



European Commission

ENTREPRENEURSHIP AND INNOVATION

PROGRAMME

(EIP)

WORK PROGRAMME 2011

cip competitiveness and innovation
framework programme
2007–2013

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INTRODUCTION

The EIP work programme contains 20 implementing measures for the year 2011. On the basis of the six EIP objectives given in the CIP legal base¹, the distribution of budget and the main actions are the following:

- **Access to finance for the start-up and growth of SMEs and investment in innovation activities: €173.9 million.** This includes the financial instruments, which will be operated by the European Investment Fund (EIF), with € 172.7 million (including €35 million for eco-innovation);
- **The creation of an environment favourable to SME cooperation,** particularly in the field of cross-border cooperation: **€ 47.6 million.** Besides the financing of the contracts with partners of the Enterprise Europe Network (€35.5 million) and the animation of this network (€3.5 million), in terms of budget the priorities are the competitiveness and sustainability in the European tourism (€4.5 million); SME and Craft Enterprises' Participation in European Standardisation (€2 million), and the EU Accessible Intellectual Property (€1.5 million);
- **All forms of innovation** in enterprises: **€43.5 million.** The amount foreseen under this objective is considerably higher than last year due to the introduction of new measures related to key technologies and e-skills (€11.6 million); public procurement of innovative solutions (€ 12 million), and European creative industries (€ 7.5 million).

This year, inter alia, the following actions will be financed under this objective: Promotion and development of world-class clusters in Europe (€ 5 million) and Innovation analysis and promotion (€2.4 million).

- **Eco-innovation: € 75 million** (including the € 35 million under the financial instruments for actions in the area of eco-innovation): €36 million are foreseen for first application and market replication projects, €3 million for Sustainable Industry Low Carbon Scheme (SILC) and € 1 million for a EU Environmental Technology Verification (ETV) Pre-programme;
- **Entrepreneurship and innovation culture: € 4.3 million.** The actions under this objective consist mainly of actions promoting entrepreneurship (€3.3 million), such as the European SME Week and actions to promote and support female entrepreneurship. In addition, the promotion of Corporate Social Responsibility (€ 1 million) will be financed under this objective.
- **Enterprise and innovation-related economic and administrative reform: € 4.3 million.** The actions under this objective consist mainly of actions supporting the implementation of the Small Business Act for Europe (SBA) (€3.4 million), such as the SME Performance Review and the monitoring and exchange of good practices. Further actions under this objective include administrative burdens studies (€ 0.7 million).

¹ Decision No 1639/2006/EC of the European Parliament and of the Council of 24 October 2006, Article 10

As regards all grants envisaged in this work programme, each proposal will be evaluated on the base of the selection and award criteria specified in the respective call for proposals. Essentially, these criteria are based on the following:

SELECTION criteria:

- financial capacity to complete the proposed operation;
- stable and sufficient sources of finance to ensure the continuity of their organisation throughout the project and to play a part in financing it;
- technical capacity to complete the proposed operation;
- operational (technical and management) capacity to complete the operation;
- capacity to manage activity corresponding to the size of the project for which a grant is requested;
- adequate professional qualifications and experience of the team responsible for the project/operation.

AWARD criteria: An evaluation of the quality of proposals, including the proposed budget, will be based on the following award criteria:

- Relevance of the actions proposed in view of the objectives established in the Call;
- Quality of the proposed actions;
- Impact on target audience;
- Budget and cost-effectiveness.

All grants envisaged in this work programme will be covered by a written agreement.

(A) ACCESS TO FINANCE FOR THE START-UP AND GROWTH OF SMES AND INVESTMENT IN INNOVATION ACTIVITIES

EIP FINANCIAL INSTRUMENTS FOR SMES

MEASURE NO

ENT/CIP/11/A/N01S00

EIP OBJECTIVE

(a) Access to finance for the start-up and growth of SMEs and investment in innovation activities

POLITICAL PRIORITIES

SMEs

DESCRIPTION

The financial instruments for SMEs are the High Growth and Innovative SME Facility (GIF) and the SME Guarantee Facility (SMEG). They refer to principle VI of the Small Business Act (facilitate SMEs' access to finance, in particular to risk capital, micro-credit and mezzanine finance).

1. The High Growth and Innovative SME Facility (GIF). This facility increases the supply of equity for innovative SMEs in their early stages (GIF1) and in the expansion phase (GIF2). GIF is operational since November 2007 and implemented by the European Investment Fund (EIF) on behalf of the European Commission. Investment proposals by Financial Intermediaries are selected on the basis of an open call for expression of interest (OJ C 302 of 14 December 2007).

Target groups are innovative SMEs with high growth potential, in particular those undertaking research, development and other innovation activities.

2. The SME Guarantee Facility (SMEG). The SMEG provides counter or co-guarantees to guarantee schemes operating in eligible countries, and direct guarantees to financial intermediaries, in order to increase the supply of debt finance to SMEs. SMEG is operational since September 2007 and implemented by the European Investment Fund (EIF) on behalf of the European Commission. Intermediaries are selected on the basis of an open call for expression of interest. (OJ C 226 of 26 September 2007).

Target groups are SMEs that face particular difficulties in accessing finance either due to the perceived higher risk or due to the lack of sufficient collateral.

The EIF pipeline of projects under GIF and SMEG for 2010 exceeds the available budget and strong demand is expected for 2011, based on wider geographical coverage.

By the end of the first quarter 2010, the Commission had approved €205 million in GIF deals for 18 venture capital funds investing in 15 countries. Of the total €60 million have been committed to four funds focusing on eco-innovation. Under SMEG, by the end of the first quarter 2010, 29 deals from 14 countries had been approved. The commitments amount to €210 million as guarantee cap and an addition €1.1 million as eligible expense or technical support. Most deals are under the Loan Guarantee window, but there are five deals under the Microcredit window (in Turkey, France, Ireland, Spain and Norway). By the end of 2009,

more than 58,000 SMEs had received financing supported by SMEG through nearly 65,000 loans corresponding to € 3.793 million loan amount. In order to streamline microcredit support, the microcredit window will be used in line with the deal allocation policy of the EIF.

To raise awareness of the funding opportunities for SMEs, "EU finance days for SMEs" are being organised in participating countries until 2011.

The EIP financial instruments (2007 – 2013) build on the experiences with financial instruments under the previous programme where almost 235 000 SMEs were supported.

European added value: the EIP and CIP interim evaluations confirmed that the Financial Instruments are based on a strong market failure rationale and are highly efficient instruments. The programme is a test-bed for launching new innovative instruments that can be subsequently scaled up at national or European level. For SMEG, the evaluators conclude that the risk-sharing allows banks to undertake riskier lending and thus expand their SME client base. It also complements and adds leverage to SME financial schemes operated by private or State Financial Intermediaries at the national level.

For GIF, its size and geographical scale separate it from national initiatives by operating on an EU-wide scale. The EIF has confirmed that GIF has a strong catalytic effect in helping funds reach critical mass. The extensive EIF due diligence process, which ensures the adoption of best practices, also helps to convince other investors to commit resources to GIF-supported funds. Moreover, by supporting new or emerging management teams, GIF contributes to the strengthening of expertise in the European VC market, thus helping to make it more attractive as an asset class to private investors, which should stimulate the flow of risk capital into innovative European SMEs in the medium to long term.

OBJECTIVES OF THE IMPLEMENTING MEASURE

The overall objective of the financial instruments is to improve access to finance for the start-up and growth of SMEs and investment in innovation activities, including eco-innovation, by:

- increasing investment volumes of risk capital funds and investment vehicles promoted by business angels;
- providing leverage to SME debt financing instruments and thus increasing the supply of debt finance to SMEs.

INDICATORS

Impact Indicators: *based on survey and available every three year period or at the end of EIP (final evaluation)*

- Feedback from SMEs on added-value, utility and relevance (e.g. firms stating instrument as significant source of finance)
- GIF and SMEG: number of jobs created or maintained in SMEs receiving new financing (contribution to the performance of beneficiaries)
- Contribution to long-term growth prospects of beneficiaries (% SMEs stating positive prospects due to financing)
- SMEG: Total (or average) turnover growth of SMEs financed
- GIF: Number of high growth enterprises (i.e. enterprises with annual turnover growth of over 20% over a three year period) among beneficiaries
- Total jobs created or maintained in SMEs receiving financing
- Change of venture capital availability indicator (EU average) 2007-2013
- Change of access to loans indicator (EU average) 2007-2013

Output/Outcome Indicators:

- GIF: EC investment volumes in venture capital funds and fund size target (of which: investment into Eco-innovation funds) - gearing effect
- GIF: EC investment volumes in vehicles promoted by business angels:
- SMEG: EC commitment to debt finance and total financing guaranteed - gearing effect
- GIF and SMEG: number of SMEs receiving new financing (of which: technology based SMEs – ICT, environment/energy, life sciences)

IMPLEMENTATION MODE

Joint Management

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Joint Management	Q4/2008
Total duration (months) 84	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Joint Management	EIP financial instruments for SMEs	2011	01.0404	137,683,000	No
Joint management	EIP financial instruments for SMEs – Eco-innovation	2011	01.0404	35,000,000	Yes

TOTAL	172,683,000	THEREOF ECO-INNOVATION	35,000,000
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IMPROVING POLICIES ON FINANCING INNOVATION AND SMES

MEASURE NO

ENT/CIP/11/A/N02S00

EIP OBJECTIVE

(a) Access to finance for the start-up and growth of SMEs and investment in innovation activities

POLITICAL PRIORITIES

Innovation

DESCRIPTION

The Venture Capital Initiative seeks to contribute to the development of a single market in venture capital by contributing to the reduction of obstacles; and to improve the environment for stock exchange listings. Workshops and other events with stakeholders will be organised in close cooperation with Commission services leading to recommendations on regulatory and policy improvements.

The SME Finance Forum will bring together stakeholders to follow, discuss and make proposals concerning SME finance at European level, including preparatory and high-level meetings.

The matching of investors and firms will be improved through improved investment readiness training, and through matching forums targeting spin-offs from EU-financed research projects. This will be achieved through matchmaking events, preparatory workshops and follow-up seminars.

Analysing developments in SME finance and developing the Enterprise Finance Index will be undertaken to contribute to evidence-based policy-making, in cooperation with the OECD, Eurostat and the ECB. This will require running the biennial survey of SMEs in cooperation with the ECB; a study on recent market developments; and updating and further development of the Index through a framework contract.

The results of these actions will be disseminated through the web, reports, publications, seminars, workshops and similar events.

These measures build on the long-term work of the Commission to improve the market situation and policy-making in financing innovation and SMEs.

The actions seek to improve the functioning of the single market, to engage all stakeholders to a European dialogue on improved policies, and to provide policy-makers with comparable data about conditions of access to finance.

OBJECTIVES OF THE IMPLEMENTING MEASURE

The objective is to improve the financing environment of businesses, in particular through:

- Building a single market in venture capital;
- Involving stakeholders in a dialogue to make recommendations on SME finance;
- Improving market analysis and data collection for evidence-based decision-making;
- Improving the matching of investors and firms.

INDICATORS

Indicators of improved policies include:

- Improved data available on financing innovation and SMEs;

- Long-term improvement in access to venture capital and business angel funding;
 - Long-term improvement in access to borrowing;
 As measured by the Enterprise Finance Index and the regular survey of SME finance.
 - Number of events/workshops organised, feedback from participants on quality, relevance and added-value

IMPLEMENTATION MODE

Use of existing framework contract, Expert reimbursement

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Specific contract	Q2/2011 - Q3/2011
Conferences/meeting/workshop	Q1/2011 - Q4/2011
Total duration (months) 18	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Existing framework contract	Improving policies on financing innovation and SMEs	2011	02.0201	550,000	No
Existing framework contract	Improving policies on financing innovation and SMEs	2011	02.0201	250,000	No
Existing framework contract	Improving policies on financing innovation and SMEs	2011	02.0201	200,000	No
Experts meetings	Improving policies on financing innovation and SMEs	2011	02.0201	180,000	No

TOTAL	1,180,000	THEREOF ECO-INNOVATION	0
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(B) CREATION OF AN ENVIRONMENT FAVOURABLE TO SME CO-OPERATION, PARTICULARLY IN THE FIELD OF CROSS-BORDER CO-OPERATION

ENTERPRISE EUROPE NETWORK: NETWORK GRANTS AND ANIMATION

MEASURE NO

ENT/CIP/11/B/N01C00

EIP OBJECTIVE

(b) Creation of an environment favourable to SME co-operation, particularly in the field of cross-border co-operation

POLITICAL PRIORITIES

SMEs

DESCRIPTION

1. This action will cover part of the Network grants. Network partners provide services that increase the innovation capacity and boost the international businesses of SMEs in Europe; they inform them on EU legislation and programmes, obtain feedback from SMEs which can be used when developing new programmes and legislation. They provide business co-operation, technology transfer and innovation services and they encourage SMEs to participate in the RTD programmes. This action will cover part of the Network grants for the third contract period (for an amount of €6,100,000) within the same Framework Partnership Agreements.

2. Furthermore, part of the budget will be used to continue the **animation of the Network**. This covers:

- governance of the Network, in particular by organising the Annual Conference, Steering Group and Working Group meetings;
- IT tools and databases, in particular by operating, maintaining and improving IT tools and databases, ensuring data quality, and maintaining an IT helpdesk;
- Network communication, information and support, preparing an operational communication plan, and promotional material and infrastructure and increasing visibility and networking;
- training, implementing an operational training plan;
- services to the Network, quality and reporting systems, in particular by reporting on achievements, weaknesses and risks.
- mentoring and coaching of Network partners where weaknesses have been observed.

One of the major activities in 2011 will be the delivery of the new generation of IT tools to support the Network partners in their daily work thus improving substantially the current IT tools generation.

Up to €450,000 will be directly awarded to the Polish government or its representative to co-finance the annual conference of the Network in the context of the Polish presidency of the Council during the second semester of 2011.

The “Executive Agency for Competitiveness and Innovation” (EACI) is entrusted with the implementation of the tasks and the management of the project.

The Network helps European SME's to increase their competitiveness and innovation capacity, by stimulating SMEs to develop their business beyond their national boundaries and by taking the full benefit of the Internal Market, or even beyond. This Network calls upon regional actors and adds a European layer with a portfolio of excellence integrated services. The provided services have a typical European dimension like for example the business and technology transfer partnership services in 45 countries, the provision of information on EU policies and programmes, the Innovation Policy support services, or the feedback obtained from SMEs on existing and forthcoming EU legislation and programmes. They are not existing or complementary to national or regional initiatives.

OBJECTIVES OF THE IMPLEMENTING MEASURE

1. The objective of the **Enterprise Europe Network** is to ensure the support of business and innovation – in particular for SMEs – by offering information, feedback and partnership services, innovation, technology and knowledge transfer services as well as services encouraging the participation of SMEs in the Community framework programmes for R&D and services for internationalisation beyond the Single Market. The operational objectives are:

- help enterprises finding business, technology and research partners outside their own country
- enforce Network recognition and local awareness,
- develop an balanced integrated service range,
- contribute to the SMEs Feedback function, obtaining their opinion on Community policy options
- develop broader innovation support services based on recognised market failure

2. The objective of the **animation** carried out by the EACI is to govern the Enterprise Europe Network and ensure its full operation in an efficient and proactive way. This will help the Network to provide its services in an effective manner and at the highest quality possible. It enables Network partners to provide their services to European SMEs based on the "no wrong door principle".

INDICATORS

The following set of indicators are proposed as a result of the study on the "*Evaluation of the indicators of the EIP (Feb. 2010)*" which is linked to the forthcoming evaluation of the CIP / *Entrepreneurship and Innovation Programme*:

- Clients satisfaction rate (ranking of delivered services based on declared satisfaction and the added-value generated for SMEs)
- Clients performance assessment (growth of sales, jobs created/maintained, new products or services developed)
- Number of participants in local and regional events organised by Network partners: 300.000
- Number of SMEs queries received and answered (separate or consolidation, all types): 150.000
- Number of SMEs receiving specialised services (IPR, business & technology reviews, financing...): 60.000
- Number of partnership proposals produced and disseminated to SMEs (Business, Technology, Research): 10.000
- Number of SMEs participating in brokerage events / company missions: 20.000
- Number of SMEs concluding partnership/business/technology agreements: 2.000
- Number of major contributions (e.g. as speaker, trainer, chairman, coordinator, reporter, evaluator, etc) to network and consortia activities: no data yet

– Recognised Network brand and brand Culture (e.g. brand awareness)

IMPLEMENTATION MODE

Specific agreement under existing FPA, Use of existing framework contract, Ad hoc grant

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Final report	Q1/2011
Specific contract	Q1/2011
Existing framework contract	Q1/2011
Specific contract	Q4/2011
Total duration (months) 24	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Specific agreement under existing FPA	Enterprise Europe Network: Network grants	2011	02.0201	35,484,000	No
Existing framework contract	Enterprise Europe Network: Network animation	2011	02.0201	3,050,000	No
Ad hoc grant (art. 168 IR)	Enterprise Europe Network: Network animation	2011	02.0201	450,000	No

TOTAL	THEREOF ECO-INNOVATION
38,984,000	0

AD HOC GRANTS

TITLE OF THE CALL

Enterprise Europe Network Annual Conference 2011

BENEFICIARY

The Polish government or its representative

JUSTIFICATION MONOPOLY

Legal base: Decision No 1639/2006/EC of the European Parliament and of the Council of 24 October 2006 establishing a Competitiveness and Innovation Framework Programme (2007 to 2013) (OJ L 310/15, 9.11.2006).

Justification of de facto monopoly: an ad-hoc grant will be granted, without a call for proposals, to the Polish government (or its representative). Only the Polish government (or its representative) is able to organise this conference given that it is the only type of authority having the required competency on this subject in Poland and is consequently in a position of

de facto monopoly. This ad hoc grant will be subject to an award decision to be based on an evaluation.

Description: organisation of the annual conference of the Network for about 850 participants
The objective is to organize all practical aspects for the conference in a 3 days timeframe (consisting of national meetings, opening session, parallel workshops, closing session, exhibition areas, catering).

Expected results: organisation of the conference in accordance to the Terms of reference

RATE OF CO-FINANCING

Maximum 80%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q1/2011
Total duration (months) 1	

TOTAL INDICATIVE BUDGET FOR THE CALL

450,000

ENHANCING COMPETITIVENESS AND SUSTAINABILITY IN THE TOURISM SECTOR

MEASURE NO

ENT/CIP/11/B/N02S00

EIP OBJECTIVE

(b) Creation of an environment favourable to SME co-operation, particularly in the field of cross-border co-operation

POLITICAL PRIORITIES

SMEs

DESCRIPTION

The Europe 2020 Strategy positions the enhancement of the competitiveness of the tourism sector in Europe as one of the actions of high importance which should contribute towards setting up the “framework for a modern industrial policy, to support entrepreneurship, to guide and help industry to become fit to meet these challenges, to promote the competitiveness of Europe’s primary, manufacturing and service industries and help them seize the opportunities of globalisation and of the green economy”.

The Lisbon Treaty (Title XXI Art. 176B) and the conclusions of the Competitiveness Council of 12th October 2010 on the Commission Communication on tourism (Com(2010)352 final) provide that the Union shall complement the action of the Member States in the tourism sector, in particular by promoting a favourable environment for development of undertakings in that sector.

In line with the objectives underlined under the Lisbon Treaty, the particular actions proposed in the framework of the EIP Work Programme 2011, are aimed at:

- (a) encouraging the creation of a favourable environment for the development of undertakings in this sector;
- (b) promoting trans-national cooperation, particularly by the exchange of good practice.

In 2011, the budget for tourism actions under the EIP has been increased, consequently to the above orientations, and will be devoted to the implementation of several types of initiatives:

- enhancing the tourism socio-economic knowledge base at European level regarding aspects such as demographic and climate changes, trends in the evolution of tourism demand and supply or impacts of unforeseen events and difficult situations with a view to providing more useful elements to the industry strategies and to the public authorities’ policies (implementation foreseen by a call for proposals for tourism knowledge and research networks/centres of excellence, use of an existing framework contract for carrying out a Eurobarometer survey on tourism demand prospects);
- supporting trans-national cooperation projects in view of taking the best advantage of cultural, historical, geographical, industrial etc diversity in Europe by enhancing and ensuring visibility to destinations, including emerging tourist destinations as well as to European thematic tourism products in Europe (a call for proposals is envisaged targeting mainly trans-national cooperation projects involving, among others, National Tourism Offices, European and international tourism-related associations and non-governmental organisations; exchanges of tourism sustainability related best practices will be facilitated by the organisation of an experts’ meeting with a view to allowing indirectly for a more favourable environment to be created for the enterprises active at local level).

Previous measures on tourism in CIP: 3 calls for proposals on knowledge networks.

OBJECTIVES OF THE IMPLEMENTING MEASURE

The overall objective is to enhance the competitiveness and sustainability of the tourism sector in Europe and thus to encourage the creation of a favourable environment for the development of enterprises, in particular small and micro enterprises - as they are the main actors in tourism, while allowing for wider economic, social and environmental benefits to be gained.

Specific objectives are: to foster sustainability driven innovation in the tourism sector and enhance the tourism socio-economic knowledge base trans-nationally in view of facilitating, in the long term, the establishment of a virtual tourism research and innovation observatory; to facilitate a wider trans-national cooperation among tourism offices and administrations; to increase the level of awareness of enterprises about Europe's diversity and its touristic potential.

INDICATORS

1. number of countries participating in trans-national cooperation projects (target: all CIP countries);
2. feedback from tourism industry stakeholders and tourism administrations on specific surveys regarding tourism supply and demand;
3. degree to which the results of projects had direct and/or indirect benefits for SMEs.
4. number of events organised and feed-back on relevance and quality
5. uptake of best practice

IMPLEMENTATION MODE

Use of existing framework contract, Call for tender, Call for proposals, Expert reimbursement

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Specific contract	Q1/2011
Expert meetings	Q2/2011
Publication of call	Q3/2011 – Q4/2011
Total duration (months) 12	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Calls for proposal	Enhancing competitiveness and sustainability in the European tourism	2011	02.0201	2,000,000	No
Existing framework contract	Enhancing competitiveness and sustainability in the European tourism	2011	02.0201	600,000	No
Experts meetings	Enhancing competitiveness and sustainability in the European tourism	2011	02.0201	200,000	No

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Call for tender - low value procedure	Enhancing competitiveness and sustainability in the European tourism	2011	02.0201	50,000	No
Call for tender	Enhancing competitiveness and sustainability in the European tourism	2011	02.0201	250,000	No
Calls for proposal	Enhancing competitiveness and sustainability in the European tourism	2011	02.0201	1,200,000	No
Existing framework contract	Enhancing competitiveness and sustainability in the European tourism	2011	02.0201	200,000	No

TOTAL	THEREOF ECO-INNOVATION
4,500,000	0

CALL FOR TENDERS

TITLE OF THE CALL

Eurobarometer Survey on tourism demand prospects in 2011 (assessment of trends in the evolution of tourism demand in view of contributing towards a more consumer-oriented tourism supply and providing useful information to public authorities)

TYPE OF CONTRACT

Service contract

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q1/2011
Specific contract	Q2/2011
Total duration (months) 4	

TOTAL INDICATIVE BUDGET FOR THE CALL

250,000

CALL FOR PROPOSALS

TITLE OF THE CALL

Call for proposal on tourism knowledge and research networks in view of facilitating, in the long term, the establishment of a virtual tourism research and innovation observatory

PRIORITIES

Enhanced trans-national tourism research and innovation cooperation and networking in view of facilitating, in the long term, the establishment of a virtual tourism research and innovation observatory

OBJECTIVES

Improve cooperation and coordination on research activities related to competitiveness and sustainability tourism-related issues so as to create a more favourable framework for the tourism sector
Foster transnational research activities in the field of tourism with a clear added value

RATE OF CO-FINANCING

Maximum 75%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q1/2011
Final report	Q3/2013
Total duration (months) 18	

TOTAL INDICATIVE BUDGET FOR THE CALL

1,200,000

CALL FOR PROPOSALS**TITLE OF THE CALL**

Trans-national cooperation projects for enhanced visibility of European tourism and European tourist destinations

PRIORITIES

Facilitate a wider trans-national cooperation among tourism offices and administrations for an enhanced visibility of European tourism and European tourist destinations

OBJECTIVES

Support trans-national cooperation projects, especially among National Tourism Offices in cooperation with the European Travel Commission, as well as with European and international tourism-related associations and non-governmental organisations
Take the best advantage of Europe's cultural, historical, geographical, industrial etc diversity by enhancing and ensuring visibility to European destinations, including emerging destinations which respect criteria of sustainability; as well as to European thematic tourism products

RATE OF CO-FINANCING

Maximum 75%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q3/2011
Final report	Q3/2013
Total duration (months) 18	

TOTAL INDICATIVE BUDGET FOR THE CALL

2,000,000

SMES AND CRAFT ENTERPRISES' PARTICIPATION IN EUROPEAN STANDARDIZATION

MEASURE NO

ENT/CIP/11/B/N03S00

EIP OBJECTIVE

(b) Creation of an environment favourable to SME co-operation, particularly in the field of cross-border co-operation

POLITICAL PRIORITIES

SMEs

DESCRIPTION

The activities funded are as follows:

- Provide information to SMEs and craft businesses on standardisation and exploit feedback;
- Organise SMEs and craft enterprises' participation and representation in national, European and International standardisation bodies (NSO,CEN, CENELEC, ETSI, ISO/IEC/ITU);
- Strengthen cooperation with the ESOs and the NSB;
- Appoint experts in Technical Committees (TC) of the ESOs in order to represent SMEs and crafts' interests; operate helpdesk for these experts;
- Participate in strategic meetings, committees and conferences to promote SME interests;
- Analyse/study specific sectors where SMEs needs are more important;
- Write guidebooks simplifying specific standards
- Extensively disseminate information (web-site, newsletter, etc).

Working upstream at the European level will improve the process, facilitate it for SMEs, and make standards drafted more SMEs friendly.

OBJECTIVES OF THE IMPLEMENTING MEASURE

Qualitative objectives:

- to ensure standardisation takes into account the needs of craft and SMEs;
- to encourage and increase the use of standards by craft and SMEs.

Operational objectives

- to foster SMEs participation in the EU standardisation process;
- to provide better information to SMEs on standardisation.

INDICATORS

Quantitative:

Number of :

- SME experts participating in technical committees (TC) and working groups (WG) of the ESOs;
- seminars, training for experts; website in several languages;
- guidebooks simplifying standards.

Quality of :

- interventions in TC; SME-position papers; initiatives for dissemination of information; measured through a satisfaction survey;
- reports to the Commission

Impact :
 - better/increased participation of SMEs in the standardisation process, more SME friendly standards and increased use of standards by SMEs – to be measured in the context of surveys of SME associations or by an external evaluation;
 - feed-back on quality, relevance and added-value of guidebooks, inputs, positions and seminars for experts.

IMPLEMENTATION MODE

Ad hoc grant

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Sub-delegation/agreement	Q2/2011
Final report	Q3/2012
Total duration (months) 18	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Ad hoc grant (art. 168 IR)	SMEs and Craft enterprises' participation in European Standardization	2011	02.0201	2,000,000	No

TOTAL	2,000,000	THEREOF ECO-INNOVATION	0
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AD HOC GRANTS

TITLE OF THE CALL

Promotion of SMEs in the European standardization area

BENEFICIARY

Normapme aisbl

JUSTIFICATION MONOPOLY

Legal base: Decision No 1639/2006/EC of the European Parliament and of the Council of 24 October 2006 establishing a Competitiveness and Innovation Framework Programme (2007 to 2013) (OJ L 310/15, 9.11.2006).

Justification of de facto monopoly:

An ad-hoc grant will be awarded to Normapme aisbl. The activities require a high level of expertise in two distinct fields: standardisation and crafts and SMEs needs. Only Normapme is able to carry out these specialized activities having the required expertise and technical competency in the standardisation area as well as in the craft and SMEs area. This ad hoc grant will be made through a Framework partnership Agreement and actions grants. NORMAPME will closely cooperate with the national standardization bodies.

RATE OF CO-FINANCING

Maximum 95%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Sub-delegation/agreement	Q2/2011
Final report	Q3/2012
Total duration (months) 18	

TOTAL INDICATIVE BUDGET FOR THE CALL

2,000,000

EU ACCESSIBLE INTELLECTUAL PROPERTY (IPORTA)

MEASURE NO

ENT/CIP/11/B/N04S00

EIP OBJECTIVE

(b) Creation of an environment favourable to SME co-operation, particularly in the field of cross-border co-operation

POLITICAL PRIORITIES

SMEs

DESCRIPTION

This measure (IPorta) will reinforce co-operation of the National Intellectual Property Offices (NPTOs) among themselves and with OHIM and EPO to:

- create or improve IPR support services, including awareness raising activities to better address SME needs, in particular on IPR enforcement. In particular, to better reach SMEs, these services should be carried out in co-operation with business support organisations (chambers of commerce, sectoral associations, etc.), especially the Enterprise Europe Network;
- expand further and update the single EU website (www.innovaccess.eu) with national and European level information on IPR in an SME-friendly manner;
- improve the resolution of cross-border queries and expand the competences of helpdesk staff through an active network of national office helpdesks;

Background:

The measure builds on the activities of National IP Offices initiated in the project IPEuropAware (2007-2010). In IPEuropAware, offices identified gaps in the support services needed by SMEs. They have begun to implement some services to cover these needs in cooperation with business support organisations, especially the Enterprise Europe Network. IPorta will allow national offices to serve SME needs not addressed so far and continue improving co-operation with general business support.

Relations to other IPR support:

The next European IPR Helpdesk will provide focussed support to CIP and FP7 participants. The next China IPR SME Helpdesk will address specific IPR queries related to the Chinese IPR system and legislation. IPorta and the two helpdesks will exchange information and co-operate on the joint development of IPR materials for SMEs. IPorta will improve overall European SME support services by training those people who offer broader IPR advice and support services.

EU value added:

This project is the only one which provides and expands a pan-European website with IPR information for SMEs on national IPR systems. There is no other such website or system aimed at assisting SMEs by supporting exchanges between NPTOs.

This measure will be implemented by the Executive Agency for Competitiveness and Innovation (EACI).

OBJECTIVES OF THE IMPLEMENTING MEASURE

1. To help SMEs in Europe to use IPR in a more constructive manner by improving SME support services that are provided by National Intellectual Property Offices.
2. To provide adequate, up-to-date and SME-friendly information on the web on IPR support and on the IPR system.
3. To support active and focussed co-operation between National IP offices with regard to services for SMEs and helpdesks.
4. To strengthen the cooperation between the National IP offices and the business intermediaries, mainly the Enterprise Europe Network, to better provide IP services to SMEs

INDICATORS

1. number of improved SME services (one per year, three in total) and SME use and satisfaction with such services and feedback on quality and value-added
2. number of business support organisations co-operating on the improved SME support services
3. number of visits and hits on the common website and SME user satisfaction of the website
4. number of meetings organised for the networking of SME support services and helpdesks (at least two per year) and satisfaction of participants

IMPLEMENTATION MODE

Ad hoc grant

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Sub-delegation/agreement	Q2/2011
Conferences/meeting/workshop	Q4/2011 - Q3/2013
Total duration (months) 36	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Ad hoc grant (art. 168 IR)	EU Accessible Intellectual Property (IPorta)	2011	02.0201	1,500,000	No

TOTAL	1,500,000	THEREOF ECO-INNOVATION	0
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AD HOC GRANTS**TITLE OF THE CALL**

IPorta

BENEFICIARY

National Intellectual Property Offices

JUSTIFICATION MONOPOLY

Legal base: Decision No 1639/2006/EC of the European Parliament and of the Council of 24 October 2006 establishing a Competitiveness and Innovation Framework Programme (2007 to

2013) (OJ L 310/15, 9.11.2006).

Justification of de facto monopoly: the national intellectual property offices (called in some Member States national patent and trademark offices) are by law unique institutions in their country for the registration of Industrial Property Rights. They have by this virtue a unique experience and a privileged position to support SMEs in their IPR challenges.

Description: This measure (IPorta) should:

- create or improve IPR support services, including awareness raising activities to better address SME needs, in particular on IPR enforcement. In particular, to better reach SMEs, these services should be carried out in co-operation with business support organisations (chambers of commerce, sectoral associations, etc.), especially the Enterprise Europe Network (the Enterprise Europe Network). This could be achieved by exchange of best practices, mutual coaching, the development of a concept and the training of implementing staff, or any other method leading to positive changes in the provision of SME support services.

- expand further and update the single EU website (www.innovaccess.eu) with national and European level information on IPR in an SME-friendly manner. It should cover IPR support and national IPR systems (registration procedures, costs, legislation etc), besides the European systems, with the cooperation of EPO and OHIM.

- improve the resolution of cross-border queries and expand the competences of helpdesk staff through an active network of national office helpdesks;

Objectives:

1. To help SMEs in Europe to use IPR in a more constructive manner by improving SME support services that are provided by National Intellectual Property Offices.
2. To provide adequate, up-to-date and SME-friendly information on the web on IPR support and on the IPR system.
3. To support active and focussed co-operation between National IP offices with regard to services for SMEs and helpdesks.
4. To strengthen the cooperation between the National IP offices and the business intermediaries, mainly the Enterprise Europe Network, to better provide IP services to SMEs

Expected results:

In total 3 (one per year) improved SME support services should be effectively provided to SMEs in each participating country. At least one of them should concern support to IPR enforcement or prevention of IPR infringements. At a minimum two of the improved services should be provided in co-operation with business support organisations. One of these projects should lead to the introduction of at least one new SME support service in 50% of National IP offices.

The website should include information on national and EU IPR SME support services, national IPR systems and some basic information on IPR. The website should be updated when needed with an update at least every 3 months and should be complete with equivalent information from all participating Member States.

There should be a yearly event to network the helpdesks of national offices coupled with a training activity to expand the competences of helpdesk staff. The network should lead to the improvement of the satisfaction level of the users of the helpdesks, especially in relation to queries on cross-border issues.

RATE OF CO-FINANCING

Maximum 85%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Sub-delegation/agreement	Q2/2011
Conferences/meeting/workshop	Q4/2011 - Q3/2013
Total duration (months) 36	

TOTAL INDICATIVE BUDGET FOR THE CALL

1,500,000

YOUR EUROPE BUSINESS

MEASURE NO

ENT/CIP/11/B/N05S00

EIP OBJECTIVE

(b) Creation of an environment favourable to SME co-operation, particularly in the field of cross-border co-operation

POLITICAL PRIORITIES

SMEs

DESCRIPTION

European SMEs, Companies and entrepreneurs who wish to find information or use governmental services online are confronted with a multitude of presentations of the information on national governmental websites, different terminologies being used for the similar or identical concepts, etc. These fragmented local information sources need to be structured and presented on a unique multilingual portal to offer an efficient European information service for companies who want to internationalize and benefit from the Internal Market.

‘Your Europe Business’ is the business section of the EU-wide information portal ‘Your Europe’. Your Europe Business is an online handbook which as Your Europe Citizens provides practical information to the users – in the case of Your Europe Business to SMEs and entrepreneurs – on their rights and obligations when they engage themselves in cross-border activities. Your Europe Business (YEB) covers the whole entrepreneurial life-cycle presented through centered around user-friendly life-cycle events from starting up to closing when it comes to managing a business (eg. taxation rules, start-up procedures, how to employ a worker, competition rules). This is why In this sense, this user-friendly handbook is a favourite tool for the Enterprise Europe Network partners when they meet SMEs willing to go cross-border for the first time. YEBour Europe Business is also complementary to the Electronic Single Points of Contact that constitute the EU.Go-network, but concentrate only on detailed information provision on the company registration procedures in the services sector. The YEB action foresees also the building up synergies with the EU.Go-network by enforcing cross-links. Your Europe Business links already to available e-government services, thus facilitating the faster and more efficient execution of the administrative tasks of the enterprises. The information on the portal is provided by the Participating Countries’ authorities in their national language(s), whereas the Commission takes care of the translation of the content into English. The translation into French and German is also foreseen for 2011 and onwards, from which the Participating Countries can also benefit. Beyond the Participating Countries’ national information, all the information on the life-cycle events are also provided for at European level through the involvement of different Commission Services. The European level information is accessible in 22 languages.

Compared to national websites that sometimes are not available but just in their national language, YEB offers a multilingual portal with the European content available in 22 languages and the national information available currently in the national language(s) and English. As already mentioned, the translation into French and German is foreseen from 2011. Beyond this feature, the national websites do not have a unified structure that would be valid for all of them and their content accordingly very often differs. YEB, on the other hand offers the same structure for the presentation of each national content, making easier for

entrepreneurs to better know and compare the different rules and, administrative procedures in other European countries.

The action project started as an initiative within the IDABC programme that ended on 31/12/2009. In the last two years, the Your Europe Business portal was completely revamped and as a result of this the number of page-views has almost doubled. Since the portal contributes to the overall objective to help SMEs and entrepreneurs to become more competitive by becoming more aware of opportunities in other Member States and make more use of the Internal Market by better knowing their rights and obligations, it is proposed as a part of EIP. Practical information for companies looking for a first mobility to another Member State is available via online governmental services locally and consolidated at European level via the Your Europe Business website. The majority of the member states has already set up national information portals centred around company life cycle events. This measure concerns the provision and multilingual translation of national information, promotion, development, maintenance, provisioning and multilingual translation of national information for the Your Europe portal.

The information provision has so far been done through a non-automated process of ad-hoc requests being addressed to national authorities via the members of the Your Europe Editorial Board which is a time-consuming exercise for both national authorities and the European Commission. New methods for automatic content syndication and a proposal for new semantic assets to the Member States will be explored with the support of DG DIGIT.

OBJECTIVES OF THE IMPLEMENTING MEASURE

Your Europe Business aims at becoming the reference public information portal for enterprises interested in cross-border activities within the European Union. Your Europe Business has organised its information on the basis of the life cycle of companies and provides a multilingual practical guide that facilitates cross-border transactions.

Together with the Citizens section, managed and financed by DG MARKT, the portal offers all the information citizens and businesses need to exercise their EU rights in Europe with information on the basis of mobility or single market rights in the areas of work, residence, travel, vehicles, health, consumer issues, family and education.

The objectives of the action are:

- to ensure the provision of the Participating Countries' information
- the treatment, translation and publication of their texts
- to build up synergies with the EU.Go network
- to ensure the provision of the EU-level rights/obligations
- to become a 'front-office' for SMEs and entrepreneurs when they look to be better informed on their rights/obligation when starting/managing a business in a different EU-country
- to introduce innovative ways on content provision (eg. content syndication systems with Participating Countries)
- to enforce a stronger link to the Enterprise Europe Network partners

The European added value of the action is clearly the 'one-stop-shop' character of the Your Europe portal where not only European SMEs and entrepreneurs, but also the different European public administrations can find centrally all the information on the rights/obligations of enterprises and entrepreneurs on doing business in a different Member State/European country. Beyond this, information is also provided on the rights/obligations at

European level and all this in a multi-linguistic feature.

The implementation of the measure will be ensured by using an existing Framework Contract.

INDICATORS

- Number of visits on the portal: 2.4 million per year
- Number of unique visitors to the portal per year: 1.5 million per year;
- Average page views for portal visitors : 2 pages on average;
- Better knowledge of European enterprises and entrepreneurs of their rights/obligations when they engage themselves in cross-border transactions
- Facilitation of the faster execution of administrative procedures
- Basic handbook for Enterprise Europe Network partners
- Synergies with the EU.Go-network
- Feed-back on user satisfaction based on a survey is foreseen.

IMPLEMENTATION MODE

Use of existing framework contract

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Specific contract	Q1/2011
Total duration (months) 12	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Existing framework contract	Your Europe Business	2011	02.0201	650,000	No

TOTAL	650,000	THEREOF ECO-INNOVATION	0
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(C) ALL FORMS OF INNOVATION IN ENTERPRISES

PROMOTING KEY TECHNOLOGIES AND E-SKILLS

MEASURE NO

ENT/CIP/11/C/N01C00

EIP OBJECTIVE

(c) All forms of innovation in enterprises

POLITICAL PRIORITIES

Innovation

DESCRIPTION

Several activities will be undertaken to promote key technologies, digital supply chains for SMEs and e-skills with a total budget of 7.6 million:

1. e-Skills for Competitiveness and Innovation

The following measure will be implemented to address the competitiveness and innovation skills shortages faced by enterprises, especially SMEs, in various sectors in Europe:

- Developing a coherent vision and roadmap as well as foresight scenarios on the supply and demand of e-skills and digital competence for competitiveness and innovation, required by the professionals in the EU industries in close interaction with stakeholders and the "Sectoral Council for ICT Skills and Employment" foreseen under the Digital Agenda;
- Developing quality labels for training compatible with the European Quality Assurance Reference Framework for Vocational Education and Training (EQAVET)² fostering e-skills for competitiveness and innovation based on the needs of enterprises of all sectors (with a focus on cloud computing);
- Supporting awareness raising campaigns (based on the experience of the first European e-Skills Week organised in 2010) and the promotion of best practices.

These activities focusing on professionals and ICT practitioners are an important and integral part of the overall skills strategy of the European Commission in line with the "Digital Agenda", "Innovation Union", the "Agenda on New Skill and Jobs" and the "Integrated Industrial Policy for the Globalisation Era" putting competitiveness, innovation and sustainability at centre stage. They are also a crucial part of the wider strategy for educating and training as e-skills and digital competences should be developed from early education onwards, through all levels of education and training with a lifelong learning perspective.

2. Assisting SMEs to participate in global digital supply chains through the European eBusiness Support Network (EBSN)

Linking enterprises electronically with their business partners along their supply chains can contribute to enormous efficiency gains by enterprises, in particular SMEs. This action seeks to create commonly agreed business processes and data exchange standards within two sectors of crucial economic importance for Europe. This action will offer business support services for entire business sectors, to assist enterprises exploit advanced ICT.

It will:

- Develop a set of European collaborative reference architectures of business processes and

² OJ C155, 8.7.2009, p.1.

data exchange models for different economic sectors (e.g. agrofoods, construction, energy). This will achieve interoperability among different IT systems, within the sectors and at cross-sectoral level all over Europe.

- Foster adoption of the reference architectures through large-scale dissemination and demonstration actions involving large numbers of SMEs, in order to realize the huge gains new technologies can offer by simplifying daily business
- Promote awareness of the important benefits and business opportunities deriving from the implementation of seamless digital supply chains.

One large-scale pan-European demonstration action in the textile/clothing and footwear sectors (€ 1.4million from the EP budget) was launched in 2008, to be completed in June 2010; two more actions started in 2010 to cover the automotive industry (€2 million from the CIP budget) and the transport and logistics sectors in Europe (€2m from the EP-PP budget). It is proposed to continue with sectors with a strong SMEs base, of high economic importance for Europe, and, therefore, subject to a great competitiveness gain through the adoption and innovative use of ICT and eBusiness processes.

Several countries, including France, Germany, Netherlands, Ireland, Portugal, Spain, but also Norway and Canada have been increasingly deploying policies to promote Digital Supply Chains. However, they follow different approaches with different procedures and data standards. This action will leverage the European added value of these rather scattered national and European initiatives and place them in a European perspective, in order to create efficient, functional and seamless cross-border digital supply chains.

3. European Innovative mobile and mobility industries Alliance

The European Mobile and Mobility Industries Alliance (EMMIA) is a cross-sectoral initiative that promotes service innovation and the modernisation of the European economy in general and helps better addressing the societal challenge of more sustainable solutions in the field of transport and logistics, thus contributing to the further implementation of the Europe 2020 Strategy. The EMMIA will bring together regional, national and European actors supporting innovative service solutions in mobile and mobility industries.

The Alliance will

- establish an open cooperation platform to elaborate better policies (roadmaps) through open working groups in the fields of framework conditions, trends and foresight, innovation support, incubation and access to finance for SMEs, standards and interoperability and links with other sectors;
- provide an information and guidance service for SMEs in liaison with the Enterprise Europe Network about relevant information and support programmes in fields relevant to service companies operating in this area;
- launch pilot actions in the areas of innovation support (innovation vouchers), access to finance and interoperability to explore and test better ways of supporting innovative services in the mobile industries and fostering links with other industries.

The European Mobile and Mobility Industries Alliance responds to the priorities set out in the Europe 2020 strategy that emphasises the need of achieving a smart growth by, inter alia, "making full use of information and communication technologies and ensuring that innovative ideas can be turned into new products and services that create growth and quality jobs". Mobile services build upon European strongholds and offer huge potential for growth and innovation. The European Mobile and Mobility Industries Alliance aims at unlocking this

potential by helping service companies in this sector to bring their service innovations faster to a European market. A second objective is to use these service innovations to better address societal challenges in mobility industries, which supports the EU 2020 strategy with respect to its objective of promoting also sustainable growth.

4. Key Enabling Technologies

A High Level Group with representatives from stakeholders and governments has been set up in July 2010 to draw policy recommendations on how to improve market conditions for a better deployment of Key Enabling Technologies (KETs), as foreseen in the Commission's Communication COM 512(2009).

Until now, there is no clear shared understanding within the Member States on what should be considered as KETs and individual Member States are still not in a position to gain the scale advantages resulting from EU-wide KETs. There is a very good research basis in several Member States but is not sufficiently and effectively exploited. Therefore significant efforts are indispensable to foster coordination and focus on the most promising KETs to improve European competitiveness and accelerate the modernisation of Europe's industrial base as well as foster growth and jobs creation.

To this end, a study will be carried out to design a monitoring mechanism following and measuring the impact and deployment of KET in key industries in the EU, including measurement methods and definition of performance indicators, as well as screening methods for emerging KETs .

OBJECTIVES OF THE IMPLEMENTING MEASURE

1. e- Skills for Competitiveness and Innovation: the objective is to design and implement a long term strategy on e-skills for competitiveness and innovation building on the momentum, the experience and the results of the EU e-skills strategy to generate a talent pool for global knowledge-based competition and innovation. The skills needed for competitiveness and innovation go beyond ICT skills and include design, management etc. not only for ICT practitioners but also for entrepreneurs, managers and professionals in all industries This measure will contribute to several flagship initiatives of the Europe 2020 strategy: the "Digital Agenda", the "Innovation Union", the "Agenda for New Skills and Jobs" and the "Integrated Industrial Policy for the Globalisation Era" putting competitiveness, innovation and sustainability at centre stage.

2. Global digital supply chains: the objective is to streamline entire industry or services sectors by linking electronically entire supply chains and helping all enterprises, in particular SMEs, to take full advantage of ICT-enabled innovations. The fundamental objective is to optimise whole production and procurement processes in business sectors in Europe, in terms of efficiency, time to market, administrative cost cutting, reactivity and profitability. This is expected to help SMEs in these sectors participate in global digital supply chains.

3. European innovative mobile and mobility industries Alliance

In line with the challenges set out by the Commission Staff Working Document "Challenges to EU support to innovation in services", and the Commission Communication "Europe 2020 Flagship Initiative Innovation Union – Transforming Europe for a post-crisis world", the objectives of the Alliance are to:

- mobilise more an better support for the further development of SMEs in the mobile and mobility industries;

- establish a policy dialogue to design better innovation policies in support of service innovation and make more strategic use of current and planned initiatives in support of innovative services in the mobile industries at regional, national and European level;
- design and test better instruments to support innovative SMEs in the mobile industry and their interaction with other industries, notably the mobility industry;
- showcase the relevance and impact of broad concept of innovation that combines the use of IT and other enabling technologies with services innovation (demand-driven and user-centred approaches) in this field of societal interest;
- inform mobile service companies about relevant information and funding opportunities;
- address major societal challenges in the field of mobility industries through mobile services.

4. Key Enabling Technologies

The effective deployment of Key Enabling Technologies (KETs) is recognised to be of great and strategic importance for Europe. The proposed measure will allow the creation of a solid and efficient monitoring mechanism that will monitor effectively the mechanisms for the establishment and deployment of KETs in Europe.

INDICATORS

1. e- Skills for Competitiveness and Innovation:

- Number of active participating countries and stakeholders;
- Feedback on added-value of the vision, roadmap and foresight scenarios;
- Relevant and timely deliverables including recommendations and good practices; workshops to validate conclusions and foster consensus on recommendations;
- Number of good practices and relevant policy recommendations implemented by the Commission, stakeholders and governments;
- Satisfaction survey among stakeholders and governments regarding the relevance and the quality of the results and the benefits of the awareness raising campaign;
- Feedback on conclusions and recommendations by SMEs associations;
- Number and importance of follow-up implementation measures taken by the Commission, governments (including non-EU members) and stakeholders

2. Global digital supply chains:

- Participation: number of participating countries and stakeholders
- Deliverables: sectoral e-business models and standards for data interchanges commonly accepted by key industry stakeholders (through their representative bodies, sectoral associations, etc.)
- Implementation: timely delivery of expected deliverables, respect of budget planning
- Impact on the transformation of digital supply chains in the selected sectors;
- Effectiveness: Cost-benefits analysis of the application the commonly agreed procedures and standards in their daily business transactions, by the companies participating in the demonstration actions
- Number of SMEs involved in demonstration actions
- Feedback on the actions from stakeholders and governments

3. European innovative mobile and mobility industries Alliance

- Additional funds leveraged via public and private funds mobilised in support of innovative mobile services (the target is €30M);
- Involvement of relevant actors in the cooperation platform as measured by number of participants and the geographical coverage (a minimum of 15 different CIP participating

countries);

- Quality, usability and number of roadmaps and recommendations delivered;
- Quality and relevance of information provided to SMEs as measured by user satisfaction and by number of hits, downloads and users of the on-line platform;
- Number of SMEs having benefited from pilot actions and the impact on their innovation performance (a minimum of 250 companies reached in each pilot);
- Number of innovative SMEs benefiting from interoperability test-beds;
- Number of SMEs having benefited indirectly from new or better programmes, measures and additional funding mobilised via roadmaps set by the coordination platform.

4. Key Enabling Technologies

- Quality of the deliverables, notably a) the clarity of the proposal, and the ease and feasibility of its implementation and b) the relevance and usefulness of the proposed methods and indicators

IMPLEMENTATION MODE

Call for tenders, Call for proposals

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q4/2010 – Q2/2011
Final report	Q2/2012 - Q4/2014
Specific contract	Q1/2011 - Q3/2011
Conferences/meeting/workshop	Q2/2011 - Q1/2012
Total duration (months) 18	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Call for tender - open or restricted procedure	E- skills for competitiveness and innovation	2011	02.0201	500,000	No
Call for tender - open or restricted procedure	E- skills for competitiveness and innovation	2011	02.0201	500,000	No
Call for tender - open or restricted procedure	E- skills for competitiveness and innovation	2011	02.0201	2,000,000	No
Call for tender - open or restricted procedure	Global Digital Supply Chains	2011	02.0201	4,000,000	No
Call for proposals	European innovative mobile and mobility industries Alliance	2011	02.0201	4,000,000	No
Existing framework	Key Enabling	2011	02.0201	450,000	No

ACTION	PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
contract	Technologies				
Experts meetings	Key Enabling Technologies	2011	02.0201	150,000	No

TOTAL	THEREOF ECO-INNOVATION
11,600,000	0

CALL FOR TENDERS

TITLE OF THE CALL

e-Skills for Competitiveness and Innovation: Vision, Roadmap and Foresight Scenarios

TYPE OF CONTRACT

Service contract

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q1/2011
Final report	Q3/2012
Total duration (months) 14	

TOTAL INDICATIVE BUDGET FOR THE CALL

500,000

CALL FOR TENDERS

TITLE OF THE CALL

Quality Labels for Training Fostering e-Skills for Competitiveness and Innovation

TYPE OF CONTRACT

Service contract

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q1/2011
Final report	Q4/2012
Total duration (months) 16	

TOTAL INDICATIVE BUDGET FOR THE CALL

500,000

CALL FOR TENDERS

TITLE OF THE CALL

European Awareness Raising Campaign on e-Skills for Competitiveness and Innovation

TYPE OF CONTRACT

Service contract

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q1/2011
Final report	Q3/2013
Total duration (months) 24	

TOTAL INDICATIVE BUDGET FOR THE CALL

2,000,000

CALL FOR TENDERS

TITLE OF THE CALL

Facilitating the deployment of Global Digital Supply Chains in 2 specific industry or services sector (in 2lots)

TYPE OF CONTRACT

Service contract

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2011
Total duration (months) 30	

TOTAL INDICATIVE BUDGET FOR THE CALL

4,000,000

CALL FOR PROPOSALS:

TITLE OF THE CALL

Establishment of the European Mobile and Mobility Industries Alliance

PRIORITIES

Innovation, SMEs

OBJECTIVES

Strand 1

- Establish a cooperation platform to elaborate better policies for innovative services in the mobile and mobility industries in the specific fields identified above;
- Establish an information and guidance tool for, notably, SMEs on existing and new innovation support for these industries.

Strand 2

- Launch a pilot action to test better innovation support mechanisms for these industries.

RATE OF CO-FINANCING (MAX EU CONTRIBUTION IN %)**Strand 1: 95% - Strand 2: 65%****OPERATION TIMETABLE**

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q4/2010
Specific contract	Q3/2011
Final report	Q4/2014
Total duration (months) 48	

TOTAL INDICATIVE BUDGET FOR THE CALL

4,000,000

PUBLIC PROCUREMENT ACTIONS

MEASURE NO

ENT/CIP/11/C/N02C00

EIP OBJECTIVE

(c) All forms of innovation in enterprises

POLITICAL PRIORITIES

Innovation

DESCRIPTION

1. Supporting public procurement of innovative solutions: networking and financing procurement

Public procurement accounts for 17% of GDP in the EU and can be a potentially huge market for innovation. This potential is massively under-used in Europe where public markets remain fragmented and conservative. As procurement budgets are primarily managed by individual national, regional, and local contracting authorities, this measure will provide EU support for procurements of innovative technologies and solutions by public authorities in participating countries, and leverage participating countries procurement budgets towards innovation.

1. Support the creation and development of trans-national networks of public procurers to form "buyers groups" to create critical mass in purchasing major new technologies and innovations in particular in areas relating to major societal challenges and/or priority areas established in Innovation Union. In particular this would foster joint and coordinated approaches to public procurement for overcoming fragmentation of demand including common specifications; identify and exchange knowledge and expertise between public procurers on procurement of innovative solutions; encourage the exchange between supply and demand side in public procurement and develop EU wide networks of innovative public procurers.

2. Pilot support to public authorities for pre-commercial procurements to offset additional costs and enable them to design, undertake and exploit purchases of innovative products or services at pre-commercial stage. Pre-commercial procurement refers to tenders for suppliers to develop new products and services to meet identified challenges in public services and where existing products and services on the market do not exist or are inadequate. The legal framework and good practice for pre-commercial procurement is described out in the Commission Communication "Pre-commercial Procurement: Driving innovation to ensure sustainable high quality public services in Europe", COM(2007)799. The support would be focused on specific areas of high EU added value, such as the proposed European Innovation Partnerships.

Previous measures on the same topic: 3 Public Procurement Networks pilot actions developed under the Lead Market Initiative from 2009-12 on sustainable construction and protective gear for fire services, with organisation of several events (http://ec.europa.eu/enterprise/policies/innovation/policy/lead-market-initiative/public-proc_en.htm). Feasibility study on future EU support to public procurement of innovative solutions (final report expected in 2nd semester 2010).

European added value:

1. overcoming fragmentation of demand and capabilities across procurers in different participating countries

2. foster a single market for innovation
3. pull through innovations and technologies needed to reach EU policy objectives

2. Reinforcing procurement of eco-innovation – network of green public and private procurers

The measure sets up groups of public and private procurers with an interest in an innovation with environmental characteristics e.g., resource and energy efficiency (i.e. improved treatment of industrial wastewater). These buyers set out what they would need from an innovation, in terms of its function, characteristics and price. The buyer group must constitute a considerable market share to influence manufacturers assessing whether there is a sufficiently large commercial market for their eco-innovation. This 'bundling of future demand' is a key aspect of the approach. Bundling public and private sector demand at this stage of pre-commercial procurement can lead to 'critical mass' that gives technology developers a strong incentive to develop and commercialise new environmental friendly products. The facilitator of the buyer group (a public agent) will liaise with innovators to assess whether they can meet those requirements. This approach would be particularly relevant in the sectors of: wastewater treatment, waste reuse and recycling, chemical components, bio-based products and other sectors with particular benefits to the resource efficiency of procured products or services.

DG ENV gathered experiences with innovation procurement policy from within and outside the EU. The most comprehensive experiences come from NUTEK/STEM in Sweden, and from the US Department of Energy. This type of procurement policy approach was applied at the national level in such fields as white appliances or public transport.

Action by the EU on innovation procurement policy has significant added value, compared to similar actions by countries participating in the CIP. These advantages come from the ability of EU policy to convey information to innovators about a much greater potential market (including export markets). EU action could then send stronger market signals, about the size of the market and about the international possibilities for innovations.

In order to increase the confidence of the manufacturers about the future demand the buyer groups could be supplemented by policy measures at the EU level. For example, pre-announced public testing and evaluation of an innovation is seen as effective to reassure innovators that they will be able to differentiate the innovation from existing products.

In order to exploit the European value added of the approach and provide the market/suppliers with a European-wide signal consortia consisting of representatives of at least 3 participating countries would be encouraged.

OBJECTIVES OF THE IMPLEMENTING MEASURE

1. Supporting public procurement of innovative solutions: networking and financing procurement

As proposed by the European 2020 strategy and by the forthcoming Innovation Union, new European policy orientation for innovation is more and more involving demand side measures where public procurement of innovation plays a central role. Therefore the objectives of this action are twofold:

1. To encourage joint and coordinated approaches to public procurement for overcoming fragmentation of demand in supporting the creation of public procurers networks;
2. To develop a new financial support to fund public procurers in participating countries to develop procurement strategies, access technical expertise to design, evaluate and validate procurement projects, and offset the risks of procuring new innovations and technologies.

This will contribute to an overall objective of enabling public services to benefit from innovations and to create new market opportunities for innovative companies.

2. Reinforcing procurement of eco-innovation – network of green public and private procurers

The implementing measure responds to the specific objectives of the decision establishing the CIP (legal base), Article 14, in particular A and C.

INDICATORS

1. Supporting public procurement of innovative solutions: networking and financing procurement

- increase in public procurement budgets for innovation by the participating public bodies based on their estimates;
- number of public procurers involved and geographical coverage;
- quality of deliverables and the contribution to objectives established in Innovation Union Initiative: internal evaluation;
- feed-back on relevance, effectiveness and added-value from public procurers, experts and industry.

2. Reinforcing procurement of eco-innovation – network of green public and private procurers

1. Number of buyers group set up -3
2. Number of product/ service specifications developed - 3

IMPLEMENTATION MODE

Call for proposals

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2011
Specific contract	Q4/2011
Final report	Q3/2013 - Q2/2014
Total duration (months) 36	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Calls for proposal	Supporting public procurement of innovative solutions	2011	02.0201	12,000,000	No
Calls for proposal	Reinforcing procurement of eco-innovation	2011	02.0201	2,000,000	Yes

TOTAL	14,000,000	THEREOF ECO-INNOVATION	2,000,000
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CALL FOR PROPOSALS

TITLE OF THE CALL

Supporting public procurement of innovative solutions: trans-national network of public procurers and pilot support for pre-commercial procurement

PRIORITIES

To implement the support to public procurement of innovation in line with Europe 2020 and the forthcoming Innovation Union in particular in areas relating to major societal challenges and/or priority areas established in Innovation Union.

OBJECTIVES

1. To create critical mass in demand for new technologies and innovations through joint and coordinated approaches to procurements across participating countries and developing public procurers networks;
2. To develop a new financial support mechanism to support public authorities in participating countries to develop strategies, access technical expertise to design, evaluate and validate and finance pre-commercial procurements (i.e. development of products and services before they are commercially available)

RATE OF CO-FINANCING

Maximum 95% for networking; 30% for costs of eligible pre-commercial procurements

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2011
Specific contract	Q4/2011
Final report	Q2/2014
Total duration (months) 36	

TOTAL INDICATIVE BUDGET FOR THE CALL

12,000,000

CALL FOR PROPOSALS

TITLE OF THE CALL

Reinforcing procurement of eco-innovation - Network of green public and private procurers

PRIORITIES

Innovation

OBJECTIVES

The measure responds to the specific objectives of the decision establishing the CIP (legal base), Article 14, in particular A and C.

RATE OF CO-FINANCING

Maximum 95%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2011
Final report	Q4/2013
Total duration (months) 36	

TOTAL INDICATIVE BUDGET FOR THE CALL

2,000,000

A BROAD CONCEPT OF INNOVATION

MEASURE NO

ENT/CIP/11/C/N03C00

EIP OBJECTIVE

(c) All forms of innovation in enterprises

POLITICAL PRIORITIES

Innovation

DESCRIPTION

1. European creative industries Alliance (ECIA)

The Alliance is a cross-sectoral initiative that will contribute to the modernisation of the European economy and to the implementation of the Europe 2020 Strategy. It will bring together regional, national and European actors supporting the creative industries to mobilise additional public and private funding in supporting innovation in creative industries and to facilitate the spill-over effects into other sectors.

It will:

- establish a cooperation platform to elaborate better policies (concrete roadmaps) through working groups in the fields of foresight and research, cluster excellence and cooperation, innovation support services, access to finance and the experience economy and tourism;
- establish a guidance tool for SMEs in liaison with the Enterprise Europe Network on relevant, existing and new programmes and initiatives;
- launch pilot actions on innovation support mechanisms, access to finance and cluster excellence and cooperation with other industries to explore and test better ways of supporting innovation in creative industries and their interaction with other industries.

The Alliance is one of the first measures at European level on emerging service industries. It builds upon the experience and results of actions under Europe INNOVA and PRO INNO Europe®, in particular, the current public-private partnerships under the European Knowledge Intensive Services Innovation Platform and the existing EPISIS INNO-Net. It also builds upon the results of studies and working groups in this field launched by DG Education and Culture.

As announced in the Commission Green Paper “Unlocking the potential of cultural and creative industries” and as an action under the Innovation Union flagship, the Alliance will complement regional and national efforts by adding a European dimension through mutual learning and pilot actions. The European added value is ensured through a more strategic approach to supporting innovation in creative industries and their interaction with other industries by mobilising different stakeholders thereby optimising regional, national and European level activities. This will facilitate cross-border financing and stimulate a better use of the European pool of expertise in the various fields, thereby creating important international spill-overs. The aim is to raise additional public and private funding of €100 M through this initiative.

2. Joint actions for non-technological, user centred innovation

The Commission will launch a European Design Innovation initiative in 2011 as a follow-up to the Commission Staff Working Document on “Design as a Driver of User-centred Innovation” (April 2009), the public consultation on the same topic and Council conclusions

on innovation. The initiative aims notably at mainstreaming design and user-centred innovation into European innovation policy through the development of a joint vision, joint priorities and a joint design innovation agenda for participating countries.

The initiative will be based on an open, stakeholder-driven, non-sector specific innovation approach. It will be driven by a Leadership Board that will define the work programme and modalities of the initiative, including the definition of the actions to be launched in 2011. The secretariat of the European Design Innovation initiative and its Board is financed through a call in 2010.

The initiative has a European added value as it will diffuse experience and best practice at political level while at the same time involving stakeholders across Europe, as well as developing joint action.

OBJECTIVES OF THE IMPLEMENTING MEASURE

1. European creative industries Alliance (ECIA)

In line with the challenges set out in the Commission Staff Working Document “Challenges to EU support to innovation in services” and the Commission Green Paper “Unlocking the potential of cultural and creative industries” the objective of the Alliance is to:

- establish a policy dialogue to design better policies and make more strategic use of current and planned initiatives in support of creative industries SMEs at local, regional, national and European level;
- mobilise more and better support for the further development of SMEs in the creative industries;
- showcase the relevance and impact of services innovation (e.g. demand-driven and user-centred approaches);
- design and test better instruments to support innovation in creative industries SMEs and their interaction with other sectors;
- strengthen the role of the creative industries as a catalyst for innovation and structural change throughout the economy;
- inform SMEs about relevant existing and new policies and measures.

2. The Joint actions for non-technological, user centred innovation have the following objectives:

- to develop a joint vision, joint priorities and joint actions for non-technological, user-centred innovation with participating countries and stakeholders;
- to mainstream design into innovation and better integrate design and user-centred innovation approaches into innovation projects, policy, support across Europe;
- to raise the awareness of design and user-driven innovation and the use of design for economic, environmental and social purposes;
- to improve the circulation of experiences and good practices in the area of user-centred innovation and design in innovation policy.

INDICATORS

1. European creative industries Alliance (ECIA)

- Additional public and private funds mobilised in support of innovation in creative industries and to facilitate interaction with other sectors (a minimum of €100 M);
- Involvement of relevant actors in the cooperation platform and the Alliance as a whole as measured by number of participants and the geographical coverage (a minimum of 15 regions representing different CIP participating countries) ;

- Quality and number of policy recommendations (roadmaps) delivered;
 - Number and expected impact of implemented showcases;
 - Quality and relevance of information provided as measured by user satisfaction and by number of hits, downloads and users of the on-line platform;
 - Number, quality and expected impact of new concepts, methods and tools developed and tested;
 - Number of SMEs having benefited through active involvement in the testing of the new concepts and tools (minimum 250 SMEs per pilot action) and impact on their innovation performance;
 - Number of SMEs having benefited indirectly in the form of number of new or better programmes and measures;
 - Quality and number of best practices;
 - Number and impact of implemented showcases on economy and innovation.
- 2. Joint actions for non-technological, user centred innovation**
- Number of EU participating countries integrating design and user-driven innovation into innovation policy;
 - Geographical reach of the initiative (number of participating countries/regions involved);
 - Quality of the initiative as measured by an evaluation (incl. survey of stakeholders);
 - Further indicators will be defined by the Leadership Board of the initiative.

IMPLEMENTATION MODE

Call for proposals

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q4/2010 - Q3/2011
Specific contract	Q3/2011 - Q4/2011
Final report	Q4/2014
Total duration (months) 48	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Calls for proposal	European creative industries Alliance (ECIA)	2011	02.0201	7,500,000	No
Calls for proposal	Joint actions for non-technological, user centred innovation	2011	02.0201	3,000,000	No

TOTAL	10,500,000	THEREOF ECO-INNOVATION	0
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CALL FOR PROPOSALS

TITLE OF THE CALL

Establishment of the European Creative Industries Alliance

PRIORITIES

Support for innovation, SMEs.

OBJECTIVES

Strand 1

- Establish a cooperation platform to elaborate better policies for the creative industries in the specific fields identified above;
- Establish a guidance tool for, notably, SMEs on existing and new innovation support for these industries.

Strand 2

- Launch pilot actions to test better innovation support mechanisms for these industries.

RATE OF CO-FINANCING (MAX EU CONTRIBUTION IN %)

Strand 1: 95% - **Strand 2:** 50-75%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q4/2010 - Q3/2011
Specific contract	Q3/2011 - Q4/2011
Final reports	Q4/2014
Total duration (months) 48	

TOTAL INDICATIVE BUDGET FOR THE CALL

7,500,000

CALL FOR PROPOSALS

TITLE OF THE CALL

1st Action plan of the European Design Innovation initiative

PRIORITIES

To implement the European Design Innovation agenda as defined by the Design Innovation Leadership Board.

OBJECTIVES

- To develop joint actions for non-technological, user-centred innovation with participating countries and stakeholders;
- To mainstream design into innovation and better integrate design and user-centred innovation approaches into innovation projects, policy, support across Europe;
- To improve the circulation of experiences and good practices across Europe.

RATE OF CO-FINANCING

Maximum 75%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q3/2011
Specific contract	Q4/2011
Final report	Q4/2014
Total duration (months) 36	

TOTAL INDICATIVE BUDGET FOR THE CALL

3,000,000

PROMOTION AND DEVELOPMENT OF WORLD- CLASS CLUSTERS IN EUROPE

MEASURE NO

ENT/CIP/11/C/N04C00

EIP OBJECTIVE

(c) All forms of innovation in enterprises

POLITICAL PRIORITIES

(c) All forms of innovation in enterprises

DESCRIPTION

1. Promotion of the internationalisation of clusters

The action aims at further supporting the development of more world-class clusters in Europe by complementing existing national and regional efforts and promoting a stronger international orientation of clusters in Europe. This action will be prepared in close cooperation with the European Cluster Alliance in order to ensure that a maximum number of Member States will take advantage of it.

The action will support national and regional schemes promoting cluster internationalisation with the view to opening them up for the benefit of partners from other CIP participating countries. The Community funding will be limited to cover the costs for adding and implementing new activities into existing national and regional programmes that will allow other public authorities from CIP participating countries to be associated to the implementation of national and regional cluster cooperation programmes, in particular in support of cluster cooperation with EU neighbouring countries.

The action responds to the recommendations of the European Cluster Policy Group on supporting international cluster cooperation and builds upon a preliminary analysis by the European Cluster Alliance of the different cluster programmes supporting international cluster cooperation. Furthermore, it will strengthen the industrial cooperation with EU neighbouring countries.

The action will be based on Article 13b of the CIP Decision that foresees the possibility of “supporting national and regional programmes for business innovation”. This initiative is expected to strengthen existing regional and national cluster actions by reinforcing their international linkages and orientation with a view to become world-class and to support the growth and internationalisation of innovative and fast-growing cluster firms. This will allow cluster firms, especially SMEs, to develop strategic alliances, expand their business, and become more competitive in the global market.

2. Promotion of excellence in cluster management

This action aims at raising cluster excellence by promoting the professionalisation of cluster management across all CIP participating countries. It will build upon and further promote the use of the results of the current European Cluster Excellence Initiative. This action will be prepared in close cooperation with the European Cluster Alliance in order to ensure that a maximum number of Member States will take advantage of it.

The action will provide financial incentives to national and regional authorities to use the common tools developed under the European Cluster Excellence Initiative to improve cluster

management and the benchmarking of cluster excellence Europe-wide. This will include support for the customisation of the deliverables, translation needs and 'train the trainers' schemes. The Community funding will not cover the further implementation of training schemes and related operational costs. Preference will be given to those CIP participating countries where cluster management is least developed.

The action responds to the recommendations of the European Cluster Policy Group on supporting excellence of clusters and builds upon the work of the European Cluster Alliance's reflection group on cluster excellence. It will be based on Article 13b of the CIP Decision that foresees the possibility of "supporting national and regional programmes for business innovation". It will help CIP participating countries to develop cluster excellence initiatives building upon tested and validated tools developed at EU level and to promote benchmarking of cluster excellence throughout Europe. This initiative is expected to further professionalise cluster management and the specialised support services they offer, notably to SMEs.

3. Promotion of better policies to develop world-class clusters in Europe

The action will support the establishment of an open policy learning space under the European Cluster Observatory that will allow policy makers from CIP participating countries to share experience on cluster policies and evaluation practices from national and regional initiatives. A specific task is the preparation of a roadmap on how to better streamline the different cluster actions implemented at regional, national and EU level, with the view to consolidating them in full respect of the subsidiarity principle, thus fostering the emergence of more world-class clusters in Europe. This action responds to the recommendations of the European Cluster Policy Group as well as to the Innovation Union Communication.

With the view to better support the development of more world-class clusters in Europe, this action will support the identification of necessary cluster-specific framework conditions for 3 to 5 industrial sectors, with emphasis on emerging clusters driven by services innovation. It will furthermore identify those areas, where European clusters have specific competitive advantages, upon which world-class excellence can be built, notably through stronger transnational cooperation and the further internationalisation of clusters in Europe. These analytical findings will help policy makers and cluster managers to decide how to better support the development of world-class clusters at European level, thus contributing to the further implementation of the Europe 2020 Strategy. In addition, lessons learned from the ongoing implementation of the first three "Knowledge and Innovation Communities" (KICs) of the European Institute of Innovation and Technology (EIT) should provide valuable empirical experience and insight into the formation and strategic management of world-class clusters in Europe.

OBJECTIVES OF THE IMPLEMENTING MEASURE

1. Promotion of the internationalisation of clusters

The objectives of this action are:

- to promote a more international orientation of clusters in Europe, by widening strategic cooperation with international partners, in particular with EU neighbouring countries, so that SMEs can develop strategic alliances, expand their business and become more competitive and innovative;
- to provide incentives for opening-up regional and national cluster policies in support of the internationalisation of clusters for partners from other CIP participating countries.

2. Promotion of excellence in cluster management

The objectives of this action are:

- to promote the further professionalisation of cluster management by incentivising national and regional authorities to use common training and benchmarking tools developed under the European Cluster Excellence Initiative;
- to promote a Europe-wide benchmarking of cluster excellence in Europe.

3. Promotion of better policies to develop world-class clusters in Europe

The objectives of this action are:

- to explore the feasibility of a more strategic approach promoting world-class clusters in Europe, by consolidating regional, national and European cluster support programmes and initiatives and streamlining them more towards common objectives;
- to better understand the framework conditions which are conducive to the development of more world-class clusters in a number of emerging industries with high economic potential, driven by services innovation;
- to identify promising areas for fostering transnational cooperation and the further internationalisation of clusters in Europe;
- to assist national and regional policy makers to develop - through clusters - new competitive advantages in their locations and promote smart specialisation;
- to further improve cluster analysis in Europe by complementing the statistical work performed by the European Cluster Observatory.

INDICATORS

1. Promotion of the internationalisation of clusters

- Number of participating countries and regions involved in the implementation of the pilot action ;
- Impact of transnational cooperation initiated by the action, as measured through a survey;
- Level of commitment to continue this cooperation after the end of the action and follow-up measures taken by the Commission, participating countries and stakeholders, as measured through a survey;
- Level and quality of the dissemination of results;
- Clear and implementable policy recommendations for future action as measured through a survey;
- Number of stakeholders consulted in the preparation of policy recommendations for future action.

2. Promotion of excellence in cluster management

- Number of participating countries and regions involved in the implementation of the pilot action ;
- Impact on the professionalisation of cluster management initiated by the action, as measured through a survey;
- Level of commitment to continue this learning after the end of the action and follow-up measures taken by the Commission, participating countries and stakeholders, as measured through a survey;
- Level and quality of the dissemination of results;
- Clear and implementable policy recommendations for future action as measured through a survey;
- Number of stakeholders consulted in the preparation of policy recommendations for future action.

3. Promotion of better policies to develop world-class clusters in Europe

- Quality of the operational proposal and roadmap prepared to implement a common approach promoting world-class clusters in Europe;
- Quality of the methodology and necessary data to cover, identify, and analyse the key framework conditions for each sector and location as measured through feedback from stakeholders/experts during workshop(s);
- Number of participants in organised workshop(s) and report meeting(s);
- Level and quality of the dissemination of findings;
- Clear and implementable recommendations for future actions to be implemented at regional, national and EU level as measured by feedback from a survey of the members of the European Cluster Alliance on the reports provided concerning quality, relevance and added value;
- Number of stakeholders consulted in the preparation of policy recommendations for future action;
- Uptake of recommendations for policy development and on the level of participating countries as measured through a survey of the members of the European Cluster Alliance;
- Level of cooperation with other EU initiatives to optimise the exploitation of results.

IMPLEMENTATION MODE

Call for proposals, call for tenders

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of calls	Q4/2010
Specific contracts	Q3/2011
Final reports	Q3/2013
Total duration (months) 36	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Calls for proposal	Promoting the internationalisation of clusters	2011	02.0201	2,000,000	No
Calls for proposal	Promoting excellence in cluster management	2011	02.0201	2,000,000	No
Calls for tenders	Promoting better policies to develop world-class clusters in Europe	2011	02.0201	1,000,000	No

TOTAL	5,000,000	THEREOF ECO-INNOVATION	0
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CALL FOR PROPOSALS

TITLE OF THE CALL

Promoting the internationalisation of clusters

PRIORITIES

Innovation

OBJECTIVES

The objectives are:

- to promote a more international orientation of clusters in Europe, by widening strategic cooperation with international partners, in particular with EU neighbouring countries, so that SMEs can develop strategic alliances, expand their business and become more competitive and innovative;
- to provide incentives for opening-up regional and national cluster policies in support of the internationalisation of clusters for partners from other CIP participating countries.

RATE OF CO-FINANCING

Maximum 95%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q4/2010
Specific contract	Q3/2011
Final report	Q4/2013
Total duration (months) 36	

TOTAL INDICATIVE BUDGET FOR THE CALL

2,000,000

CALL FOR PROPOSALS

TITLE OF THE CALL

Promoting excellence in cluster management

PRIORITIES

Innovation

OBJECTIVES

This action has the objective to:

- to promote the further professionalisation of cluster management by incentivising national and regional authorities to use common training and benchmarking tools developed under the European Cluster Excellence Initiative;
- to promote a Europe-wide benchmarking of cluster excellence in Europe.

RATE OF CO-FINANCING

Maximum 95%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q4/2010
Specific contract	Q3/2011
Final report	Q4/2013
Total duration (months) 36	

TOTAL INDICATIVE BUDGET FOR THE CALL

2,000,000

CALL FOR TENDERS**TITLE OF THE CALL**

Promoting better policies to develop world-class clusters in Europe

PRIORITIES

Innovation

OBJECTIVES

This action has the objective to:

- to explore the feasibility of a more strategic approach promoting world-class clusters in Europe, by consolidating regional, national and European cluster support programmes and initiatives and streamlining them more towards common objectives;
- to better understand the framework conditions which are conducive to the development of more world-class clusters in a number of emerging industries with high economic potential, driven by services innovation;
- to identify promising areas for fostering transnational cooperation and the further internationalisation of clusters in Europe;
- to assist national and regional policy makers to develop - through clusters - new competitive advantages in their locations and promote smart specialisation;
- to further improve cluster analysis in Europe by complementing the statistical work performed by the European Cluster Observatory.

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q4/2010
Specific contract	Q3/2011
Final report	Q4/2013
Total duration (months) 36	

TOTAL INDICATIVE BUDGET FOR THE CALL

1,000,000

INNOVATION ANALYSIS AND PROMOTION

MEASURE NO

ENT/CIP/11/C/N05C00

EIP OBJECTIVE

(c) All forms of innovation in enterprises

POLITICAL PRIORITIES

Innovation

DESCRIPTION

1. Partnership with the OECD on innovation policy

The European Commission intends to establish a long term comprehensive partnership with the OECD in order to fully exploit the synergies and commonalities existing between the two organisations' strategies on innovation. The partnership will primarily consist of analytical work to support the EC strategies and tools on innovation. The analytical work (reports, policy analysis, impact assessments etc) will include the following issues:

- Development of new internationally comparable indicators on public sector innovation, skills for innovation, non-technological innovation. Support to monitoring and assessing the new Europe 2020 indicator for innovation intensity;
- Improved methodologies for innovation policy evaluation;
- Innovation country reviews (covering participating countries included those which are not OECD members including comparative analysis following and extending the TrendChart data methodology (the next TrendChart contract will no longer contain country reviews). This will be coordinated with the work of the Enterprise Policy Group sub-group on innovation and the European Research Area Council.

An EC-OECD partnership will make full use of the complementarities and aggregate analytical expertise of the two institutions, avoiding fragmentations and overlapping and providing efficiency and cost effectiveness.

2. Stakeholder involvement in the implementation and evaluation of the Innovation Union

Interaction between different actors (enterprise, research, finance, education, users, etc.) and areas (research, industry, education, environment, public sector, civil society, etc.) are key success factors for innovation, as they allow to detect and seize opportunities in markets or opportunities provided by new technological and organisational solutions, cross-sectoral inspiration and sharing or challenging of knowledge and ideas.

The same goes for good innovation policy: It thrives on bundling and synchronising different policies and tools (demand & supply side measures, different departments, etc.) and on effective involvement of innovation stakeholders to get their input to strategy development (including regional smart specialisation strategies), implementation and evaluation of policies. For EU innovation policy, in particular the partnership with other EU institutions and the Member States' different governance levels is crucial. Interaction with and among them allows to draw on a wealth of experience in policy design and implementation, while facilitating serendipity and synergies for jointly improving the conditions for innovation in Europe.

The range of stakeholders to be involved will reflect the changing nature of innovation and the broadening concept of innovation (public sector as innovator, civil society, social

economy, consumer organisations, designers, etc.).

The measures and the choice of topics reflect the orientations and new actions to be proposed in the Innovation Union.

The European added value of the measures consists of the broad European and international involvement in the measures and its direct support function for the Europe 2020 flagship initiative "Innovation Union".

3. Leadership in innovation and societal challenges

In the Europe 2020 Strategy, the Commission proposed to launch 'European Innovation Partnerships' between the EU and national levels, engaging industry, public authorities and civil society, to speed up the development and deployment of the technologies needed to meet the challenges identified. Europe's society faces a number of long-term, salient problems such as dealing with the effects of climate change and reduced resource availability and an older population. These challenges can not be solved by individual Member States alone. Each of these challenges has enormous implications for many different aspects of our societies and economies, and offer huge business opportunities for European companies, both in Europe and globally.

New technologies, new products and new services are needed to bring solutions for these challenges. On a practical level, we need to create speed and scale in Europe to get these solutions to European citizens and companies.

We need smart solutions to reduce water leakage, to ensure the availability of raw materials by better recycling technologies, to adapt our care systems so that older people can have healthier and active lives, and to regenerate our cities to make them cleaner and better places to live in.

Up till now, research and innovation policies wanted to increase the *speed* of research and innovation activities by public and private research in Europe, mainly through funding (or so-called supply-side instruments). Innovation Partnerships will be the first coherent approach to influence the direction as well as the speed of public and private research and innovation activities/ investments in Europe.

To engage with a very broad set of stakeholders in the 'open innovation' approach, the Commission will set up a number of activities, in particular one or more virtual hubs (communication platform) and a number of events that will engage and mobilise a broad set of stakeholders in the definition phase and in the implementation phase of European Innovation Partnerships.

Existing organisations, networks and activities could be involved, such as European Technology Platforms, Joint Technology Initiatives, the activities of the action plans of the Lead Market Initiative, etc. The action has a European added value as it create European activities and platforms that address European societal challenges

Each Partnership will work towards a target that addresses a societal challenge by bringing together actors and activities from across the knowledge triangle and from across the innovation cycle. The public and third sectors and other stakeholders will be closely engaged as the involvement of these actors is important during the development phase of the Partnerships (such as tapping into the crowd's intelligence on target setting, identification of actions) and during the implementation phase (e.g. stakeholder mobilisation, policy feedback, transfer of technologies and best practices, diffusion of innovations, feedback of user-needs into R&D trajectories).

4. Innobarometer

The Innobarometer is the instrument developed by the Commission to capture innovation phenomena at firm or citizen level. It is a poll based on the Eurobarometer methodology with interviews based on a questionnaire developed by the Commission services. The data is not available from Eurostat or other sources and provides immediate information that is comparable across countries on firms' activities and opinions.

The Innobarometer has been conducted on an annual basis since 2001. The 2009 survey was on innovation trends and strategies, including the impact of the economic crisis, and the 2010 survey will be on innovation in public services. The topic of the 2011 survey will support the implementation of the Innovation Union.

The geographical coverage is defined by the Commission and might cover EU27, Candidate Countries, Associated Countries, US. Concerning innovation in firms, 4000-5000 firms or other groups will be interviewed on specific subjects (e.g. different forms of innovation, role of users, innovation culture, factors affecting innovative investments and success). It is the only source of equivalent information which allows direct trans-national comparisons across EU27.

OBJECTIVES OF THE IMPLEMENTING MEASURE

1. Partnership with the OECD on innovation policy

- Providing evidence based analysis to support the innovation strategies and policies of the EC and the participating countries;
- Providing analytical tools on innovation with better international comparability;
- Strengthening the EC-OECD partnership and collaboration on innovation policy development;
- Strengthening the partnership with Member States through advice regarding the innovation dimension in Europe 2020 national reform programmes. The "country reviews" will particularly contribute to this objective.

2. Stakeholder involvement in the implementation and evaluation of the Innovation Union

As the forms of innovation evolve and require other policy approaches and players to be involved, the objectives are:

- broadening the range of stakeholders and experts involved in EU innovation policy discussions;
- supporting the implementation of Innovation Union actions;
- providing forums for exchanges, cooperation and partnerships among policy-makers and other innovation stakeholders necessary for the implementation of the Innovation Union.

3. Leadership in innovation and societal challenges

- To create an interactive, open web-based platform and to organise events for actors and actions to work on how research and innovation can address societal challenges that the EU faces such as climate change and changing demography;
- Leverage engagement of new and existing groups of stakeholders in the research and innovation process to develop and deliver new solutions for societal challenges. This engagement would pool intelligence of these actors and mobilise them to implement the actions of the European Innovation Partnerships.

4. Innobarometer

- To provide detailed and timely analysis of innovation performance and trends and of the drivers and barriers to innovation.

INDICATORS

1. Partnership with the OECD on innovation policy

- Timely delivery of analytical materials;
- Adequacy and number of countries covered;
- Adequate level of dissemination/outreach, including adequate target group for the recommendations (innovation strategy decision-makers);
- Number of new internationally comparable innovation indicators;
- Number of improved methodologies;
- Assessment of the quality of innovative country reviews.

2. Stakeholder involvement in the implementation and evaluation of the Innovation Union

- Number of target beneficiaries participating in the events;
- Involvement of new types of stakeholders in EU innovation debates;
- Number, timeliness & relevance of reports and analytical / policy papers;
- Level of satisfaction as measured by surveys among participants regarding the quality, relevance and added-value of the events

3. Leadership in innovation and societal challenges

- Number and quality of user inputs in the virtual hubs measured by hits on the web-site, comments on the web-site;
- Number of events organised;
- Feedback by participants on quality, relevance and added-value of the event and the virtual hub;
- Proportion of ‘new’ stakeholders involved, i.e. organisations and individuals that are new to research and innovation activities and/or new to these policies (make use of these policies).

4. Innobarometer

- Number of downloads of Innobarometer report (indicator of acceptance and use);
- Internal evaluation of relevance, utility and quality of statistics obtained, which are not covered by other statistical instruments.

IMPLEMENTATION MODE

Ad hoc grant, Call for tenders, New framework contract, Expert reimbursement, Use of existing framework contract

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q4/2010 – Q3/2011
Sub-delegation/agreement	Q3/2011 - Q4/2011
Final report	Q4/2011 – Q2/2014
Specific contract	Q2/2011 – Q1/2012

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Total duration (months) 45	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Ad hoc grant (art. 168 IR)	Partnership with the OECD on innovation policy	2011	02.0201	1,000,000	No
Call for tender - framework contract	Stakeholder involvement in the implementation and evaluation of the Innovation Union	2011	02.0201	100,000	No
Call for tender - framework contract	Stakeholder involvement in the implementation and evaluation of the Innovation Union	2011	02.0201	100,000	No
Call for tender - framework contract	Stakeholder involvement in the implementation and evaluation of the Innovation Union	2011	02.0201	60,000	No
Ad hoc grant (art. 168 IR)	Stakeholder involvement in the implementation and evaluation of the Innovation Union	2011	02.0201	180,000	No
Experts meetings	Stakeholder involvement in the implementation and evaluation of the Innovation Union	2011	02.0201	60,000	No
Call for tender - open or restricted procedure	Leadership in innovation and societal challenges	2011	02.0201	520,000	No
Existing framework contract	Innobarometer	2011	02.0201	400,000	No

TOTAL	THEREOF ECO-INNOVATION
2,420,000	0

AD HOC GRANTS

TITLE OF THE CALL

Partnership with the OECD on Innovation policy

BENEFICIARY

OECD

JUSTIFICATION MONOPOLY

Legal base: Decision No 1639/2006/EC of the European Parliament and of the Council of 24 October 2006 establishing a Competitiveness and Innovation Framework Programme (2007 to 2013) (OJ L 310/15, 9.11.2006).

Justification of de facto monopoly: OECD is among the most recognised intergovernmental international institutions in terms of sound expertise on statistics, measurements and developing quality economic analysis-innovation indicators. The OECD has a good country coverage regarding international innovation players, including the US and BRIC countries. There are many commonalities and possible synergies between the OECD and EC working agendas and analytical methodologies on innovation. The grant is expected to contribute towards building a sustainable inter-institutional EC-OECD partnership on the field of economic analysis-innovation.

Description: the cooperation with OECD will primarily consist in analytical work to support the EC strategies and tools on innovation (details: see above).

Objectives:

- Providing evidence based analysis on EU innovation policy
- Providing innovation analytical tools with better international comparability
- Strengthening the EC-OECD partnership and collaboration on innovation policy development
- Strengthening the partnership with Member States through advice on the innovation dimension in national reform programmes.

Expected results:

- Analytical studies on various aspects of EU innovation policy
- Innovation policy country reviews
- Better alignment in innovation indicators between the OECD and the European Commission

RATE OF CO-FINANCING

Maximum 99%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Sub-delegation/agreement	Q4/2011
Final report	Q1/2014
Total duration (months) 30	

TOTAL INDICATIVE BUDGET FOR THE CALL

1,000,000

AD HOC GRANTS:

TITLE OF THE CALL

Innovation Union conference

BENEFICIARY

The Hungarian or Polish government or its representative (EU Presidencies in 2011)

JUSTIFICATION MONOPOLY

- Legal base: Decision No 1639/2006/EC of the European Parliament and of the Council of 24 October 2006 establishing a Competitiveness and Innovation Framework Programme (2007

to 2013) (OJ L 310/15, 9.11.2006).

- Justification of de facto monopoly: The implementation of the Innovation Union flagship initiative and of the related Research and Innovation Plan requires a close partnership with the Member States at national, regional and local level. The country holding the EU Presidency is the best placed initiator for mobilising and joining the efforts of the Member States for the flagships. An ad-hoc grant will be awarded, without a call for proposals, to a public representative body of the Hungarian or Polish government as only they (or their representative) are able to organise such a conference and thus are in a position of a de facto monopoly. This ad hoc grant will be subject to an award decision to be based on the evaluation of a proposal. (IR Article 168.1.(c))

- Description: Around 400 participants from different governance levels and departments of the Member States relevant for the implementation of the Research and Innovation Plan, as well as key actors for innovation in business, society and academia. Structure may include among others plenary sessions, break-out sessions, panel discussions, networking opportunities, exposition spaces and other tools to stimulate interactions between the participants.

- Objectives: The objective is to take stock of the progress with the implementation of the Research and Innovation Plan as part of the Innovation Union flagship, to communicate on the priority policies and actions for the coming year and to facilitate the networking between participants.

- Expected results: Stock-taking of the state of implementation of the Innovation Union and charting out of next steps.

RATE OF CO-FINANCING

Up to 80%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Conferences/meeting/workshop	Q3/2011
Total duration (months) 6	

TOTAL INDICATIVE BUDGET FOR THE CALL

180,000

CALL FOR TENDERS

TITLE OF THE CALL

Leadership in innovation and societal challenges

TYPE OF CONTRACT

Service contract

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q1/2011
Specific contract	Q2/2011
Final report	Q2/2014

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Total duration (months) 36	
TOTAL INDICATIVE BUDGET FOR THE CALL	
520,000	

(D) ECO-INNOVATION

ECO-INNOVATION: FIRST APPLICATION AND MARKET REPLICATION PROJECTS

YEAR

2011

MEASURE NO

ENT/CIP/11/D/N01Soo

EIP OBJECTIVE

(d) Eco-innovation

POLITICAL PRIORITIES

Innovation

DESCRIPTION

<p>Eco-innovation first application and market replication projects are concerned with the first application or market replication of eco-innovative techniques, products, services or practices of Community relevance, which have already been technically demonstrated with success but which, owing to residual risk, have not yet penetrated the market. Supporting such innovative eco-technologies should contribute to remove obstacles to the development and wide application of eco-innovation, create or enlarge markets for related products and improve the competitiveness of EU enterprises on world markets. The projects should also aim at reducing environmental impacts or improve environmental performance of enterprises, in particular SMEs.</p>

<p>This measure will be implemented by the Executive Agency for Competitiveness and Innovation (EACI).</p>
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<p>This is the fourth call following the successful 2008, 2009 and 2010 editions. Two first calls attracted a total of approximately 350 proposals, out of which around 100 innovative projects, covering recycling, construction, food and drink as well as green management were awarded. This measure will search for synergies with other Community programmes whenever relevant.</p>

<p>European Added Value is one of the award criteria, assessed during evaluation process. It has the following sub criteria:</p>
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- | |
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| <ul style="list-style-type: none">a) justification for and benefits of addressing the subject of the proposal at European level as opposed to purely national/regional/local projects;b) EU dimension of the market barriers and how these barriers will be tackled;c) level of European cooperation in the project. |
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OBJECTIVES OF THE IMPLEMENTING MEASURE

<p>The promotion of eco-innovation through the CIP contributes to the implementation of the Environmental Technologies Action Plan (ETAP). The aim of ETAP is to stimulate eco-innovation and encourage the take-up of environmental technologies on a broad scale. This instrument ensures that environmental policy continues to make an important and relevant contribution to the green economy and combines ambitious environmental policy with economic development and jobs. As such, and in addition to ETAP implementation, the measure should contribute to the implementation of the Community actions supporting innovation policies, as presented in Europe 2020 strategy, especially in the areas of resource efficiency, Climate Change Package, Action Plan on Sustainable Consumption and Production and Sustainable Industrial Policy and Lead Market Initiative. The identified</p>
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priorities for the call take into account those police initiatives and therefore concentrate on sectors with considerable innovation potential and with the highest environmental gains.

INDICATORS AND PROJECT OUTCOMES

1. Number of the eco-innovation first application and market replication project proposals received and proposals approved (target: 150 proposals and 50 award decisions)
2. Number of SMEs participating in the approved projects (target: 60%)
3. Number of new and improved eco-innovative products, techniques, services or processes in the market
4. Total expected environmental benefits from the financed projects as reported by project beneficiaries (reductions in the greenhouse gas emissions, resource efficiencies and, waste reduction, reduction of air/water/soil pollutants)
5. Economic benefits for project beneficiaries (increased number of customers of the participating beneficiary in existing and new markets, increased job and turnover experienced)

IMPLEMENTATION MODE

Use of existing framework contract, Call for proposals

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2011
Final report	Q4/2014
Total duration (months) 39	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET TYPE	BUDGET	ECO-INNOVATION
Call for proposal	Eco-innovation: first application and market replication projects	2011	02.0201	35,440,000	Yes
Existing framework contract	Eco-innovation: first application and market replication projects	2011	02.0201	275,000	Yes
Call for tender	Eco-innovation: first application and market replication projects	2011	02.0201	285,000	Yes

TOTAL	36,000,000	THEREOF ECO-INNOVATION	36,000,000
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CALL FOR PROPOSALS:

TITLE OF THE CALL

Eco-innovation: first application and market replication projects

PRIORITIES

Reducing environmental impacts, in particular greenhouse gas emissions, and increasing resource efficiency, by environmental-friendly processes, products and services by innovation to design, manufacture and recycle and support to enterprises in greening business. Priority will be given to sectors with important improvement potential e.g. recycling and food and drink as well as innovations to assist adaptation to climate change. Modalities will be further identified based on the outcome of the 2010 call.

OBJECTIVES

- 1) promoting the adoption of new and integrated approaches to eco-innovation in fields such as environmental management and the environmentally friendly design of products, processes and services
- 2) encourage the uptake of environmental technologies by increasing the market uptake and by the removing the barriers to market penetration.
- 3) increasing innovation capacities of SMEs

RATE OF CO-FINANCING

up to 50%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2011
Final report	Q4/2014
Total duration (months) 39	

TOTAL INDICATIVE BUDGET FOR THE CALL

35,440,000

CALL FOR TENDER:

TITLE OF THE CALL

Analysing and reporting on results achieved by CIP Eco-innovation market replication projects

PRIORITIES

To build up the picture of the economic and environmental impact of the programme. Overall analyses, comparisons, and reporting of results by sector are important for feedback, to show the success of the initiative and to draw conclusions.

OBJECTIVES

A report will aim to support the overall analysis and evaluation of results and achievements of ongoing and finished Eco-innovation market replication projects. It shall present comprehensive reports in a suitable structure, divided by priorities and sectors, as presented in the work programmes and calls for proposals. The report will also give a consolidated feedback on specific sectors such as ceramics, textiles, metals, tourism, dairy, meat, construction materials. It will analyse deeply the indicators used per project, aggregate them and highlight results and impacts. Therefore it will draw the conclusions for setting of improved economic and environmental performance indicators for CIP eco-innovation projects.

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q3/2011
Final report	Q4/2012
Total duration (months) 15	

TOTAL INDICATIVE BUDGET FOR THE CALL

285,000

SUSTAINABLE INDUSTRY LOW CARBON SCHEME (SILC) - SILC I: SHORT TERM INNOVATION MEASURES (1ST BATCH)

MEASURE NO

ENT/CIP/11/D/N02S00

EIP OBJECTIVE

(d) Eco-innovation

POLITICAL PRIORITIES

Industrial policy

DESCRIPTION

SILC is an industrial programme which consists of a set of sector-specific industrial projects. These projects are carried out by consortia of industrial stakeholders representing selected sectors of the energy intensive manufacturing industries respectively. The EU co-finances these sector-specific projects in form of grant agreements whereas the remaining financing is to be shouldered by the industrial stakeholders themselves.

Starting point is an analysis of the CO₂ intensity curves which are currently developed as part of the ETS implementation measures (i.e. the so-called 'benchmark curves').

On this basis, a number of sectors shall be identified on the basis of criteria such as e.g. their spread of GHG performances, expected reduction potential, share of emissions, loss of competitiveness etc.

Once the most affected ones have been determined, the consortia of industrial stakeholders concerned will develop and deploy the necessary technological and non-technological innovation measures which are needed to achieve substantial reductions of GHG emissions. In this way, it is expected that the bulk of installations of the sectors concerned will be given the necessary measures for reaching, most ideally, the levels of the benchmark values or even undercutting these.

Prior to SILC I, an orientation study shall be carried out in 2010 to identify the set of most relevant industrial sectors. Key elements consist of pre-estimating emission reduction potentials and gathering information on the various ongoing initiatives and preparatory work in several sectors so as to avoid duplication of work whilst taking account of any achievements reached so far.

As an EU-wide measure, the EU ETS does affect all industrial sectors within the EU. In this sense, a concerted public-private initiative at EU level as proposed by SILC represents the most effective and efficient way to help EU industries maintaining their competitiveness on the global markets and avoiding any unwanted distortions between Member States.

OBJECTIVES OF THE IMPLEMENTING MEASURE

The objective of the SILC programme is to increase the competitiveness of those industries that will face the most significant additional cost burden as of 2013 as a result of the new EU ETS allocation rules.

Implementation steps:

SILC I (2011-2013) aims at developing technological and non-technological innovation measures to reduce the carbon-intensity for a wider range of sectors which can be implemented in the short term & not requiring further validation before their industrial implementation (presumably 6-8 sectors)

SILC II (2014-2020) focuses – in a much more targeted manner and subject to confirmation of an ascertainable need - on spurring further progress on measures & breakthrough solutions identified under SILC I which require validation through demonstration projects prior to their industrial implementation (presumably 2-3 sectors)

INDICATORS

Output indicators:

- Number of stakeholders in a sector participating in the actions (Target: > 25%)

Results indicators:

- Number of new & improved eco-innovative products, techniques, services or processes identified
- Number of installations benefitting from measures identified

Longer term outcomes/impacts:

- Expected environmental benefits in terms of greenhouse gas emission reductions from suggested measures, as reported by installation of the sectors

IMPLEMENTATION MODE

Use of existing framework contract, Call for proposals

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2011
Specific contract	Q4/2011
Final report	Q4/2012
Total duration (months) 18	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Existing framework contract	Sustainable Industry Low Carbon scheme (SILC) I – Short-term innovation measures (Coordination)	2011	02.0201	150,000	Yes
Calls for proposal	Sustainable Industry Low Carbon scheme (SILC) I - Short-term innovation measures	2011	02.0201	2,850,000	Yes

TOTAL	3,000,000	THEREOF ECO-INNOVATION	3,000,000
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CALL FOR PROPOSALS

TITLE OF THE CALL

SILC I - Short-term innovation measures (Sector 1)

PRIORITIES

Development of technological and non-technological innovation measures to reduce the carbon-intensity within the sector which can be implemented in the short term and which do not require a further demonstration programme before their industrial implementation

OBJECTIVES

The SILC programme is intended to provide specific funding and support actions to focus on 'traditional' manufacturing and process industries so as to enable these to cope with the challenges of a low carbon economy and to maintain their competitiveness, with a particular view to tackling the stringent requirements resulting from the ETS-Directive by 2020.

RATE OF CO-FINANCING

Maximum 75%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2011
Specific contract	Q4/2011
Final report	Q4/2012
Total duration (months) 18	

TOTAL INDICATIVE BUDGET FOR THE CALL

950,000

CALL FOR PROPOSALS

TITLE OF THE CALL

SILC I - Short-term innovation measures (Sector 2)

PRIORITIES

Development of technological and non-technological innovation measures to reduce the carbon-intensity within the sector which can be implemented in the short term and which do not require a further demonstration programme before their industrial implementation

OBJECTIVES

The SILC programme is intended to provide specific funding and support actions to focus on 'traditional' manufacturing and process industries so as to enable these to cope with the challenges of a low carbon economy and to maintain their competitiveness, with a particular view to tackling the stringent requirements resulting from the ETS-Directive by 2020.

RATE OF CO-FINANCING

Maximum 75%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2011
Specific contract	Q4/2011
Final report	Q4/2012
Total duration (months) 18	

TOTAL INDICATIVE BUDGET FOR THE CALL

950,000

CALL FOR PROPOSALS**TITLE OF THE CALL**

SILC I - Short-term innovation measures (Sector 3)

PRIORITIES

Development of technological and non-technological innovation measures to reduce the carbon-intensity within the sector which can be implemented in the short term and which do not require a further demonstration programme before their industrial implementation

OBJECTIVES

The SILC programme is intended to provide specific funding and support actions to focus on 'traditional' manufacturing and process industries so as to enable these to cope with the challenges of a low carbon economy and to maintain their competitiveness, with a particular view to tackling the stringent requirements resulting from the ETS-Directive by 2020.

RATE OF CO-FINANCING

Maximum 75%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2011
Specific contract	Q4/2011
Final report	Q4/2012
Total duration (months) 18	

TOTAL INDICATIVE BUDGET FOR THE CALL

950,000

EU ENVIRONMENTAL TECHNOLOGY VERIFICATION (ETV) PRE-PROGRAMME

MEASURE NO

ENT/CIP/11/D/N03S00

EIP OBJECTIVE

(d) Eco-innovation

POLITICAL PRIORITIES

Innovation

DESCRIPTION

New environmental technologies can face difficulties in breaking into the market and accessing potential users. Empirical evidence suggests that purchasers tend to opt for established technologies with a track-record of performing according to specifications. A lack of reliable information about the performance of potentially excellent technologies, as well as inaccurate assessment of the risks, benefits and limitations associated with their use, can tend to discourage both investors and customers.

The EU ETV pre-programme – on a voluntary basis – will generate independent and credible information on new environmental technologies, by verifying that performance claims put forward by technology developers and vendors are complete, fair and based on reliable test results. Small and Medium-sized Enterprises (SMEs) are expected to be among the main beneficiaries of such ETV services, but their cost may be too high, if not subsidised initially by public budgets.

Verification of environmental technologies under ETV will be provided by Verification Bodies (VBs), which will be specifically accredited by national accreditation bodies (as provided for in the 'new legal framework' for internal market product Directives). In order to lower the cost for vendors, in particular SMEs, grant agreements will be proposed to accredited VBs in order to cover the 'fixed costs' of the system. In exchange, the VBs will commit to:

- Participating actively in the setting-up of the ETV pre-programme by participating in thematic technical groups and implementing ETV procedures in their technical area;
- Setting-up and maintaining a Quality Management System ensuring a high level of quality and reliability for ETV procedures and products;
- Facilitating the access to verification procedures under ETV to Small and Medium-sized Enterprises;
- Reporting on the implementation of ETV, on results and indicators to help the evaluation of the ETV pre-programme and preparation of further steps.

The measure will be implemented through a call for proposals restricted to organisations accredited to implement ETV procedures, in conformity with the organisation of the ETV pre-programme. After an evaluation of the proposals based on criteria including their quality and their potential to meet key ETV objectives, as well as cost-effectiveness, Partnership Framework Agreements will be concluded with successful applicants. The PFAs will be for a duration of three years, with the grant agreements being concluded on an annual basis in order for the Commission to retain the option of tailoring the level of grants to the actual conditions of implementation. Any adjustments will take into account the technology scope covered by Verification Bodies, the number of technologies under verification and the number of SMEs benefitting of their assistance.

The setting-up of the ETV pre-programme at EU level is necessary to ensure the harmonisation of verification procedures and the broad recognition of ETV deliverables, enabling vendors of environmental technologies to undertake verification procedures just once, while using the results in all EU markets, and potentially also in other markets which would accept such EU verification. (ETV programmes exist in US, Japan, Korea, Canada, the Philippines).

The ETV pre-programme is expected to contribute to reinforcing the competitiveness of European environmental technology sector, by underpinning the credibility and reliability of the claims regarding best performing technologies. This in turn will serve to driving forward competition based on quality, innovation and performance.

In addition to this CIP implementing measure, the ETV pre-programme will seek to mobilise existing EU and Member States programmes for SMEs, with a view to provide SMEs interested in ETV with direct support in the most simple and appropriate form (such as grants, loans, tax reductions...)

OBJECTIVES OF THE IMPLEMENTING MEASURE

The EU ETV pre-programme will provide technology developers and vendors with the possibility to have an independent and credible verification of performance claims put forward for innovative environmental technologies ready for the market. The objective is three-fold:

- To help developers and vendors, especially SMEs, provide objective and reliable evidence on the performance of new environmental technologies arriving on the market, in order to convince first investors and customers on the merits of these technologies;
- To support technology purchasers (public or private) whose decisions depend on sound information, widely recognised as scientifically valid and acceptable as proof of evidence in tendering and purchasing procedures;
- To facilitate the implementation of public policies and regulations by providing citizens, regulators and decision-makers with solid information about the level of performance achievable by new environmental technologies ready for the market.

The implementing measure, by off-setting or reducing the fixed costs of the system, aims at facilitating the efficient and effective establishment of the ETV programme, including the setting-up of robust and reliable verification procedures, and to lower the final cost for technology providers and vendors, in particular SMEs. The goal is to ensure that the average final cost be limited to around €20,000 per verification for SMEs.

Over the three-year duration of the measure, it is expected that some 100 technologies will be verified, of which at least 50 will be technologies presented by SMEs.

INDICATORS

1. number of technologies for which applications are submitted to ETV, and number of verified technologies;
2. number of SMEs having developed or marketed the technologies verified under ETV;
3. average final cost of verification services paid by applicants, and average final cost of verification services paid by SMEs;
4. an assessment of the expected environmental benefits from verified technologies as reported by applicants;
5. economic benefits from verified technologies and added-value of ETV verification as reported by applicants one year after publication of the Statement of Verification.

IMPLEMENTATION MODE

Call for proposals

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q1/2011
Specific contract	Q4/2011
Final report	Q4/2014
Total duration (months): 36	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET TYPE	BUDGET	ECO-INNOVATION
Call for proposals	EU Environmental Technology Verification (ETV) Pre-programme	2011	02.0201	1,000,000	Yes

TOTAL	1,000,000	THEREOF ECO-INNOVATION	1,000,000
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CALL FOR PROPOSALS**TITLE OF THE CALL**

EU ETV pre-programme – Setting-up of Verification Bodies

PRIORITIES

Supporting the launch of the EU Environmental Technology Verification pre-programme by setting-up and maintaining a Quality Management System ensuring a high level of quality and reliability for ETV procedures and products, participating in thematic technical groups and implementing actively ETV procedures in their technical area;

Facilitating the access to verification procedures under ETV to small and medium-sized enterprises through appropriate support such as reduced fees or technical assistance;

Priority will be given to the sectors identified by the ETV Steering Group as sectors where ETV can offer the highest added value and where ETV procedures can be implemented most cost-efficiently.

OBJECTIVES

The support proposed to accredited Verification Bodies aims at facilitating the efficient and effective establishment of the ETV programme, including the setting-up of robust and reliable verification procedures, and to lower the final cost for technology providers and vendors, in particular SMES. The goal is to ensure that the average final cost be limited to around €20,000 per verification for SMES.

Over the three-year duration of the measure, it is expected that some 100 technologies will be verified, of which at least 50 will be technologies presented by SMES.

RATE OF CO-FINANCING

Maximum 80%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q1/2011
Specific contract	Q4/2011
Final report	Q4/2014
Total duration (months) 48	

TOTAL INDICATIVE BUDGET FOR THE CALL

1,000,000

(E) ENTREPRENEURSHIP AND INNOVATION CULTURE

PROMOTION OF ENTREPRENEURSHIP

MEASURE NO

ENT/CIP/11/E/N01C00

EIP OBJECTIVE

(e) Entrepreneurship and innovation culture

POLITICAL PRIORITIES

SMEs

DESCRIPTION

In order to promote entrepreneurship, several actions will be conducted in 2011 under the EIP.

1. In order to **promote entrepreneurial culture and entrepreneurship education**, an exchange of good practice in developing effective policies for entrepreneurship education will be continued and enhanced, as a follow-up to a pilot initiative launched in 2009. Many initiatives are flourishing in the Member States aiming to promote entrepreneurship education, but there is a general lack of coordination and a systematic approach is missing in most cases. There is a need to step up the exchange of experiences and practices across Europe in order to develop more effective strategies and to promote European projects and initiatives that could become a reference for the multiplication and dissemination of activities, as for example the Knowledge and Innovation Communities (KICs) of the European Institute of Innovation and Technology (EIT).

2. The **European SME Week** will again be organised as a campaign consisting of events and other relevant promotion. The aim of the campaign is to disseminate information on SME support to existing entrepreneurs and to promote entrepreneurship to potential entrepreneurs in a joint effort with the participating countries. The measure also includes some preparatory work on specific subjects through ad-hoc expert meetings and dissemination and promotion of deliverables as well as follow-up work on entrepreneurship education high level reflection panels.

By organising a European campaign, the contribution of entrepreneurship and entrepreneurs to economic and job growth will be given more visibility in Europe with the aim of getting more people to become interested in an entrepreneurial career and improving the image of entrepreneurship in society. Also, the support measures available to SMEs at European, national, regional and local level will be brought into the spotlight and should become easier for entrepreneurs to reach and profit from it. This European campaign through its central website in 21 languages and promotion at European level will provide more visibility overall than individual campaigns in each participating country on its own.

In 2010, 37 countries with over 1000 events take part in the SME Week. Like the SME Week 2009, it is envisaged that the 2010 Week will receive very broad media coverage and positive feedback from event organisers/participants throughout Europe. In 2009, 2/3 of event organisers were convinced that SME Week had brought real added value to them. More specifically, they said that the SME Week increased both the awareness of the role of the EU

in supporting SMEs and the national and international visibility of their event

3. The **European Enterprise Awards**, organised since 2006, will continue. They are the first award scheme for policy making and initiatives that promote entrepreneurship in Europe. The competition started in 2006 and has been successful in raising awareness and exchanging good practices. The competition is run in two stages. At national level, each country is free to determine the selection process for the two candidates that can be put forward. At European level, a high level jury selects the winners. It is composed of permanent members representing the European Commission, the Committee of the Regions, academia and business organisations (Eurochambres/UEAPME) as well as non-permanent members (an entrepreneur and an official from the two countries holding the EU presidency on each given year as well as the winner of the previous year's competition).

The project will use a multiannual contract for the Awards Secretariat which will be responsible for the production of promotional tools (website, manual, leaflet, brochure on winners) and also cover the organisation of two Awards ceremonies in 2012 and 2013 (most likely in connection with other SME relevant events as has been the practice during the last three editions); the attendance of all nominees at the ceremonies and two meetings of the SPOCs (single points of contact) to coordinate the national and EU competitions.

The awards provide practical case studies of facilitating the environment for businesses, raising the profile of business, especially of SMEs, and boosting entrepreneurship in Europe. These case studies can be models for implementing the SBA at national and regional level in Europe. The categories each year reflect current policy priorities: promoting the entrepreneurial spirit, investing in skills, improving the business environment, supporting the internationalisation of business and responsible and inclusive entrepreneurship. The shortlisted practices in each category are considered models for implementing the SBA at national and regional level in Europe and as such promote the exchange of and learning from best practices

4. Networking and exchange of good practice and information at European level will be organised in order **to promote and support female entrepreneurship**. In particular, there will be

- exchanges good practices in developing effective policies for female entrepreneurship
- organisation of a conference on female entrepreneurship,
- dissemination of information and exchange of best practices in connection to entrepreneurship, organise meetings of the European network of women's entrepreneurship (WES),
- networking and exchange of information organise a workshop on mentoring schemes as a follow-up of the 2010 call on mentoring schemes,
- expert group meetings on innovation and female entrepreneurship.

Other relevant events to promote and give support to female entrepreneurship such as national kick-off meetings and workshops will also be covered by this measure. In order to ensure synergies with related Commission actions, these will be organised in close cooperation with DG EMPL.

OBJECTIVES OF THE IMPLEMENTING MEASURE

All actions aim at providing concrete support and guidance for activities that promote small

businesses and entrepreneurship.

1. The **promotion of entrepreneurial culture and entrepreneurship education** will enhance the exchange of good practice and experiences between public administrations and policy makers in order to develop more systematic and effective policies for entrepreneurship education.

2. The **European SME Week** will promote and disseminate information on what the EU, national and regional authorities/relevant organisations are doing to support small businesses. It will promote the image of entrepreneurship and entrepreneurs and recognise their essential role in the European economy as well as convince young people that entrepreneurship is a viable and attractive career option.

3. The **European Enterprise Awards** aim at identifying and recognising successful initiatives taken by Europe's policy and decision makers to promote entrepreneurship; showcasing and sharing examples of best SME policies and practices; and raising awareness of entrepreneurship and SME policies.

4. The **actions to promote and support female entrepreneurship** will identify successful national and European initiatives to promote entrepreneurship amongst women and to exchange good practices, and providing advice and support to women entrepreneurs to set-up, manage and grow their own businesses.

INDICATORS

1. Promoting entrepreneurial culture and entrepreneurship education

- Number of projects and good practices that (within 3 years after the termination of this action) will be either directly originated or inspired by this measure.
- Number of countries participating to actions for the exchange of good practice between public administrations .
- Total number of students / young people / teachers who will directly benefit from this measure and will acquire new or improved knowledge about entrepreneurship. .
- Feedback by participants on quality, relevance and added-value of training, seminars and materials provided

2. European SME Week

- Number of countries and events participating in actions;
- Quality of the SME Week through the feedback from participants;
- Commission actions delivered as planned and according to the budget foreseen
- Level of publicity for the Week.

3. European Enterprise Awards

- At least 25 countries participate by nominating national candidates for each year
- Level of publicity for the awards and visibility of the winning practices at European and national level
- Number of events where winning practices are presented

4. Actions to promote and support female entrepreneurship

- Number of countries participating in the actions
- Index of satisfaction with the events by the target groups
- Quality of the expert group deliverables.

– Degree of integration of good practices into participating countries' policies.

IMPLEMENTATION MODE

Use of existing framework contract, Expert reimbursement, Call for tenders

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q1/2011
Conferences/meeting/workshop	Q2/2011 – Q3/2013
Specific contract	Q3/2011 - Q4/2011
Final report	Q4/2011 – Q4/2013
Total duration (months) 36	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Existing framework contract	Entrepreneurial culture of young people and entrepreneurship education	2011	02.0201	400,000	No
Existing framework contract	European SME Week	2011	02.0201	1,380,000	No
Experts meetings	European SME Week	2011	02.0201	120,000	No
Call for tender - open or restricted procedure	European Enterprise Awards	2011	02.0201	800,000	No
Experts meetings	European Enterprise Awards	2011	02.0201	100,000	No
Existing framework contract	Actions to promote and support female entrepreneurship	2011	02.0201	400,000	No
Experts meetings	Actions to promote and support female entrepreneurship	2011	02.0201	50,000	No
Experts meetings	Actions to promote and support female entrepreneurship	2011	02.0201	50,000	No

TOTAL	3,300,000	THEREOF ECO-INNOVATION	0
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CALL FOR TENDERS

TITLE OF THE CALL

European Enterprise Awards

TYPE OF CONTRACT

Service contract

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q1/2011
Specific contract	Q3/2011
Total duration (months) 24	

TOTAL INDICATIVE BUDGET FOR THE CALL

800,000

PROMOTION OF CORPORATE SOCIAL RESPONSIBILITY

MEASURE NO

ENT/CIP/11/E/N02S00

EIP OBJECTIVE

(e) Entrepreneurship and innovation culture

POLITICAL PRIORITIES

Industrial policy

DESCRIPTION

The measure will comprise three elements: 1. Analysis of the implementation in Europe of the UN framework on business and human rights. 2. Capacity building on CSR for SMEs and SME intermediaries, especially in the fields of human rights and the disclosure of environmental, social and governance information. 3. Capacity-building for investment actors and other stakeholders to improve the valuation of non-financial performance.

Previous EIP measures on CSR are: 1. 2008 (Implementation measure), Promotion of CSR in European industrial sectors (chemical, construction and textiles); 2. 2009 (Implementation measure), Integration of CSR into entrepreneurship education, and support for CSR in European countries where CSR is currently less well developed (Slovakia, Estonia, Croatia, Former Yugoslav Republic of Macedonia); 3. 2009 (Support measure): Study on the legal framework for human rights and the environment applicable to EU companies operating outside the EU.

European added value comes from economies of scale, especially with regard to capacity building for SMEs and on valuing non-financial performance, and from opportunities for exchange of experience between stakeholders, including governments.

OBJECTIVES OF THE IMPLEMENTING MEASURE

The main objective is to contribute to the sustainability and competitiveness of the European economy through further promotion of corporate social responsibility (CSR). This is in line with the EU 2020 Strategy for smart sustainable and inclusive growth. The Commission Work Programme 2010 foresees a Communication on a new sustainable Industrial Policy and will refer to CSR. Furthermore a Communication on CSR is foreseen for early 2011. Against the background of the economic and financial crises a greater uptake of credible CSR practices will help to build greater trust in business and contribute to a sustainable economy. CSR Issues to be addressed will include human rights and disclosure of environmental, social and governance information. Target groups will include SMEs, because of their need for a tailored approach to CSR, investment actors in their capacity of rewarding responsible enterprises and government's role in implementing the UN framework on business and human rights.

INDICATORS

1. Number of SMEs, SME intermediaries, investment actors and other stakeholders receiving capacity-building.
2. Feedback from participants on capacity-building measured through a satisfaction survey.
3. Increase in quantity and effectiveness of policy measures taken by EIP participating countries to implement UN Framework on Business and Human Rights.

IMPLEMENTATION MODE

Call for tenders, Call for proposals

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2011 - Q3/2011
Final report	Q4/2013
Total duration (months) 30	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Call for tender - open or restricted procedure	Promotion Of Corporate Social Responsibility	2011	02.0201	350,000	No
Calls for proposal	Promotion Of Corporate Social Responsibility	2011	02.0201	300,000	No
Calls for proposal	Promotion Of Corporate Social Responsibility	2011	02.0201	350,000	No

TOTAL	THEREOF ECO-INNOVATION
1,000,000	0

CALL FOR TENDERS**TITLE OF THE CALL**

Analysis of implementation of UN Framework on Business and Human Rights

TYPE OF CONTRACT

Service contract

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2011
Final report	Q2/2013
Total duration (months) 18	

TOTAL INDICATIVE BUDGET FOR THE CALL

350,000

CALL FOR PROPOSALS**TITLE OF THE CALL**

Capacity building for SMEs on CSR

PRIORITIES

This call will promote an SME-specific approach to CSR, building on previous European experiences in this field.

OBJECTIVES

To build the capacity of SMEs and SMEs intermediaries in the field of CSR, especially regarding human rights and disclosure of environmental, social and governance information.

RATE OF CO-FINANCING

Maximum 80%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2011
Final report	Q4/2013
Total duration (months) 24	

TOTAL INDICATIVE BUDGET FOR THE CALL

300,000

CALL FOR PROPOSALS**TITLE OF THE CALL**

Capacity building for improved valuation of non-financial performance

PRIORITIES

This call will seek to improve the capacity of investment actors and other analysts to integrate non-financial performance into the valuation of companies.

OBJECTIVES

By improving the valuation of company non-financial performance, this action will help to improve the market reward for enterprises with credible CSR strategies and policies.

RATE OF CO-FINANCING

50%

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Publication of call	Q2/2011
Final report	Q4/2013
Total duration (months) 24	

TOTAL INDICATIVE BUDGET FOR THE CALL

350,000

(F) ENTERPRISE AND INNOVATION RELATED ECONOMIC AND ADMINISTRATIVE REFORM

PROMOTION OF REFORM AND BETTER REGULATORY ENVIRONMENT (SBA IMPLEMENTATION)

MEASURE NO

ENT/CIP/11/F/N01C00

EIP OBJECTIVE

(f) Enterprise and innovation related economic and administrative reform

POLITICAL PRIORITIES

SMEs

DESCRIPTION

The actions under this measure are focused on the implementation of the Small Business Act for Europe.

1. The **SME Performance Review (SPR)** will be continued. The SME Performance Review is made up of annual reports and studies, which will investigate key areas of importance to SMEs, particularly in the light of the Small Business Act for Europe (SBA) and the Lisbon agenda. They will describe and analyse the main factors affecting European SMEs' performance and competitiveness. 2011 studies may inter alia cover issues like SMEs and the implementation of the services directive, SME test implementation in MS.

As in the previous versions, the 2011 annual report will include an overview of the size, structure and importance of European SMEs, outline the major trends and provide a summary of recent policy developments. It will be used as an input into the EU2020 Strategy with a particular focus on SME policies. The fact sheets will be instrumental in the monitoring of the SBA implementation.

2. In order to **monitor and exchange good practices of the SBA implementation**, conferences, meetings and the online database will contribute to drawing the attention to good practices on SBA implementation collected all over in Europe. In particular, there will be expert meetings of the SBA national contacts to contribute towards identifying and validating good practices from around Europe in implementing the SBA; and an Annual conference on SBA implementation to track progress and showcasing the best practices in implementing the 10 SBA principles at local, national and European level (integrating the European Enterprise Awards ceremony).

The Catalogue of Good Practices, the online database which is already available, will be further adapted to include the good practices identified from around Europe and presented in an accessible and searchable format.

Furthermore, SBA follow up MS: national conferences with entrepreneurs/national government and Commission on SBA implementation complementary to the European Conference will be organised and reporting/follow-up ensured.

3. The **communication activities on SBA implementation** will be ensured via several communication tools (web-based, audiovisual and/or printed leaflets). They will be made available on-line via the Small Business portal and DG ENTR's web-site, within the

framework of SME week and other relevant events, and via the Enterprise Europe Network.

4. The **SBA follow-up campaign** will allow the communication of all aspects of SBA implementation.

The idea is to promote the Small Business Act (SBA) through the web – as this is the most (cost)-efficient way. Articles reporting on the SBA implementation in the Member States are published in the local language of the targeted countries on “localized” themes. The dissemination of the articles takes place through the central and local web pages of the contractor but above all also through the external network of media and business multipliers.

Since the SBA covers measures at both EU and national levels, this action will give stakeholders a complete view and to maintain the momentum of implementation.

OBJECTIVES OF THE IMPLEMENTING MEASURE

1. The general objective of The **SME Performance Review (SPR)** is to provide empirical and analytical foundation for SME policy measures and enable the Commission to effectively monitor the implementation of the Small Business Act and the EU2020 strategy at Member States' and EU levels as regards SME-related policies. The specific objectives are the increase and dissemination of knowledge on characteristics and specificities of SMEs in Europe, on economic performance and its main determinant factors, as well as other SME policy related issues.

2. The actions related to the **monitoring and exchange good practices of the SBA implementation** are aimed at providing concrete support and guidance for activities that promote small business and entrepreneurship.

This measure will also include individual national SBA implementation follow up conferences with entrepreneurs/national government and Commission on SBA implementation in the respective countries. Reporting and follow-up will be ensured.

3. The **communication activities on SBA implementation** aim at producing communication tools at Directorate level to communicate SME policy, particularly the SBA and its implementation, to SMEs and stakeholders.

4. The **SBA follow-up campaign** is a web based campaign to communicate and promote the Small Business Act (SBA) in targeted EU countries. The ultimate objective of the campaign is to increase the knowledge of entrepreneurs of what the EU is doing for small businesses and to inform them how to better access information for business support.

INDICATORS

1. SME Performance Review (SPR)

Quantitative:

- Number of SBA fact sheets for all EU-MS plus other CIP countries;
- Number of workshops (including meetings of the SME working-group);
- Number of studies;
- Web dissemination (Number of visits/downloads of the reports from the websites)
- Geographical coverage(number of countries);
- Number of communication tools (publications, events, social media tools, web promotion, etc.) undertaken to publicize the results of the SPR.

Qualitative:

- Quality of data treatment;
- Quality of the studies as resulting from an internal evaluation by the responsible Commission desk officers (presentation and analysis, suitability of the methodological approach, timeliness of delivery, etc.);
- Quality of the studies and policy relevance of the analysis and added value as measured through feedback from stakeholders (national policy makers /relevant stakeholders within EU-institutions/business organisations); feedback may be gathered on the basis of ongoing reactions from users via the website, email, reactions in meetings, as well as part of dedicated general surveys carried in longer intervals and covering various EIP-financed programmes;
- Improved understanding of the situation of European SME, (measurement technique: see previous point);
- Input used for policy development (measurement technique: see previous point, including also feedback reactions - esp. from policy makers on a national level. that hint at policy changes inspired by SPR activities);
- Press coverage of SPR activities.

2. SBA implementation: monitoring and exchange good practices

- Number of participants & countries represented at good practice conference and feedback from participants;
- Number and quality of good practice examples collected, validated and presented in on-line catalogue;
- Range (countries & SBA principles covered) of good practice examples collected, validated and presented in on-line catalogue;
- Feedback from users on take-up of good practices in other countries based on a survey;
- Number of individual national SBA implementation follow up conferences and positive feedback from participants on relevance and added value based on a survey.

3. Communication activities on SBA implementation

- Timely production of tools (web-based information, audiovisual product and/or printed leaflets);
- Number of communication products created and distributed (printed information, audiovisual tools, website updates)- Number of user visits to SME portal and SME pages on DG ENTR's web-site;
- Continuous improvement of the tools, based on users' feedback (e.g. comments received via portal on-line feedback form, event participants' feedback forms).

4. SBA follow-up campaign

- Number of user hits on the websites
- Google ranking
- Number of articles produced
- Number of media/business multipliers
- Number of press-cuts from external press

IMPLEMENTATION MODE

Use of existing framework contract, Expert reimbursement, Communication

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Specific contract	Q2/2011 - Q1/2012
Conferences/meeting/workshop	Q2/2011 - Q3/2012
Final report	Q4/2011 – Q4/2012
Total duration (months) 24	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Existing framework contract	SME Performance Review (SPR)	2011	02.0201	1,460,000	No
Experts meetings	SME Performance Review (SPR)	2011	02.0201	40,000	No
Existing framework contract	SBA implementation: monitoring and exchange good practices	2011	02.0201	900,000	No
Experts meetings	SBA implementation: monitoring and exchange good practices	2011	02.0201	100,000	No
Existing framework contract	Communication activities on SBA implementation	2011	02.0201	500,000	No
Existing framework contract	SBA follow-up campaign	2011	02.0201	400,000	No

TOTAL	3,400,000	THEREOF ECO-INNOVATION	0
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HLG OF INDEPENDENT STAKEHOLDERS ON ADMINISTRATIVE BURDENS – STUDIES

MEASURE NO

ENT/CIP/11/F/N02S00

EIP OBJECTIVE

(f) Enterprise and innovation related economic and administrative reform

POLITICAL PRIORITIES

Better regulation

DESCRIPTION

This measure continues existing work under the EIP.

The High Level Group advises the Commission on the reduction of Administrative Burdens and simplification in the EU. In particular, the HLG adopts opinions on reduction ideas coming from the Commission, stakeholders or any other source. These opinions might require additional mapping and measurement of information obligations from service providers. In addition, the group promotes best practices between Member States (see objectives hereunder).

The European added value is estimated around € 38 billion of reduction in administrative burdens for European businesses (in particular SMEs) if measures proposed by the Commission are adopted by Council and the European Parliament, and implemented in Member States. Progress is being carefully monitored. As of June 2010, 54 reduction measures are already adopted (representing savings of approximately € 7 billion) and 15 additional measures representing estimated savings of no less than € 31 billion are under discussion in the European Parliament and Council.

OBJECTIVES OF THE IMPLEMENTING MEASURE

The mandate of the High Level Group was foreseen to end in August 2010. President Barroso has announced his intention to extend the mandate till end 2012 and to enlarge its scope.

The High Level Group needs support for the following objectives:

The first is to get opinions from the High Level Group on acts to which the Action Programme for the reduction of administrative burden has been or will be extended.

As these acts will mostly go beyond what is to date part of the Action Programme the second objective is therefore to provide the HLG with additional measurement of information obligations as well as reduction recommendations.

The third is to organise sectoral events targeting national authorities, in order to raise awareness about the work accomplished/needed in each Member State and disseminate good practices. Indeed, the High Level Group has been asked by President Barroso to prepare a report by November 2011 on best practices of Member States to implement EU legislation in the least burdensome way. This work will be done with the active support of Member States' representatives organised through the SPOC (Single Points of Contact) network.

The fourth is to advertise and promote the action programme lato sensu. The work of the HLG together with the results of the action programme need to be known in order to inform

businesses about the type & magnitude of reduction they may expect and to attract new reduction ideas.

INDICATORS

- Number of plenary sessions and preparatory meetings (target: 8 plenary sessions and 8 preparatory meetings);
- Number of additional acts or proposals mapped and quantified (target: 20);
- Number of sectoral events (target: 4);
- Increased awareness of better regulation as a result of the communication material produced

IMPLEMENTATION MODE

Existing contract, Expert reimbursement

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Conferences/meeting/workshop	Q1/2011 – Q4/2011
Specific contract	Q1/2011 – Q4/2011
Total duration (months) 12	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Existing contract	HLG of Independent Stakeholders on administrative burdens–Communication	2011	02.0201	100,000	No
Experts meetings	HLG of Independent Stakeholders on administrative burdens–Meetings	2011	02.0201	300,000	No
Existing contract	HLG of Independent Stakeholders on administrative burdens–Studies	2011	02.0201	300,000	No

TOTAL	700,000	THEREOF ECO-INNOVATION	0
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FINAL EVALUATION OF THE CIP

MEASURE NO

ENT/CIP/11/F/N04S00

EIP OBJECTIVE

(f) Enterprise and innovation related economic and administrative reform

POLITICAL PRIORITIES

SMEs

DESCRIPTION

The final evaluation will aim at assessing the relevance, effectiveness, efficiency, sustainability, usefulness and consistency of the actions implemented in the framework of the CIP. It will be based on the results of the final evaluations of the three specific programmes (EIP, IEE, ICT-PSP). The evaluation should provide for useful recommendations for the next generation of the programme.

OBJECTIVES OF THE IMPLEMENTING MEASURE

The evaluation shall examine issues such as relevance, coherence and synergies, effectiveness, efficiency, sustainability, utility. It shall, in addition, examine the extent to which the CIP has achieved its objectives and adopt appropriate methodologies to measure the impact of the CIP against its objectives, including competitiveness, innovation, entrepreneurship, productivity growth, employment and environment.

INDICATORS

1. Delivery of the final report in accordance with the contractual deadlines.
2. Quality of the final evaluation report, as assessed by the steering committee using the standard European Commission criteria for assessing the quality of evaluations

IMPLEMENTATION MODE

Use of existing framework contract

OPERATION TIMETABLE

MILESTONE DESCRIPTION	INDICATIVE QUARTER
Specific contract	Q2/2011
Final report	Q4/2011
Total duration (months) 9	

BUDGET (OUT OF WHICH ECO-INNOVATION)

ACTION	ABAC PROJECT REFERENCE	YEAR	BUDGET LINE	BUDGET	ECO-INNOVATION
Existing framework contract	Final Evaluation of the CIP	2011	02.0201	250,000	No

TOTAL	250,000	THEREOF ECO-INNOVATION	0
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ANNEX

Implementing measure No	Title	in 000 EUR	Unit
ENT/CIP/11/A/N01S00	EIP Financial Instruments for SMEs	172683	ENTR.E.3
ENT/CIP/11/A/N02S00	Improving policies on financing innovation and SMEs	1180	ENTR.E.3
	Subtotal (a) Access to finance for the start-up and growth of SMEs and investment in innovation activities	173863	
ENT/CIP/11/B/N01C00	Enterprise Europe Network: Network grants and animation	38984	ENTR.E.2
ENT/CIP/11/B/N02S00	Enhancing competitiveness and sustainability in the European tourism	4500	ENTR.F.1
ENT/CIP/11/B/N03S00	SMEs and Craft enterprises' participation in European Standardization	2000	ENTR.F.2
ENT/CIP/11/B/N04S00	EU Accessible Intellectual Property (IPorta)	1500	ENTR.B.2
ENT/CIP/11/B/N05S00	Your Europe Business	650	ENTR.E.2
	Subtotal (b) Creation of an environment favourable to SME co-operation, particularly in the field of cross-border co-operation	47634	
ENT/CIP/11/C/N01C00	Promoting key technologies and e-skills	11600	ENTR.D
ENT/CIP/11/C/N02C00	Public Procurement Actions	14000	ENTR.D ENV.E.4
ENT/CIP/11/C/N03C00	A broad concept of innovation	10500	ENTR.D
ENT/CIP/11/C/N04C00	Promotion and development of world-class clusters in Europe	5000	ENTR.D.2
ENT/CIP/11/C/N05C00	Innovation analysis and promotion	2420	ENTR.D.1
	Subtotal (c) All forms of innovation in enterprises	43520	
ENT/CIP/11/D/N01S00	Eco-innovation: first application and market replication projects	36000	ENV.E.4
ENT/CIP/11/D/N02S00	Sustainable Industry Low Carbon Scheme (SILC) - SILC I: short term innovation measures (1st batch)	3000	ENTR.B.1

ENT/CIP/11/D/N03S00	EU Environmental Technology Verification (ETV) Pre-programme	1000	ENV.E.4
	Subtotal (d) Eco-innovation	40000	

ENT/CIP/11/E/N01C00	Promotion of entrepreneurship	3300	ENTR.E
ENT/CIP/11/E/N02S00	Promotion of Corporate Social Responsibility	1000	ENTR.F.3
	Subtotal (e) Entrepreneurship and innovation culture	4300	

ENT/CIP/11/F/N01C00	Promotion of reform and better regulatory environment (SBA implementation)	3400	ENTR.E
ENT/CIP/11/F/N02S00	HLG of Independent Stakeholders on administrative burdens - Studies	700	SG.C.3
ENT/CIP/11/F/N04S00	Final Evaluation of the CIP	250	ENTR.A.4
	Subtotal (f) Enterprise and innovation related economic and administrative reform	4350	

Total implementing measures		313667	
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