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of the European Union



Connecting European Earth Observation to International  
Markets

Call for participation in trade missions to  
Australia and Chile 2021

Guide for applicants



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## **Disclaimer**

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## Guide for applicants

Are you a European SME working in Earth Observation (EO) applications either in the Maritime or Agricultural field? If it is the case, ConnectEO offers you the opportunity to get support in your internationalisation/ export efforts to address markets in Australia and Chile.

### I. Overview

#### A. Background information on ConnectEO

ConnectEO is co-funded by the European Union under the COSME Cluster Go International programme.<sup>1</sup> It aims to empower European EO Small and Medium Enterprises active in the maritime and agriculture sectors to exploit two (2) target markets: Australia & Chile, through the provision of relevant background information, links to local networks/stakeholders and internationalisation strategies. The project runs from September 2020 to September 2022 but aims to deliver sustainable impacts beyond its duration.

#### B. Why ConnectEO?

ConnectEO will support 20 eligible SMEs to foster new local partnerships, either for research or commercial purposes enabling them to sign business/research agreements with local actors. ConnectEO will provide a) a set of preparatory activities, b) four (4) trade missions in Chile and Australia and c) a financial support, as described below:

- a) **Preparatory activities** to support the export operations regarding key aspects of the targeted markets such as the cultural, financial, economic and legal matters. (See section B.6)
- b) A **trade mission to Australia and/or Chile** focused in a particular sector (Maritime or Agricultural) associated to a relevant anchor event taking place in the target country. (See section B.5)
- c) A **financial support of up to 1000 EUR** for the trade missions travel. (See section B.4)

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<sup>1</sup> See: <https://clustercollaboration.eu/open-calls-programs/cosme>

**Note:** Trade missions are expected to start from February 2022 onwards, however this is subject to change depending on the global sanitary conditions.

## II. ConnectEO Call for participation in trade missions to Australia and Chile 2021

### A. Applicants eligibility

The eligible applicants for ConnectEO Call have to:

1. Be a legal person
2. Qualify as an SME according to the European Commission SME Definition (see section 1)
3. Be registered in an eligible country (see section 2)
4. Be involved in the development and/or provision of EO downstream services/products<sup>2</sup>
5. Be interested in (further) expanding your business into South America and/or the South Pacific<sup>3</sup>

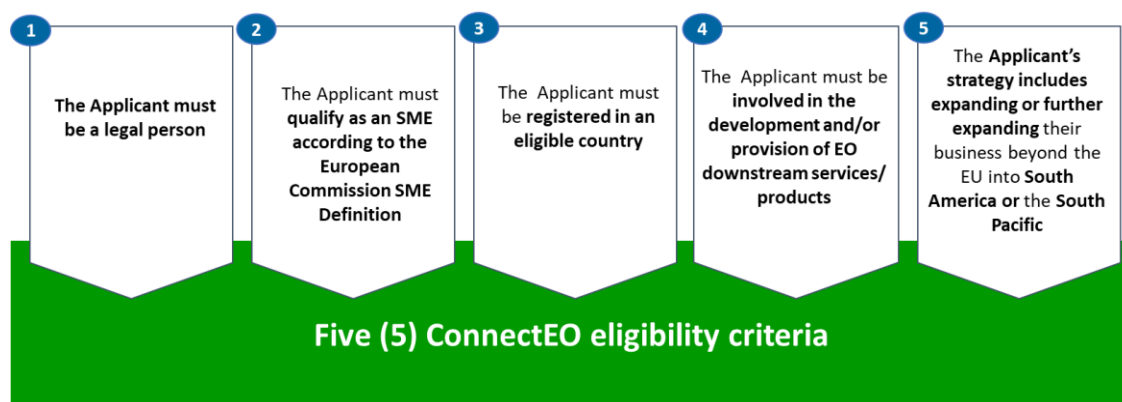


Figure I.1 ConnectEO eligibility criteria

<sup>2</sup> SME involved development and provision of downstream applications and services building on earth observation (EO) data such as geo-information services.

<sup>3</sup> Countries considered are the ones the EU has developed partnerships: Australia, New Zealand, the 15 Pacific Independent Island Countries (PICs), the three Overseas Countries and Territories (OCTs) and the Pacific Islands Forum (PIF). See: <https://www.europarl.europa.eu/factsheets/en/sheet/175/pacific#:~:text=The%20grouping%20comprises%3A%20Australia%2C%20the%20New%20Caledonia%20and%20French%20Polynesia.>

## 1. Definition of SMEs

- An SME will be considered as such if complying with the European Commission Recommendation 2003/361/EC<sup>4</sup> and the SME user guide<sup>5</sup>. As a summary, the criteria that define an SME are:
  - Independent, partner or linked enterprises, with financial and staff figures calculated in accordance with instructions given by Recommendation 2003/361/EC<sup>6</sup> to fulfil SMEs criterion.
  - Headcount in Annual Work Unit (AWU) less than 250.
  - Annual turnover less or equal to 50 million € OR annual balance sheet total less or equal to 43 million €.

## 2. Eligible countries

- **Member States (MS) of the European Union (EU)**
- Former Members States of the European Union that are part of the 2014-2020 Multiannual Financial Framework (i.e. the United Kingdom)
- Non-EU countries that have joined the COSME programme<sup>7</sup>: Enlargement countries, (Albania, Bosnia and Herzegovina, the Former Yugoslav Republic of Macedonia, Kosovo,<sup>8</sup> Montenegro, Serbia and Turkey); Eastern neighborhood countries (Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine); and Iceland.

### **B. General information**

ConnectEO invites applicants to take into consideration the following dates:

#### 1. Important dates

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<sup>4</sup> See: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2003:124:0036:0041:en:PDF>

<sup>5</sup> See: [http://ec.europa.eu/regional\\_policy/sources/conferences/state-aid/sme/smedefinitionguide\\_en.pdf](http://ec.europa.eu/regional_policy/sources/conferences/state-aid/sme/smedefinitionguide_en.pdf)

<sup>6</sup> See: <https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2003:124:0036:0041:en:PDF>

<sup>7</sup> See: [https://ec.europa.eu/research/participants/data/ref/other\\_eu\\_prog/cosme/legal/3rd-country-participation\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/other_eu_prog/cosme/legal/3rd-country-participation_en.pdf)

<sup>8</sup> This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence

- Call launch: 15<sup>th</sup> June 2021
- Call closure: 31<sup>st</sup> August 2021 at 17:00 CET (Central European Time)
- Evaluation & selection period: September 2021
- Announcement to SMEs: last week of September 2021
- Implementation of preparatory actions for the trade missions: start November onwards
- Trade mission along 2022 (indicative)

Any application submitted after 31<sup>st</sup> August 2021 at 17:00 CET will be automatically rejected.

## 2. Language

English is the official language for the ConnectEO Call. Applications done in any other language will not be evaluated.

## 3. Application type and number of applications per applicant

Applicants could apply to one country only, if they are targeting both countries, they should do one application for Chile and one application for Australia.

## 4. Financial support

A financial support of up to 1000€ will be offered to 20 selected SMEs (5 company representatives per mission) against proof of payment for airfares/accommodation to support their participation in the Trade Missions. This financial support will be provided against proof of payment for eligible travel costs, airfares/accommodation (i.e. flight tickets) and a short trade mission report of no more than 3 pages. The report shall describe the mission, its perspectives and progress to sign business agreement(s) with in-country stakeholder(s). The costs will be reimbursed after reception of the invoices and the documentation related.

## 5. ConnectEO Trade Missions

A ConnectEO Trade Mission is an international trip to Australia and/or Chile where the selected applicants will travel together as a delegation each with either a maritime and/or an agricultural theme. Each Trade Mission will be associated to a relevant anchor event taking place in the

country of destination. These four missions are divided in two: Australia (10 SMEs) and Chile (10 SMEs).

A **tentative** calendar of such anchor events is presented in Table I.1:

Provisory anchor events			
Name, City	From	To	Field
EVOKEAG, Perth, Australia	15/02/2022	16/02/2022	Agriculture
INDO PACIFIC, Sidney, Australia	10/05/2022	12/05/2022	Maritime
CONNECTAGRO 2022, Santiago, Chile	TBD	TBD	Agriculture
AQUA SUR 2022 Puerto Montt, Chile	02/03/2022	04/03/2022	Maritime

Table I.1 Provisory anchor events

**Note: Such events are not exclusive and might vary depending on the global sanitary conditions.**

## 6. Preparatory activities

Selected applicants will have access to the following activities:

- Capacity building and networking activities to facilitate the markets' knowledge in the target country i.e. online webinars, trainings and B2B online events with Australian and Chilean stakeholders.
- Market intelligence documentation.
- Helpdesk service on the ConnectEO website to facilitate the resolution of queries, questions and concerns.

## C. ConnectEO Call submission and evaluation process

### 1. Application process

- Read the ConnectEO Privacy Policy <https://www.connect-eo.eu/privacy-policy/>
- Read the ConnectEO Guide for Applicants available: [here](#)
- Fill and submit the **Online Application form** available here: <https://fr.surveymonkey.com/r/TBYLK5N>



- Submit to the ConnectEO Helpdesk at [helpdesk@connect-eo.eu](mailto:helpdesk@connect-eo.eu) the following documentation:
  - a. The ConnectEO **Declaration of honour**: Template available: [here](#)
  - b. An official **proof of registration** of the legal person proving the entity is a legal person and part of an eligible country

Documents shall be submitted in pdf format.

Any attempts to use the attachment to extend the response in any way (e.g., by proving additional arguments, or by expanding on the arguments used in the response) will not be considered.

## 2. Evaluation process and criteria

The applications will be evaluated by the ConnectEO team. The Assessment of Applications period will start on the 1<sup>st</sup> of September and will last 3 weeks after the closing date of the call. An email will be sent to the applicants to confirm the reception of the application and documentation.

Non-selected SMEs will be informed and will be put in the reserve list in case of defections.

Once SMEs have been selected, ConnectEO will notify them via email and inform about the next steps and the timeline on the last week of September 2021. This notification is accompanied by the formal Offer to Participate in the Trade Mission including the Mission Agreement. The selected SME will be requested to reconfirm their intention to accept the offer, notify the name of the individual, who will represent them on the Trade Mission and sign the contract after five (5) days of the formal notification for participation.

The evaluation process that ConnectEO will carry out is depicted in Figure II.2 below:

ConnectEO evaluation process		
1. SMEs submit their Trade Missions Applications to the ConnectEO Team	<input checked="" type="checkbox"/>	Application reception
2. Eligibility Check by ConnectEO consortium members	<input checked="" type="checkbox"/>	PASS or FAIL
3. Assessment of Applications accordingly to the Evaluation Methodology	<input checked="" type="checkbox"/>	Below/Above Threshold
4. Ranking potential Applications to be supported	<input checked="" type="checkbox"/>	First Ranking
5. Preliminary SMEs selection by the Evaluation Committee	<input checked="" type="checkbox"/>	Provisional List of SMEs selected
6. Selection of Applicants for Trade Missions in Australia and Chile	<input checked="" type="checkbox"/>	Final Candidates for Trade Missions

Figure II.2 ConnectEO evaluation process steps

The evaluation is carried out by two evaluators from two different ConnectEO consortium members, one from EARSC and one from PMBA or CTA depending on the theme of the Trade Mission. The evaluation of the applications will be based upon four concrete criteria and will be weighted as depicted in Table II.1.

No.	Evaluation criteria	Weight
<b>I</b>	SME's services/product offer	17%
<b>II</b>	Motivation to take part of the Trade Missions	17%
<b>III</b>	Access to international markets	37%
<b>IV</b>	Go-to-Market strategy	29%

Table II.2 Evaluation criteria

ConnectEO will use two rating scales tailored to the evaluation elements.

The first rating scale belongs to the I. SME's services/products offer as follows:

1. Poor: does not meet the minimum acceptable level
2. Fair: covers minimum acceptable level
3. Acceptable: meets minimum requirements
4. Very good: covers expectations and requirements requested

5. Excellent: exceeds expectations and demonstrate extra effort

The second rating scale belongs to the remaining sections II. Motivation to take part of the Trade Missions, III. Access to international markets, and IV. Go-to-Market strategy offering scoring points to each element depending on the Applicant's answer.

1. Poor
2. Fair
3. Acceptable
4. Very good
5. Excellent

Open questions contain hint elements to assist the applicant with the elaboration of the online application.

It is the applicants' sole responsibility to check the e-mail regularly and thoroughly (to include all possible sub-inboxes such as promotions, social, spam, etc.), and to make sure that the firewalls, anti-spam filters and the mail servers on the mail recipient side (or by the recipient's internet service provider and/or mail server hosting provider) are configured properly, so that the e-mail messages received either from ConnectEO Consortium or the auto-generated messages sent by the software platform are not blocked, deleted or bounced.

#### **D. Obligations of selected applicants**

As it will be defined in the Mission Agreement between ConnectEO and the selected applicants, this relation through ConnectEO carries a set of obligations such as:

1. Trade missions' assistance

Selected SMEs are obligated to take part in the missions organised by ConnectEO in Australia and/or Chile to meet and interact with local partners and attend to online events organized by ConnectEO.

## 2. Reporting

Selected SMEs of the ConnectEO Call are obliged to send a short reporting after the Trade Missions of around 1-3 pages. The report will be a precondition to receive the reimbursement.

## 3. Social media channels

The ConnectEO Consortium reserves the right to exclude an applicant or beneficiary to protect its legitimate interest through legal actions in case an applicant or beneficiary intentionally damage ConnectEO reputation or for other reasons not related to ConnectEO.

### **Point of contact**

If you have further questions please contact: [contact@connect-eo.eu](mailto:contact@connect-eo.eu) or [helpdesk@connect-eo.eu](mailto:helpdesk@connect-eo.eu)

## Annex I. Application form

### ONLINE APPLICATION FORM

#### ConnectEO - Call for Call for participation in Trade missions to Australia and Chile

The ConnectEO project aims to enhance Earth Observation (EO) SMEs' innovation capacity and support them in their internationalisation efforts in the Australian and Chilean markets.

You are invited to participate in the **call** for trade missions to Australia and Chile by filling out this application form, the objective is to evaluate and therefore select, the SMEs that will be offered to participate in the ConnectEO Trade missions to Australia and Chile.

The aim of the Trade missions is to empower the selected SMEs to exploit the Australian and Chilean target markets through the provision of market intelligence, links to local networks/stakeholders, financial support and relevant background information.

For further information about ConnectEO <https://www.connect-eo.eu/> or [contact@connect-eo.eu](mailto:contact@connect-eo.eu),

1. I agree to participate in the ConnectEO call for Trade missions. I understand the purpose and nature of this application form and I am participating voluntarily.

- I agree
- I disagree

2. Do you agree to ConnectEO [privacy policy](#)?

- Yes
- No

#### General information

#### 3. SME information

Company name:

Company Sector:

Registered address:

City:

Country:

Representative's name:

Contact email:

4. Which European Cluster are you a member of?

- None
- EARSC

- CTA
- Pôle Mer Bretagne Atlantique
- Other, please precise

5. Which target country are you interested in? (if both please submit one application per country)

- Australia
- Chile

6. Which fields are you interested in

- Agriculture
- Maritime/marine
- Both

### **I. SMEs product(s) or service(s) offer**

7. What are the services/products you offer using the EO (Earth Observation) data? (200 words maximum)

**Hint:** *Technology value proposition, cost/offer, suitability of product/service for the targeted market, users, internationalisation challenges/risks*

#### **OPEN TEXT**

8. What is the level of maturity of your product/service

- Development
- Experimentation (POC)
- Minimum viable product (i.e. on the local/national market)
- Commercial solution already exported

9. What is your current market? (multiple answers allowed)

- No market, still in research phase
- National
- Regional
- European
- International (please, precise)

### **II. Motivation to take part of the ConnectEO Trade Missions**

10. What are your main incentives to participate in the Australian/Chilean Trade Missions? (200 words maximum) **Hint:** *Potential of internationalisation, new customers, market research, customers' segments, business development, team skills*

#### **OPEN TEXT**

11. How would the Trade Missions increase the competitiveness of the company? (200 words maximum)

**Hint:** *Foster partnerships, new products/services development, R&D development, team skills, technology expansion*

**OPEN TEXT**

**III. Access to international markets**

12. What international experiences have you already undertaken? (Multiple answers allowed)

- None
- Business contacts
- Exploratory missions undertaken
- Partnership developed
- Business agreement
- Established locally (joint ventures, etc.)
- Product or services sold abroad
- Other, please precise

13. Do you have any previous experience in export activities?

- None
- My product/service has been exported once
- My product/service has been exported 2-5 times
- My product/service has been exported more than 5 times
- Other, please precise

14. Do you have any experience in export activities in Chile/Australia? (Depending on the country of your application)

- None
- I'm currently researching the market
- My product/service has been exported once
- My product/service has been exported from 2-5 times
- My product/service has been exported more than 5 times
- Other, please precise

15. Do you have partners in Australia/Chile? (Depending on the country of your application)

- None
- Have identified at least one
- Have been in touch with at least one
- Have already partnered with at least one entity from Australia/Chile
- Have already partnered with more than one entity from Australia/Chile

16. Do you have a dedicated budget to support long-term export actions beyond the ConnectEO Trade Missions?

- Do not have any dedicated budget for export
- A fair amount
- An acceptable amount
- A very good amount

- Have or can allocate a dedicated budget for export

#### **IV. Go-to-Market strategy**

17. Indicate the sector(s) of application of your service/product

- Maritime/marine
- Agriculture
- Both

18. Do you have some knowledge about your competitors in the target country of your application?

- No
- Have identified potential competitors
- Have some knowledge of my direct competitors
- Have well-knowledged of my direct competitors

19. Indicate the number of partnerships and business leads you are aiming to create/establish?

- 0-1
- 1-3
- 3-5
- 5-7
- >10

20. Percentage of new revenues you expect to obtain from Chile/Australia (Depending on the country of your application)

- 0-0,5 %
- 0,5-1 %
- 1-3 %)
- 3-10 %
- >10 %