

Buy social: business to business market SMP-COSME-2022-BUYSOCIALB2BMARKET

INFO SESSION 20 October 2022

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Welcome!

- 14:00 Welcome and opening
- 14:10 Policy background with objectives, expected activities and deliverables
- 14:40 Short break
- 14:45 Call requirements, eligibility, proposal template, and evaluation
- 15:15 Cost categories, eligibility of costs, detailed budget template
- 15:45 Short break
- 15:50 **Q&A**



Call ID

- Call: "Buy social: business to business market" (SMP-COSME-2022-BUYSOCIALB2BMARKET) > <u>Call document</u>
- Call budget: EUR 1 300 000
- Maximum grant per project: EUR 325 000 >> 4 projects
- Project duration: **18 months** (as from 1 May 2023)
- Electronic submission: <u>Funding and tenders</u>
- Deadline: 7 December 2022 17:00 CET



Timeline

- -\$
- 29 September 2022: Call published
- **7 December 2022**: Deadline for submission of proposals
- → December 2022 > February 2023: Evaluation period*
- March 2023 > April 2023: Grant preparation and signature*
- 1 May 2023: Start date*
- 18 months: Implementation (continuous reporting)
- **1 November 2024:** Final reporting and payment



Policy background

2014 - Public Procurement directives – making the use of social clauses and environmental and social aspects criteria possible.

2018 - EC Report describing different forms of cooperation between social economy enterprises and mainstream businesses

2019 - Sustainable Responsible Public Procurement (SRPP) – COSME

2020 - Industrial Strategy: 14 industrial ecosystems of which one "proximity and social economy"

2021 - SEAP: Building an economy that works for people: an action plan for the social economy.



Policy background

Key Commission actions for 2022:

- Provides an EU definition for Social Economy
- SEAP: "Launch a new initiative under the Single Market Programme supporting the creation of local and regional partnerships between social economy entities and mainstream businesses, enabling a 'buy social' business to business market"
- SWD (2021) 373. Results of the public consultation for the SEAP. Access to markets: "lack of <u>incentives for private procurement</u> from social enterprise" and "the need for strategic support and joint action to support <u>access to markets and new sectoral value chains</u>, especially at local and regional level"
- SWD(2021) 982 announcing the start of a co-creation process for a Transition Pathway: "engage actively in building innovative partnerships, e.g. on <u>sustainable private procurement</u>, local impact investment and alternative social finance such as crowdfunding platforms."

Transition Pathway for proximity and social economy industrial ecosystem

Co-creation process: "Companies' sustainable purchasing policies (called 'private procurement') could boost new business partnerships, for example when such policies integrate social and circular objectives. Similarly to public procurement, such purchasing behaviours need to be stimulated to open up potential new markets for social economy entrepreneurs. A first step is to create incentives, provide technical assistance or guidance and disseminate best practices."



Objectives of the call

Overall objectives for SE:

- Improve access to markets for SE entities
- Boosting the economic position and performance of SE entities
- Enable & strengthen local, regional or national "Buy Social: B2B market" in the context of the proximity and SE (social economy)
- Integrate (local, regional or national) economic partnerships and trade relationships through B2B markets
- Enhancing mutual understanding between SE and mainstream businesses
- Communicating the added value of engaging with SE
- Grow sales and revenues
- Scale business potential and new branches
- Increase social and environmental impact
- Boost innovation potential

Added value for mainstream businesses:

- Embed sustainability and diversity into their core operations, purchasing policy and value chains.
- Reliable and local supply and long-term business partnerships potential.
- Access to new workforce and possible solutions for labour market shortages.
- ...



Activities that can be funded

Call for proposal = looking for practices and knowledge existing or to be developed by and for the ecosystem!

Actions can be developed and adapted to the local market needs and characteristics and maturity of relevant actors (businesses, intermediaries, public authorities).

Actions can therefore focus on different aspects such as:

- Market analysis and knowledge
- Trade readiness (standardisation, scale, certification,...)
- Capacity building
- Marketing, branding and awareness raising
- Matchmaking, networking and facilitation

Attention!

- Important to develop a sound and coherent methodology to justify the actions proposed!
- Actions may be different for each partner country, according of the local market needs, degree of maturity and capacity of SE businesses.
- EU added value in the partnership: transnational learning and exchange.



Deliverables and direct impact

Project deliverables:

- Examples with good practices for online publication
- A recommendation report for further development of local, regional, national and an EU buy social market.
- Viable "buy social" B2B partnerships in participating Member States

Direct Impacts at project level:

- Developed and strengthened skills and capacity building of SE entities to better adapt and integrate into the mainstream business supply chain strategies
- Increased local and regional (or national) B2B sales and potentially more integrated long-term business cooperation between SE entities and mainstream businesses.
- Increased branding of SE entities on local, regional and national level (business and consumer awareness)



Long-term impact

- More sustainable conducts, business processes and offer of products and services in the local markets
- Increased SE value to overcome current business challenges such as the green transition, labour market shortage and affordable resource and material scarcity.
- Fostered cross-sectorial cooperation and knowledge transfer between SE SMEs and start-ups, mainstream businesses, consultancies, business support centres
- Evidence-based integration of innovative and sustainable processes by SE entities boosting their competitiveness and creating potential new market opportunities
- Increased investments in SE
- Strengthening sustainable performance of mainstream businesses
- Enhanced "social and ecological footprint" of businesses
- Enhanced knowledge by public authorities and business federations or intermediaries



Risks and potential barriers

At local/regional/MS level:

- Non-readiness of SEs
- Non-equal partnerships
- Too different business philosophy or ideology
- Social, green washing

At company level

- Preoccupations and unrealistic expectations
- Short term solutions for actual problems 'opportunistic drivers"
- Cooperation ambition is not widely supported in the company
- Negative experiences

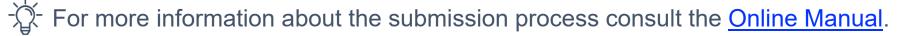
At consortia level:

- Too big differences in terms of market composition, needs and structure between partners
- Consortia don't learn from each other
- Poor local/regional/national market knowledge amongst "matchmakers" or "facilitators"
- Inadequate targeting of SEs



Admissibility requirements

- Electronic submission via the <u>Funding and tenders</u>
- Before the deadline: 7 December 2022, 17:00 CET
- Applications must be complete:
 - Application Form Part A (filled in online)
 - Application Form Part B (template, max 50 pages) and annexes
 - Detailed budget table (template)
 - CVs (short outlines) of core project team (no template)
 - List of previous key projects for the last 4 years (template available in Part B)
 - Declaration of social economy organisation(s) on their social economy status with description of SE activities (no template)





Applicants

- Beneficiaries
- **Affiliated entities** (entities linked to a beneficiary, do not sign GA but recipient of EU funding and must be validated, but <u>do not count to minimum eligibility criteria!</u>)
- Associated partners (not formal recipients of EU funding)
- Subcontractors (limited part, never for core tasks, indicated in application form)
- Third parties giving in-kind contributions (not formal recipients of EU funding)

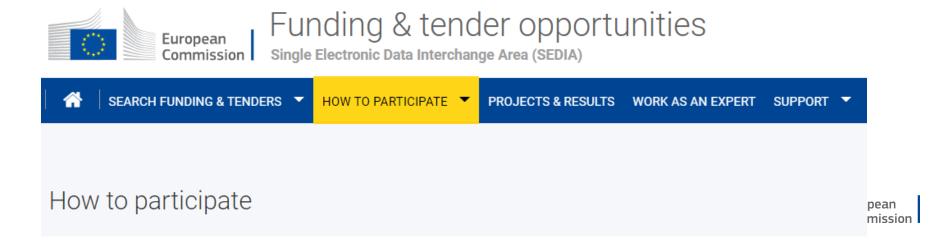




Eligibility requirements

Applicants (beneficiaries and affiliated entities) must be:

- legal entities (public or private)
- established in eligible country (EU member states and <u>countries</u> <u>participating in Single Market Programme</u>)
- registered in the <u>Participant Register</u>



Eligibility requirements

A consortium of applicants (beneficiaries, not affiliated entities):

- Minimum 5 and maximum 10 beneficiaries from at least 3 different eligible countries, out of which:
 - Minimum 1 social economy organisation per eligible country (the eligibility of an organisation applying as social economy organisation must be verifiable by declaration on their social economy status with description of SE activities)
 - Minimum 1 social economy network, association, sector federation or support organisation working on EU level.



One applicant must be appointed as coordinator of the consortium



Award criteria

- Evaluation committee (assisted by independent outside experts) will assess all applications
- Proposals passing admissibility and eligibility check > evaluation based on award criteria
- All proposals will be informed about the evaluation result (evaluation result letter)
- Successful proposals will be invited for grant preparation (GAP), the
 other ones will be put on the reserve list or rejected.



Award criteria & thresholds

• **Relevance** – clarity, consistency, objectives, EU/transnational dimension, impact, replication of results, etc.

Quality

- Project design and implementation methodology, management, timetable, risks, cost effectiveness, etc.
- Project team and cooperation arrangements quality of consortium and team, consortium arrangement and procedures, etc.
- Impact long-term impact of results, dissemination strategy, sustainability

Award criteria	Minimum pass score	Maximum score
Relevance	16	30
Quality — Project design and implementation	16	30
Quality — Project team and cooperation arrangements	16	30
Impact	6	10
Overall (pass) scores	70	100

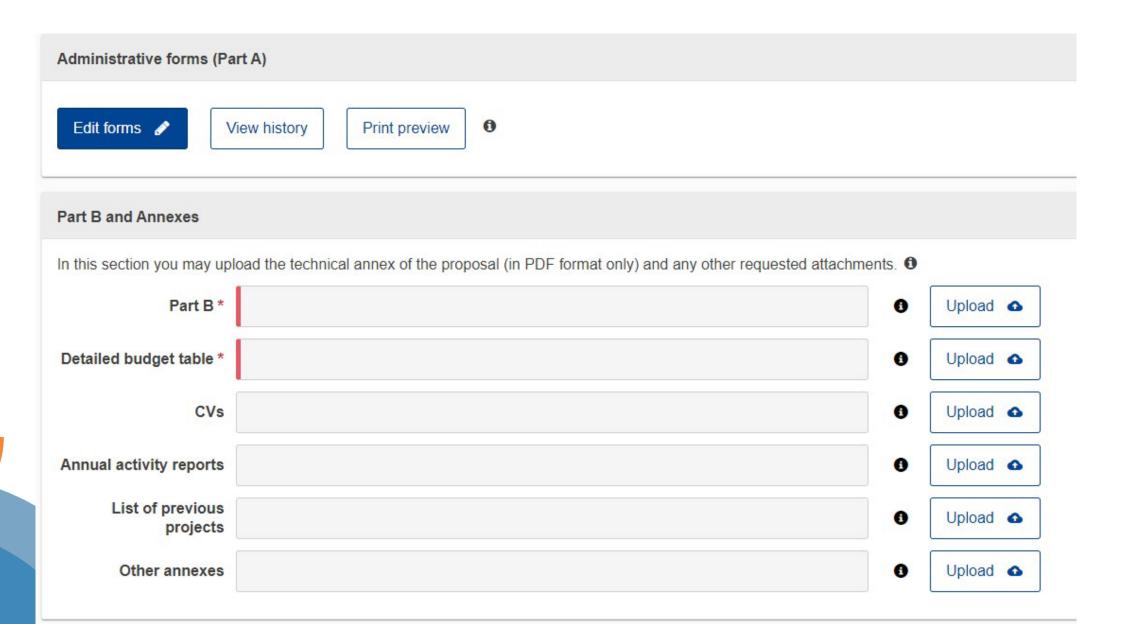


Electronic submission



European

- ... via <u>Funding and tenders</u>
- Part A
 - (1) General information including a short abstract of the proposal and declarations on behalf of the consortium partners
 - (2) Administrative data of participating organisations
 - (3) Budget for the proposal (per partner: total estimated eligible costs and requested grant in EUR).
- Part B
 - Technical description (template, max 50 pages)
 - Detailed budget table (template)
 - CVs (short outlines) of core project team (no template)
 - List of previous key projects for the last 4 years (template available as section in application form Part B)
 - Declaration of social economy organisation(s) on their social economy status with description of SE activities (no template)





Part A

Section	Title	Action
1	General information	Show
2	Participants	Show
3	Budget	Show
4	Other questions	Show



Part B and annexes

Name
Tpl_Detailed Budget Table (SMP COSME).xlsm
Tpl_Detailed Budget Table (SMP COSME GFS 90).xlsm
Tpl_Detailed Budget Table (SMP COSME GFS 75).xlsm
Tpl_Application Form (Part B) (SMP COSME).rtf

this section you may upload the technical annex of the proposal (in PDF)	format only) and any other requested attachments 6
Part B *	• Upload •
etailed budget table *	● Upload ●
CVs	• Upload •
nnual activity reports	● Upload •
List of previous projects	● Upload •
Other annexes	Upload



Deliverables & reporting

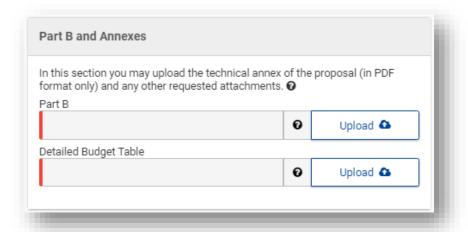
- Continuous reporting
 - Consortium agreement
 - Topic related deliverables (good practices, recommendations, other WP deliverables as indicated in the proposal)
- Final narrative and financial reporting (not a "deliverable"!)
 - "Periodic reporting" mandatory grant reporting and not treated as 'deliverables'
 - Managed through the F&T Portal Grant Management System



Financial documents for submission

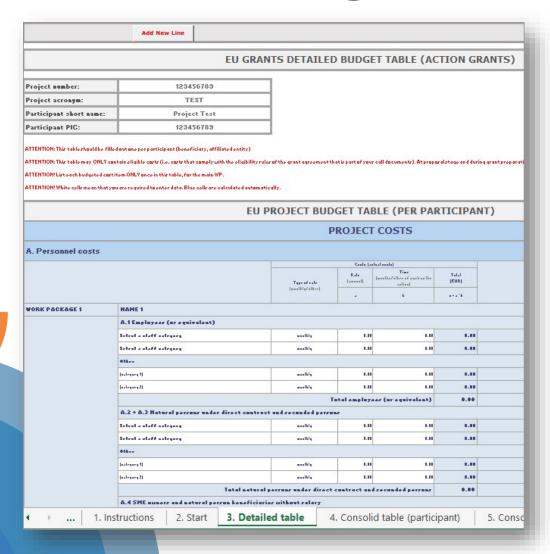
- Summarised budget table (Application Form Part A manually filled online)
- Detailed budget table (Annex to Application Form Part B in template to be uploaded in allowed format)
 - financial data in both tables need to match if not, Summarized budget table takes precedence
 - no paper (hard copy) submission all submission is online!







Detailed budget template



- Introductory pages (not to be submitted)
- Submit only sheets 3, 4 & 5

Sheet 3. Detailed table

- Complete 1 Detailed budget table per each member or affiliated entity! HOW?
- If no cost in a certain category box to be left empty
- Eligible costs only
- List each item only once
- List each costs in its main WP section
- Use your (best) estimates
- White cells: data to enter / Blue cells: autocalculated

European

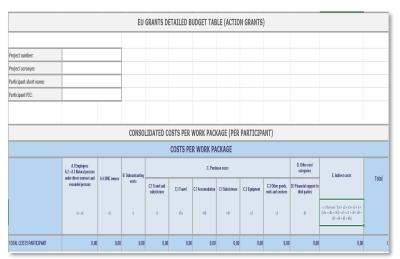
Detailed budget template

Sheet 4. Consolidated table per participant

- Shows different cost heading per work package
- Upon correct entry of data in the Detailed table this table is automatically calculated by the system

Sheet 5. Consolidated table per project

- Shows costs per work package/ per participant
- To be manually filled in by the Coordinator
- Must match financial data entered and automatically calculated in other tables and budget in Part A



EU GRANTS DETAILED BUDGET TABLE (ACTION GRANTS)												
			EU	GRANISD	E I AILED B	UDGET TAB	LE (ACTIOI	V GRANTS)				
Project number:												
Project acronym:												
ATTENTION! Delete columns the	at do not apply for you	ur grant.										
			CC	NSOLIDAT	ED COSTS	PER WORK	PACKAGE (PROJECT)				
				PRO	JECT COST	S PER WOR	K PACKAG	E				
	A.1 Employees A.2 + A.3 Natural					C. Purch	ase costs			D. Other cost categories	E. Indirect costs	
	persons under direct contract and seconded persons	A.4 SME owners	B. Subcontracting costs	C.1 Travel and subsistence	C.1 Travel	C.1 Accomodation	C.1 Subsistence	C.2 Equipment	C.3 Other goods, works and services	D.1 Financial support to third parties	L. moneot dosts	Total
	a1 - a2	a3	b	e1	ola	o lib	ele	e2	e3	dī	e = flat-rate * [a1 + a2 + a3 + a5 + b + [c1a + c1b + c1c] + c2 + c3 + d1 + d2 + d3 + d4 + d5 + d6]	
PARTICIPANT [name]												
TOTAL COSTS PARTICIPANT (Proposal Step)												0,00
TOTAL COSTS PARTICIPANT (Grant Preparation Step)												0,00
PARTICIPANT [name]												
TOTAL COSTS PARTICIPANT (Proposal Step)												0,00
1. Instructions	2. Start 3. Detailed	I table 4. Con	solid table (particip	ant) 5. Conso	lid table (project)	+	1	1				



Detailed budget table – per beneficiary

Project costs

- A. Personnel costs
- B. Subcontracting
- C. Purchase costs
- D. Other cost categories
- E. Indirect costs

Project income

- EU contribution
- Revenues and contributions by third parties
- Own resources



A. Personnel costs

A.1 Employees (or equivalent)

- Eligible personnel: employment contract (or equivalent) with the beneficiary + assigned to the action;
- **Eligible costs**: salaries, social security contributions, taxes and other costs linked to the remuneration (if arise from national law or the employment contract + **actually incurred**).
- Calculation: present it in monthly rates for each person who will work on the action.

A.2 Natural persons under a direct contract and A.3 Seconded persons

- Natural persons under direct contract (not employment): civil, free-lance or expert, eligible if:
 - Works under similar conditions as employees (supervision, office presence, etc);
 - Costs are not significantly different from those for personnel performing similar tasks;
 - Work results belong to the beneficiary;
 - Costs declared amount solely to remuneration + taxation costs for the person in question.
 - Seconded persons by a third party against payment;



A. Personnel costs

A.4 SME owners and natural persons without salary

- SME owners are eligible if:
 - Owner/co-owner + beneficiary of the action + SME + not receiving a salary;
 - SME status declared in the Portal
- Natural person beneficiaries: beneficiaries that are natural persons not receiving a salary
- Cost calculation method:
 - Unit cost (daily rate) x number of day-equivalents worked on the action
 - Unit cost (daily rate) to be used: Commission Decision C(2020)7715* or Annex 2a

*Commission Decision of 20 October 2020 authorising the use of unit costs for the personnel costs of the owners of small and medium-sized enterprises and beneficiaries that are natural persons not receiving a salary for the work carried out by themselves under an action or work programme (C(2020)7715)

The country-specific correction coefficients

ADDITIONAL INFORMATION ON UNIT COSTS AND CONTRIBUTIONS

SME owners/natural person beneficiaries without salary (Decision C(2020) 71151)

Type: unit cost

Units: days spent working on the action (rounded up or down to the nearest half-day)

Amount per unit (daily rate): calculated according to the following formula:

{EUR 5 080 / 18 days = 282,22} multiplied by {country-specific correction coefficient of the country where the beneficiary is established;

The country-specific correction coefficients used are those set out in the Horizon Europe Work Programme (section Marie Skłodowska-Curie actions) in force at the time of the call (see Portal Reference Documents).



PROJECT COSTS A. Personnel costs Costs (actual costs) Time Rate Total Also working for other work packages? YES/NO and which WP months/other of work on the (EUR) Description of project role/activities/responsibilities Type of rate action) (monthly/other) c=a'b **WORK PACKAGE 1** A.1 Employees (or equivalent) Senior experts/advisors/researchers monthly 0,00 0,00 0,00 Administrative personnel monthly 0,00 0,00 0.00 Senior experts/advisors/researchers 0,00 0,00 0,00 monthly Other 0,00 0,00 0,00 [category 1] monthly [category 2] monthly 0,00 0,00 0,00 0,00 Total employees (or equivalent) A.2 + A.3 Natural persons under direct contract and seconded persons 0,00 0,00 0,00 Select a staff category monthly Select a staff category monthly 0,00 0,00 0.00 Other 0,00 0,00 0,00 [category 1] monthly 0,00 0,00 [category 2] monthly Total natural persons under direct contract and seconded persons 0,00 A.4 SME owners and natural person beneficiaries without salary 0,00 0,00 SME owners/natural person beneficiaries without salary Total SME owners and natural person beneficiaries without salary 0,00 Total personnel for this WP 0,00



B. Subcontracting

- Purchase of goods, works or services related to the implementation of specific tasks which are part of the action
- Autonomous no direct supervision by the beneficiary (as opposed to in-house consultants);
- Allowed, under following conditions:
 - Limited: NO core tasks specific tasks of the action;
 - Described in Annex 1;
 - Budgeted in Annex 2 or ex post approved;
 - If above 30% of total costs must be justified in the application;
 - Can be declared only as actual costs incurred;
 - Best value for money or lowest price;
 - No Conflict of interest

B. Subcontracting costs											
		Costs (actual costs)		Also used for other work packages? YES/NO and which WP	Description of subcontracted project tasks/activities						
WORK PACKAGE 1 0											
	1[Subcontract short name]	0,00									
	2 [Subcontract short name]	0,00									
	Total subcontracting for this WP	0,00									

C. Purchase costs

Purchase contracts:

Ordinary contract for services, works (i.e. buildings) or goods (e.g. equipment), needed to carry out the action, including the purchase of consumables and supplies

- The contracts DO NOT cover the implementation of action tasks, but they are necessary to implement action tasks by beneficiaries
- Do not have to be indicated in Annex 1

Sub-categories:

- C.1 Travel costs and related subsistence allowances
- C.2 Equipment
- C.3 Costs of other goods and services



C.1 Travel, accommodation and subsistence

Eligibility rules:

- Only for the personnel working on the action;
- Justified: necessary under the action + calculation provided in the Description column.
- Can be budgeted as actual (incurred) or unit (pre-fixed amount) costs
- For Unit costs, values from the Commission Decision C(2021)35 to be used.



C. Purchase costs								
C.1 Travel and subsistence								
		Costs (actual costs)	Costs (unit cost)				Also part of other work packages?	Description (e.g. international/not international; place of activity/destination; number of days; number of persons (speakers, personnel and participants whose costs will be
			Amount per unit	Number of units	Total (EUR)		YES/NO and which WP	covered); transport means; average price per person; subsistence costs/daily allowances)
WORK PACKAGE 1	0							
	Example: Consortium meetings							
	Speakers							
	Travel costs	0,00	0,00	0,00	0,00			
	Accomodation costs	0,00	0,00	0,00	0,00			
	Subsistence costs	0,00	0,00	0,00	0,00			
	Personnel					1		
	Travel costs	0,00	0,00	0,00	0,00			
	Accomodation costs	0,00	0,00	0,00	0,00			
	Subsistence costs	0,00	0,00	0,00	0,00			
	Participants							
	Travel costs	0,00	0,00	0,00	0,00			
	Accomodation costs	0,00	0,00	0,00	0,00			
	Subsistence costs	0,00	0,00	0,00	0,00			
	Total travel costs for this travel	0.00						
	Total accomodation costs for this travel	0.00						
	Total subsistence costs for this travel	0.00						
	Total travel	0,00						
	Total travel costs for this WP	0,00						
	Total accomodation costs for this WP	0,00						
	Total subsistence costs for this WP	0,00						
	Total travel for this WP	0,00						_
WORK PACKAGE 2	0							



C.2 Equipment

- New or second-hand;
- Renting and leasing.
- Basic rule: **Depreciation**
 - Eligibility: Corresponds to DURATION of the action + RATE of actual use for the action;
 - Recorded in the assets register (acc. to international accounting standards or usual practice of the beneficiary).

C.2 Equipment					Sec.							
WORK PACKAGE 1	0											
	C.2.1 Purchase (depreciation/full cost)											
Parameter 1		Costs (actual costs)										
		Price	Depreciation method (e.g. 36 month or 60 month)	Number of months allocated to the action	Rate of use for the action (100% or less if used also for other numoses)	Total (EUR)	Also part of other work packages? YES/NO and which WP	Description of tasks/activities for which the equipment is needed				
		a	b	c	d	e = (c/b *d) * a						
	1[Equipment short name]	0,0	0	0,00	0%	0,00						
	2 [Equipment short name]	0,0	0	0,00	0%	0,00						
	3 [Equipment short name]	0,00 ATTENTION! Can be used only if full cost option in the grant agreement										
				To	tal depreciation	0,00						
	C.2.2 Rental and leasing (rate of uselfull cost)											
		Monthly rent/fee	Number of mor	nths of use for the action	Rate of use for the action (100% or less if used also for other purposes)	Total (EUR)	Also part of other work packages? YES/INO and which WP	Description of tasks/activities for which the equipment is needed				
i c		à		b	0	d= a"b"c						
	1[Equipment short name]	0,0		0,00	0%	0,00						

C.3 Other costs

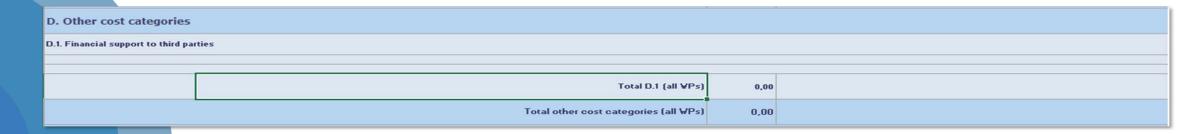
Examples: catering, meeting room rent, leaflets printing, consumables and supplies, dissemination, translations, publications, financial statements certificates, financial guarantees, etc.

- Purchased specifically for the implementation of the action
- Best value for money or the lowest price;
- · Declared costs actually incurred.



D.1 Financial support to third parties (FTSP)

- For participants that are not beneficiaries' personnel for participation in the events organised by beneficiaries to cover the
 - Travel
 - Accommodation
 - Subsistence costs
- FTSP costs reimbursed at 100%
- Maximum amount per third party EUR 60 000



E. Indirect costs

Running or operating costs (overheads)

- · Not directly linked to the action implementation and not to be attributed directly to it;
- Example: stationery, rent of the office, utilities etc.;
- No breakdown of these costs is required.
- 7% flat rate of Σ A. Personnel costs + B. Subcontracting + C. Purchase costs + D.
 Other costs (FSTP)

E. Indirect costs											
		Costs (flat-rate)									
	Total estimated direct costs (on which indirect cost flat-rate is based, see GA eligibility article)	0,00									
ALL WORK PACKAGES	Flat-rate (%)	7%									
	Total indirect costs	0,00									
	Total indirect costs	0,00									
			тоти	AL COSTS PARTICIPANT	0,00						

Specific cost eligibility

VAT

Non-deductible VAT is eligible

Kick-off meetings

• Eligible, if the meeting takes place after project starting date

Project websites

- Communication costs eligible
- Costs for separate project websites not eligible



Project income





EU contribution (grant): 100% for FSTP and 90% for all other cost categories.

Revenues and contributions by third parties:

- income generated by the action such as direct revenues or receipts (e.g. conference participants fees, sales of books);
- financial contributions from third parties.

Own resources or the own contribution of the beneficiary



Payment arrangements

- Signature of Grant Agreement > **Prefinancing** to start working on the project (70% of the maximum grant amount) *automatic process*
- No interim payments
- Final report > Payment of the balance based on the final financial report approval (additional payment or recovery)
 - All payments will be made to the coordinator!



Don't forget!

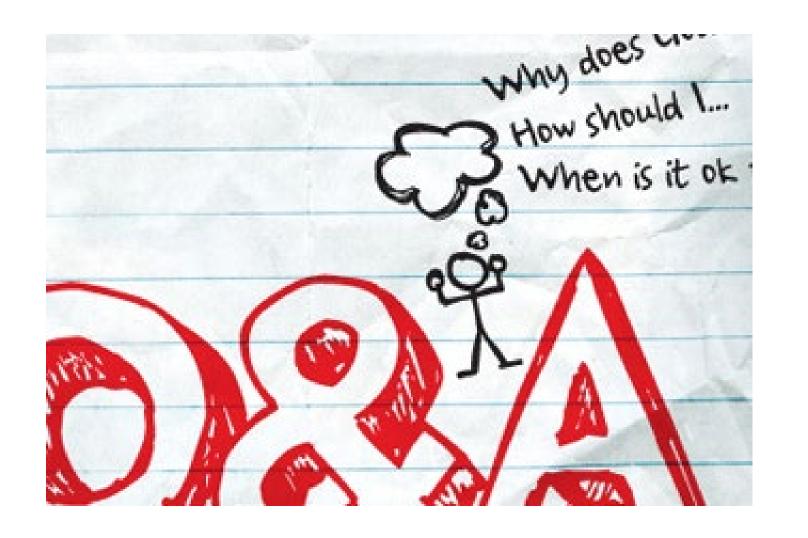


Check the <u>Funding and tenders</u> page for **Topic conditions and documents** and **Topic related FAQ**

Get support

- <u>IT Helpdesk</u> for forgotten passwords, access rights and roles, technical aspects of submission of proposals, etc. or +32 2 29 92222 or <u>EC-FUNDING-TENDER-SERVICE-DESK@ec.europa.eu</u>
- Online Manual for applying via Funding & tender portal
- <u>EISMEA-SMP-COSME-ENQUIRIES@ec.europa.eu</u> for non-IT related questions (to be sent by 30 November 2022 17:00 CET Brussels time) > replies in <u>FAQ</u>
- Check the completeness of your proposal before submission
- Do not submit your proposal at the **last moment!**











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