Euro-Mediterranean Network Facilitating Market Uptake of Innovations from SME

Project Acronym: EMPHASIS

Number of Reference: C_A.2.2_0022

A.4.1.1 – Call Development and Launch

Work package	WP 4 - Identification and validation of OI Opportunities (offers/requests)
Output	O.4.1 - EMPHASIS Open Call for Identification of Open Innovation Opportunities (Offers and Needs) from SMEs
Activity	A.4.1.1 – Call Development and Launch
Deliverable lead	PP1 (JUST)
Authors	LP (KiNNO), PP1 (JUST), PP2 (ASCAME), PP3 (IRI), PP4 (CEEBA), PP5 (STPS)
Abstract	Design and launch of an open call where lean templates for submitting needs and offers will be developed and integrated in the online platform. The call will set several evaluation criteria (including TRL and MRL) and will secure a transparent, open and fair procedure for all beneficiaries. Incorporation of necessary legal and GDPR policy procedures will be considered. We anticipate reaching at least 80 SMEs' offers and needs from targets interested in engaging with EMPHASIS OI Network.

EMPHASIS

Euro-Mediterranean Network Facilitating Market Uptake of Innovations from SMEs

OPEN CALL

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The EMPHASIS project

The EU funded ENI CBC MED **EMPHASIS project** aims at integrating experiences to **deploy, validating and mainstreaming an open innovation system** that supports SMEs, start-ups and spin-offs. This will allow the **exploitation of innovations that tackle sustainability challenges** and turn them into business opportunities through **external cross-border partnerships at EUROMED level**.

EMPHASIS will co-create a EURO-MED Open Innovation eco-system in which information flows across Mediterranean borders and is transformed into commercial ideas and marketable products. The project's goal is to better connect the region's fragmented innovation systems by facilitating meaningful cross-border knowledge flows, equipping Small and Medium Enterprises (SMEs) with the skills required to tap into external knowledge bases and turn them into value, and identifying fields that can turn sustainability challenges (e.g., agro-food, sustainable energy, tourism, etc.) into business opportunities.

EMPHASIS- Euro-Mediterranean Network Facilitating Market Uptake of Innovations from SMEs- is a capitalization project co-financed by the European Union's ENI CBC Mediterranean Sea Basin Programme and brings together a collaboration of six partners:

- ❖ KiNNO Consultants Ltd (KiNNO) from Greece,
- ❖ Jordan University of Science and Technology (JUST) from Jordan,
- ❖ Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) from Spain,
- ❖ Industrial Research Institute (IRI) from Lebanon,
- ❖ Confederation of Egyptian European Business Associations (CEEBA) from Egypt,
- ❖ Science and Technology Park of Sicily (STPS) from Italy

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Contact us: eu.emphasisproject@gmail.com

Open call in one page

The present open call is launched on 01/05/2022 and will support the EMPHASIS partnership to select **24 SMEs (4 SMEs per country)** - according to pre-defined evaluation criteria - to receive **free of charge** open innovation support services throughout a 7-month period (September 2022 – April 2023)

The selected SMEs will be supported by a team of experts to:

✓ Explore their innovation capacity and improve their performance in terms of innovation/technology/product/service
✓ Understand their needs for partnership and cross-border collaboration with counter-parties
✓ Get prepared for the establishment of Open Innovation partnerships
✓ Design jointly new innovative R&D concepts in the targeted sectors
✓ Develop their technical, commercial, financial & legal skills related to innovation & technology transfer
✓ Establish new partnerships and develop new projects with key players & expand their network.

What do we need from you?:

✓ Work Together
✓ Trust
✓ Time
✓ Team

Key dates for the open call:

- Call launch: 01/05/2022
- **Call deadline: 29/6/2022**
- Selection results announcement: 1/8/2022
- Services provision: September 2022 – April 2023

Key action items for the submission of the application:

✓ Online Application Form
✓ Pitch Deck
✓ Declaration on Honour.

Apply here: https://form.jotform.com/221017968897471

Please submit any questions to the following email: eu.emphasisproject@gmail.com

-- *Good Luck!!!* --

Supporting Services and Benefits for the SMEs

The selected 24 SMEs will receive innovation support services to implement cross-border OI collaborations to better exploit their business idea. The services that the EMPHASIS partnership offer to the 24 beneficiaries are summarized below:

Innovation Audit

Aim of the service: This service will help the SME to investigate its potential and capacity for innovation and receive guidance for improving the performance of its innovation/technology/product/service, as well as achieve its needs for open innovation cross-border collaborations. Coaching Provision.

Deliverable: A detailed Innovation Audit Report (Innovation profile)

Benefits for the SMEs:
- ✓ Clear and accelerated path to improve the performance of its innovation/technology/product/service
- ✓ Customized support from experts in the field of innovation in order to jointly determine the potential and capacity of the company for innovation and the steps to be done for improving it
- ✓ In-depth analysis of the Open innovation needs of the company and in-detail description of the partnership aspects
- ✓ Knowledge on what's working and what needs to be improved comprehensive view of the company current capabilities, strengths & weaknesses, and opportunities

Timeplan: September 2022 – November 2022

Exploitation Roadmapping

Aim of the service: This service will support the SME to acquire a list with potential contacts, that could support the further development of its technology and define the next steps in EMPHASIS journey. Coaching Provision.

Deliverable: A detailed Exploitation Roadmap Report

Benefits for the SMEs:
- ✓ Identified twin partners that could potentially collaborate with the company and develop joint projects
- ✓ Well-described Joined projects ideas per identified twin partner to support the development of the beneficiary SME
- ✓ Detailed action plan with the activities, the involved persons, and the timeline, to achieve cross-border collaboration partnerships

Timeplan: September 2022 – November 2022

Training Seminars

Aim of the service: The service aim at building SMEs' technical, commercial, financial & legal skills related to innovation & technology transfer and prepare them to establish OI partnerships.

Benefits for the SMEs:
- ✓ Upgraded technical, commercial, financial & legal skills
- ✓ Clear view on what an open innovation partnership needs

Timeplan: December 2022

Twinning Activities

Aim of the service: High quality facilitation support services to SMEs and other organisations operating in the partners' Regions in order to support them design jointly new innovative market oriented or high-risk R&D concepts in the targeted sectors.

Deliverable: A detailed Joint R&D Project report

Benefits for the SMEs:
- ✓ Explore the targeted market and potential collaborations
- ✓ Development of contacts with key players abroad
- ✓ Reach out to potential external partners which can help them for their OI process.

Timeplan: January 2023 – April 2023

Open Innovation Missions

Aim of the service: The services will enable the open innovation management by an SME, which combines internal innovation activities (the **SMEs innovation project**) with the external innovation activities (the **Open Innovation project**) in various kinds of open innovation initiatives. The SME will work in-place with a potential partner at an OI project.

Deliverable: A detailed Open Innovation project Report

Benefits for the SMEs:
- ✓ Support in decision making and action planning regarding open innovation
- ✓ Open Innovation brokerage services addressing both the internal innovation activities within the SME and the external innovation ones
- ✓ Reach out to potential external partners which can help them for their OI process.
- ✓ Increased awareness on existing open innovation tools to tap into external knowledge for innovation in a flexible way
- ✓ Travel for free to one of the project countries to meet in person a potential partner

Timeplan: January 2023 – April 2023

→ *All the applicants, selected or not, will receive a report summarizing the strengths and weaknesses of the applied solution, as well as suggestions for improvement (Curation Report) – 1/8/2022*
They will also have the opportunity to showcase their solution in the online EMPHASIS platform.

Targeted sustainable priorities

Innovation has been the foundation of human and societal development since the dawn of civilization, however, according to the latest report released by The World in 2050 (TWI2050) initiative, the current rate and direction of innovation is insufficient for an inclusive sustainable future for all, in part because of a relatively narrow focus on technology innovation without also addressing societal, institutional, and cultural innovation.

We argue that for Mediterranean SMEs to grow, identify international business opportunities and compete in a global level, as well as offer jobs and contribute to the regional development, the global sustainable development challenges already represent market opportunities to develop and deliver innovative solutions, including energy efficiency, sustainable urban development and agri-food that can improve the lives of the people who currently face severe challenges. Nevertheless, these opportunities demand competencies to learn and cooperate at international level.

EMPHASIS is set on co-creating a well-connected EUROMED OI ecosystem, in which knowledge, expertise & research outputs meaningfully flow across strategic partners and borders and are translated into marketable innovations, bringing tangible socio-economic benefits to citizens.

To this end, after studying the innovative, economic and sustainable landscape of the participating countries (Greece, Jordan, Spain, Lebanon, Egypt and Italy), the EMPHASIS partnership end up to some priorities to be addressed underneath 6 key sectors.
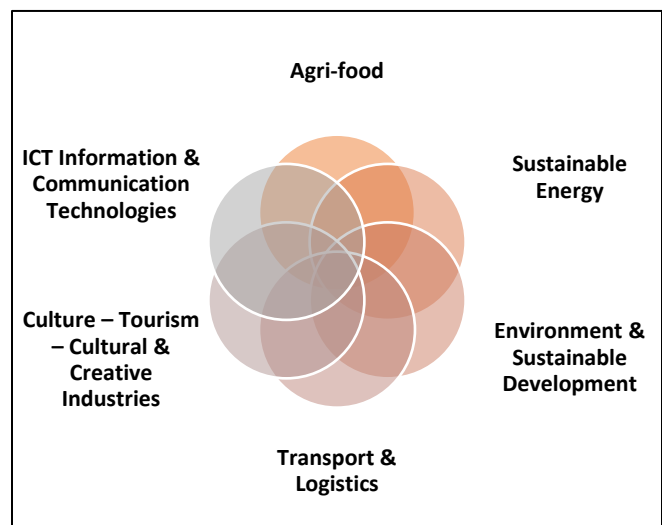

Figure 1 Key identified sector

The applied solution should cover **at least one of the priorities** below in order to be eligible. It is not compulsory for the applicants to operate in one of the sectors, but they should offer a solution/idea for at least on priority underneath the sectors. Cross-sectorial solutions are welcome.

Agri-food

- Improving the competitive position of agricultural crop product and livestock production in international markets
- Improving understanding of the relationship between nutrition, health and wellness, and the consequences for the agricultural food products and foodstuffs
- Sustainable Production
- Valorizing food products from traditional Mediterranean diet
- Food Safety in local food chain
- Sustainable farming systems

Sustainable Energy

- Energy efficiency
- Renewable energies
- Sustainable buildings and cities
- Smart electric grid
- Energy storage
- Energy for circular economy
- Energy for transport and mobility
- Hydrogen for climate neutrality
- Reducing the Environmental Footprint of Fossil Fuels
- Smart communities / cities with low energy consumption and almost zero emissions

Environment & Sustainable Development

- Waste management
- Prevention, protection and restoration of air, soil, groundwater and marine environment
- Protection, promotion and sustainable management of biodiversity
- Mitigation and adaptation to climate change and response to natural and man-made disasters
- Water resources availability and quality within catchments and aquifers
- Sustainable, integrated water management
- Irrigation technologies and practices
- Use of alternative water resources

Transport & Logistics

- Strengthening of the freight transport and supply chain system in order to increase the added value and the competitiveness
- Development of smart infrastructure and transport systems
- Sustainability in transports
- Strengthening of the intermodality and autonomy in urban transports of passengers and goods

Culture – Tourism – Cultural & Creative Industries

- Strengthening of the innovation for developing new products and services for visitors of archaeological sites / museums / collections and other poles and cultural activity events
- Promotion and enhancement of digital entrepreneurship in the fields of Culture, Tourism and CCI

ICT Information & Communication Technologies

- ICT approaches (AI, Data mining, etc.) to applied fields like agritech, fintech
- Outsourcing of ICT services in different subsectors (banking ; insuretech ; fintech etc…)

Application Process

To apply for the call, click here: https://form.jotform.com/221017968897471

For the application, the applicants should fill the **online application template** and attach a **pitch deck** in the form, as well as agree with the terms of the **declaration on honor**.

In particular, all the applicants should be in line with the following guidelines to ensure a successful submission in the EMPHASIS open call:

- The applicant is required to fill online all the sections of the application template.

- Every text should not exaggerate the total of 1000 characters.

- All the info required under the headings, including any relevant details about the information provided as a content guide, which may help demonstrate the potential of the proposal should be provided

- The applicant must fill the declaration on honor along with the application form, provided also online.

- The applicant has to submit a pitch deck as an attachment in the form.

- The pitch deck should follow the structure of Annex 3 – Pitch Deck.

- The applicant is encouraged to submit images, complementary texts, or graphs to the attachment section of the application.

Evaluation and Selection

For the evaluation and selection of the 24 beneficiaries (4 per country), two teams have been setup, the monitoring team and the evaluation team.

- ✓ **Monitoring Team**. The team is responsible for the monitoring of the whole process and the eligibility check of the applications.
- ✓ **Evaluation Team.** The team is responsible for the in-detail screening and evaluation of the applications, as well as the development of reports with suggestions for improvement for each applied solution/idea.

The two teams are composed of members of the partner institutions and is supporting the whole process for the launching of the call to the final selection of the 24 beneficiary SMEs.

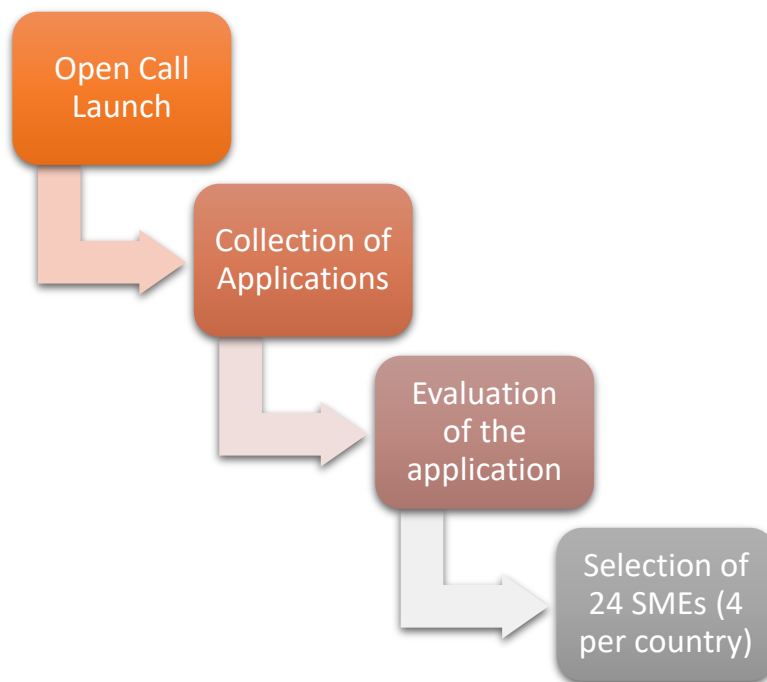The evaluation and selection process is depicted in the graph below:

Figure 2 Evaluation & Selection process

After the finalization of the evaluation process, each applicant will receive an email with the results of the evaluation and the one-page report. The applicants selected as beneficiaries will receive an in-detail email with the next steps.

Evaluation criteria

The evaluation criteria for the assessment of the applications are divided into two categories as described below:

- Eligibility Criteria: This group includes Go - Non Go criteria. The applicants should be in-line with all this criteria in order to pass through the next steps of the evaluation process.

- Technical and Open Innovation Criteria: These criteria will support the evaluation of the different aspects of the solution, like the technology, the market, the team, the innovation, as well as the need for partnership and the open innovation potential. In addition Bonus Criteria will be included under this category. These criteria will add extra points for the applicants, in case the application fits into them

Eligibility criteria

All the applicants and applications should fit into the eligibility criteria.

- ✓ The Applicant should be identified as a small and medium-sized enterprise (SME), start-up or spin-off. The Legal form of the applicant should follow the definitions stated by the European Commission, as following:
  - o The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million (Article 2 of the annex to Recommendation 2003/361/EC[1], EU definition[2]).
  - o Startups or spin-offs following the European Commission SME definition are also eligible for the open call.
- ✓ Geographical Area: The Applicant should be based in one of the EMPHASIS Euro-Mediterranean countries: Greece, Italy, Spain, Lebanon, Egypt, Jordan and in particular:

COUNTRY	CORE ELIGIBLE REGIONS
Egypt	Ad Daqahliyah, Al Buhayrah, Al Iskandanyah, Al Isma'iliyah, Ash Sharquiyah, Bur Sa'id, Dumyat, Kafr ash Shaykh, Marsa Matruh
Greece	Anatoliki Makedonia – Thraki, Attiki, Dytiki Ellada, Ionia Nisia, Ipeiros, Kentriki Makedonia, Kriti, Notio Aigaio, Peloponnisos, Sterea Ellada, Thessalia, Voreio Aigaio
Italy	Basilicata, Calabria, Campania, Lazio, Liguria, Puglia, Sardegna, Sicilia, Toscana
Spain	Andalucía, Cataluña, Ceuta, Comunidad Valenciana, Islas Baleares, Melilla, Murcia
Jordan	Al-Aqaba, Al-Balga, Al-Karak, Al-Tafilah, Irbid, Madaba
Lebanon	Whole country

Table 1 Eligible Regions per Country

- ✓ Language: The applicant or at least an employee of the SME/startup/spin-off that is involved with the solution should speak the English Language fluently.

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[1] https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2003:124:0036:0041:en:PDF
[2] SME definition (europa.eu)

✓ Technology readiness levels (TRL)[3]: The TRL of the Applicant's solution to the challenge must be at least *TRL 3 – – experimental proof of concept.*
✓ Need for cross-border Open Innovation: Aiming at developing Euro-Mediterranean cross-borders partnership, the applicant should be oriented to the seeking of partners from the EMPHASIS participating countries. In particular eligible applicants are considered:
  • applicants based in Greece, Italy or Spain who are seeking to develop partnerships with potential twin partners form Egypt, Lebanon or Jordan.
  • applicants based in Egypt, Lebanon or Jordan who are seeking to develop partnerships with potential twin partners form Greece, Italy or Spain.
✓ Response to the challenge: The application should addresses one of the challenges of the EMPHASIS open call.
✓ Application Form: The applicants must fill all the sections of the application form.
✓ Pitch Deck: The applicants should attach a pitch deck of the proposed solution in the e-form
✓ Declaration on Honor: The applicants should agree with all the terms of the declaration on honor.
✓ Priority addressed: Each applicant should address at least one of the following priorities

The applicants that do not meet all of the eligibility criteria will not be assessed for the Technical & Open Innovation criteria and Bonus Criteria.

Technical & Open Innovation criteria and Bonus criteria

This group of criteria are divided into six (6) categories, covering the assessment of the following aspects of the application:
  • **Technology-Solution Evaluation**
  • **Market Assessment**
  • **Open Innovation / Partnership Evaluation**
  • **Team Evaluation**
  • **Business Model Evaluation**
  • **Impact Evaluation**

Each criterion includes sub-criteria which will be graded from 1 to 5 or will act as bonus criteria. Each of the **sub-criteria can be rated between 1 and 5**. Half-point scores are not given. For each criterion the score values will indicate the following assessments:
❖ 0 – The application fails to address the criterion or cannot be assessed due to missing or incomplete information.
❖ 1– Poor. The criterion is inadequately addressed, or there are serious inherent weaknesses.
❖ 2– Fair. The application broadly addresses the criterion, but there are significant weaknesses.
❖ 3– Good. The application addresses the criterion well, but a number of shortcomings are present.
❖ 4– Very good. The application addresses the criterion very well, but a small number of shortcomings are present.
❖ 5– Excellent. The application successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

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[3] https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf

There is a total of 9 bonus criteria that can add up to 2 points total to the final grading. The criteria, the sub-criteria and the bonus criteria are enlisted below:

Technology-Solution Evaluation
- ✓ Response to the challenge - Problem Addressed through the business idea
- ✓ Interest/attractivity of the business idea
- ✓ Degree of innovation - if innovation identified
- ✓ Scale-up potential
- ✓ Traction – Level of Maturity
- ✓ Prototype or/and Tests with final users (Bonus)
- ✓ Research Result Uptake (Bonus)
- ✓ Holding of Patent or Intellectual Property Rights (Bonus)

Market Assessment
- ✓ Competitive Advantage / competitive solutions
- ✓ Applicability of the solution to the market
- ✓ Applicability of the solution to EMPHASIS countries (market size)
- ✓ Potential rapid realization
- ✓ Commercialization of the solutions in the country (Bonus)
- ✓ Market Readiness Level (MRL[4]) >= 4 (Bonus)

Open Innovation / Partnership Evaluation
- ✓ Cross-Border Open Innovation potential
- ✓ Identified partners in MPC – EUROMED (Bonus)
- ✓ Existing partners in MPC – EUROMED countries (Bonus)

Team Evaluation
- ✓ Capacity of the team
- ✓ Experience in the targeted sector
- ✓ Open Innovation Managerial Skills of the team (Bonus)
- ✓ Experience of the applicant in collaborative projects (Bonus)

Business Model Evaluation
- ✓ Key Partners needed identification
- ✓ Key Activities
- ✓ Key Resources needed identification
- ✓ Value Proposition
- ✓ Customer Relationship
- ✓ Channels
- ✓ Customer Segments
- ✓ Cost Structure
- ✓ Revenue Streams

Impact Evaluation
- ✓ Contribution to the Sustainability sector
- ✓ Impact to the local/ national/ EUROMED Economy
- ✓ Impact to the local/ national/ EUROMED Environment
- ✓ Impact to the local/ national/ EUROMED Society

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[4] What are Manufacturing Readiness Levels (MRL)? - TWI (twi-global.com)

Weighting of criteria and Score

The applications that have passed the eligibility check by the monitoring team, will be assessed by the Evaluation Team according to the Technical and Open Innovation criteria.

The max score of each criterion comes from the sum of the sub-criteria and bonus criteria as presented previously.

The weighting of each criterion, as well as the max score is described in the table 2. An excellent application can receive maximum 7 points. The 5 points come from the evaluation of each criterion with applied the respective weighting. The 2 points are coming from bonus criteria, related to the solution (Existing Prototype and Test with Final Users, Research Result Uptake, Patent or IP rights,), the market (MRL Level >=4, Commercialization in the country) the partnership (identified partners, existing partners in MPC – EUROMED) the team (OI managerial skills, experience in collaborative projects).

Criteria	Description	Weight	Max Score
Technology-Solution Evaluation	Evaluation of the business components of the solution (competition, target market, maturity, team, etc.).	25%	5
Market Assessment	Evaluation of the innovative character of the proposed solution as well as the scale-up potential.	20%	5
Open Innovation / Partnership Evaluation	Evaluation of the open innovation perspective of the proposal.	20%	5
Team Evaluation	Assessment of the team's key qualifications	15%	5
Business Model Evaluation	Evaluation of the key components of the business model presented in the application	10%	5
Impact of the solution	Evaluation of the impact of the proposal to the local/national/EUROMED Economy, Environment and Society.	10%	5
Bonus Criteria			2
Total		**100%**	**32**

Table 2 Weighting of criteria

Please note that the cross-border character of the application should be evident in the "**Open Innovation (OI) Stages and Needs"** of the online form and will be taken into consideration for the assessment.

Open Call timeplan and next steps

The timeplan that will be followed for the closure of the open call and the selection of the 24 SMEs is presented in the table below.

Call Deadline	Wed 29/06/2022
Evaluation and Selection of the collected applications	29/6/2022 – 31/7/2022
Applicants notification and sending of curation report	1/8/2022
Free of Charge Services Provision	September 2022 – April 2023

Table 3 Time plan

All the applicants will be notified with regards to the evaluation results via email no later than the 1st of August, 2022 and will receive the curation report. With the announcement of the results they will also be informed about the EMPHASIS platform and the benefits can offer them for the demonstration of their solutions. The 24 selected SMEs will also be informed about the next steps of the EMPHASIS Journey.
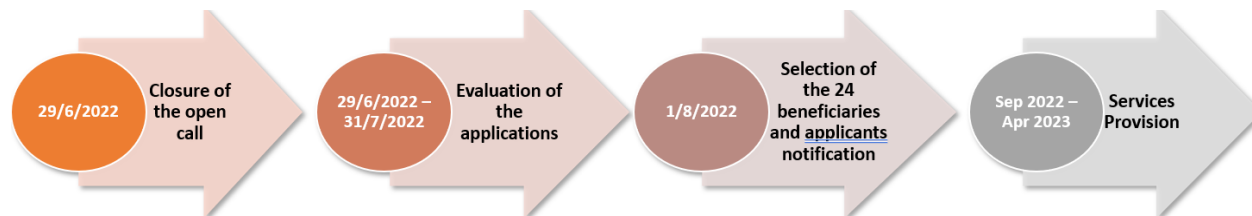

Figure 3 Open call timeline process

Personal Data Processing and IPR

EMPHASIS project partners and applicants undertake to maintain any information exchanged in strict confidentiality terms, as well as not to disclose to third parties (except those involved in the evaluation process) neither in whole nor in part, the information and documentation received from the other Party. Only the basic data of the submitted proposal (title, general description, image and name of the applicant) could be subject to disclosure for communication purposes.

This confidentiality obligation will remain in effect even after the provision of the EMPHASIS innovation supporting services have ended. Regulation applied to comply with all current national and community regulations on the protection of personal data:

Country	Regulations on the protection of personal data
Greece, Italy, Spain	General Guidance for Data Protection (EU) 2016/679 (GDPR), law n 4624/2019, law n. 2472/1997, law n. 3471/2006 in the field of electronic communications and Organic Law 3/2018, of December 5, on the Protection of Personal Data and guarantee of digital rights
Jordan	Data Protection Laws and Regulations 2020
Lebanon	Law No. 81 of 10 October 2018 on Electronic Transaction and Personal Data
Egypt	Law on the Protection of Personal Data ('the Data Protection Law') issued under Resolution No. 151 of 2020

Table 4 Regulations on the protection of personal data

With regards to Intellectual Property Rights, the property of the idea or project developed within the framework of the EMPHASIS project will remain in the power of the applicant

The submission of the idea or project in the present EMPHASIS open call is not assigning any property rights to the project partners.

Complaints Processes

An applicant believing that it has been harmed by an error or irregularity during the selection process may lodge a complaint.

Country	Complaints processes
Greece, Jordan, Spain, Lebanon, Egypt, Italy	• Any complaint should be sent via email to the following email address: eu.emphasisproject@gmail.com • The applicant should indicate to the subject of the email the phrase "Complaint for EMPHASIS Open Call Results" • The complaints should be done in the English Language

Table 5 Complaints Guidelines

Annex 1 – Application template

Company Details	
Name of the SME / Startup / Spin-off	
Size of the company5	☐Micro, ☐Small, ☐Medium
Company start date (according to the register document)	
Company Legal status	
VAT Number	
Address (Street, number, postal code, City)	
Country	☐Greece: ☐Anatoliki Makedonia – Thraki, ☐Attiki, ☐Dytiki Ellada, ☐Ionia Nisia, ☐Ipeiros, ☐Kentriki Makedonia, ☐Kriti, ☐Notio Aigaio, ☐Peloponnisos, ☐Sterea Ellada, ☐Thessalia, ☐Voreio Aigaio ☐Jordan: ☐Al-Aqaba, ☐Al-Balga, ☐Al-Karak, ☐Al-Tafilah, ☐Irbid, ☐Madaba ☐Spain: ☐Andalucía, ☐Cataluña, ☐ Ceuta, ☐Comunidad Valenciana, ☐Islas Baleares, ☐Melilla, ☐Murcia ☐Lebanon ☐Egypt: ☐Ad Daqahliyah, ☐Al Buhayrah, ☐Al Iskandanyah, ☐Al Isma'iliyah, ☐Ash Sharquiyah, ☐Bur Sa'id, ☐Dumyat, ☐Kafr ash Shaykh, ☐ Marsa Matruh ☐Italy: ☐Basilicata, ☐Calabria, ☐ Campania, ☐Lazio, ☐Liguria, ☐Puglia, ☐Sardegna, ☐Sicilia, ☐Toscana
Phone number	

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[5] https://ec.europa.eu/growth/smes/sme-definition_en

SME CATEGORY	MICRO	SMALL	MEDIUM
Staff Headcount:	<10	<50	<250
Turnover:	<2M€	<10M€	<50M€
Balance Sheet Total:	<2M€	<10M€	<43M€

E-mail	
Website	
Company profile	
(max 1000 characters)	
Legal representative details	
First name	
Surname	
Position	
Phone number	
E-mail	
Contact Person	
First name	
Surname	
Position	
Phone number	
E-mail	
Solution Description	
Title of the Solution/Service/Product	
The solution has to concern at least one of the following sectors	☐ Agri-food ☐ Sustainable Energy ☐ Environment & Sustainable Development ☐ Transport & Logistics ☐ Culture – Tourism – Cultural & Creative Industries
The project has to concern at least one of the following challenges	**Agri-food** ☐ Improving the competitive position of agricultural crop product and livestock production in international markets ☐ Improving understanding of the relationship between nutrition, health and wellness, and the consequences for the agricultural food products and foodstuffs ☐ Sustainable Production ☐ Valorizing food products from traditional Mediterranean diet ☐ Food Safety in local food chain ☐ Sustainable farming systems **Sustainable Energy** ☐ Energy efficiency

	☐ Renewable energies
	☐ Sustainable buildings and cities
	☐ Smart electric grid
	☐ Energy storage
	☐ Energy for circular economy
	☐ Energy for transport and mobility
	☐ Hydrogen for climate neutrality
	☐ Reducing the Environmental Footprint of Fossil Fuels
	☐ Smart communities / cities with low energy consumption and almost zero emissions
	Environment & Sustainable Development
	☐ Waste management
	☐ Prevention, protection and restoration of air, soil, groundwater and marine environment
	☐ Protection, promotion and sustainable management of biodiversity
	☐ Mitigation and adaptation to climate change and response to natural and man-made disasters
	☐ Water resources availability and quality within catchments and aquifers
	☐ Sustainable, integrated water management
	☐ Irrigation technologies and practices
	☐ Use of alternative water resources
	Transport & Logistics
	☐ Strengthening of the freight transport and supply chain system in order to increase the added value and the competitiveness
	☐ Development of smart infrastructure and transport systems
	☐ Sustainability in transports
	☐ Strengthening of the intermodality and autonomy in urban transports of passengers and goods
	Culture – Tourism – Cultural & Creative Industries
	☐ Strengthening of the innovation for developing new products and services for visitors of archaeological sites /

	museums / collections and other poles and cultural activity events ☐ Promotion and enhancement of digital entrepreneurship in the fields of Culture, Tourism and CCI **ICT Information & Communication Technologies** ☐ ICT approaches (AI, Data mining, etc.) to applied fields like agritech, fintech ☐ Outsourcing of ICT services in different subsectors (banking ; insuretech ; fintech etc…)
Description of the solution	
(max 1000 characters)	
Is the solution coming from research result uptake?	☐Yes ☐No *If yes, please describe the project (max 500 char)*
Technology readiness level (TRL) of the solution[6]	☐TRL 1 – basic principles observed ☐TRL 2 – technology concept formulated ☐TRL 3 – experimental proof of concept ☐TRL 4 – technology validated in lab ☐TRL 5 – technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies) ☐TRL 6 – technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies) ☐TRL 7 – system prototype demonstration in operational environment ☐TRL 8 – system complete and qualified ☐TRL 9 – actual system proven in operational environment (competitive manufacturing in the

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[6] https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf

	case of key enabling technologies; or in space)

Impact of the solution to the local/national/ Euro-Mediterranean   1. Economy, 2. Environment, 3. Society

(max 1000 characters)

Business Model Description

Partners: Who are your Key Partners? Who are your key suppliers? Which Key Resources are you acquiring from partners? Which Key Activities do your partners perform?

(max 1000 characters)

Customer pain: Your idea is a solution to a problem. Describe the customer pain that your idea will solve. *Describe the context.*
(e.g., describe negative emotions, undesired costs and situations, and risks that your customers experience, and you want to relief. What does your customer find too costly, what makes them feel bad, how are current solutions underperforming for your customer? Which one of our customer's problems are you helping to solve?)

(max 1000 characters)

Value proposition: Start practicing now and explain your value proposition.
(e.g., what value to you deliver to your customer, what is your unique selling proposition, what exact problem/pain are you solving, which customer needs are you satisfying, why are you different from your competitors? Who are our most important customers? What value do we deliver to the customer? What bundles of products and services are you offering to each Customer Segment? Which customer needs are we satisfying?)

(max 1000 characters)

Market: How do you plan to make money with your idea? How large is the audience market? What is the most interesting beachhead market?
(Let us know some important information on your target market e.g. for whom are you creating value, who are your most important customers, how big is your market, how does the value you create get delivered to your customers, what type of relationship does your customers expect you to have with them (personal/self-service/automated etc.), for what value are your customers paying for, how are they paying in exchange for the value you provide?) What is the Market Readiness Level of your solution? Is your solution commercialized?

(max 1000 characters)

Technology: Does your idea make use of advanced technology? If yes: explain how it works *(please describe if your technology already exists or if not, how are you developing it. Is the technology you will need already in place or available to you?)* Have you developed a prototype or/and have tested the solution with end users?
(max 1000 characters)

Key Resources: please describe the different types of resources you need. *(Physical - Intellectual (brand patents, copyrights, data) – Human - Financial)* Are you holding a patent or Intellectual Property Rights?
(max 1000 characters)

Cost Structure: What are the most important costs inherent in your business model? *(e.g., Which Key Resources are most expensive? Which Key Activities are most expensive?)*
(max 1000 characters)

Revenue model: Specify the methods and or model by which money comes into your company.
(max 1000 characters)

Team: Please describe your team, skills, open innovation managerial skills, expertise, role in the proposal, experience in open innovation or collaborative projects.
(max 1000 characters)

Open Innovation (OI) Stages and Needs
Needed Open Innovation Partnership (Pease specify your need for partnership. What kind of Partnership? What type of partners? Have you already identified your partners? Have you already developed partnerships?
(max 1000 characters)

| **Stage in the open innovation cycle[7]**	☐Exploration (Explore opportunity, Define concept) ☐Development (Validate Concept, Introduce to market) ☐Commercialization (Scale up, Expand & Diversify)

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[7] https://inspire-smes.com/use-oi

Choose all the fields that you are seeking for OI partnerships	☐Scientific Expertise ☐Customer's Understanding ☐Enabling Technology – IPR & Licensing ☐Regulations & Standards ☐Joint Business Models ☐Production Capability ☐Supply Chains ☐Distribution Channels ☐IPR & Licenses
Choose all the types of OI partners you are seeking for	☐R&D service providers ☐Complementary partners ☐Customers ☐Users ☐Suppliers ☐Competitors ☐Communities ☐Crowd
Choose the countries of interest for OI partners	If you are based in Greece, Italy, or Spain: ☐Jordan, ☐Lebanon, ☐Egypt If you are based in Jordan, Lebanon, or Egypt: ☐Greece, ☐Italy, ☐Spain
Have you identified partners in the selected countries	☐Yes ☐No If yes, please briefly explain below:
Are you already have partners in the selected countries	☐Yes ☐No If yes, please briefly explain below:

Source: https://www.inspire-smes.info/
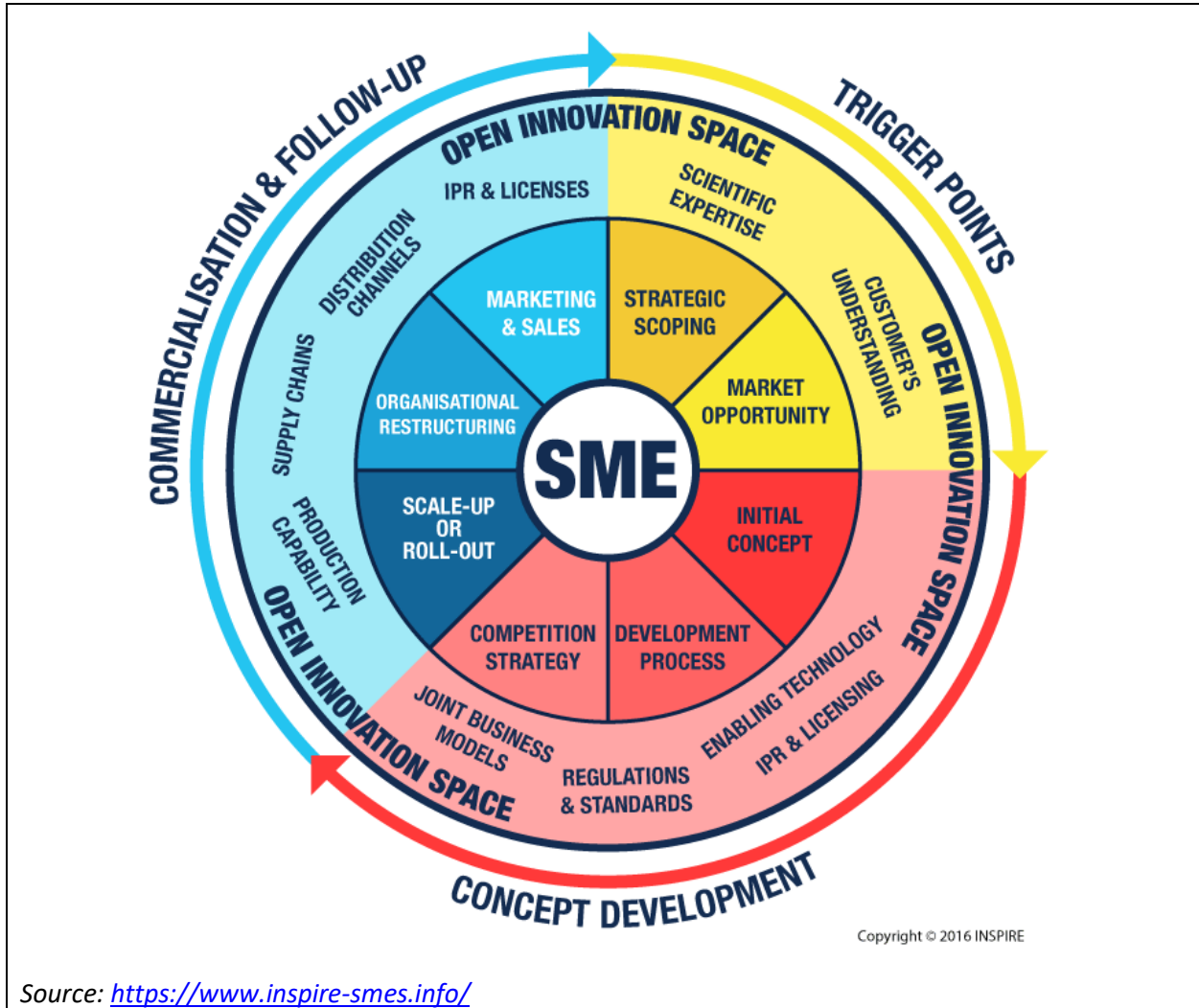
Annex 2 – Declaration on honor

Euro-Mediterranean Network Facilitating Market Uptake of Innovations from SME

Project Acronym: EMPHASIS

Declaration on Honor

(By signing this document, each applicant understands and agrees the following conditions (please select all boxes))

EMPHASIS Call Terms and Conditions

☐ I agree with the EMPHASIS Open Call terms and conditions specified in the guide for applicants

☐ I confirm that the applicant is an SME according to the definition of the European Union, meaning that the staff headcount is less or equal to 250 and the annual turnover is less or equal to €50 million OR the annual balance sheet total of my company is less or equal to €43 million

☐ I confirm that the SME is active in one of the sectors specified in the EMPHASIS call and the solution is responding to at least one priorities of the call

☐ I confirm that the SME is based in one of the eligible regions as defined in the open call document

☐ I confirm that the Technical Readiness Level (TRL) of the solution is equal to or above TRL3

☐ I confirm that at least one employee of the SME, who is strongly related to the proposed solution, is English Fluent

☐ I confirm that the data and documents submitted, and all conditions and obligations stated in the Call are accurate and truthful

☐ I declare that there is not a situation of conflict of interest with EMPHASIS Partners.

☐ If my application is selected for receiving the charge of free innovation supporting services, I accept to participate in the communication activities of the EMPHASIS project, may contain, interviews, videos, articles aiming at disseminating the project results and success stories

☐ If my application is selected for receiving the charge of free innovation supporting services, I intent to actively participate in the activities required for the EMPHASIS services provision.

☐I am aware of the Personal Data Processing and Intellectual Property Rights as described in the call and I give the permission to the EMPHASIS Project Partners to process the data given only for management, communication and statistic purposes (including publishing of general information) even through digital devices with respect of the security and privacy in accordance with the provisions of Regulation (EU) 2016/679 and the subsequent transposing laws (jointly, the ''GDPR''), law n 4624/2019, law n. 2472/1997, law n. 3471/2006 in the field of electronic communications and Organic Law 3/2018, of December 5, on the Protection of Personal Data and guarantee of digital rights, Jordanian Data Protection Laws and Regulations 2020, Lebanese Law No. 81 of 10 October 2018 on Electronic Transaction and Personal Data

and Egyptian Law on the Protection of Personal Data ('the Data Protection Law') issued under Resolution No. 151 of 2020

Date and Place:

Name, Surname and Signature:

Annex 3 – Pitch Deck

The structure that should be followed by each applicant for the development of the **pitch deck** is the following:

1. Title | Overview *(WHO ARE YOU?)*

2. Opportunity *(WHY THIS MARKET, WHY NOW?)*

3. Problem *(WHAT ARE YOU TRYING TO SOLVE?)*

4. Solution *(WHAT ARE YOU DOING ABOUT IT?)*

5. Traction *(YOUR EVIDENCE OF SUCCESS?)*

6. Customer or Market *(WHO ARE THEY AND HOW MANY ARE THEY?)*

7. Competition *(WHO IS SOLVING THE SAME PROBLEM AS YOU?)*

8. Business model *(HOW WILL YOU MAKE MONEY?)*

9. Team *(WHO IS GOING TO MAKE THIS HAPPEN?)*

10. Financials & Use of funds *(WHAT & WHY?, Forecasts & metrics, Clear milestones)*

The pitch deck should be attached in the online application form with the as a ppt or pdf document.