



ECO-INNOVATION
WHEN BUSINESS MEETS THE ENVIRONMENT

Eco-innovation Call 2008: How to Apply for Funding

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Malta Info Day
St Julian's, 14 May 2008

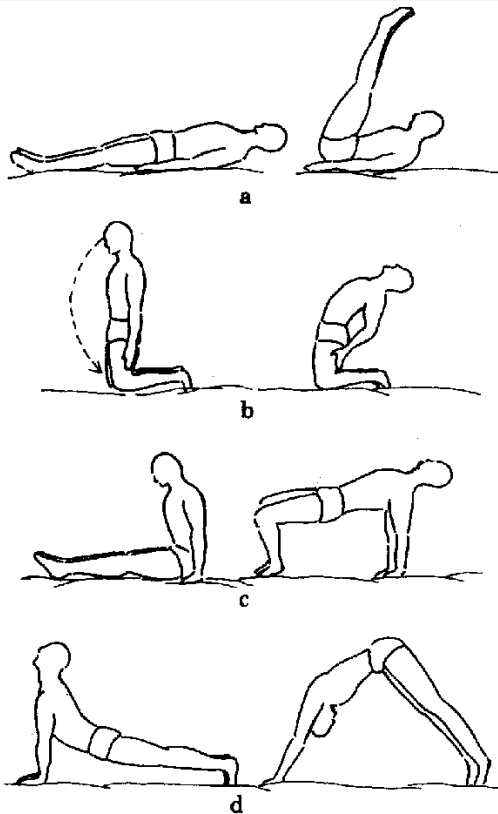


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Exercises for your Project



1 Purpose

2 Market

3 Strategy + Action

4 Skills

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Purpose

- First application or market replication of eco-innovative techniques, products, processes or practices
- To achieve environmental impacts
- To build up long-term marketing strategy
- To exploit the solution and trigger replications
- Commercialisation and long-term profit



**Fit for
purpose**

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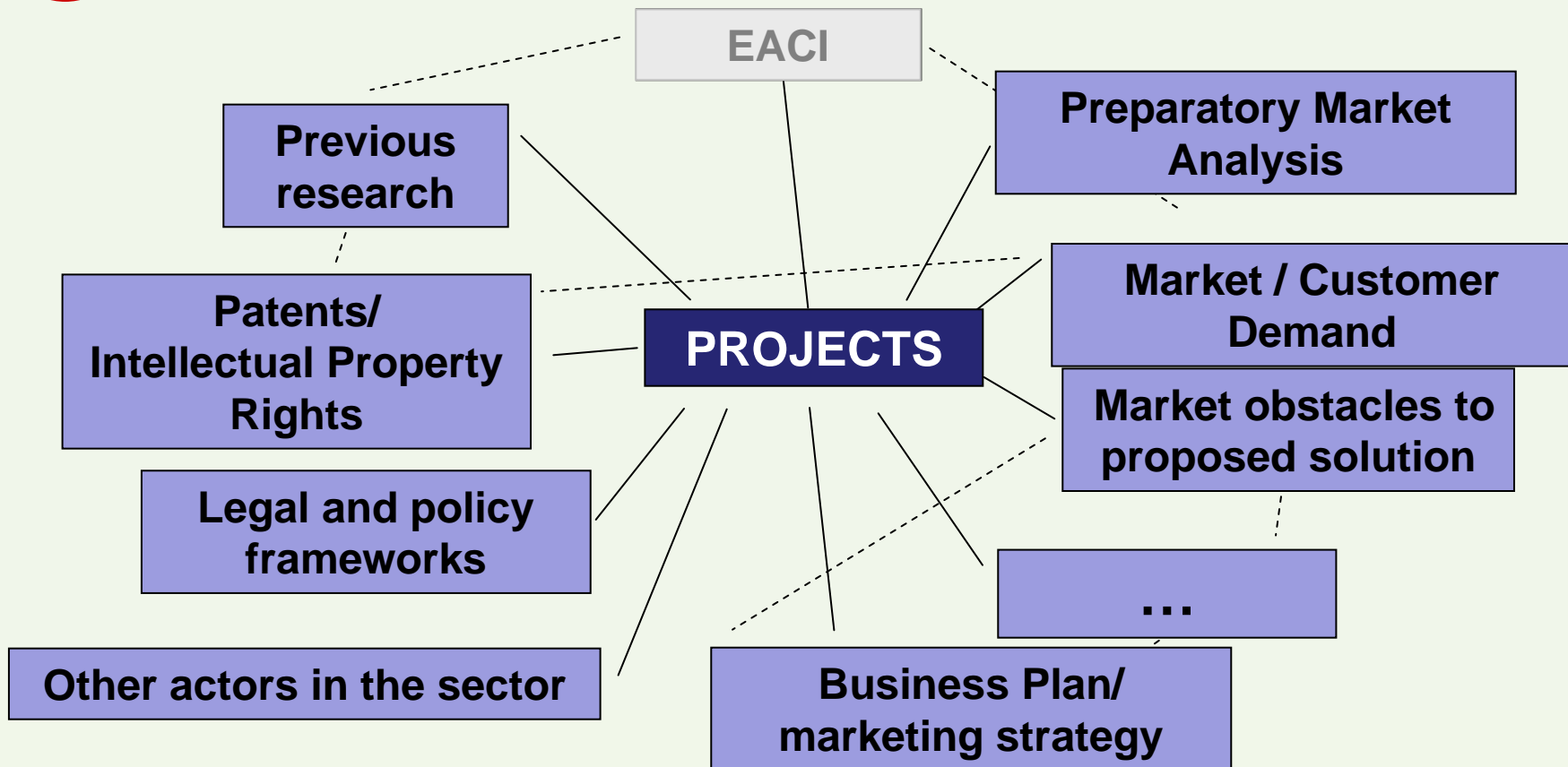
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Market



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Strategy + Action



- **Strategy**
 - What are the core tasks?
 - How does the project idea match with the call?
 - How can you determine success?
- **Action**
 - Tasks and timeline
 - Budgets and resources

- **You need to provide all the information using the online submission system and application forms!**

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Skills



Good technical realisation
requires professional
know-how

Make sure you
have the skills
your project
needs

- Specialists in your team
- Subcontractors
- Expert boards
- Networks

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Eco-Innovation Call for proposals 2008: Funding



Pilot and market replication projects

- **Approximate average EC contribution €700,000**
- **Funding rate: 40% - 60% of the total eligible costs depending on status of the participant**
 - ▶ 40% if large enterprise
 - ▶ 50% if medium enterprise
 - ▶ 60% if small enterprise
 - ▶ 50% for all others

Check carefully EC recommendation 2003/361/EC of 6 May 2003

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Realistic bottom up costing is required !

- **Staff costs – hourly costs must equal actual salary (from pay slips) + social charges**
Be sure you can substantiate staff costs (eg: copies of payslips)
- **Equipment and infrastructure (depreciated, parts for innovative action)**
- **Sub-contracts to specialised professionals, but not core tasks – up to 35% of total eligible costs**
- **Meetings and travel – budget should be reasonable**
- **7% of the total eligible direct costs for overheads**
- **No profit**
- **No research activities**

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Co-financing

- Funding from EU tax payers must be justified – who is interested in the project results?
- Explain WHY your organisation is willing to co-finance the action – how will you use the results/benefits after end of project
- State clearly the status of negotiations in case of an application for co-financing from a 3rd party

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Result / impact indicators “SMART”

Indicators to measure the impact of your work:

“Specific, Measurable, Achievable, Realistic, Timely”

For example:

- 55-60% reduction in nitrogen discharge compared to traditional process
- 40% reduction of water consumption
- 20% reduction of CO₂ emissions
- Energy savings of around 35% in production process

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Planning your proposal – the critical path

GIVE DETAILED EXPLANATIONS IN YOUR PROPOSAL !

- **Starting point - What is the existing situation ? Business Plan ? Market Analysis ? Preparatory Studies/Existing Prototypes ? Where does your project come into the picture?**
- **Work packages - What exactly do you propose to do? Will your work plan allow you to manage the project and to achieve the objectives?**
- **Results – Monitor your impacts! Identify measurable indicators to describe your impacts**
- **Replication Potential: What are the possibilities for market replication?**

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Writing your proposal

“Help” in Application Forms and Proposers’ Guide

- **Strong competition: you need an innovative workable solution which will have economic and environmental benefits!**
- **Start early ! It takes longer than you think !**
- **Easy to read? - evaluators assess it in ~2-4 hours. Have it read by an outsider (no jargon, simple for non mother tongue readers)**
- **Respect limits of length, but give as much detail as necessary in each work package, and explain what each partner will actually do, how (methodology), and what will be delivered**
- **Be convincing in describing:**
 - ▶ **The market demand**
 - ▶ **The European Added Value**
 - ▶ **Long-term benefits and replication potential**

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Writing your proposal (things to do)

- Creative and convincing idea to tackle a market based problem or to take an opportunity one step further (ie: an approach that fits)
- Demand driven approach with clear view on the market
- Choice of partners and countries is clearly explained, and their skills fit with the allocation of tasks in the work packages
- Appropriate efforts estimated for each partner and each work package throughout the proposal
- Co-financing is clear, and credible
- Realistic, but ambitious targets

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Writing your proposal (things not to do)

- Don't be too broad, don't try to address the whole world with one proposal – focus, and do one task very well.
- Don't include a partner unless it is really needed and has a clear role – what value will it add ?
- Don't ask to be paid to review information which is already available – partners should know the field and the preparatory research already done
- Don't merely quote policy texts! Explain the problem (market failure) that you plan to address, and how you will do it.
- Don't repeat “old” actions – be creative, convince the evaluators that your exciting (cost-effective) idea will have a big and measurable impact !

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How will proposals be evaluated?

- **Fair and equal treatment of all proposers:**
 - ▶ **Based on the criteria announced in the Call**
 - ▶ **Confidential process, no conflicts of interest**
 - ▶ **Independent external experts as advisers**

- **Four successive checks:**
 1. **Eligibility criteria (yes/no)**
 2. **Exclusion Criteria (yes/no)**
 3. **Selection criteria (yes/no)**
 4. **Award criteria (scores)**

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Call for proposals 2008: Some Eligibility Criteria

Any legal person, which is located in one of the following countries:



Pilot and market replication projects

- **27 EU Member States**
- **EFTA countries, which are members of the EEA: Iceland, Liechtenstein, Norway**
- **Plus (provided the MoU is in force):**
 - ▶ Croatia
 - ▶ Turkey
 - ▶ Former Yugoslav Republic of Macedonia
 - ▶ Montenegro
 - ▶ Israel
 - ▶ Further countries depending on bilateral agreements
- **Emphasis on SMEs**

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Call for proposals 2008: Some Selection Criteria

- Applicants must show that they have the **FINANCIAL** capacity to complete the action. *Submit balance sheets (not needed for public organisations)*
 - ▶ => YES or NO

- Applicants must show that they have the **TECHNICAL** capacity to complete the action. *Submit information on key personnel, description of organisation, previous experience, etc.)*
 - ▶ => YES or NO

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Call for proposals 2008: Award Criteria



Pilot and market replication projects

- **Relevance of the action:** policy framework, innovation and substantial environmental benefits;
- **Quality of the proposed actions:** Soundness and coherence of project from the technical and project management perspective;
- **Impact on target audience:** High potential for replication, potential to create or enlarge markets;
- **Budget and cost-effectiveness:** appropriate level of effort and increased competitiveness;
- **European added value**

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European added value of Eco-Innovation projects

- Value generated by the project being a European project as compared to local, regional & national actions
- Contribution to the competitiveness of the EU economy
- Offer high transferability and replication potential – to other EU regions or to different sectors
- EU dimension of the market barriers
- Create high visibility



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NEW: Online application

- **EPSS: Electronic Proposal Submission System**
- **Link to be followed via the CIP Eco-innovation website**
- **Submission of proposals only electronically and using the application forms:**
 - ▶ **Part A: online basic proposal information**
 - ▶ **Part B: detailed technical description**
 - ▶ **Part C: detailed budget**
 - ▶ **Annexes: legal and financial documents**

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Eco-Innovation Key documents

- **Call for Proposals 2008**
 - ▶ detailing evaluation criteria, announcing priorities and deadlines
- **Guide for Proposers**
- **EPSS User Guide**
- **Application forms**

Available via Eco-Innovation website :

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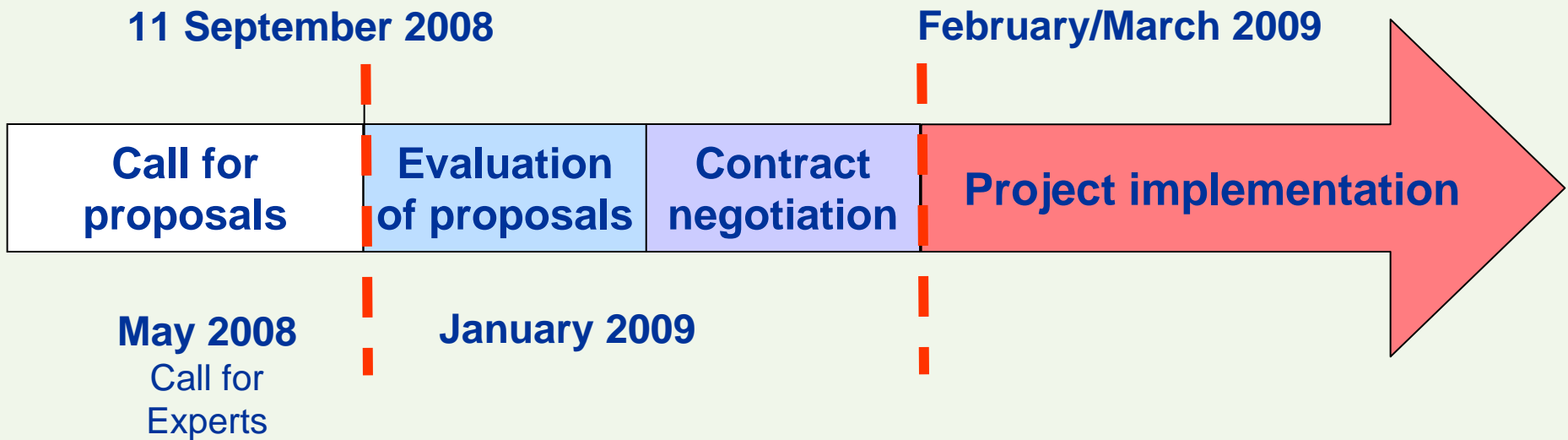
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Timeline : from proposal to signature of Grant Agreement



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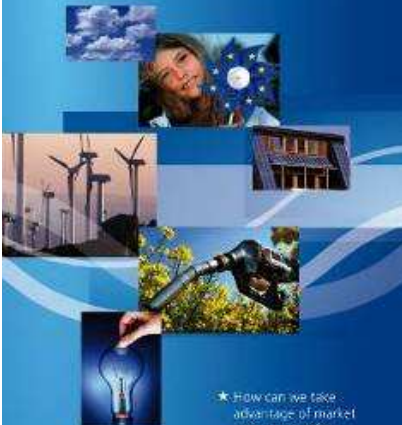


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IEE 2008 CALL

Intelligent Energy  Europe

The power to **innovate**



- ★ How can we take advantage of market opportunities for more renewable energy?
- ★ How can we convert EU policy on energy efficiency and renewables into action on the ground?
- ★ How can we increase the uptake of new technologies and of more energy intelligent habits?

- Promote intelligent energy with EU added value
- At least 3 partners from different countries
- Projects with 3 years maximum duration
- Average project budget € 1,000,000
- IEE supports up to 75% of eligible costs
- Within scope of the annual Work Programme
- Market development, capacity building, institutional change, regulatory shifts, promotion - not 'hardware' investments or R&D
- Call 2008 – **Deadline 26 June 2008**

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IEE BUDGET 2008 (€45 M)

Type	Budget million €	Expected number of grants	Deadline for submission	Minimum number of proposers	Grants
Projects	~ 43	50-60	 26 June 2008, 17:00 CET	At least 3 independent organisations from 3 participating countries	Up to 75% of eligible costs
Creation of energy Agencies	~ 2	8		1 public authority	Up to 75% of eligible costs (max limit of 250k€)

Participating countries : EU 27 + NO, IS, LI, Croatia

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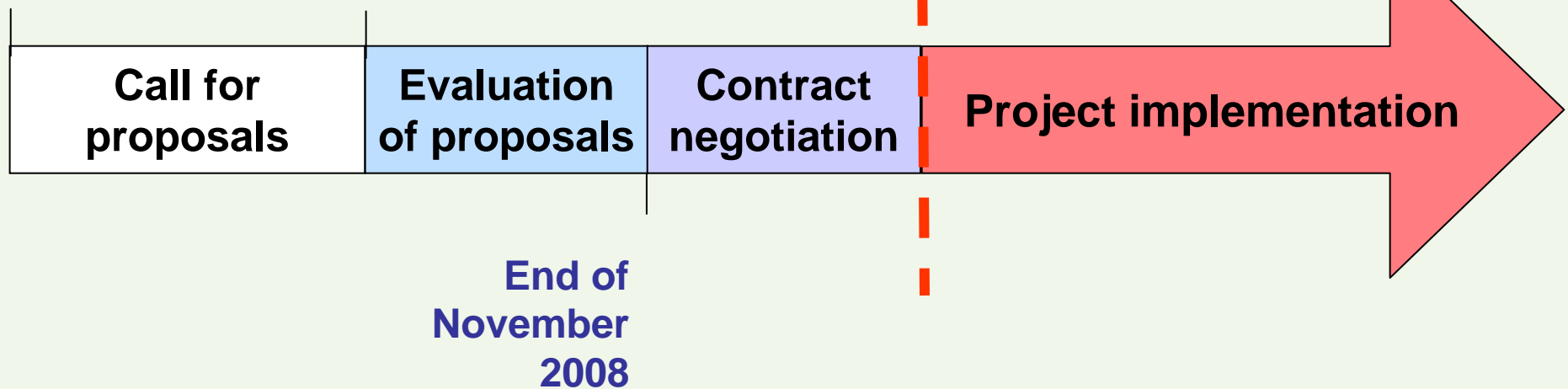
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IEE TIMELINE: FROM PROPOSAL TO SIGNATURE OF GRANT AGREEMENT

**12 March
2008**

**26 June
2008**

March 2009



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Thank you very much for your attention
Theodoros Staikos

For questions: contact our mailbox at
eaci-eco-innovation-enquiries@ec.europa.eu



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