

---

**Framework**  
**Industrial Chair Program**  
**2018**

---

## 1. Context and objectives

In order to strengthen the socio-economic impact of higher education and research on the Aix-Marseille site, the A\*Midex Foundation aims to foster closer ties between the players in academic research and those in the socio-economic and cultural worlds. This rapprochement should enable the joint development of new knowledge and know-how that can be potentially valorised, sources of innovation and competitiveness for the region. It should contribute to strengthening the influence of the Aix-Marseille site, its attractiveness, economic development, sustainable development and human development.

The "Industrial Chairs" scheme aims to support the creation of bilateral partnerships between research establishments and companies, based on the co-construction and implementation of collaborative research program, which are part of the scientific strategies of each party. The objective is therefore to encourage academic research players to establish structured and long-term partnerships with companies (SMEs, ETIs or EGs) to work on ambitious, innovative research program of industrial interest, with a view to the exploitation of the results of partnership research by companies.

This program thus enables research projects to be set up jointly by public and private players, targeting one or more priority issues for the players involved in the industrial chair. In addition, it offers Master's students, doctoral and post-doctoral students education opportunities through research open to a dual culture (academic and industrial), taking into account industrial challenges and issues, and enriched by the methodologies and know-how of the players in the socio-economic world. It is also an opportunity to develop specific teaching in the fields of industrial chairs, to meet the needs expressed by companies but also to increase the employability of students and staff.

The creation of industrial chairs therefore aims to :

- Transform the relationship between the academic sector and the socio-economic sector of research by sharing a common research and innovation strategy over several years.
- Strengthen the potential for innovative research in the priority areas of the Aix-Marseille site and in particular within the future research and education institutes.
- Enable public and private partners to access new skills and knowledge
- Diversify and optimize funding by seeking new sources of funding at the national (FUI, ANRT, Foundations, etc.) or European (EIC) level.
- Contribute to the development and local, national and international influence of the Aix-Marseille site through innovation and the education of highly qualified personnel through research.

## 2. Characteristic of the program

This program aims to support 2 industrial chairs per year for a period of 3 to 5 years, non-renewable. The labelled chairs will be the subject of a GO / NO GO milestone at mid-term.

## 2.1 Eligible applications

Applications must be structured around a bilateral partnership, jointly steered by :

- One or more research units at the Aix-Marseille site, under the supervision of at least one of the A\*MIDEX partners
- An enterprise, SME, ETI or large company.

The partner company must be a commercial company, capable of carrying out the R&D activities to their completion in order to give credibility to the innovation process. In addition, the company must be "established" on the Aix-Marseille site, either through its commercial or production activities, or through its cooperation with the economic sectors of the territory.

Spin-offs from the site's research establishments are excluded from the scheme.

## 2.2 Characteristics of an Industrial Chair

The industrial chair is hosted by Aix-Marseille Université, as an IdEx carrier institution, in agreement with its academic partners.

The program is open to all the scientific fields illustrated in Figure 1 and to emerging or strategic themes, whether upstream research or experimental development.

Research projects conducted under the Industrial Chair must demonstrate the added value of the partnership and have spin-offs for the academic partners and the industrial partner. The scheme must also generate positive externalities for the Aix-Marseille site (attractiveness, outreach, job creation,...).

Rich in cross-fertilization between the academic and industrial sectors, the Chair will also have a mission to transmit knowledge and know-how in its field of expertise, to train highly qualified personnel, according to modalities that may vary: for example, support for one or more Masters at Aix-Marseille Université, short qualifying education courses for professionals, conferences and seminars, short Master's internships, supervision of doctoral and post-doctoral students, ...

To encourage the acquisition of a dual culture (academic and industrial), Master students, doctoral and post-doctoral students will preferably be co-supervised by an academic referent and an industrial referent. For doctoral students, a CIFRE agreement is required.

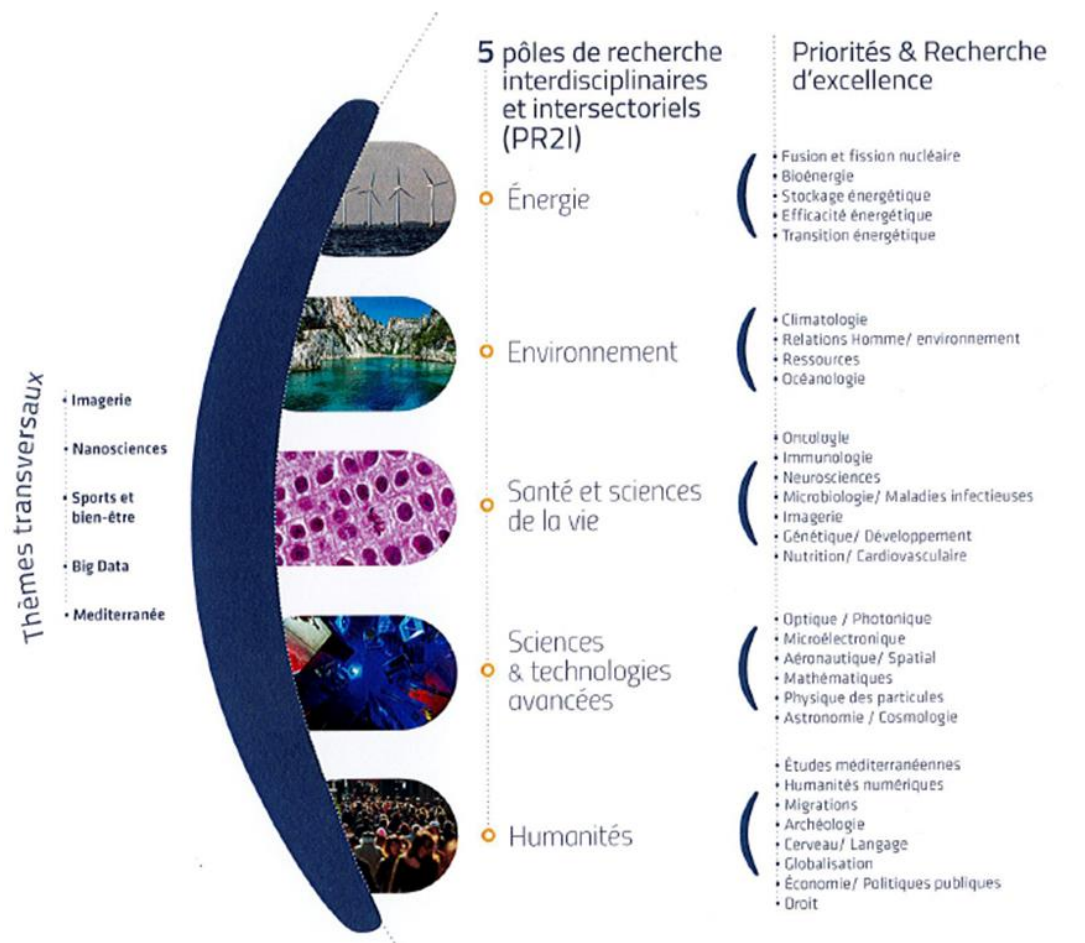
The terms of governance of the industrial chair will be explained in the submitted project. They may, for example, be supported by a steering committee bringing together all the founding players of the chair. In addition, a six-monthly follow-up meeting will be organised in the presence of the chair's coordinators, the A\*Midex Foundation and Protisvalor.

The industrial chair, which is neither a legal entity nor a new structure, is materialized by the **signing of a contract** defining the terms of organization and operation of the chair and reflecting the commitments of each of the parties. In particular, this contract defines

- ✓ A roadmap for research, innovation and education
- ✓ Resources adapted to the deployment of the roadmap
- ✓ The mode of governance, which must reflect the joint steering of the Industrial Chair's activities.

- ✓ The arrangements for protecting, sharing and exploiting the intellectual property generated by the industrial chair.
- ✓ The regime for publication/dissemination of results

The **signature of this contract conditions the allocation of the aid** granted by the A\*Midex Foundation.



*Figure 1: A\*Midex Foundation research priorities*

After its creation, an industrial chair may be opened up to other companies, subject to prior agreement between the founding parties on the terms and conditions of this opening. The funding allocated by A\*Midex may not be modified by this opening.

### 3. Means allocated and eligible expenditure

IdEx's financial support for industrial chairs is capped at **50% of the direct costs generated by the research, innovation and education program.**

It is up to the company to **co-finance this program up to a minimum of 50%.**

The resources mobilized by the research unit(s) and the company for the implementation of the R&D program must also be balanced. To demonstrate this balance, the full cost of the project will be specified in the dossier submitted.

The company's co-financing consists of a cash contribution, which will be managed by Protisvalor. The credits allocated by the Idex as well as any public subsidies obtained for the chair will be managed by the A\*Midex Foundation.

For doctoral students recruited by the company within the framework of the industrial chair, and benefiting from the CIFRE scheme, the amount of the salary is accounted for in the company's cash contribution (without payment).

Eligible expenses are defined by the [A\\*Midex financial regulation](#).

Capital expenditure is accepted up to 20% of the direct costs of the program, subject to 50% co-financing by the company.

#### **4. How to submit a proposal**

Applications for industrial chairs are sent by e-mail to [antoine.parrot@univ-amu.fr](mailto:antoine.parrot@univ-amu.fr). Applications must include the following elements, otherwise they will not be evaluated :

- The scientific document, in accordance with the attached model document
- A letter of support from the director(s) of the partner research unit(s), explaining the history of the partnership and the interest of the Industrial Chair in the unit(s).
- A letter of support from the company's legal representative explaining the strategic importance of the industrial chair in the company's development.
- NDA signed by the partner institutions (or NDA project)
- The company's organizational chart
- The Kbis extract of the company, less than 3 months old
- The CV of the academic referent of the chair
- The CV of the Chair's industrial referent

Nominations may be submitted throughout the year. The committees in charge of evaluating these candidatures according to the procedure described in paragraph 5 shall meet monthly.

Those responsible for the industrial chair project may request that the project be labelled by one or more competitiveness clusters. This is an acknowledgement of the interest of the project in relation to the cluster's roadmap, which will be brought to the attention of the committees in charge of selecting the winning projects. Nevertheless, the label is not a selection criterion and has no impact on the amount of the grant allocated by the A\*Midex Foundation.

#### **5. Selection process and evaluation criteria**

##### **5.1 Selection Process**

First of all, the A\*Midex Foundation verifies the conformity of the applications with the expectations described in this framework document and analyses the feasibility of operational implementation. The aim is to verify that the project submitted is feasible with regard to the regulatory and contractual framework.

Given the strategic dimension of the industrial chairs for the Aix-Marseille site and their confidential nature, project selection is based on two committees subject to strict confidentiality obligations, according to the following procedure :

- ✓ **The valorisation committee**, which coordinates the development of the valorisation potential of the research, brings together representatives of all the AMU partners (SATT-SE, Protisvalor, the Impulse and Belle de Mai incubators, competitiveness clusters, local authorities, CNRS, Inserm, IRD, and the decentralised services of the State - DIRRECTE and DRRT). It issues an opinion to the A\*Midex steering committee on the basis of an assessment carried out by a qualified person, according to the criteria described in paragraph 5.2;
- ✓ **The IdEx steering committee** labels the projects taking into account both the recommendations of the valorisation committee and the expected spin-offs of the industrial chair for the partners and the Aix-Marseille site.

## 5.2 Evaluation Criteria

The criteria taken into account for the evaluation of applications are as follows:

- Relevance of the proposal with regard to the objectives of the "industrial chairs" scheme,
- Scientific excellence of the project (including the qualities of the academic and industrial coordinators), innovative character, contribution to the advancement of knowledge and technological progress, contribution to education through research.
- Quality of the public-private partnership (respective contributions of the partners, synergies), history of collaboration prior to the submission of the project, positioning of the Chair in the strategy of each party.
- Quality of the project set-up, feasibility, adequacy of objectives/means, governance, intellectual property management
- Overall impact of the project on the development of the partners and on the socio-economic opportunities at local, national and even international level: potential for valorisation, reinforcement of competitiveness, creation of value for the company and the academic partners, impact for the site in terms of development.

## Contact

Antoine Parrot, Project Officer Transfer with the socio-economic and cultural world : [antoine.parrot@univ-amu.fr](mailto:antoine.parrot@univ-amu.fr) ou Executive Director of the A\*Midex Foundation : [amidex-direction@univ-amu.fr](mailto:amidex-direction@univ-amu.fr)

## INSTRUCTIONS FOR PREPARING AND SUBMITTING THE DOCUMENT

The document will be written in english or french.

### **Layout recommendation :**

- ✓ Page size: A4.
- ✓ Use Arial or Time New Roman font, size 11.
- ✓ Line spacing: single.
- ✓ Sides/top/bottom margins: 2 cm minimum.
- ✓ Number the pages at the foot of the page.
- ✓ Maximum number of pages: 20 pages (excluding annexes).

The scientific document must include the following document template as well as the project presentation table (to be formatted on page 1) and **a heading indicating** the name of the program and the project acronym,

Indicative recommendations are given to complete each section in order to provide the expected information for the evaluation.

The document must be sent by email to [antoine.parrot@univ-amu.fr](mailto:antoine.parrot@univ-amu.fr) **imperatively in PDF format without any protection.**

### **The file must include the following documents :**

- The scientific document, according to the following document model
- A letter of support from the director(s) of the partner research unit(s), explaining the history of the partnership and the interest of the Industrial Chair in the unit(s).
- A letter of support from the company's legal representative explaining the strategic importance of the industrial chair in the company's development.
- The organization chart of the company
- The Kbis extract of the company, less than 3 months old
- The CV of the academic referent of the chair
- The CV of the Chair's industrial referent
- NDA

<b>Acronym</b>		
<b>Long title of Industrial Chair</b>		
<b>Academic Coordinator</b>	Identity of the coordinator (Last name, First name, email) :..... Identification of the institution (guardianship(s), UNIT):	
<b>Industrial Coordinator</b>	Identity of the coordinator (Last name, First name, email) Company:.....	
<b>Partners</b>	N°2 : laboratory, guardian(s), Surname, First name of the person in charge of the project N°3 : ..... N°4 : .....	
<b>Theme(s) Priority (s) A*MIDEX</b>	<input type="checkbox"/> Energy <input type="checkbox"/> Environment, Planet & Universe <input type="checkbox"/> Health & Life Sciences <input type="checkbox"/> Science & advanced technologies <input type="checkbox"/> Societies, cultures & exchanges	
<b>PRIDES and PACA Competitiveness Clusters <sup>1</sup></b>	Does the project have, or can it have, a link with a PRIDES or Pôle de compétitivité : <input type="checkbox"/> YES <input type="checkbox"/> NO If yes, which one(s) : .....	
<b>Full cost of the project</b> xxxxxx €	<b>Duration of the project :</b>	XXXX month
<b>Assistance requested from A*Midex :</b> xxxxxx	<b>Co-financing of the company</b> xxxxxx €	<b>Other funding :</b> Financier and amount

### Special confidentiality requirements

<b>Special confidentiality requirements?</b>	<input type="checkbox"/> YES <input type="checkbox"/> NO
<b>If yes, reason and details of requirements.</b>	

<sup>1</sup> The 29 PRIDES and Competitiveness Clusters of the PACA region <http://www.regionpaca.fr/emploi-developpement-economique/les-prides/les-29-prides.html>.



## DETAILED PROJECT :

### 1) Summary: (0.5 to 1 page maximum)

***This non-confidential summary will be published on the A\*Midex Foundation website if the project is selected.***

*Present the industrial chair program, contextualizing it and explaining the scientific issues it addresses. Specify the valorization and innovation objectives. Explicitly mention the laboratory(ies) and the company concerned.*

### 2) Context and positioning (4 to 6 pages)

#### **2.1 Scientific, technological and industrial context**

*Briefly present the general context and the issues involved in the industrial chair, in scientific, technological and industrial terms.*

#### **2.2 Objectives of the Industrial Chair**

*Present the objectives of the project and the scientific and technical hurdles to be overcome by the project. Show the innovative character in relation to the state of the art. Highlight the partners' contributions to this state of the art.*

#### **2.3 Description of the laboratory(ies) and team(s) involved**

*Briefly introduce the partner laboratory(ies), the key researchers involved, the coordinator of the proposal.*

#### **2.4 Positioning of the industrial chair in the scientific strategy of the laboratory(ies)**

*Specify how the proposal fits into the strategy of the laboratory(ies), both in scientific terms, in terms of valorisation and in terms of partnership with the socio-economic world. Mention the work / publications / key patents (or other intellectual property titles) carried out on the theme of the industrial chair.*

#### **2.5 Présentation of the company**

*Describe the economic activity of the company, its technological know-how, its current R&D activities. Present the company's economic positioning (market situation, competitors, etc.). Briefly introduce the key researchers and the coordinator of the proposal.*

## 2.6 Positioning of the industrial chair in the company's strategy

Specify how the proposal fits into the company's strategy (development objectives for the coming years), particularly in terms of innovation and growth.

Indicate the pre-existing collaborative activities between the laboratory(ies) and the company, in particular partnership research projects, services, intellectual property, staff mobility. Specify the dates, as well as any information allowing to qualify and quantify previous collaborations.

## 3) Research, Innovation and Education Program - Work Plan (5 to 6 pages)

*Describe the organisation of the project and the detailed work program for the research, valorisation/innovation and education strands. Present the activities in terms of objectives, tasks, deliverables, and success criteria to evaluate the results at the end of the project. Specify the risks and the envisaged fallback solutions. The schedule of the various tasks and their dependencies can be presented in graphical form (Gantt chart for example). The role and involvement of the staff (person/month) of each partner will be specified. A summary table of all project deliverables will be provided (task number, date, title, responsible person).*

*The role of the personnel recruited under the Industrial Chair will be described:*

- o CIFRE PhD students: thesis subject, profile of the candidate, supervising*
- o Post-doctoral: subject, candidate profile, supervisor*
- o Trainee: level, field...*

*For **Research** activities, specify the expected results. Describe, if applicable, the final product(s) to be produced. For research projects dealing with subjects concerning man, animals and/or the environment, develop if necessary the ethical aspects of the project and any authorisations to be obtained.*

*For **Valorisation and Innovation** activities, describe a concrete program in relation to the Research program. For each of the innovations mentioned, specify the foreseeable deadline, the key technologies, the target market, the characteristics of this market, the strengths and weaknesses of the company on this market. Planned communication of results.*

*For **Education** activities, describe the program in terms of education through research of doctoral and post-doctoral students, hosting of Master's level trainees, development of specific courses, organisation of summer schools, ...*

#### 4) Project implementation (3 pages excluding CV)

##### 4.1 Description of the consortium

*Provide a list of the persons involved in the project specifying: surname, first name, affiliation, function, role in the project and attach a short CV as an annex (1/2 page maximum per person highlighting qualifications in relation to the needs of the project).*

##### 4.2 Governance

*Describe how the Industrial Chair is coordinated: decision-making committee, monitoring / advisory committee. Provide elements to assess the coordinators' ability to coordinate the project.*

##### 4.3 Operating Plan

*Identify the prior knowledge brought by each partner (patents, software, processes, ...) and their involvement in the project results, as well as their intellectual property and their exploitation regime. Specify the modalities envisaged for the protection of the results of the Chair, the management of the property and the exploitation.*

#### 5) Project budget and justification of the financial request (1 to 2 pages)

*The provisional budget must show, on the one hand, the contributions in kind from public institutions, the supervisors of the laboratories involved, and the company (personnel costs, access to equipment), and on the other hand, the cash funding paid by the company and that allocated by A\*Midex.*

*Justify the nature and cost of the expenses. For investment expenditure, justify the choice of equipment and its necessity to carry out the project. Indicate whether a mutualisation is envisaged, for example with a technological platform.*

*The budget may be presented according to the following table:*

Costs	Financier		
	Governmental institutions	Company	A*Midex Grant
<b>Human Resources</b>			
<b>Staff at your disposal</b>			
name, grade, position, % involvement...			
<b>Personnel recruited under the Chair</b>			
Type of post requested, duration of recruitment			
<b>Equipment (&gt; 800€)</b>			
Nature, number			

<b>Operation</b>			
External and internal services, mission expenses, consumable expenses, CIFRE doctoral student support costs, ....			
<b>Total direct costs</b>			
<b>Indirect costs</b>			
<b>Management Fees (15%)</b>			
<b>Total full cost</b>			

## 6) Impact of the project : (2 to 3 pages)

*Describe the expected benefits in terms of scientific, technical, industrial, economic (job creation, creation of new activities, gain in market share, etc.), societal and also in terms of influence and attractiveness.*

### 6.1 For academic partners

### 6.2 For the company

### 6.3 For the Aix-Marseille site

### 6.4 Leverage effect on new funding (national and European)

## 7) Bibliographical references.