



Annexes to the Call for proposals Perspectief

Enabling new technology in the top sectors
Call for public-private research programmes

2020/2021

Utrecht, August 2020, version 1
Dutch Research Council
Domain Applied and Engineering Sciences



Ministerie van Economische Zaken
en Klimaat



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Note: In case of divergence between the language versions, the Dutch version shall prevail.

1. Impact Plan approach

NWO is committed to concrete policy that must encourage the transfer of knowledge generated with the help of NWO funding. This transfer can take place to other scientific disciplines as equally to users outside of science (industry/society). **Knowledge utilisation** is viewed as an **iterative process** towards societal impact. Through alignment between researchers and possible end users, the chances of knowledge utilisation increase and accordingly the chances of **societal impact**. NWO understands societal impact to be cultural, economic, industrial, ecological or social changes that are (partly) the consequence of knowledge and expertise generated through research. These usually occur after the research is realised.

NWO is committed, together with researchers and other interested parties, to allowing knowledge utilisation to contribute to the societal impact by putting topics on the agenda, inspiring and facilitating, in ways that are suitable for all types of research. NWO defines knowledge utilisation as the application of knowledge through **productive iterations** with an interested target group to create societal, including economic, value.

Not every funding instrument focuses to the same degree on increasing the chances of societal impact. To do justice to the different expectations in the area of societal impact, NWO uses **three approaches**. These focus in varying and proportionate **ways** on the encouragement of knowledge utilisation. The three impact approaches are the Impact Outlook, Impact Plan and Impact Focus.

Perspectief programmes are aimed at a concrete societal, including economic, change/impact and therefore the **Impact Plan approach** is applicable. Societal impact has many facets. For example, scientific quality is a condition for societal impact, but societal impact is never solely the outcome of knowledge and insights from research. Furthermore, societal impact is often only realised many years after the research project has been concluded.

Jointly producing an Impact Plan is a tool for the consortium to realise productive interaction with users and stakeholders and to achieve societal impact.

In the full proposals, an **Impact Plan** is drawn up, which contains an integrated approach for knowledge utilisation that increases the potential of the proposed research creating impact. In a Perspectief design, the requested components are already in line with the Impact Plan approach, and these can be viewed as an initial step towards an Impact Plan.

The **Impact Plan** consists of the following elements that are explained below:

1. Theory of Change;
2. Impact Pathway;
3. Strategic Activities Planning;
4. Risk assessment.

The following definitions are used for this:

- **Output:** Direct knowledge or insights from a project or programme (often recorded in publications and/or patents)
- **Outcome:** Changes in behaviour, relations, actions and activities of private and public interested parties as a consequence of utilising output.
- **Societal Impact:** Cultural, economic, industrial, ecological and/or social changes that are (partly) the consequence of knowledge and expertise generated through research. These usually occur after the research is realised.
- **Productive Interaction:** Exchange between researchers and with other interested parties in which knowledge is generated and appreciated that is both scientifically robust and relevant for society.
- **Stakeholder:** A stakeholder or interested party is each person or group that can influence achieving the objectives or can be influenced by these.

1. A **Theory of Change** (Figure 1) describes how the research process can contribute to societal impact, with due consideration to the context and parties involved. In addition, the Impact Plan describes the sequential causal logic of cause and consequence relationships. By developing a Theory of Change with consortium partners and stakeholders, it is made explicit which (and whose) problem is addressed and how the contribution of research activities to the desired changes is visualised. Many **assumptions** underlie this: by stating and discussing these, implicit assumptions with respect to the proposed route towards impact are made explicit. By monitoring the assumptions during the project, the approach developed can be adjusted if the efforts of the parties involved prove not to be effective. A Theory of Change is not set in stone but, on the contrary, facilitates a **reflective approach** and is continuously adjusted during the realisation of the research.

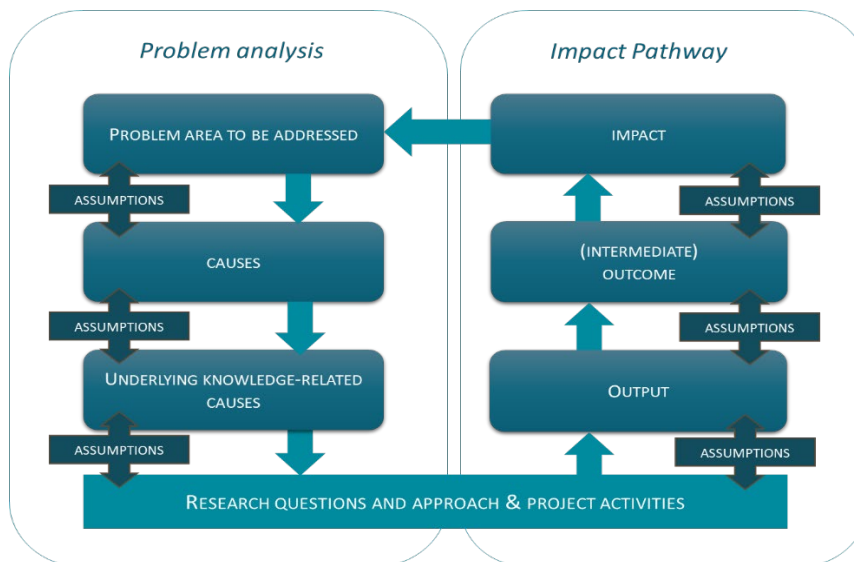


Figure 1: *Schematic representation of the Theory of Change*

2. The **Impact Pathway** is part of the Theory of Change. This is the visualisation of the proposed change process that is the consequence of the research being realised as described in the Theory of Change. It renders explicit how it is proposed that the complex process of change towards impact will unfold. It also provides a view of how research activities that emerge from productive interactions result in insights (output) and how utilisation of the output contributes to changes in behaviour, relations, actions and partnerships of consortium partners and stakeholders (outcome). These outcomes are vital for achieving the desired societal impact.

3. An overview of how the productive interactions contribute to achieving outcomes is described in the **Strategic Activities Planning**. Outputs do not automatically lead to outcomes; strategies are needed to plan and to monitor how the specific activities of the consortium can increase the potential for achieving outcomes. The Strategic Activities Planning contains at least the following specific activities:

- **Stakeholder commitment:** Who are the relevant civil society organisations involved in the consortium, who are the collaborative partners, and who are stakeholders in the social practice around the consortium that should be involved during the research? How, through whom and when will it be organised that these interactions will become productive?
- **Communication strategy:** How will dialogues and exchanges concerning the knowledge required be organised, and how will the results be exchanged and translated, via which communication tools and under whose responsibility?
- **Monitoring and evaluation:** How will the results of strategic activities and research activities be monitored and evaluated so that assumptions can be tested and the approach adapted, if necessary, and who is responsible for this?
- **Capacity building:** How can the necessary capacities of consortium partners and stakeholders to realise outcomes be strengthened, how is this organised and who is responsible for this?

4. Finally, you are also requested to include a Risk Assessment in the full proposal in which potential risks for successful project realisation (for example, because assumptions proved to be false) and options for tackling and controlling these risks are described.

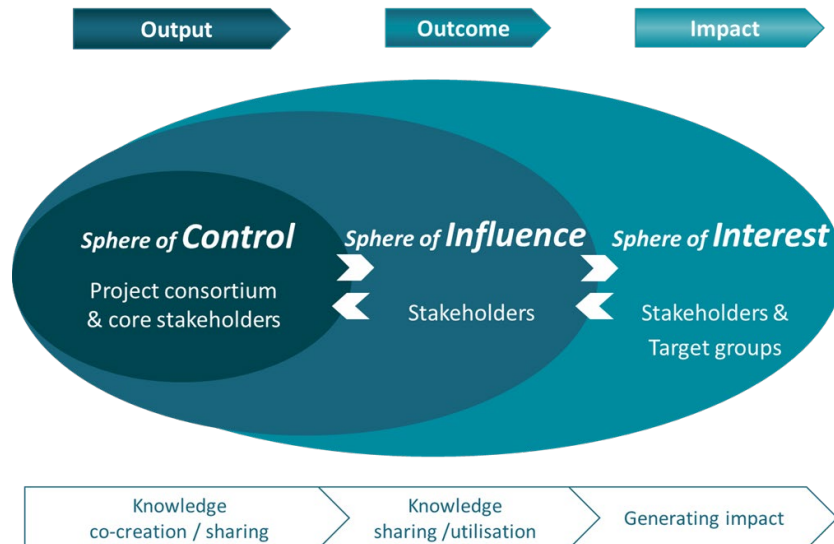


Figure 2: *Spheres of control, influence and interest in relation to output, outcome and impact*

2. Intellectual Property (IP) Policy

2.1. Introduction

NWO Domain AES realises about knowledge transfer between technical sciences and users. In this process it is important that research results in general and patentable inventions in particular are handled responsibly. The aim of NWO Domain AES is to exploit and publish research results as widely as possible while retaining the option of establishing Intellectual Property (IP) rights and transferring or licensing them to the user(s), and to encourage cooperation between researchers and various companies.

The IP rules of NWO Domain AES support the Domain's mission and fit within the NWO IP policy. The NWO IP policy can be found in Section 4 of the NWO Grant Rules 2017, dated February 2019. The NWO IP policy is in line with the "Rules for public-private partnership" as presented to Dutch House of Representatives on 25 June 2013.

Main applicants and co-applicants should carry out NWO research while they are working for the knowledge institution.

NWO Domain AES gives knowledge institutions the opportunity to make their own IP & publication (IP&P) arrangements with parties with which they cooperate. Its aim in doing this is to respond more effectively to the wishes of researchers and co-funders involved in NWO-projects. It is still possible to choose the approach where NWO Domain AES takes the lead in making arrangements on matters such as intellectual property. In this case, the IP rights to the research results accrue jointly to NWO and the beneficiary whose employee generated the results in question.

Knowledge institutions preferring to make their own IP&P arrangements must stipulate this choice at the time of submission (with the consent of the users concerned) and must conclude relevant written agreements within six months of the award of their NWO project. The lead in concluding such agreements is taken by the main applicant/project leader. The agreements are then checked by NWO Domain AES against the four criteria listed in Section 2.5. These criteria are in line with the task and mission of NWO Domain AES.

2.2. Choice on submission

NWO Domain AES asks the main applicant to state in the "*Verklaring hoofd- en medeaanvrager project*" (annexed to the application) what has been decided in terms of making IP&P arrangements for the research results. The two options and the associated implementation conditions are described in the box below.

Responsibility for making Intellectual Property & Publication* arrangements lies with NWO Domain AES (“AES IP&P arrangements”)

Part 3 (Intellectual property) of the “Brochure Guidelines Users’ Committee NWO Domain AES 2017” (at <https://www.nwo.nl/en/about-nwo/organisation/nwo-domains/ttw/applicant>) applies.

Access to foreground IP rights for private parties) / consortium:

0-10% private contribution by private parties: No automatic right for private parties.

11-30% private contribution by private parties: Option right for private party/consortium.

31-50% private contribution by private parties: Non-exclusive non-transferable commercial licence + option rights to exclusive right. A contribution to patent costs may be required.

Private parties can add up their contributions to move into a more favourable category.

Confidential data will be treated confidentially.

Results can always be published; publication can be deferred for up to nine months due to protection (patenting) of results.

Arrangements must be confirmed in writing within six months of the award of funding.

Further information on the options is available in Section 4 of the NWO Grant Rules 2017, dated February 2019, the “Brochure Guidelines Users’ Committee NWO Domain AES 2017” and the relevant or underlying call for proposals.

Responsibility for making Intellectual Property & Publication* arrangements lies with the main applicant/project leader (“Own IP&P arrangements”)

Own IP&P arrangements meet the following criteria:

i All necessary foreground IP rights (arising from the AES project) and – as far as legally possible – background IP rights (pre-existing rights of the company and/or knowledge institution) are available in order to carry out the project.

ii The agreement is focused on applying or sharing rights in the sense of publication.

iii Publication of the scientific knowledge resulting from the project will not be obstructed by users; rather, beneficiary and users will determine the publication dates in consultation.

iv Project results generated by the beneficiary will remain available to the beneficiary for teaching and research purposes.

On submission: The knowledge institution(s) and all users agree to apply their own IP&P arrangements to the AES project and declare that these IP&P arrangements meet or will meet criteria i to iv.

After award: The beneficiaries and all users accept the agreement in writing.

NWO Domain AES must receive the following from the project leader within six (!) months of the award:

i. The signed agreement containing IP&P arrangements made with the user(s).

ii. A signed IP&P declaration by which the beneficiaries confirm that the agreement containing IP&P arrangements with the user(s) meets the criteria. The project leader provides a reference to the relevant articles in the agreement.

NWO Domain AES reviews the agreement on the basis of the criteria; if the agreement is approved, NWO Domain AES informs the project leader that the project may start.

2.3. Responsibility for making IP&P arrangements lies with NWO Domain AES

NWO Domain AES takes the lead in negotiations on the IP&P arrangements. After the award, the user contributing to the project receives a letter from NWO Domain AES informing it that the knowledge institution's project has been awarded funding. In addition, NWO Domain AES asks the user to sign the letter for approval in order to (re)confirm its participation in and contribution to the project.

More information on the NWO IP policy can be found below (see also the "Brochure Guidelines Users' Committee NWO Domain AES" at <https://www.nwo.nl/en/about-nwo/organisation/nwo-domains/ttw/applicant>).

*NB: All scientific publications resulting from research funded by grants derived from this call for proposals are to be immediately (at the time of publication) accessible to all worldwide (Open Access). There are several ways for researchers to publish Open Access. A detailed explanation can be found on the NWO website <https://www.nwo.nl/en/policies/open+science>

2.4. Principles of the IP policy of NWO Domain AES

Ownership of research results

Research results of an NWO project which are generated by the research institute(s) are owned jointly by the relevant knowledge institution(s) and NWO.

- Research results of an NWO project which are generated exclusively by one or more users are owned by the user(s) concerned. The user(s) will give NWO Domain AES and the research institute freedom to operate.
- Research results of an NWO project which are generated by the research institute(s) and one or more users jointly are owned by the relevant knowledge institution(s) and NWO. If a user contributing to the results has provided more than 10% personnel co-funding to the project, this user will receive a royalty-free, non-exclusive, non-transferable right of use.
- Existing IP rights will continue to be owned by the rights holder contributing the IP rights to the project. Where legally possible and provided there are no serious economic objections, this rights holder will, acting at its own reasonable discretion, give freedom to operate.
- Freedom to operate means that the owner of the IP rights grants licenses to other parties within the project:
 - where legally possible;
 - where necessary for the project (free of charge);
 - where necessary for exploitation of the current or other research results (at market price);
 - where this does not prejudice the reasonable commercial interests of the owner.

Protection of research results, confidentiality and publications

NWO Domain AES attaches great importance to knowledge protection if such protection increases the likelihood of knowledge transfer. When admitted to the user committee at the start of or during the research, users undertake to maintain confidentiality with regard to the research results. Before or during a project, participants may agree not to protect knowledge within the project if this is to the benefit of knowledge exploitation.

The researcher is obliged to report any discoveries to NWO Domain AES immediately. NWO Domain AES should be made aware in advance about any obstacles to the free use or exploitation of results. If it emerges that there are obstacles to implementation of the IP policy of NWO Domain AES, NWO Domain AES will impose additional conditions.

2.5. Responsibility for making IP&P arrangements lies with the main applicant/project leader

If the main applicant/project leader opts to make their own IP&P arrangements with the user(s), these agreements must be laid down in writing and meet the following conditions:

- i. All necessary foreground IP rights (arising from the NWO project) and – as far as legally possible – background IP rights (pre-existing rights of the company and/or knowledge institution) are available in order to carry out the project.
- ii. The agreement is focused on applying or sharing rights in the sense of publication.
- iii. Publication of the scientific knowledge resulting from the project will not be obstructed by users; rather, beneficiary and users will determine the publication dates in consultation.
- iv. Project results generated by the beneficiary will remain available to the beneficiary for teaching and research purposes.

In addition, the following condition applies on submission or award:

- On submission: The beneficiaries and all users agree to apply their own IP&P arrangements to the NWO project and declare that these arrangements meet or will meet criteria i to iv.
- After award: The beneficiaries and all users accept the agreement in writing.

3. Co-funding example calculations

The minimum size of the NWO contribution per programme is M€ 1.5, and the maximum NWO contribution per programme is M€ 4. In addition to the NWO contribution, co-funding by users is compulsory, except in the case of the Governance project.

For the Governance project, the maximum NWO contribution is 5% of the total NWO contribution to the programme. No co-funding is required for the separate Governance project. The maximum NWO contribution of M€ 4 is including the requested budget for the Governance project.

In the 2020/2021 Perspectief round, applicants can choose one of two options:

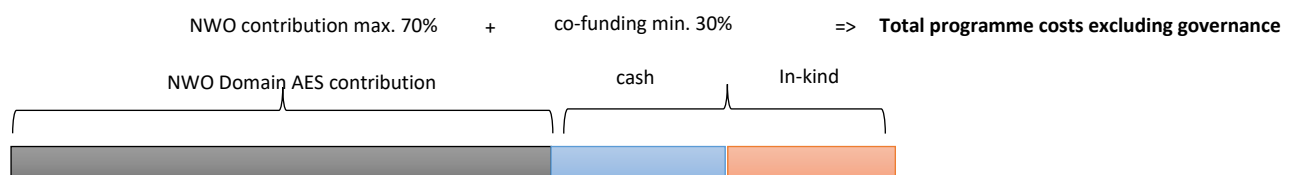
1. After the award of funding, a programme is treated as a single large project (with work packages rather than coherent projects), Option 1 in Call for proposals, Section 3.2.3;
2. The programme is regarded as a set of separate but coherent projects, Option 1 in Call for proposals, Section 3.2.3.

The co-funding requirement applies to the whole programme, with the exception of the Governance project. No co-funding is required for the separate Governance project and the latter is not included in the calculation for the minimum compulsory co-funding. The basic principle is that NWO funds up to 70% of the total programme costs, excluding the Governance project, and the co-funding is at least 30% of the total programme costs, excluding the Governance project (see Figure 1).

The minimum 30% co-funding requirement should be provided by companies and institutions that cannot act as applicants for NWO projects. Universities of applied sciences cannot provide co-funding. Foreign companies can provide co-funding under the same conditions as Dutch companies.

If you opt for a formal division of the programme into projects (Option 2 in Call for proposals, Section 3.2.3), co-funding will be pledged and provided for each project. The co-funding requirement applies to the *whole programme*, with the exception of the Governance project; it does not apply at project level. This ensures that scientifically merited project initiatives which do not meet the co-funding requirement can be compensated by other projects under the same programme with a high user contribution. However, NWO should be the main funder for each individual project and at least two-thirds of the projects individually should meet the co-funding requirement.

Figure 1: Overview NWO contribution compared to the required cash and in-kind co-funding



Example calculations

For both Phases 2 and 3, you should carry out an overall calculation for the **whole programme**.

If desired, you can use the Excel file “Budget form” as assistance for Phase 2 (see documents on the website). In Phase 2, it only serves as assistance and need not be submitted. The Excel file “Budget form” should be completed and submitted in Phase 3.

Suppose you estimate the **required financial resources** for your programme at M€ 3.1, including M€ 0.1 for the Governance project.

If the **co-funding consists only of cash**, the minimum mandatory cash contribution is 30% of M€ 3, i.e. M€ 0.9. In this case, the maximum NWO contribution is 70%, i.e. M€ 2.1 plus M€ 0.1 for the Governance project.

If the **co-funding consists of both cash and in-kind**, and the cash contribution is 15% of the required financial resources, i.e. M€ 0.45, NWO contributes the amount of M€ 2.55 – separate from the M€ 0.1 contribution for the Governance project. The additional in-kind co-funding required is calculated as follows: the M€ 2.55 (amount excluding Governance project) from NWO is the maximum 70%, so the minimum co-funding requirement is $30/70^{\text{th}}$ s of M€ 2.55, i.e. M€ 1.093. After deducting the cash contribution, in this example M€ 0.45, a minimum in-kind contribution of M€ 0.643 remains. In this case, the total project costs, excluding the Governance project, are the required financial resources (M€ 3.0) plus the in-kind co-funding (M€ 0.643), totalling M€ 3.643.

In every case, you should check that the NWO contribution requested for the costs of the Governance project does not exceed 5% of the total NWO contribution to the programme.

Please note that confirmation of the contribution will be requested after a programme proposal has been awarded funding.

If anything is unclear, please contact the coordinators Bastiaan de Jonge (+31 30 600 1273, b.dejonge@nwo.nl) and Anke Stekelenburg (+31 30 600 1314, a.stekelenburg@nwo.nl).

4. Letters of support

4.1. Template (example) for letter of support, Phase 2

Company
Logo
Address
Date

Dear [name (co)applicant/project leader]

Introduction:

Brief description of the company and the core business (type of company, size, which service, products). An explanation as to why the theme and answering of the research question are important to the company. How does this solution fit in their strategy?

Description of support:

- *A statement that the company is interested in and will commit itself to the programme.*
- *If applicable: A description how the user/stakeholder is involved in formulating the problem statement, the vision of success and other parts of the programme design.*
- *What the company will/might contribute in concrete terms (cash and/or in kind, incl. capitalization).*

Signed by

Name and function

4.2. Template for letter of support, Phase 3

Company

Logo

Address

Date [as recent as possible]

Dear [name (co)applicant/project leader],

Introduction: Brief description of the company and the core business (type of company, size, which service, products). An explanation as to why the theme and answering of the research question are important to the company. How does this solution fit in their strategy?

Description of support: A statement that the company is interested in and will commit itself to the research. What the company will contribute in concrete terms (cash (excl VAT!) and/or in kind, incl. capitalization) and why/how this fits in the research proposal/planning. A description how the user/stakeholder is involved in formulating the problem statement, the vision of success and other parts of the program design. The cash contribution stated in the letter is paid to NWO.

Further specification of the in-kind support, both hours (number and/or tariff applied) and materials, for example:

<i>Description</i>	<i>number</i>	<i>cost price/ tariff</i>	<i>Total</i>	<i>etc</i>
XXX	X	XX	XX	
XXX	X	XX	XX	

Obligatory paragraph:

We have read and have been fully informed about the application. We state that we will actively participate in the User Committee (UC) established and that we will comply with the applicable terms and conditions for participation. The amount of the cash contribution as stated in the letter of support is exclusive of Dutch VAT and will be paid to NWO Domain AES. Payment will be due if the application is granted and will include Dutch VAT (21%) if applicable.

Furthermore we are aware that the above mentioned project is part of a NWO Domain AES Perspectief programme.

Signed by an authorized signator
Name and function

5. Technology & Societal Readiness Level

In the KPI's (see brochure, monitoring and evaluation) and the mandatory format (Phase 3, available in March 2021) you will be asked to state the Technology Readiness Level (TRL), and if applicable the Societal Readiness Level (SRL), of the technology at the start of the programme and the expected TRL at the end of the programme. The TRLs & SRLs are described below.

Technology Readiness Level	Description
TRL 1.	Basic principles observed
TRL 2.	Technology concept formulated
TRL 3.	Experimental proof of concept
TRL 4.	Technology validated in lab
TRL 5.	Technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies)
TRL 6.	Technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)
TRL 7.	System prototype demonstration in operational environment
TRL 8.	System complete and qualified
TRL 9.	Actual system proven in operational environment (competitive manufacturing in the case of key enabling technologies)

Societal Readiness Level	Description ¹
SRL 1.	Identifying problem and identifying societal readiness
SRL 2.	Formulation of problem, proposed solution(s) and potential impact, expected societal readiness; identifying relevant stakeholders for the project.
SRL 3.	Initial testing of proposed solution(s) together with relevant stakeholders
SRL 4.	problem validated through pilot testing in relevant environment to substantiate proposed impact and societal readiness
SRL 5.	proposed solution(s) validated, now by relevant stakeholders in the area
SRL 6.	solution(s) demonstrated in relevant environment and in co-operation with relevant stakeholders to gain initial feedback on potential impact
SRL 7.	refinement of project and/or solution and, if needed, retesting in relevant environment with relevant stakeholders
SRL 8.	proposed solution(s) as well as a plan for societal adaptation complete and qualified
SRL 9.	actual project solution(s) proven in relevant environment

¹ https://innovationsfonden.dk/sites/default/files/2018-08/societal_readiness_levels_-_srl.pdf

6. Data management section

Please use the form “Data management section” for your application!

Notes on data management

For the collection/generation of data and the analysis of this data timely measures need to be taken to ensure the storage and later reuse of the data. By means of the data management section, NWO mainly aims to promote awareness of the importance of responsible data management. Researchers are therefore asked to consider, even before the research starts, how the collected data should be organised and categorised so that they can be made Findable, Accessible, Interoperable and Reusable (FAIR) after the project. Measures will often need to be taken during the production and analysis of the data to make their later storage and dissemination possible.

Questions from the NWO data management section for the application form:

1. Will data be collected or generated that are suitable for reuse?

Yes: answer questions 2 to 4.

No: explain why the research will not lead to reusable data, or will lead to data that cannot be stored or are otherwise not relevant for reuse.

2. Where will the data be stored during the research?

3. How will the data be stored for the long term after the end of the project and made available to third

4. Which facilities (ICT, (secure) archives, cold stores or legal expertise) are expected to be required for data storage during and after the research? Are these available?*

parties for reuse? Who will have access to the data?

**ICT facilities for data storage mean things such as capacity for data storage, bandwidth for data transport and computing power for data processing.*

Explanatory note

For the completion of the section please contact the university library/intended repository/ICT Department of your institute or university. They can help you with the completion of the data section.

The data management section focuses on FAIR (findable, accessible, interoperable and reusable) data during and after the research (archiving). In this section, NWO understands ‘data’ to be both collected, unprocessed data as well as analysed, generated data. Under this all forms are conceivable; digital and non-digital (for example samples, completed questionnaires, sound recordings, etc.). NWO only requests storage of reusable relevant data. NWO assumes, in principle, that within different disciplines there is a widely held view about which data are relevant to store for reuse.

The RDNL checklist provides a guide for the selection of data that can be eligible for archiving.

The importance and the value of reuse on the one hand and the costs and feasibility of data storage on the other should be in reasonable balance with each other and have a bearing on the volume of the data to be stored.

The data should preferably be archived at a national or international data repository. If that is not possible, the data should be archived by the institutional repository. Confidential, privacy-sensitive or

competition-sensitive data might require special forms of storage or limited access. Solely storing the data on computers or external media (e.g. USB flash drive, CD, DVD or hard disks) is in general too risky and will therefore, in principle, not be approved by NWO. An overview of existing repositories with Data Seal of Approval or CoreTrustSeal can be found on this list of repositories.

Data management plan

Once an application has been awarded, the project leader is required to work out the data management section in a data management plan (DMP). This will help to think at an early stage of the project about what data will be collected and re-used, how these data will be safely stored during the research and how the data will be made Findable, Accessible, Interoperable and Reusable (FAIR) after the project.

For further information, please visit: <https://www.nwo.nl/en/common/policies/open-science/data-management-plan>.

7. Explanation knowledge transfer moments (KTM)

What is a "Knowledge transfer moment" (KTM)?

Scientific and/or technical knowledge, insights, concrete results and deliverables or indications emerging from AES project or an activity organised by NWO in relation to this (workshop, brainstorm) are tangibly and visibly transferred to a company or societal party that will **actively** determine the potential economic or societal value and (if profitable or useful) implement it, exploit it in the operational management or products, services, legislation, standards, et cetera.

The following types of KTM are distinguished:

- KTM0: Start-up
- KTM1: Algorithms & Software
- KTM2: Methods & Formulas
- KTM3: Demonstrators & Prototypes
- KTM4: Material, mixture or substance developed
- KTM5: New plant cultivar or bacterial strain
- KTM6: Know-how
- KTM7: Measurement results
- KTM8: Patents and licenses
- KTM9: OTHER

This is about the concrete transfer of project results to users and is therefore not about:

- Presentation of results at general broad user committee meetings, symposia, congresses, matchmaking sessions, brainstorm sessions
- Facilitating new contacts between users and academics
- Publication of results in professional journals and leaflets or on websites

8. Contact

For specific questions about Perspectief and this call for proposals, please contact the Perspectief coordinators via ttw-perspectief@nwo.nl



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Dutch Research Council

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Utrecht site
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3526 KV Utrecht
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August 2020

