





Innovation in SMEs

Other European opportunities and lessons learnt

Info Day IncoNet EaP 11/11/2015 @ Chisinau
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H2020 Innovation in SMEs

Industrial Leadership
For a better innovation support to SMEs
H2020-INNOSUP-2016-2017


Publication date: 14-10-2015

Industrial Leadership
Horizon 2020 dedicated SME Instrument 2016-2017
H2020-SMEInst-2016-2017

Publication date: 14-10-2015

Measures directly aiming at SMEs + measures targeting intermediaries such as clusters, innovation agencies, EEN, NCP

Work programme 2016-2017
http://ec.europa.eu/research/participants/data/ref/h2020/wp/2016_2017/main/h2020-wp1617-sme_en.pdf



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INNOSUP 2016-2017 - Why?

For a better innovation support to SMEs

Small, innovative companies create most new EU jobs

Innovation nature & environment is changing: open data, open software, open design, crowd-funding, social innovation, mobility of researcher...

Public innovation support should adapt proactively

The Public supports SME innovation (grants, subsidised loans, equity, innovation support services)

SMEs often dissatisfied with the services & the Public expects a higher return

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INNOSUP 2016-2107

enterprise europe network **NCP**
Brussels
Business Support on Your Doorstep

- ❑ Actions to develop the **ecosystem of innovation support to SMEs in Europe**
- ❑ Opportunities for Member States and regions to enhance their services through collaboration, peer-learning and uptake of new approaches
- ❑ **WP 2016-2017: testing new approaches** - large pilot actions that should deliver results in time for the start of discussion on the next framework programme
- ❑ Key roles for Enterprise Europe Network, the National Contact Points (NCPs) and the Member States

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Enterprise Europe Network




Business Support on Your Doorstep

> **600 business support organizations in 50 countries**

http://www.enterprise-europe-network.ec.europa.eu/index_en.htm

World's largest technology transfer database

- ❑ **Helping small companies** make the most of the business opportunities in the European Union : business partners, technology transfer, sourcing & licensing of technologies, EU laws and standards, intellectual property rights, funding, innovation coaching, SME instrument and access to risk finance, increase the sustainability of SMEs (Green Action Plan)

<https://www.youtube.com/user/enterpriseeurope>



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Free-of-charge services to SMEs




Business Support on Your Doorstep

- ❑ **Collective**
 - Newsletters
 - Technology watch e-service
 - Workshops **eg.** How to successfully profile your company or research team in international partnering networks?
- ❑ **Individual**
 - Assistance in SME instrument project building & needs analysis
 - Partnership offers/requests (quality checked, valid 1 year)
 - Targeted sending of partnership opportunities
 - **Brokerage events and company missions** (eg. Aquamatch, Ecobuild, Medica...)
 - Innovation coaching for innovative SMEs



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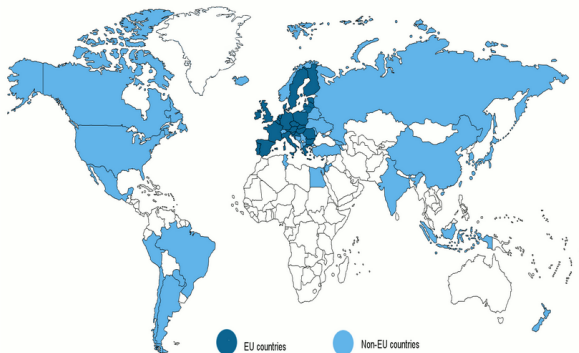
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EEN: partners & exploit R&I project results



4 contact points in Moldova
<http://een.ec.europa.eu/about/branches?Country=MD>



[Search](#) for profiles matching your partnering needs.

[Register](#) to receive free email alerts containing newly published profiles and events

2015-11-04 **Poland**

Polish SME is looking for non-governmental organisations, companies, universities, research and development units for Horizon 2020 – Marie Skłodowska-Curie Actions - Innovative Training Network

2015-11-04 **Lithuania**

Hydro-mechanical heat generator for converting electricity into heat

2015-11-04 **United Kingdom**

Omnidirectional marine anchor

Open INNOSUP-06-2016: deadline 19/01/2016



- ❑ **Capacity-building for National Contact Points (NCPs) for SMEs and Access to Risk Finance under Horizon 2020**
- ❑ Enhance the competence of NCPs, including helping less experienced NCPs rapidly acquire the know-how accumulated in other countries (incl. Associated & Third Countries)
- ❑ All nominated NCPs invited
45 organisations expressed interest in May 2015
- ❑ Benchmarking, joint workshops, enhanced cross-border brokerage events, and specific training sessions linked to Access to Risk Finance, Innovation in SMEs and SMEs in Horizon 2020

Forthcoming (1)



□ INNOSUP-01-2016 (IA) Cluster facilitated projects for new industrial value chains

Lead by **clusters**/intermediary organisations, support SMEs + measurable innovation performance, cross-border & cross-sectorial collaboration (**across regions and value chains**)

□ INNOSUP-02-2016 (CSA) European SME innovation Associate – pilot

Help visionary SMEs to recruit and employ a highly-skilled experienced researcher (“associate”) for one year. Aim to explore the potential of their innovative idea and turn it into an innovation project. Associate participates in a core training programme on industrial innovation and business management. SMEs with skills shortage contacted by EEN. Expected 90 associates.



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Forthcoming (2)



□ INNOSUP-03-2016 (CSA) Technology services to accelerate the uptake of advanced manufacturing technologies for clean production by manufacturing SMEs

One-stop-shop + methodologies so that SMEs **integrate innovative advanced manufacturing technologies for clean production**. Perspective of the circular economy. Small grants to third parties. Proposers encouraged to liaise with EEN & clusters

□ INNOSUP-04-2016 SMEs for social innovation – Challenge platform

Allow social enterprises and social innovators to formulate their own societal challenges on line, to call for solutions and to select themselves the best idea(s) meeting their demand. Possibly combined with Social Innovation Europe hub. Small grants to third parties.



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Forthcoming (3)



- ❑ **INNOSUP-05-2016 (CSA) Peer learning of innovation agencies**
 Small lump sum grants to **national and regional innovation agencies** for engaging in **peer learning** on all topics relevant for design and delivery of innovation support programmes for SMEs
- ❑ **INNOSUP-07-2017 (RIA) Innovating SMEs - segmentation along lifecycle and sectors**
Analytical research activity to segment the SME clients of public innovation support in order to achieve a higher societal return from the investments into innovation support (ex understand impact of grants, vouchers, tax credits & biases)
- ❑ **INNOSUP-08-2017 (CSA) A better access to industrial technologies developed overseas**
 Experimental projects between **EEN sector groups and overseas partners** (USA, Japan, South Korea) to integrate them better and have higher impact



Other opportunities for SMEs: Prizes



- ❑ Challenge/inducement prizes : cash reward encouraging innovation, good practices, success stories, or meeting a challenge offered to innovating SMEs for (past) realizations and giving visibility at EU level
- ❑ On-going contests
<http://ec.europa.eu/research/horizonprize/index.cfm?lg=en&pg=prizes>
- ❑ In many calls (including ARF, Climate)

 - Preparation phase to define scope, nature, evaluation criteria of prize in 2016 (call for experts)
 - In 2017, actual Prizes calls will be launched



Lessons learnt from Brussels innovative SME



Remember that H2020 is very competitive
Overall succes rate \approx 14% (vs. FP7 20%)

- ❑ Focus on your **core business** and **company strategy**
- ❑ Be really innovative (check state-of-the art, Directives, white papers..)
- ❑ Always think of **impacts** (economic, social environmental)
Relate to EU 2020 objectives and targets (employment, R&D, climate change & energy sustainability, education, fighting poverty and social exclusion)
http://ec.europa.eu/europe2020/europe-2020-in-a-nutshell/targets/index_en.htm
- ❑ Re-submit rejected SME instrument proposals **after improvement**



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Make use of all relevant free-of-charge support



- ❑ Past funded projects on the same topic (EC **funds ONCE**)
www.cordis.europa.eu (projects and results section)
- ❑ H2020 helpdesk (content-related) and IT helpdesk
http://ec.europa.eu/research/participants/portal/desktop/en/support/research_enquiry_service.html
- ❑ FAQ <http://ec.europa.eu/research/participants/portal/desktop/en/support/faq.html>
- ❑ European www.iprhelpdesk.eu
Learn about **IPR** and ask your specific questions
- ❑ Enterprise Europe Network in Chisinau
- ❑ Moldova National Contact Points
Thematic + **Legal, financial, administrative aspects** of H2020



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Key factors of success



Your proposal must solve the problems identified in the EU policies. Never give the impression that you are writing a project because trying to get funded!