



INNOWIDE



Helping european SMEs develop innovative global business models in close cooperation with third countries partners

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0. Context

H2020 -the world biggest R&I international programme- underexploited

Declining share of third country participation (20.5% FP7; 11.7 % H2020)

Why?

- Changing funding rules for 3rd countries
- Regional socio-political conflicts
- Few topics with mandatory international participation, notably in closer-to-market activities



International participation in H2020. Source: Horizon 2020 Dashboard

0. Context

Unmet SME needs at international technological cooperation level

- Lack of suitable instruments for highly innovative SMEs with clear international technology cooperation potential, particularly for preparatory phases.
- Technology oriented international SMEs are still a minority (just a 7%), despite creating more jobs and being more innovative (47% versus 20%) than “national” ones
- International collaborative product-market development tools for SMEs needed

International participation in H2020. Source: Horizon 2020 Dashboard

1. INNOWWIDE

The INNOWWIDE programme aims to facilitate the international outreach of innovative European SMEs by funding **Viability Assessment Projects (VAPs)** addressing :

- Validation of new product-market development combinations
- In a target pilot third country
- through **WIN-WIN RTDI cooperation with local stakeholders**

2. What is a VAP?

- A comprehensive set of **technical, market, legal and socioeconomic viability assessments** to identify key enabling factors and barriers for innovative & collaborative business model developments in the target market
- Including **preparatory work for further RTDI** collaborative projects needed to develop the validated innovative business models

3. What is NOT a VAP?

- A **BaU export aid scheme** (one-direction mature product market penetration facilitation; no product development collaboration with local counterparts)
- A **sole market & technology survey** without intended business development based on innovation & international cooperation
- A **BaU development aid scheme** (although relevant positive local impacts are a must). WIN-WIN business-led frameworks are to be developed

4. VAPs profile

- Submitted by individual EU / EU AC SMEs
- VAP Budget > 86.000 €; 60.000 € lump sum grant
- 6 months duration; implementation in a target pilot 3rd country market
- Local strategic subcontractor (future RTDI partner) needed

5. VAPs guiding principles

- **Simplicity** (lump-sum scheme; reduced paperwork)
- **Flexibility** (minimum, customized set of technical & commercial activities)
- **Bottom-up approach**
- VAP performance appraised upon results (refined BM, future RTDI)

6. INNOWWIDE main figures

9 M€ budget

7,2 M€ allocated to VAPs

120 VAPs funded

Balanced allocation per 3rd country groups (more/less developed)



INNO WIDE



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