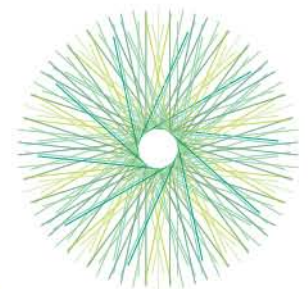


New call for SME Funding under H2020

QUICO ONEGA
11 MARCH 2014



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The challenge for this call: To develop **new competitive eco-innovative** processes throughout the food system, at all scales of business, within the framework of a transition towards a more resource-efficient, sustainable circular economy.

The **Aim**: Achieving a significant reduction in water and energy use, greenhouse gas emissions and waste generation, while at the same time improving the efficiency in the use of raw materials, increasing climate resilience and ensuring or improving shelf life, food safety and quality.

The SME instrument under Horizon2020 provides **full-cycle business innovation** support from the stage of business idea conception and planning (**phase I**) over business plan execution and demonstration (**phase II**) to commercialization (**phase III**). **Call for proposals for both phase I and phase II are open now!** Participants can **apply to phase 1** with a view to applying to phase 2 at a later date, **or directly to phase 2**, and will be able to call on business innovation coaching for the duration of their project.

Phase I (proof-of-concept): Explore the scientific or technical feasibility and commercial potential of your new idea in order to develop an innovation project, with the help of a € 50,000 grant. The activities could, for example, comprise risk assessment, market study, user involvement, Intellectual Property (IP) management, partner search, feasibility of concept and the like to establish a solid high-potential innovation project aligned to the enterprise strategy and with a European dimension. Projects should last around 6 months and the proposal should give the specifications of the elaborated business plan, which is to be the outcome of the project and the criteria for success.

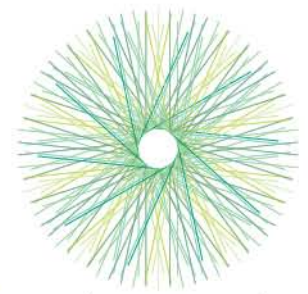
Link to SFS-8-2014 phase I:

<http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/2541-sfs-08-2014-1.html>

Phase II (development & demonstration): Develop your sound, ground-breaking business idea further that address the specific challenge of Sustainable Food Security with the help of a grant in the order of € 500,000 to 2,5 million into a market-ready product, service or process! Activities should focus on innovation activities such as demonstration, testing, prototyping, piloting, scaling-up, miniaturization, design, market replication and the like aiming to bring an innovation idea (product, process, service etc.) to industrial readiness and maturity for market introduction, but may also include some research. Projects should last between 12 and 24 months and a 70% funding rate applies. **Link to SFS-8-2014 phase II:**

<http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/2587-sfs-08-2014.html>

- **Phase III (go-to-market)**: Take advantage of additional EU support to enter the market successfully (no grants).



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Check the **cut-off dates for proposals!** 2014-06-18, 2014-09-24 and 2014-12-17 for **phase I** and 2014-10-09 and 2014-12-17 for **phase II**.