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CIP Eco-Innovation Call: Market Replication Projects Overview and How to Apply for Funding

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Info updates: Ms. Anita Fassio, Project officer
Market Replication Eco-Innovation and Intelligent Energy

IPA Technical assistance project
“Supporting Government of Albania’s participation in Community programmes”
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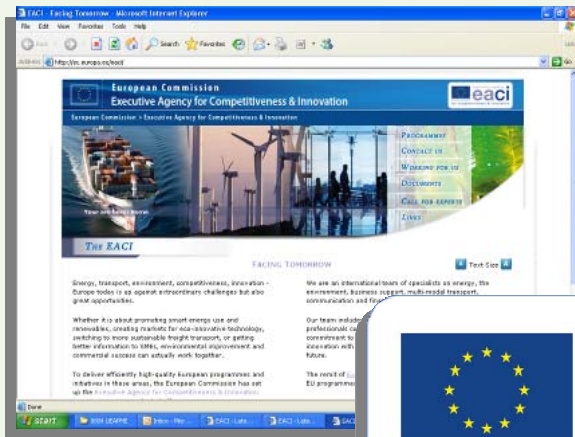


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Who are we?



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executive agency
eaci
EUROPEAN COMMISSION
for competitiveness & innovation

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What do we do?



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THE CIP FRAMEWORK PROGRAMME



**Competitiveness
and Innovation
Programme (CIP)
2007-13**

**Entrepreneurship
and Innovation
programme**

IEE II

**ICT Policy Support
Programme**

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Eco-innovation in the Entrepreneurship and Innovation Programme (EIP)



Financial instruments



Network of actors



Pilot and market replication projects



CI **ECO-innovation**  009



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Why an EU programme on Eco-innovation?

- **Lisbon strategy:**
Eco-innovation is seen as new strand of innovation offering business opportunities and helping Europe become a more competitive economy
- **Council March 2007- Energy Policy for Europe 2007:**
promotes eco-innovation taking advantage of lead markets in areas such as sustainable and safe low carbon technologies, renewable energy and energy and resource efficiency
- **ETAP – Environmental Technologies Action Plan:** take up of environmental technologies and move from research to markets



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What is eco-innovation?

Good for business, good for the environment

“Any form of innovation aiming at significant and demonstrable progress towards the goal of sustainable development, through reducing impacts on the environment or achieving a more efficient and responsible use of natural resources, including energy” (source: CIP)

In: products, production processes, services or in management and business methods

« All forms of innovation reducing environmental impacts and/or optimising the use of resources »



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First Application and Market replication projects ~€195 million

- Support projects concerned with the first application or market replication of eco-innovative techniques, products, processes or practices, which
 - ▶ have already been technically demonstrated, but
 - ▶ due to remaining risks need incentives to penetrate significantly the market.
- Projects should aim at reducing environmental impacts, increasing resource efficiency or improve environmental performance of enterprises.
- Projects must also demonstrate a potential for replication, broader marketability and wider application.
- Create and enlarge markets, with a strong emphasis on SMEs

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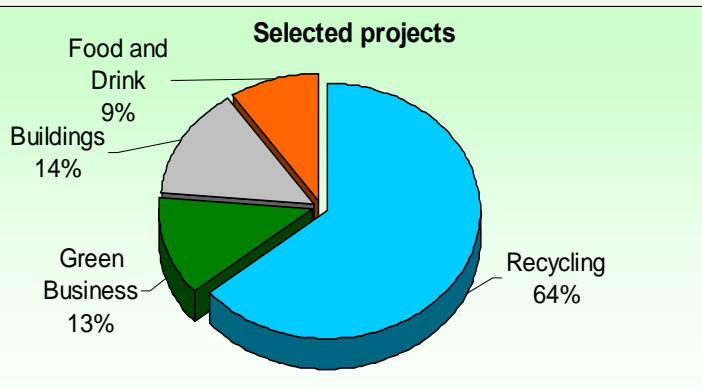


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2008 Call by sector



- 43 out of 134 project proposals selected
- €28 million EU funding to mobilise €60 million
- Majority recycling projects

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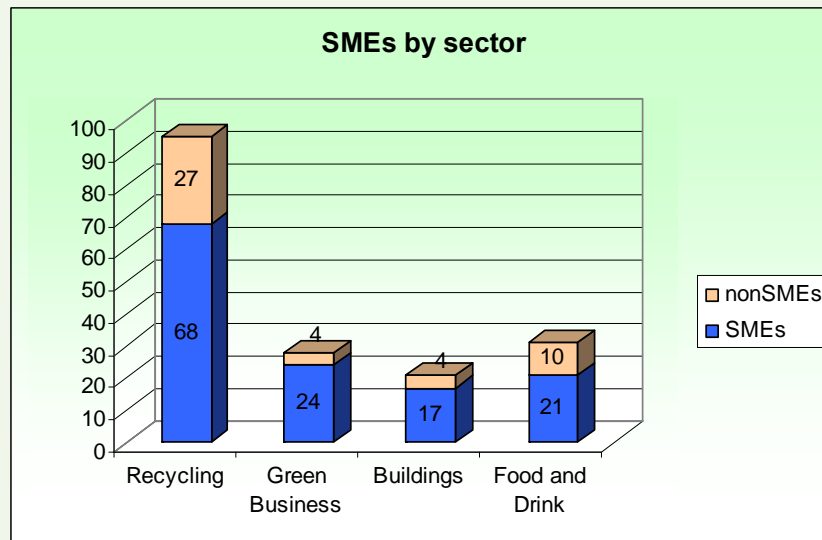
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2008 call SME participation

- **75% SMEs among participants**



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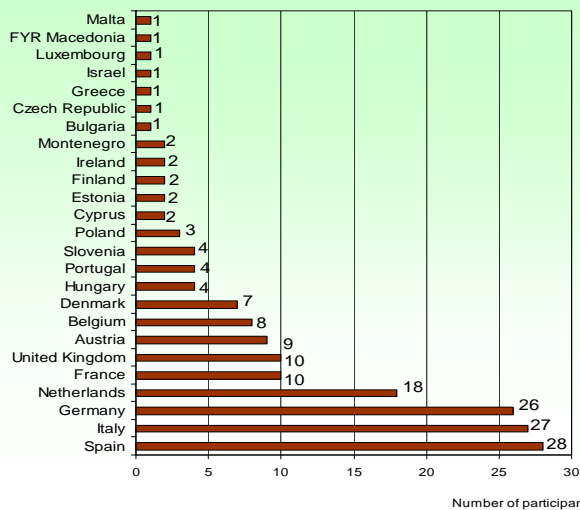
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2008 call by country

Countries involved in approved projects



- ~180 partners in total
- 90% private sector participation
- 26 countries involved
- 80% with international cooperation (10% only one participant)

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Call for proposals 2009: Main priority areas

- **Materials recycling.**
- **Buildings.**
- **Food and drink sector.**
- **Greening business and smart purchasing.**

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Call for proposals 2009: Main priority areas

Materials recycling:

- Better sorting processes and methods for waste materials, commercial/industrial waste, waste from electrical and electronic equipment and end-of-life vehicles...
- Innovative products using recycled material or facilitating material recycling, matching international products' standards, advanced design requirements and high quality consumer needs.
- Business innovations to strengthen the competitiveness of recycling industries, such as new market structures for recycling products, supply chains or harmonised manufacturing and recycling processes.

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Call for proposals 2009: Main priority areas

Buildings:

- Innovative building products aimed at a more rational use of natural resources and a reduced environmental impact, including materials and manufacturing processes.
- Reusing and recycling of construction and demolition wastes that significantly reduce the need for landfill sites and further mineral extraction.
- Innovative water systems, including water saving, re-use of natural waters, rain water collection and re-use, or green roofs.

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Call for proposals 2009: Main priority areas

Food and drink:

- Packaging methods and materials, processes and services aiming at higher resources efficiency.
- Full raw material utilisation in the food sector, which increases resource efficiency and productivity.
- Improved efficiency in the water consumption of a process or improved eco-efficiency of water management.
- Services aiming at reducing the environmental impact of consumption of food and drinks, such as labelling or logistical services addressing packaging, distribution and purchasing decisions.

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Call for proposals 2009: Main priority areas

Greening business and smart purchasing:

- Innovative approaches to EMAS including increased resource and energy efficiency and biodiversity aspects or simplifications in industrial clusters
- Supporting and implementing products and services that will decrease environmental impacts, following the principles of Integrated Product Policy and on the basis of the life cycle approach.
- Implementing and enhancing the use of environmental criteria (based on the European Eco-label or other accredited label/certification) for purchasing decisions of enterprises (i.e. greening supply chains; implementing innovative approaches to procurement)
- Greening of production, supporting environmental, innovative processes with a high replication factor.

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Call planning 2009



Market replication projects

- **Second Call: published 20 April, closing 10 September 2009**
- ~30m€ for ~40 projects
- 50% funding rate of eligible costs
- Max 3 years contract duration
- Electronic submission (EPSS)

- Expert evaluators that would like to assist in the evaluation can register in our database (see our website)

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Timeline : from proposal to signature of Grant Agreement

10 September 2009

February/March 2010



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Winenvironment: reducing the impact of wine production

■ Answer to the wine producers needs:

- ▶ Application of 2 methods to reduce water consumption in the cellars (filtration and recovery system)
- ▶ Implementation of an environmental and quality management methodology for vine cultivation and wine production

■ 3 demonstrations in 5 countries

■ Environmental objectives:

- ▶ reduce by 20% the use of phyto sanitary products and pesticides
- ▶ reduce the use of water in the cellars by 30%



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INSULA TFH: pre-insulated wall panels from recycled materials

- Low cost process to produce pre-insulated timber frame panels with cellulose fibre insulation.
- Pulp processing; controlled filling into wall panels; delivery on site.
- Environmental benefits:
 - ▶ Recycling of waste paper and wood
 - ▶ Materials with low embodied energy
 - ▶ Reduced transport
 - ▶ Reduced packaging and landfill



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FERTILANDIA

Tannery waste as fertiliser



- **Problem:**
Leather tanning is polluting – most leftovers are put into landfill
- **Proposed solution:**
Create organic fertilizer from leather meal with dewatered leather sludge
- **Potential:**
Production and sales of 36,000 tons of integrated leather meal per year

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EU CERTPLAST: European certification of plastics recyclers



- **Objective:**
guarantee reliable quality of recycled plastics
- **Benefits:**
waste collectors have a standard EU tool to guarantee that delivered waste will be recycled in a sustainable manner; increased transparency also for consumers

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ECOMETRE: Ecological Metal Recovery

- Construction of a pilot plant with innovative metal recycling system
- Heavy metals – mainly nickel - are precipitated from the waste water stream and selectively extracted for future utilisation
- High replication potential in surface engineering sector and the automotive industry



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Eco-Innovation website as source of information

- Newsflash subscription
- Call for proposals
- Guide for proposers
- Frequently asked questions
- Info days
- Contact
- Link to EPSS



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EACI communications: taking it further



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How to apply

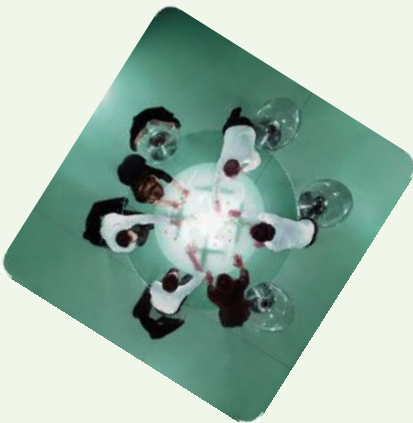


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How do you start?



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

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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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Planning your proposal – the critical path

- Starting point - What is the existing situation ? Business Plan ? Market Analysis ? Preparatory Studies/Existing Prototypes ? Where does your project come into the picture?
- Demand driven approach with clear view on the market and possibilities for market replication
- Work packages - What exactly do you propose to do? Will your work plan allow you to manage the project and to achieve the objectives? Choice of partners and countries must be clearly explained, and their skills fit with the allocation of tasks
- Results – Monitor your impacts! Identify performance indicators to describe your impacts (see predefined table)

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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 (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**

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Realistic bottom up costing is required !

- **Direct 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, only 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**
- **Other specific cost (not: electricity & gas)**
- **7% of the total eligible direct costs for overheads**
- **No profit**
- **No research activities**

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Equipment and Infrastructure

- **A clear description should be given for each item**
- **Includes only the portion of the equipment's depreciation corresponding to the**
 - ▶ **necessary to realise the proposed action and clearly directly related to the innovative action proposed**
 - ▶ **duration of the action and**
 - ▶ **the rate of actual use for the purpose of the action**
- **The purchase cost must be capitalised in the books of the beneficiary or co-beneficiary according to the applicable accounting rules**

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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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Some Eligibility Criteria

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

- 27 EU Member States
- Iceland, Liechtenstein, Norway,
- Plus (provided the MoU is in force):
 - ▶ Croatia
 - ▶ Turkey
 - ▶ Former Yugoslav Republic of Macedonia
 - ▶ Montenegro
 - ▶ Albania
 - ▶ Israel
 - ▶ Serbia
 - ▶ Other countries depending on bilateral agreements



**First application and
market replication
projects**

One partner is formally sufficient, but: EU added value and replication factor are important award criteria.

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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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Award Criteria

Threshold of each criterion (x of 10), total threshold of at least 34



**First application and
market replication
projects**

- **Relevance of the action (7 of 10):** policy framework, innovation, substantial environmental benefits & SMEs
- **Quality of the proposed actions (6 of 10):** Soundness and coherence of project from the technical and project management perspective;
- **Impact on target audience (6 of 10):** Replication during and after the project, exploitation & business approach
- **Budget and cost-effectiveness (6 of 10):** appropriate level of effort per task/partner, justified costs, notably equipment cofinancing
- **European added value (6 of 10)**

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**No formal criterion of international partnership.
However, European added value of Eco-Innovation
projects is part of the award criteria:**

- **Value generated by the project being a European project as compared to local, regional & national actions**
- **EU dimension of the market barriers**
- **Level of European Cooperation in the project**



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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**
- **Deadline is 17:00:00 pm sharp (Brussels time)**

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Eco-Innovation Key documents

- **Call for Proposals 2009**
 - ▶ detailing evaluation criteria, announcing priorities and deadlines
- **Model Grant Agreement under preparation:**
 - ▶ Guide for Proposers
 - ▶ EPSS User Guide
 - ▶ Application forms
 - ▶ FAQ

Available via Eco-Innovation website :

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Thank you for your attention

For questions: contact EACI mailbox at

eaci-eco-innovation-enquiries@ec.europa.eu

or

gordana.pecnik@eracon.hr



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Additional information on costs



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The rules for eligibility of costs must guide the fine-tuning of the budget

■ Conditions for eligibility (see grant agreement):

- ▶ Costs must relate to the action and be necessary
- ▶ Costs must be reasonable and justified
- ▶ Costs must have been budgeted
- ▶ Costs must be generated during the period of the action, i.e. from contract start (exception of costs relating to final reports and audit certificates -> Max. + 2 months)
- ▶ Costs must abide by the relevant general accounting principles and participant's internal rules + comply with sound financial management
- ▶ Costs must be identifiable and verifiable
- ▶ Costs claimed during project must actually be incurred

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Some formal principles in establishing the budget will ease everybody's life

- All costs should be budgeted in whole Euros
 - Round the figures, do not just hide the decimals
- All costs should be budgeted net of value added tax (VAT)
- The proposer may only budget gross amounts (incl. VAT) if he/she provides a certificate from his tax authority stating he can not recover VAT
Important - budget implications!

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Direct staff costs

- Only technical and specialised staff may be budgeted
- Costs for administrative support staff belong to the indirect cost category
- Identify each category of staff in a clear and unambiguous manner
Examples of staff categories: project manager, expert, senior expert, junior expert, senior engineer, technician, etc.
- The inclusion of freelance 'staff' (=inhouse consultants) depends on their contractual terms and conditions of work
 - ▶ they work in the premises of the proposer using its infrastructure
 - ▶ they take directions from the proposer
 - ▶ the outcome of the work belongs to the proposer
 - ▶ Teleworking only if standard working conditions are applicable to the teleworker

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Staff cost per hour

- **Real costs = direct labour costs, i.e. wages and salaries plus related obligatory social security charges and other statutory costs (numerator)**
- **The denominator is the average number of productive hours:**
 - ▶ Productive hours are the hours worked, whether for a commercial or project purpose or for internal matters
 - ▶ The average number of productive hours observed is 147 hours per month, with a lower limit of 130 hours per month
 - ▶ The EACI will review rate calculations on this basis
- **The planned number of hours reflect the work to be done**
- **The labour rate reflects the economic conditions prevailing for the proposer**

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Subcontracting

- **Relates to purchase of services, not of goods**
- **Subcontracting may only cover the execution of a limited part of the action:**
 - ▶ **Limited tasks outsourced by the beneficiary, and for hiring special expertise**
 - ▶ **Does not include services ancillary to the main work, e.g. printing of documents, which should be budgeted under "Other specific costs"**
 - ▶ **Subcontractors should be selected on transparent grounds, to the best offer, taking into consideration price and quality (best value for money)**
 - ▶ **In a very simplified procedure, three different offers should be obtained and evaluated against common established criteria**
 - ▶ **Proposers can not subcontract services or sell equipment to one another or internally (e.g. between departments or affiliates)!**

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Subcontracting

- **< 35% of total eligible costs, unless justified in Annex I**
- **A clear description of the service should be given with the name of the provider (if known, otherwise "to be determined")**

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Travel and subsistence

- Only for staff taking part in the action (travel costs of sub-contractors should be included in the subcontracts)
- The travel budget should be based on the beneficiary's usual practices and reflect the most economical options
- Check if the amount of trips is reasonable

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Other Specific Costs

- **Direct costs that cannot be included under the previous cost categories for direct costs. Examples:**
- **Costs of financial guarantees**
Costs of certificates on financial statements
- **Printing of dissemination material, subscription fees to conferences**
- **Travel costs for people who are neither members of staff nor subcontractors (for instance experts).**
- **Electricity & Gas are do not belong to “Other Specific Costs”. They are part of overhead.**

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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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Intellectual Property Rights Issues

- Participants need to provide scientific and technical information to the Commission, both in the proposal and the project deliverables.
- The CIP Eco-innovation programme requests you to share information and disseminate project results
- Service by the European Commission to assist with the protection of IPR: <http://www.ipr-helpdesk.org/home.html>
- For regulation of IPR within the consortium, a consortium agreement might be set up.

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