#

# Call BEE NET

# Building European Export Networks

# B1 Form

# Application Form/Action Plan for Internationalisation

# *Template and instructions for the structure of the proposal*

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# Title of the candidate European Business Network (EBN)

Add the Title and Acronym of the EBN that you intend to propose

# Partners of the EBN

List the partners that compose the candidate EBN, as registered in the BEE NET web platform.

Each EBN can be composed from 4 to 8 companies from at least 3 EU Countries.

Partner 1

|  |  |
| --- | --- |
| Name of the Company |  |
| Address |  |
| City | Postal Code |  | Country |  |
| Telephone |  | Fax |  |
| E-mail |  | Website |  |
| Contact Person |   | Role |  |
| VAT Number |  |
| Role in the EBN | Specify if Coordinator or Partner |

### Add the information for Partner 2, 3, …….8

# Objectives of the EBN

Describe the objectives of the EBN, which shall be consistent with the aim of the BEE NET call for proposals.

# Identification of the needs (maximum 1 page)

|  |
| --- |
| Describe the project with particular regard to the expectations and motivations that are at the origin of the EBN's needs for internationalization in terms of:* Identified needs and/or opportunities for development or improvement
* Reasons supporting the identification of internationalisation needs
* Reasons supporting the selection of the target country/ies
* Analysis and evaluation carried out on the target markets
 |

# General framework of the EBN's Action Plan (maximum 1 page)

|  |
| --- |
| Describe the project with particular regard to* consistency of the internationalisation strategy of the EBN
* products or services intended for the target market/s
* objectives and results expected in the short and medium-long term
* activities necessary to achieve the objectives and their implementation times
* link between the envisaged Plan of Action and the detected needs for internationalisation
* project development methodology and innovative features
* the critical factors of the Action Plan, including the professional skills necessary for its implementation
 |

# Framework of the Action Plan with respect to the characteristics of the target market/s (maximum 3 pages)

|  |
| --- |
| Describe the Action Plan with particular regard to:* characteristics and trends of the target market/s with respect to its products or services
* analysis of the main competitors
* strengths and weaknesses of the EBN compared to the target market/s
* characteristics of the businss strategy for the entry/consolidation in the target market/s
* compliance of the Action Plan with the possible adaptation of the products/services with respect to the specific needs of the target market/s (eg possible certifications)
* analysis of the strengths and weaknesses of the identified strategy
* risk assessment of the identified strategy
 |

# Detailed description of the planned activities (maximum 6 pages)

|  |
| --- |
| For each Activity (a, b, c, d, e) foreseen in the Action Plan, describe the articulation of eligible expenses by referring to the list of eligible costs pursuant to art. 7 of the BEE NET Call.1. Professional and /or consultancy services
2. Costs for international events and for activities aimed at developing the international dimension of the EBN or the launch of products
3. Brand design and development of logo and graphics of the EBN
4. Preparation and publishing, on-line and printing, of promotional material: EBN’s products sheets, pricing lists, leaflets, web-pages, promotional brochures
5. Travel and accommodation costs for participating in the kick off meeting in Barcelona, in the final event in Palermo, events, conferences and international exhibitions, for max. 2 persons of the same SME

Provide the necessary elements to evaluate:* the relevance of the expenses envisaged in relation to the results to be achieved
* the appropriateness of expected expenses with respect to market prices

Attach any cost estimates or price lists to support the cost estimates made. |

# Timetable of the Action Plan (indicate for each activity the period of performance)

|  |  |
| --- | --- |
|  | **MONTH 1-12** |
| ACTIVITY | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** |
| 1. Professional and /or consultancy services
 |  |  |  |  |  |  |  |  |  |  |  |  |
| *Insert details of each foreseen activity* |  |  |  |  |  |  |  |  |  |  |  |  |
| …. |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. Costs for international events and for activities aimed at developing the international dimension of the EBN or the launch of products
 |  |  |  |  |  |  |  |  |  |  |  |  |
| *Insert details of each foreseen activity* |  |  |  |  |  |  |  |  |  |  |  |  |
| …. |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. Brand design and development of logo and graphics of the EBN
 |  |  |  |  |  |  |  |  |  |  |  |  |
| *Insert details of each foreseen activity* |  |  |  |  |  |  |  |  |  |  |  |  |
| ….. |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. Preparation and publishing, on-line and printing, of promotional material: EBN’s products sheets, pricing lists, leaflets, web-pages, promotional brochures
 |  |  |  |  |  |  |  |  |  |  |  |  |
| *Insert details of each foreseen activity* |  |  |  |  |  |  |  |  |  |  |  |  |
| …… |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. Travel and accommodation costs for participating in the kick off meeting in Barcelona, in the final event in Palermo, events, conferences and international exhibitions, for max. 2 persons of the same SME
 |  |  |  |  |  |  |  |  |  |  |  |  |
| *Insert details of each foreseen activity* |  |  |  |  |  |  |  |  |  |  |  |  |
| …… |  |  |  |  |  |  |  |  |  |  |  |  |

# Methodology (maximum 2 pages)

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| --- |
| Please include a detailed description of: 1. methods of implementation
2. reasons for the proposed methodology
3. procedures for internal evaluation
4. level of involvement and activity of external stakeholders in the Action Plan (if applicable)
5. role of each participant
 |

# Team proposed for implementation of the Action Plan (max 2 pages)

|  |
| --- |
| Describe the composition of the team which will implement the Action Plan.Team staff should be singled out by function (E.g. project managers, administrator, secretary, external consultant, expert, technical assistant).For each member of the staff, it should be indicated whether they are "internal staff" or "external staff"."Internal staff" are individuals working for the SMEs, partners of the candidate EBN."External staff" are external consultants, experts, etc. For external staff, indication should be given on the way of their selection (e.g. through a call for tender).The specific tasks which will be allocated to each function should be listed.**It is important that thorough thought be given to this point, as the composition of the team must be respected during implementation of the project in order that cost claims can be considered for funding.**  |

# Estimated impact in terms of networking and support to internationalisation (maximum 1 page)

|  |
| --- |
| Description of the expected impact of the proposed initiatives in terms:* increase in market share in the target country/ies
* improvement of the characteristics of the products/services for the target market/s
* increase in foreign operators' agreements /partnerships/customer portfolio/success stories
* etc.

Please include information on how the Action Plan will improve:* the situation of the SMEs partners of the EBN
* the managerial and technical capacities of the SMEs partners of the EBN

Support this analysis indicating the ideas and methodologies adopted for the reporting of the expected impacts |

# Multiplier and leverage effects (maximum 1 page)

|  |
| --- |
| Describe how the Action Plan for Internationalisation can generate multiplier and leverage effects according to the EBN approach, the possibilities for replication, extension of the outcomes, launch of new initiatives. |