



# Information Day

Call for proposals SMP-COSME-2021-EEN  
Enterprise Europe Network

22 June 2021

enterprise  
europe  
**network**

**EEN CALL**

**INFO DAY**

22 June 2021 | 9:30 am



# Welcome

Ulla Engelmann, DG GROW

*Acting Director, Directorate D "Networks & Governance"*

*Head of Unit D2 "Industrial Forum, Alliances, Clusters"*

Natalia Martínez Páramo, EISMEA

*Head of Unit I-02 SMP/COSME Pillar*

# Agenda of today

## 9:45 – 10:15 Framework of the call

- Scope, objectives, purpose. Target group. Roles in Enterprise Europe Network
- Client-centric approach. Hub & spoke model. Cooperation with stakeholders

*Crispin Waymouth (DG GROW) & Darina Botsova (EISMEA)*

### **Questions & Answers**

## 10:15 – 11:15 Enterprise Europe Network Activities:

### Activity 1 “Provision of value-added services to clients”

- Advisory services (Part 1): SME capacity building, sustainability, Internationalisation, digitalisation, regional integration, Single Market

*Gunnar Matthiesen & Makis Tikfesis (EISMEA)*

### **Questions & Answers**

## 11:15 – 11:30 Break

## 11:30 – 12:30 Enterprise Europe Network Activities:

### Activity 1 “Provision of value-added services to clients”

- Advisory services (Part 2): Innovation, access to finance and EU funding, SME feedback
- Partnering services

*Crispin Waymouth (DG GROW), Gunnar Matthiesen & Darina Botsova (EISMEA)*

### **Questions & Answers**

## 12:30 – 13:30 Lunch

## 13:30 – 14:50 Enterprise Europe Network Activities

- Activity 2 “Promotion of the Network and communication”
- Activity 3 “Network development and capacity building”
- Activity 4 “Network coordination and quality management”

### KPIs and reporting

*Gunnar Matthiesen & Makis Tikfesis (EISMEA)*

### **Questions & Answers**

## 14:50 – 15:10 Break

## 15:10 – 16:25 Legal requirements of the call

- Budget & timetable of the call
- Admissibility, eligibility and evaluation of proposals
- Submission demo

*Darina Botsova (EISMEA)*

### Financial requirements of the call

*Simona Da Corta Fumei & Cedric De Ridder (EISMEA)*

### **Questions & Answers**

## 16:25 – 16:30 Closing

*Crispin Waymouth (DG GROW) & Muriel De Grande (EISMEA)*

# Ask your questions

- Use **sli.do** to submit questions
- Go on [www.slido.com](https://www.slido.com) and enter **#EEN226**

**Joining as a participant?**

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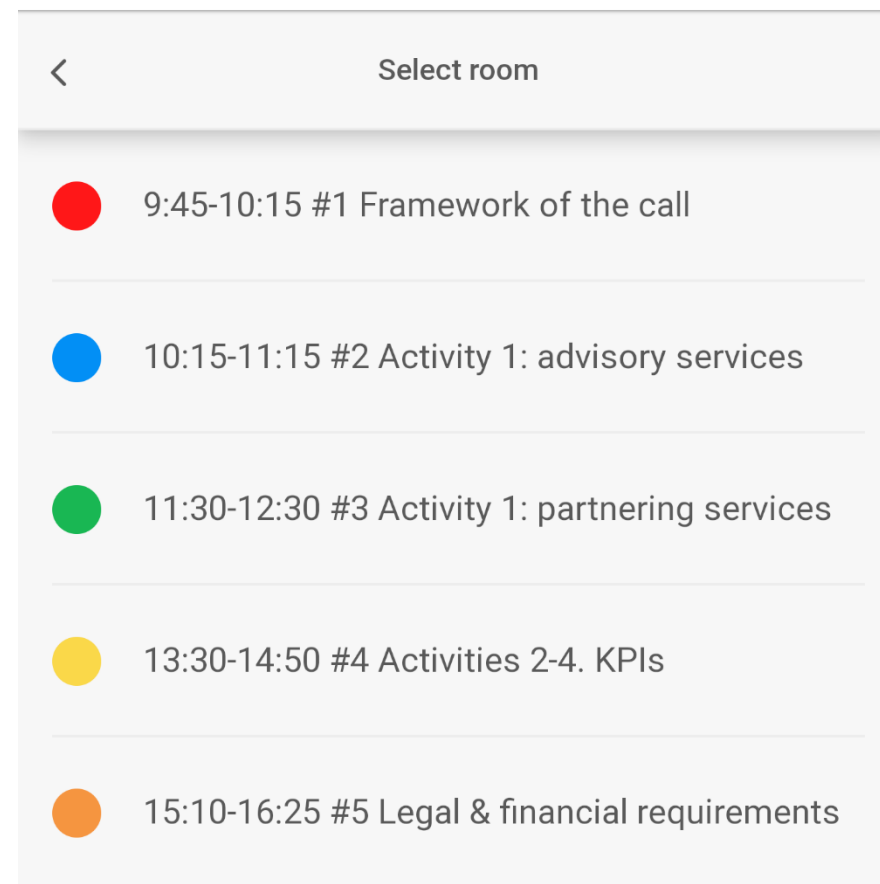
- Alternatively: join via the **QR Code** on screen

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# Select the question room

- Question rooms follow the **agenda**
- Select the **room for your question**
- **Upvote** questions to increase chance of us answering live today
- Remaining questions will be answered in the **FAQ of the call**



# Framework of the call

Crispin Waymouth, DG GROW

Darina Botsova, EISMEA



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## Questions?

- 9:45-10:15 #1 Framework of the call
- 10:15-11:15 #2 Activity 1: advisory services
- 11:30-12:30 #3 Activity 1: partnering services
- 13:30-14:50 #4 Activities 2-4. KPIs
- 15:10-16:25 #5 Legal & financial requirements

# Introduction and framework

## The long-term framework for economic recovery



# Main call characteristics

- Open competitive call
- Set up of the new Enterprise Europe Network for an initial period of 3.5 years from 1 January 2022 until 30 June 2025
- Covering EU-27 and SMP-participating countries

# Scope of proposals



**Application form Part B:**  
Technical description of the  
project

**+ Annexes**

Applicants are invited to submit proposals:

- Defining the **strategic approach** and explaining how the objectives and requirements in the call will be addressed
- Suggesting **specific activities** translating that strategic approach into action

# Objectives of the Network



Application form Part B: 1.1  
1.1. Background and general objectives

The Network should help SMEs in Europe by:

- Assisting them to become more economically, environmentally and socially **sustainable**
- Supporting their **digitalisation** and greater **resilience** to shocks
- Supporting their **innovation** and innovation processes
- Facilitating their access to the **Single Market** and **third country markets**
- Helping them to cooperate and integrate with local, regional, national and European **clusters, industrial ecosystems** and **global value chains**

# Purpose of the Network

- To help European SMEs **innovate**, **grow** and **scale** in the Single Market and beyond
- Achieve high tangible **impact**
- Provide support to increase SMEs' **sustainable growth**, **digitalisation** and **resilience**
- Continued support in the areas of participation in the Single Market, internationalisation, innovation, research and tech transfer, access to finance
- Work with a client-centric approach

# Target group



**European SMEs with sustainable growth ambitions:**

- Ready to **scale** their activities in the **Single Market** and markets in **third countries**
- With the ambition to improve and take a leading position through **product and service innovations**

# Structure of the Network



Application form Part B:  
2.2. Consortium set-up

- The Network should be a **single, coherent** and **collaborative** European network organised at regional level
- The Network can be made up of units, departments or operational teams of individual host organisations referred to as “Network partners”
- Network partners must be embedded in **host organisations** committed to support Network activities under the call
- The Network must be fully integrated into the regional/national **business and innovation support infrastructure**, including other European networks such as on clusters



# Roles in the Network

- General Network Advisors
- Sustainability Advisors
- Scale-up Advisors
- Communication correspondents
- Consortium and project coordinators



**Application form Part B:**  
2.3 Project teams, staff and experts

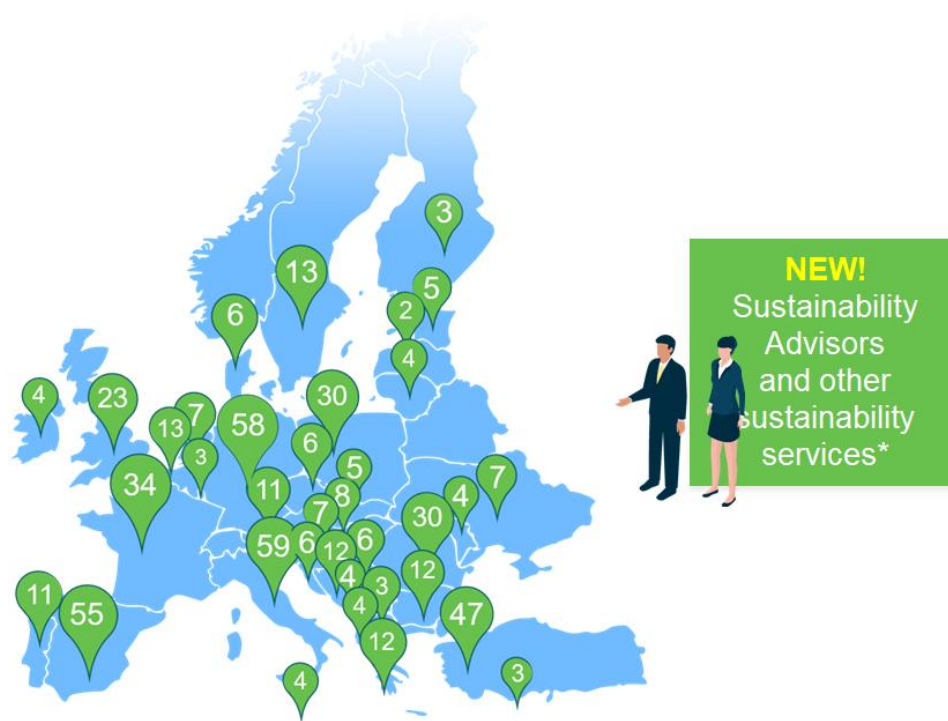
**Annex:** Short CV outlines

# General Network Advisors

- Higher education or equivalent by experience
- Experience in the EEN-related scope of services
- English – B2 or above
- Knowledge of the local ecosystem
- Communication skills
- Analytical skills

# Sustainability Advisors

## SME Strategy



\*Figures show number of current EEN members in country rather than number of dedicated Sustainability Advisors.

## Updated Industrial Strategy

- Sustainability advisors to be in place as of early 2022
- Will also promote SME innovation both in decarbonised electricity generation and in energy efficiency

# Sustainability Advisors

- Helping all types of SMEs in their transition to more sustainable business models – economic, social and environmental
- At least one Sustainability Advisor per consortium. Extended team when resources allow
- Key point of contact in the consortium for sustainability issues
  - Able to identify and address sustainability challenges and opportunities for SMEs
  - Able to advise SMEs on new sustainable business models, circular economy and resource efficiency, etc.
  - Able to link SMEs needs to complementary forms of support and more specialised advice provided in the immediate business ecosystem

# Scale-up Advisors

Have the ability to accompany SMEs to scale up and grow internationally, capitalising on the expertise built up in the Network and using Network services as well as linking them to other more relevant and often more specialised support.

# Communication correspondents

- Strong role
  - Each consortium to define a communication correspondent.
- Key requirements, on top of general profile:
  - Minimum 2 years of communication experience
  - 1 year of seniority in the Network

# Consortium coordinators

- Senior staff members with sufficient authority to represent the Network in front of stakeholders
- Strong leadership skills
- Experience with managing teams

# Client-centric approach



## What does it mean in the Network?

- Designing the services from the client's perspective where a focal point is identifying the needs and following up of the individual client

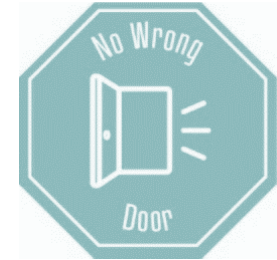
## Why?

- Creating positive experience for companies by maximising **quality** and **building relationships**
- Reaching a concrete success for the SMEs in terms of **impact**



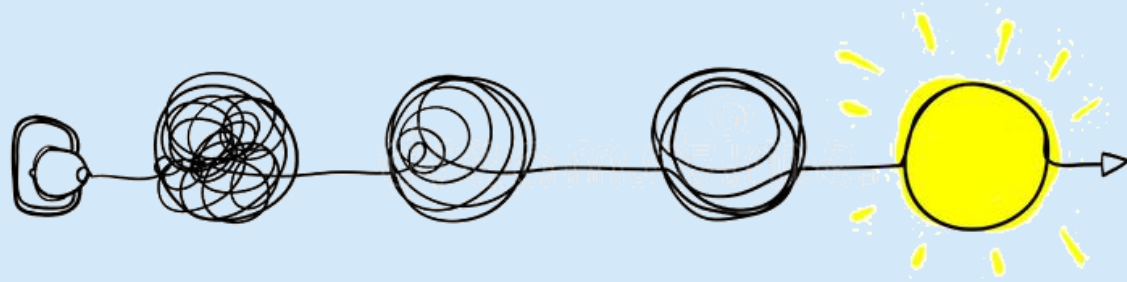
# Network principles

- Every SME can turn to the Network for advice
  - No wrong door
  - But: smart signposting applies too
- We speak your language!
  - Proximity to clients
- We work together! We are a Network
  - Hub & spoke model
  - Variable geometry of the Network



# Basic services

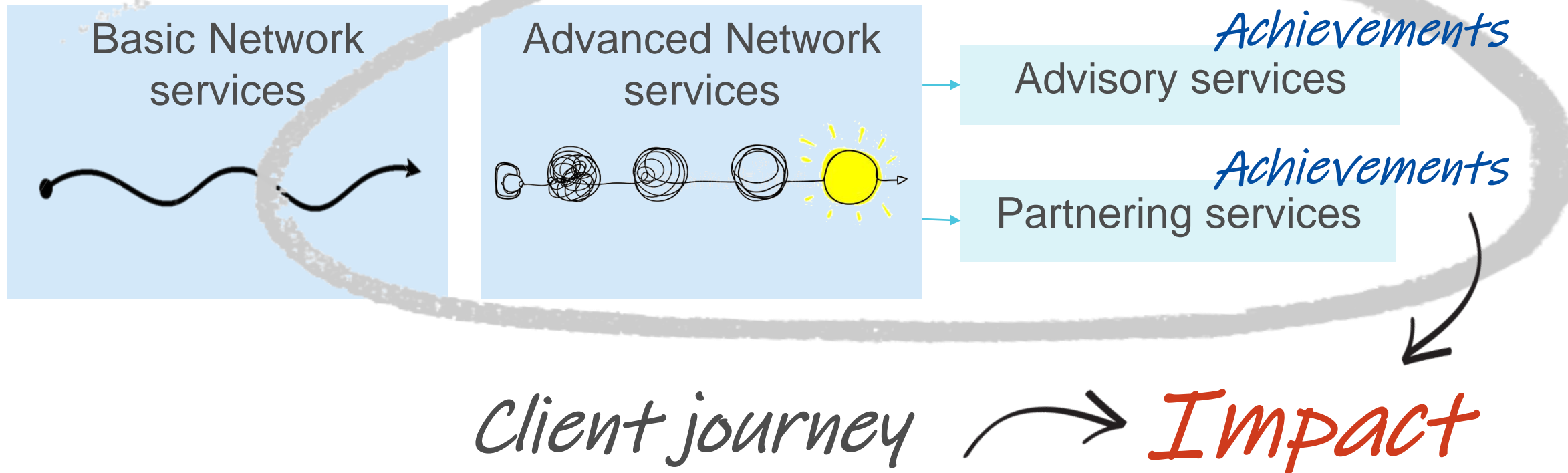
- Give direct and straightforward solutions to a company's problem, so that the company does not need further assistance on the specific query
- Standard: they are not specifically customised and provide off-the-shelf solutions to companies
- Often short-term in nature
- They are usually one-to-many



# Advanced services

- When basic services are not sufficient to provide a direct (off-the-shelf or standard) solution to a company's problem, Network partners can propose advanced services
- They are tailored to the specific needs of the company
- They support clients facing more complex issues or barriers
- They help them prepare for realisation of their medium- and longer-term business plans
- They are usually one-to-one or one-to-few

# The philosophy of the Network services



# It is all about **impact!**

- Increased market share
- Increased turnover
- Optimised costs or
- Realised savings in international activities



- Improved quality of products, services or processes

- Job creation
- Job maintenance



- Introduced product or service innovation related to international activities

# Cooperation with stakeholders

- EEN must be embedded in business & innovation ecosystems at all levels
  - Local, regional, national, European
- Common activities, mutual signposting
- Seamless SME support (e.g. cluster organisations work with EEN for international support)
- Bridge (academic and entrepreneurial) communities and promote collaboration
- *Examples: clusters, other Networks, cooperation with international partners: set up in a different contract framework (and separate call)*

# Questions & Answers: Framework of the call

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Room #1

# Activities of the Network

Darina Botsova, EISMEA

Gunnar Matthiesen, EISMEA

Makis Tikfesis, EISMEA

Crispin Waymouth, DG GROW



# Activities of the Network



**Application form Part B:**  
4.2. Work packages and activities



## Activity 1

Value-added services  
to clients:  
Advisory & Partnering



## Activity 2

Promotion of the  
Network and  
communication



## Activity 3

Network  
development and  
capacity building



## Activity 4

Network coordination  
and quality  
management

# Activity 1: Provision of value-added services to clients

## Part 1

**Advisory services:** SME capacity building, sustainability, internationalisation, digitalisation, regional integration, Single Market

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## Questions?

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# SME capacity building

- Tailor-made, value-added advice and support
- Tailor-made services to overcome barriers to internationalisation
- Support to improve the capacities of SMEs to raise business performance and achieve sustainable growth
- Client journey assessments and follow-up
- Preparatory (online) visits and discussions with client SMEs
- Events



# Supporting sustainability

- EEN will contribute to better sustainability models for European SMEs with **Sustainability Advisors** and other **sustainability services**
  - Needs assessments
  - Advice on more resource-efficient and circular processes and infrastructure
  - Help find relevant commercial partners & encourage peer2peer cooperation
  - Advice on access to finance/investment into sustainability-driven projects
  - Innovation driving sustainability
  - Advice on possible (eco) certification
- Long-term investment in client relationships
- Sustainability aspects "woven" into all EEN services

# Sustainability services

Network consortia are expected to provide:

- Dedicated awareness raising activities
- First-level sustainability assessments
- Dedicated advisory services & **Sustainability Advisors**
  - Services that help SMEs understand and embrace the long-term benefits
- A mapping of relevant organisations
- Joint activities and close collaboration with relevant organisations
- A mapping – and keeping up-to-date – of available sources of funding/finance
- Good practices to share



# Internationalisation

## Objectives

- To **create international connections to lead markets**, lead customers, finance and innovation partners
- To be **acknowledged as the global business support network of excellence**
- To facilitate SME internationalisation also beyond the EU Single Market in fast growing international economies, notably through the **development of market access advice and matchmaking services**
- To become a natural **first port of call for SMEs** with innovation and internationalisation potential

# Internationalisation

## Cooperation with international partners

Continued need for the Network to be **present in major international growth markets** outside the EU.

Applicants should identify countries of strategic interest based on the needs of the target group and possible areas of cooperation with international partners.

Focus should be on markets with which the EU:

- Concluded **free trade** or economic partnership agreements (FTAs/EPAs)
- Established **vibrant research and innovation partnership** (via participation in joint European R&D programmes) or those that have signed an administrative arrangement on cluster cooperation
- Agreed on **close regulatory alignment** (e.g., via Single Market membership or other bilateral agreements)



# Internationalisation

## Cooperation with international partners

Network partners can engage in the following activities with international partners:

- Provision of **advisory and partnering services** to SMEs targeting third countries:
  - organisation of brokerage events & company missions
  - Advisory services on access to international markets
- Contributing to the Network **quality management**:
  - Co-design & delivery of trainings, seminars and information sessions
  - Acting as a mentor to an international partner

# Internationalisation

## Network consortia are expected to provide:

- Support to help companies **access international markets** and business opportunities, advisory services supporting the partnering process, focusing for example on market intelligence, identification of suitable **growth markets, local business conditions, and on capacity building** for SMEs
- **Identification of suitable partnering opportunities** and accompanying advisory services and assistance to ensure a successful entry into target markets
- Help in the conclusion of cross-border **commercial, technological & research partnership agreements**
- **Support to SMEs on FTA-related issues** for better exploitation of business opportunities offered by new EU trade and economic partnership agreements
- **Assistance to international partners** in third countries to better integrate them in the Network's activities

# Digitalisation



**Application form Part B:**  
4.2. Work package 2

## **Digitalisation is a key challenge for European SMEs!**

The pandemic has accelerated the digital transformation journey of European companies – digitalisation is a central element of national recovery plans.

The Network must play a role:

- Build on the services already offered
- Raise awareness amongst SMEs on challenges and opportunities
- Prepare a consistent approach in the way its digitalisation support is provided
- Build synergies with strong actors in the ecosystem that can complement the services of the Network

# Cooperation between EEN, EDIHs and clusters

- The Commission has created a **strategic framework for cooperation between EDIHs, EEN and clusters** – note for collaboration between GROW and CNECT has been signed in January 2021
- The EEN, clusters and EDIHs will have the chance to develop tools and build joint activities depending on preparedness of the regional/national members
- The underlying objective is to upgrade capacity in the field of digitalisation for European SMEs
- **Joint Working Group** with equal number of EEN, Clusters and EDIH representatives to:
  - monitor progress and give recommendations for future joint activities
  - facilitate regional/national MoUs setting out annual plans

# Concrete potential cooperation possibilities



## Client referrals & matching

- From EENs to EDIHs to increase SME outreach of the hubs
- From EDIHs to EENs for specialised EEN services (e.g. internationalisation)
- Matching SMEs with EDIHs in regional & inter-regional context
- CMISA - Collaborative mapping of innovation support actors”



## Joint events

- Trainings / workshops
- Information days
- Investor related events including pitching preparation of SMEs
- Joint B2B events
- Joint networking events, trade fair appearances



## Digital assessments

- Joint/coordinated client assessment

# Areas of digitalisation activities of the Network

The Network will develop recommendations on methodologies and tools in the following areas:

1. Methodology for an **entry-level assessment** of clients' digitalisation needs and potentials
2. **Synergies** with digitalisation service providers
3. Available **practical tools/resources** for Network partners and clients
4. Available **A2F opportunities** to support digitalisation projects



# Regional integration

- Develop a **stakeholder map** that targets and prioritises communication with different groups of stakeholders
- Develop **bottom-up strategies** for efficient stakeholder communication in the region(s) covered by the proposal
- Establish **collaboration with the national/regional managing authorities** in charge of SME and innovation-related programmes

# Regional integration

- Provide Network services and tools that might **enrich ERDF-funded programmes including Interreg**
- **Cooperate with other providers of SME support** and activities contributing to the quality increase of the national/regional SME and innovation support ecosystem





# Single Market

## Why ?

- Free movement of goods, services and persons within the EU is **essential for business seeking to trade in other European markets**
- **EEN has played an instrumental role** in helping European SMEs to take full advantage of Single Market, since its creation in 2008
- **This role will be** increasingly important under the **Single Market Programme (SMP)**
- **Many new obstacles emerged during the COVID-19 crisis**
- **Single Market advice** is a key component of Network services for **boosting resilience**

# Single Market

## What?

Help SMEs **anticipate rules and formalities**  
and **address Single Market obstacles**

- **Selling goods and services** across borders (free movement), posting of workers, etc.)
- Ensuring **product compliance** (standards, CE marking, REACH, etc. )
- Taking part in **public tenders** in other EU countries
- Complying with **taxation rules** (VAT, excise, etc.)
- Protecting intellectual property...etc.

**+ Integrate** Single Market advice with other EEN services (innovation, digitalisation, partnership, sustainability ...)

Example: advise clients for digitalization services on e-commerce rules, cross-border VAT, consumer rules.

# Single Market

## How? Core services (mandatory)

- Providing **basic advisory services on EU Single Market legislation and policies**  
=> *Some basic advisory services will focus on answering simple questions without further analysis of the client's needs. Wherever possible we advise you to analyse client's other needs. This can be the first step towards a more in-depth medium-service with real impact for the business client*
- **Cooperating with other advisors in the Network**, and making expertise available to them => *knowledge-sharing, answering questions from other Network partners on the applicable legislation in your country, etc.*

# Single Market

## How? Core services (mandatory)

- Cooperating with other **EU Single Market networks** to deliver advisory services => *Mutual referrals (signposting) to SOLVIT and Your Europe Advice (amongst others)*
- Identify other local/national contacts that can provide support with questions in specific field (e.g. standards bodies)
- Identifying a **small number of EU and local stakeholders** that could benefit from guidance on the Single Market => *e.g. clusters, local trade organisations, etc.*



# Single Market

## How? Other services (optional)

- **Advanced advisory services** => *tailor-made in-depth services specifically relevant to the identified needs of clients (ie following a needs assessment): to help clients tackle complex issues and to comply with a range of formalities and obligations over time (client journey)*
  - In-depth advice (but please note that EEN services are not designed to replace the work of a professional lawyer)
  - It is best to limit the range of advanced services your consortium offers – please clarify this in your proposal (concentrate on Single Market topics particularly relevant for local clients, topics where you have expertise or can rapidly build up expertise.....)

# Single Market

## How? Other services (optional) continued

- Supporting **identified stakeholders** who may signpost specific questions to their local Network partner to receive general orientations => *structural collaboration, e.g. via stakeholder's collaboration agreements, Memoranda of Understanding, etc.*
- Provide **legislation watch services**, to alert SMEs on new EU and national legislation (and tender watch services)

# Questions & Answers: Activity 1 (Part 1)

## Advisory services:

SME capacity building, sustainability, internationalisation, digitalisation, regional integration, Single Market

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Room #2

# Coffee Break



# Activity 1: Provision of value-added services to clients

Part 2

**Advisory services:** Innovation, access to finance and EU funding, SME feedback

**Partnering services**

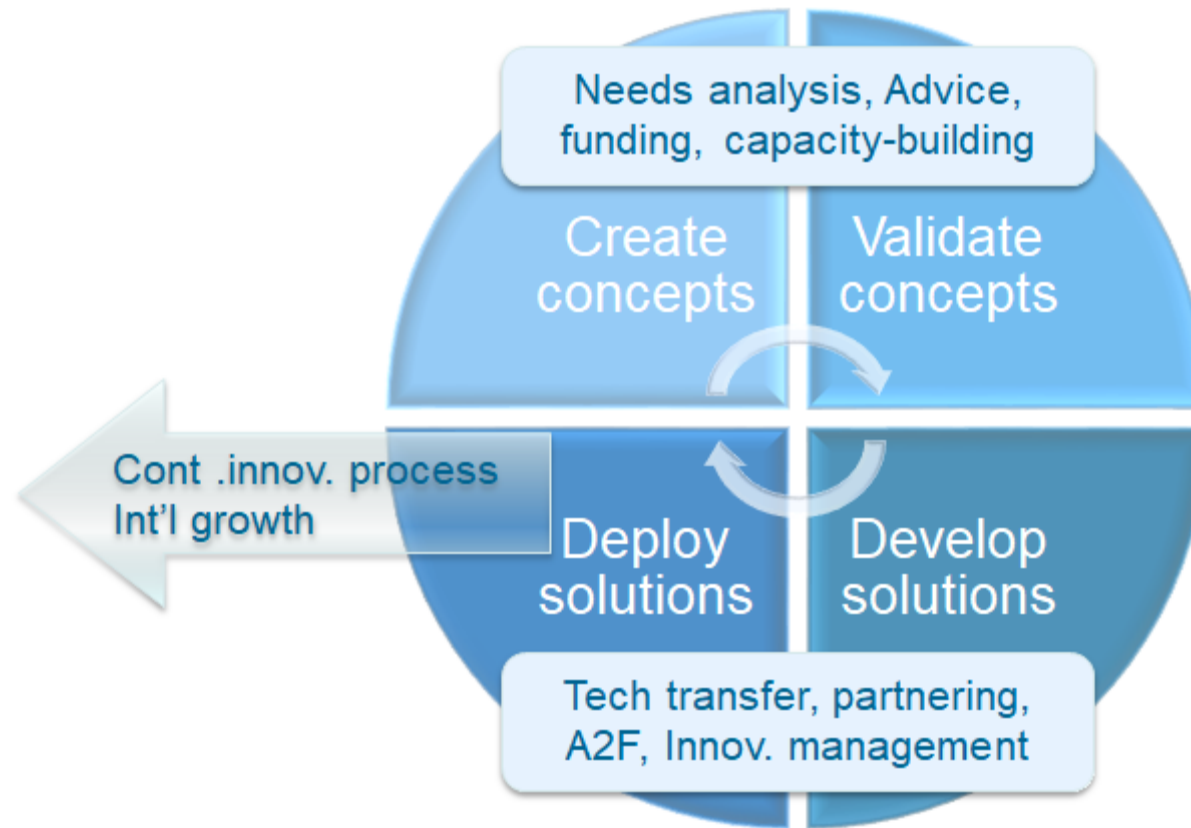
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# Innovation is everywhere: Support along the innovation cycle





# Innovation – advisory services

- Promotion of innovation / awareness-raising of opportunities
- Provide innovation & innovation management capacity building services
  - Capacity and needs assessments & action plans to address weaknesses
- Competence-building workshops for SMEs on access to EU funding (including EIC Accelerator)
- Support technology transfer activities
- Advise SMEs on collaborative innovation and R&D activities
- Raise awareness on intellectual property in cooperation with the European IP Helpdesk and the international IP Helpdesks

# Innovation & Technology Transfer

- Inward & outward transnational technology & knowledge transfer
  - Introduction of technologies that are new to the SME/region to create or significantly improve a product / production line / service
  - To acquire skills/capacities to innovate
  - To open access to new markets
  - Advice as well as one-to-one brokerage, online & offline, new forms of partnering support (including animating open innovation communities)
- Support triple transition (sustainability, digitalisation, resilience) of SMEs through innovation

# Access to EU funding for R&D and innovation

- Help SMEs access R&D consortia for EU funding (HE, ERDF, etc.)
- Advisory services on R&D funding in close cooperation with Horizon Europe National Contact Points, for example
  - Awareness-raising events & competence building workshops on preparing good Horizon Europe proposals
- Identify most suitable funding opportunities for individual SMEs
- Advice on the financial instruments of InvestEU, Horizon Europe and other funding sources
- **Innovation advisers and access to finance advisers should cooperate to identify SMEs' medium-term financing needs and help them prepare**

# EEN and Horizon Europe EIC

- Advise SMEs on suitability of EIC as source of funding
- Competence building workshops for potential applicants to design and write good EIC proposals
  - Addressed directly at SMEs
  - Cooperation with relevant EIC NCPs encouraged
- Covered by separate Horizon Europe call and therefore **excluded**:
  - One-to-one advice on accessing EIC calls in "widening countries"
  - One-to-one advice on accessing EIC calls for women entrepreneurs (all countries)
  - Dedicated support for Seal of Excellence holders for alternative finance

# Access to finance



Application form Part B:  
4.2. Work package 2

## Objective

- Help SMEs to access the **most appropriate funding** to meet their financing needs.
- Provide a **broad range of services** that focus on access to finance and EU funding, working in close cooperation with relevant local financial intermediaries, providers, and authorities.



# Access to finance

**Cooperation with national, regional and local stakeholders and financial providers is important for Network access to finance services**

- General principles are mentioned in the point on regional integration (mapping, cooperation, dialogue)
- Relevant stakeholders for access to finance:
  - Financial intermediaries, providers of financial support, investors...  
Gain a good understanding of the type of projects/businesses they invest in, and their specific criteria
  - Bodies providing advice on access to finance


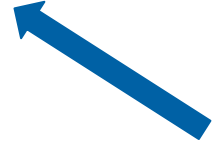

# Access to finance

**Services for SMEs to access EU programmes and other sources of finance (needs assessment, advisory and partnering services)**

- Assess SMEs' needs and advise them on the types of **EU funding** and **other sources of finance** that are likely to be relevant to their needs at different stages
- Help them plan ahead and prepare in advance to **request finance/funding** at the appropriate moment (criteria, how to prepare/present proposals, partners...), and respond to immediate in-depth requests for advice
- This may include personalised coaching activities

**N.B. EEN advisors do not draft proposals** for clients

# Access to finance

- Advice on the **financial instruments of InvestEU, Horizon Europe\*** 
  - **Advice on** other funding sources such as the **European Structural and Investment Fund (ESIF)** programmes, and on funding specifically available for SMEs under these programmes 
  - Advice on funding for SMEs under **national Recovery and Resilience Plans** 
- Develop close relations with the **financial intermediaries** in your country (to understand their criteria / type of project they finance)
- Develop close relationships with the **authorities** responsible for implementing these programmes

\* An innovation/access to finance service

# Access to finance

- Advice about **other sources of funding/finance and related topics (business planning, pitching techniques)**
- Guidance on investment readiness
- Access to other sources of specialised advice
- **Partnership activities to put SMEs into contact with potential investors and sources of finance (including innovative methods such as investor hackathons)**

The scope to provide these services may depend on national legislation/practices

Avoid overlap with other services available in the region

**Banks, public finance schemes, venture capital, seed capital, business angels, alternative sources of finance** for SMEs in your country (including crowdfunding).

# Access to finance

Each consortium should have staff with **specific expertise/experience in the area of access to finance, and should nominate one reference person in the consortium with experience in/understanding of financing available for the green transition of SMEs (to liaise closely with the sustainability advisor).**

# SME feedback

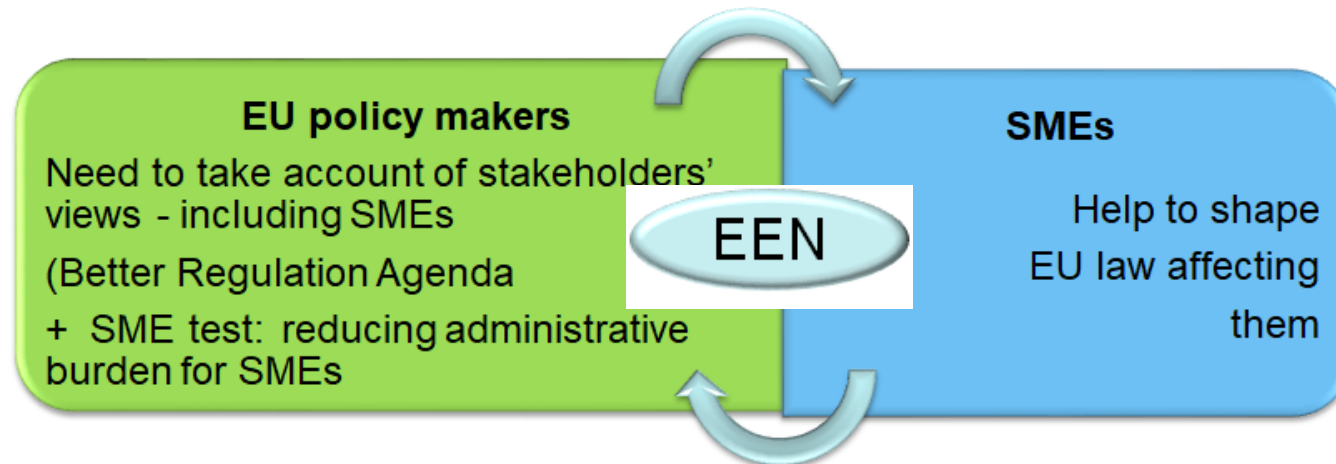


Application form Part B:  
4.2. Work package 2

## Why ?

- To help to ensure that new EU legislation / policies take account of SMEs' concerns.
- To help improve / simplify legislation

EEN as a key intermediary between the European Commission and SMEs



# SME feedback

What ?

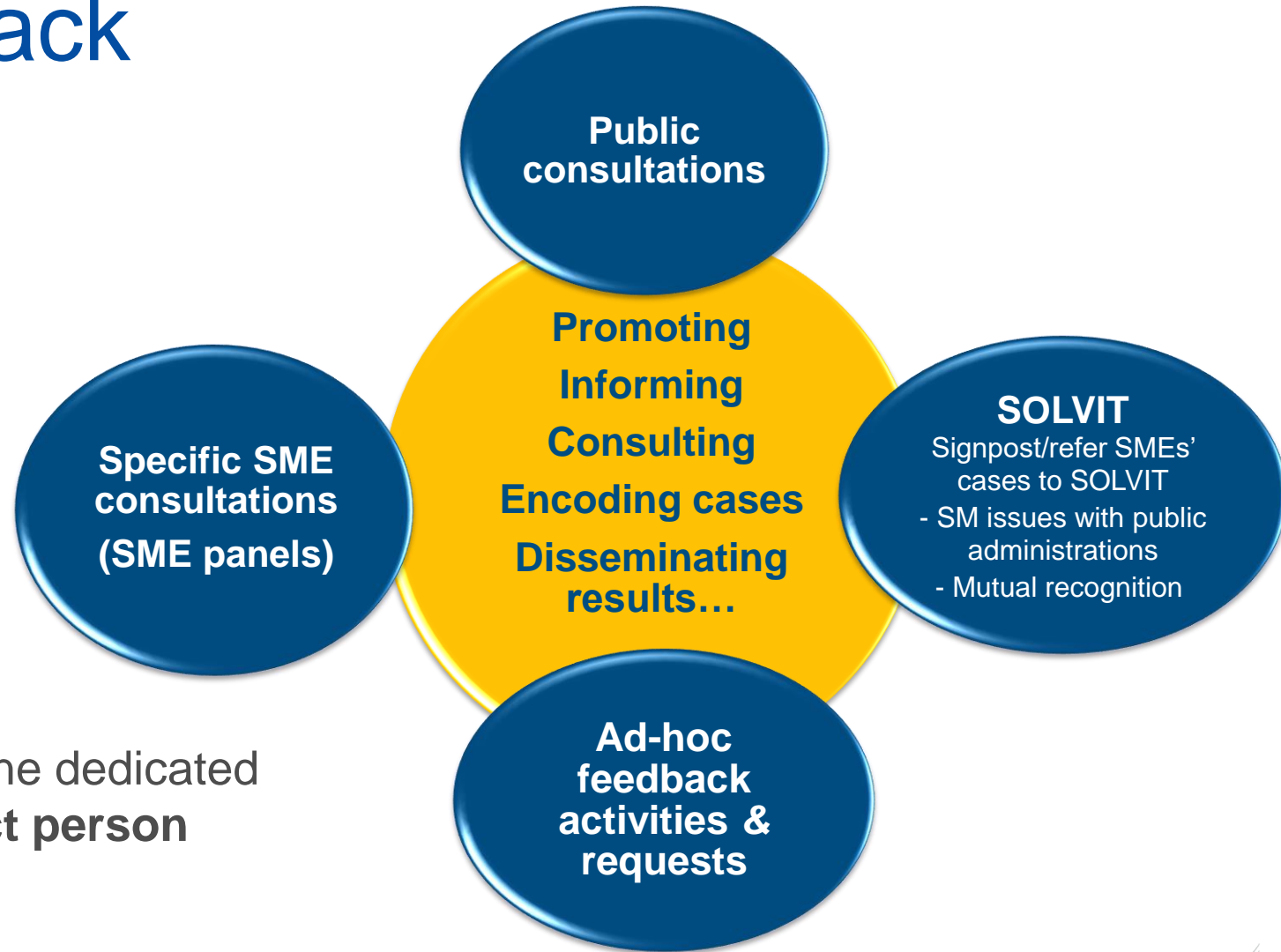
Gathering **feedback from SMEs ...**

....on **selected EU policies, actions and legislation,**

... in response to **specific priorities** announced by the Commission and complementing the role of other business organisations in this context.

# SME feedback

## How ? Main tools



...with the support of one dedicated **SME feedback contact person** in each consortium



# Partnering services



Application form Part B:  
4.2. Work package 2

- They originate from **international brokerage** and **matchmaking** services
- They aim to generate SMEs' sustainable growth through international collaborations between Network partners' clients:
  - Business / commercial collaboration
  - Innovation / technology and knowledge transfer
  - Collaboration fostering R&D activities of SMEs and leading to participation and funding of SMEs in European research programmes (such as Horizon Europe or Eureka Eurostars)
- In the client journey, they lead to **Partnering Achievements (PAs)**

# Questions & Answers: Activity 1 (Part 2)

**Advisory services:** Innovation, access to finance and EU funding,  
SME feedback  
**Partnering services**

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Room #3

# Lunch Break

We start again at 13:30

# Activity 2: Promotion of the Network and communication

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## Questions?

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# Three key communication objectives

- Raise awareness about the Network
- Promote the achievements of the Network
- Enhance the visibility of the Network and its brand

# Communication strategy



**Application form Part B:**  
3.2 Communication,  
dissemination and visibility

- Contractual requirement
- How to achieve the key communication objectives
- Target audiences
- Communication channels
- Measuring results and success

# Communication strategy

## Application form – page 8

### 3.2 Communication, dissemination and visibility

#### Communication, dissemination and visibility of funding

*Describe the dissemination and communication activities which are planned in order to promote the activities/results and maximise the impact (to whom, which format, how many, etc.). Clarify how you will reach the target groups, relevant stakeholders, policymakers and the general public and explain the choice of the dissemination channels.*

*Describe how the visibility of EU funding will be ensured.*

Insert text

An overview of the communication work foreseen and your objectives. A general description of the audiences you aim to reach and the channels you plan on using.



# Communication activities



Application form Part B:  
4.2. Work package 3

Application form – Work package 3 – pages 16-18

*Work Package 3*

<b>Work Package 3: Promotion of the Network and communication</b>			
<i>Ensure consistence with the detailed budget table.</i>			
<i>For the first year, the communication work plan must be attached to the proposal (using the available template).</i>			
<b>Duration:</b>	MX - MX	<b>Lead Beneficiary:</b>	1-Short name
<b>Objectives</b>			
<i>List the specific objectives to which this work package is linked.</i>			

Detailed information on resources used and a concise overview on the different actions. Identifying the key milestones of your communication activities (e.g. launch of consortium website) to verify that these major outputs are achieved.



# Communication work plan

## Communication activities work plan

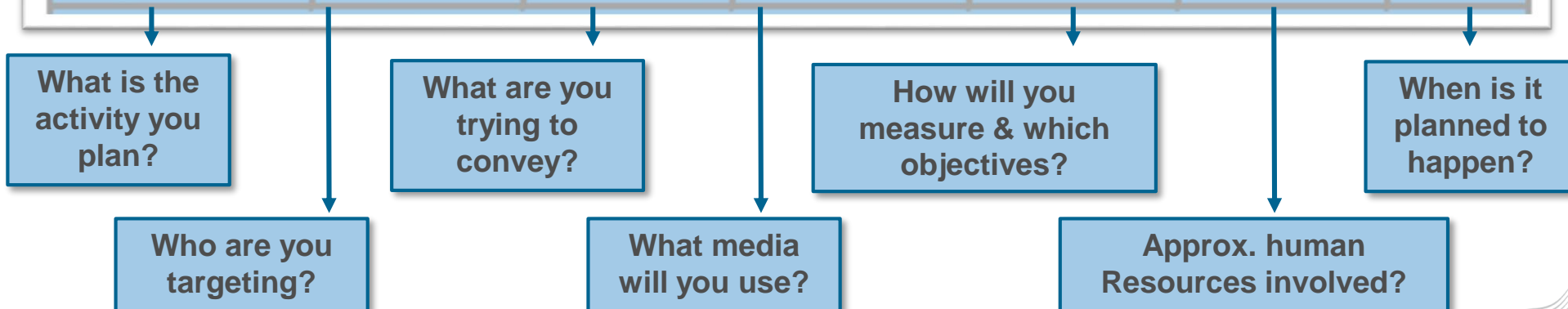
Please note that this is a work plan, not a communication strategy.

The work plan should explain how you will implement your communication strategy (step-by-step and with a rigid yearly timeline). In short, while the strategy answers the questions of 'why' and 'what', is flexible and determines the overall direction to follow, the work plan fixes the 'how' and 'when' in greater detail.

Make sure you take into account the requirements in the Call document and the provisions set out in the Grant Agreement. Not all of them should be listed as specific communication measures but some certainly can be (e.g. providing the granting authority with examples of good stories).

Regarding indicators for communication activities, please consult the [Communication Network Indicators graphic](#).

Description	Audience	Key messages	Channels and tools	Indicators and targets	Resources	Date
-------------	----------	--------------	--------------------	------------------------	-----------	------



# Communication work plan

## Increase awareness about the Network - Example of specific activity

Content	Example
<b>Specific objective</b>	Ensure presence at events
<b>Description</b>	Participation to a national trade fair on circular economy
<b>Audience</b>	Local entrepreneurs working in the field of sustainability and green tech
<b>Key messages</b>	Position the Network as a go-to point for companies willing to develop a sustainable business strategy
<b>Channels &amp; tools</b>	Event website, Network's national website, newspapers advertising campaign, Network stand at the event, videos
<b>Indicators &amp; targets</b>	N. of successful contacts made at the event
<b>Resources</b>	Approximate n. of human resources present at the event and involved in the organisation
<b>Date</b>	Q3 2022

# Communication work plan

## Promote the achievements of the Network - Example of specific activity

Content	Example
<b>Specific objective</b>	Promote support services provided to clients
<b>Description</b>	Success story in a video format showcasing the achievements a client reached thanks to the quality services provided by the Network
<b>Audience</b>	Local entrepreneurs & SMEs looking for similar types of support
<b>Key messages</b>	Showcase the support provided by the Network and demonstrate that #EENCanHelp in e.g. accessing new markets
<b>Channels &amp; tools</b>	Consortium website, National website, social media channels, audiovisual content
<b>Indicators &amp; targets</b>	N. of link clicks on the social media post; n. of impressions
<b>Resources</b>	Approximate n. of human resources involved
<b>Date</b>	Q2 2022

# Communication work plan

Enhance the visibility of the Network and its brand - Example of specific activity

Content	Example
<b>Specific objective</b>	Ensuring the use of the Network Visual Identity
<b>Description</b>	Ensure the visibility of the Network on the Host Organisations' websites and the fulfillment of the branding guidelines
<b>Audience</b>	Local entrepreneurs & SMEs interacting with the Host Organisations' platforms and regional business support system
<b>Key messages</b>	Appear as a recognizable members of the Network. Giving adequate visibility to the Network and its services
<b>Channels &amp; tools</b>	Consortium website, Host organization website, social media channels
<b>Indicators &amp; targets</b>	All the Host Organisation place the Network logo and an explanatory text on a principal and widely visited page of their website
<b>Resources</b>	Approximate n. of human resources involved
<b>Date</b>	Q1 2022

# Websites & Branding

- A common consortium website
- A common national Network website  
In countries where there is only one consortium, one website with a national reach is sufficient
- National coordination for common communication actions
- Follow the Network's Visual Identity Guidelines and apply branding rules
- Clear presence on the Network partner's website
- Host organisations to comply with the co-branding guidelines of the Network

# Communication correspondents

- Interlocutors for EISMEA and the European Commission's communication activities. One per consortium
- Streamline good communication within their own country
- Communication expertise
- National Communication Champions

# Story leads and success stories

- **Story lead:** a good story that demonstrates the impact of the Network services on the SME clients. At least one per year per consortium.
- **Success stories:** story leads selected to be promoted at EU level depending on communication priorities.



# Communicating within the Network

- **Connect regularly** to the Network's internal platforms.
- **Provide & update** the relevant information for staff members.

# Activity 3: Network development and capacity building

Join at  
**slido.com**  
**#EEN226**



## Questions?

- 9:45-10:15 #1 Framework of the call
- 10:15-11:15 #2 Activity 1: advisory services
- 11:30-12:30 #3 Activity 1: partnering services
- 13:30-14:50 #4 Activities 2-4. KPIs
- 15:10-16:25 #5 Legal & financial requirements

# Network development and capacity building



**Application form Part B:**  
4.2. Work package 4

- Quality mark: "Network factor"
  - Support between Network partners is key to the success of the Network
  - Collaboration between Network partners
  - We invest in developing and improving the Network in the interest of the client journey of SMEs
- A Network of excellence
  - The Network's excellence lies in its people
  - Constant upgrade of skills and expertise through training, peer learning & exchange of good practice
- Professional networking
  - Sector Groups to pool sector-specific knowledge, expertise and connections to the benefit of clients
  - Thematic Groups to develop best practice inside EEN & increase the Network's capacities

# Network development – activities

- Active **membership** in Sector, Thematic or other groups in line with the interests, priorities and strengths of each consortium
- **Participation** in centralised and decentralised trainings, seminars, workshops, and annual conferences
- **Participation** in staff exchanges and study visits
- **Participation** in peer-to-peer learning events
- **Participation** in consortium, national and regional meetings of EEN staff
- Contribution to or participation in EU campaigns organised and run by the European Commission

# Activity 4: Network coordination and quality management

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## Questions?

- 9:45-10:15 #1 Framework of the call
- 10:15-11:15 #2 Activity 1: advisory services
- 11:30-12:30 #3 Activity 1: partnering services
- 13:30-14:50 #4 Activities 2-4. KPIs
- 15:10-16:25 #5 Legal & financial requirements

# Network coordination and quality management



Application form Part B:  
4.2. Work package 5

- Going the extra mile to create excellence
  - Activities that are of common interest / general benefit to the Network as a whole
  - Specific roles taken by individuals that contribute to the success of EEN as a whole
  - Tasks that go beyond the interest of an individual consortium
- Not mandatory...
  - Limited number of roles & possibly subject to selection processes
  - Must match competences of the individual staff member & role of partner in the consortium
- ...but strongly encouraged to get involved *in an appropriate fashion*
  - Valorises Network effect & contributes to excellence in the Network
  - Supports daily work & delivery of support services to SMEs across EEN




# Network coordination and quality management – activities

- Chairing or co-chairing Sector Groups, Thematic Groups, other groups initiated by EISMEA
- Active membership in Working Groups initiated by EISMEA
- Acting as a trainer/speaker in EEN trainings, seminars, workshops, annual conferences
- Organisation of decentralised Network trainings, seminars and workshops
- Membership in representative bodies or steering groups
- Acting as a mentor or coach
- Acting as a buddy in the buddy system
- Substantial contributions to the quality of content in the Network Community
- Coordination of Network activities at national and/or regional level

# Network coordination and quality management – special arrangements

- Broader Network quality activity that goes beyond a narrow definition of the individual interest of each consortium

 Special funding rate of 100% (lump sum), up to 5% of total personnel costs

- Lump sum approach means that there is no need to identify the exact activity (e.g. specify the group a consortium would like to chair)
- Budget can be earmarked for these activities, exact content or type may be defined later on as long as the allocated resources are used for one of the activities in this work package
- However: **ONLY** the activities explicitly described in the call under Activity 4 fall under this category

# KPIs and reporting

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## Questions?

- 9:45-10:15 #1 Framework of the call
- 10:15-11:15 #2 Activity 1: advisory services
- 11:30-12:30 #3 Activity 1: partnering services
- 13:30-14:50 #4 Activities 2-4. KPIs
- 15:10-16:25 #5 Legal & financial requirements

# Measuring performance



## Application form Part B: 3.1 Impact and ambition

Indicator		Ratio
Key Performance Indicator (KPI) >> Targets and reporting	Activity Indicator (ACT) >> Reporting	>> Internal tool (no targets, no reporting)
KPI1 SMEs served by Enterprise Europe Network	ACT1 Contribution to other Network partners' client journeys	R1 Achievements per unique clients in the Network client journey
KPI2 Unique clients in the Network client journey	ACT2 Clients in SME feedback-related actions	R2 Clients reporting impact per unique clients in the Network client journey
	ACT2a Clients in SME feedback-related actions reached on a wider basis	
	ACT2b Clients in SME feedback-related actions reached individually	
KPI3 Achievements	ACT3 Network development activities	R3 Achievements per FTE
KPI3a Advisory Achievements (AAs)		
KPI3b Partnering Achievements (PAs)		
KPI4 Unique clients with an impact assessed in their client journey	ACT4 Network coordination, quality management and capacity building activities	

# Key Performance Indicators (KPIs)

- Key Performance Indicators are **measurable values**
- Linked to the **client-centric model** which facilitates the creation of an optimised impact for Network clients and is based on cooperation between the Network partners (**hub and spoke**)
- **Targets for all KPIs should be set** in the proposals
  - **Individually for every partner in the consortium, and cumulatively,**
  - On annual basis, and for the entire period of the action
  - Progress will be assessed at consortium level
  - To be successful in target setting, each consortium should make a thorough analysis of their target group rather than apply a one-size-fits-all approach regardless of their needs.
  - **KPI targets will reflect the variable geometry of the Network**, i.e. the relative size of the consortium and the region it covers
- **KPIs will be counted automatically in the Network IT Platform except for KPI1** where information provided by Network partners' from their CRMs will be used

# KPIs

## ***KPI1: SMEs served by Enterprise Europe Network***

- Counts the SMEs receiving **any kind** of Network service: measures the number of clients that have been in contact with the Network
- **Some** of the SMEs will continue **in the client journey (entry point of interaction with company)**

Purpose: To capture the Network's **outreach** within the SME community

Data source: Network partners' CRMs

## ***KPI2: Unique clients in the Network client journey***

- Counts the unique clients receiving advanced customised and continuous services **in the client journey**
- These clients should have a performed **needs assessment** and a drafted **action plan**

Purpose: To capture the Network's effective client base **receiving added-value and impact-driven support**

Data source: Network IT platform

# KPIs

## ***KPI3: Achievements***

- Counts the number of Achievements – partnering and advisory **resulting from tailor-made advanced services** with considerable, measurable and/or identifiable **impact** for the client
- Achievements are **milestones** in the Network client journey
- They can be reached with the participation of one or more partners: **hub and spoke model**
- Measured **continuously**

Purpose: To capture the **outcome** of the Network support to clients

Data source: Network IT Platform

### ***KPI3a Partnering Achievements (PAs)***

>> outcomes of partnering services

### ***KPI3b Advisory Achievements (AAs)***

>> outcomes of advisory services



# KPIs

## ***KPI4: Unique clients with an impact assessed in their client journey***

- Counts the unique clients that have received a series of advanced Network services and completed an **impact assessment**
- The impact is well-defined, measurable and associated with one or more Achievements reached in the client journey (associated with the company's growth: increased market share, increased turnover, optimised costs or realised savings in international activities, job creation or maintenance, improved quality of products, services or processes, introduced product or service innovations related to international activities)
- **Impact assessment questionnaire**
- Measured at least one year from the date of the agreed action plan

Purpose: To capture the **long-term impact** of the Network support to clients

Data source: Network IT platform

# Activity Indicators (ACTs)

- Activity Indicators (ACT) are a measurable result of a Network partner's day-to-day operations set related to defined **internal processes facilitating the functioning of the Network and enhancing its capacity**
- ACTs work in tandem with the KPIs stressing the fact that the strength of the Network lies in the **professionalisation of every advisor**, as well as in the fostering of the Network **common capital of knowledge and expertise**
- Applicants **should NOT set targets for ACTs** in their proposals, but **should report** on them

# ACTs

## ***ACT1: Contribution to other Network partners' client journeys***

- Counts the advanced services provided to **another partner's client journey case**
- This indicator relates to the **Network effect**, and captures the **hub and spokes model**: it measures the contribution as a spoke to the client journey of another Network partner

## ***ACT2: Clients in feedback-related actions***

Based on the current concept: it counts the number of clients in **feedback-related actions**

- ACT2a. Clients in SME feedback-related actions reached on a wider basis - number of answers received from SMEs participating in SME feedback actions (consultations, panels, etc.) through EU Survey
- ACT2b. Clients in SME feedback-related actions reached individually - number of individual SMEs cases (in one-to-one actions) followed through the SME Feedback database and/or client journey recordings

# ACTs

## ***ACT3: Network development activities***

### **>> Activity 3**

- Counts the participation of a Network advisor in activities that contribute to **building Network capital**
- Aims to incentivise and measure the activities that contribute to building Network capital and competences

## ***ACT4: Network coordination, quality management and capacity building activities***

### **>> Activity 4**

- Counts the participation of a Network advisor in activities where he/she has been assigned a **specific individual role** or has taken on **specific responsibilities** supporting the Network governance
- Aims at encouraging Network advisors and Network teams to get actively engaged in Network-level efforts and endeavours, which are contributing directly to enforcing and enhancing the Network capacity and capital on the grand scale, while, contributing to the progress and purpose of the daily activities

# Ratios

- **Ratios make the link between KPIs and ACTs**
- They provide relative information on performance and efficiency for a **qualitative and quantitative analysis**
- **No specific targets requested, nor are there any reporting obligations**
- **Internal tools for individual performance monitoring of each Network partner** to adjust their client support offer and improve their overall project advancement
- **Monitoring and evaluation tools** for the Agency

# KPIs and reporting

So how do you set your targets?

How do you know your activities are implemented well?

- KPIs and Activity Indicators
- Narrative Reports
- Monitoring

# KPIs and reporting... numbers are not all

**Context is crucial:** project environment can change, affect activities and impact results. Links between use of resources and results, deviations and required adjustments need to be explained

- Narrative reports

## **We want to anticipate issues and deviations**

- Desk monitoring (via Network IT tools)
- Regular follow-up with EISMEA

# Questions & Answers: Activity 2, 3 and 4 KPIs and reporting

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Room #4



# Coffee Break

# Legal requirements

Darina Botsova, EISMEA

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## Questions?

- 9:45-10:15 #1 Framework of the call
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- 13:30-14:50 #4 Activities 2-4. KPIs
- 15:10-16:25 #5 Legal & financial requirements

# Budget and duration

## Budget

- The indicative call budget is **EUR 164.5 million** (EU-27)
- Additional budget for SMP associated countries
- The allocation of the EU funding is based on the **number of population** and the **cost of living** in each country, and takes into account the **resources** estimated to ensure the appropriate delivery of the activities of the call

## Duration

- The duration of the projects should be of **42 months**: from 1 January 2022 until 30 June 2025

# Timeline of the call

Three cut-off dates:

- 1<sup>st</sup> deadline for submission  
**11 August 2021 17:00 CET**
- Two other deadlines in December 2021 and in April 2022

Timetable and deadlines (indicative)			
	1 <sup>st</sup> cut-off date	2 <sup>nd</sup> cut-off date	3 <sup>rd</sup> cut-off date
Deadline for submission	<b>11 August 2021 17:00 CET (Brussels)</b>	2 December 2021 17:00 CET (Brussels)	27 April 2022 17:00 CET (Brussels)
Evaluation	August – October 2021	December 2021 – February 2022	May – June 2022
Information on evaluation results	November 2021	March 2022	July 2022
GA signature	December 2021 – March 2022	April – May 2022	August – September 2022

# Submission

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/smp-cosme-2021-een-01>

## Enterprise Europe Network

TOPIC ID: SMP-COSME-2021-EEN-01

Grant

General information	General information		
Topic description			
Conditions and documents			
Partner search			
Submission service			
Topic related FAQ			
Get support			
Call information	Programme	Work programme part	
	<b>Single Market Programme (SMP)</b>	<b><a href="#">SMP-2021</a></b>	
	Call		Work programme year
	<b><a href="#">Enterprise Europe Network (SMP-COSME-2021-EEN)</a></b>		<b>SMP-2021</b>
	Type of action		Type of MGA
	<b>SMP-COSME-EEN SMP COSME Enterprise Europe Network Actions</b>		<b>SMP Action Grant Budget-Based [SMP-AG]</b>
	Deadline model	Opening date	Deadline dates
	<b>multiple cut-off</b>	<b>11 May 2021</b>	<b>11 August 2021 17:00:00 Brussels time</b>

# How to start and submit your proposal



Call document:  
Section 11. How to submit an application

## Start submission

To access the Electronic Submission Service, please click on the submission-button next to the **type of action** and the **type of model grant agreement** that corresponds to your proposal. You will then be asked to confirm your choice, as it cannot be changed in the submission correct entry point.

To access existing draft proposals for this topic, please login to the Funding & Tenders Portal and select the My Proposals page of the My Area section.

Please select the type of your submission:

SMP COSME Enterprise Europe Network Actions [SMP-COSME-EEN], SMP Action Grant Budget-Based [SMP-AG]

Start submission

 Need help?

# Call documents

- **Call document** – get familiar with the requirements!
  - This is your Bible for the call
- **Model grant agreement** – coming soon
- Application documents
  - **Application Form Part A** — contains administrative information about the participants (future coordinator, beneficiaries and affiliated entities) and the summarised budget for the project (*to be filled in directly online*)
  - **Application Form Part B** — contains the technical description of the project (*to be downloaded from the Portal Submission System, completed and then assembled and re-uploaded*)
  - **Mandatory annexes** (*to be uploaded*):
    - Detailed budget table (*mandatory excel template available in the Submission System*)
    - CVs (short outlines) of core project team
    - Communication work plan





### Deadline

11 August 2021 17:00:00 Brussels Local Time



In this step you can edit the Administrative Forms and upload the proposal itself. ?



Your proposal contains changes that have not yet been submitted.

1. Fill in Application form Part A

### Administrative forms

Edit forms

View history

Print preview ?

Topic: SMP-COSME-2021-EEN-01

Type of action: SMP-COSME-EEN

Type of MGA: SMP-AG



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

3. Upload Part B templates: all mandatory!

### Part B and Annexes

In this section you may upload the technical annex of the proposal (in PDF format only) and any other requested attachments. ?

Part B

Upload

Detailed budget table

- Free format, no template
- Be short and clear

Upload

CVs (short outline)

- Link with the profiles of the roles

Upload

Communication work plan

- For the first year only! (2022)

Upload

Other annexes

Upload

Download Part B templates

Download part B templates

2. Download Part B templates

← BACK TO PARTICIPANTS LIST

VALIDATE

SUBMIT

Support & Helpdesk

# Work packages and deliverables

- WP 1 – Project management
- WP 2 – Provision of value-added services to clients (Activity 1)
  - Deliverable 2.1 Mapping of the local business support ecosystem (due in month 6)
  - Deliverable 2.2. Updated mapping of the local business support ecosystem (due in month 22)
- WP 3 – Promotion of the Network and communication (Activity 2)
  - Deliverable 3.1 Communication work plan 2023 (due in month 12)
  - Deliverable 3.2 Communication work plan 2024 (due in month 24)
  - Deliverable 3.3 Communication work plan 2025 – until the end of the action (due in month 36)
- WP 4 – Network development and capacity building (Activity 3)
- WP 5 – Network coordination and quality management (Activity 4)

# Admissibility

- Submitted before the call deadline & electronically
- Submitted by the coordinator with a mandate to act
- Proposals must be complete
- Readable, accessible and printable
- Maximum 70 pages (Application Form Part B) – additional pages are cut automatically

# Eligibility – applicants

The applicants must be:

- Legal entities (public or private bodies)
- Be established in one of the eligible countries:
  - EU Member States
  - Countries associated to the COSME part of the Single Market Programme or countries which are in ongoing negotiations for an association agreement and where the agreement enters into force before grant signature

# Eligibility – geographic location

Enterprise Europe Network is expected to be present in **all regions** of the European Union, including outermost regions, and the other countries associated to the Single Market Programme to provide its services in close proximity to SMEs.

Typical area is NUTS1 administrative regions – but not mandatory!

- Consortia in smaller countries with several NUTS1 regions may be formed on a **nationwide** principle
- **Cross-regional** consortia may be acceptable in larger countries
- Consortia may also be **cross-border**, i.e. cover administrative regions in more than one country

# Eligibility – consortium composition

Consortia should be composed of the appropriate mix of entities ('host organisations') to ensure delivery of the **full range of Network services** in their designated geographic area:

- Made up of at least two entities (host organisations)
- Cross-regional consortia must have organisations in all regions they cover

# Evaluation

The proposals will follow the **standard submission and evaluation procedure**.

The **award criteria** for this call are:

- Relevance (max 30 points) – threshold 16/30
- Quality:
  - Project design and implementation (max 30 points) – 16/30
  - Project team and cooperation arrangements (max 30 points) – 16/30
- Impact (max 10 points) – 6/10

Overall (pass) score: 70 of 100

Proposals that pass the individual thresholds AND the overall threshold will be considered for funding — within the limits of the available call budget. Other proposals will be rejected.

# Financial requirements

Simona Da Corta Fumei, EISMEA



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## Questions?

- 9:45-10:15 #1 Framework of the call
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- 15:10-16:25 #5 Legal & financial requirements

# Financial setup

- Form of costs and cost eligibility
- Payment scheme of the reimbursed costs
- How to submit a good proposal:
  - Administrative Forms - Summarized Budget Table
  - Annex - Estimated Budget Table

# Cost categories

- Cost categories

- A. Personnel:**

- **A1 Employees** - personnel working for the beneficiary under an employment contract. Costs include salaries, social security contributions, taxes and other costs linked to the remuneration, if they arise from national law or the employment contract

 *Actual Costs*

# Cost categories

- **A2 Natural persons** under a Direct Contract and
- **A3 Seconded Persons** → *Actual Costs*

## *2 conditions:*

- (a) work under conditions similar to those of an employee (in particular regarding the way the work is organised, the tasks that are performed and the premises where they are performed) and
- (b) the result of the work belongs to the beneficiary (unless agreed otherwise)

# Cost categories

- **B. Subcontracting** ➡ *Actual costs*

- Limited part of the action
- Awarded following best value for money / or lowest price
- No conflict of interests
- Procedure to award contracts\*

\*Beneficiaries that are 'contracting authorities/entities' within the meaning of the EU Directives on public procurement must also comply with the applicable national law on public procurement.

# Cost categories

- **C. Purchase Costs\***:

- **C1 Travel and Subsistence** (Staff/Speakers/Participants) ➔ *Actual costs and/or Unit costs\*\**

- **C2 Equipment** ➔ *Actual costs*

*Estimated and declared at depreciation cost and proportionally to the actual equipment use for the action purposes*

\* Purchase costs for the action are eligible if they fulfil the general eligibility conditions and are bought using the beneficiary's usual purchasing practices — provided these ensure purchases with best value for money (or if appropriate the lowest price) and that there is no conflict of interests

\* \*For Unit cost please refer to *Commission Decision of 12 January 2021* authorising the use of unit costs for travel, accommodation and subsistence costs under an action or work programme under the 2021-2027 multi-annual financial framework (C(2021)35)

# Cost categories

- **C3 Other goods, works and services** ➔ *Actual costs*

*I.e.: consumables and supplies, promotion, dissemination, protection of results, translations, publications, certificates*

# Cost categories

- ***D. Other cost categories***

- **D.3 EEN additional coordination and networking costs**

➔ ***Lump Sums*** costs are deemed to cover :

- direct personnel costs for additional coordination and networking activities
- other direct costs, including in particular travel, accommodation, subsistence allowances and the cost of logistics for meetings/events that are directly linked to additional coordination and networking activities



# Lump Sums

- ➔ Applicants will be required to provide, in their application form, the total estimated eligible costs and the lump sum costs they apply for. The applicant will describe in detail the activities foreseen for the lump sum.
- ➔ Ceiling to the amount that can be requested and awarded for additional Networking and Coordination costs which will not go beyond **5%** of the budgeted estimated direct personnel costs

# Cost categories

**Indirect cost flat-rate** : 25% of the eligible direct costs – subcontracting excluded

## Specificities:

- personnel costs of staff of national administrations is eligible for activities which the public authority would not carry out if they were not for the project
- in-kind contributions for free are allowed

# Reporting and payment arrangements

- **01/01/2022 - 30 days** ➡ Pre-financing of **25%** of the maximum grant
- **01/01/2022 + 12 months** ➡ One additional pre-financing of **30%** of the maximum grant linked to a simplified technical report and a declaration on the use of the initial pre-financing
- **01/01/2022+ 18 months** ➡ Interim Report and Payment of **30%** linked to an interim technical and financial report\*
- **30/06/2025** ➡ Final Report and Payment of the balance to a final technical and financial report\*

\* Interim and Final Payment are implemented within 90 days from receiving the Interim and Final Reports

# How to fill in the budget tables

- Part A – Summarized Budget Table
- Annex to Part B – Detailed Budget Table (template)

# How to fill in the budget tables

- Part A – Administrative forms and Summarized Budget Table

Proposal forms

**Deadline**  
11 August 2021 17:00:00 Brussels Local Time

**Call data:**  
Call: SMP-COSME-2021-EEN  
Topic: SMP-COSME-2021-EEN-01  
Type of action: SMP-COSME-EEN  
Type of MGA: SMP-AG

Topic and type of action can only be changed by

In this step you can edit the Administrative Forms and upload the proposal itself.

Your proposal contains changes that have not yet been submitted.

**Administrative forms**

[Edit forms](#) [View history](#) [Print preview](#)

**Part B and Annexes**

Section	Title	Action
1	General information	<a href="#">Show</a>
2	Participants	<a href="#">Show</a>
3	Budget	<a href="#">Show</a>
4	Other questions	<a href="#">Show</a>

# Summarized Budget Table

## Application forms

Proposal ID **SEP-210760183**

Acronym **abc**

## 3 - Budget

No.	Name of beneficiary	Country	Personnel costs - without volunteers /	Subcontracting costs/	Purchase costs - Travel and subsistence/	Purchase costs - Equipment/	Purchase costs - Other goods, works and services/	Financial support to third parties/	EEN Additional coordination and networking costs	Indirect costs/	Total eligible costs/	Ineligible costs	Total estimated project costs and contributions	Funding rate	Maximum EU contribution to eligible costs	Requested EU contribution to eligible costs	Max grant amount
									Special Funding rate 100								
1	Test Camelia-valeria	BE	800 000	70 000	40 000	25 000	15 000	0	40 000	230000,00	1220000,00	0	1 220 000	60	748000,00	748000,00	748000,00
2	Sme Test	BE	500 000	40 000	15 000	10 000	5 000	0	25 000	138750,00	733750,00	0	733 750	60	450250,00	450250,00	450250,00
	<b>Total</b>		<b>1 300 000</b>	110 000	55 000	35 000	20 000	0	<b>65 000</b>	368750,00	1953750,00	0	1 953 750		1198250,00	1198250,00	1198250,00

# Summarized Budget Table

- BUDGET HAS TO BE IN BALANCE - COSTS = INCOME
- EU REQUESTED CONTRIBUTION = MAXIMUM EU CONTRIBUTION

Total eligible costs/	Ineligible costs	Total estimated project costs and contributions	Funding rate	Maximum EU contribution to eligible costs	Requested EU contribution to eligible costs	Max grant amount	Income generated by the project	In kind contributions	Financial contributions	Own resources	Total estimated project income
1220000,00	0	1 220 000	60	748000,00	748000,00	480000,00	50 000	0	0	422 000	1220000,00
733750,00	0	733 750	60	450250,00	450250,00	450250,00	20 000	0	15 000	248 500	733750,00
1953750,00	0	1 953 750		1198250,00	1198250,00	1198250,00	70 000	0	15 000	670 500	1953750,00

# Detailed Budget Table

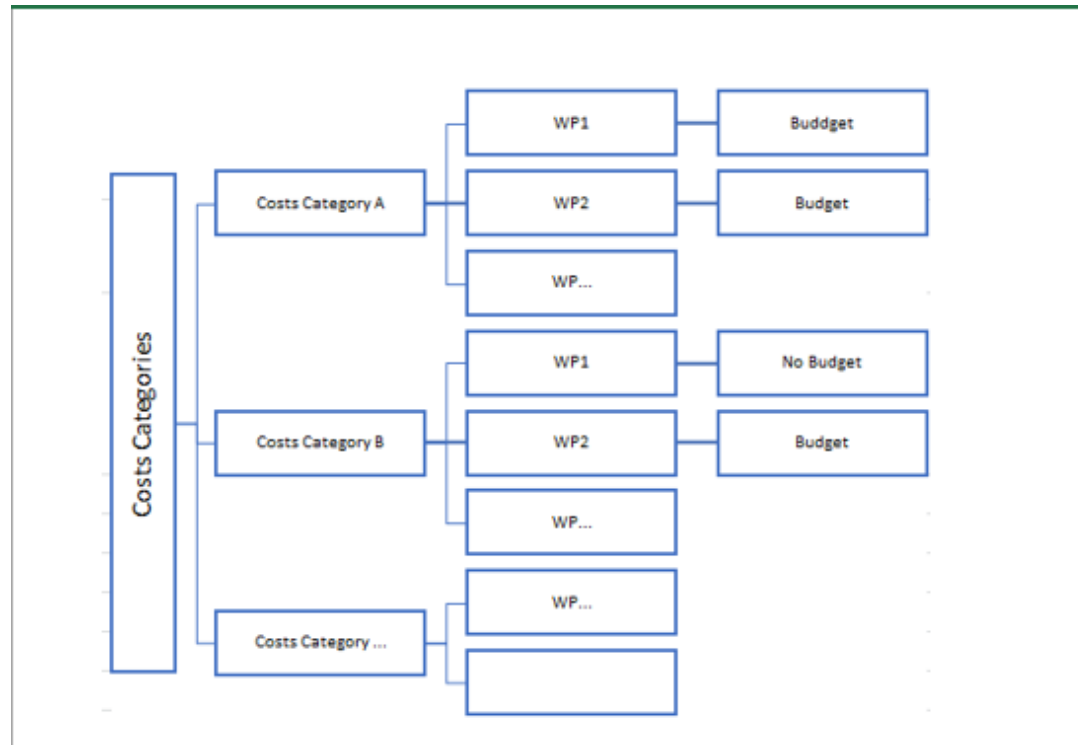
- **5 sheets** for the Consortium (Instructions, Start, Detailed table and Consolidated table (participants) and Consolidated table (project)).
- The Consortium sheets (Start, Detailed table and Consolidated tables) must be filled out and submitted as part of the Proposal (and later during GAP):
  - scanned and attached as PDF to the proposal Part B in SEP (for sheets 3 and 4: one per beneficiary/linked third party)
  - uploaded as Excel file in SyGMA (as attachment to the GA Annex 1).
  - **In Excel file by normal e-mail (outside the system)**



# Detailed Budget Table

## 1. Instructions

- The budget table is broken down by **cost category and work packages**. For technical reasons the number of work packages has to be the same in all categories. Please leave them empty, if there are no costs.



# Detailed Budget Table

**ATTENTION!** White cells mean that you are required to enter data. Blue cells are calculated automatically

## 2. Start Sheet:

Use this sheet to define the generic data (project/participant name and PIC), the work packages (number and names) and the number of travels. This information will be automatically copied into the other sheets

Provide a short name, a description for the work package and confirm the number of travels linked to it.

**Add a new WP** **Update Detailed Budget Table**

<b>Update Detailed Budget Table</b>	
<b>Number of travels</b>	<b>Delete</b>
1	<input checked="" type="checkbox"/>
1	<input type="checkbox"/>

# Detailed Budget Table

## 3. Detailed budget table sheet: **PROJECT COSTS** and **PROJECT INCOME**

- Use this sheet to enter the budget for **each cost category** and **work package** per **each beneficiary**/each affiliated entities
- Estimated **costs** and **income** expressed in Euro
- Costs estimated by Work Package
- **White cells** mean you are required to enter Data; **Blue cells** show automatic calculations

# Detailed Budget Table

- Personnel costs: select **category** of staff and estimated at **monthly rate**

EU PROJECT BUDGET TABLE (PER PARTICIPANT)							
PROJECT COSTS							
A. Personnel costs							
		Costs (actual costs)			Total (EUR)	Also working for other work packages? YES/NO and which WP	Description of project role/activities/responsibilities
		Type of rate (monthly/other)	Rate (amount)	Time (months/other of work on the action)			
		a	b	c = a * b			
<b>WORK PACKAGE 1</b>	<b>WP1</b>						
	<b>A.1 Employees (or equivalent)</b>						
	<b>Project managers</b>	monthly	3.000,00	40,00	120.000,00	Y	
	<b>Select a staff category</b>	monthly	3.500,00	40,00	140.000,00		
	<b>Other</b>						
	EXPERT 1	monthly	2.500,00	120,00	300.000,00		
	EXPERT 2	monthly	2.400,00	50,00	120.000,00		
	<b>Total employees (or equivalent)</b>				680.000,00		
	<b>A.2 + A.3 Natural persons under direct contract and seconded persons</b>						
	<b>Junior experts/advisors/researchers</b>	monthly	3.500,00	20,00	70.000,00		
	<b>Select a staff category</b>	monthly	0,00	0,00	0,00		
	<b>Other</b>						
	ADVISOR	monthly	2.500,00	20,00	50.000,00		
	[category 2]	monthly	0,00	0,00	0,00		
	<b>Total natural persons under direct contract and seconded persons</b>				120.000,00		
	<b>A.4 SME owners and natural person beneficiaries without salary</b>						
	<b>SME owners/natural person beneficiaries without salary</b>	daily		100,00	0,00		
	<b>Total SME owners and natural person beneficiaries without salary</b>				0,00		
	<b>Total personnel for this WP</b>				800.000,00		
	<b>Total personnel (all WPs)</b>				800.000,00		

# Detailed Budget Table

B. Subcontracting costs					
		Costs (actual costs)		Also used for other work packages? YES/NO and which WP	Description of subcontracted project tasks/activities
<b>WORK PACKAGE 1</b>	<b>WP1</b>				
	EVENTS	50.000,00			
	CATERING	20.000,00			
	<b>Total subcontracting for this WP</b>	<b>70.000,00</b>			
		<b>Total subcontracting (all WPs)</b>	<b>70.000,00</b>		

# Detailed Budget Table

- Travel, Accommodation and Subsistence – Actual or Unit costs

		Amount per unit	Number of units	Total (EUR)
<b>WORK PACKAGE 1</b>	<b>WP1</b>			
	<b>1 [Travel short name]</b>			
	<b>Speakers</b>			
	Travel costs	30.000,00	0,00	0,00
	Accommodation costs	0,00	100,00	10,00
	Subsistence costs	0,00	50,00	10,00
	<b>Personnel</b>			
	Travel costs	0,00	0,00	0,00
	Accommodation costs	5.000,00	0,00	0,00
	Subsistence costs	0,00	100,00	10,00
	<b>Participants</b>			
	Travel costs	500,00	0,00	0,00
	Accommodation costs	0,00	50,00	10,00
	Subsistence costs	1.500,00	0,00	0,00
	<b>Total travel costs for this travel</b>	<b>30.500,00</b>		
	<b>Total accommodation costs for this travel</b>	<b>6.500,00</b>		
	<b>Total subsistence costs for this travel</b>	<b>3.000,00</b>		
	<b>Total travel</b>	<b>40.000,00</b>		
	<b>Total travel costs for this WP</b>	<b>30.500,00</b>		
	<b>Total accommodation costs for this WP</b>	<b>6.500,00</b>		
	<b>Total subsistence costs for this WP</b>	<b>3.000,00</b>		
	<b>Total travel for this WP</b>	<b>40.000,00</b>		
		<b>Total travel costs (all WPs)</b>		<b>30.500,00</b>
		<b>Total accommodation (all WPs)</b>		<b>6.500,00</b>
		<b>Total subsistence (all WPs)</b>		<b>3.000,00</b>
		<b>Total travel and subsistence (all WPs)</b>		<b>40.000,00</b>

# Detailed Budget Table

- Equipment – actual cost at depreciation rate

C.2 Equipment							
WORK PACKAGE 1	WP1						
C.2.1 Purchase (depreciation/full cost)							
		Costs (actual costs)				Also part of other work packages? YES/NO and which WP	Description of tasks/activities for which the equipment is needed
	Price	Depreciation method (e.g. 36 month or 60 month)	Number of months allocated to the action	Rate of use for the action (100% or less if used also for other	Total (EUR)		
	a	b	c	d	$e = (c/b * d) * a$		
1 [Equipment short name]	120.000,00	60	24,00	50%	<b>24.000,00</b>		
2 [Equipment short name]	0,00	0	0,00	0%	<b>0,00</b>		
3 [Equipment short name]		ATTENTION! Can be used only if full cost option in the grant agreement			<b>0,00</b>		
<b>Total depreciation</b>					<b>24.000,00</b>		
C.2.2 Rental and leasing (rate of use/full cost)							
		Costs (actual costs)			Also part of other work packages? YES/NO and which WP	Description of tasks/activities for which the equipment is needed	
	Monthly rent/fee	Number of months of use for the action	Rate of use for the action (100% or less if used also for other purposes)	Total (EUR)			
	a	b	c	$d = a * b * c$			
1 [Equipment short name]	200,00	10,00	50%	<b>1.000,00</b>			
2 [Equipment short name]	0,00	0,00	0%	<b>0,00</b>			
3 [Equipment short name]	0,00	ATTENTION! Can be used only if full cost option in the grant agreement			<b>0,00</b>		
<b>Total rental and leasing</b>					<b>1.000,00</b>		
<b>Total equipment for this WP</b>					<b>25.000,00</b>		
<b>Total equipment (all WPs)</b>					<b>25.000,00</b>		

# Detailed Budget Table

C.3 Other goods, works and services					
WORK PACKAGE 1	WP1				
		Costs (actual costs)		Also part of other work packages? YES/NO and which WP	Description of tasks/activities for which the goods/services are needed; types of goods services needed; how much
	<b>Consumables</b>	5.000,00			
	<b>Conferences, seminars, workshops, trainings &amp; events</b>	2.000,00			
	<b>Information &amp; publications</b>	3.000,00			
	<b>Other expenses</b>				
	1 IPR costs	1.000,00			
	2 Bank fees (pre-financing guarantee)	0,00			
	3 Audit fees (CFS)	1.000,00			
	4 Project evaluation	3.000,00			
	[5 short name other]	0,00			
	[6 short name other]	0,00			
	<b>Total goods, works and services for this WP</b>	<b>15.000,00</b>			
	<b>Total goods, works and services (all WPs)</b>	<b>15.000,00</b>			



# Detailed Budget Table

Coordination and Networking Lumps Sums up to **5%** of Personnel Costs

D. Other cost categories			
D.3 EEN additional coordination and networking costs			
WORK PACKAGE 1	WP1		
		Costs (actual costs)	
	Other cost category D.3	40.000,00	
		40.000,00	
	<b>Total other cost category D.3 for this WP</b>	<b>40.000,00</b>	
		<b>Total D.3 (all WPs)</b>	<b>40.000,00</b>
		<b>Total other cost categories (all WPs)</b>	<b>40.000,00</b>

# Detailed Budget Table

- Indirect costs calculated at 25% on the direct costs excluding subcontracting

E. Indirect costs			
		Costs (flat-rate)	
ALL WORK PACKAGES	Total estimated direct costs (on which indirect cost flat-rate is based, see GA eligibility article)	920.000,00	
	Flat-rate (%)	25%	
	<b>Total indirect costs</b>	230.000,00	
<b>Total indirect costs</b>		<b>230.000,00</b>	
			<b>TOTAL COSTS PARTICIPANT 1.220.000,00</b>

# Detailed Budget Table

- Maximum EU Contribution is automatically calculated
- Please fill in the **EC requested contribution** =  
Maximum EU Contribution

PROJECT INCOME		
EU CONTRIBUTION (GRANT)		
		Amount (EUR)
	Total costs	1.220.000,00
	Multiple funding rates (%) = (a1 + a2 + a3 + a4 + a5) * 60% + b * 60% + (c1+ c2 + c3) * 60% + (d1) * 0% + (d3) * 100% + (e) * 60%	
	Maximum EU contribution	748.000,00
	Requested EU contribution	748.000,00
	<b>EU CONTRIBUTION</b>	<b>748.000,00</b>

# Detailed Budget Table

- Income by the action, Financial contribution from Third Parties, Own resources

		Amount (EUR)	Description of the income (type of generated income and number of users, etc)
ALL WORK PACKAGES	Estimated income generated by the action	50.000,00	
	<b>Total income generated by the action</b>	<b>50.000,00</b>	
<b>Revenues</b>		<b>50.000,00</b>	
<b>In-kind contributions by third parties</b>			
<b>In-kind contributions by third parties</b>			
		Amount (EUR)	Description of the contribution (type of contribution, donor, purpose etc)
ALL WORK PACKAGES	Estimated in-kind contributions by third parties	0,00	
	<b>Total in-kind contributions</b>	<b>0,00</b>	
<b>In-kind contributions</b>		<b>0,00</b>	
<b>Financial contributions by third parties</b>			
<b>Financial contributions by third parties</b>			
		Amount (EUR)	Description of the contribution (type of contribution, donor, purpose, etc)
ALL WORK PACKAGES	Estimated financial contributions by third parties	0,00	
	<b>Total financial contributions</b>	<b>0,00</b>	
<b>Financial contributions</b>		<b>0,00</b>	
<b>TOTAL REVENUES AND CONTRIBUTIONS BY THIRD PARTIES</b>		<b>50.000,00</b>	
<b>OWN RESOURCES</b>			
		Amount (EUR)	
	Own resources	422.000,00	
<b>OWN RESOURCES</b>		<b>422.000,00</b>	
<b>TOTAL INCOME PARTICIPANT</b>		<b>1.220.000,00</b>	

# Detailed Budget Table

- Budget has to be in balance

➔ Total **costs** = Total **income**

TOTAL COSTS PARTICIPANT	1.220.000,00	
-------------------------	--------------	--

TOTAL INCOME PARTICIPANT	1.220.000,00	
--------------------------	--------------	--

# Detailed Budget Table

## 4. Consolidated Table per Participant

 Data are fully automatic

CONSOLIDATED COSTS PER WORK PACKAGE (PER PARTICIPANT)													
COSTS PER WORK PACKAGE													
	A.1 Employees A.2 + A.3 Natural persons under direct contract and seconded persons  a1 - a2	A.4 SME owners  a3	B. Subcontracting costs  b	C. Purchase costs						D. Other cost categories		E. Indirect costs  e = flat-rate * (a1 + a2 + a3 + a5 + [c1a + c1b + c1c] + c2 + c3 + d1 + d2 + d3 + d4 + d5 + d6)	Total
				C.1 Travel and subsistence  c1	C.1 Travel  c1a	C.1 Accommodation  c1b	C.1 Subsistence  c1c	C.2 Equipment  c2	C.3 Other goods, work and services  c3	D.1 Financial support to third parties  d1  (N/A)	D.3 ERM additional coordination and networking costs  d3		
WP1 WP1	800.000,00	0,00	70.000,00	40.000,00	30.500,00	6.500,00	3.000,00	25.000,00	15.000,00	N/A	40.000,00	990.000,00	
<b>TOTAL COSTS PARTICIPANT</b>	<b>800.000,00</b>	<b>0,00</b>	<b>70.000,00</b>	<b>40.000,00</b>	<b>30.500,00</b>	<b>6.500,00</b>	<b>3.000,00</b>	<b>25.000,00</b>	<b>15.000,00</b>	<b>0,00</b>	<b>40.000,00</b>	<b>1.220.000,00</b>	

# Detailed Budget Table

## 5. Consolidated table (project) sheet

This sheet shows the **budget overview for the project**, per beneficiary, work package and cost category. It needs to be assembled **manually** by the coordinator on the basis of the detailed budget tables filled out by the participants.

CONSOLIDATED COSTS PER WORK PACKAGE (PROJECT)													
PROJECT COSTS PER WORK PACKAGE													
	A.1 Employees A.2 + A.3 Natural persons under direct contract and seconded persons	A.4 SME owners	B. Subcontracting costs	C. Purchase costs						D. Other cost categories		E. Indirect costs	Total
	a1 - a2	a3	b	C.1 Travel and subsistence	C.1 Travel	C.1 Accommodation	C.1 Subsistence	C.2 Equipment	C.3 Other goods, works and services	D.1 Financial support to third parties	D.3 EEN additional coordination and networking costs	e = flat-rate * (a1 + a2 + a3 + a5 + [c1a + c1b + c1c] + c2 + c3 + d1 + d2 + d3 + d4 + d5 + d6)	
PARTICIPANT [name]													
TOTAL COSTS PARTICIPANT (Proposal Step)	800.000,00		70.000,00	40.000,00	30.500,00	6.500,00	3.000,00	25.000,00	15.000,00		40.000,00	230.000,00	1.220.000,00
TOTAL COSTS PARTICIPANT (Grant Preparation Step)													0,00
PARTICIPANT [name]													
TOTAL COSTS PARTICIPANT (Proposal Step)	500.000,00		40.000,00	15.000,00	10.000,00	2.500,00	2.500,00	10.000,00	5.000,00		25.000,00	138.750,00	733.750,00
TOTAL COSTS PARTICIPANT (Grant Preparation Step)													0,00

# Questions & Answers: Legal and financial requirements

Join at  
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Room #5





# Closing

Crispin Waymouth, DG GROW

*Deputy Head of Unit D2 "Industrial Forum, Alliances, Clusters"*

Muriel De Grande, EISMEA

*Head of Sector I-02.01 "Enterprise Europe Network & EEN Partnerships"*

# Recording of the Info Day

Thank you for having joined us at the Info Day on the call for proposals for the Enterprise Europe Network!

The recording will be available from 23 June 2021 until 22 June 2023 on this same webstreaming page:

<https://webcast.ec.europa.eu/info-day-on-the-new-call-for-enterprise-europe-network-eeen>

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