

**BUSINESS
FINLAND**

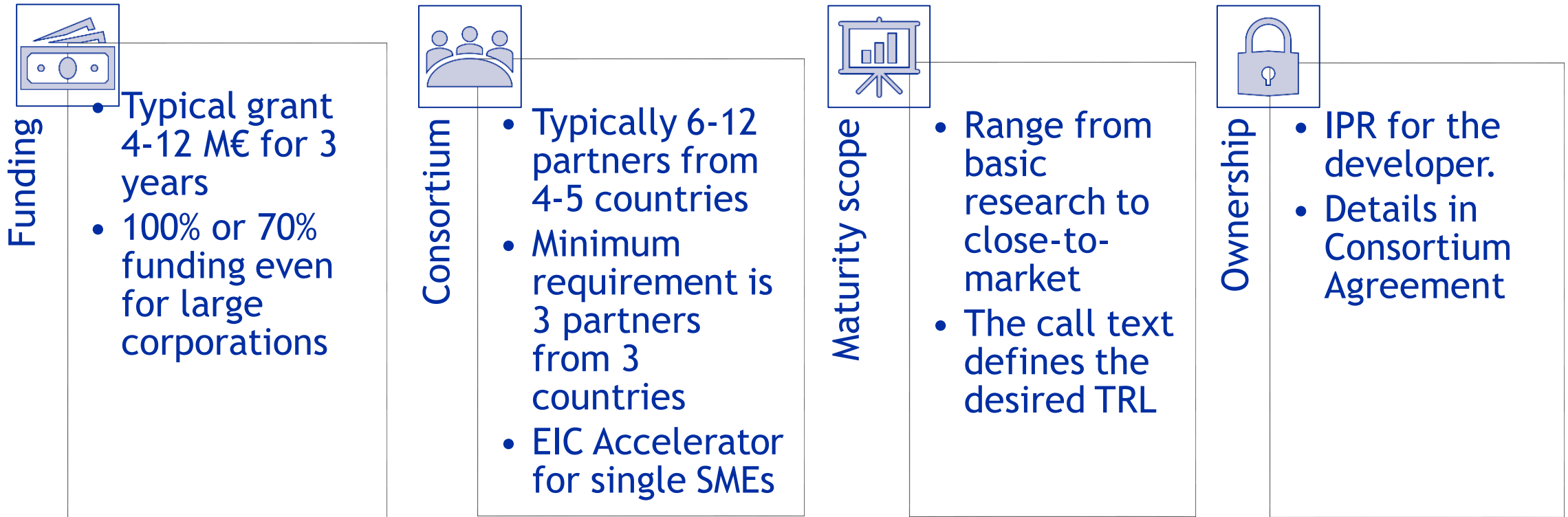
H2020 European Innovation Council EIC); EIC Accelerator & Fast Track to Innovation

Horizon 2020 Green Deal Call 2020

Sustainable Manufacturing EU Info 14.4.2020

Heini Günther, Horizon 2020 NCP SMEs,
NMBP & Climate & Bio- and Circular economy

H2020 – how? The basics in short/main principles:



1	2	3	4	5	6	7	8	9
Basic principles observed	Concept Formulated	Proof of Concept	Validation in lab	Technical validation in relevant environment	Demonstration in relevant environment	Demo in operational environment	System complete and operational	Commercial

What is the European Innovation Council?

EUROPEAN INNOVATION COUNCIL eic

The European Innovation Council

One stop shop for breakthrough & disruptive innovators

Open to all innovators, in any field, at any time

Highest potential innovators selected on basis of ideas and team

Agile funding from idea to investment

Pathfinder grants for advanced research on emerging technologies

Accelerator funding for innovative start-ups (<€2.5 million grant, <€15 million equity)

Crowding in private investment (VC, Invest EU)

Building ecosystems and communities

Access to mentoring and advisory services and to knowledge partners (e.g EIT)

Expert Programme Managers to engage with projects and communities

Prizes for breakthrough technologies

EIC accelerator Pilot

Mainly
bottom-
up, for
single
SMEs

- For innovative, high-flying SMEs with European and global ambitions - aiming at fast international growth
- Only ground-breaking concepts at the last stage before scale-up!
- Bottom up call ("free" topic, with exceptions *) **)
 - Grant 0,5 - 2,5M€ (70%+ 25%)
 - Blended; Equity max 15 M€
- 12-24 month project
- Funding for both finalising R&D and business development (activities including trials, prototyping, validation, demonstration, testing in real-world conditions, market replication etc.)
- **Cut offs**
 - **19.5.2020 *) only Green Deal topics **)**
 - **7.10.2020 **) 25 % Women Innovators in face-to-face interviews**

The proposal is like a business plan; to be competitive, you need:

Clearly novel and innovative product, even disruptive

High enough maturity:
At least TRL 6

Good business plan and skilful team

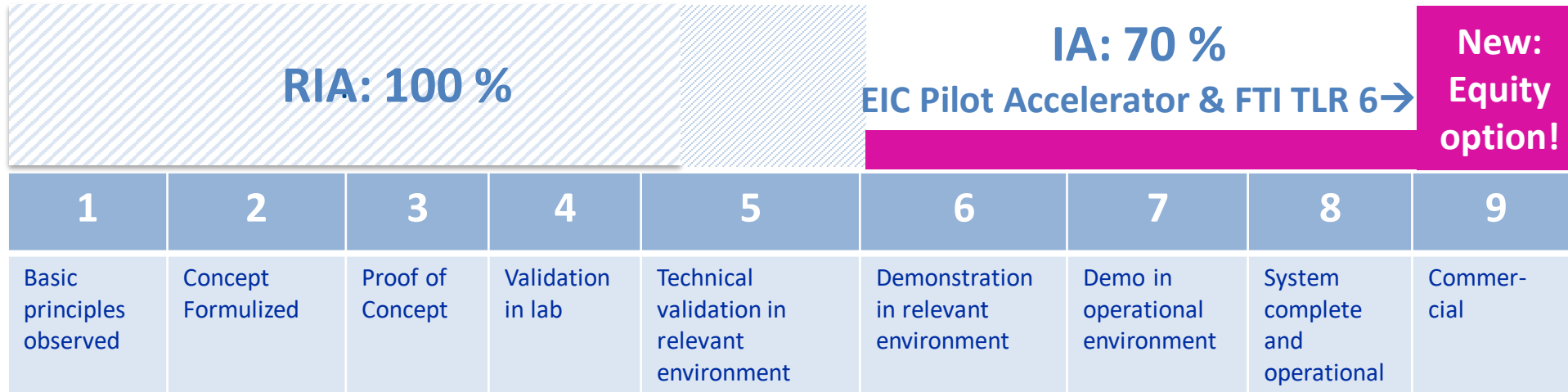
Ambition and chances for international growth

IPR strategy, freedom to operate (FTO)

European benefit – what's in it for the rest of the EU?

Key Issues; high innovativeness, competitive advantage, scalability, market size, growth potential, team and resources, European added value... and **"non-bankability"!**

Technology Readiness Levels (TRL)



- Accelerator projects can include activities from TRL6 ->
 - TRL 6-8 funded with grant
 - TRL 9-> funded only with equity
 - Use of equity is at the discretion of the company. It's primary purpose is to enable more efficient commercialization; however, it can also be used to cover the 30 % own funding for the grant phase.

EIC Accelerator Green Deal cut-off 19.5.2020

- For **innovations fueling the societal transition towards sustainability while supporting EU's competitiveness and leadership in clean technologies.**
- The topic targets **high-risk, high--potential SMEs (including startups) from any sector** provided that they contribute to Green Deal goals

Expected impact

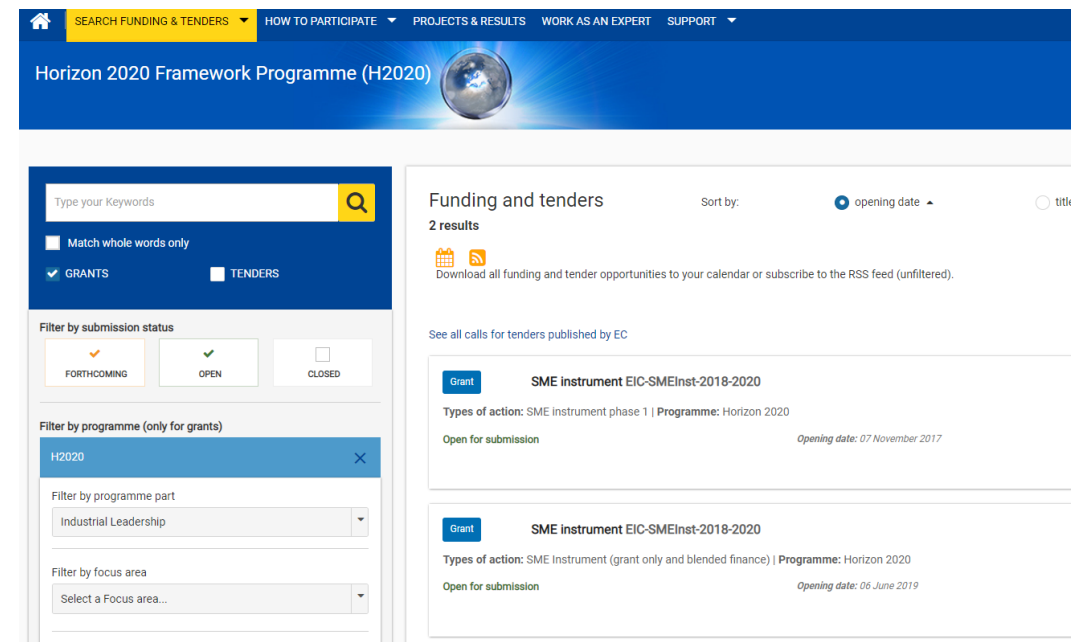
Projects must support the Green Deal implementation by **significantly contributing (quantitative estimate of the contribution required)** to at least one of the following **sustainability goals**:

- Increasing the EU's **climate mitigation and/or adaptation** ambition
- Supplying **clean, affordable and secure energy**
- **Transitioning of industry to a clean and/or circular economy** (including waste prevention and/or recycling)
- **Building and renovating in an energy and resource efficient way**
- Accelerating the **shift to sustainable and smart mobility**
- **Transition to a fair, healthy and environmentally-friendly food system**
- Preserving and restoring **ecosystems and biodiversity**
- Realising a **zero pollution ambition and a toxic-free environment**

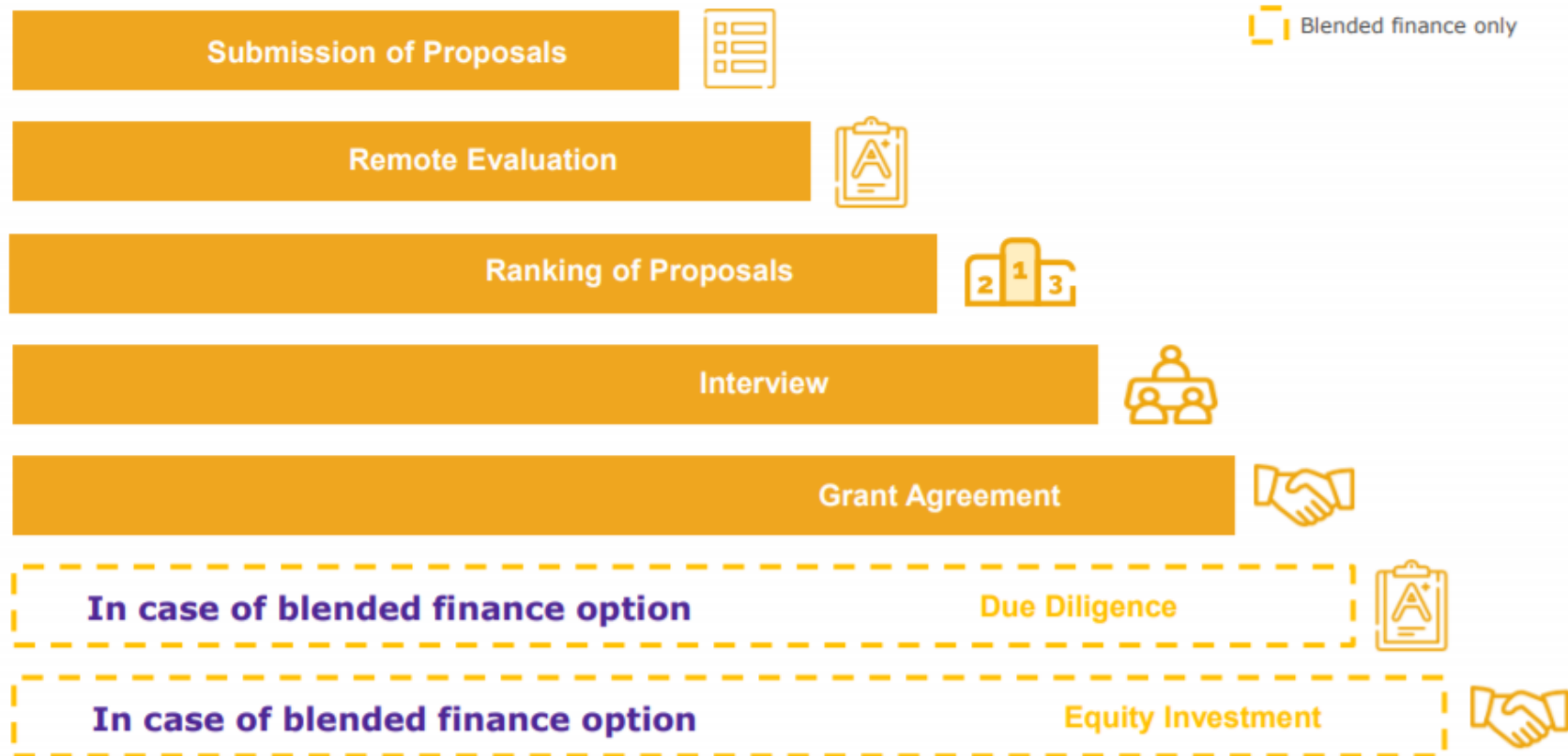
Projects dedicated to increase the efficiency of fossil fuels technologies or fossil fuels use are ineligible.

Application Process - links

- [Funding and Tender Opportunities Portal](#)
- [EIC Accelerator Guidelines for Applicants](#)
- [EIC Accelerator \(Phase 2\) proposal template](#)
 - (always download latest template from Portal)
- [Self-evaluation form](#)
- [EIC Accelerator \(Phase 2\) Model Grant Agreement](#)
- [EIC Pilot Work Programme](#)
- [EASME's Essential Tips for an EIC Accelerator Application](#)



Accelerator Pilot Step-by-step



Tips for a Successful Proposal

- A good application is **clear, concise and easy to understand**, and tells a logical story
- **Start with a bang!** Problem – Solution – Competitive Advantage
- In addition to quality content, **the appearance** should be professional (language and layout)
- All parts of the application (Excellence, Impact and Implementation) must be strong
- **Justify your text, don't assume** - the reviewer is an expert in the industry and/ or business, but doesn't know everything
- Don't repeat the same text too many times
- **The summary and introduction are read first** – make them clear and understandable, sell the project right from the start!
- Use **graphs and pictures** when they clarify and add value
- Reserve enough time to perfect your application – competition is tough!
- Ask NCPs and other trusted outsiders to read and comment on your proposal.

EIC - Smart Money

Funding



Global Business Coaching & Mentoring



Business Acceleration Services



EIC Accelerator/SME Instrument Ph2 (2014 -2019)

FI: ICT, Eco-innovation/raw materials, Energy, Health, Construction & transport, Biotechnology, Security, Engineering& technology...

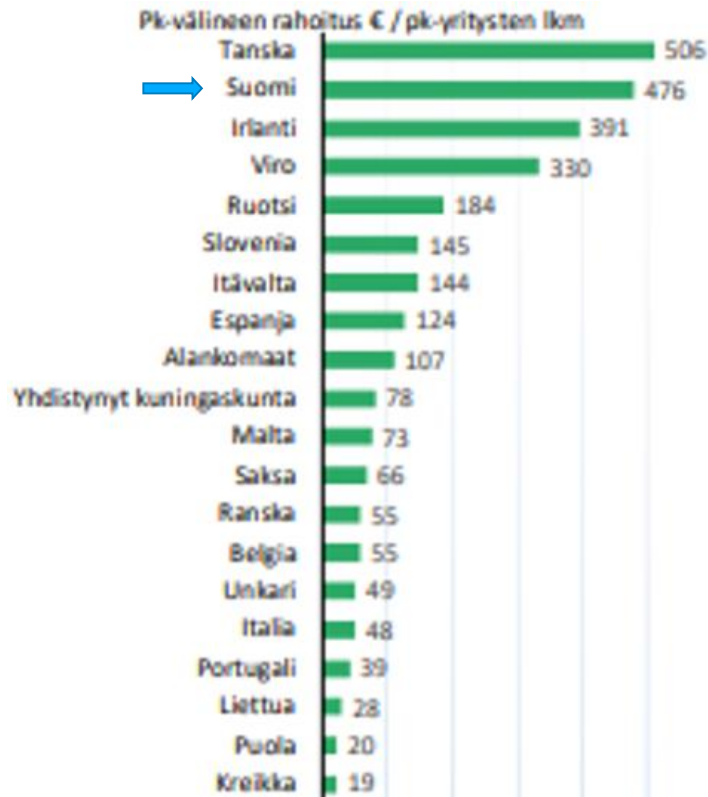


116,96M€ ALLOCATED

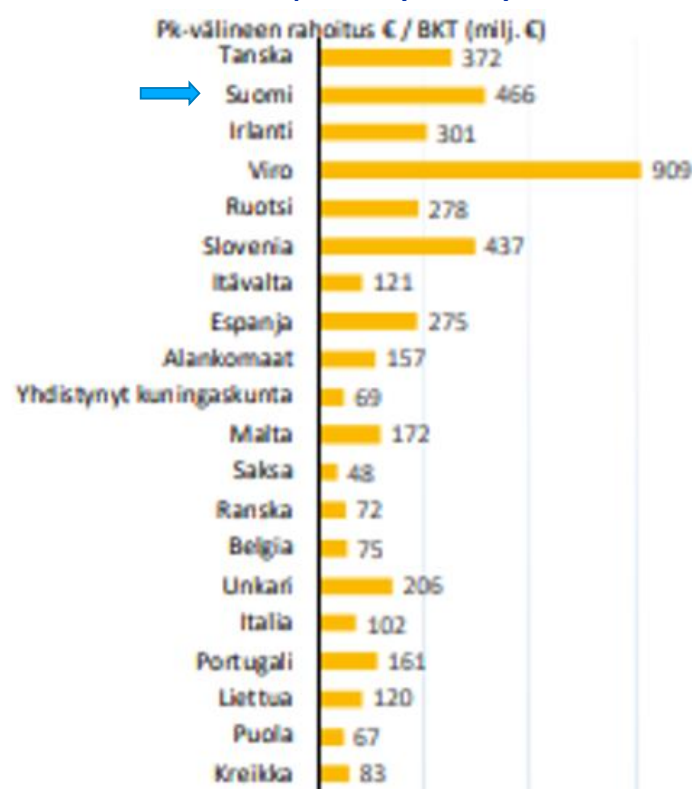


66 PROJECTS
COORDINATED

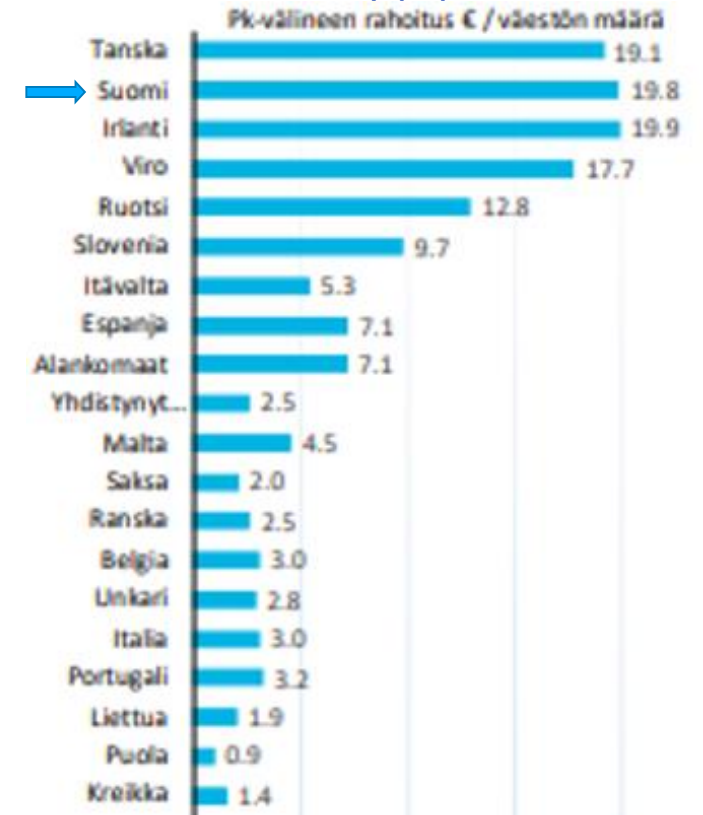
€ mio./SMEs in the country



€/country GNP (€ mio.)



€/country population



EIC Fast Track to Innovation

For close to market innovations with strong business potential and risk

- Funding: 1-3 m€, project duration 36 months
- Grant; funding rate 70% for companies / 100 % for non-profit partners (+ 25 %)
- Small consortia (3-5 participants), **for all types of entities**:
- **Industry driven projects!**
 - At least 60% of overall budget to industry or
 - **Min 2** industry partners out of a consortium of 3-4
 - **Min 3** industry partners out of a consortium on 5
- **Free choice of topic** - breakthrough innovation projects to accelerate market up-take, TRL6-8
- Funding intended for piloting, test-beds, systems validation in real world working conditions, validation of business models, pre-normative research, standard setting etc.
- **Ready to market in 3 years after kick off!**
- Remaining cut-off dates (annual total budget 100 m€ for 3 cut-offs):
 - **9.6.2020**
 - **27.10.2020**



Fully
bottom-up,
for small
consortia

GREEN DEAL Call in Horizon 2020

A green circle containing the text "Pre-set themes, consortium projects".

Pre-set
themes,
consortium
projects

- Green Deal Call opening 9/2020 and closing 1/2021
- For consortium projects (min 3 participants, 3 countries)
- Budget ca. 700 m€ (tbc – GD in H2020 = 1 bn€, EIC Accelerator share 300 m€...)
- Call themes currently under preparation
- Work program(s) published in the summer 2020
- More information from H2020 committee delegates
 - <https://www.businessfinland.fi/suomalaisille-asiakkaille/palvelut/rahoitus/horisontti-2020/horisontti-yhteyshenkilot/ohjelmakomiteat/>

Some tentatively planned themes (not binding):

Clean, affordable and secure energy

- Demonstration of **innovative critical technologies** to enable future **large-scale** deployment of **offshore renewable energy technologies** and their integration into the energy system
- Develop and demonstrate a **100 MW electrolyser upscaling the link between renewables and industrial applications**

Industry for a clean and circular economy

- **Closing the carbon cycle in industry:** renewable energy driven reduction of CO2 using innovative catalytic materials and technologies
- Demonstration of **systemic solutions for the territorial deployment of the circular economy**

Energy and resource efficient buildings

- **Building** and renovating in an **energy and resource efficient** way

Sustainable and smart mobility

- **Green Airports and Ports:** green aviation and shipping

International cooperation (tbc)

- Accelerating demonstration of clean energy solutions in Africa and the Mediterranean

GREEN DEAL in Horizon Europe (2021-2027)

Horizon Europe is the EU's next research and innovation programme

Green missions:

- The missions in Horizon Europe will **mobilise research and innovation**, catalyse action, **deliver impact, demonstrate solutions**, and **produce European public goods**
- At the same time, they aim to capture citizens' imagination and inspire confidence in the transformations ahead
- **Four** out of the five **agreed mission areas in Horizon Europe directly support the European Green Deal:**
 - Healthy oceans, seas, coastal and inland waters
 - Climate-neutral and smart cities
 - Soil health and food
 - Adaptation to climate change and societal transformation

Over 35% of Horizon Europe spending will contribute to climate objectives!

NCP* at your Service

- Communicate about upcoming calls and events
- Coach on the relevant topics and instruments
- Assist with the application process
- Read and comment on proposals
- Organize pitching training
- Follow Finnish participation in the programme
- Utilize our Brussels contacts and networks



Horizon 2020 NCPs in the Sustainable Manufacturing programme EU-team

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Follow Us & Get in Touch!

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HORISONTTI 2020

EU:n tutkimus- ja innovaatio-ohjelmat



@Eutifi #H2020 #HorizonEU #HEurope

Why now?

- Still some calls and funding before the Horizon 2020 ends
- H2020 rules already known, proposal and project processes well tested & work smoothly
- Good funding rates (70/100% +25% overhead)
- Agile bottom-up instruments with good funding rates

And at the same time...

- Look into the future -> **Horizon Europe (2021-2027)**
- Planning starting now (!) – remember to share your ideas for future RDI themes with shadow committee members
<https://www.businessfinland.fi/ajankohtaista/uutiset/horisontti2020/2020/varjokomiteat/>
- Bigger budget & lots of new possibilities available
- First calls open in the beginning of 2021



**Every cent of
H2020 budgets
will be granted to
someone**

**– the
beneficiaries
include your
peers and
European
competitors!**



HORIZON EUROPE – THE 100 B€ EU R&I FRAMEWORK PROGRAMME 2021-2027*

PRELIMINARY STRUCTURE, BUDGET NOT AGREED

