

***We activate  
innovation.***



***SMEs and resource efficiency in  
EU funding programs  
for research and innovation 2014-2020***

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# Key facts

**Zentrum für Innovation und Technik in Nordrhein-Westfalen GmbH**  **ZENIT**

## Mission

Support of innovation and technology, above all in SMEs, in North Rhine-Westphalia

## Management

Dr. Herbert Rath  
(Managing Director)

## Facts and figures

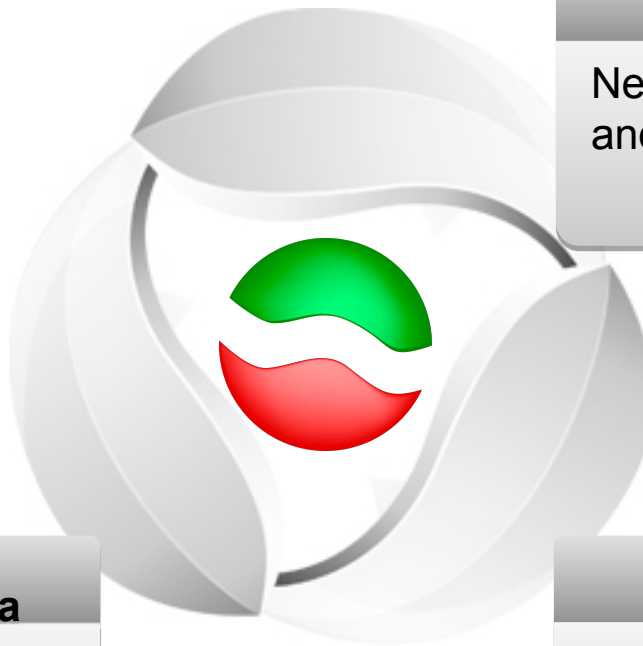
€ 5 million turnover (2011)  
Non-profit, project-based business, regional (NRW), nationwide and EU clients, established in 1984

## Personnel

50 employees  
Interdisciplinary team

# Shareholders

Established in 1984 as a Public-Private Partnership



## Netzwerk ZENIT e.V.

Network of 200 primarily small and medium-sized enterprises from NRW

## German State of North Rhine-Westphalia

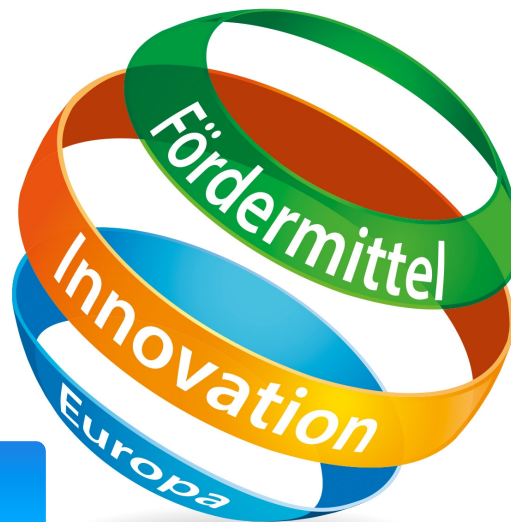
Represented by:  
The Ministry of Innovation,  
Science and Research

## Consortium of banks

NRW.BANK  
WGZ BANK  
Bankenvereinigung NRW

# Portfolio

## Focus and competence



### Support for funding

Information for funding  
pre-check of project ideas  
Funding support

 Hotline (+49 208 3000 4-39)

### Europe

EU-Information  
internationalisation  
partner searches

### Innovation support

International  
technology transfer,  
innovation management,  
technology audits

# Core projects (EU / Funding)



Providing benefit

## NRW.Europa

Partner in the Enterprise Europe Network, the largest technology and transfer network worldwide



## National Contact Points

SME Specific Measures of FP 7 in a decentralised approach, as well as eco-innovation and CIP ICT



## **1. Developing an idea for EU RTDI funding**



# When to react to a call for proposal?



Strategy vs. capacity vs. timeline

Time to react now?

**Timeline**

Result adds to portofio  
(midterm, ~5y)?

**Strategy / content**

Sufficient personnel  
capacity for a  
proposal?

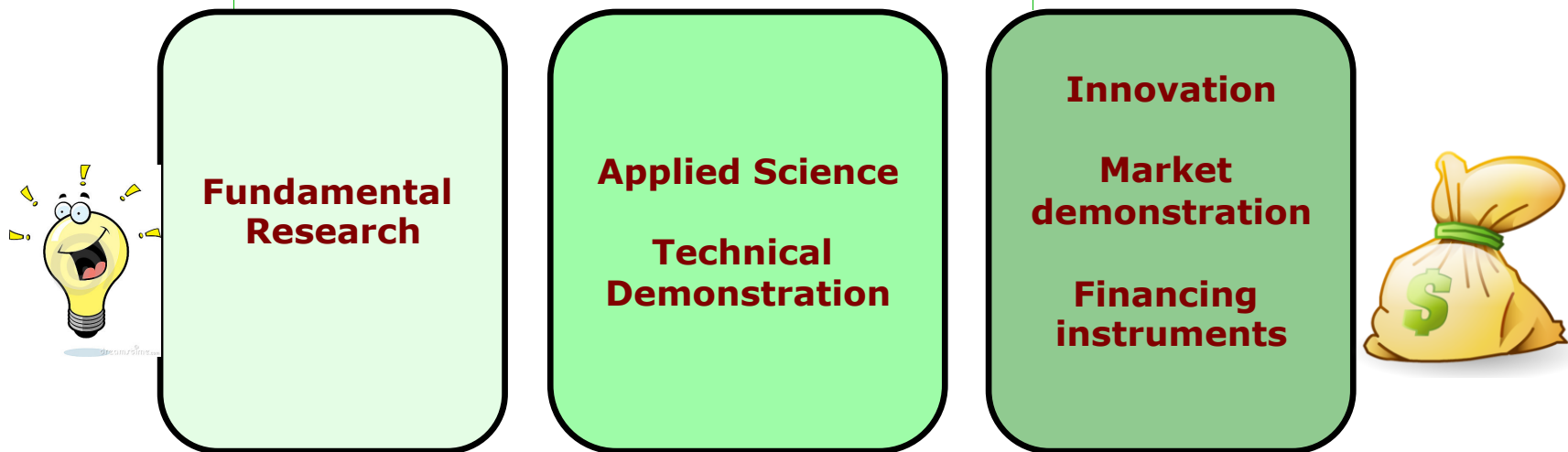
**capacity**



# Project and development cycle



Which subsidy fits when?



**Horizon 2020**

**KMU Innovativ**

**EFRE**

**ZIM**

**COSME/ EEN**

**Industrial task**



# Project example

German funding - ZIM



## 2. Horizon 2020

Based on draft documents

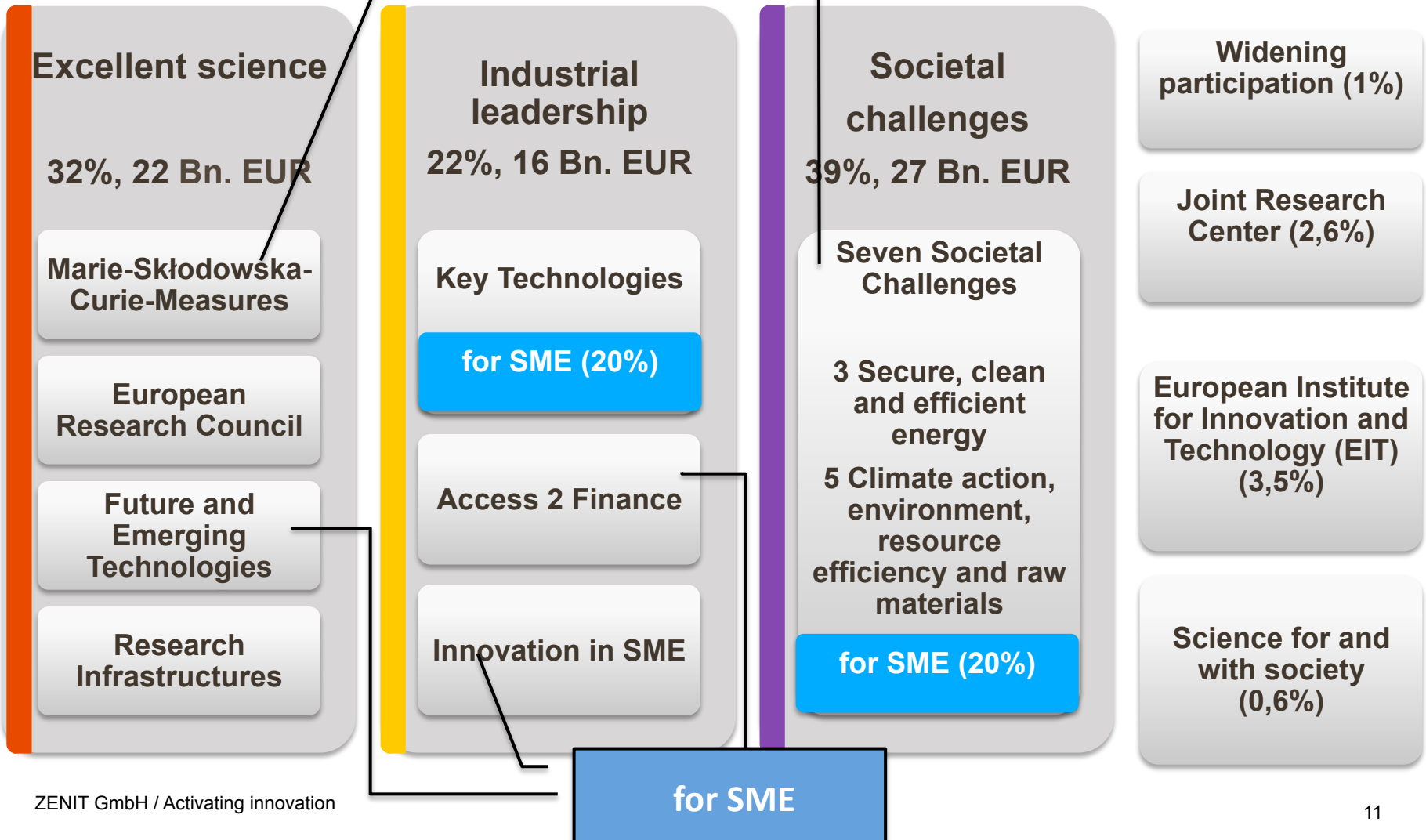


# Horizon 2020

resources



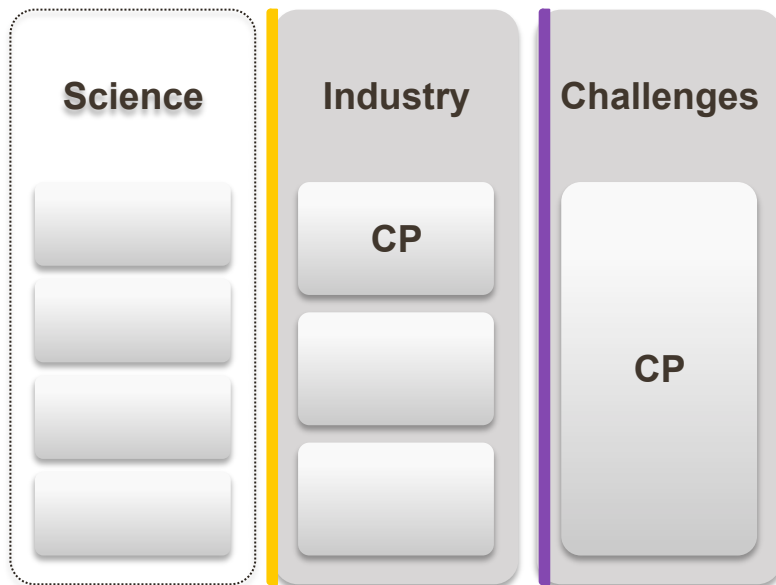
## Structure



# Horizon 2020



## Instruments: Collaborative Projects



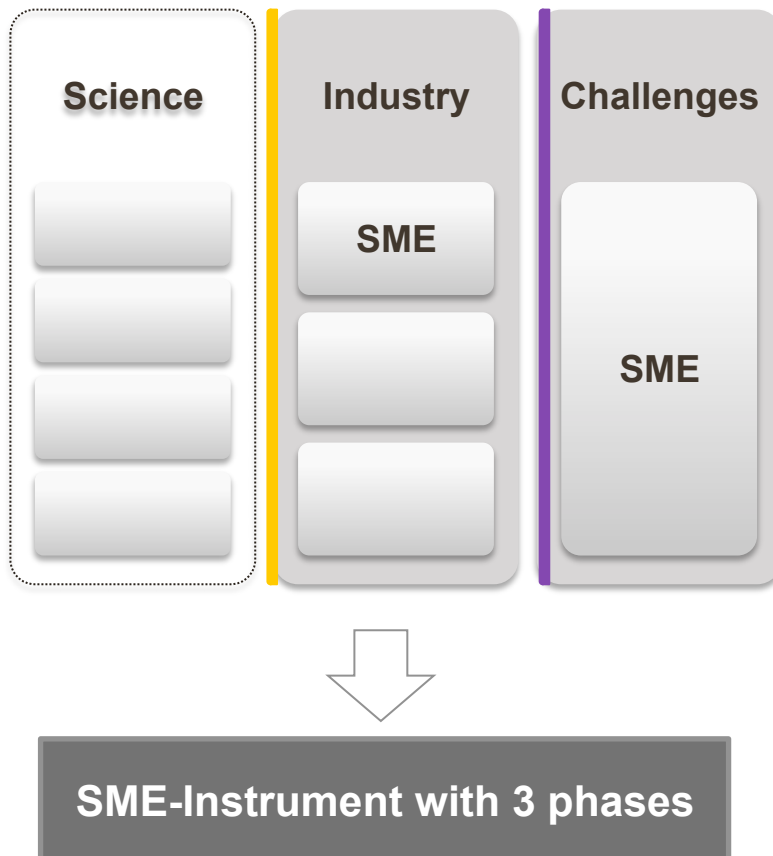
**Collaborative Projects**

- **Target:** Joint research targeted at technical demonstration and dissemination/ exploitation of project results
- **Target Group:** Universities, Research centres, Industry, SME, others
- **Instrument:** Collaborative projects with at least 3 partners from 3 different member or associated states (MS, AS)
  - Research projects: 100% + 25% OH
  - Demonstration projects: 70% + 25% OH
- **Topics (selection):** Calls are included thematically in work programs
- Main focus for resource efficiency
  - **SC 5 (environment)**
  - SC 3 (energy)

# Horizon 2020



## Instruments: SME-Instrument



- **Target:** Support R&D in SME with innovation projects, contract research, single subsidy
- **Target group:** SME, up to 250 employees, turnover up to 50 Mio. EUR
- **Form:** funding for single and collaborative projects in three steps
  - Feasibility (up to 50k EUR funding)
  - Prototype development (0.5-2.5.M EUR)
  - Market entry (no subsidy, only support by information centers via Enterprise Europe Network)
- Topics along WP in industrial leadership and societal challenges

### 3. LIFE +

Based on draft documents



# LIFE +

Program for the Environment and Climate Action (2014-2020)



## Setting

- 3.1 Bn. EUR for environmental projects carried out by public or private bodies!
- annual call for proposals?
- regional scope?

## Branch 1: Environment

- environment, resource efficiency (waste, water, air) ≠ Horizon 2020 calls
- Biodiversity, Natura 2000
- Government/ policy projects and information campaigns

## Branch 2: climate action

- Climate, reduction of GHG
- Adaption to climate change
- Government/ policy projects and information campaigns

### **3. Enterprise Europe Network (COSME)**





# COSME



## 2.3 Bn. 2014-2020 for the competitiveness of SME

### **Access to Finance**

- Financial Instruments

### **Access to markets**

- Enterprise Europe Network
- Helpdesks for SME (IP, China)

### **Framework conditions for enterprises**

- Resource efficiency self assessment tool from SME
- Cluster activities

### **Entrepreneurship**

- Women entrepreneurship
- ERASMUS for young entrepreneurs



*Business Support on Your Doorstep*

**NRW.Europa**

## The Enterprise Europe Network

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ZENIT GmbH

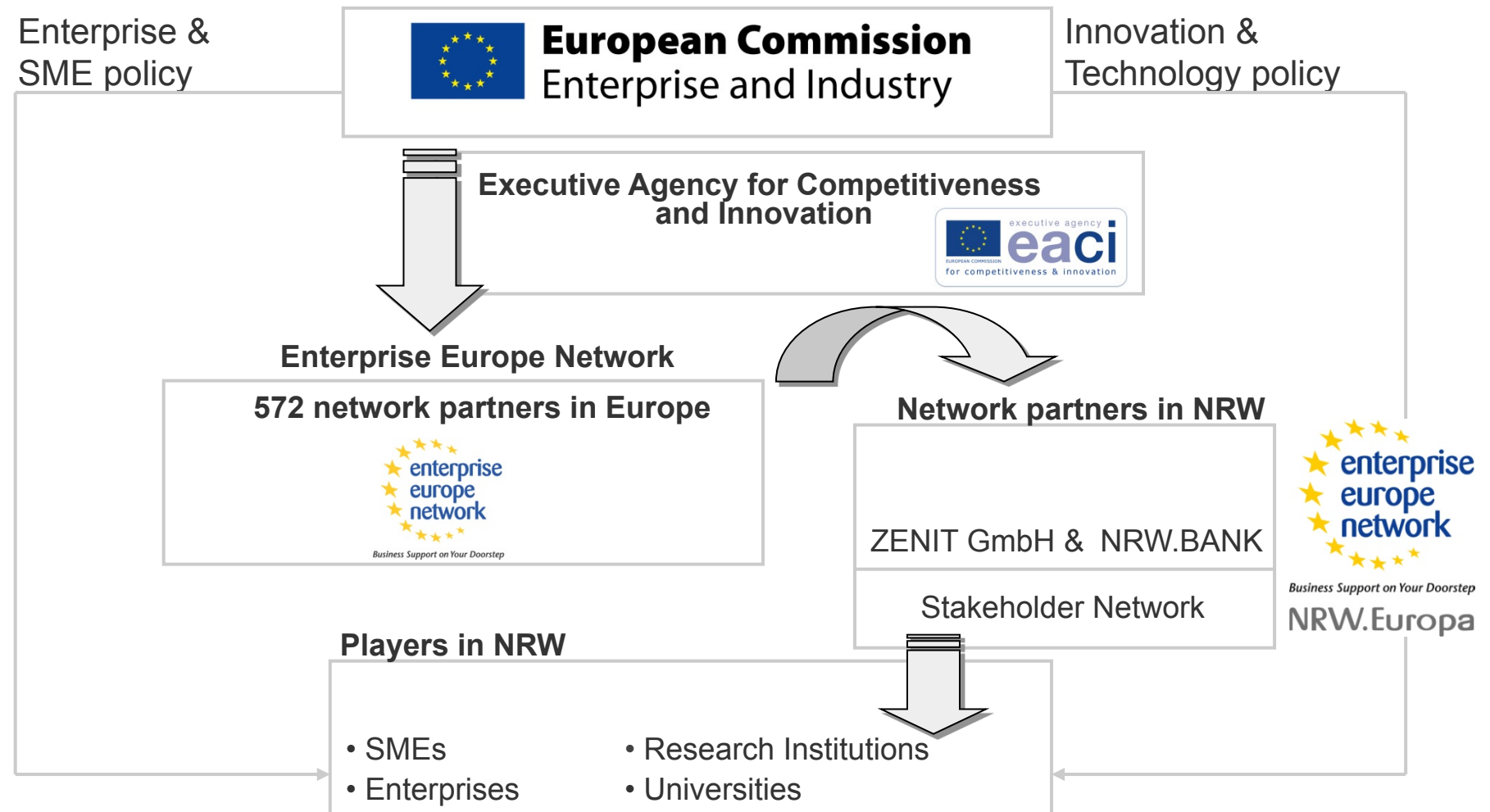


## EEN in a nutshell

Biggest transfer and innovation network worldwide

- > 600 organisations in >52 states
- Broad service portfolio for internationalisation, innovation management, technology transfer and RTDI funding
- Proof of EU engagement for SME
- Assistance to boost the competitiveness of SME





## Sector Group Environment

- Sub group aiming at networking in the field of environment and eco innovation
- 60 experts from 22 states
- Delivering the EEN services dedicated to single sector, longterm contact with client base and network colleagues
- Organisation of brokerage service, i.e. at environment lead fairs (Pollutec, Aquamatch, others)
- Catalogues with technology opportunities e.g. water
- Contact to clusters



### The Sector Group **Environment**



Business Support on Your Doorstep

# Final: ZENIT



## ZENIT services for H2020



[www.zenit.de](http://www.zenit.de)

[www.nrw-europa.de](http://www.nrw-europa.de)

- Open topic first consultation
- Focus: Collaboration between Industry & Science
- Partner search for consortia via Enterprise Europe Network
- Information: individual support consultation days
- Consultation and advice during the proposal phase
- Pre-proposal Check
- Strategy development for proposals



**Many thanks for your attention!**  
**I am looking forward to the discussion with you!**

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