

Criterion 1. Strategic fit to the MissionGreenFuels mission and roadmap

The purpose of this criterion is to assess how your project contributes to MissionGreenFuels as a whole – not as a standalone project, but as an active and necessary part of a joint partnership working toward a long-term, shared goal.

You must describe why your project plays an important role in the mission: what function it serves, what it specifically contributes with, and how it fits into the partnership. Please provide specific examples or metrics that illustrate your project's contribution, including its potential to reduce CO₂ emissions and address specific barriers in the value chain. It should also be evident how you plan to apply the results created, so they provide value to other stakeholders and extend beyond your own project. At the same time, you must show how the project fits into and strengthens the portfolio – and how you see its role in cross-cutting collaboration and ongoing knowledge and experience exchange with other projects.

As an applicant, you must answer the following questions:

- **How does your project contribute to the MissionGreenFuels partnership?**
Explain the role your project plays in the mission's development, how it is necessary in the joint movement – and what CO₂ reduction potential it contributes.
- **How and when do you plan to share and communicate the project's results so they can be used by others – both within and outside the portfolio?**
Describe how your project contributes to amplifying and applying knowledge in a broader context.
- **How does your project fit into the project portfolio?**
Explain how your project thematically, professionally, or structurally strengthens the portfolio as a whole – and what synergies you foresee.
- **What competencies, topics, or stakeholders do you see as relevant for ongoing knowledge exchange and sparring?**
Describe how you envision participating in an active learning community with other projects under the mission.

Criterion 2. Quality of the idea – quality of research and innovation

The purpose of this criterion is to assess how your project idea positions itself within the existing national and international landscape – both in terms of research and industry. You must demonstrate that you understand the current state of knowledge and innovation (state of the art), and that your idea represents a genuine advancement.

It is not enough for the idea to be new – it must also be necessary and significant in relation to the mission. You must describe why it is important to receive support from MissionGreenFuels to carry out the project, and how it creates value for the development of the green fuels value

chain. This applies both to new knowledge and to how the idea connects to regulation, the market, and industry needs.

As an applicant, you must answer the following questions:

- **Is the idea original?**
Describe how your project differs from existing research, technologies, and solutions – both nationally and internationally.
- **How does the idea fit into the landscape?**
Position your project within the national and international research and innovation landscape. Which research environments and companies are already working on similar or related initiatives – and how do you build on or differ from them?
- **Is the idea relevant and necessary?**
Explain how your project contributes to and activates the green fuels value chain and why it is important right now to reach out mission goal – both professionally and strategically.
- **What does the support enable?**
Describe why support from MissionGreenFuels is crucial to carry out the project, and what would be missing without it.

Criterion 3. Impact – value creation during and after the project

The purpose of this criterion is to assess how your project creates value – both during the project period and in the long term. It is about showing how the project contributes to MissionGreenFuels' overall goals and strategic direction, as described in the MissionGreenFuels Impact Framework and call text.

Projects must clearly show how they contribute to learning questions, tipping points, and the Northern Star as described in the Impact Framework. The focus is on how your project aligns with the common direction set by the MissionGreenFuels Board of Directors – in collaboration with the mission partners.

A project rarely has impact by solely succeeding within its own framework. It must make a real difference to society and produce results that can be scaled. It is therefore crucial that you understand the external conditions necessary to create real-world impact. You are not assessed on whether you can ensure these conditions are met – but on whether you understand them, address them, and actively work with them in the project's design and execution.

As an applicant, you must answer the following questions:

- **How does your project contribute to answering one or more of MissionGreenFuels' learning questions?**
Describe which learning question(s) you address and how the project contributes to knowledge.
- **How does your project relate to one or more of MissionGreenFuels' tipping points – and what is the project's specific contribution?**

Explain how you support progress in areas that can bring development closer to a tipping point.

- **How does the project support MissionGreenFuels' Northern Star of "Integration of sustainable fuels in transport and industry before 2050"?**

Describe how your results can contribute to the long-term mission and what role your project plays in that movement.

- **What conditions must be in place for the project to succeed at scale?**

Describe which external prerequisites – such as regulation, market, infrastructure, collaborations – are necessary to scale the project, and how you as a project address these.

Criterion 4. Quality of execution – the quality of implementation and execution

This criterion has two purposes: First, you must show that your project is realistic and feasible – both organisationally and technically. This means you have the right competencies, resources, and a concrete plan to carry out the project. It should be clear how roles and responsibilities are distributed, and how you have addressed issues such as IP rights among partners.

Second, you must show that you understand the risks and barriers that may affect the project's implementation. You must also explain how the project's idea and results will be implemented and applied after the project ends – for example, through anchoring, further development, or transfer. You must be able to identify and address how these aspects are handled and what needs to be in place for the project to have lasting impact.

As an applicant, you must answer the following questions:

- **Do you have a realistic plan for project implementation?**

Describe how your plan is supported by the right competencies and resources within the project partnership – including how roles and responsibilities are distributed.

- **What risks and barriers could affect project implementation – and how do you address them?**

Identify relevant risks (e.g., technical, regulatory, infrastructural, or social) and describe how you work to understand and manage them – both internally and in interaction with the surroundings.

- **How will the project's idea or results live on after the project period ends?**

Describe how you work to ensure the project's results can be used, anchored, or carried forward – and who will be responsible for that, if applicable.

- **What are the most critical steps ahead to activate the value chain?**

Demonstrate understanding of the most critical steps ahead to activate the value chain to reach our mission goal and how this project contributes to these most critical steps.