

# europa media® Newsletter

## Introduction

**CIP – part 3** *Do you want to know how to access commercial loans, guarantees, etc. for your SME within the frame of CIP? You know that the opportunity exists, but who to turn to and what is the essential information to have when starting to prepare a proposal under CIP?*



The previous issue of EM Newsletter introduced the Competitiveness and Innovation Programme (CIP) to give an overview of the programme, explaining how different organisations, whether private or public, can increase their competitiveness through the three different pillars.

This issue will give a brief insight into who manages these instruments, where to turn to for information specific to your case, how the new funding opportunities are different and more effective, and what you have to be aware of when planning to take part in the financial opportunities offered by the CIP.

To conclude with CIP, Attila Uderszky, an experienced Project Manager in the field of Energy and Environment, is giving us some useful tips and hints on project management.

Enjoy Reading!

The Europa Media Team

## Content

<b>Introduction</b>	<b>1</b>
<b>How to access the commercial funding for SMEs offered by the CIP?</b>	<b>2</b>
<b>Interview</b>	<b>3</b>
<b>Upcoming Events</b>	<b>4</b>
<b>Deadlines</b>	<b>4</b>

*"...With EU projects, you get the opportunity to make a difference at local level.."*

Attila Uderszky, Environmental engineer with considerable experience in managing EU funded projects; from the interview featured in this edition of the Europa Media Newsletter

## IEA ENERGY POLICIES REVIEW: The European Union – 2008

*The International Energy Agency (IEA) has recently published a Policy review on the European Union's energy policy entitled: IEA Energy Policies Review: The European Union – 2008.*

The main conclusion is that EU is a leader on climate change but needs to urgently increase funding for energy research and development. Four main topics are discussed; Energy and Climate, Market Liberalization, External Energy Policy and Energy R&D.

The review is positive to the European Commission's Climate and Energy package proposed in January 2008 but also gives recommendations on how to further improve the EU's energy policy including measures to make the European energy markets more open and transparent.

The review also highlights the importance of stable relationships with external energy suppliers and comments on today's situation where Member States favor their bilateral relationships in the field of energy supply and urges the EU to play a more central role in this matter.

Serious comments are made related to the level of spending on Energy R&D in the current funding period 2007-2013. The review observes the challenges on obtaining the targets set out in the Strategic Energy Technology Plan (2007) to develop low-carbon technologies with today's available funding and advises the EU to significantly increase the funding for non-nuclear energy research.

Read more about the Climate and Energy package at:  
[http://ec.europa.eu/environment/climat/climate\\_action.htm](http://ec.europa.eu/environment/climat/climate_action.htm)

Read more about the Strategic Energy Technology Plan at:  
[http://eur-lex.europa.eu/LexUriServ/site/en/com/2006/com2006\\_0847en01.pdf](http://eur-lex.europa.eu/LexUriServ/site/en/com/2006/com2006_0847en01.pdf)

Appropriated from the Source:  
[http://www.iea.org/Textbase/press/pressdetail.asp?PRESS\\_REL\\_ID=331](http://www.iea.org/Textbase/press/pressdetail.asp?PRESS_REL_ID=331)

# How to access commercial funding for SMEs offered by the CIP?

## Did you know that:

*"The European Investment Fund (EIF) has invested over EUR 100m of the European Union's Competitiveness and Innovation Framework Programme (CIP) resources in 10 venture capital funds, less than a year after being granted management of part of the facility."*

Quoted from: <http://www.eif.org/venture/news/2008-100m-invested-under-EU-CIP-programme.htm>

## The European Investment Fund and the Jeremie regional funding initiative

How to get commercial loans, guarantees, etc., for your SME provided by the CIP in the EIP sub-programme? Through the European Investment Fund (EIF). Of course, the whole thing is not so simple. New commercial financing schemes offered by the EIF are still in their beginning stages, since they came about with the 2007-2013 budget period. Nevertheless, it will soon be very useful for you to be informed about the CIP financial instruments for the support of SMEs.

This article will give you a brief insight into who manages these instruments, where to turn to for information specific to your case, how the new funding opportunities are different and more effective, and what you have to be aware of when planning to take part in the financial opportunities offered by the CIP.

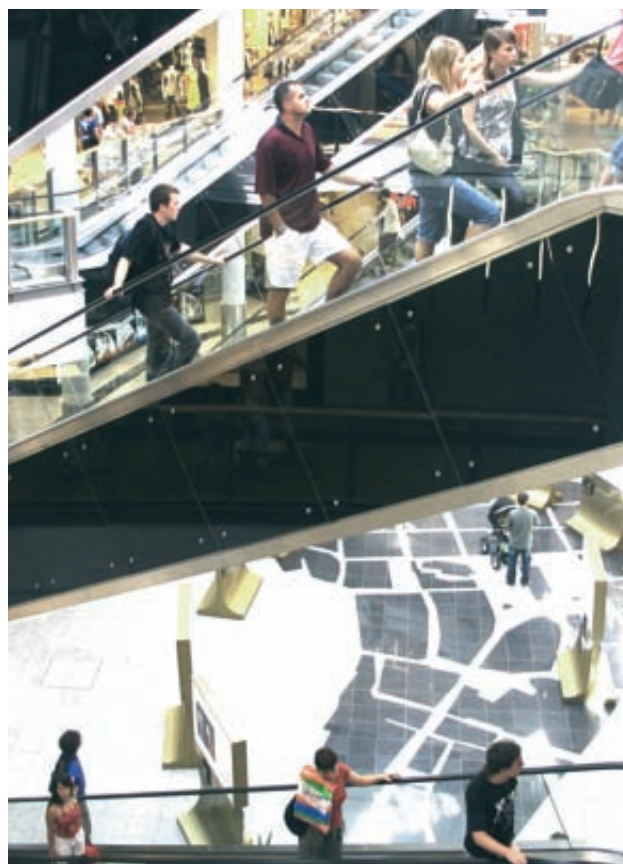
The European Investment Fund (EIF) manages the financial instruments of the CIP. EIF is a unique independent European commercial financial institution specialized for small businesses (SMEs). It uses market-based instruments to provide venture funding for SMEs; to provide portfolio guarantees; to develop financial engineering products in the venture capital and portfolio guarantees fields; it also co-manages the Jeremie regional funding initiative (for more information on each of these EIF business lines, go to [www.eif.org](http://www.eif.org))

EIF is the main manager of the financial instruments covered by CIP. The instruments designed to provide access to finance to SMEs through the EIF are:

- *the High Growth Innovative Scheme, providing risk capital for innovative SMEs in their early stages and in their expansion phase;*
- *the SME Guarantee Facility, providing loan guarantees with the intention to encourage banks to make more debt finance available to SMEs*
- *the Seed Capital Action and the Partnership Action, helping to reinforce the capacity of financial intermediaries to invest in and lend to SMEs.*

For more information on these, go to [www.ec.europa.eu/enterprise/entrepreneurship/financing/index\\_en.htm](http://www.ec.europa.eu/enterprise/entrepreneurship/financing/index_en.htm).

Note that the access to finance provided by the CIP through the EIP is not direct. These resources are implemented via financial intermediaries or specialised funds, so SMEs should express their interests for funding to these. For more information and assistance with regards to access to CIP financial instruments, you can turn to your Enterprise Europe Network regional centre. You can find the contacts of your county's local centres at [www.enterprise-europe-network.ec.europa.eu/network\\_en.htm](http://www.enterprise-europe-network.ec.europa.eu/network_en.htm).



The Jeremie regional funding initiative is interesting for SMEs because it is designed to satisfy the demand for non-grant financial debt and equity instruments in support of SMEs, which the existing supply capacity of local financial intermediaries does not satisfy. It offers new financial instruments, which Member States and regions can use to invest and re-invest their Structural funds. Member States implementing it will be able to offer more locally tailored and more effective funding with a variety of non-grant financial debt and equity instruments in support of their SMEs. Traditionally, Structural Funds have been issued as grants – one-off payments on the basis of projects. However, with Jeremie, Member States will have more opportunities to recycle and re-invest their funds.

Jeremie is still in its initial stages. Its implementation can be expected in the near future in Greece and Romania, the two countries that have already signed Funding agreements with EIF. EIF has also signed Memoranda on future cooperation in the context of Jeremie implementation with the Slovak Republic, Bulgaria, Cyprus, and French, Spanish and Italian regions.

Jeremie covers all 27 EU Member States, however, the participation of Member States is optional. At the local level, the funds included in the Jeremie initiative are handled by the Member States individually. This means that SMEs interested in obtaining finance will have to contact financial intermediaries in their countries. For more information on the Jeremie regional funding, go to [www.eif.org/jeremie/activity/index.htm](http://www.eif.org/jeremie/activity/index.htm).

We also recommend the following sites on EU financing for SMEs:

[www.accesstofinance.eu](http://www.accesstofinance.eu)

[www.ec.europa.eu/enterprise/entrepreneurship/financing/index\\_en.htm](http://www.ec.europa.eu/enterprise/entrepreneurship/financing/index_en.htm)

**Did you know that...**

Since this summer, CIP has five Associated Countries. Albania signed the Memorandum of Understanding formalising the Republic's entry to the EIP, the entrepreneurship and innovation pillar of the Competitiveness and Innovation Framework Programme (CIP) on 27 June 2008.

The other Associated Countries are Croatia, Macedonia, Turkey and Montenegro.

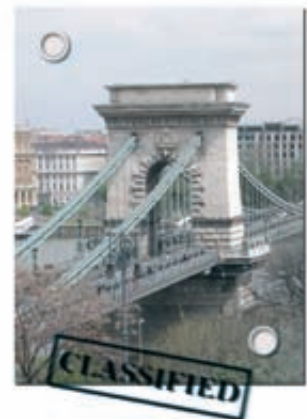


**do you know...**

- » how to convince the evaluators with the only tool being your proposal?
- » effective mitigation strategies that will appease your Project Officer on the one hand and your consortium members on the other?
- » the first steps you should take when you find out your project has been chosen for an EC audit four and a half years after closing?
- » the implications of failing a technical review on your project?

**in the spotlight:**

- » **The EC:** succeeding is simple if you know their side
- » **The Auditors:** what they want you to know
- » **The Coordinators:** inside secrets
- » **The Financial Managers:** creative cost allocation



**why untold stories?**

Every country has numerous Info-days discussing the facts and figures of FP7. This is not one of them. FP7 Untold Stories II is an international conference that highlights the "dark" side of FP7, covering the EC's expectations, audits, evaluations, technical reviews, communication, and all the secrets you should know about FP7.

**Real stories from Real people!**

Real, inside information given by the experts of FP7 and the EU!

[www.fp7untoldstories.com](http://www.fp7untoldstories.com)

# Interview

**Europa Media: Firstly, I would like to ask you to introduce yourself, your organization and your experience with EU funded projects.**

**Attila Uderszky:** I am an environmental consultant and have been working as a project manager at Geonardo Environmental Technologies Ltd. since 2002. My main responsibilities relate to the day-to-day management of several EU funded projects, mainly in the field of alternative and renewable energy sources and environmental technologies. Most of the projects are funded under FP6, FP7, ALTENER, SAVE and STEER programmes.

I am working for GEONARDO Ltd. that was established in 1999 as an environmental research and technology consultancy enterprise and has since then taken part in and coordinated many EC - funded projects.

**EM: In your opinion, what are the advantages and disadvantages of taking part in EU funded projects?**

**AU:** First of all, if you are only interested in money, I would not recommend that you take part in EU funded projects. It is a lot of work to comply with all the rules of participation, to communicate with partners, do the reporting, etc. Sometimes, the work could be done more easily and faster alone without all the complicated reporting rules and also without having to wait for the other partners to complete their tasks. On the other hand, the greatest feature to work in EU projects is the cooperation with people from all over Europe, to have a common goal and to achieve it with joint efforts. You can also learn a lot from each other and of course it is

Name:	<b>Attila Uderszky</b>
Position:	Environmental engineer
Organisation:	Geonardo
Website:	www.geonardo.com
Country:	Hungary

very enriching as you can get involved in existing projects and use your knowledge in a new way. Another advantage I think is the opportunity to make a difference at local level. Once you get involved in an EU funded initiative, you can refer to this project in your company web site, which will, for example, provide an added value to your local operations and facilitate future international expansion.

**EM: Do you have any advice to share with the readers of the EM newsletter who want to get involved in projects?**

**AU:** Be pro-active! This is especially important in the beginning. Read the work programmes, get inspired and initiate cooperation. You can approach your partners with ideas, and based on their feedback you can go on and develop your idea. Even if you are not always successful with your proposal, the preparatory work can in many cases be used for other purposes and you get in contact with new partners just by preparing the proposal. So one piece of advice would be to just try it! And once you are pro-active and manage to pull together a proposal with a sound partnership, you will generate your organisation's visibility and increase chances to be invited by other organisations into other projects in the future. This is how we do it for instance. It is like a rule of "reciprocity"; you invite an organisation to your project consortium, then it is very likely that you will be invited by that organisation in the near future to their consortium. This, of course, paves the way for other professional cooperation opportunities within your company's areas of activities.

October	November	2008
Budapest, Hungary	Budapest, Hungary	
<b>FP7 - PROJECT DEVELOPMENT</b>	<b>FP7 - PROJECT DEVELOPMENT</b>	<b>2+3 day</b>
3-day comprehensive training	3-day comprehensive training	
6-8 October	10-12 November	
<b>FP7 - FINANCIAL &amp; PROJECT MANAGEMENT</b>	<b>FP7 - FINANCIAL &amp; PROJECT MANAGEMENT</b>	<b>2+3 day</b>
2-day intensive management training	2-day intensive management training	
9-10 October	13-14 November	

More information: <http://www.eutrainingsite.com>

### EM: Finally, based on your long experience in managing EU projects do you have any practical hints or tricks to share with the readers?

**AU:** Managing projects is a learning by doing process and you can learn a lot from your partners. My best tips would be to act rapidly to mobilise the partners, this includes for example

to launch the project website as soon as the contract is signed. The kick-off meeting is also very important, it maybe the first time you meet your partners and everything has to be clarified. Make sure that all partners really understand their tasks, responsibilities and obligations; towards the Consortium and also towards the European Commission.

### Upcoming events

#### The World of Health IT 2008

Place: Copenhagen, Denmark

Date: 4 - 6 November 2008

Web: <http://www.worldofhealthit.org/index.aspx>

eHealth: A Lead Market in the Making – The World of Health IT Conference & Exhibition has been designed for and by the healthcare ICT community in the European region including: technology end users, vendors, providers and policy makers. Designated as one of Europe's six "lead markets" for innovation, eHealth is a rising star in the growing EU Economy. WoHIT'08 will focus on shaping and developing the use, implementation, and evolution of this pillar of the new European marketplace. It will feature Symposia, Workshops, Educational Sessions, Networking and Exhibition.

#### FP7 Untold Stories

Date: 4-5 December

Place: Budapest, Hungary

Web: <http://www.fp7untoldstories.com/>

FP7 Untold Stories II is a unique conference that will explore FP7 in detail, bringing together FP7 experts, Former Project Officers, Proposal Evaluators and Project Auditors to give participants secret insight into all aspects of FP7 success. The event will take place aboard the Europa Boat in Budapest, Hungary, 4-5 December.

#### November Proposal Development Workshop

Date: 10-12 November

Place: Budapest, Hungary

Web: [www.eutrainingsite.com](http://www.eutrainingsite.com)

FP7 Project Development is the ultimate solution to FP7 proposal and project creation. Based on the actual experiences of the lecturers, their successes and failures, participants will gain first-hand knowledge of how to competitively develop a proposal under the tougher rules of the Seventh Framework Programme. The training is practical, providing practical knowledge from experienced professionals.

#### ICT Event 2008

Place: Lyon, France

Date: 25 - 27 November 2008

Web: [http://ec.europa.eu/information\\_society/events/ict/2008/index\\_en.htm](http://ec.europa.eu/information_society/events/ict/2008/index_en.htm)

This conference is Europe's largest ICT research event in 2008. The event is organised by the European Commission in cooperation with the French Presidency of the European Union and will examine European Union priorities in ICT research for over €2 billion of funding available in 2009-2010. More than 4000 participants are expected to attend the event.

### Deadlines

Call	Identifier	Specific Programme	Theme	Deadline
FP7 – ENERGY-2009-1	FP7 – ENERGY-2009-1	FP7 Cooperation	Energy	25 November 2008
FP7-2009-BIOREFINERY_CP	FP7-2009-BIOREFINERY_CP	FP7 Cooperation	Biorefinery	2 December 2008
FP7-Health-2009-single-stage	FP7-Health-2009-single-stage	FP7 Cooperation	Health	3 December 2008
FP7-SPACE-2009-1	FP7-SPACE-2009-1	FP7 Cooperation	Health	4 December 2008
FP7-INCO-2009-1	FP7-INCO-2009-1	FP7 Capacities	International Cooperation	12 January 2009
FP7-SME-2009-1	FP7-SME-2009-1	FP7 Capacities	SMEs	27 January 2009
FP7 – ENERGY-2009-2	FP7 – ENERGY-2009-2	FP7 Cooperation	Energy	29 April 2009

### EXPERTS WANTED

Experts in eco-innovation, energy efficiency, renewable energy and sustainable freight transport who want to evaluate project proposals under the programmes Intelligent Energy – Europe and Marco Polo programme can register at:

[http://ec.europa.eu/eaci/call\\_en.htm](http://ec.europa.eu/eaci/call_en.htm)



If you would like to contribute to our next issue of the Europa Media newsletter, please send an email to us at: [magazine@europamedia.org](mailto:magazine@europamedia.org)! We always like to hear from our readership!