltares, Marin
- Universities and colleges
- Other research organizations: including KWR, LBI, RIVM, KNMI

#### *Maximum aid intensity PPP grant within the framework of the PPP call*

In the case of funding from PPP grants, the maximum aid intensity is determined by law as follows:

- **Research organizations**: up to 80% of their commitment:
- **Innovative companies**<sup>9</sup> such as GD, Schothorst, NIZO, CLM, Verify, SCFF: max. 50% of their commitment
- **SMEs** and similar organizations: max. 40% of their commitment, provided they can present an SME declaration.

These parties may additionally finance their research activities from cash contributions from other **private partners**; this then counts as cash co-financing. They may also additionally fund their activities themselves; in that case this contribution counts as in-kind co-financing. Supplementation from public contributions is not permitted by law.

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<sup>9</sup> The term "innovative enterprise" is defined in the General Block Exemption Regulation. For a definition, see the Q&A on the KIA website.

### *Co-funding*

Private co-financing (cash and in kind) can be contributed by:

- Companies and trade/producer organisations
- Civil society organisations
- Public Benefit Organisations (ANBI's)
- Private research organisations

Public co-financing can be contributed by:

- Water boards
- Public research organisations (including educational organizations)
- Provincial authorities, municipal authorities, civil service departments
- Ministries other than LVVN and I&W

What may not count as public co-financing<sup>10</sup>:

- In kind contribution of public partners
- Funds from other schemes such as regional deals, field labs etc.

### *Definition of contribution in kind*

It must be possible to allocate any contribution in kind to the research project/partnership during the project period. A contribution in kind is a cost incurred by a (private or public) party that adds value to the project. It is up to the parties who set up the PPP to indicate whether a project includes any contributions in kind.

The following contributions may be eligible to be considered as contributions in kind:

- Labour costs.
- Costs of consumables, tools and software (licences) that are directly related to the project, based on the original purchase price.
- The purchase and operational cost of equipment, machines and infrastructure, on the understanding that these are based on the depreciation costs to be allocated to the project, calculated on the basis of the original purchase price and a depreciation period of at least five years; consumption and maintenance costs during the period of operation.
- The provision of data to facilitate research on a project does not constitute a contribution in kind, but is considered a contribution of knowledge. As far as additional efforts are required in the context of the partnership to generate that knowledge, the additional costs may be included as a contribution in kind.

### *Cost calculation and rate structure*

In this regard, a distinction is made between three parties:

#### 1. Parties receiving PPP grants and collaborative partners engaged with grant funds.

These parties should calculate the costs for labour according to the standard methods described in Articles 10 to 14 of the Framework Decree on National EZK and LVVN Grants. The costs will be taken into account without sales tax if the grant recipient who incurred the costs can deduct sales tax.

For the calculation of costs eligible for funding, participants may choose between:

- a. The integral cost system (Article 12, Framework Decision)
- b. the wage cost plus fixed surcharge system (Article 13, Framework Decision), or
- c. the fixed hourly rate system (Article 14, Framework Decree).

Re. a: the integral cost system: The system must be approved by the Netherlands Enterprise Agency. A statement, communication or letter from the participant's accountant regarding the proper derivation of the rates from the internal budgets shall be provided as substantiation of the integral cost system.

Ad. b: The wage cost plus fixed surcharge system: The partners provide the calculation of the hourly rate per deployed employee, i.e., the cost component (gross wage cost including employer's costs) and the hourly component (1650 or less in case of part-time work).

As justification for the costs, the partner must provide an auditor's report or a calculation of the rate (payroll+ employer costs divided by hours), the payroll statement and the employer charges. The employer costs provided by the partners for social contributions and pension charges should be

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<sup>10</sup> This requirement is additional to the formal requirements of NEA

reasonable and can be subject to inquiry. If these charges exceed 30% of gross payroll costs, these costs must be further substantiated with the exact calculations of social security and pension charges.

Re. c: the fixed hourly rate system: The eligible costs are calculated by multiplying the number of hours spent on the PPP by a fixed hourly rate of 60 euros (Art. 3.1.1 Regeling nationale EZK- en LVVN-subsidies).

2. Wageningen Research

For WR capacity, WR rates apply. For third-party funding within a PPP project from WR capacity, a distinction is made between:

- a. Outsourcing to third parties (subcontracting). Third parties are bound by frameworks that follow from the subcontract and the Procurement Act.
- b. Collaboration with research organizations as part of the consortium. Partners are bound by cooperative agreements and applicable support and grant frameworks.

3. Parties not receiving grants

The hourly rate of parties not receiving a grant will be calculated on the basis of a customary and verifiable method for the participants in a cooperative project, which is based on business principles and standards considered acceptable in society and which the participants in a cooperative project routinely apply; (Article 3.2.1 of the National EZ and LVVN Grants Regulation)

*International cooperation*

Participation of foreign partners in the consortium is allowed under the following conditions:

- Foreign partners are excluded from funding. However, they may receive co-financing or provide co-financing themselves.
- Participation by **companies not based in the Netherlands** is only possible if this company provides essential knowledge, expertise or technology to the consortium that cannot be provided by a company based in the Netherlands.

For projects involving development of strategic/critical technology<sup>11</sup>, in addition to the above, the following applies:

- Companies that **do not have a legal entity in the EU** are excluded from participation;
- Moreover, companies that have a legal entity in the EU but whose **headquarters are located outside the EU**, may be asked to agree to additional clauses in the consortium agreement with the aim of preventing 1) leakage and unwanted transfer of knowledge (IP, trade secrets) to countries outside the EU and 2) influencing the implementation of the project from a country outside the EU.

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<sup>11</sup> This applies only if there is development of highly innovative technology. Initiators may consult with the [Entrepreneur's Office for Economic Security](#) or the [Office for Knowledge Security](#) if there is doubt as to whether certain technology qualifies as strategic/critical.

## Appendix 4: Priorities PPP call KIA-LWV 2025.

The summary below contains priorities, categorized by KIA program. Proposals on these priorities will score higher in *the assessment within the respective program* (see Appendix 1). On programs where no priority is defined, all topics are in principle equal. Whether or not a program has named a priority does not affect the grant percentage per program.

(Partial) program	Title	Short description
1A and/or 1E	Deploying innovative methods and technologies to achieve greater standardization of biodiversity measurement	Standardizing monitoring of nature is of importance for efficient and reliable data collection and exchange between and within industry, reviewing bodies and governments. This is also important in the context of international obligations for non-financial reporting (see also Corporate Sustainability Reporting Directive - CSRD and Taskforce on Nature-related Financial Disclosures - TNFD). The use of protocols and standards improves the exchange between different systems and organizations, leading to a significant increase in the reliability of processes. In addition, standardization contributes to higher data quality, allowing better decisions to be made. Although the implementation of standards can come with challenges, such as cost, privacy and proprietary rights, the long-term benefits can be significant. It is important to use an assured standard measurement method in the process. For international connections, the contribution to Dutch society is critical.
1A and/or 1C	Understanding interaction climate change, other sustainability issues and biodiversity loss and translating this into solutions (NBS) for different domains and sectors	More research into the effect of climate change on nature and biodiversity and especially how to deal with it (risk management), for example by landscapers or other companies and organizations. How do we create a future-proof nature-inclusive, climate robust environment? Also policy-wise there are still several questions about the effect of climate change on e.g. the VHR. This white space also includes examining the potential negative impacts of measures designed to mitigate climate change.
1D	Integrate nature into the home, work, and living environment with practical solutions for various sectors	To accelerate the transition to a nature-inclusive society, we must invest in practical solutions that bring about systemic change. This requires an analysis of the current situation, including identifying and addressing lock-ins and other obstacles that impede the implementation of nature-inclusive measures. Attention for area-based approaches is an important focus because they contain context-specific triggers and opportunities for area-level investments.

(Partial) program	Title	Short description
2A	Low tech ecological innovations	The NL agro-system leads the way in innovation and productivity and is strongly organized for this. One downside of this is that innovations with a lower earning capacity (often low-tech) do not get off the ground as easily because our system is not set up for them. This concerns, for example, innovations that contribute to the reduction of nitrogen emissions and also make a multifunctional contribution to other tasks. There is a need for insight into what obstacles exist for promising low-tech innovations to be implemented in practice, and for projects that address these obstacles. How can we stimulate these innovations?
2C	Climate change & resilient cultivation	How does climate change affect the resilience of cropping systems and what does this require of the continued development of those systems for future-proof crop production? Proposals that address this issue will be given priority. A proposal should address one or more of the following aspects of resilient cultivation: water management (sufficient water quality), biodiversity, soil quality, crop protection.
4E	Resilience of food systems	Proposals are needed that contribute to making future food systems/chains and their components more resilient and robust (pro- and reactive) to risks and shocks, e.g. due to geopolitical shifts (e.g. trade barriers) and climate change (e.g. prolonged drought). Conditions: - Scope is beyond the Netherlands: it is about European food systems/chains in a global context - and how to anticipate this as Dutch companies. - The result demonstrably contributes to companies' understanding and action perspective to address such risks or be better prepared for shocks.
5A and 5B	Innovation in monitoring	Research is needed to assess the (ecological) impact of the growing use of the North Sea and large waters, as well as the effects of various forms of NiD. Often old methods do not (no longer) suffice and therefore continued attention is needed for the development of innovative monitoring techniques & equipment. Where possible, multi-purpose is also sought here: such as use of maintenance drones in OWF for ecological research or fishing vessels collecting ecological data (crosslink with 6c and TKI maritime).
5A and 5B, subprogr. preconditions for use/sustainable design	Sustainable use of the North Sea, rivers, lakes and intertidal areas - the user's move	For existing uses there is a need for integral solutions and/or innovations that promote (demonstrated) nature inclusive use of the North Sea, rivers, lakes and/or intertidal areas. Examples include: sustainable resource extraction, renewable energy on water, reducing impact shipping. This also requires understanding the impact of use on the ecosystem in order to then come up with (pilots for) innovations and ways to reduce/mitigate the impact.

<b>(Partial) program</b>	<b>Title</b>	<b>Short description</b>
1C, 2A, 2B, 2C, 2D, 2 E, 2F, 4A, 4D	Climate Mitigation	For the achievement of the 2030 climate goals and for the movement to make toward climate neutrality by 2050, proposals to reduce greenhouse gas emissions are needed. Proposals should indicate quantitatively (in Mton CO2 equivalents) what the proposal contributes to greenhouse gas emission reductions or additional carbon sequestration. In addition to reductions that contribute to the climate challenges of agriculture and land use (methane, nitrous oxide, carbon sequestration), proposals that reduce CO2 emissions from the entire agricultural chain are also welcome. Linkages to other sustainability factors will also be included in the assessment.
ST3	Use/upgrading of side and residual streams and/or promotion of earning power	Project proposals within one (or more) of the ST3 subprograms that develop technology for the better use/upgrading of side and residual streams or that promote the earning power of primary production entrepreneurs. There is a preference for proposals that combine both objectives.

## Appendix 5: Cross-over themes.

1. Cross-over with TKI Life Sciences & Health - KIA Health & Care.
2. Cross-over with [AgriFoodTure](#) Denmark

### 1. Cross-over with TKI Life Sciences & Health - KIA Health & Care.

#### Healthy and accessible nutrition

The large health disparities in the Netherlands are the second task on the road to 2050 for Public Health ([RIVM, VTV 2024](#)). Making food patterns more healthy and sustainable requires commitment from the entire food chain. Particular attention is requested for the target group with a lower socioeconomic position. This is because it is in this target group that the most important gains can be made in order to achieve a healthier food pattern and thus reduce health disparities. Project proposals should be relevant to challenges brought in by the business community, and in the context of the low SEP zip code areas. Expertise in this area within the consortium is essential. These are cross-over proposals that contribute to two sub-missions of mission 4 'Food'.

- 4C, Alternative proteins, provided there is a focus on possible health effects through a shift from animal - to non-animal proteins in human diets, possibly taking into account the effect in specific target groups, such as the elderly or people with certain conditions.
- 4D, Sustainable and healthy food supply and consumer behaviour. Here, it is important that the food supply is accessible, which touches on the objectives of the KIA GZ, especially the Central mission<sup>12</sup> and Mission I<sup>13</sup>. There is a need for innovations that can easily be adopted and utilized in the living environment and involve little extra cost or even cost reduction. In order to develop innovations for and with people in a low socioeconomic position (SEP), it is important that administrators, researchers and innovators from companies and knowledge institutions build networks with these target groups and start collaborating with them. In doing so, it is important that the business community and investors are interested in the project, the outcomes, to speed up the path to implementation.

#### Designing the Environment

Also, project proposals can be submitted on missions 3B and 3C, future-proof design of rural and built-up areas, where these project proposals contribute to: 1) a healthy mental, social and physical living environment, inside and outside; 2) starting, growing up and growing old vitally ('life course approach').

The selection process for project proposals that contribute to both KIAs (LWV &GZ) is organized by the TKI Office of the Top Sector Agri & Food / Horticulture & Starting Materials in cooperation with the TKI Office of the Top Sector Life Science & Health. This is part of the collaboration of the above top sectors for the Roadmap Food, Health & Living Environment. However, a granted project will ultimately be funded by only one TKI, as a result of which the consortium in question is also accountable to 1 TKI. Nevertheless, the projects will fall under the Roadmap Food, Health & Environment and the top sectors will remain jointly involved.

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<sup>12</sup> Central mission KIA GZ: 'By 2040, all people in the Netherlands will live at least five years longer good health, and health disparities will have decreased by 30%.'

<sup>13</sup> Mission I KIA GZ: "By 2040, the burden of disease due to unhealthy lifestyles and environments is reduced by 30%."



### 3. Cross-over with [AgriFoodTure](#) Denmark



#### **Promoting sustainable nutrition and health - Innovations in plant-based nutrition and consumer engagement**

This bilateral call is a collaboration between AgriFoodTure (Denmark) and Roadmap VGL (Netherlands) and aims to promote the transition to plant-based diets in support of sustainability and public health. AgriFoodTure and Roadmap VGL aim to catalyse this shift by supporting projects that research consumer barriers and motivations, develop strategies to promote behaviour change and create sustainable and healthy food environments. It also invests in research to improve the taste, texture, nutritional value and health aspects of plant-based products. Greater consumer acceptance will increase demand for plant-based alternatives and accelerate the transition to a more sustainable food system. This call underscores the need to close the innovation gap in plant-based foods, which contributes to the prevention of diet-related diseases.

The Netherlands and Denmark each bring unique expertise. The Netherlands excels in innovative product development, plant-based product supply and public-private partnerships, while Denmark is strong in sustainability, food science, public health campaigns and creating a strong partnership. By combining these strengths, this collaboration can accelerate transformative solutions and contribute to a more resilient, sustainable food system.

Project must align with at least 1 of the following themes:

#### Theme 1 - Development of nutritional, sustainable plant products

Projects should focus on innovations in product development to improve the taste, texture and nutritional value of plant-based foods. This includes optimizing (re)formulations, using alternative proteins and incorporating bioactive compounds with health benefits. The goal is to create products that are attractive to consumers, contribute to sustainability goals and promote public health.

#### Theme 2 - Increase public awareness of healthy, sustainable diets, through effective consumer engagement and education

Projects explore the effectiveness of interventions in consumer behaviour, food environment improvements and market strategies to promote sustainable dietary transitions. Examples include communication campaigns, education, behavioural nudges that increase the attractiveness and acceptance of plant-based and hybrid products. The goal is to change cultural perceptions and support consumers in making informed choices.

Requirements for project proposals:

- Proposals should be consistent with the themes of the bilateral call.
- Proposals must fit within the AgriFoodTure roadmap (Denmark) and fit within the KIA-LWV Innovation Program 4D (Netherlands) and must be prepared jointly (Denmark-Netherlands).
- Social sciences should be integrated as an essential element to increase impact.
- Projects must involve at least one Danish private partner and one Dutch private partner.
- No organization or country can be responsible for more than 70% of the project budget.

More details on this bilateral call will become available around April 22, 2025. You are **required** to register your interest before May 16, 2025, and request this information from José Vogelesang, Scientific Director TKI Horticulture & Starting Materials, email: [josevogelesang@topsectortu.nl](mailto:josevogelesang@topsectortu.nl). You can also contact her for questions. In addition, another (online) information / match-making event will be organized shortly after May 16.