



**We change through  
exchange**

**Breakout session - sala Biagi**

**Policy instruments explained - How to find common objectives  
and remove obstacles to facilitate use of R&D results.**

**Team A: How to use R&D and synergies ERDF-H2020.**



**Research &  
innovation**

Partners in this topic can work on:

1. Strengthening research and innovation infrastructure and capacities.
2. Innovation delivery through regional innovation chains in the chosen 'smart specialisation' field.

*e.g.*

- *improving financial instruments for innovation support*
- *increasing commercialisation of R&D results*

A detailed microscopic image showing a curved, layered biological structure, possibly a part of a cell or tissue, with a bright, glowing center. The colors are primarily red, orange, and yellow, with a white highlight in the center.

**We serve you**



We change through exchange





## Knowing each other

### Who we are?

- R&D Institutions (research centres, Universities);
  - Intermediary Bodies (agencies, associations, etc.);
  - Public Authorities (Ministries, Municipalities, etc.);
  - Managing Authorities;
  - Implementing bodies
- 

# 40

A monarch butterfly with vibrant orange and black wings is perched on a piece of weathered wood. The background is a soft-focus image of a person's face, likely a child, looking towards the camera. The overall scene is set outdoors on a light-colored, textured surface like sand or gravel.

Projects (1<sup>st</sup> and 2<sup>nd</sup> call)

- RIS Oriented
- Cluster Based
- Sectoral focus (Bio-economy, Advanced Materials, Eco-innovation, food, chemicals, textile, ..)
- Challenge based

More from the 3<sup>rd</sup> call (under evaluation)

# Needs and expectations of EU regions on Research and innovation - PLP User survey 2017

Topic	Response %
Research-to-business knowledge / technology transfer	60,9%
Cluster approaches and open innovation	55,4%
Synergies with centrally-managed programmes (like H2020 and COSME)	44,1%
Promotion and sustainability of excellence centres and R&D infrastructures	43,5%
Non-technological innovation	39,9%
Smart Specialisation Strategy implementation	36,7%
Downstream and demand-based policy measures	25,2%

**Other topics (37 entries, 4% of the total) there was just a mention on Financing demonstrative plants, Social innovation - Societal challenges.**

# How to use R&D and synergies ERDF-H2020

- Theme 1 - Bridging R&D results to market
- Theme 2- Synergies between ESIF and central managed programmes
  - **serious** and needs to be addressed,
  - **present** but not acute,
  - do not have it or it was **solved**

## Use of R&D results and synergies ERDF-H2020

Generating **impact** and creating **synergies** between Horizon 2020 and Structural Funds is a current **challenge** for European Managing Authorities that is shared by the IR-E **projects** in TO1.

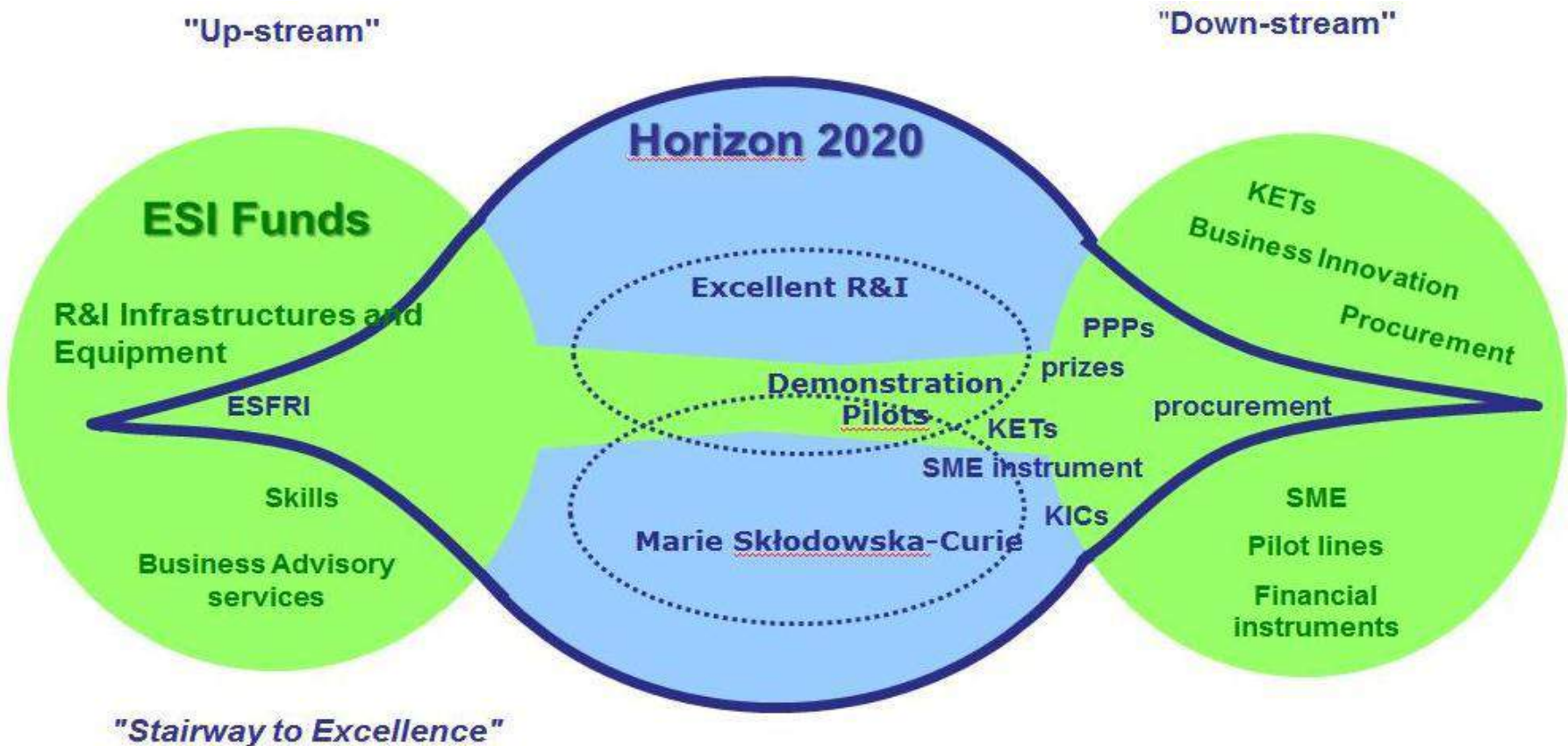
The investment in R&D at EU, national and regional level has not had the expected impact on our **economies**.

This is also due to a **technology push** approach rather than a **challenge driven** one. Moreover, synergies can facilitate the use of R&D results with more effective support **value chains** and the opening up **ecosystems** to the **international** dimension.

“**Needs**” based approaches and **synergies** can facilitate innovative-disruptive solutions to **enter** the market, and ambitious **researchers** to become knowledge-intensive **entrepreneurs**.



# Pipeline



Source: European Commission, Enabling synergies between European Structural and Investment Funds, Horizon 2020 and other research, innovation and competitiveness-related Union programmes, Guidance for policy-makers and implementing bodies

## Use of R&D results and synergies ERDF-H2020

- Intervention **modalities** need to align with **strategies** (S3) and exploit more relationships between cohesion policies and **quality-excellence**, which is at the core of any **S3**.
- **IR-E** can contribute with its mutual learning process to capitalise on **practices** on:
  - How to use the entrepreneurial discovery process (**EDP**) to identify and mobilise synergies;
  - Public-private **partnerships**;
  - "Reach out to market" **support policies** (e.g. LivingLabs, FabLabs, Creative Factories);
  - Measures to **bridging** research to the market and access to finance.

# What is in store

**BRIDGES**  
Interreg Europe

**HIGHER**  
Interreg Europe

**ELISE**  
Interreg Europe

**CREADIS3**  
Interreg Europe

**INNO INFRA  
SHARE**  
Interreg Europe

**S34Growth**  
Interreg Europe

**INKREASE**  
Interreg Europe

## Policy briefs

- Enabling synergies through coordination between H2020 and ESIF”
- The triple helix challenge - Science and policy making-bridging the gap”
- Cooperation, complementarities and alignment of different funding sources for a more efficient use of resources”
- Tapping into the potential of the Horizon 2020 Seal of Excellence”

## Articles

- Creating Impact from Knowledge

## Team work – reflect in groups (20 min)

- Theme 1 - Bridging R&D results to market
- Theme 2- Synergies between ESIF and central managed programmes
- What is/was **done** in your region to address the “challenge”;
- The major barrier you have **overcome** (most critical one);
- The three major barriers **still to be** overcome;
- Your **contribution** to lower/mitigate barriers/challenges;
- What you will **need** from others.

A close-up photograph of several people's hands clasped together in a circle, suggesting a team huddle or a moment of shared reflection. The hands are of various skin tones and are adorned with various accessories like bracelets and watches. The background is softly blurred, showing what appears to be an office or meeting environment with a desk, a water bottle, and some office supplies.

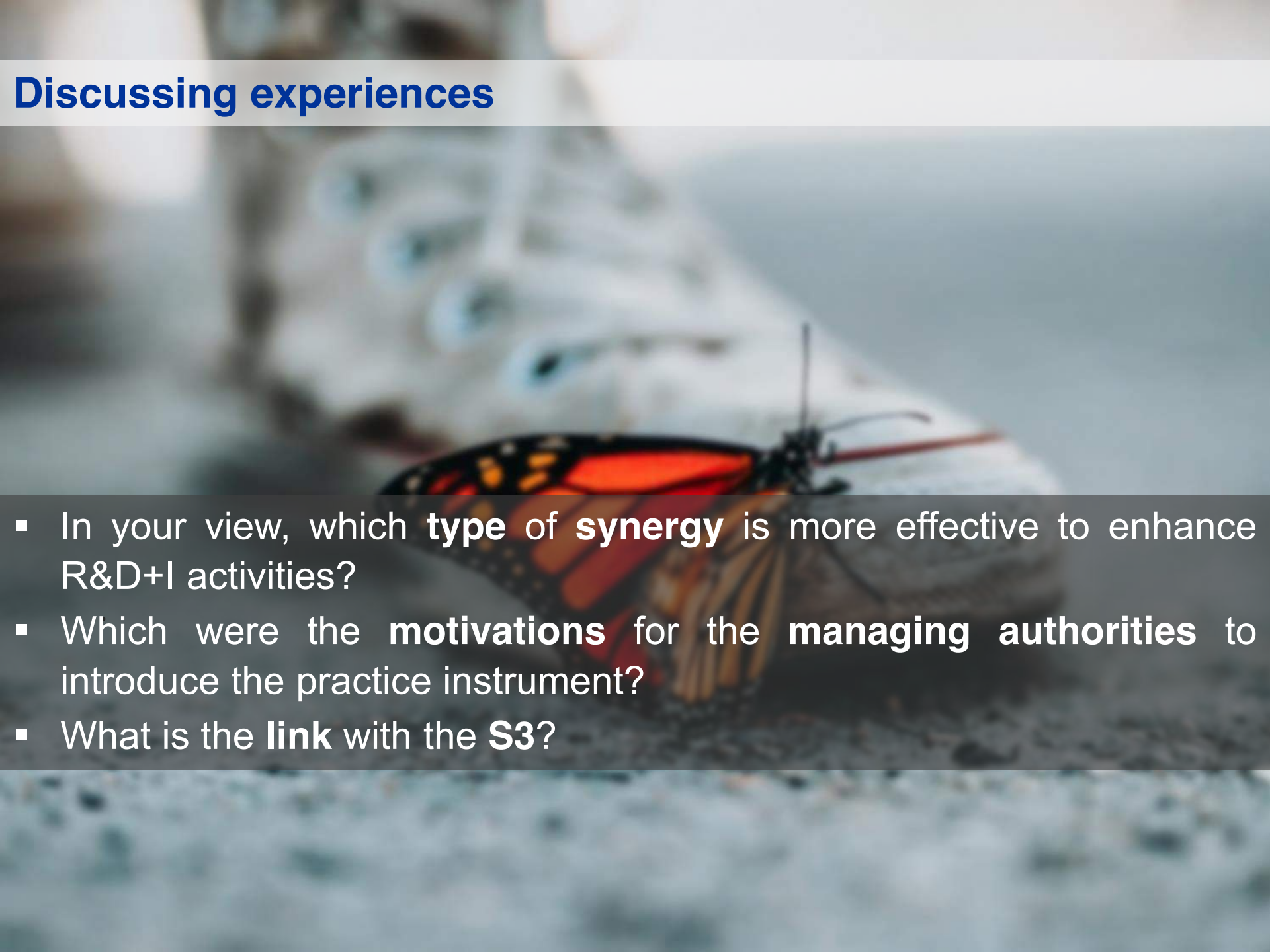
## Share reflections (15 min)

- Have you learned from **mistakes**;
- Have you been **inspired**;
- Have you inspired **other** regions;
- What was worth to **highlight**.

## The experience within the IR-E community

- **Bridges** - Ninetta Chaniotou
- **HoCare** - Eleftherios Loizou
- **SmartPilots** - Brecht Vanlerberghe
- **OSIRIS** - Umberto Pernice

## Discussing experiences

- 
- In your view, which **type of synergy** is more effective to enhance R&D+I activities?
  - Which were the **motivations** for the **managing authorities** to introduce the practice instrument?
  - What is the **link** with the **S3**?



**We change through  
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**Breakout session - Afternoon**

**Policy instruments explained - How to find common objectives and remove obstacles to facilitate use of R&D results.**

**Team A: How to use R&D and synergies ERDF-H2020.**



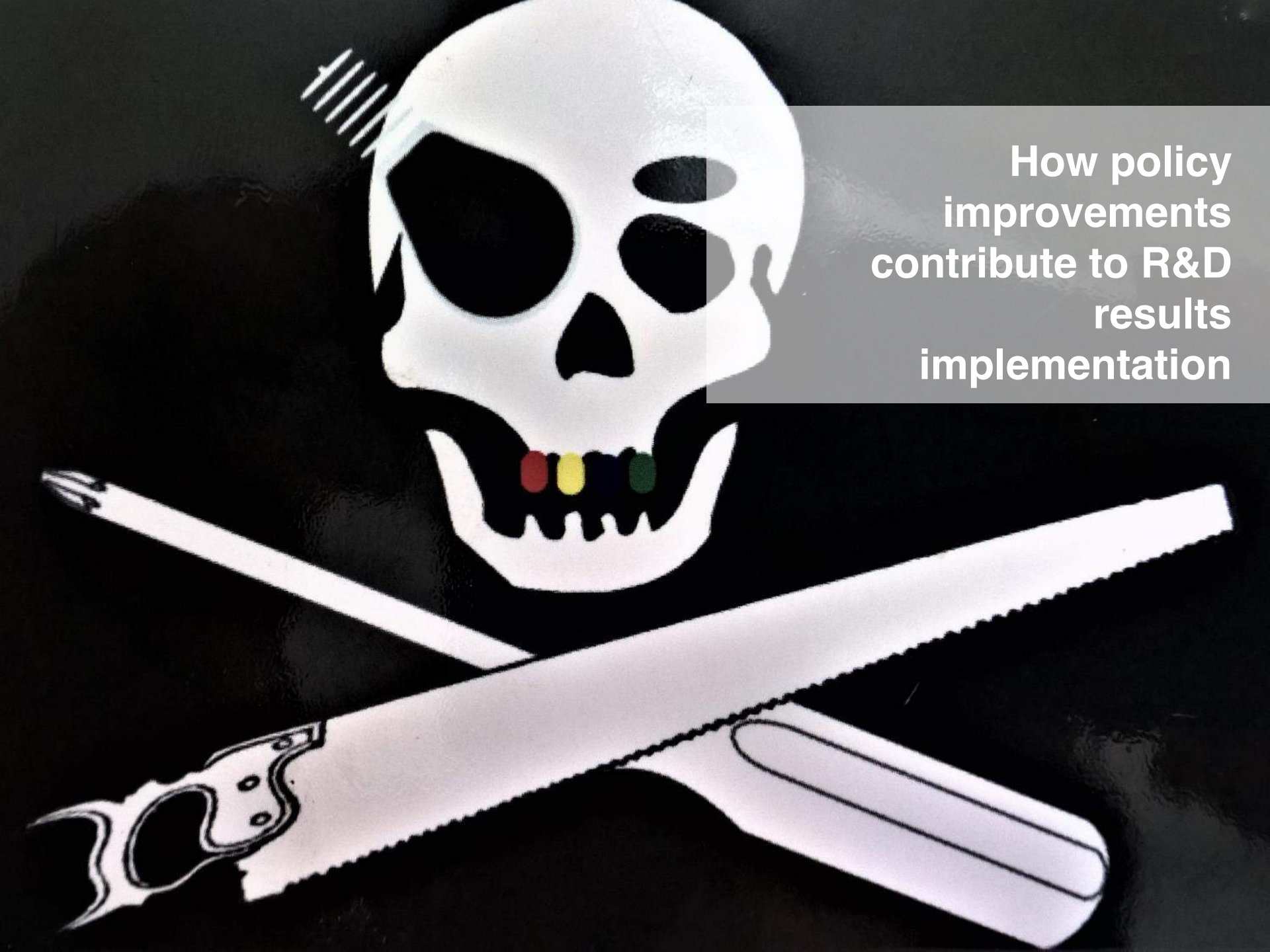
## Learning from the latest trends and practices

- **The Seal of Excellence** - Annamaria Zonno - DG RTD;
- **DG RTD's "Common Exploitation Booster Service"** - Andrea Di Anselmo.

A blurred background image of a library with bookshelves. In the center, a man with a beard and a woman are smiling and looking at each other. The man is wearing a checkered shirt, and the woman is wearing a red top. The text is overlaid on the image.

**Learning from the latest trends and practices**

**The Common Exploitation Booster Service**  
Andrea Di Anselmo

A white skull is the central focus, set against a black background. The skull has a comb on its forehead and a pen nib in its mouth. A hand saw is crossed over the skull, with its handle in the foreground and its blade extending towards the skull. The text is overlaid on a semi-transparent grey box in the upper right corner.

How policy  
improvements  
contribute to R&D  
results  
implementation



## Fishing the net (60 min)

Let's prepare ourselves and discuss

- **Topics** to be further developed with webinars;
- **Actions** to be agreed with discussion hours;
- **Practices/measures** to be deepened with peer review;
- **Instruments** to be benchmarked;
- **Topics** to be faced during the B2B event;
- New Topics suggested;
- Selected **priorities** for the next 3-6 months.

## Contact us

[a.dianselmo@policylearning.eu](mailto:a.dianselmo@policylearning.eu)

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[www.interregeurope.eu](http://www.interregeurope.eu)

<https://www.interregeurope.eu/policylearning/>

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# **BRIDGES project: state of play & involvement of the Managing Authorities**

**19th October 2017,**

Team A): How to use R&D and synergies

**Ninetta Chaniotou**

Kainuun Etu Oy

[www.interregeurope.eu/BRIDGES](http://www.interregeurope.eu/BRIDGES)

# Brief reminder

- **Objective:** To improve the effectiveness of RIS3 implementation by bridging mismatches between RIS3 productive & RDI bases, of lagging / less advanced regions through cooperation with advanced ones.
- **Aim:** To construct regional advantage; three themes: improved innovation infrastructures linked to RIS3 facilitators (theme 1); research-to-business investments in RIS3 bio-based industries (theme 2); funding tools and networks (theme 3).
- **Partners:** Nine organisations.
  - **Regional partners:** Kainuun Etu Oy (FI, LP), Regional Council of Kainuu (FI), Lubelskie Voivodship (PL), Helsinki – Uusimaa Regional Council (FI), Regional Development Agency of Western Macedonia (GR), Socca Valley Development Centre (SI), Pannon Business Network Association (HU).
  - **Advisory partners:** European Business and Innovation Centre of Burgos (ES), Centre for Research and Technology /Thessaly (GR).

# Involvement of the MAs

**Action plan = RESEARCH TO BUSINESS INVESTMENTS**

= WHAT (industry) \* HOW (good practices/technological connectivity) \* WHO (regional/interregional actors);

**MA INVOLVEMENT CONCEPT:**

WHAT+HOW+WHO eligible in the ROPs

Policy review + Innovation maps: RIS3 industries \* RIS3 associated technological connectivity types of the regional innovation system \* 2nd reading (external, science-based assessment of the regional potential) = regional innovation potential

Good practice (GP) themes: GP collection (GPs contribute to the same technological types of connectivity used in the innovation maps)

Industry + research-to-business investment theme + GPs that best support the investment theme

—> **MA ok** —> Action plan focus  
—> Feasibility study  
—> **Projects for the action plan** —>

**MA ok** —> Action plan formulation and endorsement —> **MA endorsement**  
—> ESIF calls (**MA**) —> Selection of projects **MA**

Monitoring of implementation **MA**

**Action plan implementation**

2016 - 2017

2017 - 2018

2018 - 2021



# R&D synergies & action plans

- **1) What is the basic approach towards R&D synergies?**
- —> **Well prepared multi actor partnerships leading to research-to-business investments:**
  - 1.1) **Industry selection:** From the innovation maps, the industries in focus: CONCRETE naming of industries in each region.
  - 1.2) **State of the art research themes identification, relevant** to the selected industries: CONCRETE naming of research themes, research results usually coming from the research-advanced region.
  - 1.3) **Optimal research applications respecting the selected industries absorptiveness** and project-based recommendations:
    - 1.3.1) A feasibility study (FS) is organised. It covers content (excellence), methodological (business / product applications) and recommended projects (types of project, types of multi actor partnerships, and funding levels).
    - 1.3.2) All recommended projects (types of projects) are based on multi actor (=business, research, sometimes intermediaries, as if in some H2020 innovation project) partnerships, ideally mixture of regional, national, interregional actors. **This is the main knowledge transfer & development approach** (R&D synergy).
- **2) What are the MAs/IBs endorsing?** They endorse
  - 2.1) Types of investment projects & funding (listed in the FS) [Type 1 impact], **and/or**
  - 2.2) Open call criteria for setting up the investment projects & their funding [Type 2 impact] **or**
  - 2.3) In one case, they are endorsing a new programme including funding [Type 3 impact].
- **3) Ten feasibility plans** (16.10.2017).

# Action plans, R&D synergies overview

PP action plan	R&D synergies					
	Organisational adjustment	Centrre of competence		Digitalisation programme	Commercialisation of research	Value chain internationalisation
		Research theme	Applications to businesses			
<b>PP1</b>	innovation certification	new function regular exchanges with R&D units (project generation ideas )	new function to support SMEs (individual SMEs)	new function to support SMEs (industry + individual SMEs)	connecting to research units (individual SMEs)	new function to support SMEs (project generation)
<b>PP2</b>		Berry centre	entrepreneurship programme			berry-concept for the S3 platform
		Lignine valorisation	Lignine investments			Possibly, DG Regio interregional innovation call
<b>PP3</b>				Photonics applications to hop and apple production		
<b>PP4</b>	Research-to- business services				improving the dissemination of Finnish research to new niches.	improving the dissemination of Finnish research to new niches.
<b>PP5</b>				smart farming wine & dairy industries		
					plant based proteins	
<b>PP6</b>		Endemic species	Sustainable fishfamrs & fishing			
<b>PP7</b>				Additive manufacturing in the furniture industry		Possibly, DG Regio interregional innovation call

# Involvement of MAs, state of play

PP action plan	MA / IB involvement in the action plan		
	Approval	Funding	Stakeholder
PP1	X (PP2)		X (PP2)
PP2	X	X	
	X	X	
	X	X	
PP3	X	X	X
PP4	X	X	
PP5	X	X	X
	X	X	X
PP6	X	X	X
PP7			

# Involving the MAs, some insights

- **STRATEGIC SIDE**

- **1) Main issues:** i) Win - win concept between more and less advanced regions; why & how should / could MA:s join forces; ii) win-win situations between research & industries / individual businesses; iii) win-win facilitation by intermediate bodies.
- **2) Main finding:** in the raw materials sector fact: innovation advanced regions have the research; less innovation advanced regions have the production; → **know the industry + know the related research.**
- **3) How to define the win-win cooperation concept?** Some options: i) commercialisation of research; ii) joint ventures; iii) related variety; iv) joint actions (complementarity).
- **4) Untold worries:** will the weak regions lose the research dynamism? will the strong regions lose the research secrets? Weak regions can focus their research resources while at the same time generating income through cooperation; strong regions can generate income and insights from the re-use of their research in non-home contexts; also IPR is a mainstream approach.
- **5) How do we pay? importance of interregional innovation funding (“on demand” rather than “competitive”).** **What did we do?** 2 regions, very carefully, opened up the eligibility criteria. With other region, we are making a joint interregional EoI. The issue remains. **Future: quantifiable decision making tool.**

- **OPERATIONAL SIDE**

- **5) Small print:** from context to partner; we first reviewed the research infrastructure strategy (which clearly states the need for Finnish research to be commercialised through internationalisation) and then we contacted the partner.
- **6) Project orientation: the whole project towards investments:** i) learning from experience (previous Interreg C strand programmes): especially for regions that face growth pressures: learning is good, earning is better, earning\*learning is best. ii) with the exception of organisational adjustment (PP1, PP4), GP transfer is part of investment facilitation schemes

- **TACTICAL SIDE**

- **7) Personal relations matter**
- **8) Involve early even if not easy**
- **9) Optimise rather than maximise; negotiate frequently; “common ground” is the most important.**



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# Open Social Innovation policies driven by co-creative Regional Innovation eco-systems

## How to foster the take up of R&D results?

### Interreg Policy Learning Platform Workshop: R & I

Milan, 19 Oct 2017

Umberto Pernice | External expert Region Västerbotten

# The goal

To Improve design, rapid delivery and implementation of Open and Social Innovation policies through co-creative events adopting the penta-helix model



7 PIs  
(SE, FI, NL, GR,  
IT, PT, SK)  
will support  
new projects

5 PIs  
(SE, FI, NL, PT,  
IT) will improve  
participatory  
governance

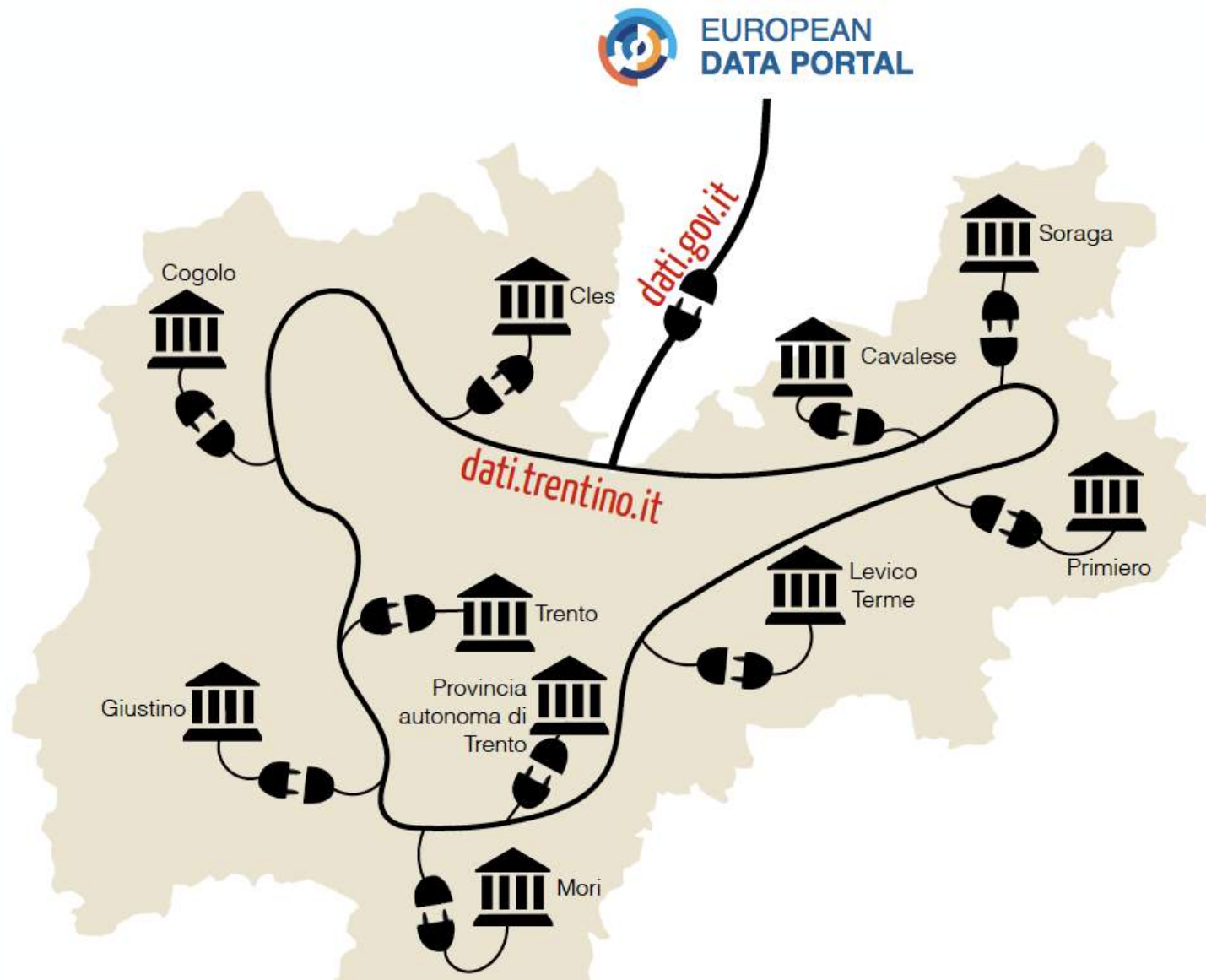




# Job & Growth challenges of each Territory analysed at each co-creation event

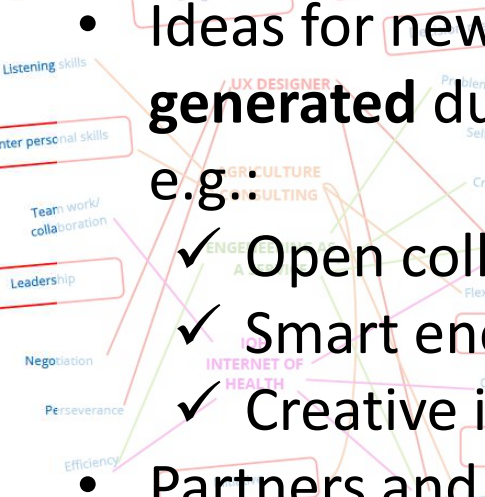
SHARING AND	DESIGN THINKING @ LEARNING BOARD	WORK
	<b>JOBS DEMAND</b> Economic growth and development	<b>JOBS OFFER</b> Labour market management
<b>Region Vasterbotten</b>	- <i>Regional competence platform.</i> - <i>Regional exportcenter.</i>	- <i>Good system of health system, with telemedicine.</i>
<b>Region Ostrobothnia</b>	- <i>Energy Spin – incubator.</i> - <i>Research; Broker.</i>	- <i>University has a department for matching students with labour</i>
<b>Province of Drenthe</b>	- <i>“Vierkant voor werk” – stand up for jobs. Project: helping unemployment people to find a job; creating new jobs at companies.</i> - <i>“Innovation broker”</i> - <i>Job coaches/ developing “job infrastructure”.</i>	- <i>Smart work centres.</i> - <i>Free time economy.</i>
<b>Region of Presov</b>	- <i>We created good infrastructure like industrial (?) park.</i> - <i>Operational programme “research and innovation” – jobs creation in R&amp;D.</i>	- <i>School working with the companies to prepare, and attract future workers.</i> - <i>Dual learning system.</i>
<b>Province of Trento</b>	- <i>Broadband; Tax reduction.</i> - <i>Funding start up.</i>	- <i>Programs for unemployed.</i>
<b>Municipality of Fundão</b>	- <i>Provide housing to new comers.</i> - <i>Office space + housing support + institutional engagement + qualified people</i> <i>Attract Business.</i>	- <i>Introducing new skills in schools (ICTs, technology ...).</i>
<b>CTI Greece</b>	- <i>Employment authority pays the first eight months for hiring unemployed people (pro and con).</i>	- <i>In all regions vocational centers are founded for giving training to unemployed people.</i>

# Creating a single contact point for ...Open Data services for Trento

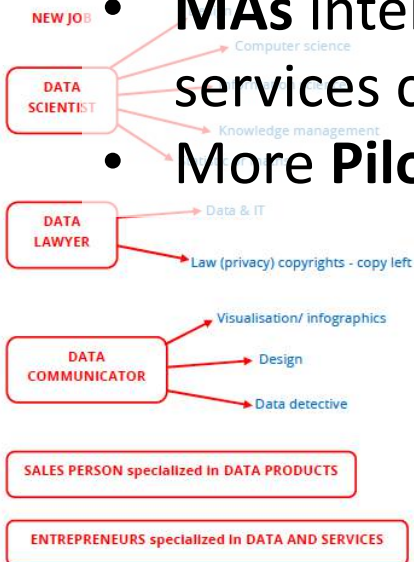


# Making the most through H2020

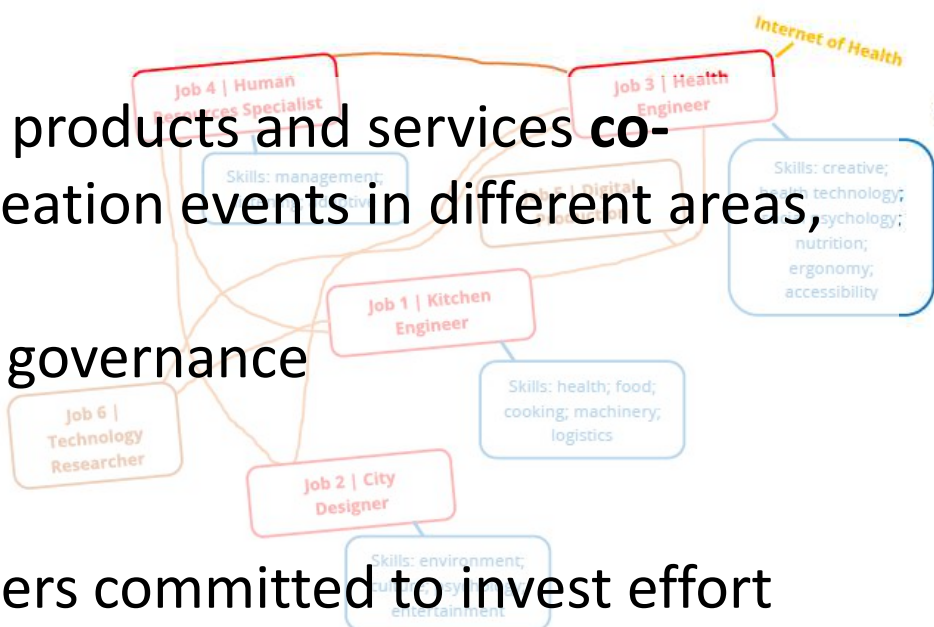
Group 1:



Group 4:

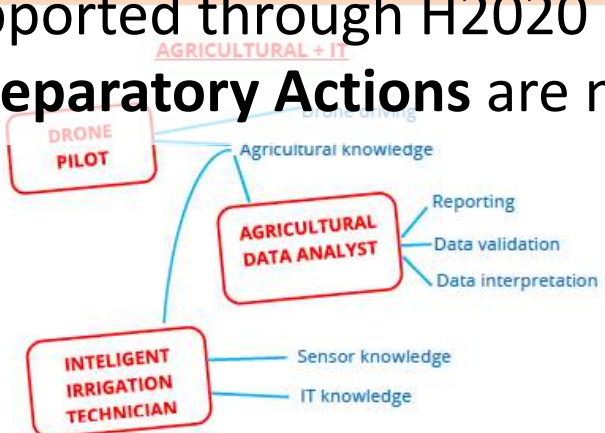


Group 2:



- Ideas for new projects, products and services **co-generated** during co-creation events in different areas, e.g.:
  - ✓ Open collaborative governance
  - ✓ Smart energy
  - ✓ Creative industries
- Partners and stakeholders committed to invest effort

Group 3:



- **MAs** interested to see how new projects, products and services can be further supported through H2020
- **More Pilot Projects and Preparatory Actions** are needed



ALTRI VIDEO

ALTRI VIDEO

▶ 🔊 1:52 / 3:30

▶ 🔊 1:52 / 3:30

📄 ⚙️ YouTube 🗨️ 🗲

# Thank you

[collaborate@umbertopernice.com](mailto:collaborate@umbertopernice.com)



ALTRI VIDEO

▶ 🔊 1:11 / 3:30

<https://www.interregeurope.eu/osiris/>

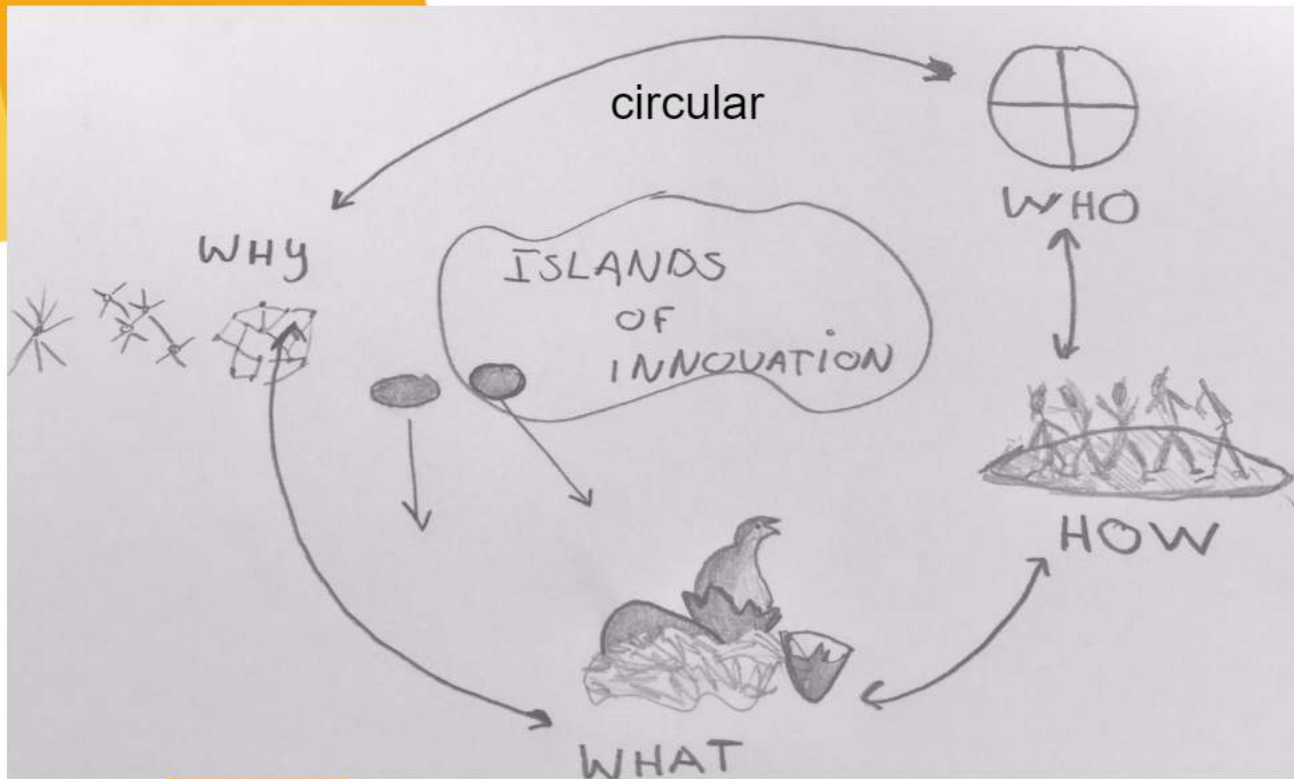
YouTube 🗨️ 🗲



Interreg  
Europe



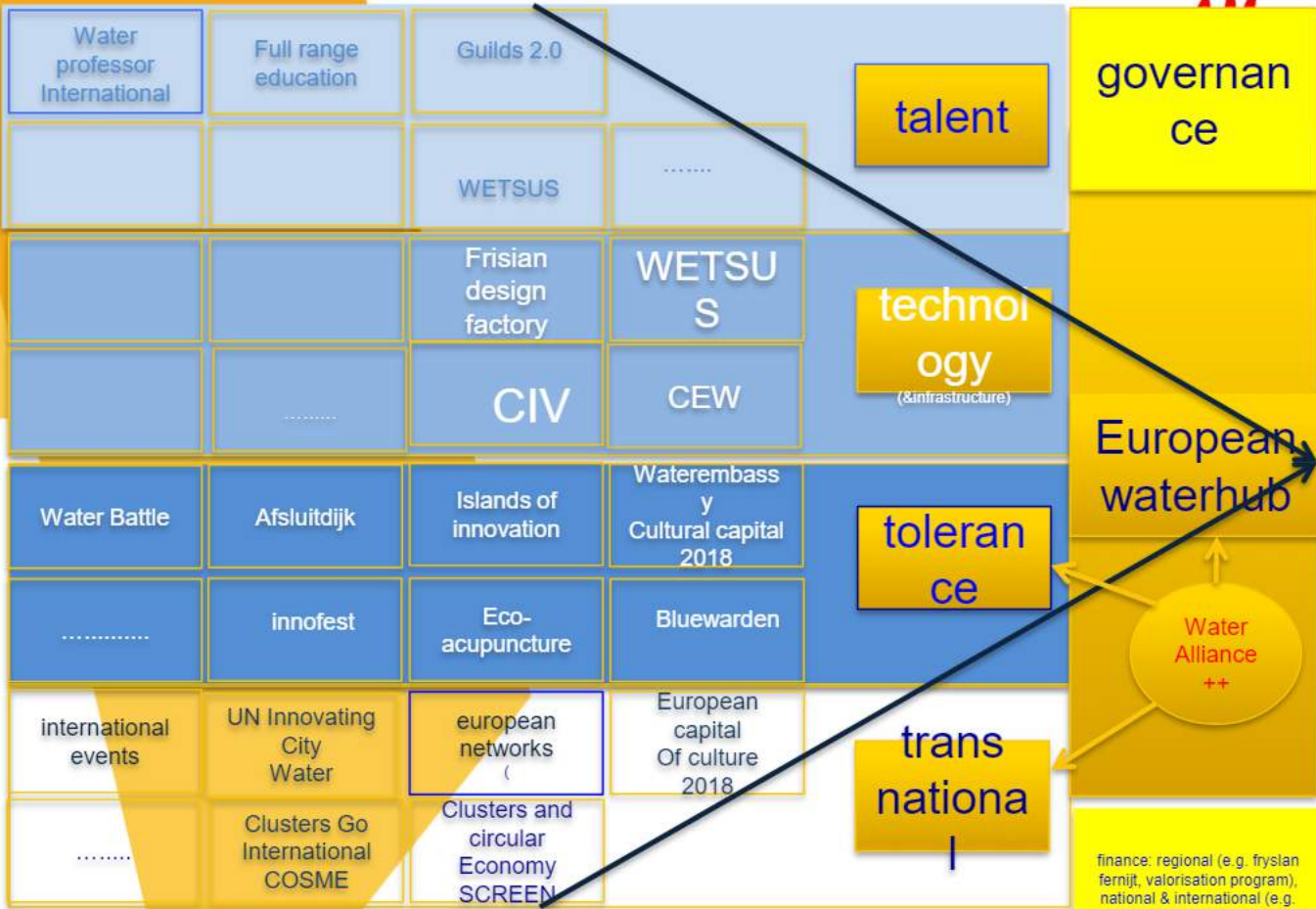
European Union | European Regional Development Fund



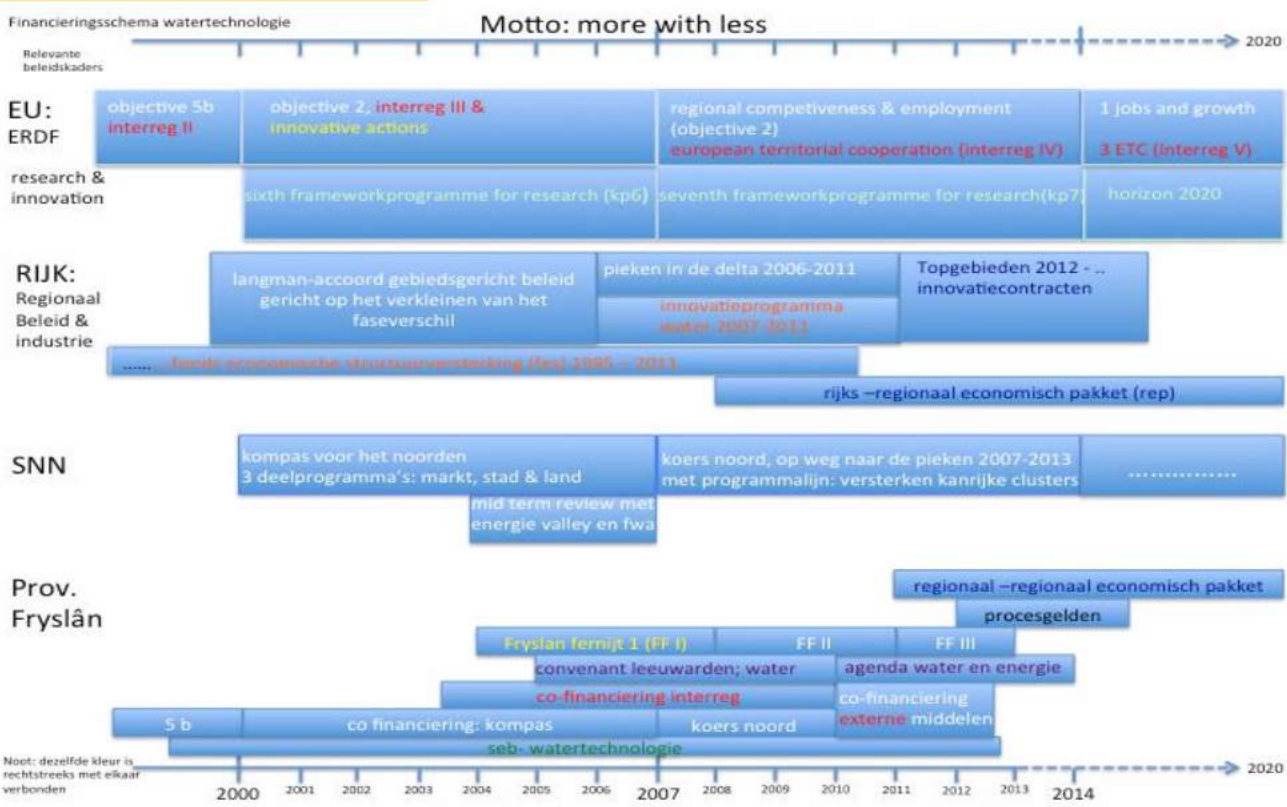
**OUTSIDE THE BOX QUADRUPLE HELIX OUT OF THE BOX**

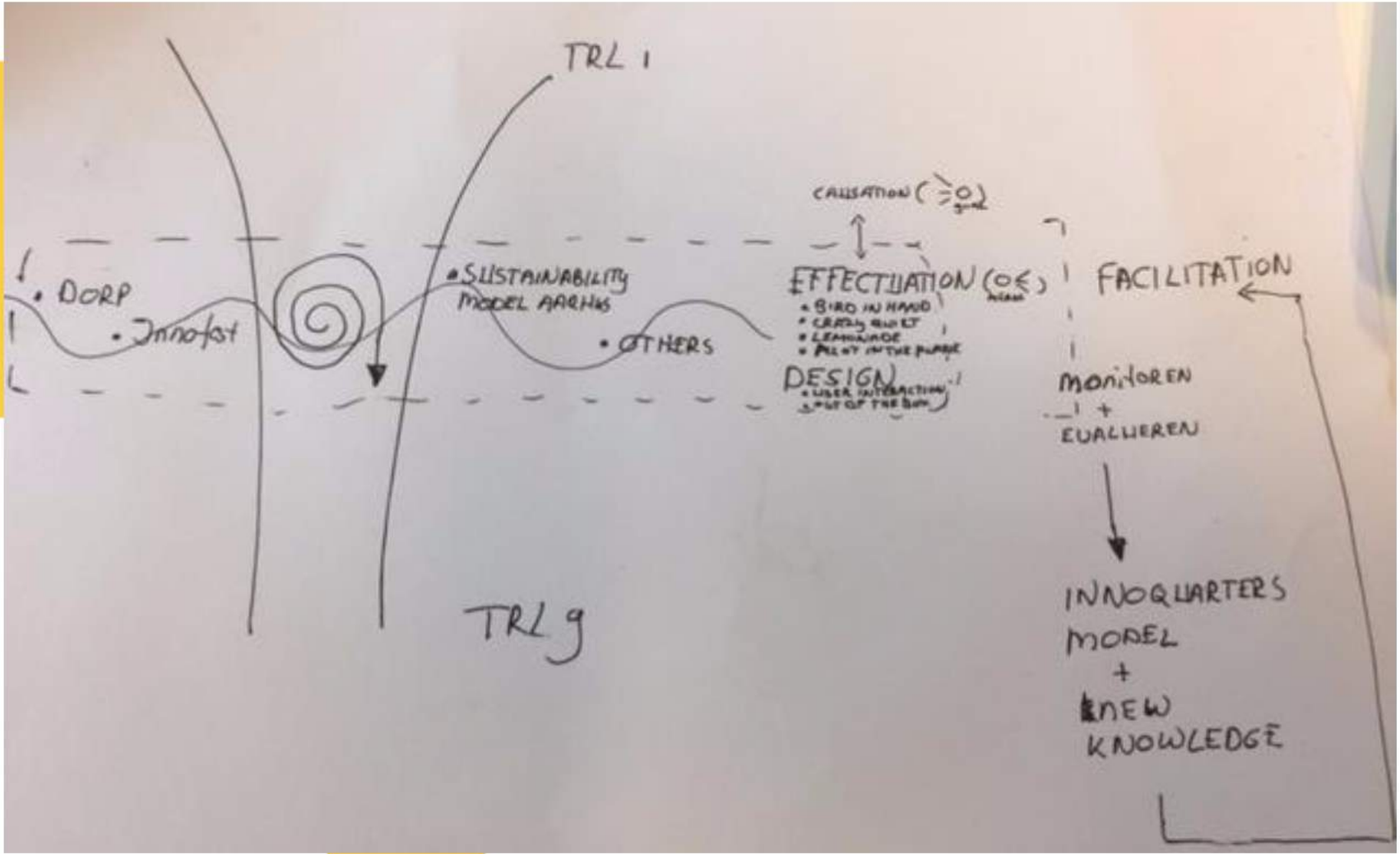
**DO** (= you learn best by doing)

**DARE** (= skin/soul in the game) **DRE**



*finance international (cooperation, excellence and in competition national and regional)*









**P-IRIS**  
Interreg Europe



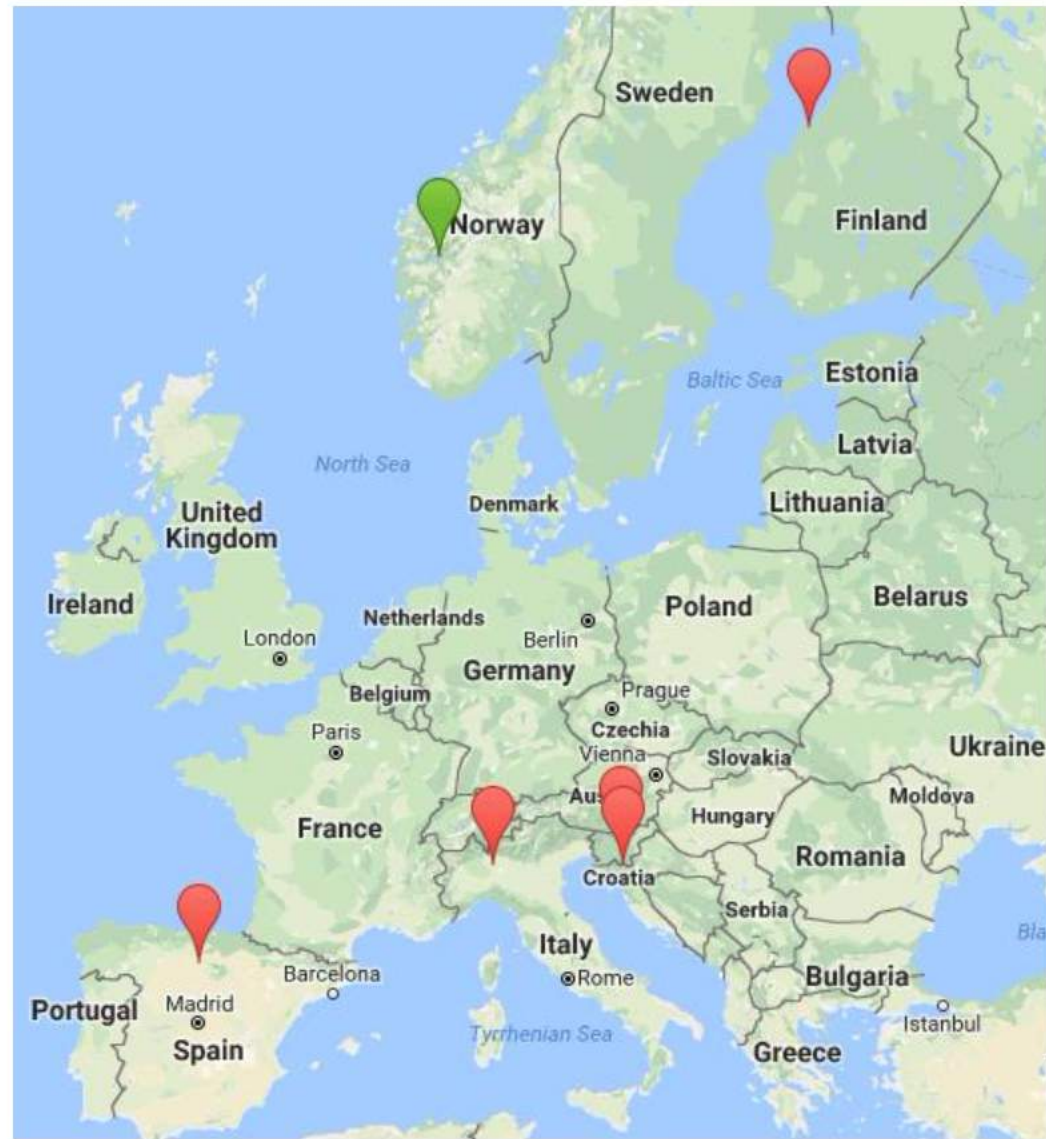
European Union  
European Regional  
Development Fund

# P-IRIS

Project coordinator: Ingvild Andersen - [ingvild.andersen@sfj.no](mailto:ingvild.andersen@sfj.no)

Lead partner: Lars Hustveit – [lars.hustveit@sfj.no](mailto:lars.hustveit@sfj.no)

**P**olicies to **I**mprove  
**R**ural **I**nnovation  
**S**ystems by  
professionalising  
networking  
activities and use  
of innovation tools



Common vision

# Attractive jobs for well educated and creative youth

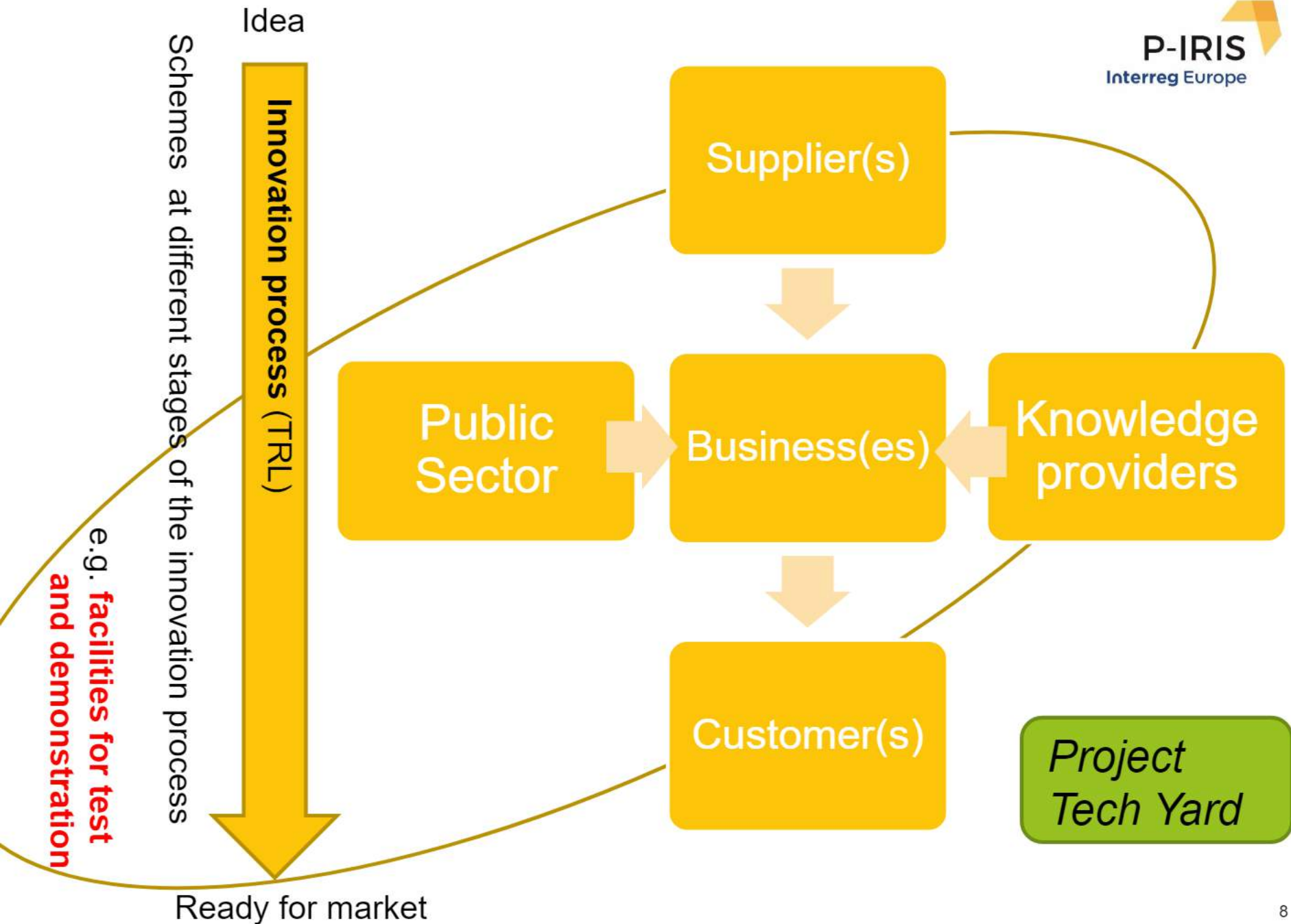
Context

## Rural & deversified economies

- Incomplete systems / Distance between actors
- More active role of public sector

Problems to solve

- Increase innovation
- A more efficient environment for knowledge sharing
- Better practices and skills in rural innovation-network management





**P-IRIS**  
Interreg Europe



European Union  
European Regional  
Development Fund

**Thank you!**

Questions welcome



*Project smedia*



# Policy learning event on research & innovation and SME competitiveness

19 October 2017, Milan, Italy

A blurred background image of a library with bookshelves. In the center, a man and a woman are smiling and looking at each other. The man is on the left, wearing a checkered shirt, and the woman is on the right, wearing a red top. The text is overlaid on this image.

**Learning from the latest trends and practices**

**The Common Exploitation Booster Service**  
Andrea Di Anselmo




COMMON  
EXPLOITATION  
BOOSTER DG RTD J.5

It is the **use** of R&D results that will keep European businesses at the forefront of growth in the years to come, ensuring that the "technologies of tomorrow" are not "**forgotten**" in the **dust** of labs or university archives.

The European Commission is a **pioneer** in the approach to **bridge** the gap between **research** results and their **use**. The "[Common Exploitation Booster](#)" (CEB) is the pilot service of the DG Research & Innovation, which aims at identifying, nurturing, maturing and commercializing key scientific results from FP7 and H2020 projects all over Europe.

From 2016 to 2018, more than **230 projects** will receive the support of the CEB services ranging from software for the music industry to exoskeletons for physically impaired patients.





## Common Exploitation Booster DG RTD J.5

It is the general assumption and hope that more and more local stakeholders and governments will seize the mantle and nurture exploitation within their ecosystems.

CEB is a tested **practice** to be looked at and considered for **adoption** at national or regional scale, creating synergies with ERDF and ESF funds.

# Why



**Non technological** bottlenecks (entrepreneurial spirit, knowledge of the market, financial issues, regulatory environment, etc.) **prevent** research results from making it to the **end users** and generate impact.

Common Exploitation Booster aims to **bridge** the gap between research results and market by:

- raising **awareness** on exploitation **possibilities**; recognizing valuable and exploitable results;
- providing an **opportunity** to **clarify** business models, propose solutions, anticipate potential conflicts;
- setting-up **roadmaps** for the long-term **sustainability** of the project results, facilitating (re)use of project results;
- Facilitating **value** creation out of novel knowledge (creating revenues, improving **skill sets** of an organisation, preparing for **standardization**, finding **pathways** for future work).

# Services



- **Analysis of Exploitation Risks**, to screen routes towards the market and better tackle risks;
- **Exploitation Strategy Seminar**, joint working session to streamline the exploitation strategy and the “go to market” action plan;
- **Business Plan Development**, to better design a convincing and actionable plan for exploitation;
- **Brokerage and Pitching Event** to facilitate interaction and pave the way to follow-ups.

Services are tailored to different TRL levels of the projects. However, on the basis of the PO evaluation projects could access as well to the different services.



All FP7 and H2020 projects are eligible to apply



A project can benefit only once



Projects can ask for the service only if they have not already benefitted by a similar one under another support scheme

## Procedures

Projects apply, confirming acceptance of the EC project officer, to: [EC-CSC-Exploitation-support@ec.europa.eu](mailto:EC-CSC-Exploitation-support@ec.europa.eu)

Providing information on:

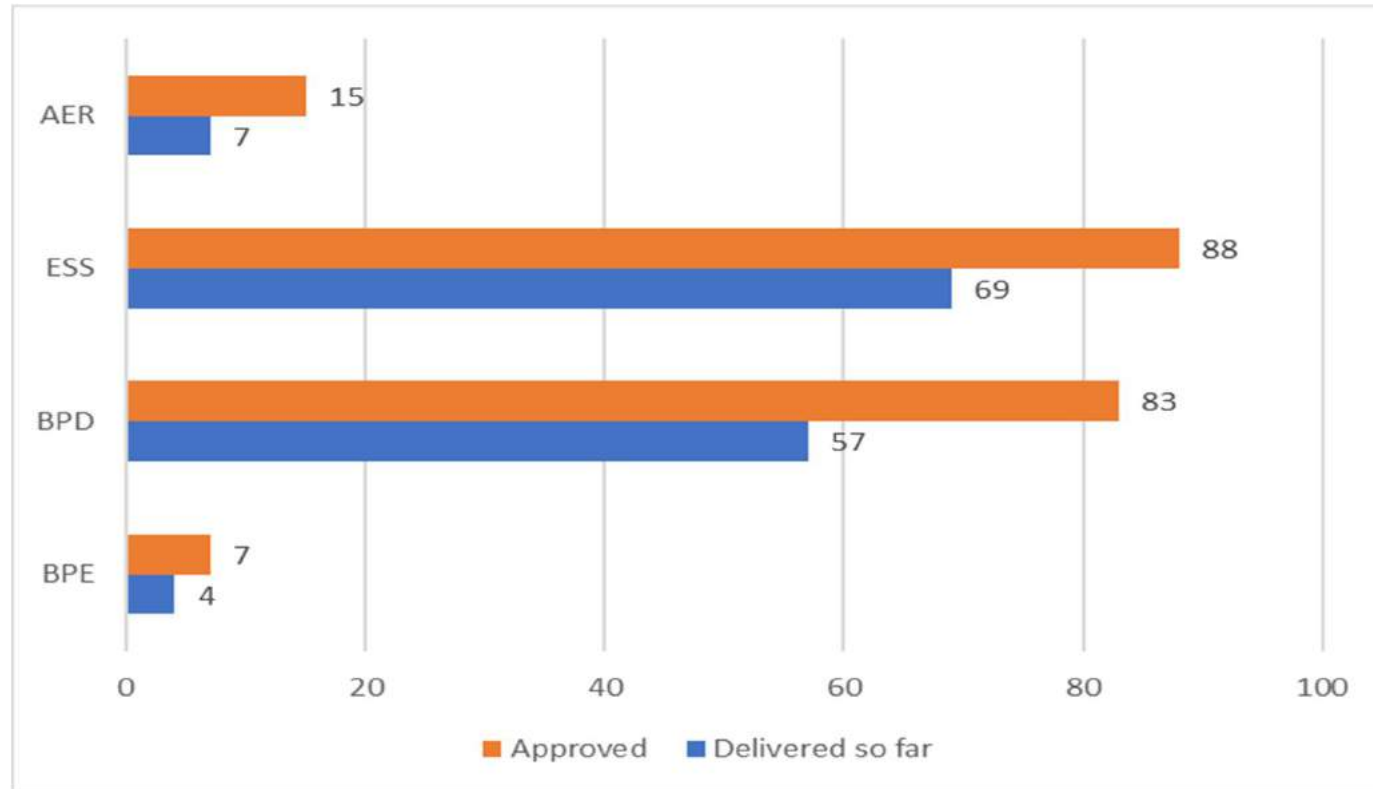
- Project number
- Type of service
- Preferred place and timing of service (e.g. in context of project consortia meeting)
- (list of projects if PBE)

The Common Support Centre selects and coordinates the service requests, and informs the consortia of the Expert offered to implement the service.

The details of the service are fine-tuned and agreed between the Project Coordinator and the Expert.

**All the Experts signed a confidentiality agreement guaranteeing the non-disclosure of any information received and knowledge gathered from the project.**

# Implementation

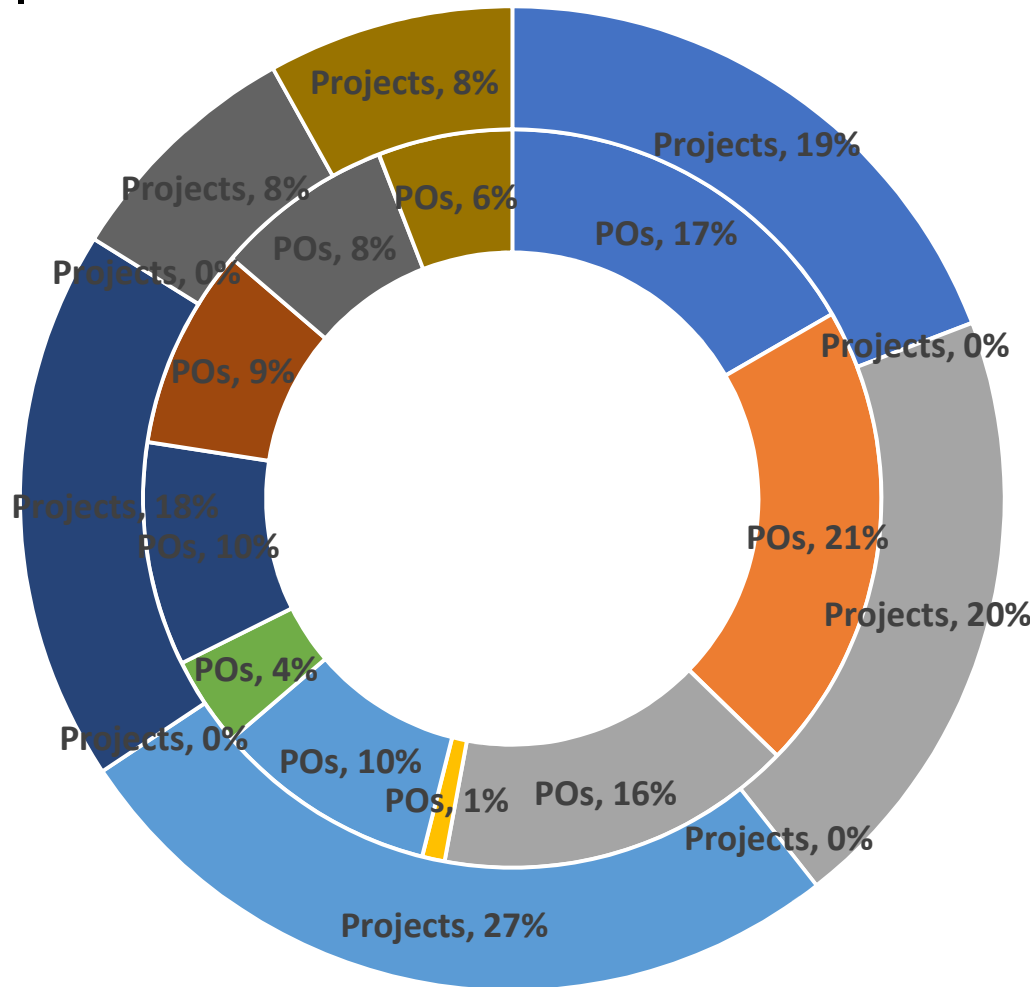


Framework contract, signed 29/04/2016

SC00, signed 24/06/2016 and SC15, signed 21/12/2016 (including summer break)

First service delivered (BPD): June 2016

# Implementation



- The service helped to clarify the role of partners in exploitation
- The service raised awareness and interest among the members of the consortium
- The service helped to recognise new exploitation option(s) and exploitable results
- The service contributed to the standardization of patenting

## Contact us

[a.dianselmo@policylearning.eu](mailto:a.dianselmo@policylearning.eu)

## Be with us and register

[www.interregeurope.eu](http://www.interregeurope.eu)

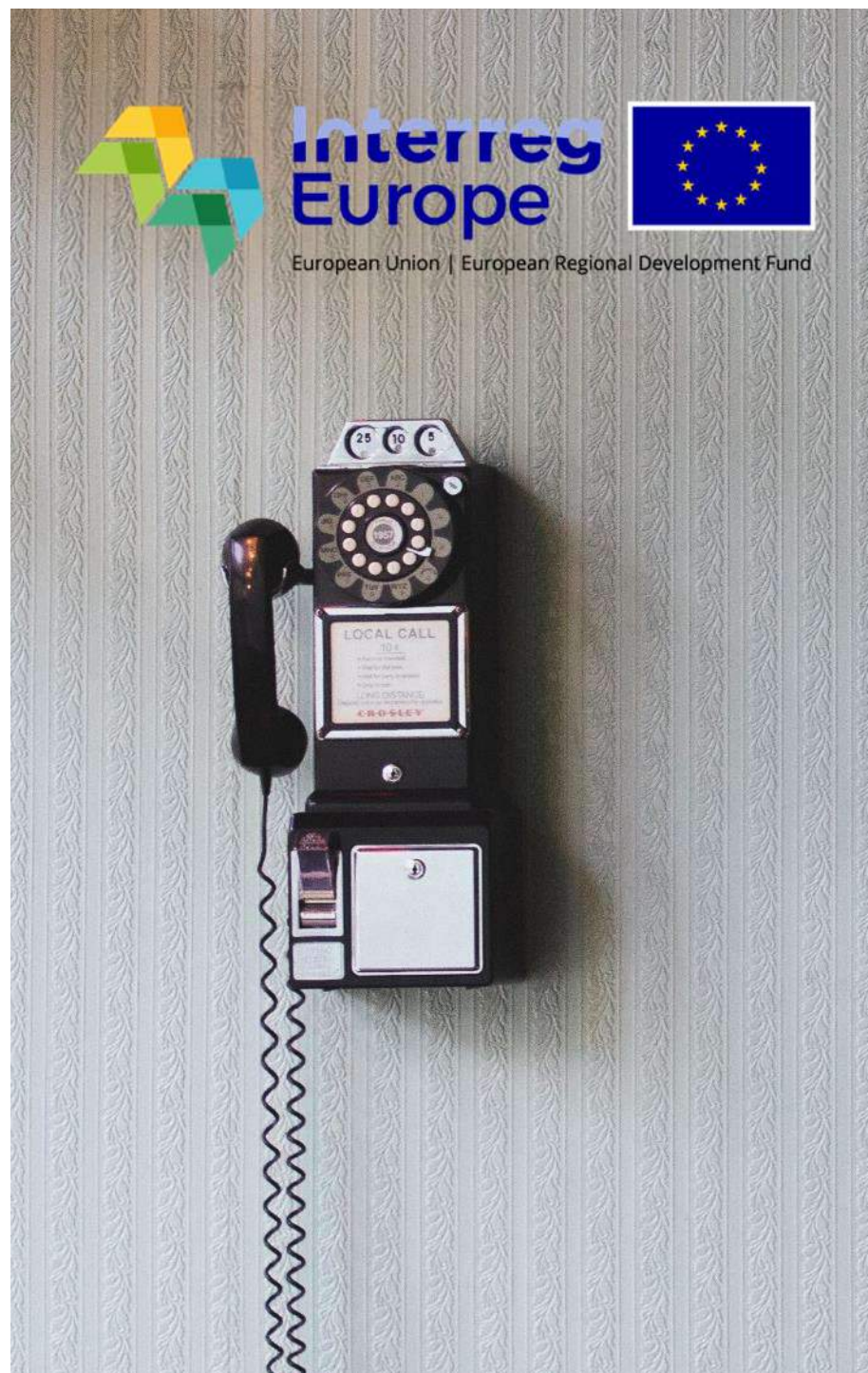
<https://www.interregeurope.eu/policylearning/>

## Follow us

#Research and #Innovation

@InterregEurope

#policylearning





European  
Commission

# HORIZON 2020



## The Seal of Excellence

**Milan, 19 and 20 October 2017**

**Annamaria Zonno  
DG RTD B5**



# CERTIFICATE

★ SEAL OF  
EXCELLENCE

- Awarded to ALL qualifying SME instrument PROPOSALS
- Only downloadable by SMEs in 'My area' of Participants Portal
- Informs
- Explains
- Builds reputation
- Fraud-proof
- Accompanying letter with useful links

★ SEAL OF  
EXCELLENCE



*Certificate delivered by the European Commission,  
as the institution managing Horizon 2020,  
the EU Framework Programme for Research and Innovation 2014-2020*

The project proposal [Proposal number], [Proposal Acronym]  
[Proposal Title]

Submitted under the Horizon 2020's  
call [Mastercall name] ([Call name]) of [cutoff date] in the area of  
Call Topic  
by  
[Coordinator name and address]

following evaluation by an international panel of independent experts  
**WAS SUCCESSFUL IN A HIGHLY COMPETITIVE EVALUATION PROCESS\*  
AS A HIGH QUALITY PROJECT PROPOSAL**

This proposal is recommended for funding by other sources since Horizon 2020 resources available for this specific Call were already allocated following a competitive ranking.

\* This means passing all stringent Horizon 2020 assessment thresholds for the 3 award criteria (excellence, impact, quality and efficiency of implementation) required to receive funding from the EU budget Horizon 2020.

Corina Crețu,  
Commissioner for  
Regional Policy

Handwritten signature of Corina Crețu in black ink.

Carlos Moedas,  
Commissioner for Research,  
Science and Innovation

Handwritten signature of Carlos Moedas in black ink.

Brussels,

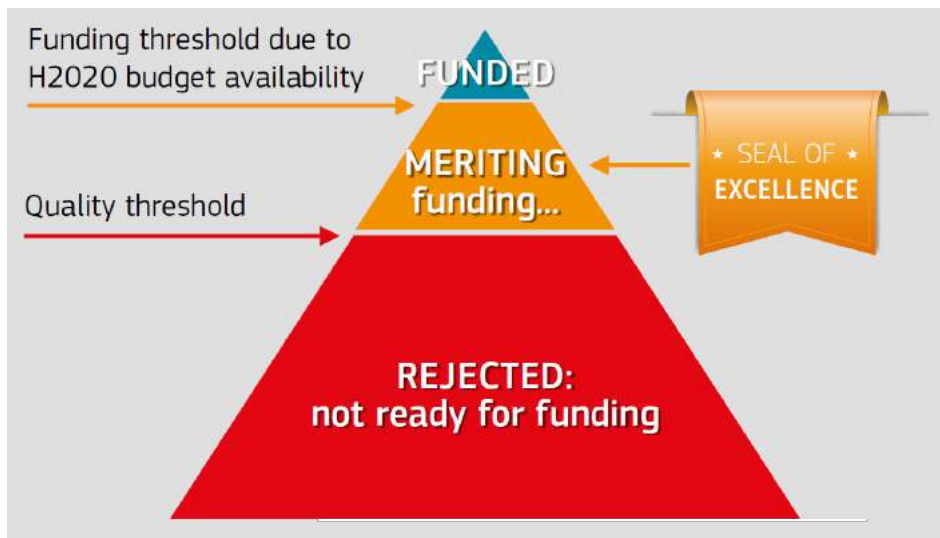
# HOW IT WORKS



★ SEAL OF EXCELLENCE

## Horizon 2020 evaluation

**Excellent proposals receive the Seal of Excellence certificate:**



The EU quality label  
for first-class  
innovation ideas  
worthy of investment

### **Pilot using the SME Instrument**

- ✓ Close to intervention logic of ESIF authorities:
- ✓ Single company
- ✓ Small scale R&I actions
- ✓ Close to market

### **Regions/MS taking-up 'seal of excellence' proposals:**

- ✓ Benefit from pre-screening by H2020
- ✓ Make the most of a unique, high quality evaluation process
- ✓ Better use the resources
- ✓ Invest on high local impact proposals

# KEY MESSAGES



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EXCELLENCE

## For SMEs

- A great opportunity, but be patient!
- No guarantee of 'automatic' alternative funding & the same funding intensity of H2020
- No double funding allowed
- Make ALL your documents available to funder
- DIVERSIFY funding search both in terms of sources & type
- Be PROACTIVE & CREATIVE

## For FUNDING BODIES

Managing Authorities, nat/reg agencies, private foundations, banks, VCs, business angels

- SoE are excellent projects
- Great opportunity to use H2020 1st-class evaluation system
- Keep it simple: no need to re-evaluate content
- Possibility to use ESIF
- Different support can be provided: grants/loans/guarantee/...
- You are not alone: join our **COMMUNITY OF PRACTICE!**

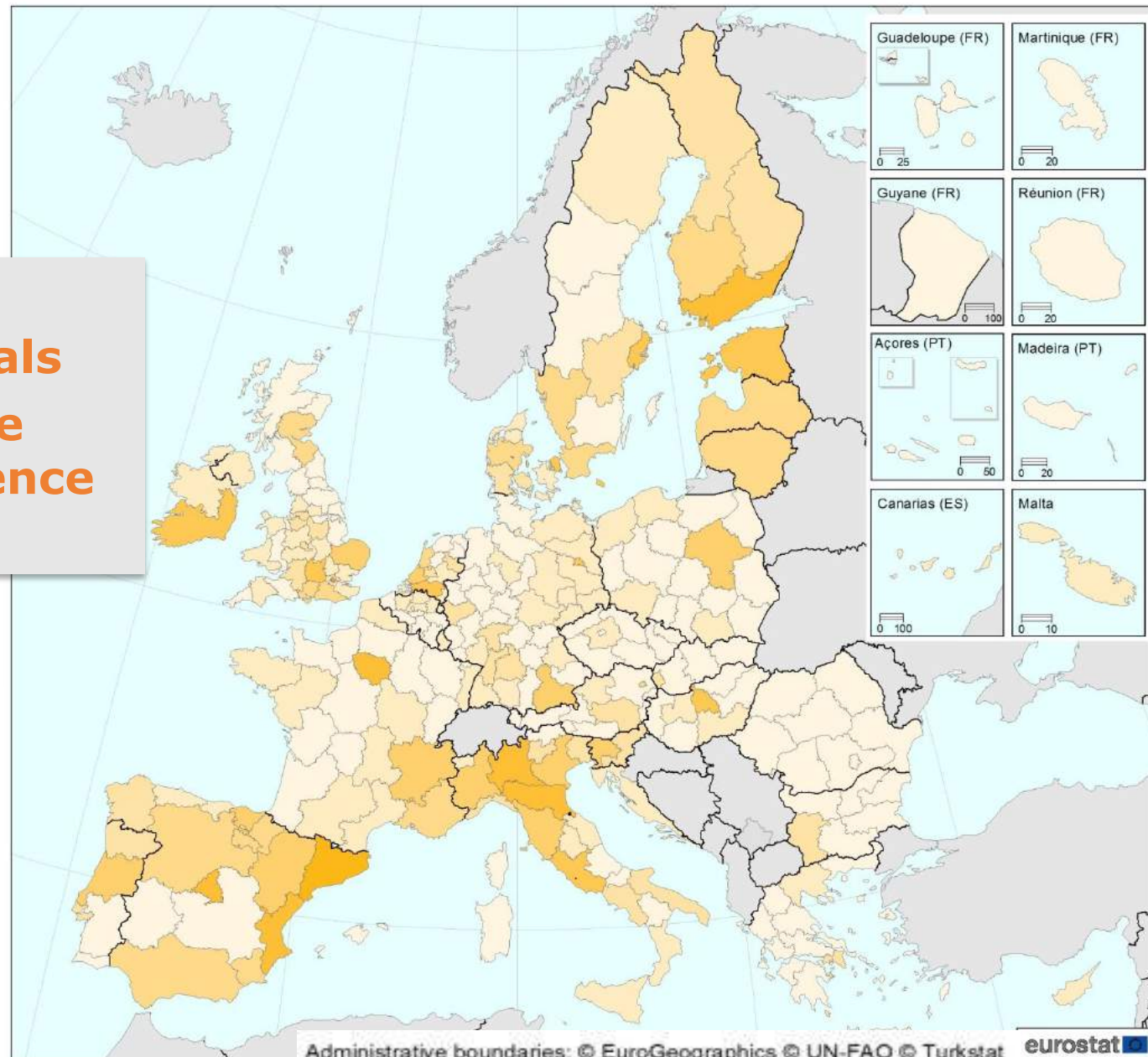
# AWARDEES

★ SEAL OF EXCELLENCE ★

**3771 proposals**  
received the  
**Seal of Excellence**

## PROPOSALS AWARDED WITH THE 'SEAL OF EXCELLENCE'

SME Instrument - All (Phase 1 and Phase 2)



includes all cut-offs until June 2016

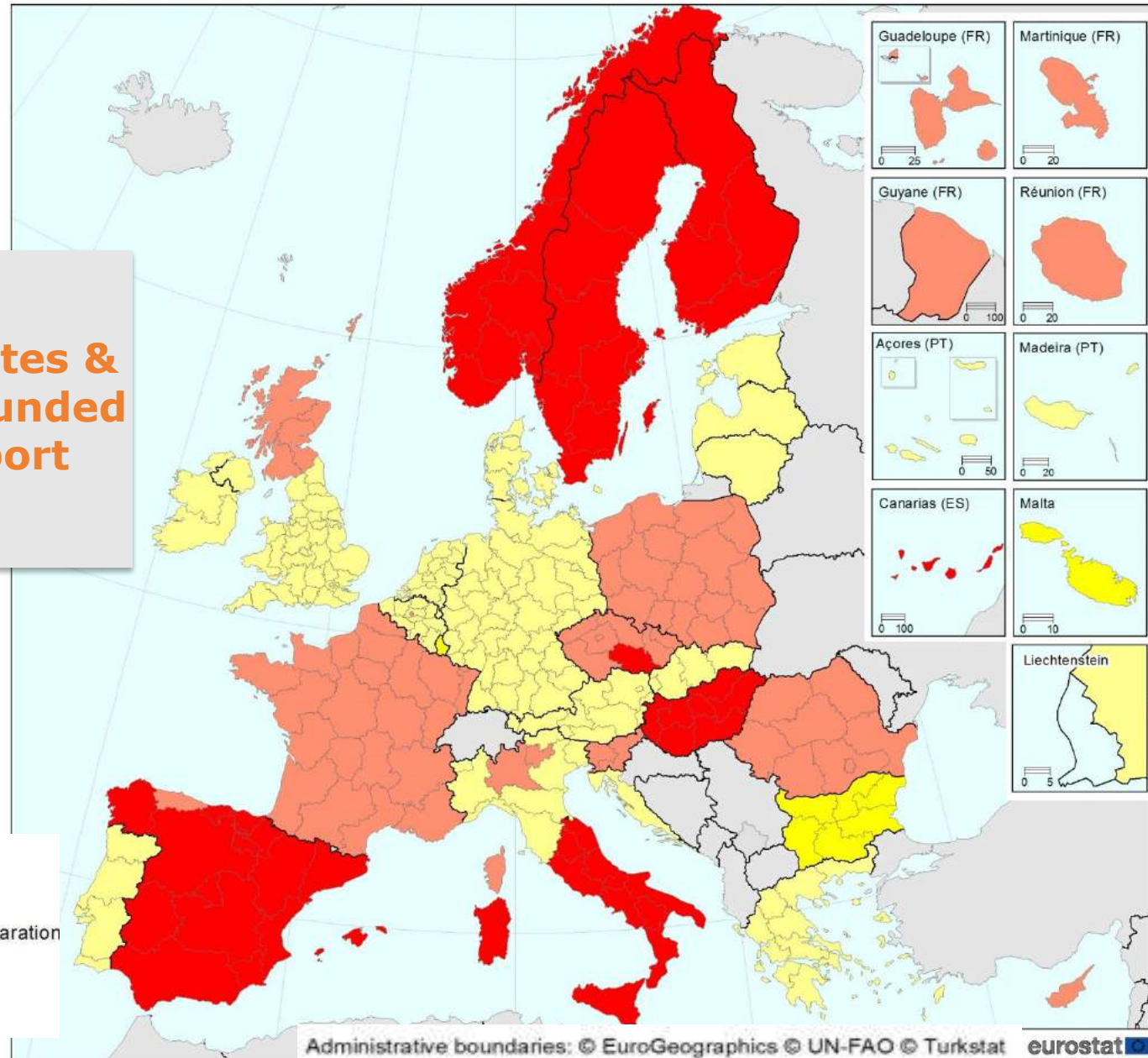
COP

★ SEAL OF EXCELLENCE ★

# 'Seal of Excellence' Community of Practice (CoP)

## Funding Schemes for SME Instrument

**17 EU Member States & regions already founded alternative support schemes**



- Not CoP Members
- CoP Members
- CoP Members - Scheme under preparation
- CoP Members - Existing Scheme
- Data not available

Data September 2016



# RESEARCH & INNOVATION

## Synergies with Structural funds

European Commission > Research & Innovation > Synergies with Structural funds > Seal of Excellence

- Home
- Seal of Excellence
- Other Actions
- Publications
- Events

## Seal of Excellence



This quality label is awarded to project proposals which were submitted for funding under **Horizon 2020**, passed stringent selection and award criteria but could not be funded due to budget constraints.

The Seal of Excellence highlights proposals which deserve funding from alternative sources. These sources can be: public, private, national, regional, European or international.

### Relevant Documents and Links

- Press Release: New Seal of Excellence to increase quality of regional research funding

### Social Corner

Follow us on Twitter



**Horizon 2020**  
@Horizon2020EU



#SealofExcellence holders in  
#Germany can now apply for the  
#InnovFin SME Guarantee Facility ...  
[twitter.com/EU\\_H2020/statu...](https://twitter.com/EU_H2020/statu...)

What is the SoE

Who receives it

Who can fund it

Testimonials

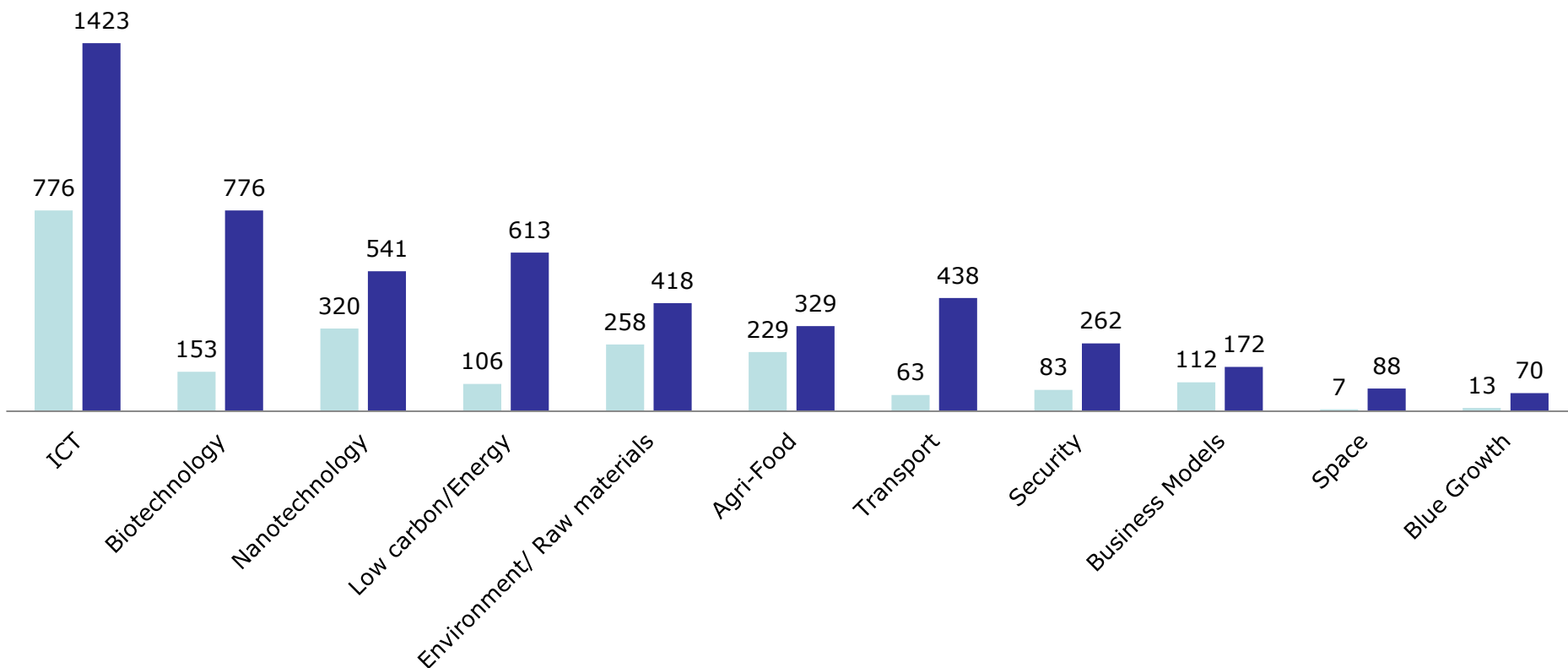


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EXCELLENCE

## Seal of Excellence proposals by Topic

Until June 2017 cut-off

Phase 1 Phase 2



# FUNDING SCHEMES SO FAR

<b>30 schemes in 13 countries</b>	CY (4)*, CZ (3), IT (6), ES (4), FR (1), HU (1), SI (2), SE (2), NO (1), PL (2), EL (1), UK (1) and soon SK (2)  *CY has a programme with 2 modules and it funds (Ph1&2, MSCA and ERC)
<b>19 <u>NATIONAL</u> schemes in 11 countries</b>	CY (4), CZ (2), ES (1), HU (1), SI (2), SE (2), NO (1), PL (2), EL (1), UK (1) and soon SK (2)
<b>10 <u>REGIONAL</u> schemes in 4 countries</b>	IT (6), ES (3), FR (1), CZ (1)
<b>SME Instrument 14 <u>PHASE 1</u> schemes in 12 countries</b>	CY (1), IT (1), ES (2), HU (1), SI (1), SE (1), CZ (2), NO (1), PL (1), EL (1), UK (1) and soon SK (1)
<b>SME Instrument 11 <u>PHASE 2</u> schemes in 7 countries</b>	IT(4), ES (2), FR (1), SI (1), PL (1), CY (1), EL (1)
<b>5 MSCA schemes in 4 countries</b>	CY(1), CZ (1), SE (1), SI (1), IT (1)
<b>1 Teaming Scheme in 1 country</b>	SK (1)





# MARIE SKŁODOWSKA-CURIE ACTIONS

- Countries with schemes:
  - CY, CZ, IT, SI, SE
  - HR & PL intend to introduce schemes by end of 2017
- Next batch of certificates foreseen in Spring 2018

**2331 proposals  
received the  
Seal of Excellence**



## STATE AID: AMENDED GBER

**Article 1 (14):** in Article 25, paragraph 1 is replaced by the following: *'1. Aid for research and development projects, including projects having received a Seal of Excellence quality label under the Horizon 2020 SME-instrument, shall be compatible with the internal market within the meaning of Article 107(3) of the Treaty and shall be exempted from the notification requirement of Article 108(3) of the Treaty provided that the conditions laid down in this Article and in Chapter I are fulfilled.'*



# RECOMMENDATIONS FROM SMES

- **Increase visibility & recognition**
  - *"It needs to be further promoted so that more people know what it is."*
- **Increase funding opportunities**
  - *"Inform about the real value of the "Seal of excellence" to the potential project funders of each country or region."*
- **Create networking platforms**
  - *"Organise specific actions/events reserved to Seal projects to meet investors."*
- **More contacts between SoE holders & managing authorities/NCPs**
  - *"The European Commission could send the SoE list to all national and regional authorities as well as to the NCPs."*



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 #SealofExcellence

# EU PROJECTS & OTHER INITIATIVES

- Innosup
- EIPP
- Access4SMEs
- Startup Olé





 #SealofExcellence

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EXCELLENCE

**Minimum project cost  
threshold lowered to €1m**  
**SoE projects extra visibility**



**THE EUROPEAN INVESTMENT PROJECT PORTAL**  
The meeting place for project promoters and investors





 #SealofExcellence

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EXCELLENCE

**Exclusively for SoE SMEs**  
**25 October: 10 SoE projects**  
**online pitch to investors**

Last update *June 26, 2017*



# Access4SMEs – Seal of Excellence

 Bruxelles, Belgium

 494 members





 #SealofExcellence

★ SEAL OF ★  
EXCELLENCE

**Guaranteed access for SoE  
SMEs when registered by 31 Oct**  
**Pitching session exclusively for  
SoE holders**

 **STARTUP OLÉ 2018**  
17<sup>th</sup> - 19<sup>th</sup> of April | SALAMANCA

STARTUPS

INVESTORS

NETWORKING

&  
YOU

#startupole | [www.startupole.eu](http://www.startupole.eu) | [facebook/StartupOleAcc](https://facebook.com/StartupOleAcc) | @StartupOle | PASSION NEVER FAILS | #startupole



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EXCELLENCE



➤ **SYNERGIES & SEAL OF EXCELLENCE WEBSITE:**  
[ec.europa.eu/research/soe](http://ec.europa.eu/research/soe)

➤ **More info INFO mail to:** [RTD-seal-of-excellence@ec.europa.eu](mailto:RTD-seal-of-excellence@ec.europa.eu)

➤ **Guide for authorities on synergies between ESIF and Horizon2020 and other EU programmes:**  
[http://ec.europa.eu/regional\\_policy/sources/docgener/guides/synergy/synergies\\_en.pdf](http://ec.europa.eu/regional_policy/sources/docgener/guides/synergy/synergies_en.pdf)

➤ **EU Funds working together for Jobs & Growth:**  
<http://bookshop.europa.eu/en/eu-funds-working-together-for-jobs-growth-pbKI0116339/>

➤ **Horizon 2020 regulations & rules for participation:**  
[http://ec.europa.eu/research/participants/portal/desktop/en/funding/reference\\_docs.html](http://ec.europa.eu/research/participants/portal/desktop/en/funding/reference_docs.html)

➤ **Evaluation procedure of the SME Instrument:**  
[http://ec.europa.eu/research/participants/portal/desktop/en/funding/sme\\_participation.html](http://ec.europa.eu/research/participants/portal/desktop/en/funding/sme_participation.html)





# *Open access pilot infrastructures: From research to innovation*

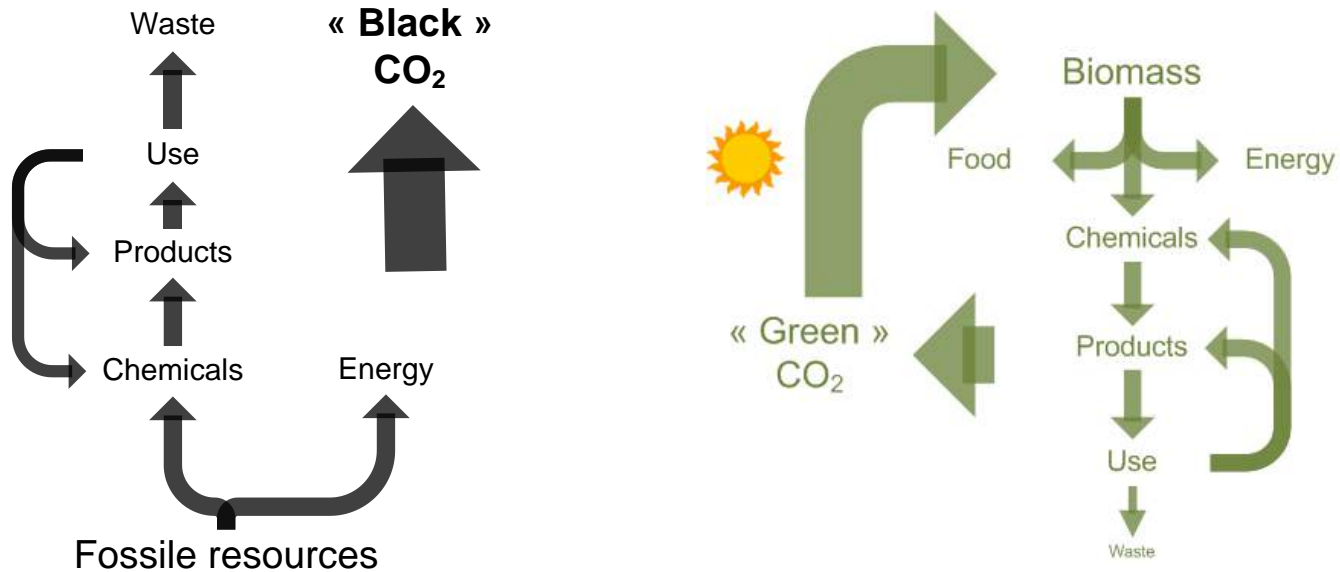


Brecht Vanlerberghe,  
Head R&D Bio Base Europe Pilot Plant



# Circular bio economy

addressing societal challenges: GHG emission,  
re-industrialisation, jobs, local renewables resources



*From linear fossile economoy*



*over circular fossile economy*



*towards circular bio based economy*

# Deployment IB & Bio economy: What's missing?



## ***INNOVATION IS NOT DONE BY RESEARCH(ERS)!***



Research: turning money into knowledge

- mainly (bio)catalyst development
- typically lab environment
- Scientists
- Publications/ IP

Innovation: turning knowledge into money

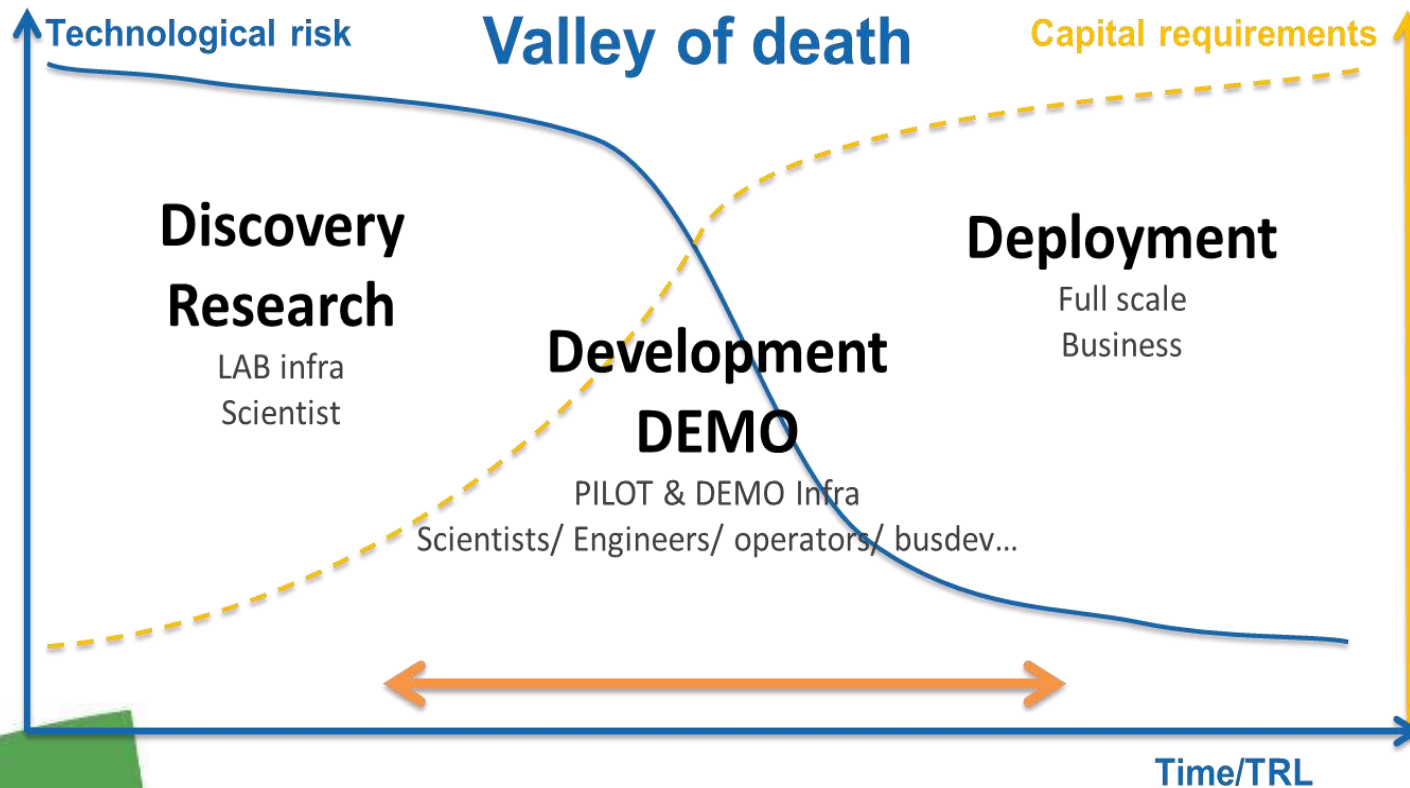
- Techno economical feasibility, LCA?
- Market validation & value chains >> Prototypes
- >> Piloting & demonstration

requires higher TRL Infrastructure

- Industry relevant, scalable equipment
- Skilled people to operate it

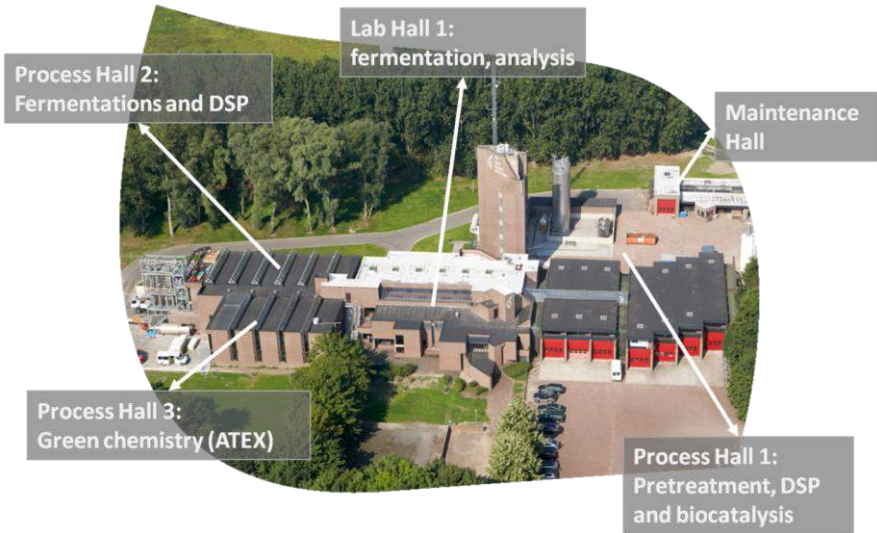
>> Money & time

# IB & Bio economy = DISRUPTIVE *technological, commercial, operational RISK!*



**Open acces pilot infrastructures  
= reduction technological risk**

# Bio Base Europe Pilot Plant:



- **Multi-purpose pilot facility** in the Port of Ghent (B)
- **Bio-Based** products & processes
- Current number of employees: 67 FTE (70 persons)
- **Independent** non-for-profit SME

## Investment in infrastructure

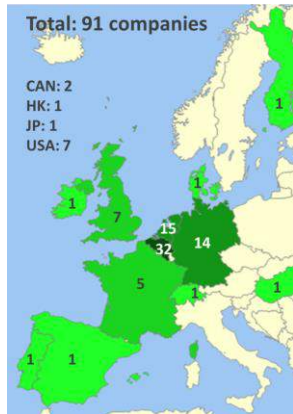
- *Interreg VL-NL 2008-2013*: 13 m€
- *Interreg NWE 2013-2015*: 1,35m€
- *ERDF 2015-2015*: 1,26m€
- *Interreg VL-NL BioHarT*: 0,2mio€
- *ERDF « impact »* approved 9,4m€

# What we do!

**Confidential**



Bio Base Europe  
Pilot Plant



## PRIVATELY FUNDED PROJECTS

- With companies (60/40 SME's/Large companies 40%)
- IP owned by & remaining with companies
  - Process development & optimisation: proof of concept, opex, capex, LCA
  - Upscaling mg to g, kg, ton scale: product validation, market validation
  - First series production: Market development

**2013-2016**

## PUBLICLY FUNDED PROJECTS:

Technology development, scale up and  
Creating awareness & building new value chains

- (financial) stability midlongterm
- building expertise/IP
- dissemination
- ongoing: 16 H2020, 3 Interreg projects
- <http://www.bbeu.org/pilotplant/category/projects/>



## Building a shared pilot & demo infrastructure is challenging... Running it even more!!!

- **High Capex:** Infra & expensive equipment
- **Critical mass:** Is a 24/7 activity, different capabilities, expertise and skills
- **Recurring investment in new & replacement infrastructure & equipment:**  
State-of-the art changes & wear

fragmentation to be avoided for capital and service – efficiency  
Cross border collaboration and use to be facilitated & stimulated

>> Appropriate policy & policy instruments required



European Union  
European Regional  
Development Fund

Improving policies in support of shared pilot facilities to increase their impact on the Key Enabling Technology Industrial Biotech and the European Bio-economy



### Optimizing support mechanisms for SPF:

- Investments in hardware/infrastructure , maintenance and replacement of equipment
- Covering operational costs incl. overhead

### Optimizing support for SFP users:

By promoting innovators to use SPF

- Innovations have an increased chance to make it to the market
- the long term viability of the SPF are supported

### Facilitate interregional cooperation for pilot activities:

- by promoting regional innovators to use an SPF from outside the region
- by co-investment of different regions in the same SPF





**SMARTPILOTS**

<https://youtu.be/VKgZM2nIofY>



# Key Best Practices:

## BUILDING INFRA (Capex)

- Overcoming market failure
- Open access pilot and demo infrastructure investments through ERDF & regional support (ERDF might be limited in some regions)
- within appropriate context: ECOSYSTEM < > « no castles in the sky »
  - Regional smartspecialisation should be real, not a wish

## OPERATING INFRA (OPEX) Quadruple helix

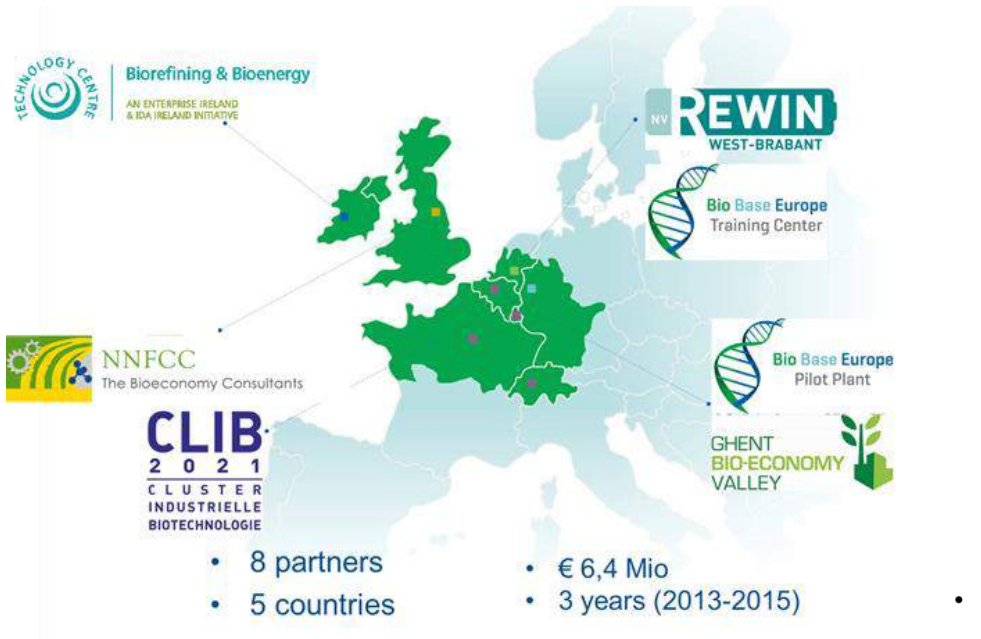
- Regional bio economy policy / smart specialisation strategy
- Co development of infrastructure/ capabilities low to higher TRL
- portfolio of policy instruments for projects/ earmarked budgets including higher TRL (R&D & Innovation)
- Higher TRL to be promoted/ favoured eg by higher succesrate for collaborative projects between industries and academia or for research project going upto TRL 5 (cfr H2020)
- « Business developpers », innovation agents, Spearheadclusters « PPP »

## Non technological barriers:

Vouchers schemes: Interreg NWE, Superbio, Prodem, (Seal of excellence within ERDF?) upto 100k€ (% cofunding by applicant)

Crossboarder initiatives (RIS3, Vanguard, ...), crossboarded use to be enabled in regional instruments

# Vouchers schemes?



**INNOVATION COUPONS**

Worth up to €30.000 to assess the feasibility of an innovative biobased idea.



- Reaching out to stakeholders in the bio-based economy
  - Bio-innovation agents
- **Innovation support** to SMEs to assess the feasibility of a **bio-based idea**
  - Access to **Bio Base NWE network** with leading **bio-based experts**
  - **Innovation coupons** for technological support
- Programs and tools for **training and education**
- Representing SMEs in the **European bio-economy strategy** roll-out

# Interreg



EUROPEAN UNION

## North-West Europe

## BioBase4SME

European Regional Development Fund

<http://www.nweurope.eu/projects/project-search/bio-innovation-support-for-entrepreneurs-throughout-nwe-regions/>

- We support **SMEs** and **start-ups** in the biobased sector – training & networking
- We offer **financial support** towards services that can help the company to bring their innovation to market: €100 K max, 50-100% funded

### Available trainings and services

1. Technical assistance such as process development and scale-up to pilot scale
2. Life Cycle Assessment
3. Application testing
4. Market research, feedstock analysis, techno-economic evaluation
5. Social acceptance
6. Business planning and business plan support



Network of expert organisation:



Scale up and proof-of-concept  
Bio Base Europe Pilot Plant

Proof-of-concept and scale up



Innovation capture and patent filing

Innovation capture and patent filing  
Gill Jennings & Every

Techno-economic evaluation  
nova Institute, NNFCC

Techno-economic analysis



Market research

Market research  
nova , NNFCC, BCNP

FEEDSTOCK

PRIMARY  
PRODUCT

INTERMEDIATE  
PRODUCT

END  
PRODUCT

RETAIL

Feedstock analysis  
nova Institute

Feedstock analysis



Sustainability and regulatory appraisal

Sustainability and regulatory appraisal  
NNFCC

Life Cycle Assessment  
(LCA)  
nova Institute

Life Cycle Assessment (LCA)



Business Planning



Business Planning  
BCNP, NNFCC

Access to investors  
BCNP

Access to investors



Subsidy and grant writing

Subsidy and grant strategy  
Biotech Subsidy

SMEs can receive services for a maximal total value of € 60 000. 75% is funded by the project. Up to 25% needs to be cofunded by the applicant.

SuperBIO is funded by the research and innovation programme 'Horizon 2020' of the European Union under the Grant Agreement no. 691555 for the period from 01.06.2016 to 31.11.2018



## More information?

Smartpilots/ Bio Base Europe Pilot plant



Brecht Vanlerberghe  
[brecht.vanlerberghe@bbeu.org](mailto:brecht.vanlerberghe@bbeu.org)

Katrien Molders  
[Katrien.molders@bbeu.org](mailto:Katrien.molders@bbeu.org)



[www.interregeurope/smartpilots](http://www.interregeurope/smartpilots)