Information Day

Call for proposals SMP-COSME-2021-EEN

Enterprise Europe Network

22 June 2021
Welcome to this Info Day!

We'll start at 9:30 CET.

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)

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 Mathiesen & Makis Tzikfesis (EISMEA)

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 Mathiesen & Darina Botsova (EISMEA)

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 Mathiesen & Makis Tzikfesis (EISMEA)

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)

16:25 – 16:30  Closing
Crispin Waymouth (DG GROW) & Muriel De Grand (EISMEA)
Ask your questions

• Use **sli.do** to submit questions

• Go on [www.slido.com](http://www.slido.com) and enter **#EEN226**

  ![Joining as a participant?](image)

• Alternatively: join via the **QR Code** on screen
Join at slido.com #EEN226
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
### Questions?

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Introduction and framework

The long-term framework for economic recovery

- Digitalisation
- Resilience
- Sustainability
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

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

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

• 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
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

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

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

Basic Network services

Advanced Network services

Advisory services

Partnering services

Achievements

Client journey

Impact

European Commission
It is all about **impact**!

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

- Job creation
- Job maintenance

- Improved quality of products, services or processes

- 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

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

Application form Part B: 4.2. Work packages and activities
Activity 1: Provision of value-added services to clients

Part 1

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

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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

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**
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.
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.
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.....)
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
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
Innovation is everywhere:
Support along the innovation cycle

- Needs analysis, Advice, funding, capacity-building
- Create concepts
- Validate concepts
- Deploy solutions
- Develop solutions
- Tech transfer, partnering, A2F, innov. management

Cont. innov. process
Int'l growth
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
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
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

* An innovation/access to finance service

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
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

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

- EU policy makers
  - Need to take account of stakeholders’ views - including SMEs
  - (Better Regulation Agenda)
  - + SME test: reducing administrative burden for SMEs

- SMEs
  - Help to shape EU law affecting them
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

- Promoting
- Informing
- Consulting
- Encoding cases
- Disseminating results...

- Public consultations
- Specific SME consultations (SME panels)
- Ad-hoc feedback activities & requests
- SOLVIT
  - Signpost/refer SMEs’ cases to SOLVIT
  - SM issues with public administrations
  - Mutual recognition
Partnering services

• 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
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
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

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

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 – Work package 3 – pages 16-18

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.

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<th>Description</th>
<th>Audience</th>
<th>Key messages</th>
<th>Channels and tools</th>
<th>Indicators and targets</th>
<th>Resources</th>
<th>Date</th>
</tr>
</thead>
</table>

- What is the activity you plan?
- Who are you targeting?
- What are you trying to convey?
- What media will you use?
- How will you measure & which objectives?
- Approx. human Resources involved?
- When is it planned to happen?
# Communication work plan

Increase awareness about the Network - Example of specific activity

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

Promote the achievements of the Network - Example of specific activity

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

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

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

• 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
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

Join at slido.com #EEN226
Network coordination and quality management

• 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
# Measuring performance

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Activity Indicator (ACT)</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Key Performance Indicator (KPI)</strong></td>
<td><strong>Activity Indicator (ACT)</strong></td>
<td><strong>Ratio</strong></td>
</tr>
<tr>
<td>&gt;&gt; Targets and reporting</td>
<td>&gt;&gt; Reporting</td>
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<tr>
<td>KPI1 SMEs served by Enterprise Europe Network</td>
<td>ACT1 Contribution to other Network partners’ client journeys</td>
<td>R1 Achievements per unique clients in the Network client journey</td>
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<tr>
<td>KPI2 Unique clients in the Network client journey</td>
<td>ACT2 Clients in SME feedback-related actions</td>
<td>R2 Clients reporting impact per unique clients in the Network client journey</td>
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<tr>
<td></td>
<td>ACT2a Clients in SME feedback-related actions reached on a wider basis</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ACT2b Clients in SME feedback-related actions reached individually</td>
<td></td>
</tr>
<tr>
<td>KPI3 Achievements</td>
<td>ACT3 Network development activities</td>
<td>R3 Achievements per FTE</td>
</tr>
<tr>
<td>KPI3a Advisory Achievements (AAs)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KPI3b Partnering Achievements (PAs)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KPI4 Unique clients with an impact assessed in their client journey</td>
<td>ACT4 Network coordination, quality management and capacity building activities</td>
<td></td>
</tr>
</tbody>
</table>
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
Coffee Break
Legal requirements

Darina Botsova, EISMEA
Join at slido.com #EEN226

Questions?

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- 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:

• 1st deadline for submission
  11 August 2021 17:00 CET

• Two other deadlines in
  December 2021 and in April 2022
Submission

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

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
1. Fill in Application form Part A

2. Download Part B templates

3. Upload Part B templates: all mandatory!
   - Free format, no template
   - Be short and clear
   - Link with the profiles of the roles
   - For the first year only! (2022)
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
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
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
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
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
## Summarized Budget Table

### Application forms

**Proposal ID**: SEP-210760183  
**Acronym**: abc

### 3 - Budget

<table>
<thead>
<tr>
<th>No.</th>
<th>Name of beneficiary</th>
<th>Country</th>
<th>Personnel costs - without volunteers /</th>
<th>Subcontracting costs/</th>
<th>Purchase costs - Travel and subsistence</th>
<th>Purchase costs - Equipment</th>
<th>Financial support to third parties/</th>
<th>EEN Additional coordination and networking costs</th>
<th>Indirect costs/</th>
<th>Total eligible costs/</th>
<th>Insoluble costs/</th>
<th>Total estimated project costs and contributions</th>
<th>Funding rate</th>
<th>Maximum EU contribuion to eligible costs</th>
<th>Requested EU contribuion to eligible costs</th>
<th>Max grant amount</th>
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<td>110 000</td>
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<td>1198250.00</td>
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</tbody>
</table>
BUDGET HAS TO BE IN BALANCE - COSTS = INCOME

EU REQUESTED CONTRIBUTION = MAXIMUM EU CONTRIBUTION

<table>
<thead>
<tr>
<th>Total eligible costs/</th>
<th>Ineligible costs</th>
<th>Total estimated project costs and contributions</th>
<th>Funding rate</th>
<th>Maximum EU contribution to eligible costs</th>
<th>Requested EU contribution to eligible costs</th>
<th>Max grant amount</th>
<th>Income generated by the project</th>
<th>In kind contributions</th>
<th>Financial contributions</th>
<th>Own resources</th>
<th>Total estimated project income</th>
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<tbody>
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<td>1220000,00</td>
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<td>1198250,00</td>
<td>70 000</td>
<td>0</td>
<td>15 000</td>
<td>670 500</td>
<td>1953750,00</td>
</tr>
</tbody>
</table>
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)
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.
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.

```
<table>
<thead>
<tr>
<th>Number of travels</th>
<th>Delete</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>✔️</td>
</tr>
<tr>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
```
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)

<table>
<thead>
<tr>
<th>PROJECT COSTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A. Personnel costs</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Work Package</th>
<th>VPI</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1 Employees (or equivalent)</td>
<td></td>
</tr>
<tr>
<td>Project managers</td>
<td>monthly</td>
</tr>
<tr>
<td>Select a staff category</td>
<td>monthly</td>
</tr>
<tr>
<td>Office</td>
<td></td>
</tr>
<tr>
<td>EXPERT 1</td>
<td>monthly</td>
</tr>
<tr>
<td>EXPERT 2</td>
<td>monthly</td>
</tr>
<tr>
<td>Total employees (or equivalent)</td>
<td>6,000,000,000</td>
</tr>
<tr>
<td>A2 + A3 Natural persons under direct contract and seconded persons</td>
<td></td>
</tr>
<tr>
<td>Junior research assistants/researchers</td>
<td>monthly</td>
</tr>
<tr>
<td>Select a staff category</td>
<td>monthly</td>
</tr>
<tr>
<td>Office</td>
<td></td>
</tr>
<tr>
<td>ADVISOR</td>
<td>monthly</td>
</tr>
<tr>
<td>(engineer)</td>
<td>monthly</td>
</tr>
<tr>
<td>Total natural persons under direct contract and seconded persons</td>
<td>3,300,000,000</td>
</tr>
<tr>
<td>A4 SME owners and natural persons beneficiaries without salary</td>
<td></td>
</tr>
<tr>
<td>SME owners and natural persons beneficiaries without salary</td>
<td>monthly</td>
</tr>
<tr>
<td>Total SME owners and natural persons beneficiaries without salary</td>
<td>830,000,000</td>
</tr>
<tr>
<td>Total personnel for this VPI</td>
<td>2,700,000,000</td>
</tr>
<tr>
<td>Total personnel (all WPs)</td>
<td>8,300,000,000</td>
</tr>
</tbody>
</table>
# Detailed Budget Table

## Subcontracting costs

<table>
<thead>
<tr>
<th>WORK PACKAGE 1</th>
<th>WP1</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENT</td>
<td>50,000.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OTHERS</td>
<td>20,000.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total subcontracting for this WP</strong></td>
<td><strong>70,000.00</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total subcontracting (all WPs)</strong></td>
<td>70,000.00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Detailed Budget Table

- **Travel, Accommodation and Subsistence – Actual or Unit costs**

<table>
<thead>
<tr>
<th>Work Package</th>
<th>WP1</th>
<th>Amount (EUR)</th>
<th>Number of costs</th>
<th>Total (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Travel costs</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Speakers</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Accommodation costs</td>
<td>50,000.00</td>
<td>1.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Subsistence costs</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Personnel</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Travel costs</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Accommodation costs</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Subsistence costs</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Participants</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Travel costs</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Accommodation costs</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Subsistence costs</td>
<td>150.00</td>
<td>0.10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total travel costs for this travel</td>
<td>30,000.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total accommodation costs for this travel</td>
<td>6,500.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total subsistence costs for this travel</td>
<td>3,000.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total travel</td>
<td>40,000.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total travel costs for this WP</td>
<td>20,500.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total accommodation costs for this WP</td>
<td>6,500.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total subsistence costs for this WP</td>
<td>3,000.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total travel for this WP</td>
<td>40,000.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total travel costs (all WPs)</td>
<td>30,500.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total accommodation (all WPs)</td>
<td>6,500.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total subsistence (all WPs)</td>
<td>3,000.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total travel and subsistence (all WPs)</td>
<td>40,000.00</td>
<td></td>
</tr>
</tbody>
</table>
### Detailed Budget Table

- **Equipment – actual cost at depreciation rate**

<table>
<thead>
<tr>
<th>WORK PACKAGE 1</th>
<th>WP1</th>
</tr>
</thead>
</table>

#### C.2 Equipment

<table>
<thead>
<tr>
<th></th>
<th>Purchase: (depreciation/full cost)</th>
<th>Rental and leasing: (rate of use/full cost)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Price</strong></td>
<td><strong>Exploitation method (e.g. straight-line or declining balance)</strong></td>
</tr>
<tr>
<td>1</td>
<td>Equipment short name</td>
<td>22,000.00</td>
</tr>
<tr>
<td>2</td>
<td>Equipment short name</td>
<td>0.00</td>
</tr>
<tr>
<td>3</td>
<td>Equipment short name</td>
<td>ATTENTION! Can be used only if full cost option is not granted</td>
</tr>
</tbody>
</table>

**Total depreciation** | 24,000.00  
**Total rental and leasing** | 1,000.00  
**Total equipment for this WP** | 25,000.00  
**Total equipment (all WPs)** | 25,000.00
## Detailed Budget Table

<table>
<thead>
<tr>
<th>WORK PACKAGE 1</th>
<th>WP1</th>
<th>Costs (actuals costs)</th>
<th>Also part of other work packages? Y/N</th>
<th>Description of tasks/subactivities for which the goods/services needed, box mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumables</td>
<td></td>
<td>5,000.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conferences, seminars, workshops, trainings &amp; events</td>
<td>2,000.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information &amp; publications</td>
<td>3,000.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Other expenses</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IPR costs</td>
<td></td>
<td>1,000.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Bank fees (pre-financing guarantee)</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Auditors (CFA)</td>
<td>1,000.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Project evaluation</td>
<td>3,000.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>[5 short name other]</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>[6 short name other]</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total goods, works and services for this WP</strong></td>
<td>15,000.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total goods, works and services (all WPs)</strong></td>
<td>15,000.00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Detailed Budget Table

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

<table>
<thead>
<tr>
<th>D. Other cost categories</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>D.3 EEN additional coordination and networking costs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WORK PACKAGE 1</strong></td>
<td>WP1</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Costs (actual costs)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>40,000,00</td>
</tr>
<tr>
<td>Other cost category D.3</td>
<td></td>
<td>40,000,00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total other cost category D.3 for this WP</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total D.3 (all WPs)</td>
<td>40,000,00</td>
</tr>
<tr>
<td></td>
<td>Total other cost categories (all WPs)</td>
<td>40,000,00</td>
</tr>
</tbody>
</table>
### Detailed Budget Table

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

#### E. Indirect costs

<table>
<thead>
<tr>
<th>Description</th>
<th>Costs (flat-rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ALL YORK PACKAGES</strong></td>
<td></td>
</tr>
<tr>
<td>Total estimated direct costs (on which indirect cost is based, see GA eligibility article)</td>
<td>320.000,00</td>
</tr>
<tr>
<td>Flat-rate (%)</td>
<td>25%</td>
</tr>
<tr>
<td>Total indirect costs</td>
<td>230.000,00</td>
</tr>
<tr>
<td>Total indirect costs</td>
<td>230.000,00</td>
</tr>
</tbody>
</table>

| TOTAL COSTS PARTICIPANT | 1.220.000,00 |
Detailed Budget Table

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

Maximum EU Contribution

<table>
<thead>
<tr>
<th>PROJECT INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU CONTRIBUTION (GRANT)</td>
</tr>
<tr>
<td>-------------------------</td>
</tr>
<tr>
<td>Total costs</td>
</tr>
<tr>
<td>Multiple funding rates ($d$)</td>
</tr>
<tr>
<td>$(a</td>
</tr>
<tr>
<td>Maximum EU contribution</td>
</tr>
<tr>
<td>Requested EU contribution</td>
</tr>
<tr>
<td><strong>EU CONTRIBUTION</strong></td>
</tr>
</tbody>
</table>
### Detailed Budget Table

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

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total income generated by the action</strong></td>
<td>50,000,00</td>
</tr>
<tr>
<td><strong>Revenues</strong></td>
<td>50,000,00</td>
</tr>
<tr>
<td>In-kind contributions by third parties</td>
<td></td>
</tr>
<tr>
<td><strong>Total in-kind contributions</strong></td>
<td>0,00</td>
</tr>
<tr>
<td><strong>In-kind contributions</strong></td>
<td>0,00</td>
</tr>
<tr>
<td>Financial contributions by third parties</td>
<td></td>
</tr>
<tr>
<td><strong>Total financial contributions</strong></td>
<td>0,00</td>
</tr>
<tr>
<td><strong>Financial contributions</strong></td>
<td>0,00</td>
</tr>
<tr>
<td><strong>TOTAL REVENUES AND CONTRIBUTIONS BY THIRD PARTIES</strong></td>
<td>50,000,00</td>
</tr>
<tr>
<td><strong>OWN RESOURCES</strong></td>
<td></td>
</tr>
<tr>
<td>Own resources</td>
<td>422,000,00</td>
</tr>
<tr>
<td><strong>TOTAL INCOME PARTICIPANT</strong></td>
<td>1,222,000,00</td>
</tr>
</tbody>
</table>
**Detailed Budget Table**

- Budget has to be *in balance*

  Total **costs** = Total **income**

<table>
<thead>
<tr>
<th>TOTAL COSTS PARTICIPANT</th>
<th>1.220.000,00</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL INCOME PARTICIPANT</td>
<td>1.220.000,00</td>
</tr>
</tbody>
</table>
### Consolidated Table per Participant

Data are fully automatic

#### CONSOLIDATED COSTS PER WORK PACKAGE (PER PARTICIPANT)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>WP1 WP1</td>
<td>800,000.00</td>
<td>0.00</td>
<td>70,000.00</td>
<td>40,000.00</td>
<td>30,000.00</td>
<td>30,000.00</td>
<td>0.00</td>
<td>25,000.00</td>
<td>15,000.00</td>
<td>N/A</td>
<td>330,000.00</td>
</tr>
<tr>
<td>TOTAL COSTS PARTICIPANT</td>
<td>800,000.00</td>
<td>0.00</td>
<td>70,000.00</td>
<td>40,000.00</td>
<td>30,000.00</td>
<td>30,000.00</td>
<td>0.00</td>
<td>25,000.00</td>
<td>15,000.00</td>
<td>0.00</td>
<td>230,000.00</td>
</tr>
</tbody>
</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.

### Detailed Budget Table

<table>
<thead>
<tr>
<th>A.1 Employees</th>
<th>A.2 + A.3 Retired persons under direct contract and seconded persons</th>
<th>B. Subcontracting costs</th>
<th>C.1 Travel and subsistence</th>
<th>C.1 Travel</th>
<th>C.1 Accommodation</th>
<th>C.1 Subsistence</th>
<th>C.2 Equipment</th>
<th>C.3 Other goods, works and services</th>
<th>D.1 Financial support to third parties</th>
<th>D.2 Additional coordination and networking costs</th>
<th>E. Indirect costs</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PARTICIPANT [name]</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL COSTS PARTICIPANT</strong></td>
<td></td>
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<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>(Proposal Step)</td>
<td></td>
<td></td>
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<td></td>
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<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>800,000,00</td>
<td>70,000,00</td>
<td>40,000,00</td>
<td>30,500,00</td>
<td>6,500,00</td>
<td>3,000,00</td>
<td>25,000,00</td>
<td>15,000,00</td>
<td>40,000,00</td>
<td>230,000,00</td>
<td></td>
<td>1,220,000,00</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL COSTS PARTICIPANT</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>(Grant Preparation Step)</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>500,000,00</td>
<td>40,000,00</td>
<td>15,000,00</td>
<td>10,000,00</td>
<td>2,500,00</td>
<td>2,500,00</td>
<td>10,000,00</td>
<td>5,000,00</td>
<td>25,000,00</td>
<td>138,750,00</td>
<td></td>
<td>733,750,00</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL COSTS PARTICIPANT</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>(Proposal Step)</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL COSTS PARTICIPANT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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Questions & Answers: Legal and financial requirements

Join at slido.com #EEN226

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”
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-een
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Thank you

Go to the Funding & Tenders portal for more information:

- Call documents
- Submission link
- FAQ