

enterprise
europe
network



EEN Call for International Network Partners INFO DAY

3 August / 12:00–15:00 h (Brussels time)

een.ec.europa.eu



Important technical information

Questions & Answers

- Post questions in Q&A section.
- We will reply during the live session.
- Remaining questions will be answered in writing.

Recording

- Published on call page.

Technical difficulties

(sound/viewing)

- Reconnect via another browser (Firefox or Edge)
- Check network connection (WiFi).

Opening

Welcome, background,
objectives of the call



Crispin WAYMOUTH
Deputy Head of Unit
Industrial Forum,
Alliances, Clusters
European Commission
(DG GROW)

Our speakers today



Crispin WAYMOUTH
Deputy Head of Unit
Industrial Forum,
Alliances, Clusters
European Commission
(DG GROW)



Muriel DE GRANDE
Head of sector
Enterprise Europe
Network (EEN) and
EEN Partnerships
European Innovation
Council and SMEs
Executive Agency
(EISMEA)



Thomas STEIERT
Project adviser
Enterprise Europe
Network (EEN)
EISMEA

Agenda

Time	Agenda point
12:00 – 12:15	Opening Welcome - background - objectives of the call
12:15 – 12:30	What organisations are we looking for? Structure of the Network - type of organisation – organisational competences – consortium structure - national/regional coverage – interaction with European Network Partners
12:30 – 12:45	What business services are International Network Partners expected to deliver? Partnering & advisory services
12:45 – 13:00	Questions & answers - live Q&A session with audience
13:00 – 13:15	Further activities of International Network Partners Promotion – communication - network development - capacity building - quality management

13:15 – 13:30	Questions & answers - live Q&A session with audience
13:30 – 14:00	Measuring performance: Network client journey and the hub & spoke model Ensuring quality services with impact for local businesses
14:00- 14:15	Questions & answers - live Q&A session with audience
14:15 – 14:45	How to prepare your application? Application form - letter of recommendation – submission procedure – evaluation - signature of cooperation agreement
14:45 – 15:00	Questions & answers - live Q&A session with audience
15:00	Closing Conclusions - important requirements - what's in it for applicants?

Background to the call

The long-term framework for economic recovery



Underpinning that transition:

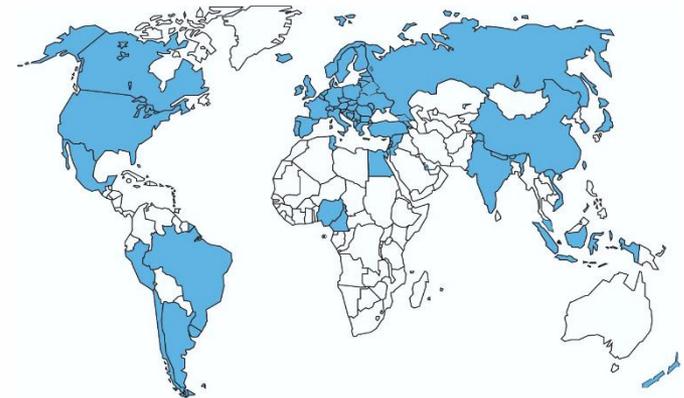
Helping ambitious companies to access opportunities in the Single Market and beyond

Supporting that for SMEs:

The Enterprise Europe Network

Enterprise Europe Network in a nutshell

The Enterprise Europe Network helps businesses (SMEs/start-ups) to innovate and grow internationally



Who are our partners?



Business Support on Your Doorstep

In which countries is the Network represented?



Impact driven Network of excellence

The Enterprise Europe Network supports businesses to establish cross-border:

- **Commercial cooperation.**
- **Innovation partnerships & technology transfer.**
- **Joint research & development collaboration.**

What have we achieved in the past 10 years?



The upgraded EEN



Sustainability Advisors and other sustainability services*

Cooperation and synergies with EDIH and ECCP on digital

Upgrade to existing Network: "EEN Vision"

NEW!
Cooperation with ECCP to address SME resilience

Helping SMEs get benefits of Free Trade Agreements

*Figures show number of EEN members in country rather than number of dedicated Sustainability Advisors, which in many cases will be more.

So:

- New Call for proposals for next Enterprise Europe Network: January 2022 – June 2025 launched May 2021
- Covering EU-27 and SMP-participating countries

The need for international partnership

- Business Cooperation Centres (BCCs) under current EEN
- Cooperation more important than ever as emerge from crisis
- So new call for upgraded 'International Network Partners' based on reinforced quality of services

Objectives of the call & priorities

- Expand **beyond Europe** to other global growth markets.
- Establish **global hub of excellence** supporting businesses to grow, innovate & scale.
- Support business **digitalisation** & enable companies to develop new products & services.
- Help companies to adopt **sustainable business models**.
- Foster **resilience** & support companies recover from Covid-19 crisis.

Potential benefits for successful applicants

- Cooperate with **community of 3,000 innovation & internationalisation advisers** (incl. sectoral experts).
- **Preferential relationship** with Europe's leading business organisations
- Improve **outreach towards European businesses** developing cutting-edge industrial & green technologies.
- Privileged access to **EU matchmaking events**
- Join **dynamic matchmaking network** to establish long-lasting commercial relationships
- Build capacity of staff;
- **Promote events or trade missions** to thousands of businesses

Which markets are targeted?

Focus on markets with:

- Comprehensive **EU Free Trade Agreements**
- Thriving **research & innovation partnerships**
participation in European research programmes or cluster cooperation.
- Well-developed **SME-support infrastructure.**

Important reminder

- Call addresses only organisations under Article 9(3)(a) of Single Market Programme.
- Applicants must **neither be established in EU nor countries associated to Single Market Programme** (under Article 5).
 - Organisations from these countries have to apply to **different call**.
- Without financial obligations on either side but must commit adequate resources to play active role

What organisations are we looking for?

Structure of the Network,
type of organisation,
organisational competences,
consortium structure,
national/regional coverage,
interaction with European
Network Partners



Muriel DE GRANDE

Head of sector

Enterprise Europe
Network (EEN) and
EEN Partnerships

European Innovation
Council and SMEs
Executive Agency
(EISMEA)

What organisations we are looking for?

- Business support organisations: **sector & industry associations, export agencies, chambers of commerce, technology transfer centres, business incubators.**
- National or regional **trade promotion organisations.**
- National & Regional **development agencies.**
- National & regional **Innovation agencies, research organisations & universities.**

Including **European support structures** in the country.

Organisational & staff competences

Organisations

- supporting companies establish international commercial, technology & research partnerships
- reaching out to local businesses.

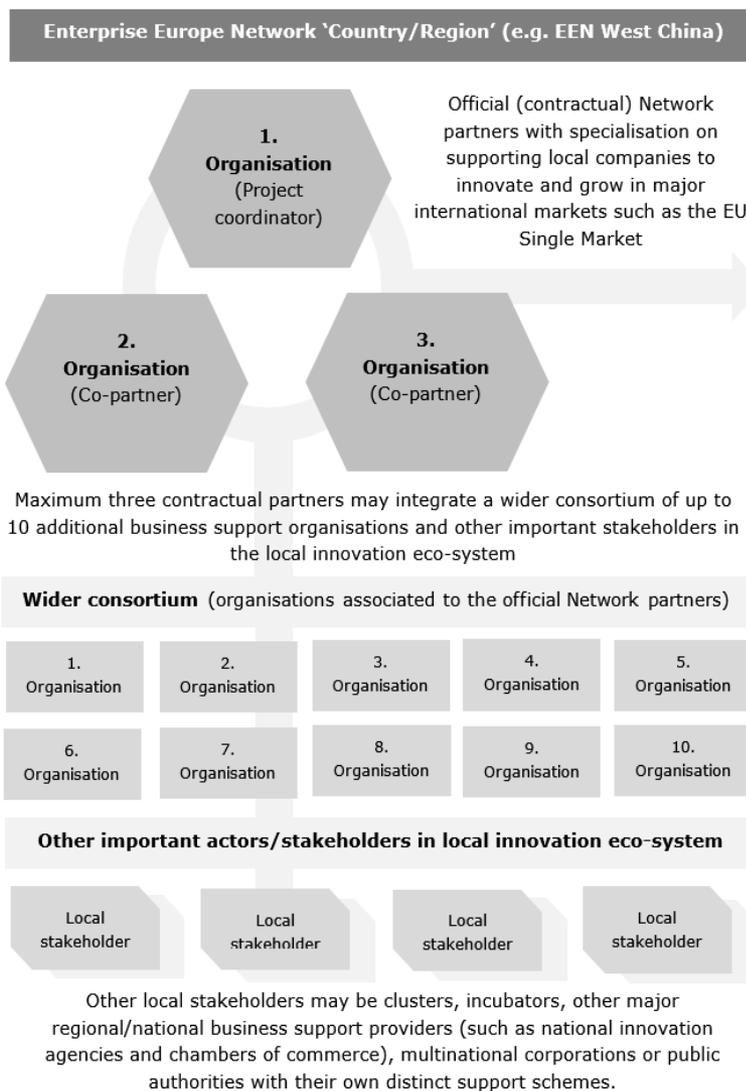
Staff

- Experience advising companies.
- Analytical & communications skills to assess client needs.
- Basic knowledge to identify digitalisation & sustainability challenges.

Important: three staff (at least part-time)

Structure of applicant consortium

- Consortia may cover **entire country or regions**.
- No exclusive agreements: **several consortia** per country possible.



- National ministry of economy/innovation** supports membership in the Enterprise Europe Network as part of internationalisation policy for local businesses
- Innovative and growth oriented local businesses** benefit from integrated internationalisation and innovation services of the Enterprise Europe Network.
- The European Commission** supervises overall policy goals for the Enterprise Europe Network.
- The Agency** monitors the performance of the Enterprise Europe Network and offers training and mentoring support to International Network Partners.
- The EU Delegation** calls upon the support of the Network for cooperation in EU research programmes or trade missions organised under the EU economic diplomacy initiative.
- Other EU-funded internationalisation and innovation support initiatives** cooperate with International Network Partners.

Rules of engagement with European Network Partners

What we are looking for:

organisations with strong

- **Financial capacity**
- **National mandate**

to support local companies to innovate & grow internationally.

How partners cooperate:

- Network partners cooperate if they have clients looking for business partners.
- Network partners cooperate **without charging fees**.
- Few exceptions outlined in call description.

What business services are International Network Partners expected to deliver?

Partnering & advisory
services (Activity 1)



Thomas STEIERT
Project adviser
Enterprise Europe
Network (EEN)
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Partnering services: Organisation of international business matchmaking events (physical/hybrid/virtual)



- e.g. at major **fairs**
- incl. mobilisation of local **clusters** & cluster-to-business matchmaking events

Partnering services: Organisation of international trade & company missions

Dutch Virtual mission to South-Korea on Hydrogen

08 SEPTEMBER
2021

Event type: **Company Mission**

Date: **From 08/09/2021
To 10/09/2021**

Country: **South-Korea**

[View on maps](#)



The mission facilitates Dutch and South-Korean companies and knowledge institutions in the Hydrogen sector in gaining market information and new business contacts:

- hydrogen-related products,
- technologies, and services in the fields of hydrogen mobility, - -
- hydrogen charging/infrastructure,
- hydrogen energy.

Programme Items

- Opening session
- Webinars and virtual company visits
- Virtual 1:1 meetings on own initiative

This event is interesting for Dutch organisations who want to explore the South-Korean market.

Partnering services: Generation of business and technology partnerships

Micro- and nanostructure imprinting, injection molding and fabrication solutions

Summary

A Singapore startup and pioneer in micro- and nanostructure solutions offers technologies in nano-imprinting, nano-injection molding and customised mold fabrication for optical and functional structured surface applications including optics, consumer products, biomedical, 3D imaging and more. The startup is keen to partner with MNEs and SMEs of all sizes on explore licensing, research cooperation or technical cooperation agreements.

Advisory services

Innovation

- Business & innovation reviews
- Technology transfer & IPR
- Sustainability, digitalisation & resilience

Research

- Research funding (capacity building for Horizon Europe)
- R&D cooperation

Internationalisation

- Trade related services (tariffs, regulatory alignment)
- Exchange of market intelligence (standards, certification, industrial regulations & tenders)

Questions & answers



Live Q&A session with audience

- Background & objectives of the call
- What organisations are we looking for?
- What business services are International Network Partners expected to deliver?

Further activities of International Network Partners

Promotion, communication, network development, capacity building, quality management (Activity 2 & 3)



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Promotion & communication activities (Activity 2)

- Promote Network services to **businesses & stakeholders** in local innovation eco-system.
 - Clusters, incubators, SME/innovation organisation, policy makers.
- Use **social media** & disseminate success stories.
- Set up national **webpage**.
- Follow **branding** rules.
- Be visible on **IT platform**.
- Generate profiles in **Network Directory**.

Important: application must include communication strategy.

Network development, capacity building and quality management (Activity 3)

Exchanging knowledge driver for **service quality & success**

Network advisers share **good practices & service methodologies**

- Participate in **Sector & Thematic Groups**.
- Co-organise **trainings & webinars &** act as speaker.
- Attend Network's **Annual Conference**.
- Participate in **peer-to-peer learning** for clients.
- Request **mentoring support** (if necessary)

Project coordination (part of activity 3)

One partner assumes role of **project coordinator**.

First point of contact for European Commission/EISMEA:

- contractual & operational issues.
- reporting requirements.

project coordinator

- Overlooks project implementation.
- Monitors other partners & achievements.
- Keeps wider consortium informed.

Questions & answers

Live Q&A session with audience



- Further activities of International Network Partners

Measuring performance: Network client journey and the hub & spoke model

Ensuring quality services with impact for local businesses



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Project adviser
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Company

An European company developed a revolutionary monitoring device, which reduces the energy needed for electric power systems. In order to further improve this device, the company is looking for a micro sensor technology with unique specifications. The company is also keen on entering new markets in Asia to scale.

Action plan

After the needs assessment, the Network advisor meets with the executive management to agree on an action plan with clearly defined milestones. Goal of this action plan: 'Innovative European company is looking for new technologies to refine its product and to scale up in Asian markets taking advantage of the EU-Singapore Free Trade Agreement'.

3. Milestone in Network client journey

Service: The Network Advisor supports the European company to benefit from preferential tariffs, reduced paper work at customs and how to comply with industrial regulations in various Asian countries. In addition to the EU Trade Portal ('Access2Markets'), the Network advisor exchanges vital market intelligence with the Network partner in Singapore.

Advisory Achievement: The company benefits from the Free Trade Agreement signed between the EU and Singapore, resulting in lower tariffs for the exported products and hence lower prices for cutting-edge European technology for Asian consumers.

Impact

After 18 months, the European Network advisor meets with the management of the company to review whether the goals defined in the action plan are achieved. If this is the case, the Network advisor surveys the client's satisfaction and the impact achieved (increase in turnover, profits, etc.). If the goals are not achieved, the Network advisor draws up a new action plan.

Needs assessment

The Network advisor visits the company to carry out a needs assessment, i.e. the Network advisor evaluates the quality of the product, market potential, production facilities, specific technology needs and internal production processes. The Network advisor evaluates if the company meets the necessary conditions to grow and scale-up in new markets.

1. Milestone in Network client journey

Service: The European Network advisor publishes a technology request in the Network's Technology Database. With the help of the Korean Network partner, the European company could identify a Korean micro sensor technology with the required specifications.

Partnering Achievement: The Korean and European company sign a licensing agreement for the sought technology.

2. Milestone in Network client journey

Service: The European Network advisor is looking for distributors to sell the products in the fast growing South-east Asian markets using Singapore as hub. Together with the Network partner in Singapore, the European Network advisor identifies several relevant matchmaking events at major fairs in Asia focusing on 'green technologies'. The Network advisor prepares his client for face-to-face meetings with potential new business partners in Asia.

Partnering achievement: The European company signs an exclusive distribution agreement with a business based in Singapore to sell their products in Asian countries. Both companies also sign a letter of intent to jointly further develop the technology and to adapt it to market specificities in South-east Asia.

Performance indicators

1. Unique clients in the client journey

Number of unique Network clients receiving tailor-made services based on needs assessments & drafted action plan part of Network client journey.

2. Achievements

Number of service outcomes with considerable & measurable impact for businesses, e.g. increased market share and turnover or new products, services or improved internal processes.

- **Partnering Achievements** mark the successful conclusion of a concrete, medium- to long-term collaboration between a client of the International Network Partner and a client of a European Network partner
- **Advisory Achievements** mark the successful entry to a market or international presence of a Network client.

3. Contribution to other Network partners' client journeys

Number of services provided to other Network partner's client journey.

Questions & answers

Live Q&A session with audience



- Measuring performance
- Network client journey and the hub & spoke model

How to prepare your application?

Application form, letter of recommendation, submission procedure, evaluation, signature of cooperation agreement



Thomas STEIERT
Project adviser
Enterprise Europe
Network (EEN)
EISMEA

How to apply?

The Application consists of:

- **Application form** for International Network Partners.
- **Letter of recommendation** from EU Delegation

No specific template required – EU Delegation should acknowledge application

Application form for International Network Partners

Two sections:

- Administrative information
- Description of implementation & summaries of CVs

Page limit **max. 25 pages** for description of implementation

(excluding administrative information)



Organisations (official partners)

1. Project coordinator

In addition to the provision of services to businesses as described in the call text, one partner in the consortium should assume the role of project coordinator. The project coordinator is the first point of contact for EISMEA regarding contractual or operational issues and/or reporting obligations. The project coordinator ensures the smooth functioning of the consortium. The coordinator has the responsibility to overlook the implementation of the activities and services, monitor whether all partners are on track achieving their set targets and liaise with the Agency whenever appropriate.

Full name of organisation (in English)	[insert]
Full name in national language	[insert]
Acronym	[insert]
Town	[Indicate the town in which the organisation is located, and if applicable, indicate also the towns of the regional branches of the organisation]
Type of organisation / legal status	[Indicate the type of organisation / legal status, e.g.

Short description of the organisation

Wider consortium (organisations associated to official partners)

Applicants may nominate up to ten additional organisations, forming the wider consortium. These organisations will support the up to three official Network partners and may contribute fully to the provision of Enterprise Europe Network services in the country or region covered (e.g. such as matchmaking events, trade missions, advice on industrial rules and regulations or trade issues). Organisations part of the wider consortium could eventually be invited to become official / contractual partners of the Network. However, this will depend on their aspirations and overall performance. For more information see section 6.3. 'Structure of a consortium' in call text.

Registered legal address

Organisation website and social media presence

Legal representative

Operational contact person / project manager

Add administrative information

Full name of organisation (in English)	Acronym	Type of organisation / legal status	Short description of the organisation	Registered legal address	Organisation website and social media presence	Operational contact person / project manager
[insert]	[insert]	[Indicate the type of organisation / legal status of your organisation, e.g. chamber of commerce, innovation agency, development agency, government institution or private consultancy firm, university]	[Describe your organisation, i.e. main fields of activity and expertise, services offered to companies]	[Street name and number], [Post code], [Town/City]; [Country]	[Insert link to official website of the organisation]; [Twitter]; [LinkedIn]; [YouTube]; [facebook]	First name, surname and contact details of the assigned Enterprise Europe Network project manager; [Email]; [Phone]; [Position]; [Add social media accounts such as Twitter and/or LinkedIn]

Don't forget to...

- Describe **geographical coverage**
- Define **target group**
- Explain **complementary** to initiatives in organisation & regional/national level
- Highlight **innovative elements** (if applicable)
- Describe **Project coordination** approach & quality assurance
- Explain **competences** of organisations

List your proposed team

Proposed team, staff and experts

Describe the proposed Enterprise Europe Network team and how it will work together within the consortium. Describe their tasks and roles.

Important: Don't forget to add a summary of the CVs of the proposed staff. If available, add the LinkedIn profile of staff. Only list the staff of official/contractual partners.

Name of staff and function	Organisation Official/contractual partners only	Role/tasks / professional profile / expertise / short summary of CV (if available add LinkedIn profile)
[Insert]	[Insert]	[Insert]
[Add/delete lines]	[Insert]	[Insert]

Describe implementation of activities & services

Activity 1

Provision of value-added services to businesses

Duration:

[Insert]

Organisations involved:

[Insert name of organisations, i.e. official partners and organisations associated to the wider consortium (if applicable)]

Objectives

List the objectives of the activity.

Partnering services to businesses

- ...[Insert up to 3 objectives]

Advisory services to businesses

- ...[Insert up to 3 objectives]

Service (what, how, where) and division of work

The section below is a crucial part of your application. Describe the services to be rendered by the applicant consortium. See section 4. 'SERVICES AND ACTIVITIES' in call text for more details.

Outline the methodology, quality control mechanism and tools to be used for the implementation of the activity and the provision of the services: Indicate how the different partners will contribute to the provision of the services.

(If applicable) highlight any innovative elements, e.g. ideas for additional/new services fostering innovation and cross-border commercial cooperation between local and European companies.

[Insert text] / [Expand box]

Describe implementation of activities & services

Funding and resources

Important: European and international Network partners usually engage if both sides have Network clients keen on finding business partners in their respective markets. It needs to be underlined that Network partners cooperate without charging each other any fees. We reserve the right to discontinue the Cooperation Agreement with International Network Partners charging fees to European Network Partners and European companies. For more details see section 6.5 'Cooperation with European Network Partners' in call text.

[Explain in detail how the services will be financed] / [Expand box]

List of services

Provide a list of services to be offered to local and European businesses. See call text for a description of what kind of Enterprise Europe Network services should be rendered.

Service No Continuous numbering	Type of Service e.g. Matchmaking event, trade mission, technology brokerage / scouting, innovation challenges, FTA related advisory, market intelligence, etc.	Description of Service	Organisations		Funding and resources Short explanation how the services will be financed
			Name	Role Official/contractual partners & organisations associated to the wider consortium	
1	[Insert]	[Insert]	[Insert]	[Insert]	[Insert]
2	[Insert]	[Insert]	[Insert]	[Insert]	[Insert]
3	[Insert]	[Insert]	[Insert]	[Insert]	[Insert]
[Add lines]	[Insert]	[Insert]	[Insert]	[Insert]	[Insert]

Timetable & submission deadlines

Indicative timetable			
Call opening	7 July 2021		
	1 st cut-off date	2 nd cut-off date	3 rd cut-off date
Deadline for submission	30 September 2021 17:00 CET (Brussels)	31 March 2022 17:00 CET (Brussels)	15 December 2022 17:00 CET (Brussels)
Assessment	October– November 2021	April - May 2022	December 2022 – February 2023
Information on assessment results	December 2021	June 2022	March 2023
Signature of Cooperation Agreement	December 2021	June 2022	March 2023

Submit your application via EUSURVEY

<https://ec.europa.eu/eusurvey/runner/C-ALL-EEN-INTERNATIONAL>

een.ec.europa.eu

Submit your application

Call for expressions of interest for International Network Partners of the Enterprise Europe Network

Fields marked with * are mandatory.



Business Support on Your Doorstep



This is a call for expressions of interest in becoming International Network Partners of the Enterprise Europe Network for the period from 1 January 2022 until 30 June 2025. The call is launched by the [European Innovation Council and SME Executive Agency \(EISMEA\)](#). Applicants to this call must neither be based in the European Union nor in countries associated to the Single Market Programme. Successful applicants will participate in the Enterprise Europe Network on a self-financing basis.

Submit your application here.

- * Please upload the 'Application form for International Network Partners' ([ANNEX II](#)).

The application form needs to contain the administrative information about all applicant organisations as well as the description of the implementation of the different activities and services & summaries of the CVs of the proposed Network advisors. We suggest to submit the application form via Portable Document Format (PDF).

Important: Applications should be limited to a maximum of 25 pages (excluding administrative information).

Select file(s) to upload

- * Please upload the 'Letter of recommendation' for your application from the [EU Delegation present in the country](#).

Important: There is no specific template for the letter of recommendation. The EU Delegation should be asked to endorse their support for your participation in the Enterprise Europe Network in written.

Select file(s) to upload

How we evaluate applications

Admission criteria	Minimum pass score	Maximum score
Relevance: clarity & consistency of project, objectives and planning	13	25
Quality — Project design and implementation: technical quality & methodology for implementing the project.	13	25
Quality — Project team & cooperation arrangements: quality of the consortium & project teams.	13	25
Impact: expected long-term impact on target groups, i.e. international business & technology partnerships	13	25
Overall pass score	70	100

If score remains marginally below threshold, applicants may be **invited for interviews**.

Cooperation Agreement

- Electronic signature with max. **3 organisations** (not wider consortium)
- Duration: max. **3 ½ years**
- End date: **30 June 2025**
- Termination notice period: **30 days**
- Annex: **description of implementation of services & targets**

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EUROPEAN INNOVATION COUNCIL AND SMES
EXECUTIVE AGENCY (EISMEA)

Disclaimer

This document is aimed at assisting applicants. It shows the full range of provisions that may be applied to this type of agreement, and is provided for information purposes only. The legally binding agreement will be that which is signed by the parties.

**COOPERATION AGREEMENT UNDER
ARTICLE 9(3)(a) (SMP)¹**

Call for expressions of interest for International Network Partners of the Enterprise Europe Network
SMP-COSME-2021-EEN-INTERNATIONAL

(Insert project title)
(Insert acronym for consortium)
(Insert country)

The European Innovation Council and SME Executive Agency ('EISMEA' or the 'Agency'), acting under powers delegated by the European Commission (the 'Commission'), and represented for the purposes of signature of this Cooperation Agreement (the 'agreement') by Ms Natalia Martínez Páramo, Head of Unit, or his duly authorised representative,

of the one part,

and

(Insert full official name) (ACRONYM)
(Insert official legal form)
(Insert official address in full)

hereinafter called the 'co-ordinator', represented for the purposes of signature of the agreement by (Insert name, forename and function)

and the following 'co-partners':

¹ The Programme for single market, competitiveness of enterprises, including small and medium-sized enterprises, and European statistics - see Regulation (EU) No 2021/690 of the European Parliament and the Council of 28 April 2021 (Official Journal of the European Union, OJ L 153, 3.5.2021, p. 1-47).

1

Questions & answers

Live Q&A session with audience



- How to prepare your application?

Closing

Conclusions,
requirements &
what's in it for
applicants?



Crispin WAYMOUTH
Deputy Head of Unit
Industrial Forum,
Alliances, Clusters
European Commission
(DG GROW)

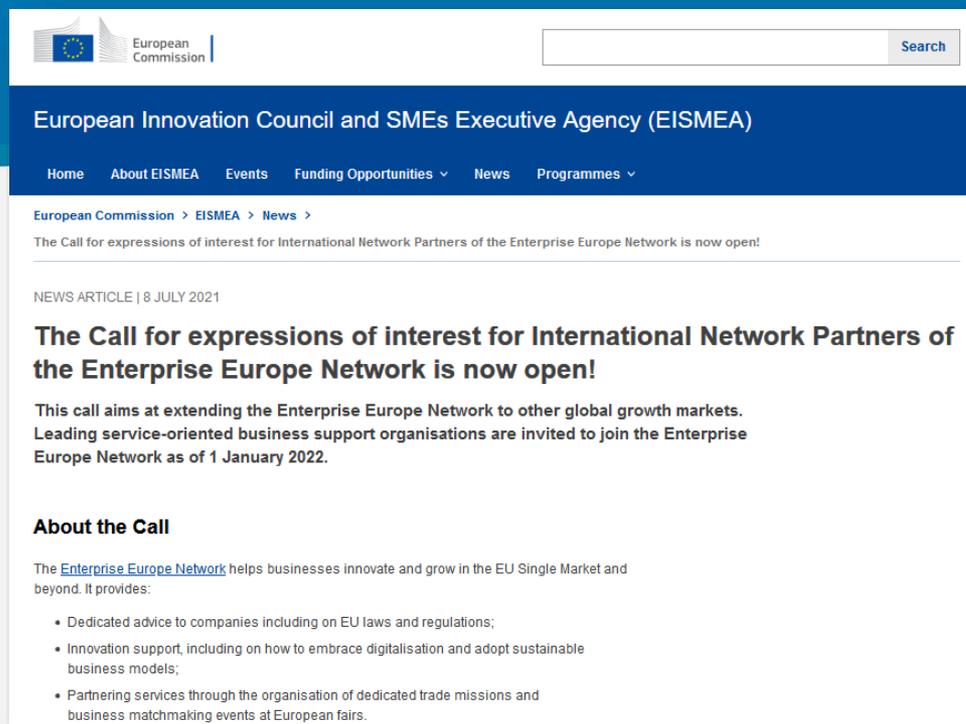


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Five key takeaways!

- Call for leading **business support organisations**
- Join **impact driven Network of excellence**: generating **business deals** for local companies
- Signature of Cooperation Agreement for **3 ½ years**.
- **No membership fees** but no EU financial support.
- **Download call description**, application form & FAQ from call page.

een.ec.europa.eu



The screenshot shows the EISMEA website header with the European Commission logo and a search bar. The main navigation menu includes Home, About EISMEA, Events, Funding Opportunities, News, and Programmes. The breadcrumb trail is European Commission > EISMEA > News >. The article title is "The Call for expressions of interest for International Network Partners of the Enterprise Europe Network is now open!". The text states that the call aims at extending the Enterprise Europe Network to other global growth markets and invites leading service-oriented business support organisations to join as of 1 January 2022. The "About the Call" section lists three key services: dedicated advice on EU laws and regulations, innovation support on digitalisation and sustainable business models, and partnering services through trade missions and business matchmaking events.

Call page:

https://eismaa.ec.europa.eu/news/call-expressions-interest-international-network-partners-enterprise-europe-network-now-open_en



A large crowd of people is gathered in a spacious exhibition hall filled with vintage cars. The cars are displayed on various levels and platforms, with people walking around and viewing them. The scene is brightly lit, and the atmosphere appears to be a busy event.

Thank you for your participation!

Do you have further questions?
EISMEA-EEN-INTER@ec.europa.eu