



European Commission

# ENTREPRENEURSHIP AND INNOVATION PROGRAMME

(EIP)

## WORK PROGRAMME 2012 CONSOLIDATED VERSION 2 MAY

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## INTRODUCTION

The EIP 2012 work programme contains 21 implementing measures for the year 2012. On the basis of the six EIP objectives given in the CIP legal base<sup>1</sup>, the distribution of budget and the main actions are the following:

- **Access to finance for the start-up and growth of SMEs and investment in innovation activities: € 183,6 million.** This includes the financial instruments, which will be operated by the European Investment Fund (EIF), with € 181,7 million (including € 39 million for eco-innovation);
- The **creation of an environment favourable to SME cooperation**, particularly in the field of cross-border cooperation: **€ 65,1 million.** Besides the financing of the contracts with partners of the Enterprise Europe Network (€ 47,9 million) and the animation of this network (€ 3,2 million), in terms of budget the priorities are actions to enhance a favourable environment for SMEs (€ 6 million), the competitiveness and sustainability in European tourism (€ 6 million), and SME and Craft Enterprises' Participation in European Standardisation (€ 2 million).
- **All forms of innovation in enterprises: € 37,3 million:** € 14,5 million are foreseen for key technologies and e-skills, 8,6 € million for measures broadening the concept of innovation, e.g. design initiatives and social innovation, and € 3,1 million are foreseen for innovation partnerships on Raw Materials and on Water. Innovation analysis and promotion (€ 6,5 million), such as the Innovation Union Scoreboard and a European service innovation centre, is also to be financed under this objective. Finally, € 2,3 million are foreseen for the promotion of electric vehicles technologies and € 2,3 for promoting clusters.
- **Eco-innovation: € 42,6 million:** € 35 million are foreseen for first application and market replication projects, € 2 million for the Sustainable Industry Low Carbon Scheme (SILC), € 1 million for an EU Environmental Technology Verification (ETV) Pilot programme, and € 4.5 million for a specific actions to promote eco-design by SMEs manufacturers
- **Entrepreneurship and innovation culture: € 12,1 million.** The actions under this objective consist mainly of actions promoting entrepreneurship (€ 10,2 million), such as Erasmus for Entrepreneurs and the European SME Week. In addition, the promotion of Corporate Social Responsibility (€ 2 million) will be financed under this objective.
- **Enterprise and innovation-related economic and administrative reform: € 6,3 million.** The actions under this objective consist mainly of actions supporting the implementation of the Small Business Act for Europe (SBA) (€ 4 million), such as the SME Performance Review and the monitoring and exchange of good practices. Further actions under this objective include international cooperation in the field of enterprise policy (€ 1,7 million) and administrative burden studies (€ 0,6 million).

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<sup>1</sup> Decision No 1639/2006/EC of the European Parliament and of the Council of 24 October 2006, establishing a Competitiveness and Innovation Framework Programme 2007-2013

As regards all grants envisaged in this work programme, each proposal will be evaluated on the base of the selection and award criteria specified in the respective call for proposals. Essentially, these criteria are based on the following:

**SELECTION criteria:**

- Financial capacity to complete the proposed operation;
- Stable and sufficient sources of finance to ensure the continuity of the organisation throughout the project and to play a part in financing it;
- Operational (technical and management) capacity to complete the operation;
- Capacity to manage activities corresponding to the size of the project for which a grant is requested;
- Adequate professional qualifications and experience of the team responsible for the project/operation.

**AWARD criteria:** An evaluation of the quality of proposals, including the proposed budget, will be based on the following award criteria:

- Relevance of the actions proposed in view of the objectives established in the call;
- Quality of the proposed actions;
- Impact on target audience;
- Budget and cost-effectiveness.

All grants envisaged in this work programme will be covered by a written agreement.

# (A) ACCESS TO FINANCE FOR THE START-UP AND GROWTH OF SMES AND INVESTMENT IN INNOVATION ACTIVITIES

## EIP FINANCIAL INSTRUMENTS FOR SMES

### MEASURE NO

ENT/CIP/12/A/N01S00
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### EIP OBJECTIVE

(a) Access to finance for the start-up and growth of SMEs and investment in innovation activities
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### DESCRIPTION

The financial instruments for SMEs are the High Growth and Innovative SME Facility (GIF) and the SME Guarantee Facility (SMEG).

1. **The High Growth and Innovative SME Facility (GIF).** This facility increases the supply of equity for innovative SMEs in their early stages (GIF1) and in the expansion phase (GIF2). GIF is operational since November 2007 and implemented by the European Investment Fund (EIF) on behalf of the European Commission. Investment proposals by Financial Intermediaries are selected on the basis of an open call for expression of interest (OJ C 302 of 14 December 2007).

2. **The SME Guarantee Facility (SMEG).** The SMEG provides counter or co-guarantees to guarantee schemes operating in eligible countries, and direct guarantees to financial intermediaries, in order to increase the supply of debt finance to SMEs. SMEG is operational since September 2007 and implemented by the European Investment Fund (EIF) on behalf of the European Commission. Intermediaries are selected on the basis of an open call for expression of interest. (OJ C 226 of 26 September 2007).

The EIP financial instruments (2007 – 2013) build on the experiences with financial instruments under the previous programme where almost 235 000 SMEs were supported. By the end of 2010, the Commission had approved € 292,7 million in GIF deals for 23 venture capital funds investing in 17 countries. Of the total € 69 million have been committed to five funds focusing on eco-innovation. Under SMEG, by the end of 2010, deals with 28 financial intermediaries from 15 countries had been approved. The commitments amount to € 286,7 million as guarantee cap. Most deals are under the Loan Guarantee window, but there are six deals under the Microcredit window (in Turkey, France, Ireland, Spain; Poland and Norway). By the end of 2010, 109,779 SMEs had received financing supported by SMEG of underlying debt financing of € 4,48 bn. The maximum underlying debt financing amounts to € 9,5bn.

The EIP and CIP evaluations confirmed that the Financial Instruments are based on a strong market failure rationale and are highly efficient instruments. The programme is a test-bed for launching new innovative instruments that can be subsequently scaled up at national or European level. For SMEG, the evaluators conclude that the risk sharing allows banks undertake riskier lending. For GIF, its size and geographical scale separate it from national initiatives.

**OBJECTIVES OF THE IMPLEMENTING MEASURE**

The overall objective of the financial instruments is to improve access to finance for the start-up and growth of SMEs and investment in innovation activities, including eco-innovation, by:

- Increasing investment volumes of risk capital funds and investment vehicles promoted by business angels;
- Providing leverage to SME debt financing instruments and thus increasing the supply of debt finance to SMEs.

**INDICATORS**

**1. GIF:**

- EU investment volumes in venture capital funds and fund size target (of which: investment into Eco-innovation funds);
- EU investment volumes in vehicles promoted by business angels;

**2. SMEG:**

- EU commitment to debt finance and total financing guaranteed;

**3. GIF and SMEG:**

- Number of SMEs receiving new financing;
- Countries covered by both financial instruments, including those covered by multi-country VC funds.

**IMPLEMENTATION MODE**

Joint Management

**OPERATION TIMETABLE**

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Joint Management	Q4/2008
Total duration (months) 84	

**BUDGET (OUT OF WHICH ECO-INNOVATION)**

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Joint Management	ENT/CIP/12/A/N01S00 Access to finance for the start-up and growth of SMEs and investment in innovation activities	2012	01.0404	181,745,000	39,000,000

**TOTAL**  
181,745,000

**THEREOF ECO-INNOVATION**  
39,000,000

## **IMPROVING POLICIES ON FINANCING INNOVATION AND SMES**

### **MEASURE NO**

ENT/CIP/12/A/N02S00

### **EIP OBJECTIVE**

(a) Access to finance for the start-up and growth of SMEs and investment in innovation activities

### **DESCRIPTION**

Based on the Action Plan on access to finance adopted on 7 December 2011 DG Enterprise and Industry will implement actions in cooperation with other Commission services. The focus will be to promote the use of guarantees and venture capital, provide better information on access to finance to SMEs and promote SMEs' access to capital markets. In particular, work will start for a new single portal bringing together all relevant information about SME access to finance and for improving financial research for SMEs, so as to reduce information asymmetries.

The SME Finance Forum will continue to bring together stakeholders to follow, discuss and make proposals concerning SME finance at European level, including preparatory and high level meetings. Workshops and other events with stakeholders will be organised in cooperation with Commission services, leading to recommendations on regulatory and policy improvements. Events that bring together EU and third country operators will be organised in the context of support to SME internationalisation and following the signing of MOUs on cooperation in SME policy areas with third countries and international organisations. The matching of investors and firms will be improved in cooperation with the Enterprise Europe Network. The methods include good practices, demonstration activities and a matching forum.

Analysing developments in SME finance and developing the Enterprise Finance Index will continue, in cooperation with the OECD, Eurostat and the ECB. This will require running the biennial survey of SMEs in cooperation with the ECB; a study on recent market developments; and updating and further development of the Index through a framework contract.

These measures build on the long-term work of the Commission to improve the market situation and policy-making in financing innovation and SMEs. The results will be disseminated through the web, reports, publications, seminars, workshops and similar events. The actions seek to improve the functioning of the single market, to engage all stakeholders to a European dialogue on improved policies, and to provide policy-makers with comparable data about conditions of access to finance.

### **OBJECTIVES OF THE IMPLEMENTING MEASURE**

To improve the financing environment of businesses, in particular through:

- Helping to build a single market in venture capital;
- Involving stakeholders in a dialogue to make recommendations on SME finance;
- Improving market analysis and data collection for evidence-based decision-making;
- Improving the matching of investors and firms.

### **INDICATORS**

- Long-term improvement of venture capital funding measured with sector statistics
- Long-term improvement in access to lending; EC/ECB SME surveys and ECB bank lending survey; sector statistics and analyses
- Number of successful matching of investors and firms
- Number of issued SME finance recommendations/take up of recommendations

- Number of events/workshops organised, feedback from participants on quality, relevance and added-value (as measured by the Enterprise Finance Index and the regular survey of SME finance)

**IMPLEMENTATION MODE**

Existing framework contracts, call for tender, Experts meetings

**OPERATION TIMETABLE**

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Conferences/meetings/workshops	Q1/2012 - Q4/2012
Total duration (months) 12	

**BUDGET (OUT OF WHICH ECO-INNOVATION)**

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Existing framework contract	ENT/CIP/12/A/N02S001 Improving policies on financing innovation and SMEs <i>Data</i>	2012	02.0201	500,000	0
Existing framework contract	ENT/CIP/12/A/N02S002 Improving policies on financing innovation and SMEs <i>Enterprise Finance Index</i>	2012	02.0201	150,000	0
Existing framework contract	ENT/CIP/12/A/N02S003 Improving policies on financing innovation and SMEs <i>Study</i>	2012	02.0201	200,000	0
Experts meetings	ENT/CIP/12/A/N02S004 Improving policies on financing innovation and SMEs <i>SME Finance Forum</i>	2012	02.0201	200,000	0
Existing framework contract	ENT/CIP/12/S005 Improving policies on financing innovation and SMEs <i>Improving information to beneficiaries</i>	2012	02.0201	300,000	0
Call for tender	ENT/CIP/12/S006 Improving policies on financing innovation and SMEs <i>Promote SMEs' access to capital markets</i>	2012	02.0201	300,000	0
Workshops	ENT/CIP/12/S007 Improving policies on	2012	02.0201	250,000	0

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
	financing innovation and SMEs <i>Promoting the use of guarantees and venture capital</i>				

<b>TOTAL</b> 1,900,000	<b>THEREOF ECO-INNOVATION</b> 0
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## CALL FOR TENDERS

### TITLE OF THE CALL

Promote SMEs' access to capital markets

### TYPE OF CONTRACT

Service contract

### OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2012
Final report	2013
Total duration (months) 24 months	

### TOTAL INDICATIVE BUDGET FOR THE CALL

300,000

# **(B) CREATION OF AN ENVIRONMENT FAVOURABLE TO SME CO-OPERATION, PARTICULARLY IN THE FIELD OF CROSS-BORDER CO-OPERATION**

## **ENTERPRISE EUROPE NETWORK: NETWORK GRANTS AND ANIMATION**

### **MEASURE NO**

ENT/CIP/12/B/N01C00

### **EIP OBJECTIVE**

(b) Creation of an environment favourable to SME co-operation, particularly in the field of cross-border co-operation

### **DESCRIPTION**

Enterprise Europe Network activities directly contribute to the overall EU2020 objectives of smart and sustainable growth, create a competitive environment and stimulate the innovation capacity of businesses, especially SMEs. At the same time, the Network is a sounding board and a link between the Commission and the SME community in the implementation of the Think Small First principle and the Small Business Act. This measure will be implemented by the Executive Agency for Competitiveness and Innovation (EACI).

#### **1. Enterprise Europe Network: Network grants**

The Enterprise Europe Network provides business and innovation support – in particular for SMEs – by offering information, feedback and partnership services, innovation, technology and knowledge transfer services as well as services encouraging the participation of SMEs in the CIP and in the Framework programme for R&D and services for internationalisation beyond the Single Market.

#### **2. Enterprise Europe Network: Network animation will include:**

- Governance of the Network, in particular by organising the Annual Conference, Steering Group and Working Group meetings;
- IT tools and databases, in particular by operating, maintaining, improving developing new IT tools and databases, ensuring data quality, and maintaining an IT helpdesk;
- Network communication, information and support, preparing an operational communication plan, and promotional material and infrastructure and increasing visibility and networking;
- Training, implementing an operational training plan;
- Services to the Network, quality and reporting systems, in particular by reporting on achievements, weaknesses and risks;
- Mentoring and coaching of Network partners where weaknesses have been observed.

### **OBJECTIVES OF THE IMPLEMENTING MEASURE**

#### **1. Enterprise Europe Network: Network grants**

- Helping SMEs finding international business, technology and research partners in the EU, CIP participating countries and global markets (coverage of 50 countries);

- Enforce Network recognition and local awareness;
- Develop and provide a balanced integrated service range to SMEs to become active in the Single Market and beyond (e.g. EU legislation and programmes, access to finance or IPR);
- Contribute to the SMEs Feedback function to obtain SMEs opinion on Union policy options;
- Strengthen support for SMEs interested in participating in the FP7 work programmes and corresponding call for proposals, in particular in the Research for the benefit of SMEs programme;
- Develop broader innovation support services based on recognised market failure.

## 2. Enterprise Europe Network: Network animation

- Governing the Enterprise Europe Network;
- Ensuring full operation of the Network in an efficient and proactive way by the EACI;
- Helping the Network to provide its services in an efficient and effective manner and at the highest quality possible;
- Enabling Network partners to provide their services to European SMEs based on the "no wrong door principle".

### INDICATORS

#### 1. Enterprise Europe Network: Network grants

- Number of participants in local and regional events organised by Network partners;
- Number of SMEs participating in brokerage events and company missions;
- Number of SMEs concluding business/technology/research partnership agreements;
- Number of SMEs receiving specialised advisory services (IPR, business & technology reviews, financing);
- Impact on clients businesses: growth of sales, jobs created/maintained, new products or services developed;
- Client satisfaction on the received services (survey results per category of services).

#### 2. Enterprise Europe Network: Network animation

- Number of Network staff trained (centralised, de-centralised and e-learning);
- Number of Network staff that received specific coaching;
- Audience reached with Network promotion tools.

### IMPLEMENTATION MODE

Specific agreement under existing FPA (grants), Existing framework contract, Ad hoc grant

### BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Specific agreement under existing FPA	ENT/CIP/12/B/N01C01 Network grants	2012	02.0201	47,913,000	0
Existing framework contract	ENT/CIP/12/B/N01C02 Network animation	2012	02.0201	2,750,000	0
Ad hoc grant (art. 168 IR)	ENT/CIP/12/B/N01C02 Network animation	2012	02.0201	450,000	0

**TOTAL**

**THEREOF ECO-INNOVATION**

51,113,000

0

## CALL FOR PROPOSALS

### TITLE OF THE CALL

Enterprise Europe Network - awarding specific grants under existing FPAs

### PRIORITIES

1. Strengthened trans-national business cooperation and technology transfer between SMEs;
2. Increase the Innovation capacity of SMEs;
3. Promote regional development and generate economic growth across Europe;
4. Improve access to the Single Market for SMEs;
5. Create more and better jobs in all sectors of SME's activity;
6. Help SMEs internationalise their business in global markets and third countries.

### OBJECTIVES

The objective is to award the Network grants for the next operational period (2013-2014) by awarding specific grant agreements under existing FPAs.

### RATE OF CO-FINANCING

Up to 60 %

### OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q1/2012
Final report	Q2/2015
Total duration (months) 24	

### TOTAL INDICATIVE BUDGET FOR THE CALL

47,913,000

## AD HOC GRANT

### TITLE

Enterprise Europe Network - Annual conference

### BENEFICIARY

The Cyprus government or its representative

### JUSTIFICATION MONOPOLY

**Objective:** to organize the annual conference of the Enterprise Europe Network in the country holding the EU Council Presidency.

**Description:** to provide all necessary infrastructure and related services for the organisation of the annual conference of the Enterprise Europe Network in 2012.

**Expected output:** conference with 850 participants, including all practical aspects in a 3 days timeframe (consisting of national meetings, opening session, parallel workshops, closing session, exhibition areas, catering).

**Justification:** an ad-hoc grant will be granted, without a call for proposals, to the Cyprus government (or its representative), as Cyprus will hold the EU Council Presidency in 2<sup>nd</sup> half

2012. Only the Cyprus government (or its representative) is able to organise this conference given that it is the only type of authority having the required competency on this subject in Cyprus and is consequently in a position of de facto monopoly. This ad hoc grant will be subject to an award decision to be based on an evaluation.

**RATE OF CO-FINANCING**

Up to 80 %

**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Sub-delegation/agreement	Q1/2012
Conferences/meeting/workshop	Q4/2012
Total duration (months) 8	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

450,000

# ENHANCING COMPETITIVENESS AND SUSTAINABILITY IN EUROPEAN TOURISM

## MEASURE NO

ENT/CIP/12/B/N02S00

## EIP OBJECTIVE

(b) Creation of an environment favourable to SME co-operation, particularly in the field of cross-border co-operation

## DESCRIPTION

In line with the Lisbon Treaty, the actions proposed under the EIP 2012 seek to contribute to the objectives of the Europe 2020 Strategy, especially by focusing on the enhancement of the competitiveness and sustainable growth of the tourism sector in Europe. The actions proposed will contribute to the implementation of the Commission Communication on Tourism of 30 June 2010. The proposed actions will be implemented in cooperation with the CIP participating countries, and will aim at:

- Encouraging, directly or indirectly, the creation of a favourable environment for the development of undertakings in this sector;
- Promoting trans-national cooperation, particularly by the exchange of good practice.

In order to tackle the wide range of challenges in the tourism sector, the Commission proposes several types of initiatives which take into consideration the specificities of the sector and try to reach the wide variety of stakeholders' interests:

1. **Enhancing the tourism socio-economic knowledge base** by consolidating the tourism knowledge basis at European level, especially with regard to its direct contribution to GDP and employment, to its indirect impact on other economic sectors, as well as with regard to trends in the evolution of tourism supply and demand. This could contribute to providing useful information to public authorities as well as private stakeholders in the sector. This measure will be implemented through:

- Use of an existing framework contract for carrying out a Euro-barometer survey on tourism demand prospects;
- Joint management with OECD to contribute to the consolidation of the socioeconomic knowledge base for tourism with particular focus on statistics, thematic tourism, policy trends and competitiveness of the sector in order to provide further input for the future Virtual Tourism Observatory;
- Joint Management with UNWTO on a collaboration framework which should cover, amongst others, international arrivals and tourism receipts statistics, joint surveys on inbound tourism, work on tourism satellite accounts, as well as joint awareness-raising initiatives on sustainable, responsible and ethical tourism or the promotion of international Cultural Routes;
- An open call for tender to obtain the required (existing) statistical material and studies on the subject;
- Use of an existing framework contract to start the development of a website that will host the Virtual Tourism Observatory including the web-based aggregated tourism knowledge data base;
- Expert meetings, including a working group aimed at identifying research gaps that are required by Member States and the EU and which universities could assist in filling.

2. **Supporting the enhancement and promotion of transnational thematic tourism products.** Implementation is foreseen by:

- A call for proposals, open also to SMEs, for the support to and promotion of

transnational thematic tourism products;

- A joint management with the Council of Europe on Cultural Itineraries.

3. **Facilitating transnational low season exchanges in Europe** for specific disadvantaged target groups (seniors, young people, families facing financial difficulties and people with disabilities). This measure will be implemented via a call for proposals, which should target the creation/strengthening of structures dealing with low-season tourism exchanges and their cooperation, and facilitating the implementation of such exchanges. In the long run, by opening up tourism to less privileged travellers in particular and filling the out-of-season void, business and employment opportunities for the tourism industry could be boosted, while also improving the quality of life of citizens.
4. **Enhancing the visibility of emerging tourist destinations of excellence**, as destinations where the economic growth objective is pursued in such a way as to ensure the social, cultural and environmental sustainability of tourism. Implementation is foreseen via a call for proposals on emerging destinations of excellence (EDEN destinations).
5. **Facilitating the mobility of workers in the tourism sector** through the integration of targeted sections in EURES (the European Job Mobility portal) and support to its wide-spread use. Workers will be able to present their skills and experiences to employers who can, in turn, assess/select job candidates from their own and other EU countries, thus enhancing mobility. An extended tourism season would highly benefit from such enhanced mobility, since this would allow workers to 'follow' the season. This measure will be implemented via a call for tenders
6. **Strengthening and accelerating the integration of information society tools and services** into all tourism activities and adapting the sector to new market developments. The general trends in the tourism and market research reports indicate that internet travel sales have had a considerable growth during the last decade. Today, nearly 25 % of all trips sold in Europe are sold online. These online sales are mainly in the hands of major players. The objective of this measure is the creation of a one-stop access point (the Tourism and ICT Portal) for EU tourism businesses (primarily micro and SMEs). The portal will provide them with useful and relevant information, demonstrations of business tools, best practices and insights, explanations of the implications of the provided information for tourism businesses (micro and SMEs) and for the public sector assisting them in their decision making and business development processes. Existing initiatives will be taken into account. The measure will thus help micro enterprises and SMEs to gain equal access to the online market through integration of adequate (ICT) solutions and tools into their businesses. Implementation is foreseen via an open call for tenders and expert meetings.

The actions proposed for 2012 mostly build on those from the EIP 2011 and ensure an implementation follow-up, by taking into consideration feedback and comments from National Tourism Administrations and from the main tourism industry stakeholders.

#### **OBJECTIVES OF THE IMPLEMENTING MEASURE**

1. **Enhancing the tourism socio-economic knowledge base at European level**
  - Consolidate data in the tourism sector with regard to its direct contribution to GDP and employment and indirect contribution to other economic sectors;
  - Improve tourism research at aggregated European level;
  - Consolidate data on trends in tourism supply and demand.
2. **Supporting the enhancement and promotion of transnational thematic tourism products**
  - Strengthen transnational cooperation with regard to cultural and sustainable tourism;
  - Encourage a higher involvement of small and micro enterprises and local authorities;

- Stimulate the competitiveness of the tourism industry by means of an enhanced focus on the diversification of tourism thematic products.
3. **Facilitating transnational low season exchanges in Europe**
    - Improve tourism seasonality patterns across Europe;
    - Strengthen transnational cooperation with regard to the extension of the touristic season;
    - Create more and better jobs in the tourism sector and increase the European citizenship; encourage or involve SMEs in strengthening structures and in facilitating and implementing such exchanges.
    - Encourage the exchange of best practices.
  4. **Enhancing the visibility of emerging tourist destinations of excellence**
    - Award sustainable forms of tourism at destination level;
    - Enhance awareness about and recognition of lesser known/emerging tourist destinations;
    - Ensure a better coordinated and integrated approach to the promotion of lesser known/emerging tourist destinations.
  5. **Facilitating the mobility of workers in the tourism sector**
    - Allow workers to present and document their qualifications and skills acquired through education and vocational training and on the job;
    - Allow employers to assess/select job candidates from their own and other EU countries;
    - Facilitate an EU-wide match of offer and demand on the labour market for the different subsector of the tourism industry, thus enhancing mobility of its workers.
  5. **Strengthening and accelerating the integration of information society tools**
    - Strengthen and accelerate the integration of ICT and business tools into all tourism activities;
    - Help adapting the sector to new market developments, thus enhancing the competitiveness;
    - Bring together the needs of the tourism sector with the solutions offered by new technologies, thus making the maximum use of possible synergies between the two sectors.

## INDICATORS

1. **Enhancing the tourism socio-economic knowledge base at European level**
  - Feedback from tourism industry stakeholders and tourism administrations on quality, relevance and added-value of documents produced for tourism supply and demand (through a survey);
  - Number of reports/studies produced;
  - Feedback from stakeholders on the degree to which the data and research results directly or indirectly benefited policy makers at European, national and/or regional level and to SMEs (through a survey).
2. **Supporting the enhancement and promotion of transnational thematic tourism products**
  - Number of countries participating in transnational cooperation projects;
  - Feedback from SMEs on added value of the results of projects as well as direct and/or indirect benefits; (through a survey or interviews);
  - Contribution to the integration of SMEs in the supply chain of Cultural Itineraries and other trans-national thematic tourism products (SMEs stating positive prospects as a result of the programme).
3. **Facilitating transnational low season exchanges in Europe**

- Number of countries participating in trans-national cooperation projects;
  - Uptake of best practice/policy proposals (e.g. number of countries adopting).
4. **Enhancing the visibility of emerging tourist destinations of excellence**
- Number of participating countries and destinations shortlisted for the excellence award;
  - Increased awareness about and visibility of lesser known/emerging destinations as a result of the programme.(survey of key stakeholders).
5. **Facilitating the mobility of workers in the tourism sector**
- Uptake in the different Member States (e.g. number of countries adopting);
  - User's assessment of the performance of the web portal and application (through a survey of key-players of the tourism sectors);
  - Number of clients used service.
5. **Strengthening and accelerating the integration of information society tools**
- Number of SME's used service;
  - Uptake of (ICT) solutions and services into the business tools of SMEs (number of SMEs);
  - Clients/users' assessment of the accessibility and user-friendliness of the proposed solutions and tools.

#### IMPLEMENTATION MODE

Existing framework contracts, Calls for tenders, Joint Management, Calls for proposals, Experts meetings

#### OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of calls	Q1/2012 - Q2/2012
Final reports	Q2/2013 - Q4/2014
Specific contracts	Q2/2012
Conferences/meetings/workshops	Q3/2012

#### BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Existing framework contract	ENT/CIP/12/B/N02S01 Enhancing the tourism socio-economic knowledge base at European level <i>Eurobarometer Survey</i>	2012	02.0201	350,000	0
Existing framework contract	ENT/CIP/12/B/N02S01 Enhancing the tourism socio-economic knowledge base at European level <i>Website for the future Virtual Tourism Observatory</i>	2012	02.0201	100,000	0
Call for tender	ENT/CIP/12/B/N02S01 Enhancing the tourism socio-economic knowledge base at European level <i>Collection of studies and</i>	2012	02.0201	200,000	0

<b>ACTION</b>	<b>ABAC PROJECT REFERENCE</b>	<b>YEAR</b>	<b>BUDGET LINE</b>	<b>BUDGET</b>	<b>ECO-INNOVATION</b>
	<i>statistical material</i>				
Joint Management	ENT/CIP/12/B/N02S01 Enhancing the tourism socio-economic knowledge base at European level <i>Joint Management with OECD</i>	2012	02.0201	500,000	0
Joint Management	ENT/CIP/12/B/N02S01 Enhancing the tourism socio-economic knowledge base at European level <i>Joint Management with UNWTO</i>	2012	02.0201	500,000	0
Experts meetings	ENT/CIP/12/B/N02S01 Enhancing the tourism socio-economic knowledge base at European level <i>Expert meetings</i>	2012	02.0201	500,000	0
Joint Management	ENT/CIP/12/B/N02S02 Supporting the enhancement and promotion of transnational thematic tourism products <i>Joint Management with the Council of Europe on Cultural Itineraries</i>	2012	02.0201	500,000	0
Call for proposal	ENT/CIP/12/B/N02S02 Supporting the enhancement and promotion of transnational thematic tourism products <i>Support to and promotion of trans-national thematic tourism products</i>	2012	02.0201	1,250,000	0
Call for proposal	ENT/CIP/12/B/N02S03 Facilitating transnational low season exchanges in Europe	2012	02.0201	450,000	0
Call for proposal	ENT/CIP/12/B/N02S04 Enhancing the visibility of European tourism activities <i>Supporting and promoting emerging/lesser known Destinations of Excellence</i>	2012	02.0201	750,000	0
Call for tender	ENT/CIP/12/B/N02S05 Facilitating the mobility of	2012	02.0201	400,000	0

<b>ACTION</b>	<b>ABAC PROJECT REFERENCE</b>	<b>YEAR</b>	<b>BUDGET LINE</b>	<b>BUDGET</b>	<b>ECO-INNOVATION</b>
	workers in the tourism sector <i>Integration in EURES of a targeted sections and support to its EU-wide use</i>				
Call for tender	ENT/CIP/12/B/N02S06 Strengthening and accelerating the integration of information society tools <i>Development of a Tourism and ICT Portal</i>	2012	02.0201	500,000	0

**TOTAL**  
6,000,000

**THEREOF ECO-INNOVATION**  
0

## CALL FOR TENDERS

### TITLE OF THE CALL

Collection of studies and statistical material

### TYPE OF CONTRACT

Services

### OPERATION TIMETABLE

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q3/2012
Final report	Q2/2013
Total duration (months) 6	

### TOTAL INDICATIVE BUDGET FOR THE CALL

200,000

## CALL FOR TENDERS

### TITLE OF THE CALL

Integration in EURES of a targeted section for subsectors of the tourism industry and support to its EU-wide use

### TYPE OF CONTRACT

Services

### OPERATION TIMETABLE

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2/2012
Final report	Q4/2013

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Total duration (months) 12	
<b>TOTAL INDICATIVE BUDGET FOR THE CALL</b>	
400,000	

## **CALL FOR TENDERS**

### **TITLE OF THE CALL**

Development of a Tourism and ICT portal

### **TYPE OF CONTRACT**

Services

### **OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q1/2012
Final report	Q4/2013
Total duration (months) 12	
<b>TOTAL INDICATIVE BUDGET FOR THE CALL</b>	
500,000	

## **CALL FOR PROPOSALS**

### **TITLE OF THE CALL**

Support to and promotion of trans-national thematic tourism products

### **PRIORITIES**

1. Strengthened trans-national cooperation;
2. Involvement of small and micro enterprises and local authorities;
3. Stimulating competitiveness of the tourism industry by means of an enhanced focus on the diversification of tourism thematic products.

### **OBJECTIVES**

The call for proposals aims at supporting enhancement and promotion of trans-national thematic tourism products contributing to the development and promotion of sustainable tourism in Europe.

### **RATE OF CO-FINANCING**

Up to 75 %

### **OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2/2012
Final report	Q2/2014
Total duration (months) 12	

### **TOTAL INDICATIVE BUDGET FOR THE CALL**

1.250,000

## **CALL FOR PROPOSALS**

### **TITLE OF THE CALL**

Facilitating transnational low season exchanges in Europe

### **PRIORITIES**

1. Strengthened trans-national cooperation;
2. Involvement of small and micro enterprises and local authorities;
3. Promote regional development and generate economic growth across Europe;
4. Improve tourism seasonality patterns across Europe;
5. Create more and better jobs in tourism sector and increase the European citizenship.

### **OBJECTIVES**

The call for proposals aims at facilitating trans-national exchanges in the tourist low season for specific disadvantaged target groups.

### **RATE OF CO-FINANCING**

Up to 75 %

### **OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2/2012
Final report	Q3/2013
Total duration (months) 11	

### **TOTAL INDICATIVE BUDGET FOR THE CALL**

450,000

## **CALL FOR PROPOSALS**

### **TITLE OF THE CALL**

Supporting and promoting emerging/lesser known Destinations of Excellence

### **PRIORITIES**

1. Awarding sustainable forms of tourism at destination level;
2. Enhancing visibility of the emerging tourist destinations of excellence, especially the lesser known;
3. Ensuring a better coordinated and integrated approach to the promotion of lesser known/emerging tourist destinations.

### **OBJECTIVES**

The call for proposals aims at supporting National Tourism Administrations in charge of tourism to select and reward one tourist Destination of Excellence, to be chosen on the theme of "accessible tourism". Indirectly, this would contribute to creating awareness of Europe's tourist diversity and quality, promoting all European countries and regions, while also awarding sustainable forms of tourism.

### **RATE OF CO-FINANCING**

Up to 75 %

**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2/2012
Final report	Q1/2014
Total duration (months) 10	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

750,000
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# SMES' AND CRAFT ENTERPRISES' PARTICIPATION IN EUROPEAN STANDARDISATION

## MEASURE NO

ENT/CIP/12/B/N03C00

## EIP OBJECTIVE

(b) Creation of an environment favourable to SME co-operation, particularly in the field of cross-border co-operation

## DESCRIPTION

The activities will be funded via actions grants awarded to :

### 1. Normapme

- Provide information to SMEs on standardisation and exploit feedback;
- Organise SMEs' participation and representation in national, European and International standardisation bodies [NSO, ESO (CEN, CENELEC, ETSI), ISO/IEC/ITU];
- Strengthen cooperation with the National Standard Organisations (NSOs)
- Appoint experts in Technical Committees (TC) of the ESOs in order to represent SMEs' interests; operate as helpdesk for these experts;
- Participate in strategic meetings, committees and conferences to promote SME interests;
- Analyse/study specific sectors where SMEs' needs are more important;
- Write guidebooks simplifying specific standards;
- Extensively disseminate information (website, newsletter, etc).

Working upstream at the European level will improve the process, facilitate it for SMEs and may make standards more SMEs friendly. This will encourage SMEs to implement the European standards.

The work of Normapme was also supported under the 2011 work programme.

### 2. The European Standardisation Organisations (ESOs)

- Develop, adapt and implement an on-line system for National Standards Organisations (NSOs) allowing SMEs to comment on the draft standards. The system, based on the UK NSO (BSI), will allow enterprises, especially SMEs to comment on-line on the draft standards, thus encouraging them to participate more in the standardisation process.
- Implement search on-line system for standards;
- Disseminate the SMEs activities carried out by the ESOs and NSOs (SME Helpdesk, SMEST, awareness, training, scope of standard, etc) i.e. by a conference on SMEs, etc.

## OBJECTIVES OF THE IMPLEMENTING MEASURE

- Foster SMEs' participation in the EU standardisation process and thus ensure more SMEs friendly standards;
- Ensure that standardisation takes into account the needs of SMEs;
- Encourage and increase the use of standards by SMEs;
- Provide better information to SMEs on standardisation.

## INDICATORS

- Number of SME experts participating in technical committees and working groups of the ESOs, seminars, trainings for experts, guidebooks simplifying standards;
- Quality of interventions in technical committees, SME-position papers, initiatives for dissemination of information, reports to the Commission (measured by surveys of SME associations or by an external evaluation);
- Number of SMEs participating in the standardisation process, more SME friendly standards? and increased use of standards by SMEs (to be measured in the context of surveys of SME associations or by an external evaluation.);

- Number of NSOs implementing the on line system and number of comments by SMEs.

**IMPLEMENTATION MODE**

Ad hoc grants

**OPERATION TIMETABLE**

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Sub-delegation/agreement	Q2/2012
Final report	Q1/2017
Total duration (months) 54	

**BUDGET (OUT OF WHICH ECO-INNOVATION)**

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Ad hoc grant (art. 168 IR)	ENT/CIP/12/B/N03C00 SMEs' and Craft Enterprises' participation in European standardisation	2012	02.0201	900,000	0
Ad hoc grant (art. 168 IR)	ENT/CIP/12/B/N03C00 SMEs' and Craft Enterprises' participation in European standardisation	2012	02.0201	1,100,000	0

**TOTAL**  
2,000,000

**THEREOF ECO-INNOVATION**  
0

**AD HOC GRANT**

**TITLE OF THE CALL**

Promotion of SMEs in the European standardisation area

**BENEFICIARY**

Normapme aisbl

**JUSTIFICATION MONOPOLY**

Legal base: Decision No 1639/2006/EC of the European Parliament and of the Council of 24 October 2006 establishing a Competitiveness and Innovation Framework Programme (2007 to 2013) (OJ L 310/15, 9.11.2006).

Justification of de facto monopoly:

An ad-hoc grant will be awarded to Normapme aisbl. The activities require a high level of expertise in two distinct fields: standardisation and crafts and SMEs needs. Only Normapme is able to carry out these specialized activities having the required expertise and technical competency in the standardisation area as well as in the craft and SMEs area. This ad hoc grant will be made through a Framework partnership Agreement and actions grants. NORMAPME will closely cooperate with the national standardization bodies.

**RATE OF CO-FINANCING**

Up to 95%

**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Sub-delegation/agreement	Q2/2012
Final report	Q1/2013
Total duration (months) 6	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

900.000

**AD HOC GRANT****TITLE OF THE CALL**

Promotion of SMEs in the European standardisation area

**BENEFICIARY**

CEN-CENELEC-ETSI

**JUSTIFICATION MONOPOLY**

CEN, CENELEC and ETSI are recognised by the EC decision 1673/2006/EC of 24 October 2006 on the financing of European Standardisation as recognised European Standardisation Bodies (cfr article 8 of the decision).

**RATE OF CO-FINANCING**

Up to 95%

**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Sub-delegation/agreement	Q4/2012
Final report	Q1/2017
Total duration (months) 48	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

1.100.000

## ACTIONS TO ENHANCE FAVOURABLE ENVIRONMENT FOR SMES

### MEASURE NO

ENT/CIP/12/B/N04C00

### EIP OBJECTIVE

(b) Creation of an environment favourable to SME co-operation, particularly in the field of cross-border co-operation

### DESCRIPTION

- Your Europe Business Portal** aims at becoming the reference public information portal for enterprises interested in cross-border activities within the European Union. Your Europe Business organises its information on the basis of the life cycle of companies and provides a multilingual practical guide that facilitates cross-border transactions. Together with the Citizens section, managed and financed by DG MARKT, the portal offers all the information citizens and businesses need to exercise their EU rights in Europe with information on the basis of mobility or single market rights in the areas of work, residence, travel, vehicles, health, consumer issues, family and education. The information provision has so far been done through a non-automated process of ad-hoc requests being addressed to national authorities via the members of the Your Europe Editorial Board which is a time-consuming exercise. New methods for automatic content syndication and a proposal for new semantic assets to the Member States will be explored with the support of DG DIGIT. The European added value of the action is clearly the 'one-stop-shop' character of the Your Europe portal where not only European SMEs and entrepreneurs, but also the different European public administrations can find centrally all the information on the rights/obligations of enterprises and entrepreneurs on doing business in a different Member State/European country. Beyond this, information is also provided on the rights/obligations at European level and all this in a multi-linguistic feature. This measure will be implemented by the Executive Agency for Competitiveness and Innovation (EACI).
- Machine translation services for patents** facilitate dissemination of technological knowledge, allow access to patent information in different languages and may, in some cases, enable business, in particular SMEs, to obtain patent protection. The availability of high quality machine translations into all EU languages is, for many Member States, also a crucial factor in the negotiations on the creation of the unitary patent protection. The setting up of the unitary EU patent system has been identified as a major initiative in the Europe 2020 Strategy, in the "Innovation Union" Commission flagship initiative, in the "Industrial Policy for a Globalisation Era" flagship initiative and in the Commission Communication "Towards a Single Market Act". On 1 November 2010, the European patent organisation started its program on European Language Technology Services for Patents. Under this programme, the European Patent Office (EPO) develops an electronic database with patent corpora (i.e. translated patent texts) in all EU languages. This database will be made available to translation engine providers which will train existing machine translation systems with the patent corpora so as to optimise their systems for the technical language used in patents and enable them to provide high quality machine translations for patents. These machine translation programs will be made available by the EPO free-of-charge to the public via different web services. One of the main tasks of the EPO in this context consists in collecting/creating patent corpora in all EU languages. The number of corpora needed depends on the different languages at stake, but in general around 30.000 patent corpora may be needed (for each language pair). The corpora will be collected/developed using different methods, including the collection of translations of

European patents, the collection of patents in different Member States which are similar etc. The EPO will also need to ensure that the collected/developed patent corpora are available in electronic form and included in the relevant database.

3. **IP Market Place** is linked to the commitment number 22 announced in the Innovation Union on the Valorising intellectual property exploitation and monetisation in Europe. In its Conclusions of 4 February the Council invited the Commission to "explore options for setting up an intellectual property rights valorisation instrument at the European level, in particular to ease SMEs' access to the knowledge market and to report back to the Council by the end of 2011". The Commission is currently gathering evidence through a study and a group of experts. Depending on their outcomes the budget allocation for this action might be changed at the end of 2011. It is proposed to implement this measure via calls for tenders:

- EU funding a web based IPR exchange platform at EU level;
- EU funding further complementary studies to implement actions with more important funding implications which will have to be carefully designed.

4. **Information Campaign addressed to enterprises on combating late payment in commercial transaction** aims to inform enterprises, in particular SMEs about the actions that they can take to avoid and combat late payments in commercial transactions, pursuant to the new Directive 2011/7/EU on late payment in commercial transactions which was adopted on 16 February 2011 and published in OJ on 23 February 2011. The revision of the late payment directive is part of the Small Business Act, which reflects the Commission's political will to recognise the central role of SMEs in the EU economy. The SBA highlighted the key importance of SMEs for the competitiveness of the EU economy. It also stressed that effective access to finance was one of the major challenges SMEs have to face. The issue of late payment in commercial transactions was also part of the European Economic Recovery Plan which, inter alia, asked the EU and the Member States to ensure that public authorities pay invoices for supplies and services within one month. This measure will include organisation of workshops and seminars in all Member States, in cooperation with Enterprise Europe Network, Chambers of Commerce and professional organisations

5. **The ASEAN & MERCOSUR IPR SME Helpdesk** is a new service, based on experience with the China IPR SME Helpdesk, which has been running since mid-2008 offering first-line advice on China IPR issues to European SMEs both in China and around Europe. These services will be focused on the ASEAN and MERCOSUR regions and will offer practical business advice from experienced professionals (lawyers, business executives, IPR investigators) in person, on-line, and through workshops, e-learning materials, and training. The service would cover the ASEAN and MERCOSUR regions, with focus on markets within those regions where there is high-growth, high interest from European SMEs or where there are particular IPR problems of importance to European SMEs. It will be a pilot of IPR helpdesk activities covering more than a single country. In this case entire regions are covered to include several key countries for EU firms interests and benefit from geographical proximity. The services will be provided both 'on the ground' to European SMEs already 'in country' and 'at home' in Europe, so that the relevant information on IPR in the regions can be delivered where it is of most use, to serve European SMEs efficiently and effectively.

The pilot version of the China IPR SME Helpdesk started in mid-2008 and was then continued under the CIP from December 2010. During the pilot phase the China IPR SME Helpdesk organised 102 events in the EU and China, trained more than 3,200 SME participants, answered 451 enquiries from SMEs and intermediaries, published 14 guides and received about 50,000 websites users online. In 2011 the China IPR SME helpdesk

organised 68 events in the EU and China, trained more than 2,400 SME participants, answered 222 individual confidential business enquiries and more than 350 additional on the spot enquiries generated at events, published 6 guides and 3 updates and received about 22,000 website users online.

The services should be offered in co-ordination with and in direct response to requests from European SMEs, SME federations and similar groupings of SMEs (sectoral, regional, local associations of SMEs, chambers of commerce, etc). Services should be delivered where and how they may be most useful to European SMEs, such as in their local area in Europe by visiting experts for training sessions, at their trade or sectoral group meetings, and before participation in relevant trade fairs. Services and expert replies could be customised to address specific subject matter of relevance to the business or branch. In addition the service should maintain contacts with the relevant countries administrations to 'signpost' needed contacts there.

ASEAN region member countries: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam

MERCOSUR member countries: Argentina, Brazil, Paraguay, Uruguay

## **OBJECTIVES OF THE IMPLEMENTING MEASURE**

### **1. Your Europe Business Portal**

- Ensure the provision of the participating countries' information;
- Treatment, translation and publication of their texts;
- Build up synergies with the EU.Go network;
- Ensure the provision of the EU-level rights/obligations;
- Becoming a 'front-office' for SMEs and entrepreneurs when they look to be better informed on their rights/obligation when starting/managing a business in a different EU-country;
- Introduce innovative ways on content provision (e.g. content syndication systems with participating countries).

### **2. Machine translation services for patents**

- Support the development and public availability (free of charge) of high-quality machine translation systems which are fit for translations of technical patent documents in all official EU languages;
- Facilitate access to technical patent information throughout the EU;
- Spreading technological knowledge and fostering innovation in general.

### **3. IP Market Place**

- Valorising intellectual property (IP) exploitation and monetisation in Europe;
- Creating conditions for increasing IP transactions with a view to putting in use unexploited IP which is expected to have a positive effect on business innovation.

### **4. Information Campaign addressed to enterprises on combating late payment in commercial transaction**

- Inform enterprises, in particular SMEs about the actions that they can take to avoid and combat late payments in commercial transactions;
- Constructive dialogue and mutual understanding between SMEs through the workshops and seminars to facilitate a decisive shift to a culture of prompt payment.

### **5. The ASEAN & MERCOSUR IPR SME Helpdesk offers first-line advice and support to European SMEs facing intellectual property rights (IPR) difficulties in, or arising from ASEAN and MERCOSUR member countries. By offering expert advice through in-person workshops, e-learning tools, and response to individual business queries, it helps SMEs respond practically to such challenges as:**

- counterfeit products entering the European market;

- protecting their valuable IPR before and while doing business in ASEAN OR MERCOSUR member countries (e.g. developing the market there for their own products or when following a company to which they have traditionally been a supplier when it enters ASEAN or MERCOSUR markets);
- how to find and constructively work with administrations or service providers to enforce their IPR in such situations.

#### **INDICATORS**

1. **Your Europe Business Portal**
  - Number of visitors to the portal;
  - Average page views for portal visitors;
  - Feed-back on user satisfaction based on a survey.
2. **Machine translation services for patents**
  - Number of language pairs for which high-quality machine translation programs are available;
  - Number of patent corpora (i.e. translated patent texts) to be developed for each language pair;
  - Number of users (in a given time period);
  - Percentage of positive user feedback.
3. **IP Market Place**
  - Number of hits on web-site;
  - Number of patents referenced;
  - Quality and timeliness of studies.
4. **Information Campaign addressed to enterprises on combating late payment in commercial transaction**
  - Number of workshops;
  - Number of participants, Member States;
  - Geographical division.
5. **The ASEAN & MERCOSUR IPR SME Helpdesk**
  - number of inquiries from EU SMEs answered and SME satisfaction and feedback on quality;
  - number and quality of training and awareness events, including virtual events organised together with number of SMEs and business support organisation participants;
  - number of visits and hits on the website and SME user satisfaction of the website;
  - number and quality of guides, factsheets, e-learning modules and other publications targeted at SMEs and business support organisations.

#### **IMPLEMENTATION MODE**

Existing framework contracts, Ad hoc grant, Call for tender, Call for proposals

#### **OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Sub-delegation/agreement	Q1/2012
Publication of call	Q2/2012
Final report	Q4/2014
Total duration (months) 36	

**BUDGET (OUT OF WHICH ECO-INNOVATION)**

<b>ACTION</b>	<b>ABAC PROJECT REFERENCE</b>	<b>YEAR</b>	<b>BUDGET LINE</b>	<b>BUDGET</b>	<b>ECO-INNOVATION</b>
Existing framework contract	ENT/CIP/12/B/N04C01 Your Europe Business Portal	2012	02.0201	800,000	0
Ad hoc grant (art. 168 IR)	ENT/CIP/12/B/N04C02 Machine translation services for patents	2012	02.0201	1,600,000	0
Call for tender	ENT/CIP/12/B/N04C03 IP Market Place	2012	02.0201	1,000,000	0
Existing framework contract	ENT/CIP/12/B/N04C04 Information Campaign addressed to enterprises on combating late payment in commercial transaction	2012	02.0201	800,000	0
Call for proposal	ENT/CIP/12/B/N05C05 ASEAN & MERCOSUR IPR SME Helpdesk	2012	02.0201	1,800,000	0

<b>TOTAL</b> 6,000,000	<b>THEREOF ECO-INNOVATION</b> 0
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**AD HOC GRANT****TITLE OF THE CALL**

Machine translation services for patents

**BENEFICIARY**

European Patent Office (EPO)

**JUSTIFICATION MONOPOLY**

The European Patent Office (EPO) is the executive arm of the European Patent Organisation, an intergovernmental organisation with currently 38 countries, including all 27 Member States of the European Union. The EPO is a non-profit public body responsible for granting European patents. As a result of its daily work of administering patent applications, the EPO already possesses a large amount of patent corpora and has already set up high quality machine translations services for patents for a limited number of languages. In addition, given its broad membership comprising all Member States and its contacts with the national patent offices as well as its unique expertise, the EPO is the body which is best placed to collect/develop further patent corpora. In fact, the EPO is the only body which would be capable of putting together the corpora of patent documents required to train the machine translation technologies within a reasonable amount of time.

**RATE OF CO-FINANCING**

Up to 100% of eligible cost while respecting the Financial Regulation and the principle of co-financing.
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**OPERATION TIMETABLE**

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Sub-delegation/agreement	Q1/2012
Total duration (months) 36	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

1,600,000
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**CALL FOR TENDERS****TITLE OF THE CALL**

Call for tender - Exploitation of IP for Industrial Innovation
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**TYPE OF CONTRACT**

Services
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**OPERATION TIMETABLE**

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2012
Final report	Q4/2014
Total duration (months) 24	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

1,000,000
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**CALL FOR PROPOSALS****TITLE OF THE CALL**

ASEAN & MERCOSUR IPR SME Helpdesk
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**PRIORITIES**

SMEs
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**OBJECTIVES**

<p>The <b>ASEAN &amp; MERCOSUR IPR SME Helpdesk</b> offers first-line advice and support to European SMEs facing intellectual property rights (IPR) difficulties in, or arising from ASEAN and MERCOSUR member countries. By offering expert advice through in-person workshops, e-learning tools, and response to individual business queries, it helps SMEs respond practically to such challenges as:</p>
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- |   |
|---|
| <ul style="list-style-type: none"> <li>- counterfeit products entering the European market;</li> <li>- protecting their valuable IPR before and while doing business in ASEAN and MERCOSUR member countries (e.g. developing the market there for their own products or when following a company to which they have traditionally been a supplier when it enters ASEAN or MERCOSUR markets);</li> <li>- how to find and constructively work with administrations or service providers to enforce</li> </ul> |
|---|

their IPR in such situations.

RATE OF CO-FINANCING

90%

OPERATION TIMETABLE

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2 – Q3/2012
Final report	Q2 – Q3/2014
Total duration (months) 20	

TOTAL INDICATIVE BUDGET FOR THE CALL

1,800,000

# (C) ALL FORMS OF INNOVATION IN ENTERPRISES

## PROMOTING KET, ICT AND E-SKILLS

### MEASURE NO

ENT/CIP/12/N01C00

### EIP OBJECTIVE

(c) All forms of innovation in enterprises

### POLITICAL PRIORITIES

Innovation

### DESCRIPTION

Several activities will be undertaken to promote key enabling technologies, information and communication technology up-take and e-skills:

#### **1. Key Enabling Technologies**

The High-Level Expert Group on Key Enabling Technologies has presented its final report on 28 June 2011, which includes policy recommendations regarding the industrial deployment of KETs in the EU. These recommendations provide a basis for the European Commission to develop its work programme for KETs in 2012. In particular, it highlights the need to support to a much greater extent multi-KETs product demonstration activities, which will facilitate the exploitation of the cross-fertilisation potential between these technologies and market take-up in the EU. Such activities will allow for more innovation processes, aiming for the development of product prototypes competitive at global level.

The measure will include three types of activities:

- Implementation and set-up of a monitoring mechanism on the supply and demand of Key Enabling Technologies in the European Union;
- Preparation of the implementation of work programmes on multi-KETs product demonstration activities under Horizon 2020 – the EU Framework Programme for Research and Innovation 2014-2020.
- Follow-up to the policy recommendations of the HLG on KETs

The horizontal approach to KETs is a new EU initiative. Previous activities relate to the management of the HLG on KETs and a feasibility study on the set-up of an EU monitoring mechanism on KETs.

Until today, there is no shared understanding amongst EU member states on KETs-related policy. KETs, as true enablers for new goods and services, could significantly underpin the EU's competitiveness.

A key requirement for success is the sufficient coordination between Member States at EU-level in order to create critical mass. No CIP participating country alone has sufficient resources to respond to global challenges relating to KETs on its own and compete against main EU trading partners, such as China and the US therefore cooperation on EU level is needed. An EU policy on KETs will reinforce trans-national value chains and have an impact on regions all over Europe.

#### **2. e-Skills for Innovation and Competitiveness**

The objective is to support the implementation of a long term strategy promoting e-skills for

competitiveness and innovation to generate a large talent pool and strengthen Europe's global competitive positioning. The needs for successful innovation go beyond IT skills and include also leadership, entrepreneurship, management, creativity etc. This measure will contribute to the "Industrial Policy for the Globalisation Era", "Innovation Union" and "Digital Agenda" flagships of Europe 2020. While these activities focus on professionals and practitioners, they are an integral part of an overall skills strategy in line with The New Skills and Jobs Agenda. Furthermore, the work around e-skills is part of a wider strategy for education and training.

The following activities will be launched:

- Monitoring key indicators and scenarios on the supply and demand of e-skills, and benchmarking national policy initiatives and multi-stakeholder partnerships targeting advanced users, managers and entrepreneurs with a focus on SME and start-ups;
  - Developing European guidelines and quality labels for new curricula and training for advanced ICT professionals fostering innovation skills based on market needs and best practices including industry led initiatives. These must be compatible with the European quality assurance reference framework for vocational education and training (EQAVET);
  - Organising a pilot demonstration of the implementation of the guidelines in the field of cloud computing and a large dissemination campaign;
  - Fostering the international dimension and assessing the impact of globalisation on high-level e-skills requirements, analysing major policy initiatives and best practices in the world. In addition, two workshops with industry and governmental experts on partnerships, industry initiatives and national policies will be organised as well as a European e-Skills Conference.
- There has been no previous measure on this topic although there have been successful actions related to the Communication on "e-Skills for the 21st Century" upon which these measures will build. Given the global nature of IT, these actions have to be undertaken at the European level to be of greatest value.

### **3. Stimulating ICT-enabled innovation among SMEs**

This action is composed of three measures, as well as horizontal support measures:

#### **1. Boosting ICT integration along digital value chains:**

The objective is to enhance the competitiveness and innovation capacity of entire industry and services sectors through smart use of ICT in B2B transactions. In this respect, it will:

- Develop a set of European common framework for interoperability among business processes and data exchange models for the specific economic sectors;
- Demonstrate the common framework for interoperability through large-scale demonstration actions involving SMEs, in order to show the potential gains new technologies can offer by making daily business smarter;
- Promote awareness and dissemination of the benefits and business opportunities deriving from the implementation of seamless digital value chains.

Five large-scale pan-European demonstration actions have been initiated already. This action will help leverage the European added value of existing, national and European initiatives and place them in a European perspective, in order to create efficient, functional and seamless cross-border digital value chains.

2. Foresight study on how the business landscape will be transformed by ICT-enabled innovations. This will include a market monitoring mechanism for new business paradigms.

#### **3. Horizontal support measures**

A series of expert meetings (2-3 eBSN Steering Group meetings), workshops and conferences with stakeholders are envisaged to shape the demonstration actions and relevant sector-specific policy initiatives, as well as publications and support material.

## **OBJECTIVES OF THE IMPLEMENTING MEASURE**

### **1. Key Enabling Technologies**

Key Enabling Technologies, i.e. nanotechnology, micro- and nano-electronics, photonics, advanced materials, industrial biotechnology and advanced manufacturing systems, are true enablers for new goods and services and constitute the core of the EU's industrial base. Due to their maturity levels and capital intensity, which lead to initial high investments, they fail in many cases to penetrate EU markets. One of the reasons is the insufficient focus of EU public support on applied research and development as well as innovation. A common European strategy will therefore address the industrial deployment of these technologies in EU industries in order to make them more competitive and more innovative.

## **2. e-Skills for Innovation and Competitiveness**

Europe is facing severe innovation skills shortages impacting negatively the creation and the development of start-ups and SMEs. This is slowing the development of new business models as well as of new products and services. These skills are crucial for the competitiveness and the attractiveness of Europe as industry is increasingly sourcing talent on a world-wide basis. Good progress has been made to promote ICT skills for ICT practitioners and digital literacy for citizens. This new measure will support the generation of a large talent pool of advanced users, managers and entrepreneurs.

## **3. Stimulating ICT-enabled innovation among SMEs**

The objective of the ICT-enabled innovation initiative is to improve the innovation capacity and efficiency of entire industry and services sectors through smart use of ICT.

The objective of the foresight study is to provide a better understanding of the nature and potential impact of ICT-enabled innovations in transforming the business landscape in Europe and help disseminate visions and showcases.

## **INDICATORS**

### **1. Key Enabling Technologies**

- Timely submission of deliverables from the monitoring mechanism on the supply and demand for KETs in the EU;
- Satisfaction survey among KETs High Level Group representatives on the quality of deliverables;
- Number of follow-up measures taken by the Commission, public authorities and stakeholders;
- Enhanced deployment of KETs at the benefit of the competitiveness of EU industries.

### **2. e-Skills for Innovation and Competitiveness**

- Timely submission of deliverables and organisation of two workshops to validate the analysis and the conclusions and foster consensus on the quality and the relevance of the recommendations;
- Release of a report providing a comprehensive description of existing policies in all Member States and of at least ten good practices, as well as formulation of new policy options for action at EU and national level;
- Number of follow-up measures taken by the Commission, public authorities and stakeholders;
- Evolution of the size of the talent pool and of the e-skills shortages (measured by comparing the new data included in the report to those in the one released in 2010).

### **3. Stimulating ICT-enabled innovation among SMEs**

- Number of participating countries and stakeholders;
- Timely delivery of expected deliverables, respect of budget planning;
- Number of committed key industry stakeholders, all over EU, to further promote the full roll-out of the common framework in their daily business transactions, as indicated by their signature of a MoU.

**IMPLEMENTATION MODE**

Call for tender, experts meetings.

**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2/2012
Final report	Q4/2013
Conferences/meeting/workshop	Q1/2012 – Q4/2012
Total duration (months) 18	

**BUDGET (OUT OF WHICH ECO-INNOVATION)**

<b>ACTION</b>	<b>PROJECT REFERENCE</b>	<b>YEAR</b>	<b>BUDGET LINE</b>	<b>BUDGET</b>	<b>ECO-INNOVATION</b>
Call for tender - open or restricted procedure	ENT/CIP/12/N01C01 Key Enabling Technologies <i>Preparation of demonstration action</i>	2012	02.0201	4,000,000	0
Call for tender - open or restricted procedure	ENT/CIP/12/N01C01 Key Enabling Technologies <i>Feasibility study</i>	2012	02.0201	2,300,000	0
Experts meetings	ENT/CIP/12/N01C01 Key Enabling Technologies <i>Horizontal support measures</i>	2012	02.0201	200,000	0
Call for tender - open or restricted procedure	ENT/CIP/12/N01C02 e- Skills for Innovation and Competitiveness <i>Assessing impact of Globalisation on Innovation Skills</i>	2012	02.0201	350,000	0
Call for tender - open or restricted procedure	ENT/CIP/12/N01C02 e- Skills for Innovation and Competitiveness <i>Guidelines and Labels for New Curricula</i>	2012	02.0201	2,500,000	0
Call for tender - open or restricted procedure	ENT/CIP/12/N01C02 e- Skills for Innovation and Competitiveness <i>Monitoring and benchmarking</i>	2012	02.0201	500,000	0

<b>ACTION</b>	<b>PROJECT REFERENCE</b>	<b>YEAR</b>	<b>BUDGET LINE</b>	<b>BUDGET</b>	<b>ECO-INNOVATION</b>
Experts meetings	ENT/CIP/12/N01C02 e- Skills for Innovation and Competitiveness <i>Conferences and workshops</i>	2012	02.0201	150,000	0
Call for tender - open or restricted procedure	ENT/CIP/12/N01C03 Stimulating ICT- enabled innovation among SMEs <i>Foresight study</i>	2012	02.0201	300,000	0
Call for tender - open or restricted procedure	ENT/CIP/12/N01C03 Stimulating ICT- enabled innovation among SMEs <i>Assisting SMEs</i>	2012	02.0201	4,000,000	0
Experts meetings	ENT/CIP/12/N01C03 Stimulating ICT- enabled innovation among SMEs <i>Horizontal support measure</i>	2012	02.0201	150,000	0

<b>TOTAL</b> 14,450,000
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<b>THEREOF ECO-INNOVATION</b> 0
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## **CALL FOR TENDERS**

### **TITLE OF THE CALL**

Preparation of KETs product-demonstration actions
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### **TYPE OF CONTRACT**

Services
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### **OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2/2012
Final report	Q4/2013
Total duration (months) 12	

### **TOTAL INDICATIVE BUDGET FOR THE CALL**

4,000,000
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## CALL FOR TENDERS

### TITLE OF THE CALL

Feasibility studies regarding the implementation of the HLG policy recommendations

### TYPE OF CONTRACT

Services

### OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2012
Final report	Q4/2013
Total duration (months) 12	

### TOTAL INDICATIVE BUDGET FOR THE CALL

2,300,000

## CALL FOR TENDERS

### TITLE OF THE CALL

e-Skills: Assessing the Impact of Globalisation on Innovation Skills

### TYPE OF CONTRACT

Services

### OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2012
Final report	Q3/2013
Total duration (months) 12	

### TOTAL INDICATIVE BUDGET FOR THE CALL

350,000

## CALL FOR TENDERS

### TITLE OF THE CALL

e-Skills: European Guidelines and Labels for New Curricula

### TYPE OF CONTRACT

Services

### OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2012
Final report	Q4/2014

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Total duration (months) 24	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

2,500,000
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**CALL FOR TENDERS**

**TITLE OF THE CALL**

e-Skills: Monitoring and Benchmarking policies and partnerships
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**TYPE OF CONTRACT**

Services
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**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2/2012
Final report	Q3/2013
Total duration (months) 12	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

500,000
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**CALL FOR TENDERS**

**TITLE OF THE CALL**

Foresight study on the transformation of the business landscape by ICT-enabled innovations
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**TYPE OF CONTRACT**

Services
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**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2/2012
Final report	Q4/2013
Total duration (months) 12	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

300,000
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**CALL FOR TENDERS**

**TITLE OF THE CALL**

Boosting ICT integration along digital value chains: assisting SMEs in 2 specific industry or services sector participate in global digital value chains in the Single Market
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**TYPE OF CONTRACT**

Services
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**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2/2012
Final report	Q2/2015
Total duration (months) 30	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

4,000,000
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## A BROAD CONCEPT OF INNOVATION

### MEASURE NO

ENT/CIP/12/C/N02C00

### EIP OBJECTIVE

(c) All forms of innovation in enterprises

### POLITICAL PRIORITIES

Innovation

### DESCRIPTION

#### **1. Design Initiative**

Follow-up of the European Design Innovation Initiative (EDII) launched in 2011. The initiative aims notably at mainstreaming design and user-centred innovation into European innovation policy through the development of a joint vision, joint priorities and a joint design innovation agenda for participating countries (see Innovation Union commitment 19).

The initiative is based on an open, stakeholder-driven, non-sector specific innovation approach and is driven by the Design Leadership Board put into place in 2011 to advise the Commission on the definition of the work programme, the modalities of the initiative and the definition of the actions to be launched. The initiative has a European added value as it will diffuse experiences and best practices at political level while at the same time involving stakeholders across Europe developing joint action, in order to reinforce the design thinking process in producing innovative solutions.

#### **2. Extension of the European Mobile and Mobility Industries Alliance (EMMIA) focusing on GMES and GNSS**

This action is an extension of EMMIA which was set up in 2011 with a view to contributing to the overall modernisation of the European economy and to the implementation of the Europe 2020 Strategy. By promoting and supporting service innovation, and by addressing the societal challenge of sustainable mobility, this action will complement the existing actions of EMMIA using technologies, information and services from GMES (the European Earth monitoring programme), and the European GNSS (Global Navigation Satellite Systems).

While GMES and GNSS-based services are funded by and mainly targeted at the public sector, this action would boost the use of such satellite-based information in the private sector and facilitate business opportunities for enterprises (in particular start-ups and SMEs).

This action will promote the deployment of GMES and GNSS-based services through large scale demonstrators in support of all Innovation Partnerships such as the ones on raw materials, sustainable agriculture and smart cities, in particular those where mobile and mobility services can make a difference. The large scale demonstrators will develop, test and implement new approaches in addressing particular problems, for example by supporting enhanced geological mapping, by experimenting with more ecological and environmentally friendly solutions in agriculture or addressing traffic congestion and offering smart mobility solutions in cities. At the centre of large scale demonstrator projects lies a staged approach that starts with the societal or consumer demand. It works back from the user needs to the potential technical and service innovation solutions and the corresponding support needed. This approach allows finding solutions and creating entrepreneurial opportunities for a wide use of mobile and mobility services.

To increase the market penetration of mobile and mobility services and linked technologies, innovation voucher schemes could be launched to promote their wider use by companies or organisations from other sectors (so-called Type B vouchers). This would provide financial incentives to explore and test GMES and GNSS-based service concepts under real life

conditions with end users and prepare for a later integration of these in their products, processes and services.

The demonstrators will bring solution providers and users closer together to promote user-driven innovation and new forms of collaboration in model regions across Europe. A Europe-wide awareness raising campaign is envisaged to share the experience from the model regions in cooperation with the European Service Innovation Centre.

### **3. Networking of Eco-Innovation Financiers**

The measure aims at establishing a European network of eco-innovation financiers and investors to mobilise them and respond better to their policy needs in view of accelerating investment and increasing financing available for eco-innovative companies. The network will also establish links between investors, financiers and entrepreneurs and aim at pooling financiers to overcome the fragmentation of financial markets to achieve economies of scale and better understand markets and businesses opportunities in this area.

Access to finance is especially difficult for businesses engaged in green innovation, due to greater perceived commercial risk. So far, no public networks with such a focus exist at European level. Furthermore, although investment in the green technologies sector is growing it is concentrated in the renewable energies sector, with little attention given to the other sectors. Eco-innovation financing barriers tend to be more severe than for other forms for innovation and they include: divergent goals between eco-innovators and investors, limited knowledge of the eco-innovation market due to its rapid growth and embryonic development, and lack of cooperation within the industry, longer profitability horizons, the higher amounts needed, and hence the higher risks compared to investing in other sectors or problems the investors face to understand the projects presented by eco-innovative start-ups. There is increasing recognition of the need to link up and syndicate early-stage, seed and business angel initiatives at a supra-regional/national level.

### **4. Social Innovation**

The Innovation Union stressed that social innovation is an important new field that should be nurtured (see commitment 26). While there is no shortage of good ideas, social innovations are not yet producing the impact that they should. There must be more support for experimentation. Approaches that have clear advantages over current practice then need to be scaled up and disseminated. To achieve this, competent intermediaries, effective incentives and networks speeding up and facilitating mutual learning are needed. Following the successful launch event of the Social Innovation Europe Initiative in March 2011, many suggestions for activities to network social innovators and support mechanisms are being developed, including supporting social enterprise and new business models for social innovators (for-profit and not-for-profit). Additionally, the Social Innovation Europe Initiative will develop two technical reports with recommendations on funding and upscaling social innovation. The technical reports and stakeholder inputs will provide ideas for new activities that can be supported by this measure. The actions may vary duration, but it is envisaged that overall, they will take no longer than till the end of 2014.

### **5. IMP<sup>3</sup>rove – European Innovation Management Academy**

The measure will further develop a self-sustaining structure ensuring the continued availability of European Innovation Management support instruments developed in the context of earlier projects. To that end, support will be provided for the start-up phase of a not-for-profit ‘IMP<sup>3</sup>rove – European Innovation Management Academy’, an independent structure to sustain the services developed by the IMP<sup>3</sup>rove platform for innovation management performance benchmarking and to manage related intellectual property rights. The Academy will provide the necessary stable infrastructure to implement additional actions addressing the development of better innovation support in Morocco, Tunisia, Egypt and Lebanon. The measure shall furthermore provide opportunities for a future integration of the

toolbox into the services provided to the SMEs benefitting from SME-instrument in Horizon 2020.

The measure will secure return on investments made by the IMP<sup>3</sup>rove service contract (2006-09) and IMP<sup>3</sup>rove II grant (2010-11) that developed the platform, established the assessment tool and related consultancy services accessible to all SMEs in Europe, and developed products like training and blueprints for regional SME support programmes to be financed under ERDF and national budgets.

So far, IMP<sup>3</sup>rove assessments have been undertaken by more than 3500 SMEs, and more than 400 consultants from small and micro-consulting enterprises in all CIP participating countries have been trained on the tools.

In the first semester 2012 the IMP<sup>3</sup>rove-European Innovation Management Academy will be founded outside the described measure. The Academy will receive all IP related to the IMP<sup>3</sup>rove service contract so far held by the European Commission, and it will manage these rights and lay down transparent and non-discriminatory rules for the licensing and pricing of intellectual property and the use of the platform services, in particular in the context of national and regional innovation support programmes. To that end, the Academy shall assist Member States and regions to integrate products and services based on the IMP<sup>3</sup>rove approach in national / regional SME support programmes.

#### **OBJECTIVES OF THE IMPLEMENTING MEASURE**

##### **1. Design Initiative**

The objective is to mainstream design and user-centred innovation into European, national and/or regional innovation policy and to foster mutual learning on good practices among policy-makers and stakeholders.

##### **2. Extension of the European Mobile and Mobility Industries Alliance focusing on GMES and GNSS**

In line with the Conclusions of the 6th Space Council acknowledging the importance of space technology and services deriving from it for the overall competitiveness and innovation potential of the European economy, the objectives of this action is to showcase the relevance and impact of a broad concept of innovation that combines the use of GMES and GNSS-based technologies with service innovation (demand-driven and user-centred approaches)

##### **3. Networking of Eco-Innovation Financiers**

The measure aims at establishing a European network of eco-innovation financiers and investors to mobilise them and to respond more efficiently to their policy needs in view of accelerating investment and increasing financing available for eco-innovative companies.

##### **4. Social Innovation**

The objective of this measure is to support social innovation in Europe, with a particular emphasis to fully harness new business opportunities for European entrepreneurs. Some of the actions could contribute to the implementation of the Social Business Initiative (Communication foreseen for adoption in autumn 2011).

**5. IMP<sup>3</sup>rove – European Innovation Management Academy** The objectives of the measure is the successful operation of the “IMP<sup>3</sup>rove - European Innovation Management Academy” during a start-up period. This includes support for the establishment of governance structures, the operation of certification schemes for trained consultants and the management of the IP transferred from the EU to the Academy. The overall objective is the transformation of the IMP<sup>3</sup>rove project into an independent and self-sustaining legal entity.

The measure shall ensure the continued availability of tools and services, notably the assessment platform, upon which consulting SMEs and innovation support services in the Member States and Southern Mediterranean countries depend. To assure the quality of service delivery to SMEs, the Academy shall operate a training and certification scheme for

consultants.

To that end, the implementing measure provides support to the Academy to raise further awareness on the role of innovation management capacity of SMEs for the achievement of the Europe 2020 objectives, expand its membership and successfully manage the network of users and stakeholders to define areas of further development of tools and products.

#### INDICATORS

##### 1. Design Initiative

- Geographical reach of the initiative (number of participating countries/regions involved);
- Quality of the Design initiative as measured by an evaluation (incl. survey of stakeholders);
- Number of EU participating countries integrating design and user-driven innovation into innovation policy, as measured in the final report of projects and evaluations.

##### 2. Extension of the European Mobile and Mobility Industries Alliance focusing on GMES and GNSS

- Amount of additional funds leveraged via public and private funds mobilised in support of innovative GMES and GNSS-based services;
- Number of new mobile GMES and GNSS-based services tested, and qualitative assessment of the potential impact in terms of value creation, employment, etc;
- Number and level of satisfaction of participants in awareness raising events based on dedicated surveys.

##### 3. Networking of Eco-Innovation Financiers

- Amount of additional funds leveraged for eco-innovation (survey of stakeholders);
- Quality of the initiative as measured by an evaluation (incl. survey of stakeholders).

##### 4. Social Innovation

- Number of participants being networked, notably linking different types of social innovators (e.g. from cooperatives, NGOs, business) (website statistics of Social Innovation Europe).

##### 5. IMP<sup>3</sup>rove – European Innovation Management Academy - Timely operation of a transparent and non-discriminatory scheme for licensing and pricing for the use of IMP<sup>3</sup>rove products and services (by 30/06/2012).

- 20% annual increase of the number of SMEs using the online self-assessment tool.
- A 20% increase in the number of trainings provided and licenses granted to consulting SMEs.
- A higher level of uptake of IMP<sup>3</sup>rove products and services by third parties, resulting in at least € 30 million invested in support programmes to SMEs based on IMP<sup>3</sup>rove tools.

#### IMPLEMENTATION MODE

Calls for proposal, Existing framework contract, Experts meetings, Call for tender

#### OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q1 – Q2/2012
Final report	Q4/2014 – Q3/2016
Total duration (months) 48	

#### BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Grant Agreement	ENT/CIP/12/N02C01 European Design	2012	02.0201	1,700,000	0

<b>ACTION</b>	<b>PROJECT REFERENCE</b>	<b>YEAR</b>	<b>BUDGET LINE</b>	<b>BUDGET</b>	<b>ECO-INNOVATION</b>
	Innovation Initiative (financing 2 proposals from the reserve list of Call for proposal ENT/CIP/11/C/N03C021)				
Call for tender or expert meeting	ENT/CIP/12/N02C01 Awareness raising measures on Design initiative	2012	02.0201	60,000	
Call for proposal	ENT/CIP/12/C/N02C02 Extension of the European Mobile and Mobility Industries Alliance: Concrete action on GMES and GNSS	2012	02.0201	3,500,000	0
Call for proposal	ENT/CIP/12/D/NN02C03 Network of eco-innovative actors	2012	02.0201	2,000,000	2,000,000
Call for tender - open or restricted procedure	ENT/CIP/12/C/N02C04 Social Innovation	2012	02.0201	1,000,000	0
Ad hoc grant	ENT/CIP/12/C/N02C05 Establishment of the IMP <sup>3</sup> ROVE European Innovation Management Academy	2012	02.0201	350,000	0

**TOTAL**  
8,6100,000

**THEREOF ECO-INNOVATION**  
2,000,000

## **CALL FOR PROPOSALS**

### **TITLE OF THE CALL**

European Design Innovation Initiative implementation (follow-up of initiatives launched in 2011): Organisation of workshops and dissemination and awareness raising measures

### **RATE OF CO-FINANCING**

Up to 95 %

### **OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2/2012

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Final report	Q4/2014
Total duration (months) 33	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

1,700,000

**CALL FOR TENDERS**

**TITLE OF THE CALL**

European Design Innovation Initiative implementation (follow-up of initiatives launched in 2011): Organisation of workshops and dissemination and awareness raising measures

**TYPE OF CONTRACT**

Service contract

**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2 2012
3-4 workshops	Q3-Q4/2012
Final report	Q4/2012
Total duration (months) 6 months	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

60,000

**CALL FOR PROPOSALS**

**TITLE OF THE CALL**

Extension of the European Mobile and Mobility Industries Alliance focusing on GMES and GNSS

**PRIORITIES**

Innovation

**OBJECTIVES**

The objectives of this action are  
a) to address major societal challenges;  
b) to showcase the relevance and impact of a broad concept of innovation that combines the use of GMES and GNSS-based technologies with service innovation (demand-driven and user-centred approaches)

**RATE OF CO-FINANCING**

Up to 85 %

**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
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Publication of call	Q2/2012
Final report	Q4/2014
Total duration (months) 30	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

3,500,000

**CALL FOR PROPOSALS**

**TITLE OF THE CALL**

Reinforcing - networking of eco-innovation financiers

**PRIORITIES**

Innovation

**OBJECTIVES**

The measure aim to establish a European network of eco-innovation financiers and investors to mobilise them and respond better to their policy needs in view of accelerating investment and increasing financing available for eco-innovative companies.

**RATE OF CO-FINANCING**

Up to 95 %

**OPERATION TIMETABLE**

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2012
Final report	Q4/2014
Total duration (months) 30	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

2,000,000

**CALL FOR TENDERS**

**TITLE OF THE CALL**

Social Innovation Actions

**TYPE OF CONTRACT**

Services

**OPERATION TIMETABLE**

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q1/2012
Final report	Q3/2016
Total duration (months) 48	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

1,000,000

**AD HOC GRANT****TITLE OF THE CALL**Establishment of the IMP<sup>3</sup>ROVE European Innovation Management Academy**BENEFICIARY**

The Consortium implementing the IMP<sup>3</sup>rove II project on behalf of the IMP<sup>3</sup>rove-European Innovation Management Academy represented by:  
 AT Kearney GmbH, Kaistrasse 16, Düsseldorf, Germany  
 Agenzia per la promozione della ricerca Europea, Via Cavour 71, Roma, Italy  
 Fraunhofer Gesellschaft, Fraunhofer Institut IAO, München, Germany

**JUSTIFICATION**

**Legal base:** Decision No 1639/2006/EC of the European Parliament and of the Council of 24 October 2006 establishing a Competitiveness and Innovation Framework Programme (2007 to 2013) (OJ L 310/15, 9.11.2006). Art 168.1(f), respectively © of the implementing rules of the Financial regulation.

**Justification:** Similar to the ad-hoc grant provided to the consortium implementing the IMP<sup>3</sup>rove II project as predecessor to the European Innovation Management Academy for activities in the Southern Mediterranean countries, the described activities require particular technical competences with a high degree of specialisation. As the IMP<sup>3</sup>rove platform is the result of a service contract (until 2009) and grant agreement (2010/11) the current project partners have invested own means in the platform and own significant IP generated during the last 2 years. This requires involving them in any initiative to secure the return on investments for the EU. Factually, no entity outside the current project consortium could, within a reasonable time, develop the same technical expertise and knowledge required to implement the sustainability strategy that was developed in the context of the IMP<sup>3</sup>rove II project. An open call for proposals would therefore not lead to a different result than a direct award.

**RATE OF CO-FINANCING (MAX EU CONTRIBUTION IN %)**

Maximum 95%

**OPERATION TIMETABLE**

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Invitation to provide a proposal	Q2 /2012
Final report	Q4/2014
Total duration (months) 24 months	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

350,000

# INNOVATION ANALYSIS AND PROMOTION

## MEASURE NO

ENT/CIP/12/C/N03C00

## EIP OBJECTIVE

(c) All forms of innovation in enterprises

## POLITICAL PRIORITIES

Innovation

## DESCRIPTION

### 1. Industrial innovation policy-related analysis

Support industrial innovation policy related analysis, benchmarking and monitoring activities. The measure will in particular compile and analyse intelligence on innovation policy trends and systems and their impact on existing and new forms of business innovation and the barriers, drivers, framework conditions and innovation systems that influence them.

The measures will cover all CIP participating countries, as far as relevant and possible with a regional break-down. It will also cover other relevant countries world-wide, because in the current globalisation context business innovation processes are increasingly dominated by international interdependences and open innovation. This aims to help policy makers adopt a global perspective, draw on the policy experiences of other countries and better design innovation support policies in line with business needs (in particular those of SMEs). This will be especially useful for the work on the national / regional innovation strategies for smart specialisation, which are being developed with assistance from the Commission in the framework of the "Smart Specialisation Platform", in particular in view of the next Cohesion Policy programming period.

The measures may include, besides data compilation and analysis, dissemination tools and activities, IT tools for data collection and sharing, workshops and seminars for bringing together experts on specific topics and countries. Complementarities between these activities and the FP7 funded research and innovation related analytical activities and the science and technology international cooperation strategy and forum (SFIC) will be ensured.

### 2. Innovation Scoreboard

The measure will provide analysis to monitor and benchmark innovation potential and performances based on the latest available international statistics. It will include the provision of the annual Innovation Union Scoreboards (see Innovation Union commitment 34), the European Public Sector Innovation Scoreboard (see Innovation Union commitment 27), four thematic reports each year which explore new aspects of innovation performance or how innovation performance is related to wider socio-economic and environmental factors. The Innovation Scoreboard provides comparative assessments across Europe and other major international innovative countries, which allows countries to assess their relative strengths and weaknesses as well as to monitor progress. Scoreboard data at regional level will also be analysed. The Innovation Scoreboard has been provided on an annual basis since 2001 and there is no comparable analysis.

### 3. Industrial innovation Survey

The Innobarometer is the instrument developed by the Commission to capture innovation phenomena at firm or citizen level. It is a poll based on the Eurobarometer methodology with interviews based on a questionnaire developed by the Commission services. The data is not available from Eurostat or other sources and provides immediate information that is comparable across countries on firms' activities and opinions.

The Innobarometer has been conducted on an annual basis since 2001. The topic of the 2012

survey will support the implementation of the Innovation Union or Industrial Policy flagships' industrial innovation aspects.

The geographical coverage is defined by the Commission and might cover EU27, Candidate Countries, Associated Countries, US. Concerning innovation in firms, 4000-5000 firms or other groups will be interviewed on specific subjects (e.g. different forms of innovation, role of users, innovation culture, factors affecting innovative investments and success). It is the only source of equivalent information which allows direct trans-national comparisons across EU27.

#### **4. Europe INNOVA Conference 2012**

Since 1998 the Commission has organised a major biannual innovation conference. Following the launch of the Europe INNOVA initiative in 2006, the conferences have been organised within the framework of this initiative for support for industrial innovation which constitutes a pan-European platform for innovation stakeholders. Since 2008, the conferences have been organised by the Presidencies of the European Council (2008 the French Presidency, 2010 the Belgian Presidency). In 2012, the Danish Agency for Science, Technology and Innovation under the Ministry of Science, Technology and Innovation has expressed interest in hosting and co-organising the conference under the Danish EU Presidency. The Europe INNOVA Conference will bring together the Europe INNOVA Community with high-level European, national and regional innovation policy makers, researchers and practitioners to present and debate the latest policy priorities, opportunities and challenges for a more innovative and competitive Europe. Some 400 participants are foreseen.

The conference will enable innovation stakeholders from throughout Europe to exchange experiences and points of view as well as learn about new policy initiatives and trends related to innovation, notably in the context of the Europe 2020 Strategy.

#### **5. European Service Innovation Centre (ESIC)**

Building upon the recommendation of the Expert Panel on Service Innovation in the EU it is proposed to further develop the idea of a European Service Innovation Centre (ESIC) towards a tool for mutual policy learning in the EU.

ESIC will undertake statistical and further in-depth analysis of the relative importance of service innovation at European level based on existing data such as from the Community Innovation Survey in relation to the overall economy measured in terms of its impact on economic growth and export performance, creation and sustainability of jobs as well as productivity and investment levels. It will inform the development of the Community Innovation Survey and the Innovation Union Scoreboard by developing a stable and common set of useable and replicable indicators relating to service innovation. A complementary annual European Service Innovation Scoreboard will also be developed. Evidence will also be gathered to capture the dynamics and impact of service innovation and service firms for sectoral and regional economic development. This will include analysing the spatial concentration and specialisation patterns based, inter alia, on the data and work already performed by the European Cluster Observatory. A database with a linked website will be established and maintained to allow the monitoring of service innovation capabilities over time.

In terms of supporting evidence-based policy making to help reorient regional and industrial policies, towards a better understanding of the growing importance of service innovation as a driver of structural change and future competitiveness, ESIC will provide the following additional customised services to selected pilot regions:

- Baseline information and intelligence on needs and challenges, including the identification of sectoral and cross-sectoral development patterns which are blurring the boundaries between services and manufacturing, by performing audits of the existing performance of the regions through data analysis, and foresight and trend analyses pointing to emerging competitive

factors and value chain changes in order to develop concepts and policy approaches that will contribute to better anticipatory policy-making;

- Concrete and tailored support services and advice to the regions in the form of policy briefings, mentoring and training as well as the organisation of study visits, benchmarking and peer review exercises with other successful regions with a view to fostering policy learning from existing good practice and injecting external impetus into the regions;

- Assessment, monitoring and evaluation of the strategies and their impact, including recommendations for improvements or changes in policies to upgrade and accelerate their implementation, and to achieve excellence.

The work of ESIC will address the shortage and fragmentation of information and analysis of the relevance and potential of service innovation in Europe, notably by providing an authoritative view on trends, EU capability and policy impact through a common methodology thereby allowing for comparability across the EU. As this information and analysis will be made available free of charge to all CIP participating countries, it ensures a level playing field with respect to knowledge about the importance of service innovation as a driver of regional development and structural change. In this way, ESIC will contribute to more evidence-based policy-making and the development of policy tools to make better use of the transformative power of service innovation in the development of existing and emerging industries and markets. It will help Europe's regions and Member States to take better account of service innovation in the development of their industrial policies and smart specialisation / cluster strategies. If successful, the ESIC approach could also be used in support of emerging industries by other EU instruments, such as the future programme for research and innovation Horizon 2020.

The contract with the European Service Innovation Centre might be extended by one year subject to approval of the EIP Committee.

#### **OBJECTIVES OF THE IMPLEMENTING MEASURE**

##### **1. Industrial innovation policy-related analysis**

The objective of the industrial innovation policy analysis and monitoring activities is to provide a detailed and timely EU-wide comparable evidence-base, including information on performances, trends, barriers, innovation systems at national, regional and EU level, opportunities for mutual learning through the identification of good practices and areas for policy intervention, and insights into the innovation policies of other major innovative countries outside the EU, to facilitate policy development for business innovation at EU and national / regional level.

##### **2. Innovation Scoreboard**

The Innovation Scoreboard will provide a comparative benchmarking of levels and trends in innovation performance across EU countries, and across EU regions and with other major innovative countries outside the EU.

##### **3. Industrial innovation Survey**

The objective of the industrial innovation policy related to the survey activities is to provide detailed and timely analysis of innovation performance and trends and of the drivers and barriers to innovation.

##### **4. Europe INNOVA Conference 2012**

To bring together high-level European, national and regional innovation policy makers, researchers and practitioners to present and debate the latest policy priorities, opportunities and challenges for a more innovative and competitive Europe.

##### **5. European Service Innovation Centre (ESIC)**

The main role of ESIC will be to improve awareness among European, national and regional policy makers of the contribution of service innovation and service firms to sectoral and

regional economic development, and in particular of the transformative power of service innovation on the development of emerging sectors and markets. It will capture the dynamics and impact of service innovation and demonstrate how service innovation can contribute to smart, sustainable and inclusive growth.

## INDICATORS

### 1. Industrial innovation policy-related analysis

- Number of downloads of deliverables from public database and hits on web-sites;
- Level of influence of deliverables in national and EU policy discussions (based on a survey among Enterprise Policy Group (EPG) members);
- Number of participants in the activities (workshops, seminars);
- Level of satisfaction of participants according to the satisfaction surveys after each activity.

### 2. Innovation scoreboard

- Timely delivery of the different reports;
- Public attention raised by the publication of the scoreboard (as measured by the press coverage);
- Good acceptance by the European Innovation Community (The number of downloads of the EIS from the website).

### 3. Industrial innovation Survey

- Number of downloads of Innobarometer report (indicator of acceptance and use);
- Internal evaluation of relevance, utility and quality of statistics obtained, which are not covered by other statistical instruments.

### 4. Europe INNOVA Conference 2012

- Number of participants attending the conference;
- Level and quality of invited speakers and experts;
- Degree of satisfaction with conference content and organisation as measured through post-conference evaluation survey of participants and speakers.

### 5. European Service Innovation Centre (ESIC)

- Quality and impact of services offered by ESIC to regional stakeholders to include service innovation in regional strategies and industrial policy approaches as measured through feedback and change of allocation of funds in favour of service innovation comparing the regional allocation before and after services were received from ESIC.
- Number of awareness-raising actions on service innovation organised by, or in cooperation with ESIC, such as conferences, workshops, meetings and reports;
- Feedback of awareness-raising actions on service innovation organised by, or in cooperation with ESIC, as measured by an online exit survey;
- Number of downloads of the European Service Innovation Scoreboard and related reports and visits to ESIC's website;
- Number of conferences, workshops and policy documents with references to, input and participation from ESIC.

## IMPLEMENTATION MODE

Call for tender, Contract or agreement renewal, Existing framework contract, Ad hoc grant

## OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q1 - Q2/2012
Conferences/meeting/workshop	Q2/2012
Final report	Q1/2013 – Q1-Q4/2015

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Total duration (months) 42	

**BUDGET (OUT OF WHICH ECO-INNOVATION)**

<b>ACTION</b>	<b>PROJECT REFERENCE</b>	<b>YEAR</b>	<b>BUDGET LINE</b>	<b>BUDGET</b>	<b>ECO-INNOVATION</b>
Call for tender - open or restricted procedure	ENT/CIP/12/C/N03C01 Industrial innovation policy-related analysis	2012	02.0201	3,300,000	0
Contract renewal	ENT/CIP/12/C/N03C04 Innovation Scoreboard	2012	02.0201	600,000	0
Existing framework contract	ENT/CIP/12/C/N03C02 Industrial innovation Survey	2012	02.0201	400,000	0
Ad hoc grant (art. 168 IR)	ENT/CIP/12/C/N03C03 Europe INNOVA Conference 2012	2012	02.0201	150,000	0
Call for tender	ENT/CIP/12/C/N03C05 Establishment of a European Service Innovation Centre (ESIC)	2012	02,0201	2,000,000	0

**TOTAL**  
6,450,000

**THEREOF ECO-INNOVATION**  
0

**CALL FOR TENDERS**

**TITLE OF THE CALL**

Industrial innovation policy related analysis

**TYPE OF CONTRACT**

Services

**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2/2012
Final report	Q4/2015
Total duration (months) 36	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

3,300,000

## AD HOC GRANT

### TITLE OF THE CALL

Europe INNOVA Conference 2012

### JUSTIFICATION MONOPOLY

**Legal base:** Decision No 1639/2006/EC of the European Parliament and of the Council of 24 October 2006 establishing a Competitiveness and Innovation Framework Programme (2007 to 2013) (OJ L 310/15, 9.11.2006).

**Objective:** The goal of the action is to organise the Europe INNOVA conference in the 1st half of 2012. The Council Presidency during this period, Denmark, has expressed its interest to host and co-organise the conference

**Description:** The subject matter of the conference is the latest policy ideas, opportunities & challenges for European innovation & competitiveness

**Expected results:** The expected outcome is a participation of about 400 high-level policy makers, researchers & innovation support providers and a shared understanding of mid-term trends in innovation support at EU-level. The expected outcome is based on the outcome of the preceding editions of this conference

**Justification:** The Danish Agency for Science, Technology and Innovation under the Ministry of Science, Technology and Innovation is mandated to implement innovation actions, including conferences, on behalf of the Danish government under the Danish EU Presidency. This institution is therefore in the position of a de facto monopoly for this action. In accordance with art. 168.1c Financial Regulation of the Communities, the grant will therefore be awarded without a call for proposals. The ad-hoc grant will be subject to an award decision to be based on an evaluation report.

### RATE OF CO-FINANCING

Up to 60%

### OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q1/2012
Conferences/meeting/workshop	Q2/2012
Final report	Q1/2013
Total duration (months) 12	

### TOTAL INDICATIVE BUDGET FOR THE CALL

150,000

## CALL FOR TENDERS

### TITLE OF THE CALL

European Service Innovation Centre

### TYPE OF CONTRACT

Services

### OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
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<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q1/2012
Final report	Q3/2015
Total duration (months) 30	
<b>TOTAL INDICATIVE BUDGET FOR THE CALL</b>	
2,000,000	

## INNOVATION PARTNERSHIPS

### MEASURE NO

ENT/CIP/12/N04C00

### EIP OBJECTIVE

(c) All forms of innovation in enterprises

### POLITICAL PRIORITIES

Innovation

### DESCRIPTION

#### **1. Preparation of a candidate Innovation Partnership on Raw Materials**

Europe has to explore and extract better, to recycle more, to find alternatives/substitutions for critical and environmentally/energy demanding raw materials and to be more resource efficient in order to ensure a secure supply and achieve efficient and sustainable management of non-energy, non-agriculture raw materials.. In this context, an innovative approach is necessary.

The preparatory work for an Innovation Partnership on Raw Materials for a Modern Society already started in 2011. Following the assessment of the pilot Partnership on Active and Healthy Ageing in September 2011, should the Council decide to go ahead with further Partnerships, the work in 2012 will include the following actions:

##### 1. Studies, reports internet portals and technical support

A study to investigate how structured statistical information on the quality and quantity of EU raw materials deposits (reserves and resources) can be achieved is foreseen. This study should also provide some recommendations concerning the feasibility of standard codes used by all levels of decision makers and what is needed in order to have those standards pan-European wide in place (feasibility study).

An internet portal containing relevant information and documentation in the areas covered by the Innovation Partnership will be set up and maintained.

It is foreseen that technical assistance will be sought in order to provide input to the work of the Partnership, including the collection of necessary information from existing sources. This technical assistance will also cover specific studies that may be proposed by the High-level Steering Group.

##### 2. Meetings, workshops and conferences

##### 3. Setting up and running the Raw Material Partnership Secretariat

A Secretariat will be required to provide technical and administrative support to the Innovation Partnership. It will organise the work under the different work packages of the Innovation Partnership including the annual meetings of the EIP (such as High-level Steering Group and Sherpa group and the meetings of work package/operational groups).

With the High-level Steering Group in place, the Secretariat will also produce interim reports as well as an annual report of the Innovation Partnership and it will also carry out communication and visibility activities (e.g. press release, leaflet, reports via the internet portal or printed publications).

It will be the contact point for stakeholders.

#### **2. Preparation of a candidate Innovation Partnership – Water Efficient Europe**

The world wide gap between water demand and supply will be about 40% by 2030 based on current average economic growth and water efficiency improvement projections. To be able to address the potential future gap between available water supply and demand, solutions will need to be identified and implemented to ensure an increase of the efficient use of water. All water users (domestic, industrial or agricultural) will need to be targeted in improving water

use efficiency levels, by proposing innovative water efficiency technologies as well as improving the awareness of the importance of using water in a more efficient way. At the same time, pollution remains a top priority and a concern for all water users and the need to supply clean water in sufficient quantity and at a reasonable cost remains a challenge EU wide. Water quantity and quality issues are both a challenge and an opportunity. Innovative solutions will be required to address these issues in a cost-effective way, enabling Europe to deal with the existing challenges while at the same time increasing business opportunities on a global scale.

The European Water sector has a turnover of about €100 billion p.a., which represents about one third of the world water market. While European companies are world leaders in water services, they are relatively less competitive in the water technology segment. Key technological areas will be addressed, like membranes, ICT tools (for precise positioning, advanced materials, combined biotechnology with advanced separative and oxidative processes, low energy processes and components, robotic and trenchless technologies for repairs, to mention a few. The water IP will strongly improve the ability of European companies to exploit the rapidly growing world market.

European eco-industries are growing by 5.9% p.a. in real terms.. 34% of eco-technologies are related to either water supply or waste-water management. The Partnership will boost the competitiveness and growth of the water sector, which today provides 600,000 direct jobs in water utilities alone. Each 1% of increase of the rate of growth of the water industry in Europe may mean between 10,000 and 20,000 new jobs. In order for the Innovation Partnership to be as effective as possible, a number of preparatory activities are needed.

This measure will provide background studies as well as assist in preparing a candidate Partnership with close involvement of all stakeholders, including Member States, Regional Authorities, Regulators and Environment Agencies, the water service industry and other industries relevant for water management, Major water consumers, incl. agriculture associations, energy producers, major water-intensive industries, Universities and Research Centres etc.

The expected results of the study will be a report describing the state of play as regards innovation, identification of stakeholders and their positions, as well as a draft strategic implementation plan of the Innovation Partnership. In order to present and negotiate the content of the partnership with stakeholders 3 conferences/workshops will be organised.

The partnership will involve the private sector as proactive players in achieving our EU water policy objectives in order to identify and test innovative technologies and practices which can provide us with the basis to facilitate implementation of innovative solutions through regulatory or other tools.

## **OBJECTIVES OF THE IMPLEMENTING MEASURE**

### **1. Innovation Partnership on Raw Materials**

In line with the Europe 2020 goals, the overall objective of such a partnership is to achieve smart, sustainable and inclusive growth for Europe.

The specific objectives of the preparatory work - through studies and technical assistance, meetings of High-level Steering Group, Sherpa group and experts - are to help define and establish concrete and objective targets (e.g. pilot plants) for this Innovation Partnership and to define in more detail the actions to be implemented in the different priority areas identified in a Strategic Implementation Plan. Stakeholder workshops and international conferences shall be organised for further discussions and promotion of the initiative.

Once the Partnership is up and running, the setting up and maintenance of an internet portal will aim to ensure adequate communication with regards to the activities and results of the Innovation Partnership. A Secretariat, in close cooperation with the Commission services,

will ensure the smooth running of the Innovation Partnership and the efficient coordination of the different partners and actors involved.

## **2. Innovation Partnership – Water Efficient Europe**

The objective of the measure is to support the setup of an Innovation Partnership (IP) on water as one of the tools to implement the Europe 2020 Strategy.

The strategic objective of the Water IP is to boost innovation in the water sector, to contribute to achieving sustainable and efficient use of water and to contribute to further development of European water policy and to identify and remove barriers to innovation.

The IP will complement the existing policy by technology push and market pull innovation tools and by joint efforts of all relevant public and private stakeholders in order to reach policy objectives. As the European industrial, scientific and technological excellence in the field of Water is spread across the whole EU, the EU-wide approach of the Partnership will allow for a broad variety of multidisciplinary innovative solutions to water problems to be identified, tested and implemented. The IP on Water will take into account the lessons learned from the pilot IP on Active and Healthy Ageing.

The specific objectives of this measure are:

- Identification of innovative solutions for water efficiency;
- Identification of potential pilot innovation sites;
- Assist in setting up the Innovation Partnership, including definition of work packages, identifying stakeholders, ensuring secretarial services etc.

### **INDICATORS**

#### **1. Innovation Partnership on Raw Materials**

1. Studies, reports internet portals and technical support:

- Timely delivery of the final report of the study;
- Timely setting up of the internet portal and appropriate maintenance;
- Timely delivery of technical support/studies, as requested by the High-level Steering Group;
- Number of visits/downloads of the reports from the web site

2. Meetings, workshops and conferences:

- Timely delivery of the Strategic Implementation Plan for adoption by the High-level Steering Group;
- Balanced participation of different partners (i.e. government, industry, academia...).
- Number of participants in events

3. Secretariat:

- Timely delivery and quality of all relevant meetings documents, as assessed by Sherpa's (including the Commission);
- Timely delivery and quality of interim and annual reports as assessed by Sherpa's (including the Commission);

#### **2. Innovation Partnership – Water Efficient Europe**

1. Study contracts completed in due time for launch of the Partnership in 2012;

2. Potential innovation sites identified, analysed and prioritised;

3. Number of stakeholders identified and involved;

4. Number of workshops organised

5. Feedback by participants on quality, relevance and added-value of workshops (exit survey)

### **IMPLEMENTATION MODE**

Call for tender, experts meetings, existing framework contract

### **OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2/2012

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Specific contract	Q3/2012
Final report	Q4/2013 - Q1/2015
Conferences/meeting/workshop	Q1 2012 – Q1/2013
Total duration (months) 18	

**BUDGET (OUT OF WHICH ECO-INNOVATION)**

ACTION	PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Existing framework contract	ENT/CIP/12/C/N04C01 Innovation Partnership on Raw Materials <i>Internet Portal</i>	2012	02.0201	150,000	0
Call for tender - open or restricted procedure	ENT/CIP/12/C/N04C01 Innovation Partnership on Raw Materials <i>Technical assistance</i>	2012	02.0201	300,000	0
Call for tender - open or restricted procedure	ENT/CIP/12/C/N04C01 Innovation Partnership on Raw Materials <i>Study</i>	2012	02.0201	600,000	0
Experts meetings	ENT/CIP/12/C/N04C01 Innovation Partnership on Raw Materials <i>Meetings and workshops</i>	2012	02.0201	350,000	0
Call for tender - open or restricted procedure	ENT/CIP/12/C/N04C01 Innovation Partnership on Raw Materials <i>Secretariat</i>	2012	02.0201	700,000	0
Call for tender - open or restricted procedure	ENT/CIP/12/C/N04C02 Innovation Partnership – Water Efficient Europe	2012	02.0201	1,000,000	1,000,000

**TOTAL**  
3,100,000

**THEREOF ECO-INNOVATION**  
1,000,000

**CALL FOR TENDERS**

**TITLE OF THE CALL**

Technical assistance for the Innovation Partnership on Raw Materials

**TYPE OF CONTRACT**

Services
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**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q3/2012
Final report	Q1/2015
Total duration (months) 30	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

300,000
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**CALL FOR TENDERS**

**TITLE OF THE CALL**

Study on structured statistical information on the quality and quantity of EU raw materials deposits
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**TYPE OF CONTRACT**

Services
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**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q3/2012
Final report	Q4/2013
Total duration (months) 21	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

600,000
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**CALL FOR TENDERS**

**TITLE OF THE CALL**

Technical and administrative Secretariat for a possible future partnership on raw materials
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**TYPE OF CONTRACT**

Services
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**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q3/2012
Final report	Q1/2015
Total duration (months) 30	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

700,000
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## **CALL FOR TENDERS**

### **TITLE OF THE CALL**

Support for the establishment of a Water Innovation Partnership in Europe - study on the state of play on water innovation in Europe.

### **OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q1/2012
Final report	Q1/2013
Total duration (months) 12	

### **TOTAL INDICATIVE BUDGET FOR THE CALL**

1,000,000

## PROMOTION OF ELECTRIC VEHICLES TECHNOLOGIES

### MEASURE NO

ENT/CIP/12/C/N05S00

### EIP OBJECTIVE

(c) All forms of innovation in enterprises

### DESCRIPTION

Furthering the market uptake of innovative technologies for electric vehicles is a key priority of the European strategy for clean and energy efficient vehicles, outlined in the Commission's communication adopted in April 2010 (COM 2010/0186/final). As a part of the strategy, the Commission has set up a complete framework with a range of instruments to support the development of the industry and market of electric vehicles. This includes the adaptation of the regulatory framework to the specificities of electric vehicles, the stronger coordination of measures to influence demand, such as financial incentives, and supporting industrial research, development and innovation.

Electric vehicles offer promising solutions in terms of making road transport clean and energy efficient. However, there are still a number of important challenges to overcome to make them a success with consumers in the market place, such as range anxiety of consumers. To dispel any doubts about the safety and performance of these vehicles, targeted demonstration activities with the potential to attract large public attention on electric vehicles are an opportunity. Furthermore, demonstration activities may also contribute to the spreading of innovative technologies for electric cars.

Taking into account synergies with other EU and national actions, such as those under the IEE programme, the measure will:

- **Co-finance application of innovative technologies** in an electric racing car. The car should include all the most advanced available technologies to enhance the performance of electric vehicles and their batteries. It should also include a range of advanced safety technologies, which have already been technically demonstrated with success but which have not yet significantly penetrated the market. Beneficiaries of this measure are likely to include small engineering companies, capable of developing different vehicle technologies and integrating them into a single vehicle.

Incorporation of technologies into racing cars has in the past proven to be the first step for market take-up of such technologies (e.g. advanced light-weight materials, turbo-charged engines, advanced chassis systems etc.). Financing the application of innovative technologies in a racing car could then be a means to promote the diffusion of these technologies in the market. The know-how gathered by the partners involved in this measure will provide additional technical insight into electronic vehicle technologies, which can be expected to be diffused throughout the sector via cooperation with major industrial players in the automotive supply chain and enhance the competitiveness of the sector.

- **Support the organisation of a demonstration event** to show the electric racing car. The objective of the event should be to raise the awareness among the public, in particular car enthusiasts, of the potential and performance of electric vehicle technology. The event should be addressed at a large public and attract wide media coverage. It may consist of a demonstration run of the electric car on a circuit, whether a traditional car racing circuit or a dedicated circuit in one of the European capitals. The event should also accommodate the participation of other electric vehicles. In addition, the event should include other activities with a strong educational dimension, such as a public exhibition on the advantages of electric propulsion technology and its role in working towards sustainable mobility solutions, workshop/conference, media events, etc. In particular, it should be the opportunity to spread

widely the key messages about electrical mobility and road safety, covering CO2 reductions, smart grids, battery safety, recharging possibilities, etc. Exploiting synergies by coordinating the event with parallel events attracting large audiences can provide additional benefit. The measure will be implemented through one call of proposals with two lots. Several Participating Countries have already put in place policies for the promotion of electromobility. This demonstrative action will send strong signals about the European commitment to the support of the electric vehicles' market and related industries and place the actions from Participating Countries in a European perspective.

**OBJECTIVES OF THE IMPLEMENTING MEASURE**

- To contribute to overcome consumers' uncertainties about electric vehicles, namely with regard to their performance and driving range;
- To attract public attention towards innovative electric vehicles technologies;
- To spur development of longer range, more performing and safer electric cars, as, traditionally, the technology embedded in racing cars is consequently, after some time, broadly used in the market.

**INDICATORS**

1. Number of participants attending the demonstration event;
2. Media coverage of the demonstration event (number of press articles);
3. Degree to which the technologies embedded in the electric racing car are taken up by the market (share of components available for mass production electric vehicles),

**IMPLEMENTATION MODE**

Call for proposals

**OPERATION TIMETABLE**

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of calls	Q1 2012
Conferences/meetings/workshops	Q4 2012
Final reports	Q4 2012

**BUDGET (OUT OF WHICH ECO-INNOVATION)**

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Call for proposals	ENT/CIP/12/C/N05S00 Promotion of electric vehicles technologies	2012	02.0201	2,300,000	0

<b>TOTAL</b>	<b>THEREOF ECO-INNOVATION</b>
2,300,000	0

**CALL FOR PROPOSALS**

**TITLE OF THE CALL**

Application and demonstration of electric vehicles technologies

**PRIORITIES**

Promotion of electric vehicles innovative technologies to increase their acceptance by consumers.

**OBJECTIVES**

The above-mentioned goal should be achieved through two complementary elements:  
1. Co-finance application of innovative technologies in an electric racing car.  
2. Support the organisation of a demonstration event on electric vehicles technologies.  
About 85% of the total indicative budget for the call is foreseen to cover objective 1), 15% objective 2).

**RATE OF CO-FINANCING**

Up to 50 %

**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q1/2012
Conferences/meetings/workshops	Q4 2012
Final report	Q4 2012
Total duration (months) 36 months	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

2,300,000

## PROMOTING CLUSTERS

### MEASURE NO

ENT/CIP/12/C/N06C00

### EIP OBJECTIVE

(c) All forms of innovation in enterprises

### DESCRIPTION

#### **1. The European Cluster Collaboration Platform**

This action will maintain the current European Cluster Collaboration Platform (ECCP) which is an online platform established in 2010 that is instrumental to further implement the Memoranda of Understanding in support of SME internationalisation through clusters.

This action would be implemented through a direct grant with the current consortium, based on a list of agreed deliverables and under the condition that a legal form for the ECCP will be agreed among the current consortium that ensures its openness to all cluster organisations and managers from CIP participating countries.

Further activities of the ECCP will include:

- the maintenance and further development of the current web-based ECCP,
- the facilitation of networking between cluster organisations within and outside Europe and support for better profiling European clusters on international markets,
- the analysis of target markets and strategic areas offering the largest potential for cooperation, and
- the maintenance and further development of the MoUs signed with international partners in support of SME internationalisation through clusters (including 4 MoUs already signed with partners in India, Japan, Brazil and South Korea as well as new ones expected notably with neighbouring countries such as South Mediterranean countries).

#### **2. European Foundation for Cluster Excellence**

This action aims at ensuring the maintenance and future development of deliverables (training materials) of the current CIP-funded European Cluster Excellence Initiative (ECEI), by contributing to the creation of an independent and self-sustainable European Foundation for Cluster Excellence.

The ECEI, launched in September 2009, has developed EU streamlined cluster excellence training materials for the first time in response to the significant need for cluster excellence training in cluster organisations, especially in countries outside the nucleus of high performing cluster management organisations in the core of the EU. The training materials and the approach are based on fieldwork training resulting in roadmaps for cluster development and, eventually, the forging of links with smart specialisation strategies in the regions. The first deployment of the ECEI training materials started in December 2011 mainly in non-core, peripheral regions of the CIP-participating countries involving 20 publicly mandated agencies with a focus on “train-the-trainers” and dissemination of cluster excellence tools (such as benchmarking and educational visits). The training will also allow cluster organisations to access quality labels by engaging in self-improvement and benchmarking-based processes towards more efficient, high-end support to cluster SMEs.

The Foundation will act as the engine for cluster excellence training in a sustainable manner and secure return on the CIP investment as well as the EU streamlined approach and the priority focus on non-core cluster organisations in the periphery. The Foundation will receive seed-funding from CIP towards putting together a training scheme that would encompass continuous updating over time. However, the seed-funding would not cover the actual

deployment of training courses as this needs to be commercially self-sustainable. Through appropriate rules of procedure to be set out, the ECEI training material will, in the first place, be made available for EU cluster managers, experts and consultants at affordable fees as well as maintained and updated by the Foundation in an open, transparent and non-discriminatory manner. The organisation of “train-the-trainers” courses will be the core activity of the Foundation. Trainers of cluster managers will therefore be trained by the Foundation ensuring a high multiplier effect which is a pre-condition for enhancing cluster excellence in Europe and neighbouring countries.

It is timely and urgent to launch this start-up phase for the European Foundation for Cluster Excellence as cluster SMEs and non-core EU countries are experiencing economic setbacks and SME collaboration and internationalisation through clusters is a cost-effective and speedy way towards enhancing their economic performance.

### **3. Promoting International Cluster activities in the CIP participating countries**

This action will provide incentives for stronger cooperation among regional and national cluster programmes in view of developing international cluster cooperation on foreign markets beyond Europe and providing SMEs with more effective support for internationalisation in two specific industrial fields.

This action will contribute to reinforce activities in support of SME internationalisation through clusters in these two specific fields and would be implemented by awarding grants to the first two proposals that are on the reserve list of the 2011 Call for proposals N° 3/G/ENT/CIP/11/C/N04C011 "Promotion and development of world-class clusters in Europe - Strand 1: Promoting international cluster activities in the EU". Following high interest of Member States and regions in responding to the 2011 call for proposals, and the fact that insufficient funding was available under the 2011 EIP Work Programme to meet this demand a reserve list was established in case additional funding would become available in the 1<sup>st</sup> revision of the EIP 2012 Work Programme.

## **OBJECTIVES OF THE IMPLEMENTING MEASURE**

### **1. The European Cluster Collaboration Platform**

This action aims at ensuring the sustainability of the current European Cluster Collaboration Platform (ECCP) as the instrumental arm for further implementing the Memoranda of Understanding in support of SME internationalisation through clusters and to facilitate cooperation between clusters within and beyond Europe.

### **2. European Foundation for Cluster Excellence**

The main objective is to valorise the CIP investment in ECEI training material through the European Foundation for Cluster Excellence by securing the deployment and further development of EU-wide cluster excellence management in CIP participating and neighbouring countries.

The financial contribution to the Foundation for Cluster Excellence will work as seed-funding instrumental in rolling out the training assets and expertise from the ECEI, with partners that are committed to ensure that the ECEI training will become mainstream across EU cluster organisations on a commercially viable basis yet fulfilling EC policy objectives.

### **3. Promoting International Cluster activities in the CIP participating countries**

The objectives of this action are to promote a more international orientation of clusters in Europe and to reinforce activities in support of SME internationalisation through clusters in specific fields by taking advantage of the reserve list resulting from the 2011 Call for proposals N° 3/G/ENT/CIP/11/C/N04C011 "Promotion and development of world-class clusters in Europe - Strand 1: Promoting international cluster activities in the EU".

## INDICATORS

### 1. The European Cluster Collaboration Platform

- Number of European cluster organisations registered and profiled in the ECCP;
- Level and quality of analysis and reporting documentation on target markets for cooperation;
- Degree of satisfaction with the implementation of the Memoranda of Understanding as measured through evaluation surveys of stakeholders;
- Number of actual cooperation agreements / partnerships established through the action.

### 2. European Foundation for Cluster Excellence

- Number of multipliers (trainers) trained on the ECEI training material (“train-the-trainers”);
- Number of training courses deployed on cluster excellence management;
- Number of training materials (e.g. case-studies) made available to EU cluster experts and cluster managers;
- Number of cluster organisations receiving the quality label based on the ECEI training material.

### 3. Promoting International Cluster activities in the CIP participating countries

- Number of participating countries and regions involved in the implementation of the pilot action;
- Impact of transnational cooperation initiated by the action, as measured through a survey;
- Level of commitment to continue this cooperation after the end of the action and follow-up measures taken by the Commission, participating countries and stakeholders, as measured through a survey;
- Level and quality of the dissemination of results;
- Clear and implementable policy recommendations for future action as measured through a survey;
- Number of stakeholders consulted in the preparation of policy recommendations for future action.

## IMPLEMENTATION MODE

Ad hoc grant, Grant agreements

## BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC REFERENCE	PROJECT	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Ad hoc grant	ENT/CIP/12/C/N06C01		2012	02.0201	750,000	0
Ad hoc grant	ENT/CIP/12/C/N06C02		2012	02.0201	400,000	0
Grant agreements	ENT/CIP/12/C/N06C03 (financing 2 proposals from the reserve list of the 2011 Call for proposals N° 3/G/ENT/CIP/11/C/N04C011)		2012	02.0201	1,200,000	0

Total	Thereof eco-innovation
2,350,000	0

## AD HOC GRANT

### TITLE

Maintenance and Further Development of the European Cluster Collaboration Platform

### BENEFICIARY

The Consortium implementing the European Cluster Observatory phase II:  
Centre for Strategy and Competitiveness, Sweden  
Ivory Tower Aktiobolag, Sweden  
Fundacion Deusto, Spain  
Clusterland Oberösterreich GMBH, Austria  
Zenit Centrum Für Innovation und Technik, Germany  
Fondation Sophia Antipolis, France

### JUSTIFICATION

#### **Objective:**

This action aims at ensuring the sustainability of the current European Cluster Collaboration Platform (ECCP) as the instrumental arm to further implement the Memoranda of Understanding in support of SME internationalisation through clusters and to facilitate cooperation between clusters within and beyond Europe.

#### **Description:**

This action will maintain the European Cluster Collaboration Platform (ECCP) established in 2010 to promote cluster cooperation for the benefit of SMEs within Europe and further develop the Memoranda of Understanding signed with international partners which constitute the cornerstone of the European strategy in support of SME internationalisation through clusters and business networks.

This action would be implemented through a direct grant with the current consortium, based on a list of agreed deliverables and under the condition that a legal form for the ECCP will be agreed among the current consortium that ensures its openness to all cluster organisations and managers from CIP participating countries.

#### **Expected output:**

The expected output will include:

- the maintenance and further development of the current web-based ECCP,
- the facilitation of networking between cluster organisations within and outside Europe and the support for better profiling European clusters on international markets,
- the analysis of target markets and strategic areas offering the largest potential for cooperation, and
- the maintenance and further development of the MoUs signed with international partners in support of SME internationalisation through clusters (including 4 MoUs already signed with partners in India, Japan, Brazil and South Korea as well as new ones expected notably with neighbouring countries such as South Mediterranean countries).

Legal base: Decision No 1639/2006/EC of the European Parliament and of the Council of 24 October 2006 establishing a Competitiveness and Innovation Framework Programme (2007 to 2013) (OJ L 310/15, 9.11.2006). Art 168.1(f), respectively and © of the implementing rules of the Financial Regulation.

#### **Justification:**

The ECCP is the main instrument bringing together European cluster organisations to exchange experience and good practices, to facilitate cluster cooperation between CIP participating countries, and to support the internationalisation of SMEs through the signature of MoUs with international partners. As such, the ECCP forms the nucleus of the European

cluster community on which future activities in support of SME internationalisation and cluster cooperation in support of SMEs must be built.

The maintenance and further development of the ECCP is required as it is instrumental for implementing the MoUs signed by the ECCP and for ensuring the services currently developed and provided by this platform. As the current project consortium owns the IP related to the web-based platform and the services provided through it and is the signatory of the MoUs, their involvement would be required in any follow-up initiative to ensure continuity of activities with international partners building upon what has been initiated already and also to secure return on investment for the EU. This action requires a particular technical set of competences with a high degree of specialisation and no other entity outside the current project consortium could, within a reasonable timeframe, develop such an open network representing cluster organisations and managers across Europe in a fair and non-discriminatory manner.

#### **RATE OF CO-FINANCING**

Up to 95%

#### **OPERATIONAL TIMETABLE**

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Agreement	Q3/2012
Final report	Q2/2015
Total duration (months): 31	

#### **TOTAL INDICATIVE BUDGET FOR THE CALL**

750,000 €

### **AD HOC GRANT**

#### **TITLE**

European Foundation for Cluster Excellence

#### **BENEFICIARY**

ECEI consortium

#### **JUSTIFICATION**

**Objective:** To establish an independent European Foundation that will be equipped to deploy cluster excellence training courses, and will maintain and further promote the use of the training materials developed under the European Cluster Excellence Initiative (ECEI).

**Description:** The grant will contribute to the start-up phase of the European Foundation for Cluster Excellence which will ensure the deployment of cluster excellence training courses ("train-the-trainers, training of "multipliers"). The Foundation will further ensure the maintenance, updating and customisation costs of the training materials developed under the European Cluster Excellence Initiative.

**Expected output:** Maintenance of the training materials developed under the European Cluster Excellence Initiative and organisation of "train-the-trainers" courses on cluster excellence (with a minimum of 100 trained experts).

**Legal base:** Decision No 1639/2006/EC of the European Parliament and of the Council of 24 October 2006 establishing a Competitiveness and Innovation Framework Programme (2007 to 2013) (OJ L 310/15, 9.11.2006). Art 168.1(f), respectively and © of the implementing rules of the Financial Regulation.

**Justification:** The ECEI consortium has developed the cluster excellence training materials, owns the respective IPRs and it will mandatorily develop an “exit strategy” to further valorise the deliverables which require a particular technical set of competences with a high degree of specialisation. For this it is foreseen to establish a Foundation that will assume the ownership of the IPRs on the ECEI training materials. Providing an ad-hoc grant to the ECEI towards the setting up of a Foundation for Cluster Excellence appears the most cost-effective way to valorise the CIP investment and ensure EU added value on a sustainable basis.

**RATE OF CO-FINANCING**

95%

**OPERATIONAL TIMETABLE**

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Agreement	Q3 2012
Final report	Q2 2015
Total duration (months) : 31	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

400,000 €

# **(D) ECO-INNOVATION**

## **ECO-INNOVATION: FIRST APPLICATION AND MARKET REPLICATION PROJECTS**

### **MEASURE NO**

ENT/CIP/12/D/N01S00

### **EIP OBJECTIVE**

(d) Eco-innovation

### **DESCRIPTION**

Eco-innovation first application and market replication projects are concerned with the first application or market replication of eco-innovative techniques, products, services or practices of Union relevance, which have already been technically demonstrated with success but which, owing to residual risk, have not yet penetrated the market. Supporting such innovative eco-technologies should contribute to remove obstacles to the development and wide application of eco-innovation, create or enlarge markets for related products and improve the competitiveness of EU enterprises on world markets. The projects should also aim at reducing environmental impacts or improve environmental performance of enterprises, in particular SMEs.

This measure will be implemented by the Executive Agency for Competitiveness and Innovation (EACI). This will be the fifth call for eco-innovation projects. The number of participants grows in high rates and number of ongoing projects, covering recycling, construction, food and drink as well as green management should reach 150 by mid-2011.

This measure will search for synergies with other EU programmes whenever relevant.

European Added Value is one of the award criteria, assessed during evaluation process. It has the following sub criteria:

1. Justification for and benefits of addressing the subject of the proposal at European level as opposed to purely national/regional/local projects;
2. EU dimension of the market barriers and how these barriers will be tackled;
3. Level of European cooperation in the project.

### **OBJECTIVES OF THE IMPLEMENTING MEASURE**

The promotion of eco-innovation contributes to the implementation of the Environmental Technologies Action Plan (ETAP). The aim of ETAP is to stimulate eco-innovation and encourage the take-up of environmental technologies on a broad scale. This measure ensures that environmental policy continues to make an important contribution to the green economy and combines this with economic development and jobs.

As such, and in addition to ETAP implementation, the measure should contribute to the implementation of the EU actions supporting innovation policies, as presented in Europe 2020 strategy, especially in the areas of resource efficiency, Climate Change Package, Action Plan on Sustainable Consumption and Production and Sustainable Industrial Policy and Lead Market Initiative. The Innovation Union flagship and the Resource efficiency roadmap both recognize that eco-innovation plays an increasing role in the future.

Eco-innovation is central to addressing the challenges of resource scarcity, air, water and soil pollution, water efficiency - and also provides opportunities for growth and jobs. The identified priorities for the call take into account those policy initiatives and therefore concentrate on sectors with considerable innovation potential and with the highest environmental gains.

**INDICATORS**

- Number of the eco-innovation first application and market replication project proposals approved (target: 50 award decisions);
- Number of SMEs participating in the approved projects (target: 60%);
- Number of new and improved eco-innovative products, techniques, services or processes in the market;
- Total expected environmental benefits from the financed projects as reported by project beneficiaries (reductions in the greenhouse gas emissions, resource efficiencies and, waste reduction, reduction of air/water/soil pollutants);
- Economic benefits for project beneficiaries (increased number of customers of the participating beneficiary in existing and new markets, increased job and turnover experienced).

**IMPLEMENTATION MODE**

Existing framework contract, Call for proposals

**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2/2012
Final report	Q4/2015
Total duration (months) 42	

**BUDGET (OUT OF WHICH ECO-INNOVATION)**

<b>ACTION</b>	<b>ABAC PROJECT REFERENCE</b>	<b>YEAR</b>	<b>BUDGET LINE</b>	<b>BUDGET</b>	<b>ECO-INNOVATION</b>
Call for proposal	ENT/CIP/12/D/NN01S00 Eco-innovation: first application and market replication projects	2012	02.0201	34,830,000	34,830,000
Existing framework contract	ENT/CIP/12/D/NN01S00 Eco-innovation: first application and market replication projects	2012	02.0201	230,000	230,000

**TOTAL**  
35,060,000

**THEREOF ECO-INNOVATION**  
35,060,000

**CALL FOR PROPOSALS****TITLE OF THE CALL**

Eco-innovation: First application and market replication projects

**PRIORITIES**

Reducing environmental impacts, in particular greenhouse gas emissions, and increasing resource efficiency, by environmental-friendly processes, products and services by innovation to design, manufacture and recycle and support to enterprises in greening business. Priority will be given to sectors with important improvement potential e.g., material recycling and re-

use as well as material substitution and food and drink sector and other innovations that assist adaptation to climate change. Modalities will be further identified based on the outcome of the 2011 call.

#### **OBJECTIVES**

1. Promoting the adoption of new and integrated approaches to eco-innovation in fields such as environmental management and the environmentally friendly design of products, processes and services;
2. Encourage the uptake of environmental technologies by increasing the market uptake and by the removing the barriers to market penetration;
3. Increasing innovation capacities of SMEs.

#### **RATE OF CO-FINANCING**

Up to 50%

In grants for actions signed under the eco-innovation first application and market replication projects, the financial contribution related to the travel costs may take the form of flat-rate financing of 4% of direct eligible costs. The maximum amount per grant authorized for this form of funding shall not exceed 60,000 EUR.

#### **OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2/2012
Final report	Q4/2015
Total duration (months) 30	

#### **TOTAL INDICATIVE BUDGET FOR THE CALL**

34,830,000

In line with a principle of sound financial management and according to the Commission communication SEC (2009) 477 on streamlining financial rules and budget implementation, the Commission envisages that the total budget for call for proposals in 2012 may be increased, subject to a decision by the EIP Committee, by the way of using allocations for call for proposals 2013.

# SUSTAINABLE INDUSTRY LOW CARBON SCHEME (SILC) I: SHORT-TERM INNOVATION MEASURES

## MEASURE NO

ENT/CIP/12/D/N02S00

## EIP OBJECTIVE

(d) Eco-innovation

## DESCRIPTION

**The SILC-scheme** is an industrial programme which consists of a set of sector-specific industrial projects. The programme targets 'traditional' manufacturing and process industries to enable these to cope with the challenges of a low carbon economy and maintain their competitiveness, with a particular view to tackling the stringent requirements resulting from the ETS-Directive as of 2013.

These projects will be carried out by industry-led consortia and will receive EU co-financing in form of grant agreements. In addition, a general coordinator shall ensure the overall coherency of the works by identifying synergies and commonalities across the sectors and managing effective co-operation of the consortia in these areas.

In 2010, an Orientation Study was carried out to identify potential candidate sectors for SILC I. Key elements were pre-estimations of the emission reduction potentials and gathering information on the various ongoing initiatives and preparatory work in several sectors to avoid redundant activities. A call for proposals for the 1st batch of SILC I projects was launched in 2011. In 2012, a second call for proposals is expected to be launched.

As an EU-wide measure, the EU ETS affects all industrial sectors within the EU. In this sense, a concerted initiative at EU level represent the most effective and efficient way to help EU industries maintaining their competitiveness on the global markets as well as to avoid any unwanted distortions between Member States.

## OBJECTIVES OF THE IMPLEMENTING MEASURE

The objective of the SILC programme is to increase the competitiveness of those industries that will face the most significant additional cost burden as of 2013 as a result of the new EU ETS allocation rules.

SILC I (2011-2013) aims at developing technological and non-technological innovation measures to reduce the carbon-intensity for a wider range of sectors (presumably 6-8 sectors). These are innovations which can be implemented in the short term and which do not require further validation before their industrial implementation.

The implementation of SILC is foreseen in two steps:

1. SILC I - Short-term innovation measures (2011-2013)
2. SILC II Mid-/Long-term innovation measures (2014-2020)

## INDICATORS

1. Input indicators:

- Number of operators of installations participating in the actions (> 1 operator/project);

2. Output indicators:

- CO2 emission reduction potential identified for each sector/subsector;

- Number of installations benefitting from measures identified;

3. Result indicators:

- Expected emission intensity improvement, expressed as % of the relevant ETS benchmark value.

## IMPLEMENTATION MODE

Administrative arrangement, Call for proposal

**BUDGET (OUT OF WHICH ECO-INNOVATION)**

<b>ACTION</b>	<b>ABAC PROJECT REFERENCE</b>	<b>YEAR</b>	<b>BUDGET LINE</b>	<b>BUDGET</b>	<b>ECO-INNOVATION</b>
Call for proposal	ENT/CIP/12/D/N0S00 Sustainable Industry Low Carbon Scheme	2012	02.0201	1,850,000	0
Administrative arrangement with IET JRC	ENT/CIP/12/D/N0S00 Sustainable Industry Low Carbon Scheme	2012	02.0201	150,000	0

**TOTAL**  
2,000,000

**THEREOF ECO-INNOVATION**  
0

**CALL FOR PROPOSALS**

**TITLE OF THE CALL**

SILC I - Short-term innovation measures - 2nd batch

**PRIORITIES**

Developing technological and non-technological innovation measures to reduce the carbon-intensity within the sector. These are innovations which can be implemented in the short term and not requiring further validation before their industrial implementation.

**OBJECTIVES**

The programme will provide specific funding and support actions with an aim to enable 'traditional' manufacturing and process industries to cope with the challenges of a low carbon economy and to maintain their competitiveness, with a particular view to tackling the stringent requirements resulting from the ETS-Directive as of 2013.

**RATE OF CO-FINANCING**

Up to 75 %

**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2/2012
Final report	Q4/2014
Total duration (months) 24 months	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

1,850,000

# EU ENVIRONMENTAL TECHNOLOGY VERIFICATION (ETV) PILOT PROGRAMME

## MEASURE NO

ENT/CIP/12/D/N03S00

## EIP OBJECTIVE

(d) Eco-innovation

## DESCRIPTION

New environmental technologies can face difficulties in breaking into the market and accessing potential users. Empirical evidence suggests that purchasers tend to opt for established technologies with a track-record of performing according to specifications. A lack of reliable information about the performance of potentially excellent technologies, as well as inaccurate assessment of the risks, benefits and limitations associated with their use, can tend to discourage both investors and customers.

The EU ETV pilot programme– on a voluntary basis – will generate independent and credible information on new environmental technologies, by verifying that performance claims put forward by technology developers and vendors are complete, fair and based on reliable test results. Small and Medium-sized Enterprises (SMEs) are expected to be among the main beneficiaries of such ETV services, but their cost may be too high, if not subsidised initially by public budgets.

Verification of environmental technologies under ETV is provided by Verification Bodies (VBs), which are specifically accredited by national accreditation bodies (in a similar way to the 'new legal framework' for internal market product Directives). In order to lower the cost for vendors, in particular SMEs, grant agreements will be proposed to accredited VBs in order to cover the 'fixed costs' of the system. In exchange, the VBs will commit to:

- Participating actively in the setting-up of the ETV pilot programme by participating in thematic technical groups and implementing ETV procedures in their technical area;
- Setting-up and maintaining a Quality Management System ensuring a high level of quality and reliability for ETV procedures and products;
- Facilitating the access to verification procedures under ETV to Small and Medium-sized Enterprises;
- Reporting on the implementation of ETV, on results and indicators to help the evaluation of the ETV pilot programme and preparation of further steps.

In 2012 the measure will be implemented through a call for proposals restricted to organisations accredited to implement ETV procedures, in conformity with the organisation of the ETV pilot programme. After an evaluation of the proposals based on criteria including their quality and their potential to meet key ETV objectives, as well as cost-effectiveness, Framework Partnership Agreements (FPA) will be concluded with successful applicants. The FPAs will be for duration of three years, with the grant agreements being concluded on an annual basis in order for the Commission to retain the option of tailoring the level of grants to the actual conditions of implementation. Grant agreements may also be concluded with the organisations having concluded Framework Partnership Agreements on ETV in 2011. Any adjustments will take into account the technology scope covered by Verification Bodies, the number of technologies under verification and the number of SMEs benefitting of their assistance.

The setting-up of the ETV pilot programme at EU level is necessary to ensure the harmonisation of verification procedures and the broad recognition of ETV deliverables, enabling vendors of environmental technologies to undertake verification procedures just once, while using the results in all EU markets, and potentially also in other markets which

would accept such EU verification (ETV programmes exist in US, Japan, Korea, Canada, the Philippines).

The ETV pilot programme is expected to contribute to reinforcing the competitiveness of European environmental technology sector, by underpinning the credibility and reliability of the claims regarding best performing technologies. This in turn will serve to driving forward competition based on quality, innovation and performance.

In addition to this CIP implementing measure, the ETV pilot programme will seek to mobilise existing EU and Member States programmes for SMEs, with a view to provide SMEs interested in ETV with direct support in the most simple and appropriate form (such as grants, loans, tax reductions). The eventual direct support to SMEs through these programmes should in no way lead to the cumulative funding of the same activities from different lines of the EU budget.

#### **OBJECTIVES OF THE IMPLEMENTING MEASURE**

The EU ETV pilot-programme will provide technology developers and vendors with the possibility to have an independent and credible verification of performance claims put forward for innovative environmental technologies ready for the market. The objective is three-fold:

1. To help developers and vendors, especially SMEs, provide objective and reliable evidence on the performance of new environmental technologies arriving on the market, in order to convince first investors and customers on the merits of these technologies;
2. To support technology purchasers (public or private) whose decisions depend on sound information, widely recognised as scientifically valid and acceptable as proof of evidence in tendering and purchasing procedures;
3. To facilitate the implementation of public policies and regulations by providing citizens, regulators and decision-makers with solid information about the level of performance achievable by new environmental technologies ready for the market.

The implementing measure, by off-setting or reducing the fixed costs of the system, aims at facilitating the efficient and effective establishment of the ETV programme, including the setting-up of robust and reliable verification procedures, and to lower the final cost for technology providers and vendors, in particular SMEs. The goal is to ensure that the average final cost be limited to around € 20,000 per verification for SMEs. Over the three-year duration of the measure, it is expected that some 100 technologies will be verified, of which at least 50 will be technologies presented by SMEs. The measure will also be assessed as to the environmental and economic benefits reported by SMEs having developed or marketed technologies verified under ETV.

#### **INDICATORS**

1. Number of technologies for which applications are submitted to ETV, and number of verified technologies;
2. Number of SMEs having developed or marketed the technologies verified under ETV and also the sector and size of the SMEs concerned;
3. Average final cost of verification services paid by applicants, and average final cost of verification services paid by SMEs;
4. Feedback on the expected environmental benefits from verified technologies as reported by applicants;
5. Economic and other benefits arising from technologies verified under ETV (such as increased sales of the technology verified, entry into new markets or better corporate image among technology users, etc.) as reported by applicants one year after publication of the Statement of Verification.

**IMPLEMENTATION MODE**

Call for proposals

**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q1/2012
Final report	Q4/2015
Total duration (months) 42	

**BUDGET (OUT OF WHICH ECO-INNOVATION)**

<b>ACTION</b>	<b>ABAC PROJECT REFERENCE</b>	<b>YEAR</b>	<b>BUDGET LINE</b>	<b>BUDGET</b>	<b>ECO-INNOVATION</b>
Call for proposal	ENT/CIP/12/D/NN03S00 EU Environmental Technology Verification Pilot Programme	2012	02.0201	1,000,000	1,000,000

<b>TOTAL</b> 1,000,000
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<b>THEREOF ECO-INNOVATION</b> 1,000,000
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**CALL FOR PROPOSALS****TITLE OF THE CALL**

EU ETV pilot programme – setting-up of Verification Bodies.

**PRIORITIES**

Supporting the launch of the EU Environmental Technology Verification pilot programme by setting-up and maintaining a Quality Management System ensuring a high level of quality and reliability for ETV procedures and products, participating in thematic technical groups and implementing actively ETV procedures in their technical area;

Facilitating the access to verification procedures under ETV to small and medium-sized enterprises through appropriate support such as reduced fees or technical assistance.

Priority will be given to the sectors identified by the ETV Steering Group as sectors where ETV can offer the highest added value and where ETV procedures can be implemented most cost-efficiently.

**OBJECTIVES**

The support proposed to accredited Verification Bodies aims at facilitating the efficient and effective establishment of the ETV programme, including the setting-up of robust and reliable verification procedures, and to lower the final cost for technology providers and vendors, in particular SMEs. The goal is to ensure that the average final cost be limited to around €20,000 per verification for SMEs.

Over the three-year duration of the measure, it is expected that some 100 technologies will be verified, of which at least 50 will be technologies presented by SMEs.

**RATE OF CO-FINANCING**

Up to 80%

**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q1/2012
Final report	Q4/2015
Total duration (months) 42	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

1,000,000
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## **SPECIFIC ACTION TO PROMOTE ECO-DESIGN BY SME MANUFACTURERS**

### **MEASURE NO**

ENT/CIP/12/D/N04S00

### **EIP OBJECTIVE**

(d) Eco-innovation

### **DESCRIPTION**

Under the Europe 2020 Strategy, the European Union is strongly committed to foster sustainable growth, for a resource efficient, greener and more competitive economy. Achieving these objectives implies a massive take-up of resource-efficient technologies by all businesses and, in particular, the placing of more sustainable products on the EU market. This will allow enterprises to sell products with higher added value and will thus strengthen their competitiveness through greater differentiation.

However, this transition to resource efficient manufacturing requires significant investment capacity. Most of the time, developing new product ranges requires not only financial resources (e.g. R&D), but also human resources (i.e. full time and highly skilled staff to implement state-of-art techniques and technologies and integrate changes in product design cycle). Therefore, large companies are usually better placed than SMEs.

As underlined by the 2008 SIP/SCP Action Plan<sup>2</sup> and by the 2011 Review of the Small Business Act<sup>3</sup>, SMEs primarily lack time, expertise and information to successfully cope with the transition towards resource-efficient manufacturing. Therefore, it is necessary to “help SMEs contribute to a resource-efficient economy” through information and concrete advisory services provided by business support organisations. In particular, the 2011 Review of the SBA insists on the need to “support SMEs in marketing products and services resulting from best practices” in the field of resource efficiency.

To achieve these policy objectives, it is proposed to promote eco-design of products by SME manufacturers through training and advisory services carried out by the Enterprise Europe Network. Eco-design is “taking into account environmental issues from the early stage of product design”. This leads manufacturers to undertake a life-cycle analysis of their products, with an “integrated” approach which goes from engineering to sourcing, marketing, cooperation along the supply chain etc. Therefore, eco-design allows manufacturers to re-think their design cycles, production processes and sometimes even business models, and is thus usually conducive to better quality and innovation. The action will be implemented through a call for proposals addressed to the Enterprise Europe Network. The call will be managed by EACI.

### **OBJECTIVES OF THE IMPLEMENTING MEASURE**

The primary objective of this implementing measure is to promote eco-design of products by SME manufacturers in at least 8 Member States. This includes the following detailed objectives:

- Mutualise existing tools for training and advisory services in eco-design<sup>4</sup>, and make them available to the Enterprise Europe Network (including appropriate training of the EEN staff)

<sup>2</sup> COM (2008) 397 final of 16 July 2008

<sup>3</sup> COM (2011) 78 final of 23 February 2011

<sup>4</sup> Valuable tools (training material dedicated to promoting eco-design in SMEs) are available from at least 10 ecodesign expertise centres in various regions of Europe (United Kingdom, Basque country, France, Czech Republic, Baltic countries, Austria, Sweden)

- Provide training and advisory services to promote eco-design in SMEs, including:
    - information on eco-design to at least 5,000 SMEs
    - in-house specific training on eco-design (at least ½ day) to at least 2,500 SMEs
    - company visits (first-level eco-design audit) in at least 2,500 SMEs
    - full eco-design training (including specific project to “eco-design” a given product or product range) to at least 200 SMEs
  - Ex-post evaluation of results and reporting about lessons learnt to feed into EU policy making in the field of eco-design
- The European added value of the project comes from spreading best practices and tools from some regions where they were initially developed to other regions and Member States

#### INDICATORS

##### Short term indicators

- Availability and quality of tools (dedicated at promoting eco-design towards SME manufacturers) at the disposal of the Network
- Number of Network staff trained (centralised, de-centralised and e-learning)
- Number of SMEs having benefited from information on eco-design (e.g. number of participants in dedicated workshops, conferences and other events organised by Network partners)
- Number of SMEs having benefited from specific in-house training
- Number of SMEs having benefited from company visit (i.e. first-level eco-design audit)
- Number of SMEs having benefited from full training in eco-design (including project to “eco-design” one product or product range)

Long-term indicators (to be measured and reported within 1 or 2 years after the end of the project):

- % of SME beneficiaries having placed new “eco-designed” products or services on the market
- Impacts on sales, costs and profits for SMEs having implemented eco-design for one of their products or product range
- Perceived impacts by SME beneficiaries on competitiveness

#### IMPLEMENTATION MODE

Specific call for proposals under existing FPA (Network grants)

#### BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC REFERENCE	PROJECT	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Call for Proposals	ENT/CIP/12/D/N04S00	Specific action in the field of eco-design	2012	02.0201	4,500,000	0

**TOTAL**  
4,500,000

**THEREOF ECO-INNOVATION**  
0

#### CALL FOR PROPOSALS

##### TITLE OF THE CALL FOR PROPOSALS

Specific action in the field of eco-design

**PRIORITIES**

- Mutualise existing tools for training and consulting in eco-design, and make them available to the Enterprise Europe Network (including training of the EEN staff)
- Provide training and advisory services to promote eco-design in SMEs, including:
  - information on eco-design to at least 5,000 SMEs
  - in-house specific training on eco-design (1/2 day) to at least 2,500 SMEs
  - company visits (first-level eco-design audit) in at least 2,500 SMEs
  - full eco-design training (including specific project to “eco-design” a given product or product range) to at least 200 SMEs
- Ex-post evaluation of results and reporting about lessons learnt to feed into EU policy making in the field of eco-design

**OBJECTIVES**

The objective is to award grants to Members of the Network for the next operational period (2013-2014). The call for proposals aims at spreading best practices and tools in promoting eco-design by SME manufacturers, in particular by delivering training and advisory services to SME manufacturers in the field of eco-design

**RATE OF CO-FINANCING**

Up to 80%

**OPERATION TIMETABLE**

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q3/2012
Final report	Q4/2014
Total duration (months) 21	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

4,500,000

# (E) ENTREPRENEURSHIP AND INNOVATION CULTURE

## ENTREPRENEURSHIP AND INNOVATION CULTURE PROMOTION

### MEASURE NO

ENT/CIP/12/E/N01C00

### EIP OBJECTIVE

(e) Entrepreneurship and innovation culture

### POLITICAL PRIORITIES

SMEs

### DESCRIPTION

In order to promote entrepreneurship, several actions will be conducted in 2012 under the EIP

#### **1. Entrepreneurship education call**

To promote entrepreneurial culture of young people and entrepreneurship education, a call for proposals on building entrepreneurial skills, capabilities and mindsets will be launched, as part of the direct implementation principle 1 of the Small Business Act for Europe. Actions will target young people and teachers in primary, secondary and tertiary education.

#### **2. European SME Week Campaign**

This measure will implement a European level campaign with a central website. A central event will be organised by the European Commission in cooperation with the Cypriot Presidency. Furthermore, like in 2009, 2010 and 2011, a "Secret of Success" brochure containing portraits of entrepreneurs that serve as role models and inspiration for European citizens will be published. It is anticipated that a theme of the SME Week 2012 will be women's entrepreneurship.

#### **3. Flash Eurobarometer**

A Flash Eurobarometer on entrepreneurship is done regularly (every 2 years) to establish the attitudes of the European population regarding entrepreneurship, the willingness to become self-employed and the problems connected to such a choice. It is carried out through a framework contract. Previous Flash Eurobarometers consisted of a general telephone opinion survey in the EU 27, Croatia, Iceland, Norway, Turkey, China, Japan, South Korea, Switzerland and the USA regarding various aspects of entrepreneurship. For this edition a similar approach will be followed.

#### **4. Transfer of business**

A study to measure the actual size and economic importance of the transfer market in Europe and analyse current measures to support transfers will be carried out. This key input will then be fed into an expert group to select best practices and propose policy recommendations. Best practices will be collected in a manual. To maximise impact and uptake, some of the selected practices will be appointed as winners and presented in a thematic event open to the widest stakeholder audience possible.

#### **5. Erasmus for Entrepreneurs**

Erasmus for Entrepreneurs is a mobility scheme that allows potential or newly established entrepreneurs to spend a period of time working with an experienced entrepreneur in another participating country on concrete, real-life business projects. These mobility actions aim to help the entrepreneurs enrich their experiences as well as learn directly on the job, get to know new markets outside their home country and network with entrepreneurs in other participating countries.

This measure will expand, strengthen and modify the existing network of Intermediary Organisations in charge of recruiting and matching the entrepreneurs and facilitating the mobility actions by providing training on business related issues (such as internal market regulations) and assistance in the visited country on practical issues related to the stay. Activities to support the network will also be carried out, including regular meetings with the intermediary organisations to foster networking and monitoring of the implementation of the actions. Promotional activities will also be covered by this measure. This measure is a follow-up of the preparatory action carried out in 2009-2011. For more information please consult: [http://ec.europa.eu/enterprise/policies/sme/promoting-entrepreneurship/erasmus-entrepreneurs/index\\_en.htm](http://ec.europa.eu/enterprise/policies/sme/promoting-entrepreneurship/erasmus-entrepreneurs/index_en.htm)

The interim evaluation of the preparatory action has confirmed the added value of this action and the lack of similar schemes at national level. It notes that the number of participants has been steadily increasing and that the level of activity is a significant achievement for a new programme that is still developing. It also confirms the efficiency of the operational setup to fulfil the pursued objectives and the quality of the exchanges carried out. According to the interim evaluation, there is a strong rationale for the Erasmus for Young Entrepreneurs Action. The cross-border nature of the action makes it unique as a way of promoting entrepreneurship and is directly relevant to a key EU policy objective of internationalisation and helping new and growing businesses to take advantage of the EU's Internal Market. The evaluation report is available on the above website.

#### **OBJECTIVES OF THE IMPLEMENTING MEASURE**

All actions aim at providing concrete support and guidance for activities that promote small businesses and entrepreneurship.

##### **1. Entrepreneurship education call**

The expected impact of this activity is to contribute to:

- Improving the quality of entrepreneurship education at schools and universities;
- Enabling and training teachers so that they can deliver effective entrepreneurship education;
- Increasing the number of participants to entrepreneurship education in schools and universities;
- Building the entrepreneurial mindsets and attitudes on young people and increasing the attractiveness of entrepreneurship as a career choice for them;
- Establishing indicators to assess the impact of entrepreneurship education.

##### **2. European SME Week Campaign**

The European SME Week will promote and disseminate information on what the EU, national and regional authorities/relevant organisations are doing to support small businesses. It will further reinforce the positive image of entrepreneurship and entrepreneurs and recognise their essential role in the European economy as well as convince young people that entrepreneurship is a viable and attractive career option.

##### **3. Flash Eurobarometer**

The measure aims at assessing the situation of entrepreneurship, the willingness of EU citizens to become self-employed and the problems connected to such a choice in Europe. Moreover, it aims at comparing the results with the situation in other non-EU economies and with the previous editions of this Commission study. Its results are a key input for designing a relevant and targeted entrepreneurship policy.

##### **4. Transfer of business**

- Obtain quantitative data on the size of actual and potential (actual + non realised) business transfers in Europe. Data should be sufficiently disaggregated (country, company size and activity) to be able to gain a deeper understanding of the main

- problems impeding transfers and to learn about effective policy solutions,
- Exchange good practices and identify the best ones to tackling problems related to business transfers.
  - Provide the maximum dissemination possible for the results, especially for the recommended practices and allow for peer learning by for European national and regional implementing authorities.

### **5. Erasmus for Entrepreneurs**

The objectives of the Erasmus for Entrepreneurs mobility scheme are:

- Help new entrepreneurs acquire and build entrepreneurial skills and knowledge and to further develop their business plan/activity by learning from experienced entrepreneurs;
- Learning on the job for the new entrepreneurs by working with the host entrepreneur on concrete business projects;
- Support of the host entrepreneur in researching, developing and testing/piloting new business concepts/products/services by the new entrepreneur's bringing in fresh ideas from another environment (in national, academic, market etc. terms);
- Raise the new and the host entrepreneurs' awareness for the benefits from going international and, in particular, from exploiting the potential of the Single European Market by getting hands-on know-how about other national markets within the EU;
- Intensify the networking and business relationship between entrepreneurs from different participating countries, especially laying the ground for further internationalisation of SMEs' businesses, further networking and cooperation as well as for further spreading of innovative methods or products in the Single European Market.

### **INDICATORS**

#### **1. Entrepreneurship education call**

- Number of countries participating;
- Number of education/training courses and events organized;
- Feedback by participants on quality, relevance and added-value of training, seminars and materials provided;
- Number of users of on-line tools created;
- Total number of students/young people/teachers who will directly benefit from this measure and will acquire new or improved knowledge about entrepreneurship.

#### **2. European SME Week Campaign**

- Number of countries and events participating in actions;
- Quality of the SME Week through the feedback from participants;
- Commission actions delivered as planned and according to the budget foreseen;
- Level of publicity for the Week in the media.

#### **3. Flash Eurobarometer**

- Degree of comparability with previous Eurobarometers;
- Timeliness of the delivery;
- Impact on target population (national and regional governments), i.e.: indication that the data contained in the analysis is used by governments as an input on their policies on entrepreneurship.

#### **4. Transfer of business**

- Quality and comprehensiveness of data on transfers done and transfers lost (the level of disaggregation by country, size, sector, etc. will depend on the quality of available data)
- Relevance and number of practices analysed and compared to gauge policy recommendations and good practices;
- Increased awareness of national and regional authorities on the subject – number of

policy/decision makers reached and national/regional initiatives taken.

### 5. Erasmus for Entrepreneurs

- Number of entrepreneurs registered for the programme;
- Number of relationships achieved;
- Number of intermediary organisations involved in the implementation of the programme;
- Number of countries covered by the Intermediary Organisations;
- Index of satisfaction of the participants;

Long term indicators:

- Number of resulting joint projects/cooperation agreements;
- Number of jobs created;
- Number of start-ups created.

### IMPLEMENTATION MODE

Call for proposals, Existing framework contract, Experts meetings, Call for tender.

### OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of calls	Q1/2012
Conferences/meetings/workshops	Q1/2012 – Q2/2014
Final report	Q4/2014
Total duration (months) 36	

### BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Call for proposal	ENT/CIP/12/E/N01C01 Entrepreneurship education call	2012	02.0201	2,500,000	0
Existing framework contract	ENT/CIP/12/E/N01C02 European SME Week	2012	02.0201	250,000	0
Existing framework contract	ENT/CIP/12/E/N01C02 European SME Week	2012	02.0201	330,000	0
Existing framework contract	ENT/CIP/12/E/N01C02 European SME Week	2012	02.0201	70,000	0
Existing framework contract	ENT/CIP/12/E/N01C02 European SME Week	2012	02.0201	680,000	0
Existing framework contract	ENT/CIP/12/E/N01C02 European SME Week	2012	02.0201	50,000	0
Experts meetings	ENT/CIP/12/E/N01C02 European SME Week	2012	02.0201	120,000	0
Existing	ENT/CIP/12/E/N01C03 Flash	2012	02.0201	950,000	0

<b>ACTION</b>	<b>ABAC REFERENCE</b>	<b>PROJECT</b>	<b>YEAR</b>	<b>BUDGET LINE</b>	<b>BUDGET</b>	<b>ECO-INNOVATION</b>
framework contract	Eurobarometer "Entrepreneurship"					
Existing framework contract	ENT/CIP/12/E/N01C04 Transfer of business		2012	02.0201	1,120,000	0
Experts meetings	ENT/CIP/12/E/N01C04 Transfer of business		2012	02.0201	80,000	0
Calls for proposals	ENT/CIP/12/E/N01C05 Erasmus for Entrepreneurs		2012	02.0201	3,375,000	0
Experts meetings	ENT/CIP/12/E/N01C05 Erasmus for Entrepreneurs		2012	02.0201	75,000	0
Call for tenders	ENT/CIP/12/E/N01C05 Erasmus for Entrepreneurs		2012	02.0201	250,000	0
Existing framework contract	ENT/CIP/12/E/N01C05 Erasmus for Entrepreneurs		2012	02.0201	300,000	0

<b>TOTAL</b> 10,150,000	<b>THEREOF ECO-INNOVATION</b> 0
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## **CALL FOR PROPOSALS**

### **TITLE OF THE CALL**

Entrepreneurship education call

### **PRIORITIES**

Priority areas for the call shall be chosen among the following (this list is indicative and not exhaustive):

1. Creating a European platform for educators and practitioners to enable cross-border mentoring/coaching and exchange good practice, methods and teaching materials in the field of entrepreneurship education;
2. Producing and disseminating within primary and secondary schools teaching materials containing success stories / case studies of different kinds of European young entrepreneurs (covering for example commercial entrepreneurs, social entrepreneurs as well as intrapreneurs) that will give real life examples of the many ways young people benefit from developing an entrepreneurial key competence (from starting and running a venture to putting ideas into action that create social value or being entrepreneurial inside a company) as well as provide European role models;
3. Creating a trans-European support mechanism for school teachers to develop their skills and methods in teaching entrepreneurship through peer review visits to facilitate peer learning between teachers new to the field of entrepreneurship education and experienced colleagues, or trainings for teachers from several countries;
4. Developing and testing a European common framework of indicators to assess the impact of entrepreneurship education on individuals, society and the economy;
5. Developing, organising and executing training/education for professors and/or teachers of

entrepreneurship at schools and/or institutions of higher education (universities, colleges, business schools, universities of applied sciences, faculties etc.)

#### **OBJECTIVES**

The expected impact of this activity is to contribute to:

- Improving the quality of entrepreneurship education at schools and universities;
- Enabling and training teachers so that they can deliver effective entrepreneurship education;
- Increasing the number of participants to entrepreneurship education in schools and universities;
- Building the entrepreneurial mindsets and attitudes on young people and increasing the attractiveness of entrepreneurship as a career choice for them;
- Establishing indicators to assess the impact of entrepreneurship education.

#### **RATE OF CO-FINANCING**

Up to 60 %

#### **OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of the call	Q1/2012
Final Report	Q4/2015
Total duration (months) 48 months	

#### **TOTAL INDICATIVE BUDGET FOR THE CALL**

2,500,000

### **CALL FOR PROPOSALS**

#### **TITLE OF THE CALL**

Erasmus for Entrepreneurs call

#### **PRIORITIES**

Selecting the "Intermediary organisations", i.e., business support organisations of various profiles (chambers of commerce, regional/local development agencies, incubators, start-up centres etc.) which act as local contact points of contact to promote the programme, recruit the participating new and host entrepreneurs, carry out the matching between new and host entrepreneurs and help the entrepreneurs organise their mobility exchange (applications, contracts, logistics).

#### **OBJECTIVES**

The objectives of the Erasmus for Entrepreneurs mobility scheme are:

- Help new entrepreneurs acquire and build managerial skills and further develop their business plan/activity by learning from experienced entrepreneurs;
- Learning on the job by the new entrepreneurs by working with the host entrepreneur on concrete business projects;
- Support of the host entrepreneur in researching, developing and testing/piloting new business concepts/products/services by the new entrepreneur's bringing in fresh ideas from another environment (in national, academic, market etc. terms);
- Raise entrepreneurs' awareness for the benefits from going international and, in particular, from exploiting the potential of the Single European Market by getting hands-on know-how about other national markets within the EU;

- Intensify the networking and various forms of business relationships between entrepreneurs from different participating countries, especially laying the ground for further internationalisation of SMEs' businesses and for further spreading of innovative methods or products in the Single European Market.

#### **RATE OF CO-FINANCING**

In grants for Erasmus for Entrepreneurs, grants will combine reimbursement of a certain proportion of eligible costs actually incurred (for managing the programme and supporting mobility actions) and flat-rate amounts (for the financial assistance allocated to new entrepreneurs participating in a mobility action).

The rate of co-financing will be up to 90 % of eligible costs, subject to a maximum European Union contribution of € 180 000 per European partnership of support bodies. The European Union contribution shall not exceed 75 % of the programme management costs but may be up to 100 % of the sum allocated to new entrepreneurs participating in a mobility action. The maximum amount per type of grant for the use of the flat-rate, is 6,600 EUR per entrepreneur and 100,000 EUR per beneficiary.

#### **OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of the call	Q1/2012
Final Report	Q4/2014
Total duration (months) 36 months	

#### **TOTAL INDICATIVE BUDGET FOR THE CALL**

3,375,000

#### **CALL FOR TENDERS**

##### **TITLE OF THE CALL**

Erasmus for Entrepreneurs

##### **TYPE OF CONTRACT**

Service contract awarded to the "Support Office" which coordinates the work of the Intermediary organisations

#### **OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q1/2012
Final report	Q4/2014
Total duration (months) 36 months	

#### **TOTAL INDICATIVE BUDGET FOR THE CALL**

250,000

## PROMOTION OF CORPORATE SOCIAL RESPONSIBILITY IN SUPPORT OF EU2020 STRATEGY

### MEASURE NO

ENT/CIP/E/N02S00

### EIP OBJECTIVE

(e) Entrepreneurship and innovation culture

### DESCRIPTION

The Commission will:

1. Facilitate a small number of sector-based platforms through which enterprises and other stakeholders will make commitments regarding CSR and review progress;
2. Finance a survey of citizen trust in enterprises and attitudes towards CSR;
3. Organise an award scheme to recognise leading enterprises in the field of CSR;
4. Monitor the policy commitments of large enterprises making reference to globally recognised CSR principles and guidelines.

These actions will take account of the different approaches to CSR between SMEs and larger enterprises.

### OBJECTIVES OF THE IMPLEMENTING MEASURE

1. To encourage more enterprises and stakeholders to make and jointly review public commitments on CSR;
2. To provide policy-makers, employers' associations and other stakeholders with information about current levels of citizen trust in business and attitudes towards CSR, as a basis for dialogue and possible further actions;
3. To recognise leading enterprises in the field of CSR, thereby inspiring more enterprises to excel in this field;
4. To encourage more large European enterprises to build their own CSR approach on the basis of globally recognised CSR principles and guidelines.

### INDICATORS

- Number of new public commitments on CSR made by enterprises and other stakeholders;
- Feedback on citizen trust in enterprises and attitudes towards CSR (from survey);
- Number of enterprises participating in CSR award scheme;
- Number of media articles, and amount of social networking activity, regarding CSR award scheme and survey of citizen trust in business;.
- Number of large European enterprises with policy commitments making reference to globally recognised CSR principles and guidelines.

### IMPLEMENTATION MODE

Existing framework contracts, Calls for tender

### BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Existing framework contract	ENT/CIP/12/E/N02S00 Promotion of Corporate Social Responsibility <i>Award Scheme</i>	2012	02.0201	800,000	0
Existing framework	ENT/CIP/12/E/N02S00 Promotion of Corporate Social	2012	02.0201	300,000	0

<b>ACTION</b>	<b>ABAC REFERENCE</b>	<b>PROJECT</b>	<b>YEAR</b>	<b>BUDGET LINE</b>	<b>BUDGET</b>	<b>ECO-INNOVATION</b>
contract	Responsibility <i>Eurobarometer</i>					
Existing framework contract	ENT/CIP/12/E/N02S00 Promotion of Corporate Social Responsibility <i>Award Scheme</i>		2012	02.0201	200,000	0
Call for tender	ENT/CIP/12/E/N02S00 Promotion of Corporate Social Responsibility <i>Sector platforms for CSR</i>		2012	02.0201	600.000	0
Call for tender	ENT/CIP/12/E/N2S00 Promotion of Corporate Social Responsibility <i>Monitoring</i>		2012	02.0201	100,000	0

**TOTAL**  
2,000,000

**THEREOF ECO-INNOVATION**  
0

## **CALL FOR PROPOSALS**

### **TITLE OF THE CALL**

Sector Platforms for CSR

### **PRIORITIES**

To support the establishment of sector multi stakeholder platforms in the field of CSR

### **OBJECTIVES**

To enable enterprises and stakeholders to discuss CSR-related challenges, to facilitate adoption of joint commitments, and to give greater visibility to the CSR commitments of enterprises

### **RATE OF CO-FINANCING**

Up to 75 %

### **OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q2/2012
Final report	Q1/2015
Total duration (months) 24	

### **TOTAL INDICATIVE BUDGET FOR THE CALL**

600,000

## CALL FOR PROPOSALS

### TITLE OF THE CALL

Support for national CSR Award Schemes

### PRIORITIES

To co-finance national CSR award schemes

### OBJECTIVES

To raise awareness of good practice in the field of CSR, and to identify national award winners to participate in proposed EU-wide award scheme.

### RATE OF CO-FINANCING

Up to 75 %

### OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2012
Final report	Q4/2013
Total duration (months) 12	

### TOTAL INDICATIVE BUDGET FOR THE CALL

800,000

## CALL FOR TENDERS

### TITLE OF THE CALL

Monitoring the uptake of globally recognised CSR principles and guidelines.

### TYPE OF CONTRACT

Service contract

### OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q1/2012
Final report	Q3/2015
Total duration (months) 36	

### TOTAL INDICATIVE BUDGET FOR THE CALL

100,000

# **(F) ENTERPRISE AND INNOVATION RELATED ECONOMIC AND ADMINISTRATIVE REFORM**

## **PROMOTION OF REFORM AND BETTER REGULATORY ENVIRONMENT (SBA IMPLEMENTATION)**

### **MEASURE NO**

ENT/CIP/12/F/N01C00

### **EIP OBJECTIVE**

(f) Enterprise and innovation related economy and administrative reform

### **POLITICAL PRIORITIES**

SMEs

### **DESCRIPTION**

#### **1. SBA Implementation: monitoring and exchange of good practices.**

In order to monitor and exchange good practices in SBA implementation, conferences, meetings and the online database will contribute to drawing the attention to good practices on SBA implementation collected all over in Europe. In particular, there will be:

- Expert meetings of the Network of national SME Envoys (SBA Advisory Group), set up following the SBA Review, comprising the national SME Envoys and representatives of EU level business organisations, to act as the main interface between the Commission and national policy-makers for contributing towards the dialogue on SBA implementation;
- Expert meetings of the SBA national contacts, to contribute towards identifying and validating good practices from around Europe in implementing the SBA and as operational-level preparation of the Network of national SME Envoys (SBA Advisory Group);
- The preparation of the SBA European conference in 2013 on SBA implementation to track progress and showcasing the best practices in implementing the 10 SBA principles at local, national and European level (integrating the European Enterprise Awards ceremony);
- The preparation of the SME Assembly 2013, closely linked with the above-mentioned conference, comprising representatives of business organisations at national level in the Member States, including not only those representing SMEs in general, but also national Chambers of Commerce, and organisations for crafts, co-operatives, young entrepreneurs, women entrepreneurs, family businesses etc, to involve SME stakeholders more closely in the governance of the SBA;
- The Database of Good Practices, the online database which is already available, will be further adapted and maintained to include the good practices identified from around Europe and presented in an accessible and searchable format.

#### **2. SME Performance Review**

The actions under this measure are focused on the implementation of the Small Business Act for Europe. The SME Performance Review (SPR) will be continued as an essential tool for the SBA implementation as stated in the SBA review and supported by the Competitiveness Council. The SME Performance Review is made up of annual reports, SBA country fact sheets and studies, which will investigate key areas of importance to SMEs, particularly in the light of the Small Business Act for Europe (SBA) and the EU2020 strategy. They will

describe and analyse the main factors affecting European SMEs' performance and competitiveness. The 2012 study is to cover core actions from the SBA agenda, e.g. better access to markets for SMEs. Finally, there will be 2 expert groups discussing the annual report and the SBA fact sheets.

### **3. Communication activities on SBA implementation**

The actions under this measure are focused on communicating on the impact of the Small Business Act for Europe, as well as facilitating communication for the newly-created governance of the SBA (SBA Assembly, Network of national SME Envoys (SBA Advisory Group), SME Envoys' network).

The communication activities on SBA implementation will be ensured via several communication tools (web-based, audiovisual and interactive tools, printed leaflets). They will be made available. In particular, there will be:

- SME portal – maintenance and update;
- Audiovisual products and interactive tools – in order to present the impact of the SBA for Europe much more clearly at national level, an interactive map will be created which will be a gateway to statistical data as well as videos on local/national best practice programmes, and radio recordings. Social networks will also be investigated;
- The Network of national SME Envoys (SBA Advisory Group) – communication tools; in order for the newly-created SBA governance to work successfully, a larger involvement of stakeholders is necessary. An enhanced communication towards them both on EU level and in the Member states is required. In order to ensure a better monitoring of the SBA implementation and the exchange and replication of the best practices for the SME Assembly, communication activities will be set-up to mobilise the national SME stakeholders to establish an enhanced dialogue with their national administrations.

## **OBJECTIVES OF THE IMPLEMENTING MEASURE**

### **1. SBA Implementation: monitoring and exchange of good practices.**

The actions related to the monitoring and exchange good practices of the SBA implementation are aimed at providing concrete support and guidance for activities that promote small business and entrepreneurship.

### **2. SME Performance Review**

The general objective of the SME Performance Review (SPR) is to provide empirical and analytical foundation for SME policy measures and enable the Commission to effectively monitor the implementation of the Small Business Act and the EU2020 strategy at Member States' and EU levels as regards SME-related policies. Another general objective is the increase and dissemination of knowledge on characteristics and specificities of SMEs in Europe, on economic performance and its main determinant factors, as well as other SME policy related issues.

On this basis, for the individual components the following specific objectives have been defined:

- As in the previous years, the 2012 annual report will include an overview of the size, structure and importance of European SMEs, outline the major trends and provide a summary of recent policy developments. It will be used as an input into the discussions on the effectiveness of the SBA and the EU2020 Strategy;
- The SBA country fact sheets will be instrumental in the monitoring of the SBA implementation in Member State as per the SBA review of February 2011. They will also provide valuable input to the EU2020 country reporting (in the SME policy area);
- The thematic study will investigate the situation in MS in a specific core action area of the SBA (such as better access to the internal market, with probably a focus on services), including the status of the SBA implementation;

- The workshops are to ensure a continuous exchange with MS on the conceptual approach, methodological details and results contained in the annual report and the fact sheets.

### **3. Communication activities on SBA implementation**

The actions related to the communication activities on SBA implementation are aimed at providing concrete communication tools to promote SBA impact and facilitate communication for the newly-created SBA governance.

## **INDICATORS**

### **1. SBA Implementation: monitoring and exchange of good practices.**

- Number of expert meetings of the Network of national SME Envoys (SBA Advisory Group) and of the SBA national contacts;
- Feedback from participants on usefulness (through exit survey);
- SBA European conference in 2013 and the SME Assembly 2013;
- Number of participating countries and participating stakeholders
  - Target: - minimum 27 countries participating;
  - minimum 350-400 participating stakeholders;
- Feedback from participants on quality, relevance and added-value (exit survey);
- Database of Good Practices;
- Number of good practice examples from MS
  - Target: - receipt of minimum 90 good practice examples from the MS p.a.;
  - timeliness of validation and quality evaluation of received good practice examples;
- Extent of the ensured dissemination among Member States.

### **2. SME Performance Review**

Quantitative (specifically for written outputs, e.g. reports and studies):

- Number of SBA fact sheets for all EU Member States plus other CIP participating countries;
- Number of reports and studies produced (incl. fact sheets);
- Level of publicity for the SPR (number of media publications/clippings, hits/downloads);
- Geographical coverage (number of countries);
- Number and quality of communication tools (publications, events, social media tools, web promotion, etc.) undertaken to publicize the results of the SPR;

Specifically for workshops:

- Number of workshops (including meetings of the SME working-group);
- Number of participants & countries represented and feedback from participants;

Qualitative:

- Feedback from relevant stakeholders on quality, relevance and added-value of SPR outputs
- Follow up measures taken by the Commission, participating countries and stakeholders (if applicable);
- Quality of the studies as resulting from an internal evaluation by the responsible Commission desk officers (presentation and analysis, suitability of the methodological approach, timeliness of delivery, etc.);
- Quality of the studies and policy relevance of the analysis and added value as measured through feedback from stakeholders (national policy makers /relevant stakeholders within EU-institutions/business organisations); feedback may be gathered on the basis of ongoing reactions from users via the website, email, reactions in meetings, as well as part of dedicated general surveys carried in longer intervals and covering various EIP-financed programmes;
- Improved understanding of the situation of European SME, (measurement technique: see previous point);

- Input used for policy development (measurement technique: see previous point, including also feedback reactions - esp. from policy makers on a national level. that hint at policy charges;
  - Press coverage of SPR activities.
- 3. Communication activities on SBA implementation**
- SME portal: maintenance and update:
    - Number of updates
    - Target: - regular monthly updates of the SME portal;
      - regular statistics report;
  - Audiovisual products and interactive tools:
    - availability of supporting communication material;
    - number of links to and views of audiovisual material;
    - statistics on usage of tools (web-based);
  - SME Envoy network:
    - Number of SME envoys participating in communication tools
    - Target: all SME envoys participating in communication tools
- Press coverage of SPR activities.

**IMPLEMENTATION MODE**

Existing framework contract, Expert meetings

**OPERATION TIMETABLE**

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Specific contract	Q2/2011 - Q1/2012
Conferences/meetings/workshops	Q2/2011 - Q3/2012
Final report	Q4/2011 – Q4/2012
Total duration (months) 18	

**BUDGET (OUT OF WHICH ECO-INNOVATION)**

ACTION	PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Existing framework contract	ENT/CIP/12/F/N01C01 SBA implementation: monitoring and exchange good practices	2012	020201	1,400,000	0
Experts meetings	ENT/CIP/12/F/N01C01 SBA implementation: monitoring and exchange good practices	2012	020201	200,000	0
Existing framework contract	ENT/CIP/12/F/N01C02 SME Performance Review (SPR)	2012	020201	1,460,000	0
Experts meetings	ENT/CIP/12/F/N01C02 SME Performance Review (SPR)	2012	020201	40,000	0
Existing framework contract	ENT/CIP/12/F/N01C03 Communication activities	2012	020201	850,000	0

<b>ACTION</b>	<b>PROJECT REFERENCE</b>	<b>YEAR</b>	<b>BUDGET LINE</b>	<b>BUDGET</b>	<b>ECO-INNOVATION</b>
contract	on SBA implementation				

<b>TOTAL</b>				<b>THEREOF ECO-INNOVATION</b>	
3,950,000				0	

# INTERNATIONAL COOPERATION IN THE FIELD OF ENTERPRISE POLICY

## MEASURE NO

ENT/CIP/12/F/N02C00

## EIP OBJECTIVE

(f) Enterprise and innovation related economic and administrative reform

## POLITICAL PRIORITIES

Better regulation

## DESCRIPTION

### **1. Accompanying measures in the enterprise and industrial policy in the Western Balkans, Turkey and the Mediterranean countries**

The enlargement and neighbourhood processes contribute to the achievement of the objectives set in the Europe 2020 strategy by extending the area of the EU's regulatory framework and creating new trading and investment opportunities.

With respect to Mediterranean partner countries<sup>5</sup> (MED countries), the EU has significant commercial surpluses with most of them. In addition, the European presence in terms of FDI and business partnerships in the Southern Mediterranean area is fairly strong although the influence of emerging economies, especially China, India and Russia, is growing. In order to help European businesses to fully tap opportunities in MED countries and partner with MED businesses, it is crucial to achieve further regulatory convergence across the whole Euro-Mediterranean area.

The countries are committed to implement the European Small Business Act/Euro-Mediterranean Charter for Enterprise. Furthermore, the Communications on the 'Innovation Union' and the 'Industrial policy for a globalisation era' add new policy elements which are useful for these countries. In order to achieve these objectives, co-operation activities are necessary in order to support the creation of a level playing field and improve market and business environment conditions in external markets of importance for the competitiveness of the EU industry and particularly SME. Although the work on this project will be done in cooperation with the public authorities in these countries, both EU and domestic enterprises will benefit from it.

The actions taken under this project will include:

- Evaluation of progress towards convergence between enterprise and industrial policies in the EU and in the targeted non-EU-countries. In 2008, the level of convergence was evaluated in Mediterranean neighbour countries and the Western Balkans using ca 75 indicators. It was agreed at Euro-Mediterranean level to repeat this exercise in 2012, to identify further progress achieved in bringing enterprise policy in Mediterranean neighbour countries in line with the EU policy. Significant progress was achieved in the Western Balkans in the area of SME policy, but much remains to be done in the area of industrial policy;
- Capacity building (training, sharing of information, tools, good practices) of third country organisations in charge of policy making and implementation in the area of enterprise and industrial policy. The Euro-Med good practice database was established in 2010, modelled after the EU one for SME policy. This database will continue to be further developed. In 2012, seminars will focus on priority Charter dimensions like entrepreneurial learning, skills development and public-private dialog at policy level. In a 2011 regional project for the Western Balkans and Turkey, priorities for further development will be identified in the area

<sup>5</sup> Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestinian Authority, Syria, Tunisia

of enterprise policy. The capacity building component for this region will be focused on the priorities identified under the above-mentioned project.

All the activities listed above will be in line with the objectives of the Accession and European Partnerships for the Western Balkans and Turkey. With respect to Mediterranean partner countries, they will increase the convergence between enterprise policy in the EU and in MED countries and they are in line with the priorities defined in the Communication on the Partnership for Democracy and shared prosperity with the Southern Mediterranean (8 March 2011). These policy priorities translate into concrete activities that have been endorsed by Euromed Industry Ministers, included in the 2011-2012 work programme on Euro-Mediterranean industrial cooperation and co-ordinated by the Working Party on Euro-Mediterranean industrial cooperation. These priorities were confirmed during the ministerial Malta conference on 12 May.

This project will be implemented through two Joint Management agreements which should be signed with the OECD. The OECD has been subject of the 4-pillar assessment according to Article 53d of the Financial Regulation and the European Commission concluded that the organisation applies standards offering guarantees equivalent to internationally accepted standards in the field of accounting, auditing, internal control and procurement.

The OECD was chosen on account of its technical competence which is required to implement the project. Only the OECD combines the required technical capacity, knowledge, independence and presence in the field. The OECD will also contribute financially to the projects.

## **2. SME dialogue with Third countries**

This measure covers contribution the expert meetings/seminars with Third countries along side priorities for SMEs internationalisation (starting with China and Russia, but also all BRICs (Brazil, Russia, India and China) and other strategic EU partners) in order to exchange best practices in SME Policy.

## **3. Dialogue with Euromed countries on competitiveness issues**

Euro-Mediterranean economic co-operation calls for sharing information on policies, programmes, good-practice in economic sectors that are relevant for EU Member States and Mediterranean neighbour countries. Seminars, IT-tools and publications will be used to run the necessary exchanges on raw materials, textiles and clothing, tourism and space.

## **4. Information for SMEs that seek access abroad**

The purpose of measures under this action will aim to provide SMEs with easily accessible and adequate information on how to expand their business outside the EU. This will be done through an online portal that will provide country and sectors specific information about target markets and a detailed overview of the different support services available.

The portal will include a "Business Opportunity and Risk Scoreboard" comprising indicators like economic situation, currency risk, trade barriers, bureaucratic burden and other interesting information for exporting SMEs. It will be updated annually.

In order to avoid unnecessary duplication, this online portal will also guide the user to links with the already available "Your Europe Business," "Access2Finance", the "European Small Business Portal" and its sections on "Business outside the EU" in order to offer an online "one-stop shop". Links to websites of Member States' measures will also be facilitated. To facilitate the use and visibility of the virtual entry point, direct information campaigns to EU SMEs will be required in addition to a well-organised structure and implementation. The campaign will involve the Enterprise Europe Network, but should mainly be carried out through other EU business associations or Chambers of Commerce at EU or national level

## **5. Mapping support services for SME**

The Commission will launch an in-depth "mapping" and analysis of existing services in support of SME Internationalisation within the EU and in third countries. This mapping will

involve Member States and EU Delegations and is needed in order to identify possible gaps and overlaps in the current services offering and pave the way for further action in support of SME internationalisation.

For that purpose, EU Delegations will be asked to provide an overview of existing local services by private and public providers in third countries, including Member States and EU-level bodies. In addition, EU Delegations should bring together and coordinate local organisations, for example, Chambers of Commerce, European Business Organisations and Enterprise Europe Network branches, in order to identify synergies and gaps in SME support activities. The mapping will provide the basis for judging the need for further action, whatever its form and responsible body.

At the same time, services within the EU which are directed at supporting SMEs in foreign markets will be inventoried through contractors, taking into account already available evaluations and studies. Also in this case, key summary information should be provided by Member States.

In the longer term, the mapping of services within as well as outside the EU will be updated on a regular basis in cooperation with the Member States and EU Delegations.

#### **OBJECTIVES OF THE IMPLEMENTING MEASURE**

##### **1. Accompanying measures in the enterprise and industrial policy in the Western Balkans, Turkey and the Mediterranean countries**

To improve the business environment and promote industrial cooperation in order to help EU business, import, export, invest and do business with Mediterranean neighbour countries and to facilitate the economic integration of the Western Balkan countries with the EU.

##### **2. SME dialogue with Third countries**

This measure covers the expert meetings/seminars with third countries along side priorities for SMEs internationalization (starting with China and Russia, but also all BRICs and other strategic EU partners) in order to exchange best practices in SME Policy.

##### **3. Dialogue with Euromed countries on competitiveness issues**

Economic co-operation with Mediterranean neighbour countries to enhance opportunities for European business (in particular SMEs) to export, import, invest and do business with the business Community on the Southern rim of the Mediterranean in a number of sectors of particular relevance to the EU and Mediterranean neighbour countries.

##### **4. Information for SMEs that seek access abroad**

To provide SMEs with easily accessible and adequate information on how to expand their business outside the EU. The Commission will launch an EU-wide information gateway, designed to become a "one-stop shop" for business support, will serve this purpose. This country- and sector-specific and multilingual online portal will provide SMEs with an initial access to up-to-date information for business decision-making in relation to target markets as well as to the support programmes available at EU and national level for doing business with those markets, including public procurement markets.

##### **5. Mapping support services for SME**

To improve the coherence of existing support activities at EU, national or regional level both by public and private entities. Current actions will undergo careful evaluation before any expansion is considered.

This exercise will also contribute to improve the cost-effectiveness of support activities. The EU will reinforce the cooperation between all suppliers of business support. A mapping of the existing support environment will provide the serve to identify existing competences, possible synergies and priorities for closer collaboration to the point of a division of labour. The EU will orchestrate the continuous networking of European support bodies in key markets.

It will also fill existing gaps in support services. The EU will seek to identify thematic or

geographic gaps in the current service offering (such as information and advice on regulatory or standardisation issues) and may decide to launch complementary measures, provided the EU is best placed to take such type of action.

## **INDICATORS**

### **1. Accompanying measures in the enterprise and industrial policy in the Western Balkans, Turkey and the Mediterranean countries**

- Number of reports on the current status of the enterprise and industrial policy (target: A report for each region on the current status of the enterprise and industrial policy);
- Changes in scores, ranks and benchmarks based on ca 75 indicators assessing the quality of the business environment and the level of entrepreneurship and innovation;
- Number of policy recommendations for countries participating in the project;
- Number of events and publications to disseminate the knowledge acquired by the countries in the project;
- Number of policy recommendation included in the national strategic framework and/or in the documents allocating technical assistance and financial support (target: At least one policy recommendation included in the national strategic framework and/or in the documents allocating technical assistance and financial support);
- Improvements of the policy and legal framework assessed through the annual reports under the enlargement and neighbourhood policy;
- Number of regional cooperation initiatives in this the respective policy areas;
- Change of EU-MED trade flows, investment and business partnerships between 2010 and 2015
- Completion of single Euro-Mediterranean market (by 2030)

### **2. SME dialogue with Third countries**

- Number of expert meetings/seminars organised;
- Questionnaires filled by participants on usefulness

### **3. Dialogue with Euromed countries on competitiveness issues**

- Number of seminars (target: At least two seminars organised);
- Number of good practices identified and publicised (target: At least six good practices identified and publicised);
- Number of tools/measures in the specific sectors transferred between countries (target: At least two tools/measures in the specific sectors transferred between countries);
- Number of business partnership per sector (target: At least one business partnership per sector).

### **4. Information for SMEs that seek access abroad**

- Number of SMEs visiting the on-line portal per month;
- Number of SMEs making use of the on-line portal that develop business outside the EU;  
Targets: - double the number of SMEs using the on-line portal per year;  
- double European SMEs' awareness of existing public support programmes for internationalisation;  
- double the number of SMEs doing business abroad

### **5. Mapping support services for SME**

- Number of countries, particularly main trading and investment partners, for which full map of existing SME information and support services is finalised  
Targets: - complete for at least two of the four BRIC (Brazil, Russia, India and China) countries the complete map  
- start completion (surveys, questionnaires) of the other two BRIC  
- start mapping exercise for selected countries in the Neighbourhood Policy countries

**IMPLEMENTATION MODE**

Joint management, Call for tenders, Existing framework contract, Experts meetings

**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Joint management	Q2/2012
Conferences/meeting/workshop	Q2 – Q2/2013
Publication of call	Q1-Q3/2012
Final report	Q4/2013 - Q4/2015
Total duration (months) 42	

**BUDGET (OUT OF WHICH ECO-INNOVATION)**

<b>ACTION</b>	<b>ABAC PROJECT REFERENCE</b>	<b>YEAR</b>	<b>BUDGET LINE</b>	<b>BUDGET</b>	<b>ECO-INNOVATION</b>
Joint Management	ENT/CIP/12/F/N02C01 Accompanying measures in the enterprise and industrial policy in the Western Balkans, Turkey and the Mediterranean countries	2012	02.0201	600,000	0
Joint Management	ENT/CIP/12/F/N02C01 Accompanying measures in the enterprise and industrial policy in the Western Balkans, Turkey and the Mediterranean countries	2012	02.0201	250,000	0
Experts meetings	ENT/CIP/12/F/N02C02 SME dialogue with third countries	2012	02.0201	200,000	0
Experts meetings	ENT/CIP/12/F/N02C03 Dialogue with Euromed countries on competitiveness issues	2012	02.0201	150,000	0
Call for tenders / Existing framework contract	ENT/CIP/12/F/N02C04 Information for SMEs that seek access abroad	2012	02.0201	250,000	0
Call for tenders / Existing framework contract	ENT/CIP/12/F/N02C05 Mapping support services for SME	2012	02.0201	250,000	0

<b>TOTAL</b> 1,700,000
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<b>THEREOF ECO-INNOVATION</b> 0
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**CALL FOR TENDERS****TITLE OF THE CALL**

Information for SMEs that seek access abroad
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**TYPE OF CONTRACT**

Services
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**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q1 – Q3/2012
Final report	Q4/2013
Total duration (months) 24	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

250,000
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**CALL FOR TENDERS****TITLE OF THE CALL**

Mapping support services for SME
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**TYPE OF CONTRACT**

Services
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**OPERATION TIMETABLE**

<b>MILESTONE DESCRIPTION</b>	<b>INDICATIVE QUARTER</b>
Publication of call	Q1 – Q3/2012
Final report	Q4/2013
Total duration (months) 24	

**TOTAL INDICATIVE BUDGET FOR THE CALL**

250,000
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## HLG OF INDEPENDENT STAKEHOLDERS ON ADMINISTRATIVE BURDENS - STUDIES

### MEASURE NO

ENT/CIP/12/F/N03C00

### EIP OBJECTIVE

(f) Enterprise and innovation related economic and administrative reform

### DESCRIPTION

The High Level Group of Independent Stakeholders on Administrative Burdens (HLG AB) was set up in 2007 and its mandate runs until end 2012. This measure therefore continues ongoing work under the EIP.

The HLG AB advises the Commission on how to reduce administrative burdens on businesses stemming from EU law and how to simplify regulation. In particular, the HLG adopts opinions on suggestions coming from the Commission, stakeholders or any other source. These opinions might require additional mapping and measurement of information obligations from service providers. In addition, the group promotes best practices between Member States.

### OBJECTIVES OF THE IMPLEMENTING MEASURE

The HLG AB supports the EU2020 objective to foster smart growth by aiming to improve the regulatory environment for businesses. The European added value is estimated around € 38 billion of reduction in administrative burdens for European businesses (in particular SMEs) if measures proposed by the Commission are adopted by Council and the European Parliament, and implemented by Member States. Progress is being carefully monitored. As of December 2010, 70 reduction measures are already adopted (representing savings of approximately € 27 billion) and 14 additional measures representing estimated savings of no less than € 12 billion are under discussion in the European Parliament and Council.

### INDICATORS

- Number of HLG AB plenary sessions and preparatory meetings (target: 10 plenary sessions and 6 preparatory meetings);
- Number of studies to measure administrative or other regulatory burdens;
- Number of best practice workshops and meetings with Member States (target: 6);
- Number of ideas submitted by stakeholders;
- Uptake of HLG AB opinions by Commission services;
- Estimated reduction of administrative burdens on businesses resulting from the Action Programme (target = 25% by co-legislators).

### IMPLEMENTATION MODE

Experts meetings, Existing contracts

### OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Conferences/meetings/workshops	Q1/2012-Q4/2012

### BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC REFERENCE	PROJECT	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Experts meetings	ENT/CIP/12/F/N03S00	HLG of Independent	2012	02.0201	300,000	0

<b>ACTION</b>	<b>ABAC REFERENCE</b>	<b>PROJECT</b>	<b>YEAR</b>	<b>BUDGET LINE</b>	<b>BUDGET</b>	<b>ECO- INNOVATION</b>
		Stakeholders on administrative burdens				
Existing contract	ENT/CIP/12/F/N03C00	HLG of Independent Stakeholders on administrative burdens <i>Communication</i>	2012	02.0201	100,000	0
Existing contract	ENT/CIP/12/F/N03C00	HLG of Independent Stakeholders on administrative burdens <i>Studies</i>	2012	02.0201	200,000	0

<b>TOTAL</b> 600,000	<b>THEREOF ECO-INNOVATION</b> 0
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## ANNEX

<b>Implementing measure No</b>	<b>Title</b>	<b>in 000 EUR</b>
ENT/CIP/12/A/N01S00	EIP Financial instruments for SMEs	181.745
ENT/CIP/12/A/N02S00	Improving policies on financing innovation and SMEs	1.900
	<b>Subtotal (a) Access to finance for the start-up and growth of SMEs and investment in innovation activities</b>	<b>183.645</b>
ENT/CIP/12/B/N01C00	Enterprise Europe Network: Network grants and animation	51.113
ENT/CIP/12/B/N02S00	Enhancing competitiveness and sustainability in European tourism	6.000
ENT/CIP/12/B/N03C00	SME and Craft Enterprises' Participation in European Standardisation	2.000
ENT/CIP/12/B/N04C00	Actions to enhance favourable environment for SMEs	6.000
	<b>Subtotal (b) Creation of an environment favourable to SME co-operation, particularly in the field of cross-border co-operation</b>	<b>65.113</b>
ENT/CIP/12/C/N01C00	Promoting KET, ICT and e-skills	14.450
ENT/CIP/12/C/N02C00	A broad concept of innovation	8.610
ENT/CIP/12/C/N03C00	Innovation analysis and promotion	6.450
ENT/CIP/12/C/N04C00	Innovation Partnerships	3.100
ENT/CIP/12/C/N05S00	Promotion of electric vehicles technologies	2.300
ENT/CIP/12/C/N06S00	Promoting Clusters	2.300
	<b>Subtotal (c) All forms of innovation in enterprises</b>	<b>37.260</b>
ENT/CIP/12/D/N01S00	Eco-innovation: first application and market replication projects	35.060
ENT/CIP/12/D/N02S00	Sustainable Industry Low Carbon Scheme (SILC)	2.000
ENT/CIP/12/D/N03S00	EU Environmental Technology Verification (ETV) Pilot programme	1.000
ENT/CIP/12/D/N04S00	Specific action to promote eco-design by SMEs manufacturers	4.500
	<b>Subtotal (d) Eco-innovation</b>	<b>42.560</b>
ENT/CIP/12/E/N01C00	Entrepreneurship analysis and promotion	10.150
ENT/CIP/12/E/N02S00	Promotion of Corporate Social Responsibility	2.000
	<b>Subtotal (e) Entrepreneurship and innovation culture</b>	<b>12.150</b>
ENT/CIP/12/F/N01C00	Promotion of reform and better regulatory environment (SBA implementation)	3.950
ENT/CIP/12/F/N02C00	International cooperation in the field of enterprise and innovation policy	1.700
ENT/CIP/12/F/N03C00	HLG of Independent Stakeholders on administrative burdens - Studies	600
	<b>Subtotal (f) Enterprise and innovation related economic and administrative reform</b>	<b>6.250</b>
	<b>Total implementing measures</b>	<b>346.978</b>