



IPMED-PROJECT

IP CAPACITIES FOR SMART, SUSTAINABLE AND INCLUSIVE GROWTH IN
THE **MED**ITERRANEAN REGION

INFORMATION EVENT ON THE CALL FOR STRATEGIC PROJECTS

AMMAN, 13 JUNE 2019





IPMED

DURATION-THEMATIC OBJECTIVES-PRIORITY

36 Months

A.I - Business and SMEs development (Promote economic and social development)

A.I.I - Support innovative start-up and recently established MSMEs

PROJECT BACKGROUND

Small firms owning IPR perform better than those that do not (increased reputation, strengthening of long-term business prospects and increased turnover). In the Euro-Mediterranean area, changing this pattern of low interest/access to IPR is critical to help regions of both shores of the basin achieve smart, sustainable and inclusive growth. To this end, public authorities and business intermediaries should reach and support start-ups, MSMEs and entrepreneurs, as key drivers of development, more effectively. Focused policies and dissemination, harmonised regulatory frameworks, well-planned services and coordinated networking, and well-trained staff able to provide professional IP counsel and assistance are instrumental in attaining this goal.

COMPETENCES AND EXPERIENCES:

IPMED is built upon a consortium of entities and associates highly committed to the action. The applicant, JEDCO - Irbid branch, member of the Enterprise Europe Network (EEN), is the leading organisation for boosting the business ecosystem in Jordan, supporting MSMEs throughout their entire lifecycle.



PARTNERSHIP

Applicant: Jordan Enterprise Development Corporation - Irbid branch, M.\P. Adm., (JO)

Partners:

P1: Thessaloniki Chamber of Commerce and Industry, P.L.Bd, (GR)

P2: FI.L.S.E. SPA Finanziaria Ligure per lo Sviluppo Economico, P.L.Bd, (IT)

P3: Agora Institute for Knowledge Management and Devel, Co, (ES)

P4: Chamber of Commerce and Industry of Tunis, P.L.Bd, (TN)

ASSOCIATE PARTNERS

Name	Official name of the organization in the original language	Country
ASSO01	Ministry of Industry, Trade and Supply	Jordan
ASSO02	Royal Scientific Society - iPARK	Jordan
ASSO03	Università degli Studi di Genova	Italy



PROJECT OBJECTIVES

IPMED globally aims at contributing to the innovation potential of start-ups, MSMEs, and young and women entrepreneurs, as promising and critical groups of the Euro-Mediterranean region, through enhancement of IPR support and capacities. Specific objectives towards the general goal are:

- To enhance public authorities' capacities to valorise start-ups, young & women entrepreneurs by facilitating their access to IPR and commercialisation schemes.
- To set up/upgrade specialised IP support services and resources.
- To strengthen IP knowledge and awareness of start-ups, MSMEs, young and women entrepreneurs.



HOW **IPMED**-PARTNERSHIP WAS BUILT?

To ensure your partnership stays on course, we followed the below tips that were used:

- Share the same values.
- Choose a partner with complementary skills and Eligibility of Applicants and partners (geographical and technical eligibility).
- Does the proposal have a real cross-border added value
- Why cooperation is needed to achieve it in all concerned territories
- How relevant from a cross-border point of view is the proposal to the common challenges and particular needs in all involved territories
- Have a track record together. (jointly addressing medium term needs, and supporting institutional capacity building)
- Clearly define each partner's role and responsibilities.
- Select the right business structure. -Put it in writing. -Be honest with each other



MAIN CHALLENGES TO INVOLVE ALL PARTNERS IN THE DRAFTING

Any identifiable **obstacles and risks (threats)** that might prevent the successful attainment of the project goals must be considered. Each risk must be **analyzed**, **quantified**, and **prioritized** as much as possible with the information available at this stage. **Risk responses, including mitigations, risk sharing, risk avoidance, and risk tolerances** should be described clearly at the project proposal.

- **Responsibilities and Coordination:**
 - ☐ Who does what, when and how?
- **Supporting Materials/ Appendices:**
 - ☐ Should you include any supporting materials?
 - ☐ What appendices may be necessary?



MAIN CHALLENGES IN FILLING THE APPLICATION FORM

- It needs some experiences and skills, you need to train yourself on trial filling-in process.
- What happens if, at the time of submission of supporting documents, there have been some changes in the name, registration number or legal representative of institution as indicated in the eForm application.
- If the deadline not expired yet, can I modify the content?
- Some other ad-hoc problems may occure!



HINTS, TIPS FOR A SUCCESSFUL PROPOSAL

Some Tips for successful proposal:

- **Do your homework! Research, research, research**
- **Present a logical solution to the project proposal**
- **Convince the EU as a funder that you know what you 're doing.**
- **Tell the same story in the budget and the proposal narrative, logical framework, activities, tasks, should be explained clearly and logically.**
- **Others**



THANK YOU