

EMPHASIS

Euro-Mediterranean Network Facilitating Market Uptake of Innovations from SMEs

Application Template

“This document has been produced with the financial assistance of the European Union under the ENI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of <Jordan University of Science and Technology> and can under no circumstances be regarded as reflecting the position of the European Union or the Programme’s management structures.”



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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: 15/6/2022**
- 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!!!** -----



Application template

All the submission should be done via the online form here:

<https://form.jotform.com/221017968897471>

Company Details	
Name of the SME / Startup / Spin-off	
Size of the company ¹	<input type="checkbox"/> Micro, <input type="checkbox"/> Small, <input type="checkbox"/> Medium
Company start date (according to the register document)	
Company Legal status	
VAT Number	
Address (Street, number, postal code, City)	
Country	<input type="checkbox"/> Greece: <input type="checkbox"/> Anatoliki Makedonia – Thraki, <input type="checkbox"/> Attiki, <input type="checkbox"/> Dytiki Ellada, <input type="checkbox"/> Ionia Nisia, <input type="checkbox"/> Ipeiros, <input type="checkbox"/> Kentriki Makedonia, <input type="checkbox"/> Kriti, <input type="checkbox"/> Notio Aigaio, <input type="checkbox"/> Peloponnisos, <input type="checkbox"/> Sterea Ellada, <input type="checkbox"/> Thessalia, <input type="checkbox"/> Voreio Aigaio <input type="checkbox"/> Jordan: <input type="checkbox"/> Al-Aqaba, <input type="checkbox"/> Al-Balga, <input type="checkbox"/> Al-Karak, <input type="checkbox"/> Al-Tafilah, <input type="checkbox"/> Irbid, <input type="checkbox"/> Madaba <input type="checkbox"/> Spain: <input type="checkbox"/> Andalucía, <input type="checkbox"/> Cataluña, <input type="checkbox"/> Ceuta, <input type="checkbox"/> Comunidad Valenciana, <input type="checkbox"/> Islas Baleares, <input type="checkbox"/> Melilla, <input type="checkbox"/> Murcia <input type="checkbox"/> Lebanon <input type="checkbox"/> Egypt: <input type="checkbox"/> Ad Daqahliyah, <input type="checkbox"/> Al Buhayrah, <input type="checkbox"/> Al Iskandanyah, <input type="checkbox"/> Al Isma'iliyah, <input type="checkbox"/> Ash Sharquiyah, <input type="checkbox"/> Bur Sa'id, <input type="checkbox"/> Dumyat, <input type="checkbox"/> Kafr ash Shaykh, <input type="checkbox"/> Marsa Matruh

¹ 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€



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	<input type="checkbox"/> Italy: <input type="checkbox"/> Basilicata, <input type="checkbox"/> Calabria, <input type="checkbox"/> Campania, <input type="checkbox"/> Lazio, <input type="checkbox"/> Liguria, <input type="checkbox"/> Puglia, <input type="checkbox"/> Sardegna, <input type="checkbox"/> Sicilia, <input type="checkbox"/> Toscana
Phone number	
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	<input type="checkbox"/> Agri-food <input type="checkbox"/> Sustainable Energy <input type="checkbox"/> Environment & Sustainable Development <input type="checkbox"/> Transport & Logistics <input type="checkbox"/> Culture – Tourism – Cultural & Creative Industries
The project has to concern at least one of the following challenges	Agri-food <input type="checkbox"/> Improving the competitive position of agricultural crop product and livestock production in international markets <input type="checkbox"/> Improving understanding of the relationship between nutrition, health and wellness, and the consequences for the agricultural food products and foodstuffs <input type="checkbox"/> Sustainable Production <input type="checkbox"/> Valorizing food products from traditional Mediterranean diet



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	<ul style="list-style-type: none"><input type="checkbox"/> Food Safety in local food chain<input type="checkbox"/> Sustainable farming systemsSustainable Energy<input type="checkbox"/> Energy efficiency<input type="checkbox"/> Renewable energies<input type="checkbox"/> Sustainable buildings and cities<input type="checkbox"/> Smart electric grid<input type="checkbox"/> Energy storage<input type="checkbox"/> Energy for circular economy<input type="checkbox"/> Energy for transport and mobility<input type="checkbox"/> Hydrogen for climate neutrality<input type="checkbox"/> Reducing the Environmental Footprint of Fossil Fuels<input type="checkbox"/> Smart communities / cities with low energy consumption and almost zero emissionsEnvironment & Sustainable Development<input type="checkbox"/> Waste management<input type="checkbox"/> Prevention, protection and restoration of air, soil, groundwater and marine environment<input type="checkbox"/> Protection, promotion and sustainable management of biodiversity<input type="checkbox"/> Mitigation and adaptation to climate change and response to natural and man-made disasters<input type="checkbox"/> Water resources availability and quality within catchments and aquifers<input type="checkbox"/> Sustainable, integrated water management<input type="checkbox"/> Irrigation technologies and practices<input type="checkbox"/> Use of alternative water resourcesTransport & Logistics<input type="checkbox"/> Strengthening of the freight transport and supply chain system in order to increase the added value and the competitiveness<input type="checkbox"/> Development of smart infrastructure and transport systems<input type="checkbox"/> Sustainability in transports<input type="checkbox"/> Strengthening of the intermodality and autonomy in urban transports of passengers and goods
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	<p>Culture – Tourism – Cultural & Creative Industries</p> <p><input type="checkbox"/> Strengthening of the innovation for developing new products and services for visitors of archaeological sites / museums / collections and other poles and cultural activity events</p> <p><input type="checkbox"/> Promotion and enhancement of digital entrepreneurship in the fields of Culture, Tourism and CCI</p> <p>ICT Information & Communication Technologies</p> <p><input type="checkbox"/> ICT approaches (AI, Data mining, etc.) to applied fields like agritech, fintech</p> <p><input type="checkbox"/> Outsourcing of ICT services in different subsectors (banking ; insuretech ; fintech etc...)</p>
<p>Description of the solution (max 1000 characters)</p>	
<p>Is the solution coming from research result uptake?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><i>If yes, please describe the project (max 500 char)</i></p>
<p>Technology readiness level (TRL) of the solution²</p>	<p><input type="checkbox"/> TRL 1 – basic principles observed</p> <p><input type="checkbox"/> TRL 2 – technology concept formulated</p> <p><input type="checkbox"/> TRL 3 – experimental proof of concept</p> <p><input type="checkbox"/> TRL 4 – technology validated in lab</p> <p><input type="checkbox"/> TRL 5 – technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies)</p> <p><input type="checkbox"/> TRL 6 – technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)</p> <p><input type="checkbox"/> TRL 7 – system prototype demonstration in operational environment</p>

² https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf

	<input type="checkbox"/> TRL 8 – system complete and qualified <input type="checkbox"/> TRL 9 – actual system proven in operational environment (competitive manufacturing in the 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. <i>Describe the context.</i> <i>(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?)</i>	
(max 1000 characters)	
Value proposition: Start practicing now and explain your value proposition. <i>(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?)</i>	
(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? <i>(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</i>	




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<p><i>they paying in exchange for the value you provide?) What is the Market Readiness Level of your solution? Is your solution commercialized?</i></p> <p>(max 1000 characters)</p>
<p>Technology: Does your idea make use of advanced technology? If yes: explain how it works <i>(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?</i></p> <p>(max 1000 characters)</p>
<p>Key Resources: please describe the different types of resources you need. <i>(Physical - Intellectual (brand patents, copyrights, data) – Human - Financial) Are you holding a patent or Intellectual Property Rights?</i></p> <p>(max 1000 characters)</p>
<p>Cost Structure: What are the most important costs inherent in your business model? <i>(e.g., Which Key Resources are most expensive? Which Key Activities are most expensive?)</i></p> <p>(max 1000 characters)</p>
<p>Revenue model: Specify the methods and or model by which money comes into your company.</p> <p>(max 1000 characters)</p>
<p>Team: Please describe your team, skills, open innovation managerial skills, expertise, role in the proposal, experience in open innovation or collaborative projects.</p> <p>(max 1000 characters)</p>
<p>Open Innovation (OI) Stages and Needs</p> <p>Needed Open Innovation Partnership (Please specify your need for partnership. What kind of Partnership? What type of partners? Have you already identified your partners? Have you already developed partnerships?)</p> <p>(max 1000 characters)</p>

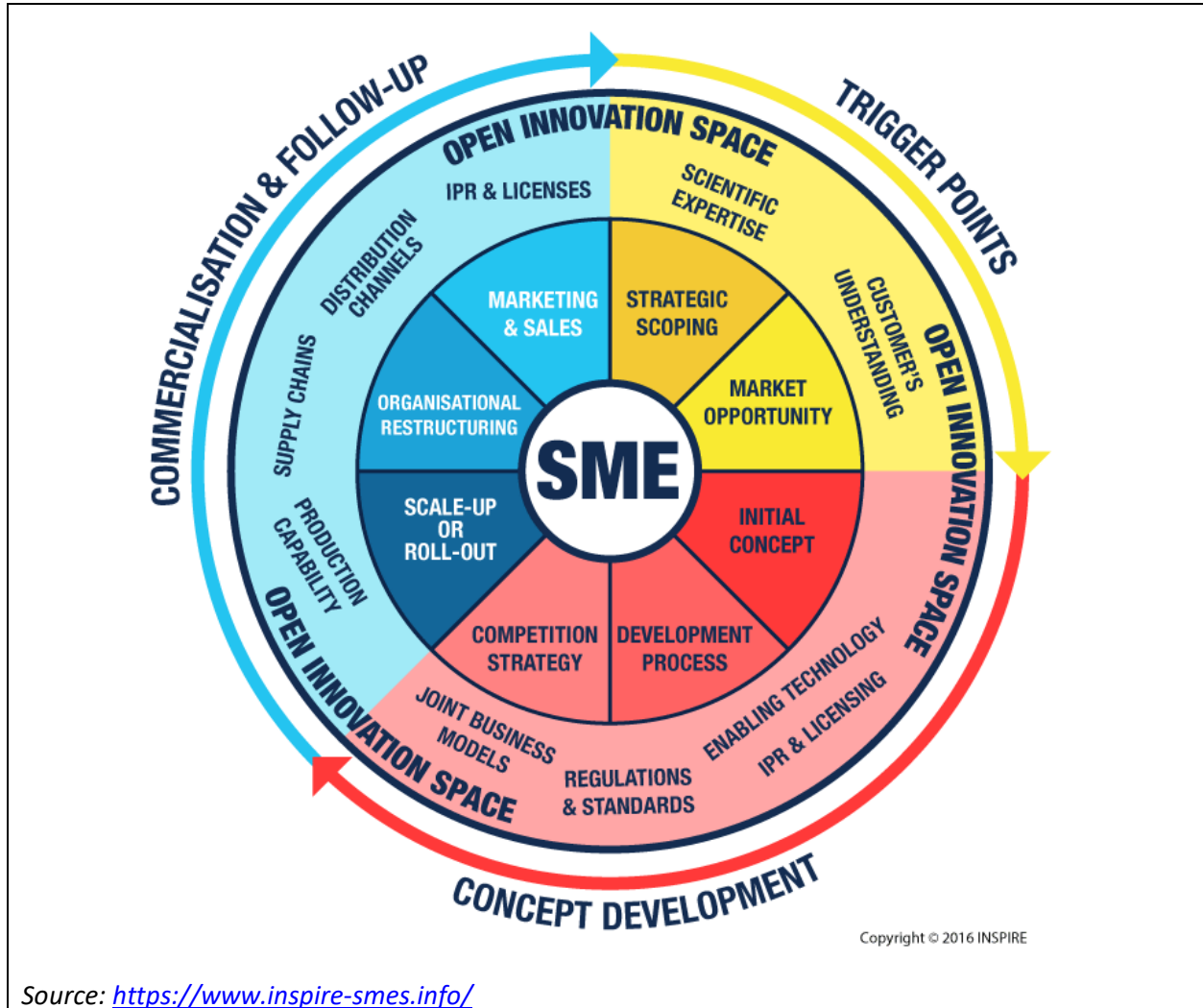


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<p>Stage in the open innovation cycle³</p> 	<p><input type="checkbox"/> Exploration (Explore opportunity, Define concept)</p> <p><input type="checkbox"/> Development (Validate Concept, Introduce to market)</p> <p><input type="checkbox"/> Commercialization (Scale up, Expand & Diversify)</p>
<p>Choose all the fields that you are seeking for OI partnerships</p>	<p><input type="checkbox"/> Scientific Expertise</p> <p><input type="checkbox"/> Customer's Understanding</p> <p><input type="checkbox"/> Enabling Technology – IPR & Licensing</p> <p><input type="checkbox"/> Regulations & Standards</p> <p><input type="checkbox"/> Joint Business Models</p> <p><input type="checkbox"/> Production Capability</p> <p><input type="checkbox"/> Supply Chains</p> <p><input type="checkbox"/> Distribution Channels</p> <p><input type="checkbox"/> IPR & Licenses</p>
<p>Choose all the types of OI partners you are seeking for</p>	<p><input type="checkbox"/> R&D service providers</p> <p><input type="checkbox"/> Complementary partners</p> <p><input type="checkbox"/> Customers</p> <p><input type="checkbox"/> Users</p> <p><input type="checkbox"/> Suppliers</p> <p><input type="checkbox"/> Competitors</p> <p><input type="checkbox"/> Communities</p> <p><input type="checkbox"/> Crowd</p>
<p>Choose the countries of interest for OI partners</p>	<p>If you are based in Greece, Italy, or Spain: <input type="checkbox"/> Jordan, <input type="checkbox"/> Lebanon, <input type="checkbox"/> Egypt</p> <p>If you are based in Jordan, Lebanon, or Egypt: <input type="checkbox"/> Greece, <input type="checkbox"/> Italy, <input type="checkbox"/> Spain</p>
<p>Have you identified partners in the selected countries</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, please briefly explain below:</p>
<p>Are you already have partners in the selected countries</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, please briefly explain below:</p>

³ <https://inspire-smes.com/use-oi>


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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.