



## Call for Expression of Interest

### TERMS OF REFERENCE External Expert: Road Mapping Expert

#### ENI CBC MED Strategic projects

<b>Project Titles:</b>	C_A.2.2_2022 – EMPHASIS
<b>Programme:</b>	ENI CBC Mediterranean Sea Basin
<b>Financing:</b>	European Union
<b>Contracting authority:</b>	CEEBA – Confederation of Egyptian Business Association
<b>Experts to be selected:</b>	External Expert: Innovation Audit and Roadmapping
<b>Location of the contract:</b>	Egypt, Alexandria

#### Background

The Confederation of the Egyptian European Business Associations - CEEBA, the Egyptian partner in the EU funded ENI CBC MED Programme EMPHASIS project, is seeking the services of an external expert for the innovation audit and roadmapping of the 4 successful candidates of the EMPHASIS Open Innovation call.

EMPHASIS is set on co-creating a Mediterranean Open Innovation (OI) ecosystem, in which knowledge flows across borders and is translated into marketable innovations. The project will co-design, deploy and validate a Mediterranean OI service platform, aiming at better linking the fragmented innovation systems of the region by facilitating meaningful cross-border knowledge flows, empower SMEs with the skill-sets required to tap into external knowledge base and turn it into value and identify fields that can turn sustainability challenges (e.g., agri-food, energy, materials) into business opportunities. EMPHASIS will lead to the uptake of the results from a series of projects to identify SMEs, assess their 'readiness' to engage with OI and provide them advisory services - in the form of vouchers – to enhance their innovation capacity to build partnerships, covering the different stages of their innovation journeys. A joint transnational approach will be a solid action to address the sustainability agendas through effective market uptake of research outputs..

The EMPHASIS project is co-financed by the European Union under the European Neighbourhood Instrument cross-border cooperation program "Mediterranean Sea Basin" 2014-2020 (ENI CBC MED). It started has a duration of 24 months. It counts on an overall budget of 0.8 Mio € , which are co-financed at a 90% rate by the ENI CBC Med program.

#### 1. SUBJECT OF THE CONTRACT

The purpose of this tender is to provide expert services to the Confederation of Egyptian European Business Associations for innovation auditing and roadmapping support to the 4 Egyptian SMEs that have been granted innovation support services by the EMPHASIS project.

## Scope of Work:

### 1. Service 1 : Innovation Audit

This deliverable aims to provide concrete support services to the 4 small and medium enterprises (SMEs), within the project framework, for:

- o identifying their Innovation potential,
- o estimating the readiness level of their technologies (TRL),
- o understanding the Open Innovation (OI) partnership needed (stage of development, type of counter-partner sought, type of expertise needed, type of collaboration needed, steps to move forward) and
- o identifying potential counter/OI partners and rank priorities

The expert is responsible to prepare, deliver and document the provision of the support services to 4 SMEs via face-to-face (exceptionally also skype or telephone meetings) with the beneficiaries for profiling the innovation potential of the selected solutions or offers by the SMEs, estimating the technology and market readiness level of the innovations and drafting of the respective reports, both for each beneficiary and for the EMPHASIS project. Services will cover Market & financial aspects such as Problem Definition, Value Proposition Definition and Business model development.

The mission of the service implementation is to provide high quality business support services through the application of the innovation audit methodology to the beneficiary SMEs operating in the partners' Regions to support them to assess their innovation potential and technologies.

In order to achieve the expected results of this service, the SMEs Innovation Audit service examines the following four key factors:

- a) the company products and services offered,
- b) the MRE related Technology/Product/Service/Innovation, market application, TRL, scale-up/roll-out difficulties, IPRs, team technological competencies, competition, market, business model,
- c) The Open Innovation needs of the company, Open Innovation potential, type of partners needed, counties of interest, etc

After successful completion of the service, it will result in a SMEs Innovation profile with recommendations leading to technological and innovation improvement, acquisition of needed technologies and / or expertise, Open Innovation partnerships.

The application of this service will be a mix of:

- Data collection and analysis (Application, Curation Report, Innovation Audit and Exploitation Roadmapping report, EMPHASIS platform, desktop research),
- The collaboration facilitation through meetings, tools and coaching provision (at least 1 meeting among the SME and the twin partner organisation).

The target is to implement the Twinning Activities service to 4 SMEs The information to be included in the Joint R&D concepts will be done with full respect of the participating beneficiaries confidentiality.

The main challenge for the implementation of this service is to utilize the input from the previous services offered to the SMEs, select the SMEs that will be benefited the most from Twinning Activities and to offer them a service that will present them significant value.

The SMEs Innovation Audit service is carried out by the expert in close collaboration with the company and it is based on the structure: data collection (desktop research and meeting) – analysis – report. When referring to an audit, we refer to a face-to-face interview meeting among a Project Partner or expert and a beneficiary SME representative.

The experience and results deriving from the implementation of this service will provide significant feedback and better understanding over the needs of the beneficiaries and how the Project Partners could support them through the following services to cover these needs.

### **Expected activities:**

The proposed implementation period for this service is 2 months (December 2022– January 2023).

The output of this service, on project level, will be the sections “Innovation Profile” and “Open Innovation Profile” of the Innovation Audit and Exploitation Roadmap Report. Twenty-Four Innovation Audit and Exploitation Roadmap reports will be developed as – Offering Advisory Services to SMEs to raise their Innovation Capacities.

The methodology to successfully achieve the output of the service is based on five steps as following:

- o Step1: Preparatory work
- o Step2: 1<sup>st</sup> Meeting with the Beneficiary
- o Step3: In-between activities
- o Step4: 2<sup>nd</sup> Meeting with the Beneficiary
- o Step5: Reporting

The meetings must be organized in compliance with the visibility guidelines of the EU and the ENI CBC MED Program: Guidelines Workbook to be provided by CEEBA upon signing of contract.

## **2. Service 2: Roadmapping**

Service 2 refers to Coaching & mentoring support services via face-to-face (and exceptionally skype or telephone meetings) with the 4 SMEs who are beneficiaries for new business opportunities identification by examining the technological and the market feasibility, as well as explore the most promising cooperation, exploitation and commercialization options for their solution/offer (innovation/product/service).

The objective of the service is to provide coaching and mentoring services to the beneficiary SMEs for the identification of potential twin partners and the definition of an action plan with concrete steps and deadlines for the exploitation of cross-border open innovation partnerships.

In order to achieve the expected results of this service, all the Project Partners will collaborate to result into the following:

- A list with potential twin partners, based in the county of interest, for each beneficiary SME and potential joint projects.
- A Roadmap / Action plan with concrete steps and deadlines for the exploitation of cross-border partnerships during the project.

### *Benefits for Beneficiaries*

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

More specifically, the beneficiary will receive:

- 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
- A detailed Exploitation Roadmap Report by the Project Partners

### **Expected activities:**

The implementation of this service will result in a list with identified twin partners for the beneficiary SME that could cover its needs for further development of the applied solution, as well as an action plan for achieving an agreement with one of these twin partners, later in the project.

The proposed implementation period for this service is 2 months (December 2022– January 2023).

The output of this service, will be the section “Exploitation Roadmap” of the Innovation Audit and Exploitation Roadmap Report. 4 Innovation Audit and Exploitation Roadmap reports will be developed for SMEs to raise their Innovation Capacities.

The methodology to successfully achieve the output of the service is based on four steps as following:

- o Step1: Preparatory work
- o Step2: Meeting with the Beneficiary
- o Step3: In-between activities

- o Step4: Coaching the beneficiary
- o Step5: Reporting

Apart from due documentation and report deliverables described above, the expert is required to report and document all meetings with the SMEs. The expert is also requested to participate in weekly meetings with CEEBA to update and align activities, as well as on project level one per month.

## **2. REQUIREMENTS FOR PARTICIPATION IN THE SELECTION**

The selected expert should come from countries eligible to participate in the procurement procedures as indicated in the Articles 9 of the Regulation (EU) No 236/2014, and include:

- (a) Member States, beneficiaries listed in Annex I to Regulation (EU) No 231/2014, and contracting parties to the Agreement on the European Economic Area; 4
- (b) developing countries and territories, as included in the list of ODA recipients published by the OECD-DAC ('list of ODA recipients'), which are not members of the G-20 group, and overseas countries and territories covered by Council Decision 2001/822/EC;
- (c) the Republic of Belarus;
- (d) developing countries, as included in the list of ODA recipients, which are members of the G-20 group, and other countries and territories, when they are beneficiaries of the action financed by the Union under the Instruments covered by the Article 9 of the Regulation (EU) No 236/2014;
- (e) countries for which reciprocal access to external assistance is established by the Commission. Reciprocal access may be granted, for a limited period of at least one year, whenever a country grants eligibility on equal terms to entities from the Union and from countries eligible under the Instruments covered by the Article 9 of the Regulation (EU) No 236/2014.

## **3. SELECTION CRITERIA**

**Excellent communication skills in English is required.**

The tenderer must submit a proposal which will respond to the needs of the project expressed in this document. The proposal must be clear in:

- Understanding the objectives and needs of the requested deliverables.
- Presenting a list of past similar assignments preferably with examples and/or referee contact people (who could be contacted for references).
- Proposing a methodology and timeline to carry out the assignment

The candidates will prove their competences in the above-mentioned fields by attaching their portfolio, examples of previous meeting/ event management experience in addition to any other relevant references.



Please send your proposal including a methodology and calendar including your CV and References of similar assignments to [info@ceeba.org](mailto:info@ceeba.org) till the 15<sup>th</sup> of December 2022.

#### 4. EVALUATION:

- 30% for methodology and calendar on how to carry out the assignment
- 70% experience in similar assignments: a portfolio will be required, references

Consultations to the references given for previous assignments may be done to confirm portfolio and English proficiency.

*Extra evaluation points will be granted for applicants with previous experience in ENI countries and EU projects.*

#### 5. BUDGET AND PAYMENT TERMS:

The maximum budget for this assignment for both services is 10 700 EUR including all taxes/VAT. This amount includes all travel, accommodation and per diem costs occurring during the implementation of the services.

##### Payment terms

- 25% pre-financing upon contract signature
- 75% post satisfactory completion of the assignment and approval of all deliverables and reporting.

#### 6. Duration of the Contract

The contract will start with the signature of the contract by the expert and CEEBA and shall end with the official end of the contract and upon submission of the requested deliverable(s).

#### 7. DEADLINE AND PROCEDURE FOR SUBMISSION OF THE TENDERS

All submissions (technical and financial proposal including references, portfolio, CV and other supporting materials useful for the evaluation) must be consistent with this TOR, written in English and should arrive no later than the **15<sup>th</sup> of December 2022** by email to: [info@ceeba.org](mailto:info@ceeba.org)

For more information about the EMPHASIS project, please visit the project website: <https://www.enicbcmed.eu/projects/emphasis>