

**BUSINESS  
FINLAND**

# **Eureka Programmes – Funding for Cross-Border R&D Newsflash Autumn 2020**

EU Update Webinar  
Sustainable Manufacturing Finland Programme  
27.10.2020

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# What is Eureka?

- Intergovernmental collaboration platform that is separate from and complementary to the EU Framework Programme
- Flexible configurations of countries participating in each specific call
- Extensive network with European roots; today 45 member countries globally and the European Union
- Focus on applications, always bottom-up
- [www.eurekanetwork.org](http://www.eurekanetwork.org)

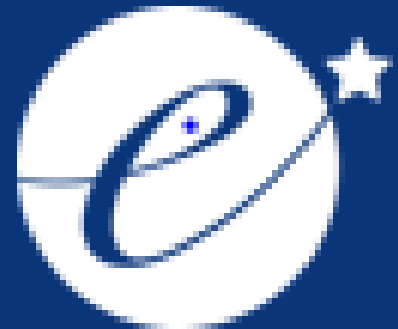
# EUREKA Tools integrated to Business Finland funding service processes

- **Eurostars** – funding for international R&D collaboration of innovative SME's
- **EUREKA Clusters** – funding and management support for industrial R&D in international value chains and consortia
- **Network projects** – support for free-form bottom-up collaborative projects
- **Globalstars** – platform for global collaborations (bi- and multilateral calls)

<https://www.businessfinland.fi/en/whats-new/calls/2020/eureka-global-stars-joint-funding-call-with-india/>

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# The Eurostars Programme



# Eurostars - Key Characteristics

- An SME always the main applicant, others can participate
- Straightforward to work with – you deal mostly with the national funding authorities (but an external evaluation of the joint project, with reasonable success rate)
- Availability of funding in key countries (DE, SE, NL, SP,... but not all)
- Eurostars is also one of Horizon 2020 partnership programmes
- A call for proposals with cut-off 4.2.2021 is planned (TBC) after that according to Horizon Europe timetables



**3–4 participants**

Finnish SME's eligible if they:

- pursue a growth-oriented int'l strategy
- display sufficient assets and/or turnover



**2–3 countries**

average duration



**30 months**

Funding for Finnish partners:

- 50% grant for SME's
- 40% for midcaps
- 70% for public researchs limited to 70k€ or 140 k€
- Limited support for LE's



average project cost

**€1.3 million**

Quality and  
efficiency of the  
implementation:  
basic assessment

- Quality of the consortium
- Added value through co-operation
- Realistic and clearly defined project management & planning
- Reasonable cost structure

Excellence:  
innovation and R&D

- Degree of innovation
- New applied knowledge
- Level of technical challenge
- Technological achievability & risk

**Eurostars**  
evaluation criteria

Impact:  
market &  
commercialisation

- Market size
- Market access and risk
- Competitive advantage
- Clear and realistic commercialisation plans
- Time to market

## Factors for success

Be technologically ambitious while remaining realistic

Define a methodical approach in line with partnership, budget and time limit set for the completion of the project and the marketing of its results

Point out the innovative nature of the proposal submitted

Present new industrial applications and their impact on the industry sector and relevant markets

Describing the technology is the easy bit there is more...

Who are you? Describe the benefits of this partnership, the added value that each organisation brings?

Focus on the project methodology (objectives, means, results)

Appropriate and realistic cost breakdown

Analyse the risks. How will you mitigate against them?

Don't forget your market (it sounds strange, but people do)

Product plans, exploitation plans, commercialisation strategy.  
Analysis and comparison with state of the art.

Barriers to market entry? Competitive advantages?

Realistic market share? Will you actually make ROI?

Or how to protect it – Good IPR analysis/strategies are rare

Fill in the project application carefully and ensure it is clear

Promote the key elements the evaluators are looking for and ask an objective party to read it

Proof read it – this is the cheapest way of making it better.

Don't allow yourself to be surprised by anything

Do your homework

Speak to your National Project Coordinator (NPC)



# "Real Life" Eurostars Examples

- Finnish SME integrates its proprietary connectivity SW to a consumer device made by a foreign large company
  - New technology development needed
  - International partnership along the value chain and new sales as targeted results
- Finnish SME collaborates cross-border with another company and 2 medical institutions
  - The SME has developed the core technology, but needs to combine it with a supporting technology from a partner, in order to launch a novel product on a global market
  - Access to piloting and testing
  - Market entry and partnership as targeted results
- [https://www.eurostars-eureka.eu/sites/default/files/success-story-pdf/Cloud%20Atlas\\_0.pdf](https://www.eurostars-eureka.eu/sites/default/files/success-story-pdf/Cloud%20Atlas_0.pdf)
- <https://www.eurostars-eureka.eu/sites/default/files/success-story-pdf/Heat-to-Power.pdf>

# Need More Information?

- Web:
  - <https://www.eurostars-eureka.eu/>
  - [Eurostars at BF Webpage](#)
- National Contacts / Eurostars Project Coordinators:

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# **Eureka Clusters Programme**

# Eureka Clusters – Key Characteristics

- Public-Private-Partnerships – Industry led, supported by National Funding Bodies like Business Finland
- Involvement of key European industries (automotive, aviation, telecom, ECS, energy, ...). Canada and South Korea also actively participating
- Clusters are a good fit for Finnish tech companies seeking long term R&I collaborations within European value chains
  - Engage through PO days events or by connecting to an active partner
- 7 different clusters with different foci + joint calls

# EUREKA Clusters



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Telecommunications



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Smart electronic systems



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Low carbon energy technologies



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Software intensive systems and services



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New Cluster on Metallurgy



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Micro and Nano electronic technologies and applications

