Lo Strumento per le PMI: indicazioni operative ed esperienze
Laura Savini - Finlombarda
Horizon 2020: a new type of EU R&I programme

- New type of calls and proposals
- More emphasis on innovation
- Cross-cutting issues

Calls are challenged-based, and therefore more open to innovative proposals

There is a greater emphasis on impact, in particular through each call/topic impact statements

- Applicants are asked to explain how their work will contribute to bringing about the described impacts
- During the evaluation, you are asked to assess this potential contribution
More emphasis on innovation*

- **Substantial support to activities** such as prototyping and testing, demonstrating and piloting, first market replication - establishing technical and economic viability in (near) operational environments

- **Significant support to demand side approaches**
  innovation procurement (pre-commercial procurement and public procurement of innovative solutions), standard-setting, inducement prices...

- **Piloting new forms and sources of innovation**
  extending beyond technological and research-based innovation

- **Leveraging and boosting engagement of industry**
  Public Private Partnerships, SME measures, Debt and Equity Instruments...

- **When you evaluate a proposal**, you need to take into account innovation activities in the targeted innovation actions as well as in research and innovation actions

* The definitions of the terms used are available in the [Horizon 2020 Glossary](#) on the Participant Portal
<table>
<thead>
<tr>
<th>Misure specifiche per le PMI</th>
<th>Misure di interesse per le PMI o con focus PMI</th>
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</thead>
<tbody>
<tr>
<td><strong>STRUMENTO PER LE PMI</strong></td>
<td><strong>FAST TRACK TO INNOVATION : misura pilota</strong></td>
</tr>
<tr>
<td>PMI innovative che presentino una forte ambizione a crescere, svilupparsi e internazionalizzarsi</td>
<td><strong>Topic con attenzione a PMI ed innovazione</strong> nei tre pilastri Industrial Technologies, Societal Challenge, e Excellence Science</td>
</tr>
<tr>
<td>Solo le PMI sono eleggibili: singola impresa o consorzio di PMI</td>
<td><strong>Innovation in SMEs :</strong> workprogramme dedicato a sviluppare iniziative a sostegno diretto ed indiretto delle PMI</td>
</tr>
<tr>
<td>Altri partners (research providers es, università centri di ricerca, imprese, etc) possono essere coinvolti come third parties (subcontractor)</td>
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<tr>
<td>Tre fasi, prevalentemente bottom-up, open call con cut-off-date</td>
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</tbody>
</table>
Strumento per le PMI: il percorso

**Concetto & valutazione della fattibilità**

- **Funding**: 50K€
- **Durata**: 6 mesi
- **TLR**: 6 *(technology demonstrated in relevant environment)*
- **Output**: Business Plan

**Dimostrazione Market Replication R&D**

- **Funding**: 0,5 - 2.5 mil € (70%)
- **Durata**: 12-24 mesi
- **Output**: elaborated business plan

**Commercializzazione**

- **Pre-commercial procurement**
- **facilities SME window EU financial**

**NO Funding**

**Accesso alla finanza**

**Procurement EEN**

**.....**

**BUSINESS COACHING**

durante il progetto

MERCATO
Obiettivi:
- incrementare il potenziale commerciale
- ottenere tangibili cambiamenti organizzativi

- **I coach**: esperti (professionisti/imprenditori) di alto profilo con qualificata esperienza lavorativa in o con aziende “high growth businesses“

- Accessibili attraverso il nodo regionale **EEN** che affianca la PMI in tutto il processo e nelle relazioni con il coach e con altri servizi regionali/nazionali
## Leadership in enabling and industrial technologies

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>BUDGET €</th>
<th>FUNDING RATE FASE 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ICT-37-2014/2015</strong> Open Disruptive Innovation Scheme (implemented through the SME instrument)</td>
<td>€ 45 million 2014 € 45 million 2015</td>
<td>70%</td>
</tr>
<tr>
<td><strong>NMP 25 – 2014/2015</strong> Accelerating the uptake of nanotechnologies, advanced materials or advanced manufacturing and processing technologies by SMEs</td>
<td>€ 21,80 million 2014 € 23,80 million 2015</td>
<td>70%</td>
</tr>
<tr>
<td><strong>BIOTEC 5 – 2014/2015</strong> SME-boosting biotechnology-based industrial processes driving competitiveness and sustainability</td>
<td>€ 3,80 million 2014 € 2,40 million 2015</td>
<td>70%</td>
</tr>
<tr>
<td><strong>SME-SPACE-1-2014/2015</strong> Call “SME Instrument” 2014 and 2015</td>
<td>€ 8,50 million 2014 € 8,75 million 2015</td>
<td>70%</td>
</tr>
</tbody>
</table>
### Societal Challenge

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>BUDGET €</th>
<th>FUNDING RATE FASE 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SC 1 - PHC 12 - 2014/2015</strong> Clinical validation of biomarker and/or diagnostic medical devices</td>
<td>€ 66,10 million 2014 € 45 million 2015</td>
<td>100%</td>
</tr>
<tr>
<td><strong>SC 2 - SFS 8 – 2014/2015</strong> Resource-efficient eco-innovative food production and processing</td>
<td>€ 9 million 2014 € 17 million 2015</td>
<td>70%</td>
</tr>
<tr>
<td><strong>SC 2 - BG 12 – 2014/2015</strong> Supporting SMEs efforts for the development-deployment and market replication of innovative solutions for blue growth</td>
<td>€ 3 million 2014 € 5 million 2015</td>
<td>70%</td>
</tr>
<tr>
<td><strong>SC 3 - SIE 1 – 2014/2015</strong> Stimulating the innovation potential of SMEs for a low carbon and efficient energy system.</td>
<td>€ 33,95 million 2014 € 37,26 million 2015</td>
<td>70%</td>
</tr>
<tr>
<td><strong>SC 4 - IT.1 - 2014/2015</strong> Small business innovation research for transport</td>
<td>€ 35,87 million 2014 € 38,96 million 2015</td>
<td>70%</td>
</tr>
<tr>
<td><strong>SC 5 - SC5 – 20 – 2014/2015</strong> Boosting the potential of small business eco-innovation and a sustainable supply of raw material</td>
<td>€ 17 million 2014 € 19 million 2015</td>
<td>70%</td>
</tr>
<tr>
<td><strong>SC 6 - INSO 9 – 2015</strong> Innovative mobile e-government applications by SMEs.</td>
<td>€ 4 million 2015</td>
<td>70%</td>
</tr>
<tr>
<td><strong>SC 6 - INSO 10 – 2015</strong> SME business model innovation for inclusive societies.</td>
<td>€ 11 million 2015</td>
<td>70%</td>
</tr>
<tr>
<td><strong>SC 7 - DRS 17 – 2014/2015</strong> Protection of urban soft targets and urban critical infrastructures</td>
<td>€ 7 million 2014 € 7,4 million 2015</td>
<td>70%</td>
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</tbody>
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**Strumento per le PMI**

**QUANDO?**

*Dal 1° marzo 2014*

**Scadenze/Cut off dates:**

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
</tr>
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<tbody>
<tr>
<td><strong>Fase 1</strong></td>
<td>18/06/2014</td>
<td>18/03/2015</td>
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<tr>
<td></td>
<td>24/09/2014</td>
<td>17/06/2015</td>
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<tr>
<td></td>
<td>17/12/2014</td>
<td>17/09/2015</td>
</tr>
<tr>
<td></td>
<td></td>
<td>16/12/2015</td>
</tr>
<tr>
<td><strong>Fase 2</strong></td>
<td>09/10/2014</td>
<td>18/03/2015</td>
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<td>17/06/2015</td>
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Stesse scadenze all’interno di Industrial Leadership (LEITs) e Societal Challenges (SCs)
Fast Track to Innovation - FTI

- FTI è l’unica misura totalmente bottom-up in Horizon 2020
- Sostiene innovazione close-to-the-market
- E’ aperta a tutti i tipi di partecipanti
- Time to market 36 mesi
Fast Track to Innovation: qual’è l’obiettivo?

- Ridurre i tempi che intercorrono dall’idea al mercato ('last push') – TRL 6 (*technology demonstrated in relevant environment*)

- Incrementare la partecipazione di industrie, first-time partecipanti, PMI

- Sostenere proposte **business-driven** con potenziale per un rapido market up-take

  Proposals shall include a **business plan** *(market development strategy)* – *Proposals shall include a business plan (market development strategy)*
Min. 3, max. 5 partners

Mandatorio il coinvolgimento dell’industria:

... either at least 60% of the overall budget of the proposal must be allocated to consortium partner(s) from industry

... or the minimum number of industry participants must be 2 in a consortium of 3 or 4 partners, and 3 in a consortium of 5 partners

SMEs and first-time industry applicants particularly welcome
Fast Track to Innovation: la call

- **Topic**: bottom-up
- **Budget**: €200 mn for 2015/2016 (100 + 100) — ca. 100 projects with average EU contribution of €2 mn
- **Contributo UE**: innovation actions (70%), grant up to €3 mn
- **Call aperta**: 6/1/2015

|-------------------|-----------|----------|-----------|

Fast Track to Innovation Pilot

THE ULTIMATE BOOST FOR OUTSTANDING BUSINESS INNOVATORS WITH A NEED FOR SPEED...

PREPARE YOUR PROPOSAL
Build your industry-intensive consortium* minimum 3 partners - maximum 5 partners (all based in the EU and/or in Horizon 2020 associated countries)

DEVELOP YOUR INNOVATION
Receive an EU grant of EUR 1 million to 3 million (70% of funding, 100% of funding for non-profit entities)

HIT THE MARKET!
Start your commercial activities

Proposal

Outstanding Business Innovation Concept (high-readiness level/TRL 6, meaning demonstrated in a relevant environment)

From Mature R&D Demonstration Market-Oriented R&D to Market-Mature Innovation

The Market - Market-Maturity to Market Launch

Market-ready result (finished product, service, process/TRL 9)

Continuous open call until end 2016
6 months time-to-grant
12-24 months for implementation
At most 36 months from grant to market

AND EAGER TO COMPETE ON GLOBAL MARKETS...!

ACTIVITIES SUPPORTED
Systems validation in real working conditions – Testing – Piloting – Business model validation – Standard setting – Pre-normative research – EU quality label
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<tr>
<td>Prevalentemente bottom up: topic</td>
<td>Bottom up</td>
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<tr>
<td>Singola PMI o consorzio di PMI</td>
<td>Partenariato</td>
</tr>
<tr>
<td>Tre fasi</td>
<td>Un ‘unica fase’</td>
</tr>
<tr>
<td>Non c’è l’obbligo di essere sul mercato in 36 mesi</td>
<td>Obbligo di essere sul mercato in 36 mesi</td>
</tr>
<tr>
<td>Coaching</td>
<td>No coaching</td>
</tr>
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</table>
**Excellent Science**
- European Research Council
  - Frontier research by the best individual teams
- Future and Emerging Technologies
  - Collaborative research to open new fields of innovation
- Marie Skłodowska Curie actions
  - Opportunities for training and career development
- Research infrastructures
  - Including e-infrastructure
  - Ensuring access to world-class facilities

**Industrial Technologies**
- Leadership in enabling and industrial technologies
  - ICT, nanotechnologies, materials, biotechnology, manufacturing, space
- Access to risk finance
  - Leveraging private finance and venture capital for research and innovation
- Innovation in SMEs
  - Fostering all forms of innovation in all types of SMEs

**Societal Challenges**
- Health, demographic change and wellbeing
- Food security, sustainable agriculture, marine and maritime research & the bioeconomy
- Secure, clean and efficient energy
- Smart, green and integrated transport
- Climate action, resource efficiency and raw materials
- Inclusive, innovative and reflective societies
- Security society

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**European Institute of Innovation and Technology (EIT)**

**Spreading Excellence and Widening Participation**

**Science with and for society**

**Joint Research Center (JRC)**
HCO 10 – 2016 - Support for Europe’s leading Health ICT SMEs

SCOPE:
The scope is co-ordinating post R&D and offering support for developing business models, improves the maturity of the new products emerging from Europe’s leading Health ICT SME Companies, developing a pro-innovation approach to address legal conditions in Europe and globally on case-by-case basis.......... 

Expected Impact

• Demonstration of success with the investors.
• Reduction of market failures.
• Successful business models including sustainable co-operation with the demand side in the value chain.
Misure indirette e dirette a sostegno delle PMI

Esempi

- Internationalisation of Innovation in SMEs: enhancing support to co-creation and joint venturing with partners from third country economies
- Cluster facilitated projects for new industrial value chains
- Services to accelerate the uptake of advanced manufacturing technologies (ADMA Uptake for SMEs)
- European SME innovation assignment – SME-led pilot, to employ a highly-skilled experienced researcher e.g an 'associate' for one year
I miei contatti:

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