EEN Call for International Network Partners
INFO DAY

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

Technical difficulties (sound/viewing)
• Reconnect via another browser (Firefox or Edge)
• Check network connection (WiFi).

Recording
• Published on call page.
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

<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda point</th>
</tr>
</thead>
</table>
| 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 – 1400  | **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

- Digitalisation
- Resilience
- Sustainability
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?

In which countries is the Network represented?

- 3000 local experts
- 600+ locations
- 60+ countries worldwide
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?

14,000 companies have signed business, technology or research partnerships
200,000 companies attended international brokerage events and company missions
The upgraded EEN

Cooperation and synergies with EDIH and ECCP on digital

Upgrade to existing Network: “EEN Vision”

Sustainability Advisors and other sustainability services*

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**
- 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.

**Enterprise Europe Network ‘Country/Region’** (e.g. EEN West China)

1. **Organisation** (Project coordinator)
   - Official (contractual) Network partners with specialisation on supporting local companies to innovate and grow in major international markets such as the EU Single Market

2. **Organisation** (Co-partner)
   - Maximum three contractual partners may integrate a wider consortium of up to 10 additional business support organisations and other important stakeholders in the local innovation eco-system

3. **Organisation** (Co-partner)

**Wider consortium** (organisations associated to the official Network partners)

1. Organisation
2. Organisation
3. Organisation
4. Organisation
5. Organisation
6. Organisation
7. Organisation
8. Organisation
9. Organisation
10. Organisation

**Other important actors/stakeholders in local innovation eco-system**

- Local stakeholder
- Local stakeholder
- Local stakeholder
- Local stakeholder

Other local stakeholders may be clusters, incubators, other major regional/national business support providers (such as national innovation agencies and chambers of commerce), multinational corporations or public authorities with their own distinct support schemes.

**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)
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

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 interested 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

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

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

Muriel DE GRANDE
Head of sector
Enterprise Europe Network (EEN) and EEN Partnerships
European Innovation Council and SMEs Executive Agency (EISMEA)
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
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 paperwork 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 joint further develop the technology and to adapt it to market specificities in South-east Asia.
## Performance indicators

<table>
<thead>
<tr>
<th>1. Unique clients in the client journey</th>
<th>Number of unique Network clients receiving tailor-made services based on needs assessments &amp; drafted action plan part of Network client journey.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Achievements</td>
<td>Number of service outcomes with considerable &amp; measurable impact for businesses, e.g. increased market share and turnover or new products, services or improved internal processes.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Partnering Achievements</strong> 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</td>
</tr>
<tr>
<td></td>
<td>• <strong>Advisory Achievements</strong> mark the successful entry to a market or international presence of a Network client.</td>
</tr>
<tr>
<td>3. Contribution to other Network partners’ client journeys</td>
<td>Number of services provided to other Network partner’s client journey.</td>
</tr>
</tbody>
</table>
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
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)
Add administrative information

<table>
<thead>
<tr>
<th>Full name of organisation (in English)</th>
<th>Acronym</th>
<th>Type of organisation / legal status</th>
<th>Short description of the organisation</th>
<th>Registered legal address</th>
<th>Organisation website and social media presence</th>
<th>Operational contact person / project manager</th>
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<tr>
<td>[Insert]</td>
<td>[Insert]</td>
<td>[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]</td>
<td>[Describe your organisation, i.e. main fields of activity and expertise, services offered to companies]</td>
<td>[Street name and number], [Post code], [Town/City]; [Country]</td>
<td>[Insert link to official website of the organisation]; [Twitter]; [LinkedIn]; [YouTube]; [facebook]</td>
<td>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]</td>
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</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Name of staff and function</th>
<th>Organisation Official/contractual partners only</th>
<th>Role/tasks / professional profile / expertise / short summary of CV (if available add LinkedIn profile)</th>
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</table>
Describe implementation of activities & services

Activity 1

<table>
<thead>
<tr>
<th>Provision of value-added services to businesses</th>
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<tbody>
<tr>
<td>Duration: [Insert]</td>
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</table>

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.

<table>
<thead>
<tr>
<th>Service No</th>
<th>Type of Service</th>
<th>Description of Service</th>
<th>Organisations</th>
<th>Funding and resources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Continuous numbering</strong></td>
<td>e.g. Matchmaking event, trade mission, technology brokerage / scouting, innovation challenges, FTA related advisory, market intelligence, etc.</td>
<td>[insert]</td>
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Set your performance indicator targets

Performance indicator targets
Applicants must set annual targets for the entire period of the action. See section 5 ‘MEASURING PERFORMANCE AND EFFICIENCY’ in call text for a detailed explanation of the Network’s performance indicators.

Important: International Network Partners must generate achievements with the contribution of at least one European Network Partner. Only the official/contractual Enterprise Europe Network partners should report the achievements generated by the wider consortium. Moreover, each year Network partners should become more efficient in generating achievements for their Network clients. This should be reflected in the proposed annual and total targets. The Cooperation Agreement to be signed will commence on 1 January 2022 at the earliest (depending on the time of submission of the application). The agreement will expire on 30 June 2025.

<table>
<thead>
<tr>
<th>Organisations</th>
<th>Unique Network clients in the client journey</th>
<th>Achievements from Network partnering and advisory services</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Partnering Achievements</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2022</td>
</tr>
<tr>
<td>[1. PROJECT COORDINATOR]</td>
<td></td>
<td>[Target]</td>
</tr>
<tr>
<td>[2. CO-PARTNER]</td>
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<td>[Target]</td>
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<tr>
<td>[3. CO-PARTNER]</td>
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<td>[Target]</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td>[SUM]</td>
</tr>
</tbody>
</table>
# Timetable & submission deadlines

<table>
<thead>
<tr>
<th>Indicative timetable</th>
<th>1&lt;sup&gt;st&lt;/sup&gt; cut-off date</th>
<th>2&lt;sup&gt;nd&lt;/sup&gt; cut-off date</th>
<th>3&lt;sup&gt;rd&lt;/sup&gt; cut-off date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Call opening</strong></td>
<td>7 July 2021</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Deadline for submission</strong></td>
<td>30 September 2021 17:00 CET (Brussels)</td>
<td>31 March 2022 17:00 CET (Brussels)</td>
<td>15 December 2022 17:00 CET (Brussels)</td>
</tr>
<tr>
<td><strong>Assessment</strong></td>
<td>October– November 2021</td>
<td>April - May 2022</td>
<td>December 2022 – February 2023</td>
</tr>
<tr>
<td><strong>Information on assessment results</strong></td>
<td>December 2021</td>
<td>June 2022</td>
<td>March 2023</td>
</tr>
<tr>
<td><strong>Signature of Cooperation Agreement</strong></td>
<td>December 2021</td>
<td>June 2022</td>
<td>March 2023</td>
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</table>
Submit your application via EUSURVEY

https://ec.europa.eu/eusurvey/runner/CALL-EEN-INTERNATIONAL
How we evaluate applications

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

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
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)

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

Call page:
Thank you for your participation!

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