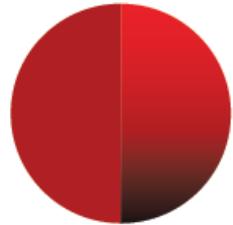


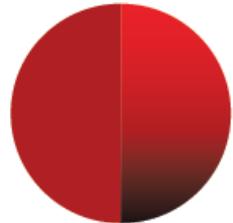
## SME Instrument





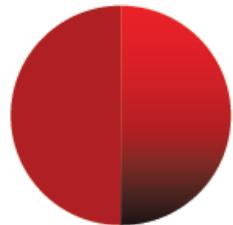
# Što je SME Instrument

- ❑ program iz Obzora 2020.
- ❑ cjelovita podrška kroz sve faze inovacijskog ciklusa

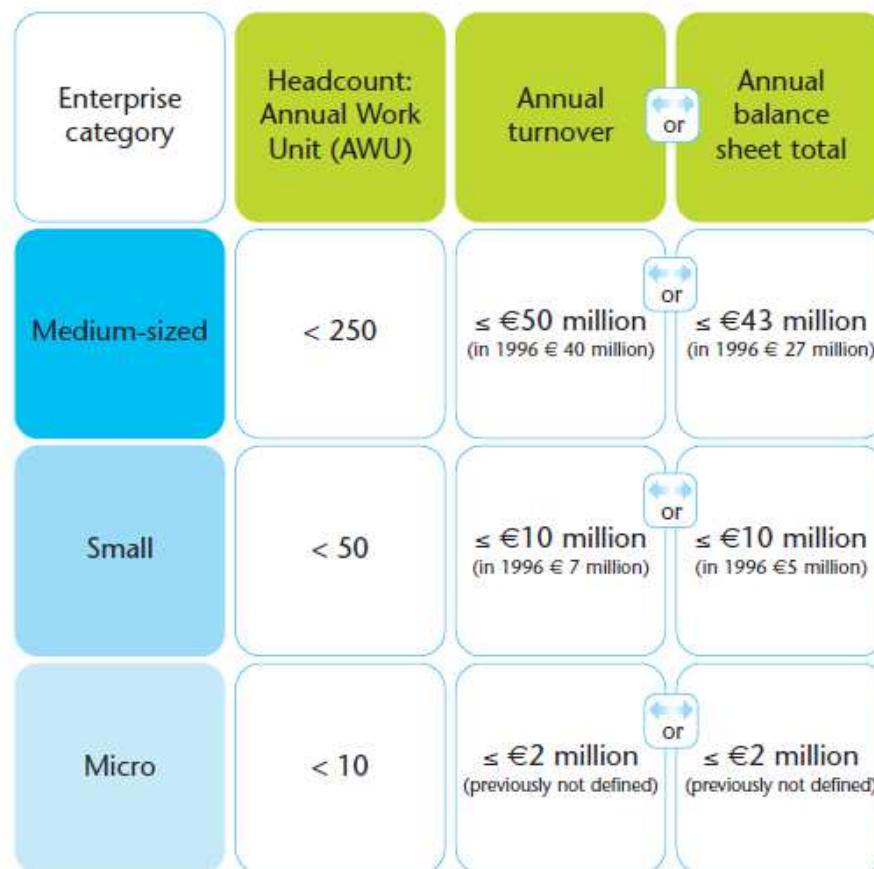


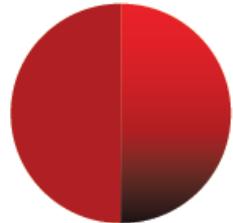
# Kome je namijenjen?

- Isključivo mikro, malim i srednje velikim poduzetnicima
- Visoko inovativni projekti s ciljem izlaska na međunarodno tržište



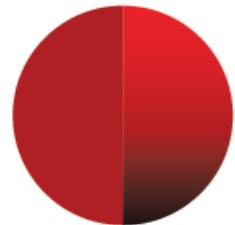
# Definicija SME



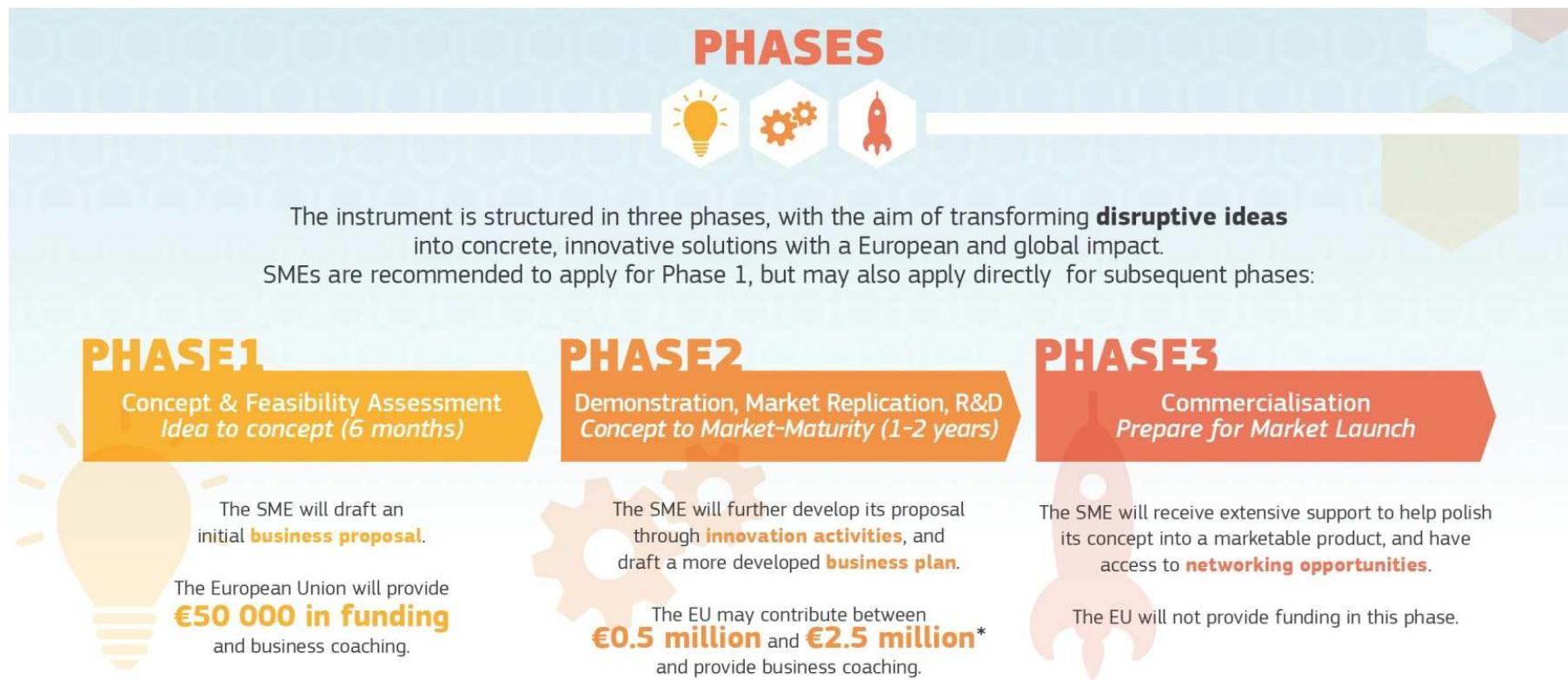


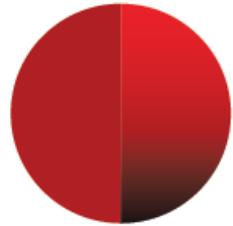
## SME Instrument

- Moguća potpora i samo jednom poduzeću
- Bottom-up pristup
- Jednostavnija pravila značajno smanjenje prosječnog vremena od odabira do financiranja



# Faze

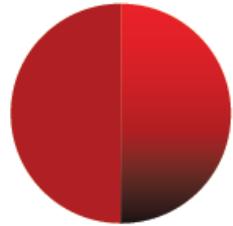




## Faza 1

### AKTIVNOSTI:

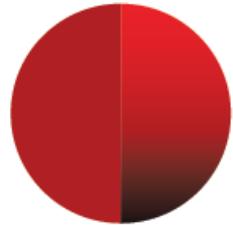
- Dokazivanje tehničke i komercijalne izvedivosti
- Razvoj strategije upravljanja inovacijama i intelektualnim vlasništvom
- Istraživanje tržišta
- Pilot aplikacija/primjena
- Procjena rizika



## Faza 2

### AKTIVNOSTI:

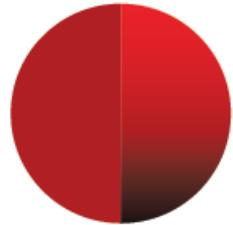
- Prototipiranje
- Testiranje
- Pilotiranje
- Minijaturizacija
- Skaliranje
- Razvoj primjene



## Faza 3

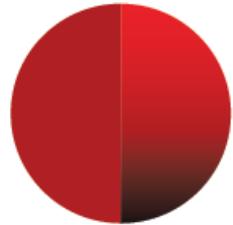
### AKTIVNOSTI:

- EU Quality Label (promocija i umrežavanje s investitorima i klijentima)
- Priprema za investiranje
- Pristup MSP EU financijskim institucijama (debt & equity backed by EIB/EIF)
- Poveznica s mrežama javne nabave
- DIREKTNO SUFINANCIRANJE NIJE OSIGURANO



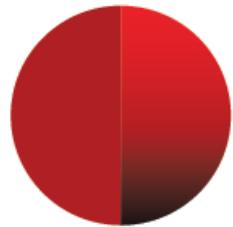
## Teme 2014 - 2015

- High risk ICT innovation
- Nanotech, or other advanced tech for manufacturing and materials
- Space research and development
- Clinical research for the validation of diagnostics devices and biomarkers
- Sustainable food production and processing
- Blue growth
- Low carbon energy systems



## Teme 2014 - 2015

- Greener and more integrated transport
- Eco-innovation and sustainable raw material supply
- Urban critical infrastructure
- Biotechnology-based industrial processes
- Mobile e-government applications (2015 only)
- SME business model innovation (2015 only)



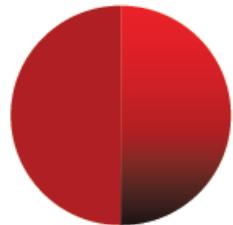
# Cut off datumi 2014.

## ▶ Faza 1

- ▶ 24/09/2014
- ▶ 17/12/2014

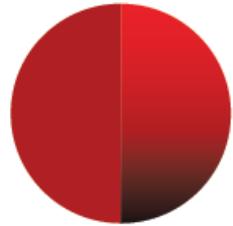
## ▶ Faza 2 – 2014

- ▶ 09/10/2014
- ▶ 17/12/2014



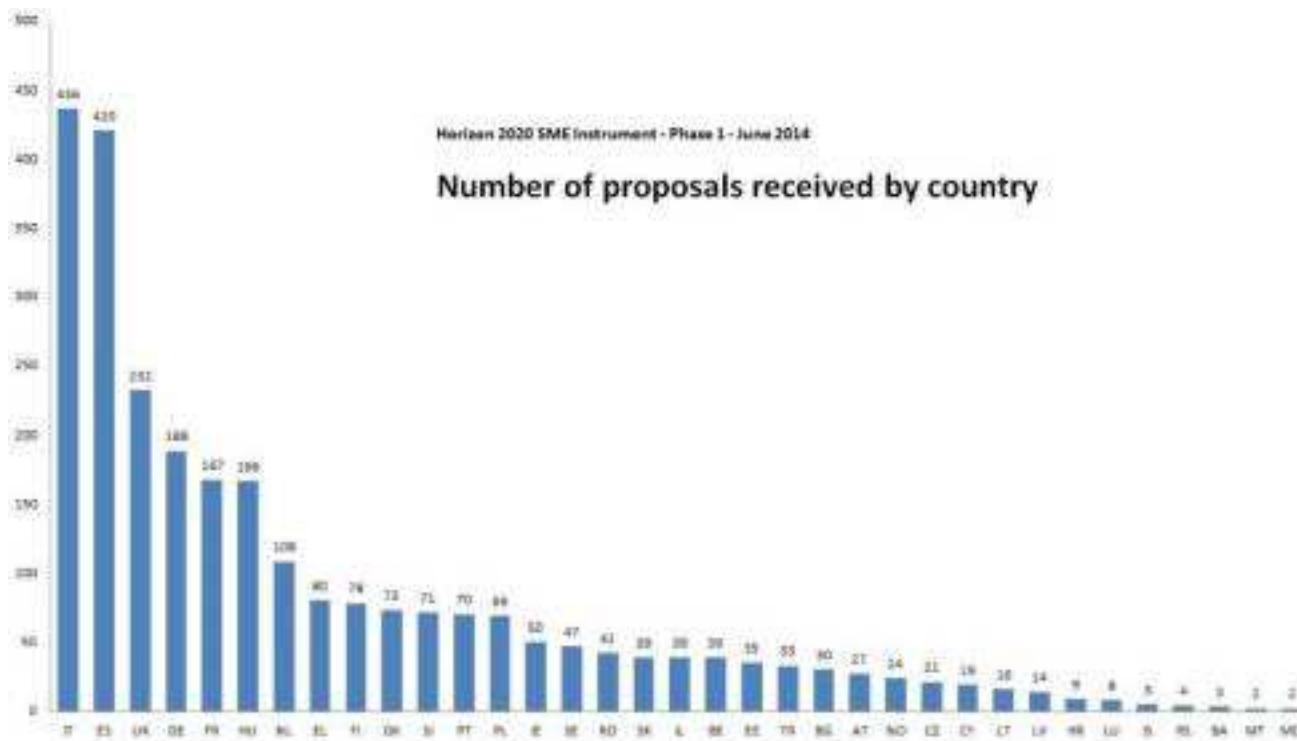
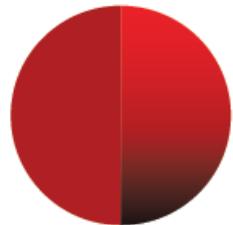
# Cut off datumi 2015.

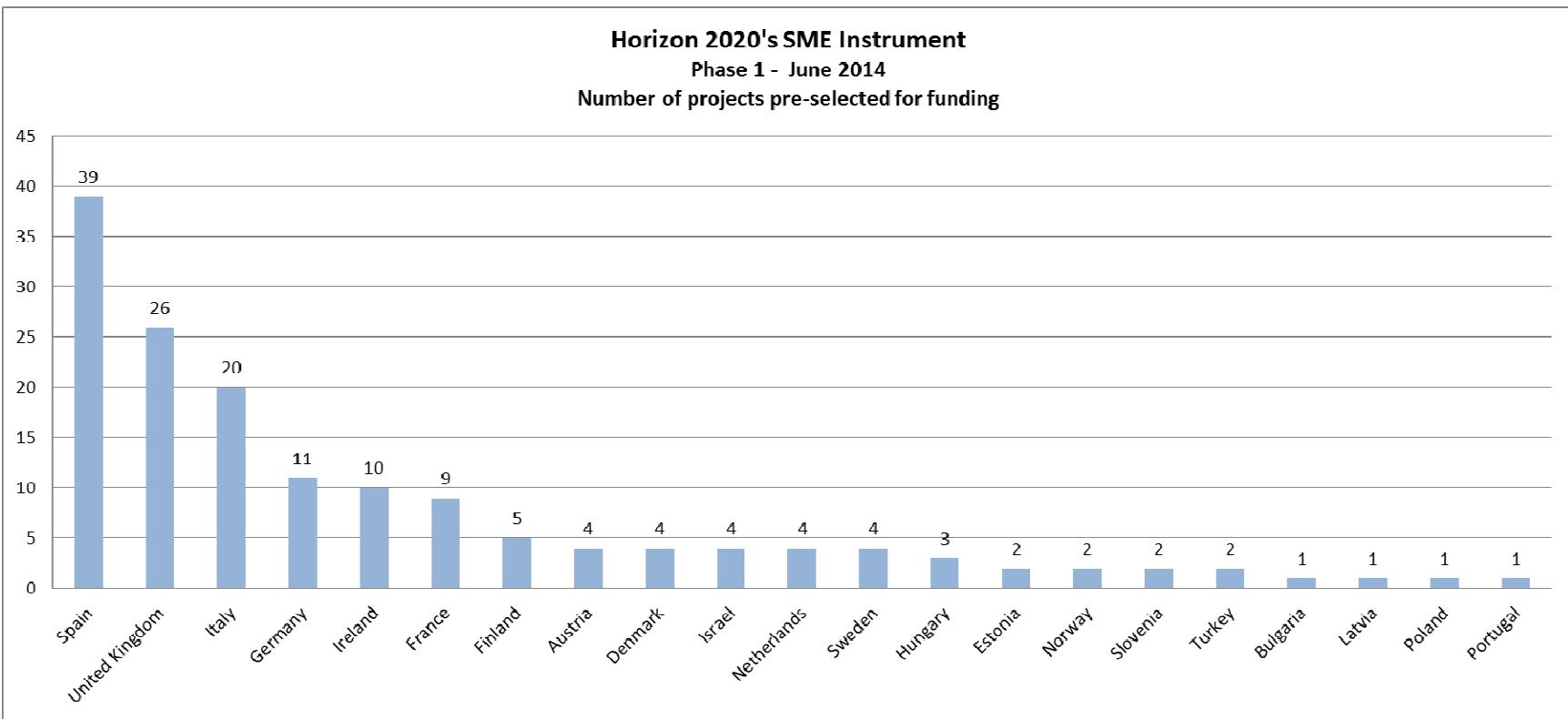
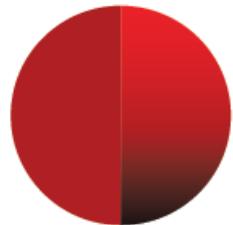
- **Faza 1**
- •18/03/2015
- •17/06/2015
- •17/09/2015
- •16/12/2015
- **Faza 2**
- •18/03/2015
- •17/06/2015
- •17/09/2015
- •16/12/2015

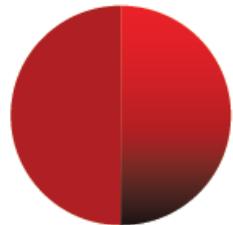


# Statistika prvog cut off datuma

- **2.666 PRIJAVA**
- **2.602 ADMINISTRATIVNO ISPRAVNIH PRIJAVA**
- **317 IZNAD PRAGA**
- **OD ČEGA JE 49% ODABRANO**
- **ODABRANO 155 PROJEKATA IZ 21 ZEMLJE**
- **85% PRIJAVA ZAPRIMLJENO U 48H DO ROKA**



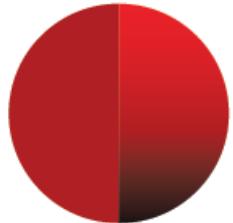




#### Analysis of proposals received and pre-selected by topic

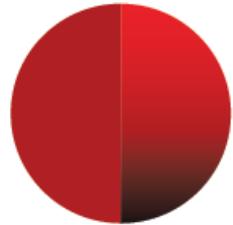
Phase 1 - 1st cut-off date June 2014

Topic	Proposals evaluated	Proposals above threshold	Max. projects fundable	% positive evaluation	Success rate above threshold
Blue growth	48	6	3	12%	50%
Biotech	74	8	3	11%	38%
Green transport	227	26	24+2	12%	100%
Nanotech	310	29	15+2	9%	59%
Eco-innovation	248	32	11+1	13%	38%
Food production	125	29	7	23%	24%
Low carbon energy systems	374	46	22+1	12%	50%
Space	61	4	4	7%	100%
Urban critical infrastructures	41	6	6	15%	100%
Diagnostic devices and biomarkers	208	24	44	12%	100%
Open disruptive innovation	886	107	30	12%	28%
Total / Average	2602	317	175	13%	62%



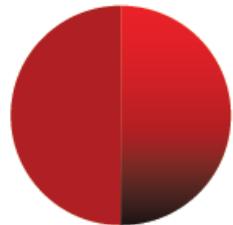
Projects pre-selected per topic and per country  
Phase 1 - 1st cut-off date June 2014

	Blue growth	Biotech	Green transport	Nanotech	Eco-innovation	Food production	Low carbon energy systems	Space	Urban critical infrastructures	Diagnostic devices and biomarkers	Open disruptive innovation	Proposals pre-selected	Proposals submitted	Success rate
Austria	0	0	1	0	0	0	0	0	0	1	2	4	27	14,81%
Bulgaria	0	0	1	0	0	0	0	0	0	0	0	1	30	3,33%
Denmark	0	0	1	2	0	0	0	0	0	0	1	4	73	5,48%
Estonia	0	0	0	0	0	0	1	0	1	0	0	2	35	5,71%
Finland	0	0	2	0	0	0	2	0	0	0	1	5	78	6,41%
France	1	0	1	0	1	0	1	0	0	2	3	9	167	5,39%
Germany	0	0	1	2	1	0	4	1	0	2	0	11	188	5,85%
Hungary	0	0	0	0	0	1	1	0	0	1	0	3	166	1,81%
Ireland	1	0	0	0	1	1	2	0	1	1	3	10	50	20,00%
Israel	0	1	0	0	0	0	0	0	0	2	1	4	39	10,26%
Italy	0	0	7	5	1	1	4	1	1	0	0	20	436	4,59%
Latvia	0	0	0	0	0	0	0	0	0	0	1	1	16	6,25%
Netherlands	0	0	2	0	1	0	0	0	0	1	0	4	108	3,70%
Norway	1	0	0	0	0	0	0	0	1	0	0	2	24	8,33%
Poland	0	0	0	0	0	0	0	0	0	0	1	1	69	1,45%
Portugal	0	1	0	0	0	0	0	0	0	0	0	1	70	1,43%
Slovenia	0	0	0	0	0	0	1	0	0	0	1	2	71	2,82%
Spain	0	1	7	3	5	4	1	2	2	5	9	39	420	9,29%
Sweden	0	0	0	1	0	0	1	0	0	2	0	4	47	8,51%
Turkey	0	0	0	0	0	0	0	0	0	1	1	2	33	6,06%
United Kingdom	0	0	4	4	2	0	5	0	0	6	5	26	232	11,21%
Total / Average	3	3	27	17	12	7	23	4	6	24	29	155	2379	6,79%



# Lekcije s prvog cut off datuma

1. Prevelik fokus na projekt, **a nedovoljan na poslovnu priliku**
2. Slaba uvjerljivost prilikom opisivanja tvrtke (treba napisati zašto će uspjeti **baš vaša tvrtka**, a ne konkurent)
3. Nema dovoljno informacija o konkurenčkim rješenjima
4. **Niska razina inovativnosti.** Planira se razviti proizvod koji već postoji na tržištu
5. Predlaže se **samo ideja** bez ikakvog koncepta za komercijalizaciju (TRL prenizak)
6. Idemo pokušati, pa što bude (**kao na lutriji**)



# Participant portal

HOME FUNDING OPPORTUNITIES HOW TO PARTICIPATE EXPERTS SUPPORT ▾

LOGIN REGISTER

**Horizon 2020**

Calls

Search Topics

Call Updates

**Other EU Programmes 2014-2020**

Research Fund for Coal & Steel

COSME

3rd Health Programme

Consumer Programme

**FP7 & CIP Programmes 2007-2013**

Calls

Call Updates

Other Funding Opportunities

**Horizon 2020**

**Excellent Science**

- European Research Council
- Future and Emerging Technologies
- Marie Skłodowska-Curie actions
- Research infrastructures

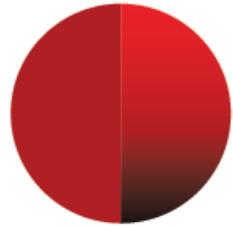
**Industrial Leadership**

- Leadership in enabling and industrial technologies(LEIT)
- Access to risk finance
- Innovation in SMEs

Filters only programme and call titles and IDs, for extended search go to the [Search Topics page](#).

Sort by  Title  Call Id  Publication Date  Deadline Date

<b>Industrial Leadership</b> Horizon 2020 dedicated SME Instrument - Phase 2 2014 H2020-SMEINST-2-2014 Deadline(s): 09/10/2014 17/12/2014  Pub.Date: 11/12/2013	<b>Industrial Leadership</b> Horizon 2020 dedicated SME Instrument - Phase 2 2015 H2020-SMEINST-2-2015 Deadline(s): 18/03/2015 17/06/2015 17/09/2015 16/12/2015  Pub.Date: 11/12/2013	<b>Industrial Leadership</b> Horizon 2020 dedicated SME Instrument - Phase 1 2015 H2020-SMEINST-1-2015 Deadline(s): 18/03/2015 17/06/2015 17/09/2015 16/12/2015  Pub.Date: 11/12/2013
<b>Industrial Leadership</b> Horizon 2020 dedicated SME Instrument - Phase 1 2014 H2020-SMEINST-1-2014 Deadline(s): 18/06/2014 24/09/2014 17/12/2014  Pub.Date: 11/12/2013	<b>Industrial Leadership</b> Call for Nanotechnologies, Advanced Materials and Production H2020-NMP-CSA-2014 Deadline(s): 06/05/2014  Pub.Date: 11/12/2013	<b>Industrial Leadership</b> PEER LEARNING OF INNOVATION AGENCIES H2020-INNOSUP-2014-5 Deadline(s): 16/12/2014  Pub.Date: 11/12/2013
<b>Industrial Leadership</b> Enhancing SME innovation capacity by providing better innovation support H2020-INNOSUP-2015-3 Deadline(s): 21/01/2015  Pub.Date: 11/12/2013	<b>Industrial Leadership</b> Capitalising the full potential of on-line collaboration H2020-INNOSUP-2015-2 Deadline(s): 10/03/2015  Pub.Date: 11/12/2013	<b>Industrial Leadership</b> Cluster facilitated projects for new industrial chains H2020-INNOSUP-2015-1 Deadline(s): 30/04/2015  Pub.Date: 11/12/2013
<b>Industrial Leadership</b> European label for innovation voucher H2020-INNOSUP-2014-4 Deadline(s): 02/04/2014  Pub.Date: 11/12/2013	<b>Industrial Leadership</b> iPorta 2 H2020-INNOSUP-2014-3 Deadline(s): 02/04/2014  Pub.Date: 11/12/2013	<b>Industrial Leadership</b> European Intellectual Property Rights (IPR) Helpdesk H2020-INNOSUP-2014-2 Deadline(s): 02/04/2014  Pub.Date: 11/12/2013



# Kreirati ECAS račun

EUROPEAN COMMISSION AUTHENTICATION SERVICE  
(ECAS)

European Commission

IntraComm > Authentication Service > Sign Up

Logout Change password Account information Help

Fabrice POURCEAU ([pourcfa](#)) | European Commission

## Sign Up

[Help for external users](#)

Choose a username

First name \*

Last name \*

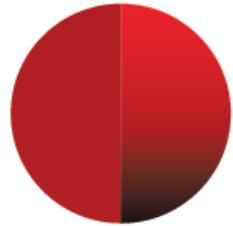
E-mail \*

Confirm e-mail \*

E-mail language \* English (en)

Enter the code \*

Privacy statement: by checking this box, you acknowledge that you have read and understood the [privacy statement](#) \*



# Registracija tvrtke

European Commission > Research & Innovation > Participant Portal > Organisation Search

HOME FUNDING OPPORTUNITIES HOW TO PARTICIPATE EXPERTS SUPPORT ▾

LOGIN REGISTER

H2020 Online Manual

Reference Documents (H2020 & FP7)

Beneficiary Register

Financial Capacity Self-Check

SME Participation

## Beneficiary Register

H2020 ONLINE MANUAL

The Commission has an **online register of the beneficiaries** participating in the EU research and innovation or education, audiovisual and cultural programmes. This allows consistent handling of the beneficiaries' official data and avoids multiple requests for the same information.

If you want to participate in a project proposal, your organisation needs to be registered and have a **9-digit Participant Identification Code (PIC)** that is the unique identifier of your organisation and will be used as a reference by the Commission in any interactions.

### Is your organisation already registered? Search PIC

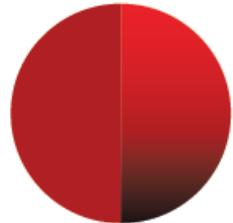
As you have to register your organisation only once, please see first if it has already been registered.

**SEARCH**

If you did not find your organisation in the register, you can start its registration below.

### Register your organisation

Please note that you need to have a valid ECAS account to start registering your organisation or update its data. Login in the Portal or [create your account](#), if you are a new user.



# Registracija tvrtke

LEGAL STATUS      ENTERPRISE      FP7 ICM      PROGRAMME      SUBMIT      DONE

**Research**

Please answer the following questions about the legal status of your organisation. The information you provide here will determine the next questions.

A participant organisation can only be registered for the 7th Framework Programme if it is a 'Legal Entity' - any Natural Person, or any Legal Person created under the national law of its place of establishment or under Community or international law, which has a legal personality and which may, acting on its name, exercise rights and be subject to obligations.

For Horizon 2020 participation, an entity that does not have a legal personality under the applicable national law, will only be accepted as a legal entity on condition that its representatives have the capacity to undertake legal obligations on behalf of the entity and that they offer guarantees for the protection of the Union's financial interests equivalent to those offered by legal persons.

**Enter the Research legal status of the organisation**

Is it a Non-Profit Organisation?  Yes  No

Is it a Public Body?  Yes  No

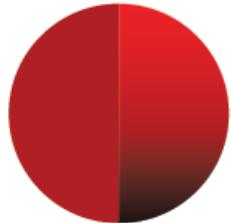
Is it a higher or secondary education establishment?  Yes  No

Is it a Research Organisation?  Yes  No

Is it a large infrastructure organisation?  Yes  No 

Is it a Small Medium Enterprise (SME)?  Yes  No 

[Close](#) [< Back](#) [Save Draft](#) [Next >](#)



## SME self-

The objective of this question  
2003/361/EC

Before starting the online que

- Carefully read through t
- Prepare the relevant fini
- and any other organisat

Once you have completed the  
the relevant EC services.

Please note that the Commiss  
organisation might therefore b

Once you have read and unde

If you encounter any difficulty  
[ASSESSMENT@ec.europa.eu](mailto:ASSESSMENT@ec.europa.eu)

The SME Self Assessment Wi

You are ready to start the **SME Self Assessment Wizard**

### Does SME Instrument Proposer qualify as an SME?

#### Economic Activity

To be considered as an SME, **SME Instrument Proposer** needs to first and foremost qualify as an enterprise.  
According to Art.1 of the SME recommendation: "An enterprise is considered to be any entity engaged in an economic activity (i), irrespective of its legal form".  
In other words, only entities that are engaged in an economic activity can be considered as an SME by this SME wizard.

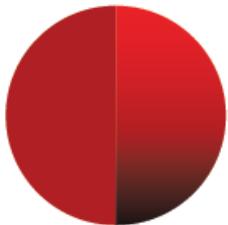
#### Financial data

Once you have completed the section concerning economic activity, you will be asked to enter the financial data related to **SME Instrument Proposer**. To be considered as an SME, an entity must meet all the quantitative criteria listed below:

- employ less than 250 persons
- have an annual turnover not exceeding EUR 50 million and/or
- Have an annual balance sheet total not exceeding EUR 43 million

I have read and understood the information above and I am ready to enter data for **SME Instrument Proposer**

Start



**SME INSTRUMENT PROPOSER**

Is SME Instrument Proposer engaged in an entity?

Yes  No

Enter data from the relevant account

Would you like to use for this entity a Consolidated Statement of Financial Position?

Yes  No

Is this the parent-company of the group whose financial statements are being submitted?

Yes - SME Instrument Proposer is the parent company  
 No - The parent-company of the group is ...

You will be later asked for your parent-company details.

Individual accounts

Date of closure for accounting period

Staff Headcount

Currency in which the balance sheet is drafted

Annual turnover

Annual balance sheet total

**SME INSTRUMENT PROPOSER**

You successfully entered data for **SME INSTRUMENT PROPOSER**

You are now asked to provide information about the **Ownership** structure of:

**SME INSTRUMENT PROPOSER**

Please look at the list of possible shareholders below and select the appropriate option

- Public bodies
- Private entities holding 25% or more of Shares/Voting Rights
- Private persons ("natural persons") holding above 50% of Shares/Voting Rights

If any of the listed entities hold shares or voting rights in **SME INSTRUMENT PROPOSER**, please click below.

Add Shareholder

If you want to declare that no entity of the listed types hold shares or voting rights in **SME INSTRUMENT PROPOSER**, please click below

No shareholders to add

**Overview of ownership**

Name	%	Type	Financial Data	Actions	S	P	O
<b>SME INSTRUMENT PROPOSER - (C)</b>		MO	Use consolidated accounts of:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Cancel

Back to URF

Save Draft

Quit Wizard

LOGIN FUNDING SCHEME CREATE DRAFT PARTIES EDIT PROPOSAL SUBMIT

## Step 3

### Create a Draft Proposal

**TEST MODE**

**H2020-SMEINST-1-2014**

- Fabrice Pourceau
- Space-SME-2014-1
- SME-1
- WED 18** June 2014 17:00:00  
Brussels Local Time
- 92** days left until closure

**Configuration OK**

You're using Explorer 9 on Windows. Adobe Reader (version 11.0.0.0) is installed.

For more information, please consult the [User Guide](#).

#### Create a Draft Proposal

Please enter the following information to create a draft proposal. Please note that fields marked with a star (\*) are mandatory.

**Your organisation**

PIC\*  Short name\*

Organisations you have been previously associated with. Click to select.

PIC: 953025874  
LAER SRL  
VIA VITTORIO EMANUELE III 363  
CASALNUOVO DI NAPOLI, IT  
VAT: IT01469041212

[Search for your organisation PIC](#)

**Your Role**

Please indicate your role in this proposal

Main contact  
 Contact person

**Your Proposal**

Please choose an acronym for your proposal. It will appear also in the "General Information" section of the submission form Part A and can also be updated there.

Acronym*	<input type="text"/>	Please restrict acronym to latin characters only
Short Summary (max. 2000 characters)*	<input type="text"/>	
Character count:		

cancel

Version: 20140225-1542 - Service Desk: [DIGIT-EFP7-SEP-SUPPORT@ec.europa.eu](mailto:DIGIT-EFP7-SEP-SUPPORT@ec.europa.eu) (+32 (2) 29 92222)

HAMAG BIRO

26

LOGIN FUNDING SCHEME CREATE DRAFT PARTIES EDIT PROPOSAL SUBMIT

## Step 4

### Manage Your Related Parties

**TEST MODE**

**H2020-SMEINST-1-2014**

Fabrice Pourceau  
Space-SME-2014-1  
SME-1  
June 2014 17:00:00 Brussels Local Time  
92 days left until closure

Acronym ID PIC Contact

Acronym  
BGITC

**Configuration OK** ✓

You're using Explorer 9 on Windows. Adobe Reader (version 11.0.0.0) is installed.

For more information, please consult the [User Guide](#).

next > >

done

Version: 20140225-1542 - Service Desk: [DIGIT-EFP7-SEP-SUPPORT@ec.europa.eu](mailto:DIGIT-EFP7-SEP-SUPPORT@ec.europa.eu) (+32 (2) 29 92222)

LOGIN FUNDING SCHEME CREATE DRAFT PARTIES EDIT PROPOSAL SUBMIT

## Step 5 Edit Proposal

**TEST MODE**

**H2020-SMEINST-1-2014**

Fabrice Pourceau

Space-SME-2014-1

SME-1

**WED 18** June 2014 17:00:00 Brussels Local Time

**92** days left until closure

Acronym ID PIC Contact

Acronym BGITC

**Configuration OK**

You're using Explorer 9 on Windows. Adobe Reader (version 11.0.0,0) is installed.

For more information, please consult the [User Guide](#).

### Edit Proposals' Forms

In this step you can edit the administrative forms and upload the proposal itself.

**WARNING:** This proposal contains changes that have not yet been submitted...

#### Administrative Forms

Edit will open the forms in Adobe Reader.

[edit forms](#) [view history](#) [print preview](#)

#### Part B and Annexes

In this section you may upload the technical annex of the proposal (in PDF format only) and any other requested attachments.

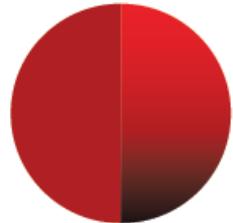
[download templates](#)

Technical Annex Section 1-3	<a href="#">upload</a>		
Technical Annex Section 4-5	<a href="#">upload</a>		
Optional annex 3: Ethics - Supporting Document(s)	<a href="#">upload</a>		

[<< Step 4 - Parties](#) [validate](#) [submit](#)

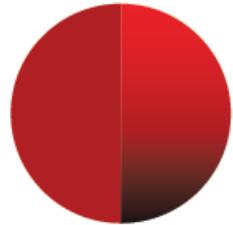
done

Version: 20140225-1542 - Service Desk: [DIGIT-EFP7-SEP-SUPPORT@ec.europa.eu](mailto:DIGIT-EFP7-SEP-SUPPORT@ec.europa.eu) (+32 (2) 29 92222)



# Europska poduzetnička mreža (EEN)

- ▶ Najveća europska potporna organizacija za male i srednje velike poduzetnike
- ▶ Prisutna u 51 zemlji, putem 600 organizacija
- ▶ Pronalazak stranih partnera; poslovna suradnja izvan Hrvatske.
- ▶ Informacije o uvjetima poslovanja na europskom tržištu, pomaže pronaći partnere te omogućuje ostvarivanje kontakta i povezivanja.



# Što EEN nudi?

- ▶ pruža informacije o dostupnim izvorima financiranja za inovativne projekte
- ▶ pruža podršku u međunarodnom transferu tehnologije
- ▶ pruža savjetodavnu podršku pri razvoju novih inovativnih proizvoda i usluga, traženju novih tržišta,
- ▶ savjetuje o pitanjima zaštite intelektualnog vlasništva
- ▶ organizira informativna i edukativna događanja na temu inovacija i vezanih tema
- ▶ Pomaže korisnicima H2020 SME Instrumenta pri implementaciji

## COSME

EEN Services enhancing the competitiveness of SMEs  
(all standard services, information, feedback,  
general innovation support, etc.)

Services enhancing the **innovation capacity** of  
SMEs, for potentially innovating SMEs

(innovation  
brokerage;  
IP services,  
tech audit;  
defining  
projects  
that might be  
funded, etc.)

### Horizon 2020

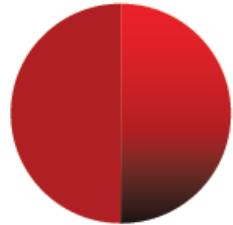
Enhancing innovation  
**management capacities**

(for "innovating SMEs", independent of a  
concrete projector or SME instrument)

Innovation strategy  
development

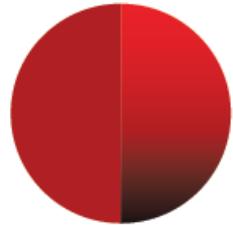
SME Instrument - Key  
Account Management  
SME instrument phase 1+2  
Services within a given SME  
innovation project





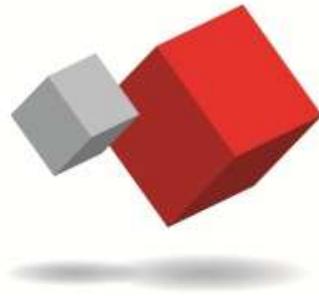
# Key account management

- ▶ za korisnike SME Instrumenta
- ▶ USLUGE MENTORA
- ▶ KORACI:
  - ▶ - prvi kontakt s SME-jem
  - ▶ - procjena potreba/ selekcija mentora
  - ▶ - iniciranje suradnje između SME-ja I mentora
  - ▶ - pomoć prilikom implementacije



# Jačanje kapaciteta za upravljenje inovativnošću

- ▶ za SME-jeve s velikom potencijalom za rast na međunarodnom tržištu, ali slabim kapacitetom za upravljanje inovativnošću
- ▶ KORACI:
  - ▶ - odabir SME-ja
  - ▶ - procjena potreba
  - ▶ - razvoj akcijskog plana
  - ▶ - implementacija



NCP za SME:  
[renato.vrebac@hamagbicro.hr](mailto:renato.vrebac@hamagbicro.hr)

[www.hamagbicro.hr](http://www.hamagbicro.hr)

