Call for Professional MOOCs
KIC InnoEnergy Education
GENERAL DOCUMENT

Doc.: CIM16 GEN
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1. GENERAL FRAMEWORK

The EIT (European Institute for Innovation and Technology) has selected KIC InnoEnergy as the leading engine for Innovation and Entrepreneurship in sustainable energy in Europe. For achieving this goal, KIC InnoEnergy will foster the integration of education, technology, business and entrepreneurship, to strengthen the culture of innovation.

In terms of energy impact, KIC InnoEnergy focuses on three objectives:
- Decrease the cost of energy in all steps of the value chain (production, transport, distribution, storage and retail).
- Increase the security in operation (intrinsic operation and autonomy),
- Decrease greenhouse gases emissions

KIC InnoEnergy was founded as a Societas Europaea or SE\(^1\) company, incorporated in The Netherlands, with 27 European shareholders, all of them key players in the energy field, with top rank industries, research centres and universities. Those 27 entities are geographically attached to one of the 6 Offices (= in Sweden, Poland, Germany, Benelux, France and Iberia). KIC InnoEnergy focuses on the following technology areas within the field of sustainable energy, with full alignment with the Strategic Energy Technologies (=SET)-plan\(^2\).

- European Smart Electric Grid & Electric Storage
- Clean Fossil and Alternative Fuels Energy
- Energy from Chemical Fuels
- Smart Grids & Energy-Efficient Buildings and Cities
- Sustainable Nuclear & Renewable Energy Convergence
- Renewables

Besides those 27 shareholders there are associated partners and network partners (up to 220+ altogether) that collaborate actively in the projects and programmes of KIC InnoEnergy. KIC resources are invested in three major lines of activities:
- Design and execution of education programmes,
- Design and execution of the innovation projects,
- Delivery of the so called Highway services to selected entrepreneurs.

KIC InnoEnergy delivers, among others, three distinctive outputs:
- The future game changers (Masters, PhDs and Mid-Career engineers) in the energy fields described above with unique ALO (Achieved Learning Outcomes), demonstrating integrated capabilities in engineering, entrepreneurship and innovation management,
- Technological Innovation for energy processes, in the form of new products and services.
- Acceleration of start Ups and growth of Small Enterprises in the above mentioned fields of energy, upon the business ideas developed internally or identified externally.

KIC InnoEnergy is a profit oriented, but a non-dividend oriented, company reinvesting all profits in further future activities.

Each Office has an equivalent functional organization (besides the normal staff, i.e. finance, communications,...): one Education officer, one Thematic Leader and one Business Creation executive. The education officers in the Offices act as leaders, animators, coordinators and enablers of multinational education programmes and projects. The Education officers form the Educational Development Unit which is managed by the Educational Director of KIC InnoEnergy.

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\(^1\) European Company (also known by its Latin name Societas Europaea or SE. [http://ec.europa.eu/internal_market/company/societas-europaea/index_en.htm](http://ec.europa.eu/internal_market/company/societas-europaea/index_en.htm)

2. **THE KIC INNOENERGY EDUCATIONAL OFFERING**

We provide educational programmes in sustainable energy focused on innovation and entrepreneurship. Our aim is to deliver knowledge and skills to students and managers, to become the “game changers” that will shape the future of the energy sector. Game changers that can develop new products and services and also take them to the market.

Our educational offering consists of:
- **KIC InnoEnergy Master School** – Seven master programmes in sustainable energy.
- **KIC InnoEnergy PhD School** – Support for activities in innovation and entrepreneurship activities connected to an ongoing PhD position.
- **Executive education** - Three programs, targeted towards mid-career professionals.
- **Professional MOOC’s** (life-long learning) – Online courses specialized in innovation and entrepreneurship within the field of sustainable energy.

**What is a MOOC?**

A MOOC is an educational offer and abbreviation for ‘Massive Open Online Course’:
- **Massive** in the sense that attendance is not limited.
- **Open** since it can be accessed by anyone anywhere as long as they have an Internet connection.
- **Online** since it offers interaction possibilities such as social media channels, forums, blogs or RSS feeds to build a learning community.
- **Course** materials can include videos, readings and other elements structured around a set of learning goals in a defined area of study.
- Includes assessment or evaluation, self-assessment or peer assessment.
- Can sometimes be offered with virtual tutoring classes or even with a mixed learning model.

**What is a Professional MOOC?**

MOOCs are well known for being free-of-charge, high-quality online educational offerings from Universities. Professional MOOCs, on the other hand, are fee-based, high-quality courses driven by inspiring professors and industry experts. Professional MOOCs pursue the goal of financial sustainability, for both KIC InnoEnergy and developing partners.

Professional MOOCs help us better promote life-long learning serving individuals who use online courses to advance their careers as well as organizations that support the continuous learning of their workforce.

Professional online courses cover the areas of sustainable energy, innovation and entrepreneurship. See our [Thematic Fields](http://www.kic-innoenergy.com/thematic-fields/) in sustainable energy to know more about the different addressable topics in sustainable energy.

The course should be delivered on our e-learning website “The Institute of Sustainable Energy”[^4]. It can be available to the public in the general section or in a private section customised for our customers.

**Pre-requisites of the educational proposal**

- All submitted proposals must have a clear business model and a defined ROI.
- The educational offering needs to include a Professional MOOC. In addition, **educational products or services** can be also offered online, on campus or on-site at companies. Blended courses may thus be submitted, offered in combination with virtual tutoring classes, coaching services, or additional in-place or online learning tools such as a remote laboratory.

At least one of the partners needs to have previous experience in the development of MOOCs or similar online courses. If none of the partners has the expertise required, KIC InnoEnergy can recommend an additional partner to fulfil the goal and the needed requisites for the proposal to be elected.

The course must be delivered on the KIC InnoEnergy online learning website The Institute of Sustainable Energy, for commercialisation.

The educational product should not exceed 1.5 ECTS or 40 student learning hours.

3. BENEFITS OF PARTICIPATION

- Funding for development of your Professional MOOC that hedges the risk of your own investment.
- Commercialisation through KIC InnoEnergy online learning MOOC website (www.ise.kic-innoenergy.com) and other communication channels where the product or service could be delivered or offered.
- Access to KIC InnoEnergy’s European sustainable energy network, including leading players from academia, industry and research, as well as a large number of start-ups. All are focused on developing sustainable energy businesses in a creative collaborative environment.

4. GENERAL CONDITIONS FOR ANY KIC INNOENERGY INVESTMENT

The KIC InnoEnergy Finance Working Group, with a representative at each Colocation Centre, will support the partners in identifying and building the right sourcing to the project. Beneficiaries of the funding need to become eligible partners according to the EIT rules. In order to become EIT eligible, new partners need to:

1. Sign the Accession Form, which signals the partner’s agreement with the particular conditions established in two legal documents:
   b. The Annual Grant Agreements (GA) signed on a yearly basis between EIT and KIC InnoEnergy.
2. Conclude an Internal Agreement with KIC SE. The Internal Agreement shall include all names of the persons involved;
3. Sign a Declaration of Honour;
4. Provide a Legal Entity Form, and in case of private bodies also financial statements for the last two years;
5. Provide bank account details and other relevant financial data.


According to the FPA, there are two types of activities:

1. **KIC added value activities (KAVA):** Defined in art 2.2 of the FPA. Costs that meet the criteria of article 5 of the SGA are eligible for EIT funding.
2. **KIC complementary activities (KCA):** Defined in article 2.2 of the FPA; These are not KIC added value activities and, by definition, they are not financed by the EIT.

A successful Professional MOOC proposal will be financed up to 100% of the budgeted KAVA, nevertheless, preference will be given to proposals which include co-financing, either by partners’ own resources or by alternative funding.
funding platforms. Additionally, just as an indication, it is estimated that a Professional MOOC could land in the order 40-80 kEuro, but any other proposal will be fully considered.

Regarding the Professional MOOC development timeline, pre-financing is made 30-45 days after the approval of the WP0 (see timeline schematics in Error! Reference source not found.), considering that all documentation is signed and the eligibility process is completed (part of the Administrative and Legal preparation stage).

The amount of pre-financing depends on the size of the partner: small enterprises (<50 employees and <€10M in turnover) get a pre-financing of up to 50% of the budgeted amount for that year; all other entities get 10%. The remaining amount is paid according to KIC InnoEnergy financial calendar, which occurs between 3 and 6 months after the conclusion of the GA reporting cycle, which is the 31st of March of the following year.

5. SUBMISSION OF MOOC PROPOSALS

5.1. Educational Topics (Thematics) of the Call for Professional MOOC.

A Professional MOOC proposal should address at least one of these educational topics (see Annex 1). It will be assessed for its potential business opportunity, educational ambition and quality, financial and operational viability, and how well it fits into the KIC InnoEnergy overriding objective of connecting the ‘knowledge triangle’, i.e. innovation, education and entrepreneurship.

KIC InnoEnergy is interested in highly quality training content with clear business model and a defined return of investment (ROI). The proposal has to cover at least one of the Educational topics listed below:

1. Business and/or technology related to sustainable energy on the thematic areas of:
   a. Clean Coal Technologies.
   b. Energy Efficiency.
   c. Energy from Chemical Fuels.
   d. Energy Storage.
   e. Renewable Energies.
   g. Smart and Efficient Buildings and Cities.
   h. Smart Electric Grid.

See more details of the thematic fields at: http://www.kic-innoenergy.com/thematic-fields/

2. As well as in courses related to:
   a. Competences and skills for entrepreneurs
   b. Business for entrepreneurs
   c. Innovation management.
5.2. Who Can Apply?

Project proposals* can come from any organisation (university, research institute or company) with fresh ideas on how to develop a Professional MOOC or related learning product or service within any of our educational topics. The applying consortium should include partners with the required expertise to fulfil its intended goal. If some the required expertise is lacking, KIC InnoEnergy can recommend an additional partner to fulfil the goal and the needed requisites for the proposal to be elected. A single organization can also apply to this call.

*Proposals can be submitted either by KIC InnoEnergy formal, associate or project partners, or by organizations that are not currently partners of KIC InnoEnergy.

5.3. Required Criteria

5.3.1. Admissibility Criteria

Proposals will not be examined in any evaluation round, if the three following admissibility criteria are not fulfilled:

- The proposal must be submitted before the announced deadline. No additional information will be taken into account after the deadline.
- All sections in the proposal template incl. the budget (see Annex 2a and 2b) must be completed.
- The proposal must be signed by all partners

This is assessed by the Learning Module and MOOC Manager and decided by the EDU Director.

5.3.2. Eligibility Assessment Criteria

If one of these criteria is not fulfilled, the proposal will be rejected at the first evaluation round:

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>E1</td>
<td>There is clear business model and an explicitly detailed ROI proposal for KIC IE’s investment.</td>
</tr>
<tr>
<td>E2</td>
<td>The MOOC project provides a solution to at least one of educational topics/problem statements explicitly mentioned in the call for Professional MOOC for the relevant year, in particular the exhibit “CfM2016-Annex 1 - Educational Topics”.</td>
</tr>
<tr>
<td>E3</td>
<td>In case of a BtoB LM/MOOC, the paying customer is committed to buy or is involved in the development of the specifications of the LM/MOOC. The involvement is confirmed by signature of the proposal. In case of a BtoC LM/MOOC, the intended customer group must be clearly identified.</td>
</tr>
<tr>
<td>E4</td>
<td>The format of the MOOC Project does not limit its use/dissemination geographically to one country or Office location. NB: The development of the MOOC Project may be carried out by partners associated to one Office location.</td>
</tr>
<tr>
<td>E5</td>
<td>The MOOC Project’s implementation language is English.</td>
</tr>
<tr>
<td>E6</td>
<td>The documentation “CfM2016 - Annex2a” and “CfM2016 – Annex 2b” has been fulfilled correctly.</td>
</tr>
</tbody>
</table>

The eligibility is decided by the Eligibility Committee formed by the Learning Module and MOOC Manager, one member of the EDU Working Group and the EDU Director.
5.3.3. Quality Assessment Criteria

In case a proposal is considered eligible according to the criteria defined above, its quality is assessed. The criteria which are judged are the following:

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Title</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>BUSINESS OPPORTUNITY</td>
<td>7</td>
</tr>
<tr>
<td>A1.1</td>
<td>Preliminary product or service definition (problem statement, solution benchmark,...)</td>
<td>2</td>
</tr>
<tr>
<td>A1.2</td>
<td>Business opportunity assessment (market analysis, competitive analysis, value proposition for customers,...)</td>
<td>2</td>
</tr>
<tr>
<td>A1.3</td>
<td>There is a letter of intent that proves that at least one potential customer is interested on the MOOC</td>
<td>3</td>
</tr>
<tr>
<td>A2</td>
<td>EDUCATION</td>
<td>12</td>
</tr>
<tr>
<td>A2.1</td>
<td>Educational quality of the content and comprehensiveness of the Knowledge Material</td>
<td>3</td>
</tr>
<tr>
<td>A2.2</td>
<td>Novelty of the pedagogical techniques and learning methodology</td>
<td>3</td>
</tr>
<tr>
<td>A2.3</td>
<td>Online or blended (online and in-place) training</td>
<td>3</td>
</tr>
<tr>
<td>A2.4</td>
<td>Ambition and novelty of ILO</td>
<td>2</td>
</tr>
<tr>
<td>A2.5</td>
<td>Soundness of how the ALO will be tested/checked</td>
<td>1</td>
</tr>
<tr>
<td>A3</td>
<td>FINANCIAL VIABILITY</td>
<td>7</td>
</tr>
<tr>
<td>A3.1</td>
<td>Project budget vs. market potential and scope of the project</td>
<td>2</td>
</tr>
<tr>
<td>A3.2</td>
<td>Justification of requested KIC investment</td>
<td>1</td>
</tr>
<tr>
<td>A3.3</td>
<td>Clear ROI for KIC InnoEnergy</td>
<td>3</td>
</tr>
<tr>
<td>A3.4</td>
<td>Breakeven point in three or less years</td>
<td>1</td>
</tr>
<tr>
<td>A4</td>
<td>OPERATIONAL VIABILITY</td>
<td>2</td>
</tr>
<tr>
<td>A4.1</td>
<td>Soundness of project plan (milestones, deliverables, availability of resources, etc.)</td>
<td>1</td>
</tr>
<tr>
<td>A4.3</td>
<td>Quality of project management (project manager CV, etc.)</td>
<td>1</td>
</tr>
<tr>
<td>A5</td>
<td>KNOWLEDGE TRIANGLE</td>
<td>2</td>
</tr>
<tr>
<td>A5.1</td>
<td>Contribution to KIC (overall) strategy</td>
<td>2</td>
</tr>
</tbody>
</table>

Each assessment criterion will be given a value from 0 to 5:

0 Not filled or cannot be judged because out of range
1 Very poor: The criterion is addressed in a cursory and unsatisfactory manner
2 Poor: There are serious inherent weaknesses in relation to the criterion in question
3 Fair: While the proposal addresses the criterion, there are significant weaknesses that would need corrections
4 Good: The proposal addresses the criterion well although some improvements are possible
5 Excellent: The proposal successfully addresses all relevant aspects of the criterion in question. Any shortcomings are minor

Online presentation of the project by all proposals must be done to the committee. This assessment is performed by the Assessment Committee, and ends with a recommendation (for each individual MOOC proposal) to the Educational Director. The EDU Director then discusses the outcome in the EB.

5.4. How to Submit a Proposal

In order to submit a proposal, the following steps should be taken:

1. Read the respective Educational topics in order to see if your project fits KIC InnoEnergy’s strategy.
2. Inform the Learning Modules and MOOC manager or your local Office EDU Officer about your intention to submit a proposal. You will be assisted in the process e.g. by getting feedback, getting assistance to find relevant partners, clarifying doubts or answering questions.
3. "Get out of the building", contact potential customers to identify their actual needs and learn about their requirements for the design of the Professional MOOC.
4. Contact relevant partners for your proposal, inform them about the project and get them involved.
5. Read the general document and the educational guidelines
6. Complete project proposal using our official proposal submission forms.
7. Distribute draft project proposal to other partners and agree upon the content of the proposal.
8. Get the proposal signed by all partners.
9. Submit your proposal using our online submission form before 24:00h (CET) on the deadline date announced. You can have access to it on the Register section sited on the menu of this portal.

6. EVALUATION PROCESS

The evaluation process will occur in four steps as per the process depicted in Figure 2.

1. **Evaluation step 1: Admissibility assessment.** Upon receipt of the proposal, its compliance with the admissibility criteria will first be checked, before it is (if admissible) sent to the members of the eligibility committee for step 2 in the evaluation process to be performed.

2. **Evaluation step 2: Eligibility assessment.** An eligibility assessment committee will be nominated by KIC InnoEnergy's Education Development Unit and appointed by the KIC InnoEnergy Executive Board. The committee is composed of members with expertise relevant for the assessment. The eligibility assessment committee will check the eligibility criteria. All eligible proposals will be sent for quality assessment.

3. **Evaluation step 3: Quality assessment** will be performed by a committee composed of up to 3 representatives from KIC InnoEnergy’s Education Development Unit, up to 2 representatives from KIC InnoEnergy’s business creation services (Office BCS Officer or business coach), the EDU finance officer, a thematic expert (one per MOOC Thematic area) and a chair person nominated by the KIC InnoEnergy Education Director. The project manager presents online the project to the committee. The committee will be appointed by the KIC InnoEnergy Executive Board. All eligible proposals will be ranked and the list submitted to the KIC InnoEnergy Executive Board for final decision.

4. **Investment decision by Executive Board:** Based upon the ranking proposed by the quality assessment committee, and on the available financial resources, the KIC InnoEnergy Executive Board will make its final investment decision. Communication to bidders shall be within one week of the final decision.

The final ranking of evaluation step 3 will be made transparent to all participants in the call. The results of the assessment of an individual proposal will be made available to the participants in that proposal, upon request.

The process for signature of MOOC Agreements shall be completed within two months after the communication of acceptance to the proposers. If this is not done, the KIC InnoEnergy reserves the right to, after decision by the EB, withdraw the support for the MOOC and thus cancel it. This clause can be enforced by a letter co-signed by the Educational Director and the CEO.
7. MOOC AGREEMENT

Upon favourable assessment of the proposal, consortium partners and KIC InnoEnergy will sign a MOOC Agreement; see Annex 3 (Project Agreement).

Partners will constitute a MOOC Steering Board, which will appoint a project manager. The project manager will be the interface between KIC InnoEnergy and the consortium. He/she will ensure that the project runs according to the plan and that requirements from KIC InnoEnergy are duly fulfilled, both in time and quality. For more information about the guidelines for the role of the project manager in KIC InnoEnergy, see Annex 4 (Job Description Project Manager).

The format of the MOOC needs to comply with KIC InnoEnergy branding guidelines, which can be consulted in KIC website (kic-innoenergy.com)

8. Management process for any KIC investment

Once KIC InnoEnergy has decided to invest in a given MOOC, the contract management establishes a stage gate approach, especially for what is called WP0:

1. **WP0**: Feasibility study dedicated to the analysis and development of the MOOC business opportunity: The outcome of such analysis will have to be defended in front of the MOOC Assessment Committee, made up of selected members of KIC InnoEnergy’s Executive Board, which, at this formal gate review, will determine if the MOOC can continue or not receiving KIC InnoEnergy funding. Those MOOCs not succeeding at the gate review will be cancelled, and KIC InnoEnergy will honour the costs invested by the partners in implementing the WP0.

2. **Subsequent management**: Once successful at the WP0 gate review, the funding of KIC InnoEnergy MOOCs will be pre-financed against the work plan, with a payment of the balance upon acceptance of KIC InnoEnergy’s annual report by the EIT.
The follow up of the MOOC advancement is done through interaction between the Learning Module/MOOC Coordinator\(^{11}\), on behalf of KIC InnoEnergy, and the MOOC Project Manager\(^{12}\) on behalf of the consortium that got the MOOC awarded.

a. The MOOC Project Manager produces a monthly short (one-page) status report. In case of lack of progress, the Learning Module/MOOC Coordinator identifies this in written form towards as well as towards the Educational Director.

b. If significant problems arise, these will be reported to the EB by the Educational Director.

c. The MOOC Project Manager ensures that there is an adequate report at the end of the project which has to be accepted by the Learning Module/MOOC Coordinator before payment.

9. APPROXIMATE TIME SCHEDULE

![Call for Professional MOOCs 2016](image)

Figure 3: Call for Professional MOOCs timeline

9.1. Timeframe to respond to the Call for Professional MOOC Proposals

- Open Call for Professional MOOCs Projects - **June 28, 2016**
- Last date for submission of proposals - **October 6, 2016**

9.2. Evaluation of Proposals

- Eligibility assessment - **October 13, 2016**
- Quality assessment - **November 3, 2016**

9.3. Decision Process on EB-level

- KIC InnoEnergy Executive board assessment and final decision - **November 9, 2016**
- Communication of outcome to candidate projects - **November 16, 2016**
- WP0 be delivered to the EDU Director and MOOC Coordinator - has to be finalised within five months of approval but it is recommended to finish as earlier as possible
- EB takes decision go/not go - 3 weeks after delivery WP0

9.4. Running of MOOC

- Project Agreement signature and kick-off - **Within two months after the communication of acceptance to the proposers**
- End of MOOC project - **According to work plan**

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\(^{11}\) Learning Module/MOOC coordinator or Learning Modules and MOOC Manager: responsible for the coordination of all application and evaluation processes for all KIC InnoEnergy MOOCs.

\(^{12}\) MOOC Project manager: Responsible for the results of a single KIC InnoEnergy MOOC.
10. ANNEXES

- Annex 1.- Educational Topics
- Annex 2a. – MOOC proposal template
- Annex 2b. – MOOC budget template
- Annex 3.- Project Agreement
- Annex 4. – Job Description Project Manager
- Annex 5.- Internal Agreement
- Annex 6.- Declaration of Honour

11. LIST OF NOMENCLATURE

ALO=Achieved Learning Outcome (see also ILO)
AM=Activity manager
BCS=Business Creation Services
CEO=Chief Executive Officer
EB = Executive Board
EDU = Education Development Unit
ILO=Intended Learning Outcome
INDU = Innovation Development Unit
KIC IE = KIC InnoEnergy
LMA=Learning Modules Agreement / MOOC Agreement
LMC= Learning Module Coordinator/ MOOC Coordinator
LMPM= Learning Module Project Manager / MOOC Project Manager
LMSB= Learning Module Steering Board/ MOOC Steering Board
ROI=Return on Investment
WP=Work Package

12. CONTACT PERSONS

If you have a business idea linked to a quality educational product or service in the field of sustainable energy, please inform the EDU Officer in your country about your intention to submit a proposal. For any additional information related to this call please contact our SE Learning Module and MOOC Manager or coordinator.

<table>
<thead>
<tr>
<th>Name</th>
<th>Office</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
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<td>EDU Officer BeNeLux</td>
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</tbody>
</table>

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