

# EASME

Executive Agency for Small and Medium-sized Enterprises



**SME SUPPORT**



**ENERGY**



**ENVIRONMENT**



**MARITIME**

# EASME

Executive Agency for Small and Medium-sized Enterprises

## H2020 SME Innovation Associate

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**Training Seminar for European Documentation Centres  
(Brussels, 2-3 June 2016)**



## Current Problem

EU SMEs are facing barriers to the recruitment of highly qualified specialists (PhD holder or equivalent) because the required skills are either not available or not affordable



## Current instruments

SME Instrument (2014): addressing the lack of financial support for mature projects (min TRL-6) during the access to market phase.

Marie Skłodowska-Curie Actions (1996): key instrument structuring training, mobility and career development for researchers. Individual fellowships addressing limited participation by SMEs (no spin-off).




SME SUPPORT

# SME Instrument

## PHASE1

Concept & Feasibility Assessment  
*Idea to concept (6 months)*



The SME will draft an initial **business proposal**.

The European Union will provide  
**€50 000 in funding**  
and business coaching.

## PHASE2

Demonstration, Market Replication, R&D  
*Concept to Market-Maturity (1-2 years)*



The SME will further develop its proposal through **innovation activities**, and draft a more developed **business plan**.

The EU may contribute between  
**€0.5 million** and **€2.5 million\***  
and provide business coaching.

## PHASE3

Commercialisation  
*Prepare for Market Launch*



The SME will receive extensive support to help polish its concept into a marketable product, and have access to **networking opportunities**.

The EU will not provide funding in this phase.

# MSCA Individual Fellowships

Individual trans-national fellowships to the best and most promising experienced researchers

European Fellowships

Career  
Restart Panel

Reintegration  
Panel

Society and  
Enterprise  
Panel

Global Fellowships



# MSCA Individual Fellowships

Application made jointly by an experienced researcher and the future employer (academic or non-academic sector) with the objective of working on R&I projects for 1-2 years.

Supports: the return and reintegration of the researchers from outside Europe or the restart of a research career or an experience in the non-academic sector.



# MSCA Individual Fellowships 'Society and Enterprise' Panel



Launched in 2016 with a 10 million € budget to boost the career opportunities for researchers outside academia and the participation of the non-academic sector including SMEs.

- Key aspects:
- training-through-research
  - knowledge transfer
  - researcher-supervisor relation

# To tackle the access to knowledge problem faced by SMEs it was essential to combine six elements:



- Direct link SME-researcher & Business driven programme
- Ideas check mechanism & Early stage support
- Tailored support & Dynamic funding scheme (bottom up approach)



## The gamble of the EU

Supporting the matchmaking of a brilliant European company (SME or Start-up) with a great business idea and a top class researcher from all over the world (PhD holder or equivalent) will turn knowledge into innovation and substantial growth for the company.

# **#SMEassociate principle: there is no innovation without imagination!**



1 idea

1 company

1 researcher



# 1 Idea: open innovation

Very early stage support: The EU is looking for innovation business ideas and will provide small companies with the means to explore the feasibility of their projects.



# 1 Company: open to business

The EU is looking for outstanding companies:

- Established in the EU Member States or Overseas Countries and Territories (OCT) or countries associated to H2020 (Switzerland excluded)
- Compliant with the definition of SME

## Broad definition of "SME"

Covering 99% of all businesses in the EU  
(EU recommendation 2003/361)



Company category	Staff headcount	Turnover	Or	Balance sheet total
Medium-sized	< 250	$\leq \text{€ } 50 \text{ m}$		$\leq \text{€ } 43 \text{ m}$
Small	< 50	$\leq \text{€ } 10 \text{ m}$		$\leq \text{€ } 10 \text{ m}$
Micro	< 10	$\leq \text{€ } 2 \text{ m}$		$\leq \text{€ } 2 \text{ m}$



# 1 Researcher: open to the world

- PhD holder (or equivalent)
- With demonstrated expertise in line with the job vacancy;
- Compliant with the transnational mobility criteria: to have resided or carried out his/her main activity in the country where the company is established for no more than 12 months in the previous 3 years.

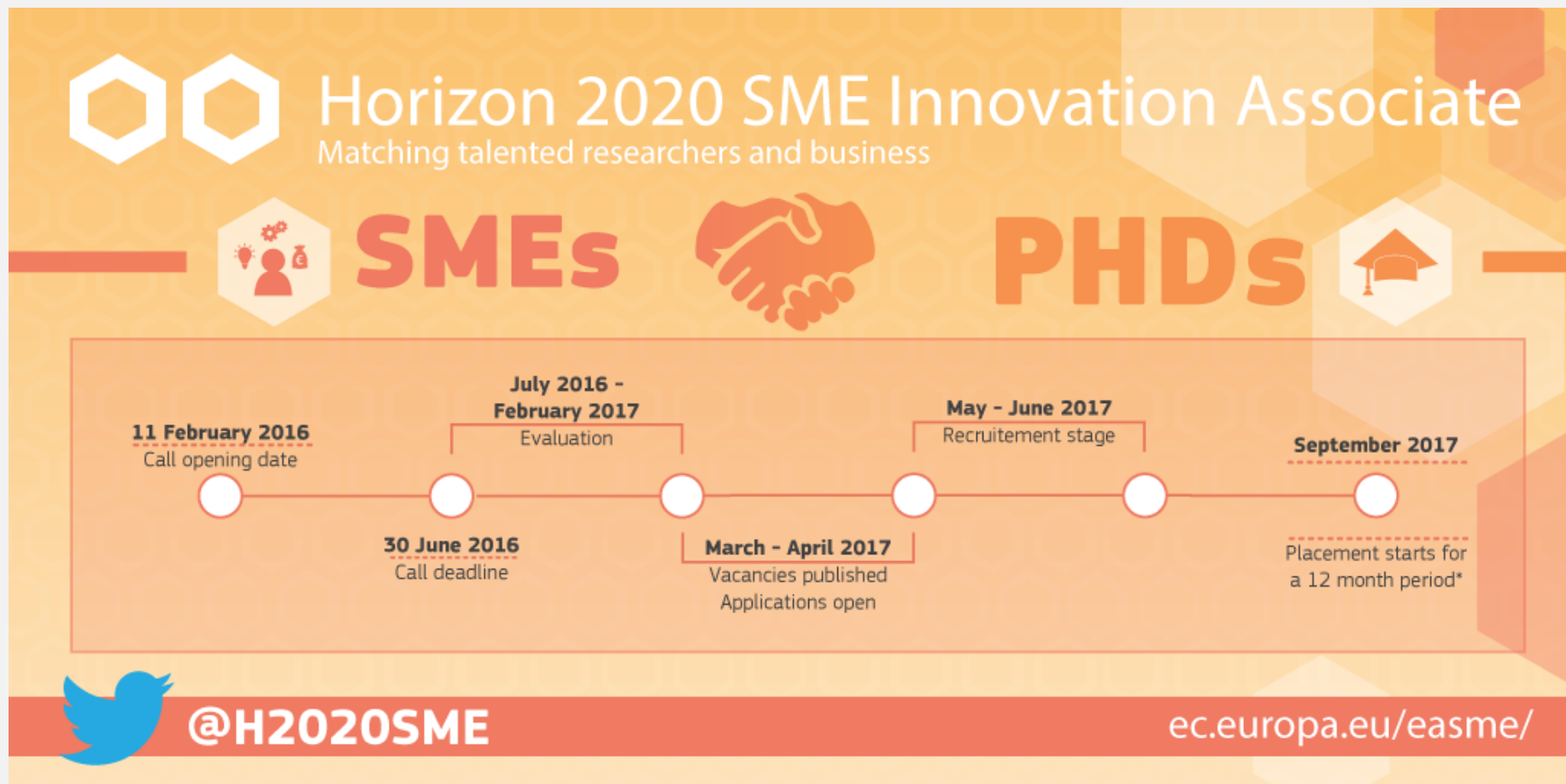
## Application by 30.06.2016

10 pages to explain:

- ✓ The business idea and its expected outcome;
- ✓ The required profile (skills, knowledge and competences) and his/her envisaged responsibilities;
- ✓ The work plan: project's milestones, work packages, deliverables and researcher's training plan.



# Participation Phases: timeline



## #SMEassociate Fast Lane



- Possibility to speed-up the recruitment of the researcher (6 months maximum).
- Companies are allowed to recruit immediately after the signature of the Grant with the EU in February 2017.
- Costs eligible as from 1st of September 2017
- Co-financing principle

## Support provided by the European Union under this call

1. Financial Support covering personnel, relocation and training costs;
2. International Visibility to the vacancies to guarantee the recruitment of the best profiles





## Financial Support

- Personnel costs of the innovation associate for 12 months (September 2017-August 2018):
  - ✓ the salary;
  - ✓ social security contributions (mandatory parts)
  - ✓ taxes included in the remuneration (e.g. income tax to be paid by the employee retained by the company)
  - ✓ other costs included in the remuneration (e.g. a fee paid by the beneficiary for a complementary health insurance scheme)



## Financial Support

- Complements authorised by national law, collective labour agreements or the employment contract :
  - ✓ mandatory fixed complements to the basic salary (13th month payment, hazardous work or night shifts; transportation allowance, etc.);



# Financial Support

Relocation costs of the associate to support transnational mobility:

- ✓ Travel costs
- ✓ Moving

## Financial Support: tailored training



the EU will support the organisation by the SME of a specific training (including team building) tailored to the needs of the innovation associate to accelerate the integration of the researcher in the company and make him/her fully operational. Costs, including subcontracting, are covered at 100% by the EU.



## Financial Support: core training

The EU will organise for both the researcher and the supervisor in the company a core training on industrial innovation and business management. The costs for the researcher and the supervisor (travel, hotel and subsistence) are covered at 100% by the EU.



## Financial Support

Tailored to the needs of the single SME: no pre-defined threshold for to the EU financial contribution, but funds proportionated to the profile to be recruited, the country of employment and the envisaged responsibilities within the project and/or the company. It can be estimated that companies may receive a support between 60.000 and 120.000 euro each.

## 2) International Visibility

Organisations registered: **10.193**

Jobs available on-line: **4.845**

Researchers registered: **38.045**

Researcher CV available on-line : **17.253**



LinkedIn

Executive  
Agency  
for SMEs





## Highlight

Multiple submissions are allowed: companies can submit several proposals in relation to different ideas. However the general principle: *1 idea, 1 company, 1 researcher* shall be respected. It is not possible to have several innovation associates working on a same or on interrelated/interconnected projects.



## Future Plans

- An Evaluation Study to assess the pilot call during the period September 2017-August 2018 to assess both the structure of the action and its outcomes;
- Possible replication in 2018-2020;
- Possible scale-up in the next Framework Programme.

# More information available online

Consult:



- [Additional information to applicants](#)
- [Essential tips for applicants](#)
- [Frequently asked question](#)
- [10 Reasons to apply](#)



# THANK YOU FOR YOUR ATTENTION

**Horizon 2020 SME Innovation Associate**  
Matching talented researchers and business

Under 'Horizon 2020', the European Union's Research and Innovation Programme, a new pilot action will support 90 SMEs hire a researcher to bring their brilliant idea to life.

**SMEs** **PHDs**

**This could be the chance of your life!**

**@H2020SME** [ec.europa.eu/easme/](http://ec.europa.eu/easme/)

<http://ec.europa.eu/research/index.cfm?pg=enquiries>

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