European Innovation Council (EIC) and SMEs Executive Agency (EISMEA)

In the Spotlight

FROM IDEAS TO GLOBAL MARKETS: innovation made in Europe

Annika KOSSACK, Project Officer, EISMEA Sector I-02-2 SME Pillar - Competitiveness & Internationalisation
EISMEA is

The EU executive agency with a clear focus on innovation and the single market.

The vision - *From ideas to global markets: Innovation made in Europe*

The mission:

- To provide high quality support to European innovators, researchers, businesses and consumers
- To reinforce the EU’s position as a global leader in research and innovation, strengthening its single market
- To create opportunities for SMEs and maintain high standards of protection for its citizens towards a more competitive, digital, green and inclusive EU.
An economy that works for people

- Innovative companies **relocating to Europe**
- An **increase in private investment** into Europe/European companies
- A **change in attitude** towards investment in Europe
- An increase in **employment**
- **Investment** into training and skills
What we do at EISMEA

A deeper dive

Filling up with new ideas!
The EIC aims at identifying and supporting breakthrough technologies and innovations with the potential to scale up internationally.

Specific support to enable innovation ecosystem actors to work together across Europe.

Part of the Single Market Programme covering competitiveness of enterprises, governance of the internal market and standardisation and consumers.

The new instrument of the ERDF aims to strengthen economic cohesion in the EU by helping businesses work with innovation actors in other regions.
The European Innovation Council
Back ing visionary entrepreneurs

The EIC aims to identify and support breakthrough technologies and game changing innovations to create new markets and scale up internationally.

A strategic and implementation role in Horizon Europe Pillar III
The European Innovation Council

**Pathfinder**
- Early stage research on breakthrough technologies
- Grants up to 3 to 4 million EUR
- Successor of FET (Open & Proactive)

**Transition**
- Technology maturation from proof of concept to validation
- Business and market readiness
- Grants up to 2.5 million EUR

**Accelerator**
- Development & scale up of deep-tech/disruptive innovations by startups/SMEs
- Blended finance (grants up to 2.5 million EUR; equity investment up to 15 million EUR
- Successor of SME Instrument
Implementation of EU and place-based Innovation Ecosystems

- Enhancing cross-border network connectivity and inter-regional collaboration.
- Creating regional innovation valleys and stimulating experimentation practices to advance the **New European Innovation Agenda**. This destination includes WomenTechEU, Startup Europe initiative and more.

- Accelerate the scalability potential in Europe and boost network connectivity within innovation ecosystems. This destination is part of the 2021-2022 EIE Work Programme.

- Help innovative SMEs increase their R&I capacity and productivity. Supporting SMEs to embed in global markets through the European Partnership on Innovative SMEs.
Implementation of the Single Market Programme (SMP)

Better access to markets and a business environment, entrepreneurship, standardisation, sustainability of enterprises, consumers, with actions including:

The Single Market Programme supports a well-functioning, sustainable internal market.
Improving the functioning of the Internal Market

Internal Market and standardisation
- improving the application of the mutual recognition principle, esp. with goods;
- supporting effective market surveillance;
- supporting European standardisation organisations in developing up-to-date and future proof European standards

SME Pillar
- provide high quality support to Small and Medium-Sized enterprises (SMEs) and entrepreneurs
- strengthen the competitiveness, innovation capacity, creation, growth and sustainability of the EU’s economy

Consumer protection
- provide high-level support in making the internal market more effective through promoting the interests of consumers and ensuring a high level of consumer protection and product safety
SMP structure and objectives (contd.)

- Ensuring high level of food safety
- Standardisation
- Making the Internal Market more effective
- Promoting consumers’ interests
- Producing and communicating high quality statistics
- Improving the competitiveness of SMEs
SME Pillar

The SME pillar aims to provide various forms of support to businesses and especially SMEs:

- Facilitate market access and reduce administrative burden;
- Support the uptake of innovation and addressing global and societal challenges;
- Foster a favorable business environment and entrepreneurial culture.
Main topics

- Internationalisation
- Clusters
- Social economy and local green deals
- Tourism
- Public procurement
- Skills & Entrepreneurship
- SME Policy
- Intellectual property
- Digitalisation & Innovation
Enterprise Europe Network - EEN

Services offered

INTERNATIONAL PARTNERSHIPS
- Partnership database
- Brokerage events
- Company missions

ADVISORY SUPPORT
- Advice on EU laws and standards
- Market intelligence
- IPR expertise

INNOVATION SUPPORT
- Access to finance and funding
- Innovation Management Services
- Technology transfer

For information and advice, find a local Network contact point in your region.
Implementing the European Regional Development Fund (Interregional innovation investment pillar)

- Supporting interregional innovation projects in their commercialisation
- Scale-up phases giving them the tools to overcome regulatory and other barriers
- Bring their project to investment level.
EISMEA implements two strands of the programme

Financial and advisory support for

• investments in interregional innovation projects;
• development of value chains in less developed regions.
Impact and opportunities of supporting start-ups and SMEs

EISMEA as a key player in contributing to EC priorities
A European Green Deal: Climate change, green technology and sustainable energy

Success story: Infarm
A European Green Deal: Climate change, green technology and sustainable energy

Success story: MIWA
Enterprise Europe Network (EEN): Paving the way to sustainability one cup of coffee at a time

Success story: Kabioca
Enterprise Europe Network (EEN):

Success story: **BeefyGreen**

[BeefyGreen - short version - YouTube](#)

Success story: **Resortecs**

[Resortecs - short version - YouTube](#)
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EISMEA – European Innovation Council and SMEs Executive Agency

Thank you for listening

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European Innovation Council and SMEs Executive Agency (EISMEA)
Useful links & How to apply
Work Programmes

The list of calls for proposals is published and can be accessed in the annual work programmes published on EISMEA.
Funding & Tenders Portal

- All calls for proposals are published in the F&T portal.
- The Online Manual contains all the guidance needed to apply to a call.
- The IT Helpdesk can be contacted to solve issues related to the submission tools.
- Before applying, your organisation needs to be registered in the Participant Register and receive a Partner Identification Code (PIC).
Single Market Programme – SME Pillar

In the “Search Funding & Tenders” tab, filter by programme
Call for proposals (I)

All calls will appear on the right part of the screen, including “Calls for proposals” (managed by the EU) and “Cascade funding”, calls launched by EU-funded projects.

<table>
<thead>
<tr>
<th>Programme</th>
<th>Status</th>
<th>Deadline model</th>
<th>Deadline date</th>
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<tbody>
<tr>
<td>Single Market Programme (SMP)</td>
<td>Open for submission</td>
<td>single-stage</td>
<td>20 April 2023 17:00:00 Brussels time</td>
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IKAT Tourism Call for SMEs in Europe – Financial support for services

Support to Ukrainian companies to integrate into the Single Market
Call for proposals (II)

Each call has a **dedicated webpage** in the F&T Portal
Topic description and conditions

The topic description summarises the main elements of the call, but the full text is to be found in the Call Document.
The call document explains:

- Objective of the call,
- Activities to be funded,
- Available budget,
- Co-financing rates,
- Timetable and deadlines,
- Eligibility conditions,
- Award criteria,
- Cost eligibility
Templates

• The call webpage contains application templates for information only!!!

• The ones to be used are the ones available for download in the submission tool
# Templates

## Funding: Submission Service

- **41 days left until closure**

**Call data**
- Call: SMP-COSME-2023-SMIEU
- Topic: SMP-COSME-2023-SMIEU-01
- Type of action: SMP-GFS
- Type of MGA: SMP-AG

Warning: Topic and type of action can only be changed by creating a new proposal.

**Find your organisation**

- PIC
- Short name

You can submit the proposal as many times as you wish up until the deadline. Each new submitted version will replace the previous one.

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Download Part B templates

Download part B templates
Submission tool

• You need to create the proposal on the submission tool. Any other method for sending proposals is not accepted.

• Both, Part A and Part B have to be fully completed and consistent.
Evaluation

- All calls are evaluated by external experts.
- Proposals are evaluated as submitted (not on their potential) and exclusively on the evaluation criteria defined in the call document.
### Some tips

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
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<tbody>
<tr>
<td>Use the <strong>right template</strong></td>
<td>Do not modify <strong>non-editable parts</strong> of the template</td>
</tr>
<tr>
<td>Choose the <strong>right type of call</strong></td>
<td>Do not modify <strong>titles/headings</strong> of the “Award criteria”</td>
</tr>
<tr>
<td>Link clearly the <strong>call to the policy framework</strong></td>
<td>Avoid the use of <strong>terms not clearly</strong> defined, e.g. “public authority”</td>
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<tr>
<td>Be <strong>consistent</strong> throughout the call text</td>
<td>Do not use terms such as “procurer” or “normally”</td>
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<tr>
<td>Each part of the application under the right section</td>
<td>ALWAYS avoid <strong>repetition</strong> to avoid inconsistencies</td>
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<tr>
<td>Establish a <strong>REALISTIC timeline</strong></td>
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<td>Use <strong>clear definitions</strong></td>
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<td>Define realistic and measurable <strong>KPIs</strong></td>
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