



## **Open call**

### **Call text - Topic A**

#### **Annex 4**

AGRO-WELL aims to leverage the potential of robotics, augmented reality (AR) and artificial intelligence (AI) to enhance working conditions and farm workers safety, enable faster and better-informed farm management decisions, and reduce the environmental impact of four different farming systems (orchards, greenhouses, open field and pig farming). Overall, AGRO-WELL aims to support the development and economically viable adoption of socially and environmentally digital and data-based farming technologies.

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# INTRODUCTION

This document provides information on Topic A of the AGRO-WELL Open Call. It presents the eligibility and evaluation criteria, the associated timelines, and conditions to submit an application. The document in its entirety and all associated documents of the Open Call kit must be read carefully before applying.

## About AGRO-WELL

The general objective of the AGRO-WELL project is to develop five AR, robotics, digital, and data-based solutions for improved working conditions in four significant farming sectors: greenhouses, open fields, orchards, and pig farming. These solutions will be co-designed with and based on farmers' needs following a multi-actor approach, and their potential towards socio-economic and environmental conditions will be assessed. Together with training materials and policy briefs, this assessment will support the upscaling and adoption of these smart farming technologies.

The five technologies, already at TRL4, are:

- A solution combining AI and IoT for reducing drudgery and avoiding failure when identifying pests' insects in fruits orchards, **Smart Traps**, will be demonstrated in citrus and olive orchards in Cyprus.
- An **Autonomous Mobile Robot (AMR)** will be equipped with improved hardware and AI features to reduce drudgery (i.e., plant lowering/pruning) and replace workforce in greenhouses for unhealthy tasks (i.e., spraying). It will be demonstrated in tomato greenhouses in Greece.
- An innovative ear tag for indoor pigs' health monitoring and reducing risks for pig farm workers thanks to AI, **Vitality Tracker**, will be demonstrated in pig breeding farms in the Netherland.
- An **AR App** will deliver AR/MR information and supply farmers with data for improved farm management. It will be paired with the Smart Traps, the AMR and the Vitality Tracker and demonstrated in the respective demonstration sites.
- A mixed AI and AR-based system for extended awareness and operations performance optimisation and safety, **AIReact**, will be demonstrated in spinach and beetroot open fields in Denmark.

To accelerate innovation, AGRO-WELL will launch one hackathon and two open calls between November 2025 and April 2027, offering grants to support promising solutions. The Hackathon and Open Calls will be promoted by the consortium and give visibility to the EU funding involved but will not present the grants as given by the European Commission or any other EU granting authorities.

## AGRO-WELL OPEN CALLS

Agriculture faces severe Occupational Safety and Health (OSH) challenges, including high accident rates, chronic diseases, mental health pressures, and growing risks from climate change, which also undermines farmers' competitiveness and resilience. Smart farming technologies: robots, IoT, AI, and AR offer solutions to improve safety, reduce drudgery, and support adaptive, data-driven decision-making for sustainable productivity.

The AGRO-WELL Open Calls aim to further demonstrate and replicate digital and data-based farming technologies whose purpose is to improve working conditions, increase the attractiveness of the agricultural sector and/or answer labor shortages issues.

### Open calls' purpose and Objectives

The purpose of the AGRO-WELL Open Calls is to identify and promote cutting-edge technological ideas and solutions at various TRL stages and significantly increase their technology readiness and marketable development.

The Open Calls have **3** main objectives:

- Attract talented individuals working on AR, robotics, and AI, motivating them to delve into the specificities of the agricultural sector, and develop high-impact solutions for improving the working conditions.
- Allow start-ups and other product and service developers to reach TRL7 by providing them the necessary support to demonstrate their solutions with commercial farms.
- Facilitate the consideration of other socio-economic system, replication and the wide dissemination of the AGRO-WELL solutions (targeting TRL8) through the involvement of new farms and countries.

Technological depth and innovativeness, human-centred innovation and field experience are central to AGRO-WELL. As such, the AGRO-WELL Open Calls will highlight thorough needs analysis, impact-oriented innovations and realistic market plans.

To do so the project has allocated **270 000€** for a smart FSTP framework that will support individual applicants and small consortia (up to 3 partners) by leveraging the potential of 8 promising digital and data-based innovative solutions through Financial Support for Third Parties (FSTP).

## TOPIC A

### General information

Demonstrate and assess relevant digital and data-based technologies in commercial farms	
Number of funded sub-projects	4 sub-projects funded under Topic A (up to <b>37,500€</b> )
Expected sub-projects duration	The implementation period for Topic A sub-projects is <b>12 or 18</b> months, depending on the applicants' planned implementation.
Start date	November 2026
Funding scheme	Lump sum
Funding rate	100%

The implementation for the sub-projects, regardless of their duration, will be divided into three (3) phases: **Design, Development and Validation**. Each selected applicant will receive the funding on a lump sum basis, in compliance with European Commission's Guidelines about lump sum in Horizon Europe<sup>1</sup> and according to the terms of the contract signed between it and AGRO-WELL. A payment calendar tied to milestones, such as reports and corresponding deliverables, will be agreed upon together with the beneficiaries in advance.

<sup>1</sup> European Commission, Directorate-General for Research and Innovation, *Lump sum grants in Horizon Europe : why do we need them and how do they work in practice?*, Publications Office of the European Union, 2022, <https://data.europa.eu/doi/10.2777/913039>

## Open Call Objectives

### Topic A - Demonstration of relevant smart farming technologies validating (targeting TRL6/7)

Results from the funded projects from this specific Topic should include:

- The **demonstration** of an Augmented Reality / Artificial Intelligence /robotic or automation-based solution already at TL5 **on a commercial farm**, and with a proven potential to enhance working conditions in different farming systems.
- In the case of fruit and vegetable farming, at least **one growing season** should be covered.
- A mandatory assessment of the impacts of the demonstrated solutions

## Timeline

The table below presents the indicative timeline, including the Topic A launch, evaluation process, contracting, and the sub-project's implementation.

TOPIC A			
Step	Start	End	Duration (months)
Open call launch – receiving proposals	<b>November 5th, 2025</b>	<b>February 4th, 2026</b>	3
Proposal Evaluation	February 2026	April 2026	3
Contracting and sub-grant agreement signing	May 2026	July 2026	3
Open call Sub-Project implementation	October 2026	October 2027/ March 2028	12-18

## APPLICATION ELIGIBILITY CRITERIA

### Target applicants

AGRO-WELL Open Calls invite for AI, AR and robotics SMEs/Startups/Scaleups but also NGO, institutes, etc. working in the agricultural sector, with competence and experience in AGRO-WELL area of expertise: improve safety, reduce drudgery, and support adaptive, data-driven decision-making for sustainable productivity. Applications are allowed from single entities OR small consortia up to 3 partners.

The solutions developed by the applicants may be applicable in the same agricultural sector of the AGRO-WELL project: pig production, open fields and greenhouse crop productions. The AGRO-WELL Open calls are also open for other agricultural systems except for specific perennial crops: vineyards and olive groves. This type of crop production will be the focus of the [AgRIMATE](#) Open Call (sister project of AGRO-WELL).

### Who can apply

AGRO-WELL will accept applications from individual applicants and small consortia consisting of up to **3** parties in countries eligible for the *HORIZON-C6-2024-GOVERNANCE-01-7* call, which include:

- European Union member states and Associated countries
- Legal entities established in non-associated third countries
- International organisations with headquarters in Member State or associated country

The list of countries authorised to participate is detailed in the annex of the [Guide for Applicants](#), along with the rules of participation for each country.

## Overall eligibility criteria

The Advisory Board will organise initial selection and rejection for non-eligible proposals based on the following criteria:

1. legal entity in eligible country (as defined in section 3.2.2)
2. uniqueness of the proposal (one proposal per consortium);
3. a party can participate only in one consortium;
4. proposal clearly falls within one of the 2 topics.
5. In a case of fruit and vegetables farming, at least one growing season should be covered.

On top of that, the following will be considered:

- Existing AGRO-WELL consortium members and their affiliates will not be eligible for the AGRO-WELL Open Calls.
- The proposal will be delivered before the defined deadline, applying the requested submission procedure.
- Proposals shall only ask for funding for that part of the work that is not yet accomplished and will be carried out once having been selected for funding.

Proposals that comply with these criteria are eligible to move on to the evaluation round.

## SUBMISSION PROCEDURE

Interested applicants should register through the online [application form](#) (Topic A) and sent by email to [agro-well.FSTP@euroquality.fr](mailto:agro-well.FSTP@euroquality.fr). All documents should be sent in PDF in a zip folder to avoid issues with file sizes.

The AGRO-WELL Open Calls will also be visible at the AGRO-WELL website (<https://www.agro-well.eu/open-call>), as well as the Fundings and Tenders Portal.

A detailed step-by-step process for submitting applications is presented in the [Guide for Applicants](#).

Submissions received through any other channel will be automatically discarded.

Documents required in subsequent phases will be submitted via dedicated channels (e.g. via email), which will be indicated by the AGRO-WELL consortium in the contracting phase.

In case multiple versions of the same application are submitted, only the last version will be evaluated. All previous versions will be discarded. Throughout the entire process, the confidentiality of applicants' identities and the contents of the proposals will be rigorously upheld. By applying to AGRO-WELL Open Call, applicants automatically accept the terms and conditions of the Open Call as described in the Open Call kit.

## ORIGIN OF THE FUNDS

All sub-grantees will sign a dedicated Sub-grant Agreement with EQY, the Open Call Treasurer, and TUM, the Project Coordinator. The funds provided to the Sub-grant Agreement originate from the funds of the European Project AGRO-WELL, which is funded by the European Commission under Grant Agreement Number 101182923, and remain, therefore, property of the EU until the balance is paid, whose management rights have been transferred to the project partners of AGRO-WELL. This relation between the sub-grantees and the European Commission through the AGRO-WELL project carries a set of obligations to the sub-grantees with the European Commission. It is the responsibility of the sub-grantees to fulfil these, and of the AGRO-WELL project to inform them of these.

## POINTS OF CONTACT

All questions concerning the Call must be in writing and sent by e-mail to [agro-well.FSTP@euroquality.fr](mailto:agro-well.FSTP@euroquality.fr). The deadline for asking clarification questions or requesting additional information is 48 hours before the deadline of the present Call.

The answers shall be given by email no later than 24 hours before the deadline of the present Call.

We strongly recommend Applicants to regularly visit the FAQ section to get valuable feedback for the preparation of their proposal.