

Information Day  
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Call for proposals  
European Alliances for Mobile and Mobility  
Industries and Creative Industries  
1/G/ENT/CIP/11/C/N01C031 &  
2/G/ENT/CIP/11/C/N03C011

The Concrete Actions



**European Commission**  
Enterprise and Industry

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## Concrete actions

	EMMIA	ECIA
Better service innovation support (voucher schemes)	Strand 2	Strand 6
Large scale demonstrators	Strand 3	
Better access to finance	Strand 4	Strand 7
Cluster excellence & cooperation		Strand 8

## Guiding principles

for the development of new innovation support services

- § Novelty
- § Replicability
- § Usability
- § Scalability
- § Adaptability
- § Clear European added value
- § Deployed at the level with the highest impact

## Rules of Participation (I)

### § Eligible participants

- ü Public authorities or mandated organisations: National/regional organisations responsible for, involved in funding or implementation of innovation programme that could benefit mobile and mobility industries or creative industries companies
- ü Other organisations: universities, business associations, consultancies, IT firms, banks, business angels, tourism offices etc. if they provide relevant experience (strands 3, 4, 7 and 8); they may also be involved as subcontractors (all strands) but may only be selected through a competitive procedure after the grant agreement is signed
- ü Cluster organisations and national/regional authorities responsible for cluster programme in creative industries (strands 2, 3, 6 and 8)

### § CIP participating countries

- ü EU 27 + non-EU countries: Albania, Croatia, the former Yugoslav Republic of Macedonia, Iceland, Israel, Liechtenstein, Montenegro, Norway, Serbia and Turkey

## Rules of Participation (II)

Concrete actions	N° of consortia / projects	Public authorities & mandated organisations	Other organisations	Cluster organisations & authorities	CIP participating countries
Better service innovation support (voucher schemes) EMMIA Strand 2 & ECIA Strand 6	EMMIA: 2-3 ECIA: 4-5	1 single	Possible subcontractors	Possible partners or subcontractors	1 single (but service provision open to at least three regions of two CIP countries)
Large scale demonstrators EMMIA Strand 3	2	3-5 in public-private partnership	Possible partners or subcontractors	Possible partners or subcontractors	Min 2
Better access to finance EMMIA Strand 4 & ECIA Strand 7	EMMIA: 1 ECIA: 2	1-5 in public-private partnership	Possible partners or subcontractors	-	Min 3
Cluster excellence & cooperation ECIA Strand 8	2	Max 5 in public-private partnership	Possible partners or subcontractors	Max 5 in public-private partnership	Min 3

## Activities

### Strands 2 & 6: Better service innovation support

- § Develop and implement a regional / national innovation voucher programme for SMEs
- § Make available professional experience of service providers from at least 3 different regions from 2 CIP countries
- § Type A voucher scheme: address the specific needs of SMEs within own industry to innovate
- § Type B voucher scheme: encourage SMEs from other industries to access innovative services from the industry
- § Offer vouchers for innovation support for a maximum € 5,000
- § Organise networking and matchmaking
- § Participate in policy learning on transnational voucher schemes

## Financing Scheme

### Strands 2 & 6 : Better service innovation support

§ **More than one project** per strand to fund

§ Maximum EU co-financing ceiling per project

§ Strand 2: € 250.000 each (2-3 projects)

§ Strand 6: € 250.000 each (3-5 projects)

§ Maximum overall reimbursement 75% of eligible costs and

§ voucher up to a total €100,000 eligible costs for which max. 95% reimbursement

§ maximum reimbursement rate 65% of eligible costs other than vouchers

§ Project duration: **only 24 months**

## Hypothetical budget example

Project costs and co-financing	
Total value of eligible 'other costs' from vouchers disbursed (a)	100.000
Subtotal of max. community co-financing at 95% of vouchers (b)	95.000
1.1 Personnel costs (c)	80.000
1.2. Other costs excluding vouchers (but including travel and subsistence expenses, equipment, consumables and supplies, and miscellaneous) (d)	30.000
[Total other costs including vouchers (=a+d)] (e)	[130.000]
1.3. Services subcontracted (f)	10.000
1. Total direct costs (=c+e+f)	220.000
2. Indirect costs (max 7% of total direct eligible costs)	15.400
3. Total eligible costs (=1+2)	235.400
Subtotal of total eligible costs excluding vouchers (g)	135.400
Subtotal of max. community co-financing up to 65% of eligible costs other than vouchers (h)	88.010
[Co-financing of eligible costs other than voucher to met overall 75%]	[81.550]
Total community co-financing up to max 75% of the total eligible costs (b+h)	176.550
Vouchers from regional programmes that will be implementing using the same list of international professional service providers' (leverage effect) and that are ineligible costs (i)	200.000
Total amount of vouchers using the transnational selection of professional service providers (a+i)	300.000

## Activities

### Strand 3 : Large scale demonstrators

- § Promote sustainable tourism in rural areas
- § Establish a task force to investigate and map scope for innovative mobile services
- § Develop masterplan, roadmap and implementing guidelines
- § Implement mobile service application(s) in practice
- § Promote and signpost activities to raise awareness

## Financing Scheme

### Strand 3: Large scale demonstrators

- § Up to two projects
- § Maximum EU co-financing ceiling per project  
§ Strand 3: € 500.000 each
- § Maximum overall reimbursement 75% of eligible costs
- § Project duration: only 24 months

## Activities

### Strands 4 & 7: Better access to finance

- § Provide a mapping of existing financial opportunities
- § Improve the investment-readiness of companies in the industries through testing customised training and coaching
- § Raise investors' awareness & readiness to invest in industries
- § Mobilise additional funding for companies e.g. by setting up a pan-European venture capital fund or promoting crowd funding

## Financing Scheme

### Strands 4 & 7: Better access to finance

- § **Only one project for strand 4 & two projects for strand 7**
- § Maximum EU co-financing ceiling per project
  - § Strand 4: € 1.500.000
  - § Strand 7: € 1.250.000 each (2 projects)
- § Maximum overall reimbursement 65% of eligible costs
- § Project duration: 36 months

## Activities

### Strand 8: Cluster excellence & cooperation

- § Promote the quality of creative cluster management
- § Better involve SMEs in creative industries clusters
- § Facilitate cross-sectoral linkages and cooperation within creative industries and with others industries
- § Support the internationalisation of cluster activities
- § Encourage clustering and cluster incubation

## Financing Scheme

### Strand 8: Cluster excellence & cooperation

- § **Two projects**
- § Maximum EU co-financing ceiling per project  
§ Strand 8: € 1.250.000 each
- § Maximum overall reimbursement 50% of eligible costs
- § Project duration: 36 months

## Potential Impact and Indicators

Potential impact, quality, relevance, visibility and cost-effectiveness

- § Additional funds mobilised directly through the initiative and expected indirect impact in terms of additional public or private funding (leverage effect)
- § New ideas for better innovation support services that are novel, replicable, usable, scalable and adaptable
- § Number of companies supported or benefitting from action directly (e.g. voucher, coaching, training)
- § Positive spill-over effects into other industries due to better valorisation of creative and innovative mobile service potential
- § European added value of activities and cooperation with related initiatives
- § Contribution to development a world-class industrial base in Europe

## More Information

§EASY: <http://www.proinno-europe.eu/easy>

§Europe INNOVA: <http://www.europe-innova.eu>

§Europe INNOVA KIS-IP: [www.europe-innova.eu/kis-ip](http://www.europe-innova.eu/kis-ip)  
(including **ACHIEVE MORE**, **KIS4SAT**, **MOBIP**, **ImMediaTe**, **BCreative**, etc.)

§Creative industries: <http://www.europe-innova.eu/creative-industries>

§How to Grow: <http://www.howtogrow.eu>

§IMP<sup>3</sup>rove innovation management tool: [www.improve-innovation.eu](http://www.improve-innovation.eu)

§Expert Panel on Service Innovation in the EU:  
[www.europe-innova.eu/expert-panel](http://www.europe-innova.eu/expert-panel)

§EPISIS INNO-Net: [www.proinno-europe.eu/episis](http://www.proinno-europe.eu/episis)

or contact [ENTR-CFP-11-01-02-ALLIANCES@ec.europa.eu](mailto:ENTR-CFP-11-01-02-ALLIANCES@ec.europa.eu)