

Information Note



heefs

Higher Education European Funding Services

**Competitiveness and Innovation Programme
Entrepreneurship and Innovation Programme**

Call for Proposals

European Alliances for:-

Action 1: Mobile and Mobility Industries

Action 2: Creative Industries

1/G/ENT/CIP/11/C/N01C031

2/G/ENT/CIP/11/C/N03C011

Deadline: 20 June 2011

Background

This call for proposals is the Commission's first concrete step to put policies on service innovation into practice. The Commission wishes to improve the business environment for service innovation generally, in terms of more flexible innovation support and the provision of a holistic approach at sectoral and cross-sectoral level. The aim of policies in this area is to unlock the innovation potential of services, thus moving the focus away from production and manufacturing industries to concentrate upon the service industries considered most likely to improve global competitiveness of European industry.

Two service industries have been chosen for this call:-

Action 1: Mobile and Mobility Industries

Action 2: Creative Industries

The intention is to establish European Alliances that will involve the creation of **Policy Learning Platforms** supported by **concrete actions** to mobilise more and better support for further exploitation of service innovations in these industries.

In total there is €11.5m available for this call, €4m intended for Action 1 and €7.5m for Action 2.



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Opportunities for UK HEIs

In the main the call for proposals is for projects that will be managed and led by ‘organisations involved in or responsible for funding and/or implementation of innovation programmes in relevant fields’. However, for some aspects, other organisations, such as Universities are eligible to be direct applicants and to coordinate projects on behalf of a consortium. Under each Action there are 4 strands of activities to be supported. The table below identifies those for which HEIs are eligible to act as lead partner. For the other areas, although they cannot be direct beneficiaries, HEIs are able to participate as sub-contractors, to carry out specific pieces of work as required by consortia and set out in their project plans.

Action	Strand	HEIs eligible to apply
1. European Mobile and Mobility Industries Alliance	1. Establishment of the Policy Learning Platform	No
	2. Concrete action on better service innovation support	No
	3. Concrete action on large scale demonstrators in support of innovative mobile services	Yes
	4. Concrete action on better access to finance for innovative mobile services	Yes
2. European Creative Industries Alliance	5. Establishment of the Policy Learning Platform	Yes
	6. Concrete action on service innovation support	No
	7. Concrete action on better access to finance	Yes
	8. Concrete action on promoting cluster excellence & cooperation in creative industries	Yes

Activities and Technical Requirements

The activities envisaged and the technical requirements for projects under each of the strands open to HEIs can be summarised as follows:-

Action 1 European Mobile and Mobility Industries Alliance

Strand 3 – aims to promote broad deployment of innovative mobile services at European level through large scale demonstrators. Projects:-

- must involve at least 3 regions from at least 2 countries participating in the CIP (5 partners in total, 3 of which must be national or regional organisations responsible for innovation in mobile services)
- should address pertinent societal challenges and demonstrate the feasibility of a European-wide provision of innovative mobile services.
- should go beyond pure prototyping and allow for real implementations’ that are replicable and scalable
- should be implemented through public-private partnership

The budget for this strand is €1m. It is intended that 2 projects will be supported at a grant rate of no more than 75% and a maximum grant of €500,000. Projects can last up to 2 years.

Strand 4 – aims at tackling barriers to finance and growth experienced by mobile service industries.

Projects:-

- Must involve up to 5 partners from at least 3 different countries, of which one partner must be an organisation responsible for delivering an innovation programme at local, regional or national level
- May involve the following activities:-
 - Mapping existing financing opportunities
 - Training and coaching of mobile service companies
 - Awareness raising of investors
 - Provision of new funding possibilities for mobile service companies

The budget for this strand is €1.5m, only 1 project will be funded at a grant rate of 65%. Projects can last up to 3 years.

Action 2 European Creative Industries Alliance

Strand 5 – aims to establish a Policy Learning Platform for the creative industries. The platform:-

- Shall be composed of 20 – 25 members, representing a mix of national and/or regional authorities or organisations supporting creative industries as well as up to 2 sectoral or sub-sectoral European associations in the field of creative industries
- May involve the following activities:-
- Peer reviews to search for better practices Transnational good practice exchange schemes
- Staff exchange programmes
- Mutual evaluation
- Analysis of access to Structural Fund support
- Led by a consortium consisting of a least 3 and at most 6 national and/or regional organisations. Partners must be from at least 3 countries

The budget for this strand is €1.5m, only 1 platform will be established at a grant rate of up to 95%. The platform will be supported for a maximum of 3 years.

Strand 7 – aims at tackling barriers to finance and growth experienced by creative industries. Projects:-

- Must involve up to 5 partners from at least 3 different countries, of which one partner must be from an organisation responsible for delivering an innovation programme at local, regional or national level
- May involve the following activities:-
 - Mapping existing financing opportunities
 - Training and coaching of creative industries companies
 - Awareness raising of investors
 - Provision of new funding possibilities for creative industries companies

The budget for this strand is €2.5m, it is intended that 2 projects will be funded at a grant rate of 65% and a maximum grant of €1.25m. Projects can last up to 3 years.

Strand 8 – aims to develop better cluster support for creative industries. Projects:-

- Must involve 5 partners representing cluster organisations or bodies responsible for cluster programmes or initiatives for the creative industries. Partners must be from at least 3 different countries

- May involve the following activities:-
 - Promoting the quality of cluster management in the cultural industries
 - Facilitating linkages and cooperation with other sectors and clusters in related industries
 - Supporting the internationalisation of cluster activities in creative industries
 - Encouraging clustering and cluster incubation in creative industries

The budget for this strand is €2.5m, it is intended that 2 projects will be supported at a grant rate of 50% and a maximum grant of €1.25m. Projects can last up to 3 years.

Further Information

Details of this call for proposals and all relevant documentation can be obtained from:-

http://ec.europa.eu/enterprise/newsroom/cf/itemlongdetail.cfm?item_id=4989&lang=en&tpa=0&displayType=fo&ref=newsbytheme%2Ecfm%3Flang%3Den%26displayType%3Dfo%26fosubtype%3Dp%26tpa%3D0%26period%3Dlatest%26month%3D%26page%3D1