What you always wanted to know, and never dare to ask about European Funding!

WBII – Women Business Initiative International

Carlton Hotel, Den Haag

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Introduction

I am a EU Government Affairs independent consultant. Currently, Senior Advisor of AVISA Partners, a major consultancy cabinet in Brussels and working for several other customers in the in the field of Environment, Health and Research & Innovation.

I have over 10 years of professional experience as Senior European Government Affairs and I hold a Master Degree in Law from the University of Perugia (Italy) and I practised Law in Italy for about 4 years.

From 2001 to the beginning of 2004 I worked as Head of Office for a Member of the European Parliament.

Immediately after, I served as Head of EU office for an Italian association - ANIE.

Later I joint the largest European Trade Association – Cefic, where I was mainly in charge of the Advocacy strategy, from planning to implementation. I was also responsible for training internal staff on the functioning of the European Union and how to advocate.

My working language are: Italian (mother tongue), English and French.

Summary

- Why apply for EU funding?
- EU funding programme, What is available?
- What conditions apply?
- Who is eligible?
- How do I apply?
- Programmes for SMEs
- Women’s entrepreneurship
- Example
- Useful links
- Q&A

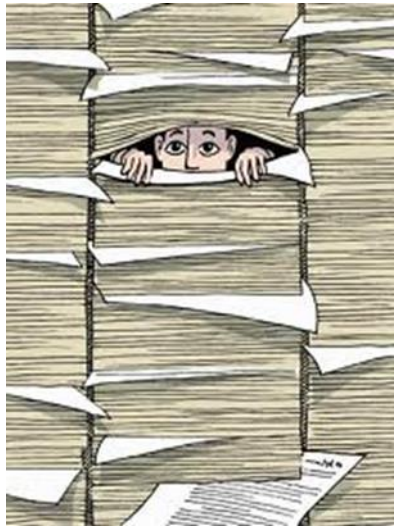
Why apply for European funding?

- Financial support to your ideas (money should not be the main motivation)
- General benefits of participation:

a. Implement a risky idea
b. International cooperation (stimulating and fun)
c. Supported by the EC

And many more…

EU funding programme
What is available?



Structure

Other funds, instruments (not necessarily connected to the EU)

Supplementary sources

EU FUNDING OPPORTUNITIES

DIRECTS

COMMUNITY PROGRAMMMES

Common policy and thematics

Horizon 2020

GRANTS

Call for proposals

CONTRACTS

Call for tenders

INDIRECTS

European Regional Development Fund (ERDF)

European Social Fund (ESF)

Cohesion Fund (CF)

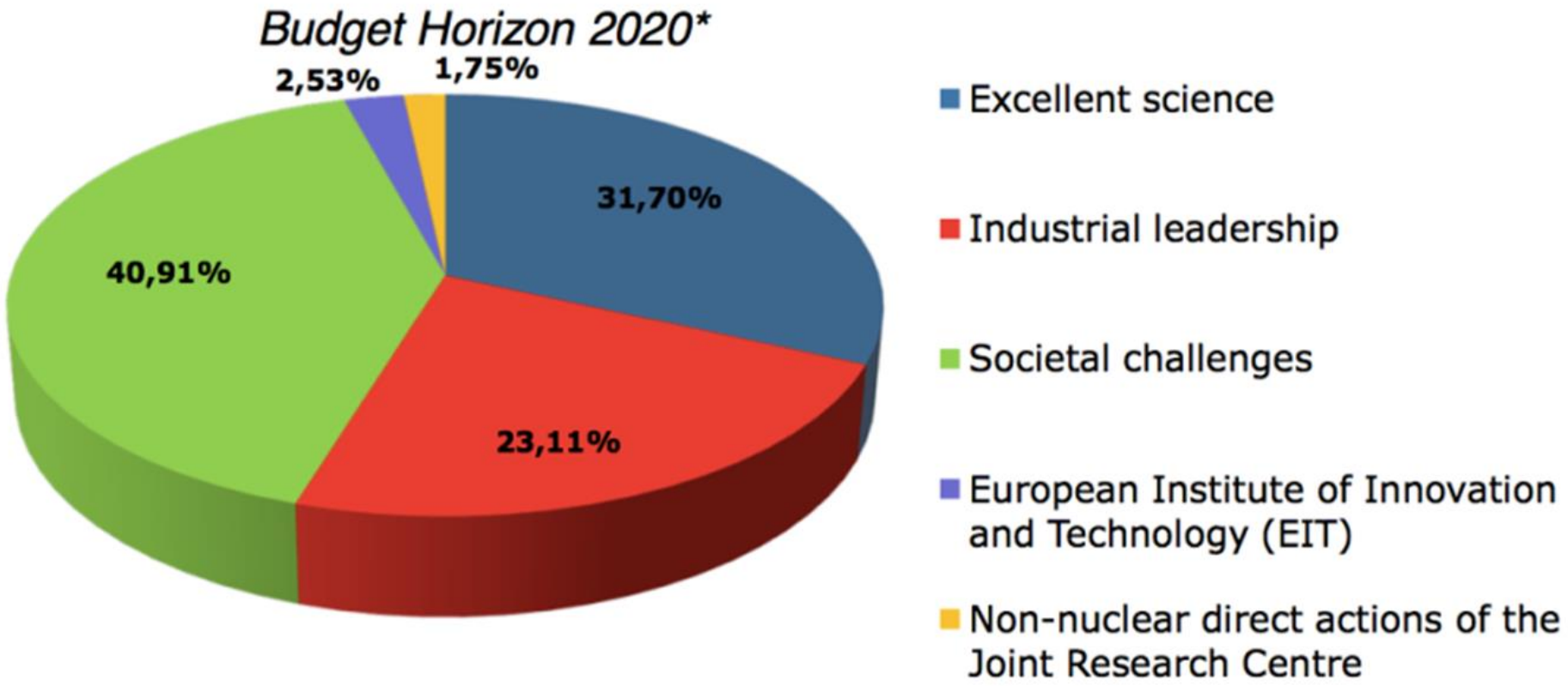
European Agricultural Fund for Rural Development (EAFRD)

European Maritime and Fisheries Fund (EMFF)

AREAS

Research, education, employment & social inclusion, health, consumer protection, protection of the environment, humanitarian aid, etc.

Budget


Budget Horizon 2020*
2,53%
1,75%
31,70%
40,91%
23,11%
Excellent science
Industrial leadership
Societal challenges
European Institute of Innovation and Technology (EIT)
Non-nuclear direct actions of the Joint Research Centre

Breakdown of the Horizon 2020 Budget

(2011 reference year)

	EUR million	
EU REGULATION (2014-2020)		**77,606**
I Excellent science, *of which:*		**24,598**
1. The European Research Council	13,268	
2. Future and Emerging Technologies	3 ,100	
3. Marie Curie actions on skills, training and career development	5,752	
4. European research infrastructures (including eInfrastructures)	2,478	
II Industrial leadership, *of which:*		**17,938**
1. Leadership in enabling and industrial technologies (+ICT)	13,781 of which 436 for EIT	
2. Access to risk finance (part of budget may go to SETPlan, SMEs)	3,538	
3. Innovation in SMEs	619	
III Societal challenges, *of which*		**31,748**
1. Health, demographic change and wellbeing;	8,033 of which 254 for EIT	
2. Food security, sustainable agriculture, marine and maritime research and the bio- economy	4 ,152 of which 131 for EIT	
3. Secure, clean and efficient energy	5,782 of which 183 for EIT	
4. Smart, green and integrated transport	6,802 of which 215 for EIT	
5. Climate action, resource efficiency and raw materials	3,160 of which 100 for EIT	
6. Inclusive, innovative and secure societies	3,819 of which 121 for EIT	
European Institute of Innovation and Technology (EIT) (through Art6(3) & 26(1) H2020 Regulation)	1,360 + 1,440	
Non-nuclear direct actions of the Joint Research Centre	1,962	
EURATOM REGULATION (2014-2018)		**1,665**
TOTAL HORIZON 2020		**79,271***

*** 729 M€ for Euratom programme subject to Commision proposal in appropriate time**

European Structural & Investment Funds

Over 76% of the EU budget is managed in partnership with national and regional authorities through a system of "shared management", largely through 5 big funds, collectively called the Structural & Investment Funds help implement the Europe 2020 strategy.

- European Regional Development Fund (ERDF) – regional and urban development
- European Social Fund (ESF) – social inclusion and good governance
- Cohesion Fund (CF) – economic convergence by less-developed regions
- European Agricultural Fund for Rural Development (EAFRD)
- European Maritime and Fisheries Fund (EMFF)

New, standard rules have recently been put in place for these funds, to ensure they are better coordinated and help beneficiaries access funding more easily.

Funding managed directly by the EU

- Grants for specific projects, usually following a public announcement known as a 'call for proposals'. Part of the funding comes from the EU, part from other sources.
- Contracts issued by EU institutions to buy in services, goods or works they need for their operations – like studies, training, conference organisation, IT equipment. Contracts are awarded through calls for tender.

What conditions apply?

Grants provided directly by the Commission:

- Serve as complementary financing, the EU does not finance projects up to 100%
- Are meant to help projects break even financially; they cannot result in a profit for the beneficiary
- Cannot be awarded retroactively for projects already completed
- Are awarded on a one-grant-per-project basis

Who is eligible?

Beneficiaries

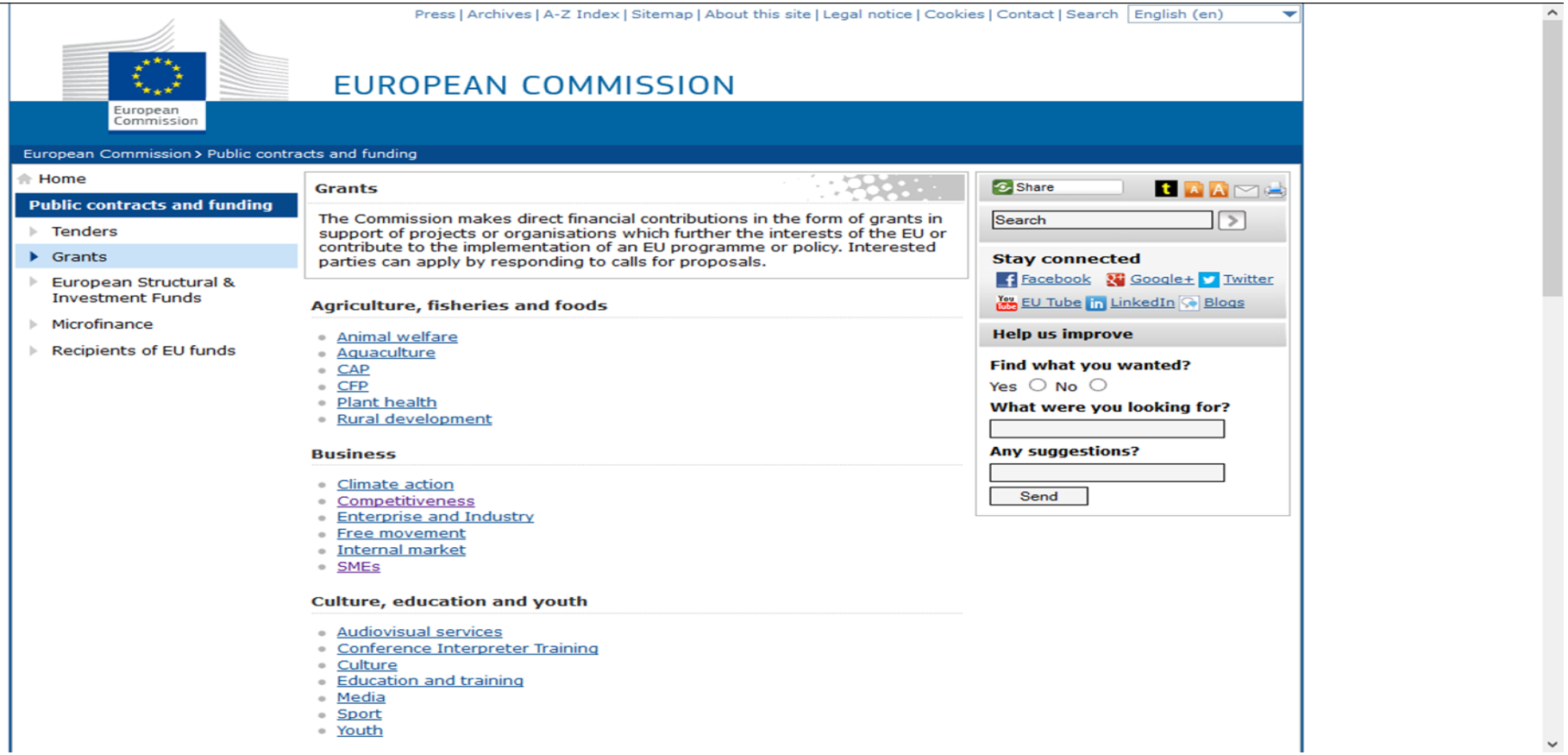
- ✓Small businesses or related organisations (business associations, business support providers, consultants, etc.)
- ✓Non-governmental & civil society organisations
- ✓Young people
- ✓Researchers
- ✓Farmers & rural business

- Projects should have trans-national character, be well thought out and offer added value

- Detailed criteria for eligibility are specified in each single call for proposals

How do I apply?

Calls for proposals are generally published on the Internet site of the responsible Commission Directorate-General or executive agency. They may also be published in the Official Journal of the European Union - C series.



Programmes for SMEs

COSME

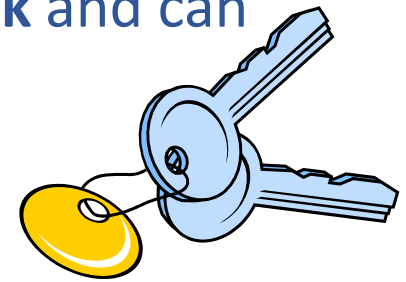
What is COSME?

COSME is the EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (SMEs) running from 2014 to 2020 with a planned budget of €2.3bn. COSME will support SMEs in the following areas:

- Access to markets
- Better access to finance for Small and Medium-sized Enterprises (SMEs)
- Supporting entrepreneurs
- More favorable conditions for business creation and growth

Access to markets

All businesses have access to the services of the **Enterprise Europe Network** and can freely approach the local partner in their region.



The services offered include:

- Information on EU legislation and participation in EU programmes (Horizon 2020, regional funds);
- Assistance to find a business partner abroad: in the EU or worldwide;
- Advice on EU access to finance;
- Support for innovation and technology transfer;
- Obtaining SME's opinion on EU legislation.

If you want to go abroad with your company, this portal gathers all services provided by national authorities you might need. http://een.ec.europa.eu/services/going-international

Better access to finance for Small and Medium-sized Enterprises (SMEs)

COSME will facilitate and improve access to finance for SMEs through two different financial instruments, available from 2014:

- The Loan Guarantee Facility

- The Equity Facility for Growth

If you are an SME or an entrepreneur looking for debt or equity finance and would like to see which financial intermediaries currently work with the CIP, as well as the other EU current and future financial instruments, visit http://europa.eu/youreurope/business/funding-grants/access-to-finance/

For more information on improving the financing environment for SMEs, visit : http://ec.europa.eu/enterprise/policies/finance/index_en.htm

More favourable conditions for business creation and growth

- Reduction of administrative and regulatory burden
- Identification and exchange of best practices among national administrations to improve SMEs policy

Best practices in SMEs policy

- Analytical tools for better policy
- Sectorial actions such as tourism

Supporting entrepreneurs

Entrepreneurs and their new businesses are key to European growth and competitiveness.

The Entrepreneurship 2020 Action Plan is a decisive call for joint action at European, national, regional, and local level. Three main initiatives include:

- **Entrepreneurship education** – COSME will support exchanges among European educators and trainers support best practice in entrepreneurship education in the EU.
- **Improving the business environment so entrepreneurs can grow and flourish** – together with improving the legal and fiscal environment, experts will also develop recommendations on the best support for businesses throughout their lifecycles. Specific support for Web entrepreneurs will be provided.
- **Role models and outreach to specific groups** – under COSME groups such as young people, women or senior entrepreneurs will be able to benefit from mentoring or other tailored programmes.

Examples of actions already supported by the European Commission include:

- The European Network of Mentors for Women Entrepreneurs

provides advice and support to women entrepreneurs in the start-up, running and growth of businesses during their early years (2nd to 4th year of in business).

- Erasmus for Young Entrepreneurs helps new entrepreneurs

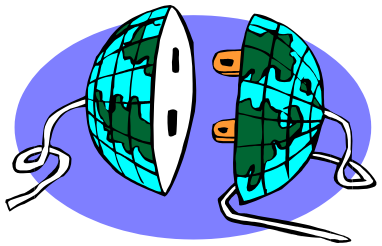
by offering an opportunity to learn from a more experienced host entrepreneur in another country. The host in return benefits from a fresh perspective on his/her business.

Women’s entrepreneurship

Basis

Small Business Act	Entrepreneurship Action plan
Support to SMEs at local level, with the help of the Commission to Member States and the regions to develop policies.	
promoting entrepreneurship	Entrepreneurship education
assisting SMEs at all stages of development	Improving the business environment so entrepreneurs can grow and flourish
access global markets	Role models and outreach to specific groups
exchange of good practices	

Women Entrepreneurs: Access to network



- European Network of Female Entrepreneurship Ambassadors (2009)

Role: motivate women to start a new business; raise awareness and encourage entrepreneurship as a career option for women of all ages

- European Network of Mentors for Women Entrepreneurs (2011)

Role: promoting women entrepreneurship as a complement action; advice and support to women for early phase of their enterprises

- Annual conference on women's entrepreneurship
- European SME week Summit (2012)

Erasmus for Young Entrepreneurs:The European exchange programme for entrepreneurs

Erasmus for Young Entrepreneurs is a cross-border exchange programme which gives new or aspiring entrepreneurs the chance to learn from experienced entrepreneurs running small businesses in other Participating Countries.

The exchange of experience takes place during a stay with the experienced entrepreneur, which helps the new entrepreneur acquire the skills needed to run a small firm.

The host benefits from fresh perspectives on his/her business and gets the opportunities to cooperate with foreign partners or learn about new markets.

The stay is partially funded by the European Union.

Whether you are a new or highly experienced entrepreneur, the programme can offer strong added value to your business: possible benefits include exchange of knowledge and experience, networking opportunities across Europe, new commercial relations or markets abroad.

Who can participate?

- New entrepreneurs, firmly planning to set up their own business or have already started one within the last three years;
- Experienced entrepreneurs who own or manage a Small or Medium-Sized Enterprise in one of the Participating Countries.

Education & Training for Entrepreneurship

Europe needs more entrepreneurs, more innovation and more high-growth SMEs. This is why it is necessary to stimulate the entrepreneurial mindsets of young people. The important role of education in promoting more entrepreneurial attitudes and behaviours is now widely recognised.

Example of call for proposals (see file technical specifications)

2012 Call for Proposals on "Entrepreneurship education".

Projects to be co-financed will focus on one of the following objectives (priority areas):

Creating trans-European models for primary and secondary school teachers to support the development of their skills and methods in applying entrepreneurial learning to different teaching subjects and to different contexts.

Developing, organising and executing cross-European training/education workshops for teachers of entrepreneurship at institutions of higher education (universities, colleges, business schools, universities of applied sciences, etc.)

Creating a European online platform for teachers/educators to enable the cross-border exchange of good practice, methods and teaching materials in the field of entrepreneurship education.

Developing and testing a European common framework of tools and indicators to assess entrepreneurial mindsets, attitudes and skills acquired by students in entrepreneurship education.

Documents:

Short description of projects

TES pdf - 387 KB [387 KB] YEADC pdf - 562 KB [562 KB] EEC pdf - 314 KB [314 KB] CONEEECT pdf - 186 KB [186 KB] NETT pdf - 68 KB [68 KB] ENTREDU pdf - 205 KB [205 KB] ASTEE pdf - 298 KB [298 KB]

List of awarded proposals pdf - 107 KB [107 KB]

Description of the call (Technical specifications pdf - 109 KB [109 KB])

Useful links

- http://europa.eu/youreurope/business/index_en.htm
- http://ec.europa.eu/contracts_grants/grants_en.htm
- http://een.ec.europa.eu/services/going-international
- http://www.erasmus-entrepreneurs.eu/
- http://ec.europa.eu/enterprise/policies/sme/promoting-entrepreneurship/education-training-entrepreneurship/index_en.htm
- http://ec.europa.eu/enterprise/policies/sme/promoting-entrepreneurship/files/education/entredu-manual-fv_en.pdf

"Tell me, I'll forget. Show me, I'll remember. Involve me, I'll understand“

Chinese proverb

Thank you for your attention