

# Information Session on Open Call on Soft Measures for development of business skills for enterprises in Greece and Croatia

March 15, 2023

# Agenda

## A. The EEA and Norway Grants

An introduction to the Grants and the Business Development, Innovation and SMEs Programmes

## B. Open Call for Proposals on Soft Measures

- Eligible applicants/partners
- Grant amount available per Call
- Eligible activities
- Applicable Grant rates
- Eligible Expenses
- Project examples

## C. Evaluation and Selection of projects

## D. The Bilateral Aspect of the Soft Measures Calls

## E. Application Process

## F. Q&A

## The EEA and Norway Grants

# Objectives of the EEA and Norway Grants

- Contributing to reducing economic and social disparities in the European Economic Area (EEA)
- Strengthening bilateral relations between the Donor States (Norway, Iceland and Liechtenstein) and the Beneficiary States
- 2009-2014: 1.8 billion Euro to programmes in 16 countries
- 2014-2021: 2.8 billion Euro to programmes in 15 countries
  - Greece: Euro 116,7 mil.
  - Croatia: Euro 113 mil.



# Business Development, Innovation and SMEs Programmes

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Country	EEA/ Norway Grants
Bulgaria*	28,5
Croatia*	22,0
Estonia	23,0
Greece*	21,5
Latvia	12,5
Lithuania	14,0
Poland	85,0
Portugal	38,0
Romania*	45,7
Slovakia	20,0

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\*Innovation Norway is the Fund Operator

# About the business programmes in Greece & Croatia

- **Aim:** Increased value creation, competitiveness and profitability in Greek/Croatian enterprises
- **The Programmes offer:** non-reimbursable grants to projects for the growth of Greek/Croatian enterprises
  - investments in new processes/ technologies/facilities
  - development of new innovative products/services and support their growth
- **Open Calls:** Projects are selected through open calls and competition.
- Unique **Donor Partnership opportunity** – a gateway to new expertise, technology and know-how etc.
- **Innovation Norway** is fully responsible and operates without any other Greek intermediary body.



## Business Innovation Greece

**Funded under the EEA Grants (2014-2021)**

**Focus Areas:** Green Industry Innovation, Blue Growth, ICT

**Overall Programme Budget:** € 21,500,000

**National Programme Partner:** The Hellenic Development Bank (HDB)

**National Focal Point:** Ministry of Development and Investment

**Donor Project Partners:** from Norway, Iceland, and Liechtenstein



## Business Development and Innovation Croatia

**Funded under the Norway Grants (2014-2021)**

**Focus Areas:** Green Industry Innovation, Blue Growth

**Overall Programme Budget:** € 22,000,000

**National Programme Partner:** Croatian Chamber of Economy (CCE)

**National Focal Point:** Ministry of Regional Development and funds of EU

**Donor Project Partners:** from Norway

# Open Call for Proposals on Soft Measures

# Aim of the Present Calls on Soft Measures

The aim of the Call is to: ***Increase the Capacity for Business Development, for Greek and Croatian businesses***

Projects must contribute to:

- ***Increasing the competitiveness of businesses in Greece and Croatia***
- ***Enhancing the collaboration between entities in the Donor States and entities in the Beneficiary States (optional)***



**GREECE**

**Deadline: Wednesday, May 10<sup>th</sup> 2023, 13:00 GR time**

**e-mail to:** [GR.Innovation@innovationnorway.no](mailto:GR.Innovation@innovationnorway.no)



**CROATIA**

**Deadline: Wednesday, May 10<sup>th</sup> 2023, 13:00 CRO time**

**e-mail to:** [CRO.Innovation@innovationnorway.no](mailto:CRO.Innovation@innovationnorway.no)



# Eligible applicants and partners

## Eligible applicants

- **SMEs, and large companies** with no more than 25% public ownership, established as legal entities in **Greece** or **Croatia**.
- **Not-for profit organizations** (including clusters and business associations) established as legal entities in **Greece** or **Croatia**.

## Eligible partners



**For projects in GREECE**

Any entity based in **Norway, Iceland** or **Liechtenstein** or in **Greece**



**For projects in CROATIA**

Any entity based in **Norway** or in **Croatia**

# Grant thresholds and Available Budget per Call

## Grant amount requested, per application

- Min € 10,000
- Max € 200,000

**Only 1 application per applicant** (though applicants can also participate as partners in other applications)



**GREECE**

**Available Budget: EUR 1 000 000**

### Focus areas

1. Green Industry Innovation
2. Blue Growth
3. ICT



**CROATIA**

**Available Budget: EUR 695,852**

### Focus areas

1. Green Industry Innovation
2. Blue Growth

## Eligible activities – Must be related to the Focus Areas of each Call

- **Training, coaching, mentoring**, on various topics
- **Training, coaching and mentoring, specifically targeted to female entrepreneurs** to gain more skills on how to establish or grow businesses
- **Organizing workshops, seminars, experience / good practice sharing**
- **Business matchmaking events** aimed at partnerships for business development and capacity building
- **Study trips, conferences, workshops, seminars, experience / good practice sharing** with the aim of enhancing the **bilateral collaboration**, networking and learning.
- **Participation in fairs organized in the Donor State(s)** aimed at bilateral partnerships for business development and capacity building.
- **Feasibility studies, data collection, analyses**

# Applicable Grant rates

## A. Applicant is a business (economic operator)

De minimis aid – maximum grant rate is **90%**

*Only if no available quota under de minimis (€ 200,000 for the past 3 years):*

### GBER Articles referenced in the Call text

- **Aid to SMEs for Consultancy**, Article 18 – maximum grant rate is **50%**
- **Aid to SMEs for participation in Fairs**, Article 19 – maximum grant rate is **50%**
- **Training aid**, Article 31 - maximum grant rate is **70%**

## B. Applicant is a cluster, business association or other non-profit entity (non-economic operator)

The maximum grant rate is **90%**

*Non-profit entities can submit an application **as long as the project beneficiaries are for-profit entities (businesses) established in Greece or in Croatia.***

# Eligible expenses

## Eligible direct expenses

- a) **Cost of staff** assigned to the project
- b) **Travel expenses**, for activities related to the project
- c) **Fees, travel and accommodation costs** related to participation in conferences, seminars, training courses, workshops, study visits and other events
- d) **Consumables and supplies**
- e) Costs related to conducting **studies** and **analyses**.
- f) Costs of **conferences, seminars and workshops**
- g) Costs related to **promotional** and **informational activities**
- h) **Subcontracting** expenses
- i) Costs arising directly from **requirements imposed by the project contract** (e.g. dissemination of information, specific evaluation of the project, audits, translations).

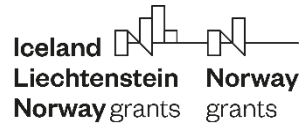
## Eligible indirect expenses (overheads)

**A flat rate of up to 25%** of the total direct eligible costs, excluding:

- Direct eligible costs for **subcontracting**
- Costs of resources made available **by third parties** which are **not used on the premises** of the Project Promoter or Partner

# Project examples

- Organization of a **study trip** on new technologies in sustainable aquaculture for businesses to travel to Norway and become familiar with state-of-the-art sustainable aquaculture processes from Norwegian businesses (**Blue Growth**)
- Participation at Nor-Fishing (Trondheim, 20-22 August 2023) as exhibitor (**Blue Growth**)
- Attend Nor-Shipping 2023, a **maritime trade fair** to be held in Oslo between 6-9 June 2023, and organization of a parallel matchmaking session between GR/CRO and NO companies (**Blue Growth**)
- Organize a workshop on Health and Safety in the maritime sector (**Blue Growth**)
- Organize a **conference** on AI developments and their implication on ICT applications (**ICT**)
- **Clusters:** increase the competitiveness of cluster members by focusing on the potential of the green innovation and cooperation with Norwegian enterprises. Activities may include training courses, feasibility studies, study trips and conferences
- Applicant that is active in the Blue Growth sector and wants to expand to Norway. Project: Travel to Norway and organize meetings with distributors, clients, etc. to form their export strategy (**Blue Growth**)
- **Feasibility study** on the potential of floating solar power plants in Greece (**Green Industry Innovation**)
- Event aiming to bring expertise to Greece/Croatia on Sustainable construction, energy efficiency solutions, etc. (**Green Industry Innovation**)
- **Training/Coaching/Mentoring** on Circular Economy principles (**Green Industry Innovation**)
- Organizing workshops conferences, study trips etc. for enterprises, **within the Focus Areas**, owned or run by women (supporting women entrepreneurship)



# Evaluation and Selection of Projects

# Administrative & Eligibility check of applications received

## Administrative Criteria

- The project application has been submitted in **English** by the **deadline** set in the respective Call.
- The project application has been submitted **via e-mail** to the e-mail addresses specified in the Call (Application Form + Mandatory Attachments)

## Eligibility Criteria

- The requested grant amount is **between € 10,000 and € 200,000**
- All project activities are set to be completed **by 30<sup>th</sup> of April 2024**.
- Eligibility of Applicants and Partners (ref. paragraph 1.1 of the Call)



# Evaluation criteria for applications received

- **Capacity of the Applicant (30%),** including human resources, sound financial management and technical feasibility
- **Relevance of the application (40%):** the need for the project is demonstrated, project contributes to increased capacity for business development, contribution towards increased collaboration with the Donor States, activities are eligible and will be implemented in Croatia/Greece or Donor State(s), end beneficiaries identified and committed, cost-to-benefit ratio
- **Transparency (15%):** full and honest accounting of all facts, information, and context regarding expenditure and activities of the project, as well as applicant and partners to enable the Fund Operator to take a justified and fair assessment decision
- **Sustainability (15%):** the project commits to, and includes measures to ensure economic, environmental and social sustainability of the project

# The Bilateral Aspect of the Soft Measures Calls

## Unique Bilateral Partnerships opportunity

- **For GR/CRO applicants**: gateway to **knowledge, competence, and technology** from the Donor States
- **For NO/IC/LI partners**: **insights** and **access to a new market**, form long-lasting **partnerships**, open ways for future **collaboration**

Any entity (public or private, for-profit or non-profit) based in Norway (for the Call in Croatia) or in Norway, Iceland, or Liechtenstein (for the Call in Greece) can be a project partner.

Projects involving a Donor Project Partner will score higher during the assessment.

- All projects must benefit companies based in Greece or in Croatia and lead to an increased capacity for business development.

# How to find a partner (1)

Search for partnership opportunities through:

➤ Business Norway  Business Norway

➤ Norwegian Innovation Clusters  Norwegian Innovation Clusters

➤ The Enterprise Europe Network (EEN) 

➤ Through B2Match (register with a full profile and book meetings)  b2match

## How to find a partner (2)

Search for partnership opportunities through:

- Norwegian Technology transfers (techtransfer.no)
- Icelandic Centre for Research in Reykjavik <https://en.rannis.is/>
- Food Science and Biotechnology, <https://matis.is/en/>
- Look for partners within your network

## Book Meetings through B2Match b2match

1. Complete your profile → a full profile will make it easier for other entities to find and contact you
2. Go through the participants list and search for relevant partners
3. Book meetings

The platform will remain open until the Call deadline!

## Travel Support Schemes are open for Greece and Croatia

- **Travel and accommodation expenses**, for Greek/Croatian entities, as well as for entities from the Donor States, who want to **meet potential partners** to develop/submit a joint application under the Calls
- The schemes are open throughout the Call's duration, and until the exhaustion of the available funds
- Lump sums: Euro 1,000 / Euro 1,200 / Euro 1,500
- Apply through the Programme websites for Greece and in Croatia

# Partnership projects: What activities could Donor partners implement

- **Offer expertise** on specific topics (e.g. ESG, LEAN, protection of IPR, Incoterms, Board Member training, or other business-related topic)
- **Contribute** to a feasibility study, data collection process, sector expertise etc.
- **Co-organize an event** in the Donor State or Beneficiary State
- **Mobilise Donor State actors/stakeholders**
- **Transfer knowledge** / share expertise or experiences on topics relevant to the Focus Areas of the Calls
- **Conduct training** (provide trainers, facilitate the training, create the curriculum) on topics relevant to the Focus Areas of the Calls
- **Co-organize a matchmaking event** in the Donor State or Beneficiary State



## Partnership projects: Examples

- Share of know-how on new Green technologies between Greece/Croatia and the Donor States (e.g. use/production of biodegradable materials, greener production processes, reuse-recycling of materials during production)
- Promotion/transfer of new technologies, energy efficiency measures, automation and digitalization and other innovative processes in Greece/Croatia, particularly for small and micro businesses
- Feasibility studies on a topic within focus areas of the Calls
- Collaboration between clusters within maritime or marine sector. Or learn best practice on how to establish and operate a cluster in a fruitful way for all members.
- Study trip to Donor States – showcase and share best practices on i.e.: smart ports, waste collection and sorting, sustainable and environment friendly construction/buildings, reduce/reuse/recycle plastic waste from industry etc.

# Application process

# Application Form and Mandatory Attachments

## Mandatory attachments to the project application:

- **Application Form (Word document)**
  
- **Mandatory Documents**
  1. Detailed Activity Based Budget (Excel template)
  2. Relevant Registration Certificates and statutory documents
  3. Self-declaration of the Applicant (and Partner(s)) -if relevant
  4. CVs for the project management team
  5. Letter of Commitment
  6. Draft Partnership Agreement - if relevant
  7. Expected outcomes of the implementation of the project

You can find all the templates on the Call website for [Greece](#) or [Croatia](#)



**Application Form and mandatory attachments**  
**must be sent via email to:**  
[GR.Innovation@innovationnorway.no](mailto:GR.Innovation@innovationnorway.no) (Greece)  
[CRO.Innovation@innovationnorway.no](mailto:CRO.Innovation@innovationnorway.no)  
(Croatia)

# Application Form

1. Basic Information of the Applicant
2. Basic information of the Partner(s) involved in the project
3. Project information
  - a. Project title
  - b. Total requested grant amount
  - c. Project description (background, objectives, activities, outputs/outcomes)
  - d. Focus Area
  - e. Start/End date
  - f. Risk plan
  - g. Financing plan
4. Cross cutting issues (good governance, sustainable development, gender equality)



# Detailed Activity-Based Budget

Fill in the Excel template

Follow the **Detailed Budget Guidelines** published in the Essential Reading section of the call website for Greece and Croatia.

Programme name <sup>1</sup>: **Abc**

Project Promoter: **Abc**

2<sup>nd</sup> Project Partner:

Project name:

Project number: **to be communicated by Fund Operator** Budget modification <sup>2</sup>: **NO**

Project focus area: **Select...**

1<sup>st</sup> Project Partner:

3<sup>rd</sup> Project Partner:



Recapitulation of expenses from Project Application / Contract <sup>3</sup>

Total costs	Promoter's costs	Partner(s) costs	Promoter's contribution	Partner(s) contribution	Grant	Grant %
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ELIGIBLE COSTS IN EURO								
Activity 1. <sup>4</sup> de minimis aid		Eligible costs in the Project Application / Project Contract <sup>5</sup>						
Short description	Unit type	No of units	Unit cost	Costs by (select) <sup>6</sup> amount		Own contribution by (select) <sup>6</sup> amount	Grant	Grant %
	unit	1		PP		PP		
				...		...		
				...		...		
				...		...		
				...		...		
				...		...		
PROJECT RELATED COSTS IN EUR, GRANT RATE AS CATEGORY								
Management		Eligible costs in the Project Application / Project Contract <sup>5</sup>						
Short description	Unit type	No of units	Unit cost	Costs by (select) <sup>6</sup> amount		Own contribution by (select) <sup>6</sup> amount	Grant	Grant %
(example) Project Manager	manhours			...		...		
				...		...		
				...		...		
				...		...		
Publicity		Eligible costs in the Project Application / Project Contract <sup>5</sup>						
Short description	Unit type	No of units	Unit cost	Costs by (select) <sup>6</sup> amount		Own contribution by (select) <sup>6</sup> amount	Grant	Grant %
				...		...		
				...		...		
				...		...		
				...		...		



# Entity's Balance Sheet and Profit and Loss Account

Fill in historical information of your entity

Follow the **Detailed Budget Guidelines** published in the Essential Reading section of the call website for Greece and Croatia.


## Balance Sheet:

Last year of Financial statements	2022
<b>BALANCE SHEET</b>	
	<b>2022</b>
Paid in capital	
Revaluation reserves	
Reserves	
<i>Financial figures of the company in the past fiscal year</i>	
	<b>Historical information (EURO)</b>
	<b>2022</b>
<b>BALANCE SHEET</b>	
Intangible fixed assets	
Tangible fixed assets	
Financial fixed assets	
<b>Total fixed assets</b>	<b>0</b>
Inventories	
Trade receivable	
Short term investments	
Bank deposits	
<b>Total current assets</b>	<b>0</b>

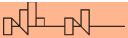




## Profit and Loss Account

Corporate tax:	
	<input type="text"/>
<b>PROFIT AND LOSS Historical information</b>	
<i>Financial figures of the company in the past fiscal year</i>	
	<b>Historical information (EURO)</b>
	<b>2022</b>
Revenue	
Other operating revenue	
<b>Total operating income</b>	<b>0</b>
Change in inventories	
Cost of sold goods	
Payroll expense	
Depretiation and amortization	
Other operating expenses	
<b>Total operating expenses</b>	<b>0</b>
<b>Operating profit</b>	<b>0</b>
Financial incomes	
Financial expenses, out of which:	
<i>Interest expenses</i>	
<b>Financial profit</b>	<b>0</b>
Other income	
Other expenses	
<b>Non economic activities profit</b>	<b>0</b>
<b>Operating profit before tax</b>	<b>0</b>
Profit tax	

# Outcome indicators

 <b>Expected outcomes of the implementation of the project</b>			Applicant Name	
<b>Indicator</b>			Project Name	
	Indicator Definition / explanation	YES / NO or unit of measurement	Methodology applied	
	Contains questions that may help you to better understand the indicator	Measurement for the indicator	Please explain briefly where applicable: What is the source of the value calculated?	
<b>Mandatory</b>	Does your project contribute to the outcome: "Increased competitiveness of Greek enterprises within the focus areas Green Industry Innovation, Blue Growth and ICT"?	<i>Per the Call Text, all projects under the Soft Measures Call must contribute directly to increased competitiveness of Greek enterprises within the focus areas Green Industry Innovation, Blue Growth and ICT</i>		
<b>Optional</b>	Does your project contribute to the outcome: "Enhanced business collaboration between Greek entities and Beneficiary State entities"?	<i>This indicator is mandatory to be fulfilled in the case of bilateral projects.</i>		
<b>Own, optional</b>	<i>other? - please fill in</i>	<i>Please briefly describe the indicator</i>	<i>please specify</i>	<i>please specify</i>
	<i>other? - please fill in</i>	<i>Please briefly describe the indicator</i>	<i>please specify</i>	<i>please specify</i>

# Output indicators

Iceland   
 Liechtenstein  Norway   
 Norway grants  grants 

## Expected outputs of the successful implementation of the project

Indicator	Output - short description <small>Please provide some keywords about your measure. The measures can mentioned several times</small>	Unit <small>Measurement for the indicator</small>	Number of outputs <small>How many of the deliverables will you produce?</small>	Target Year <small>When do you expect to deliver the output?</small>
<b>Mandatory, choose at least one indicator</b>	Number of SMEs that have received business skills support (training, coaching, mentoring, etc.)		<i>number</i>	
	Number of Large enterprises that have received business skills support (training, coaching, mentoring, etc.)		<i>number</i>	
	Number of business organisations/clusters that have supported SMEs to increase their business knowledge		number	
	Number of professional staff trained (dissagregated by gender)		number	
<b>Own, optional</b>	<i>Other measures implemented? - please fill in</i>			
	<i>Other measures implemented? - please fill in</i>			



# Essential Readings

## Essential Reading for Project Applicants

1. Standard Terms and Conditions
2. Guidelines on Cross-Cutting Issues
3. Communication Guidelines
4. Glossary of Terms
5. Guidelines for Detailed Budget

You can find all the essential readings on the Call website for [Greece](#) or [Croatia](#)

**Please address any follow-up questions via email to:**



[GR.Innovation@innovationnorway.no](mailto:GR.Innovation@innovationnorway.no)



[CRO.Innovation@innovationnorway.no](mailto:CRO.Innovation@innovationnorway.no)

**Thank you!**