Horizon 2020
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EU advisor
Urban world: Mapping the economic power of cities

Bergen is the second most populous city in Norway.

It is already at the forefront of the country's economy, but McKinsey's researchers predict it will rise to become one of the richest cities globally. It serves as the hub for Norway's energy industry, shipping, and marine research.

McKinsey & Company
HORIZON 2020

• Drive economic growth and create jobs in Europe
• Securing Europe's global competitiveness
• World’s largest research and innovation program
• Nearly €80 billion

• Norwegian ambition: 2%
7 Societal Challenges

- Health, Demographic Change and Wellbeing
- Food Security, Sustainable Agriculture and Forestry, Marine, Maritime and Inland Water Research and the Bioeconomy
- Secure, Clean and Efficient Energy
- Smart, Green and Integrated Transport
- Climate Action, Environment, Resource Efficiency and Raw Materials
- Inclusive, innovative and reflective societies
- Secure societies
Collaboration projects: Research + industry

1. Innovation Action (IA)
   • Min: 3 partners from 3 countries
   • 70% av direct costs +25% indirect costs

2. Research and Innovation Action (RIA)
   • Min: 3 partners from 3 countries
   • 100% av direct costs +25% indirect costs
SFS-32-2017
Promoting and supporting the eco-intensification of aquaculture production systems: inland (including fresh water), coastal zone, and offshore

BG-02-2016-2017:
High value-added specialised vessel concepts enabling more efficient servicing of emerging coastal and offshore activities
Summary

• Our experience from EU projects:
  • Good opportunity for industry!
  • Great for establishing networks …
  • … but challenging to get without a network!?
  • Easy to join as a beneficiary …
  • … but quite demanding to coordinate!

• Establishing a consortium:
  • Be ‘cynical’ in the selection of partners.
  • Organize workshops and establish trust.
“SME = EUROPE’S NEW DARLING”
What is an SME?

For-profit

< 250 employees

< EUR 50m turnover or

< EUR 43m balance sheet

< 25% ownership of an ‘non-SME’
SME instrument: Best in class ideas

- SME can apply alone
- 70% financing (+ 25%)
- Turned down? Apply again!
- Quarterly «cut offs»
- TRL 6
SME instrument: 3 phases

1. **Idea to Concept**
   - Opportunity assessment
   - EUR 50’ 6 mnd coaching

2. **Concept to market**
   - Demo & testing
   - EUR0-2,5m 1 – 2 år coaching

3. **Commercialisation**
   - Ready to launch
   - Coaching Mentoring

**SMB - INSTRUMENTET**

**IDÉ**

**MARKED**
Planktonic AS
Better food to farmed fish

- New production process for live feed to farmed fish
- Portuguese partner provides access to a huge network of breeders
- Market potential: Southern Europe.
- Innovation project – SME Instrument Ph 1

Bytt ut med NewSchool & Mobiletech

www.innovasjonnorge.no
Prosjektleder
FoU utførende SMB

Mål: Nytt produkt, tjeneste, prosess

Min. 2 deltakere fra to land

Åpen for alle bransjer

SMB i førersetet

Internasjonal balanse

Prosjektets varighet max. 3 år

Markets intro. innen 2 år

Eurostars for forskningsutøvende bedrifter
Fast Track to Innovation: The last push

• Thematically open and for all types of participants

• Promoting close-to-the-market innovation

• Encourages trans-disciplinary and cross-sectoral cooperation

• Proposals should build on a business plan, and focus foremost on achieving high impact

• Substantial industry involvement will be mandatory to ensure quick market take-up (within 3 years after start):
  • at least 60% of the budget to industry participants
  • or min. 2 partners from industry in consortium of 3 or 4
Why more focus on international R&D cooperation through Horizon 2020?

«…gain access to the international forefront in research and science, cooperating with leading R&D institutions moving the current state of the art and also to make our own competence visible at the international technology arena.»

- NCE Raufoss
We offer:

- Evaluation of the idea
- Partnersearch
- Finding the right call/topic
- Design of application
- Writing courses
- Newsletters
- Brussel network: Brokerage events
- PES2020: Apply NOW!
Join our free courses & Horizon2020 helpdesk

SME instrument: Application writing

6 April 2016, 09:00 – 16:00

Every Wednesday 9 – 12
We will help you find opportunities!

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