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Connecting European Earth Observation to International Markets

ConnectEO – 951124



D2

Description of EU stakeholder support for ConnectEO (D1.2)

WP1 –Management & Coordination



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D1.2: EU Stakeholder Mapping

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D1.2: EU Stakeholder Mapping

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1 Introduction

ConnectEO (“Connecting European Earth Observation to International Markets”) supports and enables SMEs in COSME countries accessing the market for maritime and agricultural Earth Observation services in Australia and Chile.

This deliverable lists relevant European stakeholders and the types of support they can offer to the internationalisation ambitions of European SMEs. This non-exhaustive list includes stakeholders whose goals align with that of the Clusters Go International action and that can support ConnectEO SMEs. The list serves as an aid for ConnectEO SMEs in their search for European support and as input to the Consortium in relation to their interaction with relevant European stakeholders.

2 Relevant Stakeholders

ConnectEO's goals are well aligned with the European Commission (EC)'s mandate outlined in the current Copernicus Regulation 377/2014: promoting the use of Earth observation in applications and services, fostering the development of a competitive European space and services industry, and maximising opportunities for European enterprises to develop and provide innovative Earth observation systems and services.¹

Along with this legal basis, the Commission aims to exploit Copernicus investments to support other policy areas such as environmental priorities laid out in the new European Green Deal adopted by the European Commission in December 2019, and the new Environmental European Agency's Eionet Strategy 2021–2030 underlining the role of environmental data in support of Europe's environment and climate policies.

Additionally, the EC is particularly engaged with developing agricultural and maritime skills and expertise, as evidenced by the European Common Agricultural Policy (CAP) modernization with the adoption of new rules stated in Regulation (EU) No 809/2014² allowing the use of a range of modern technologies amongst them satellite data, for example when carrying out checks for area-based CAP payments. Among those data, it can be found data from the EU's Copernicus Sentinel satellites and other EO data. In the maritime sector, maritime skills and EO can be found as well in the implementation of the Marine Strategy Framework Directive and the EU's Blue Growth agenda.

The range of internationalisation support mechanisms for SMEs includes facilitating cross-border and inter-sectoral learning, bringing in finance for international expansion, and benefiting from international promotion. Specifically, we can see EU support for this goal across the following agencies: ESA, EASME, DG GROW, DG DEFIS, the incoming EUSPA (currently GSA), European Institute of Innovation and Technology (EITs), EUROPEAN STRUCTURAL AND INVESTMENT FUNDS (ESIF), the European Innovation Partnerships (EIPs), the Committee of Regions, etc. The support offered for cross-border, cross-sectoral and international collaboration and expansion is outlined in the following table.

An excellent synthesis of the available EU support programs and tools has been recently published by DG GROW A4 International Affairs³. The document, “OVERVIEW OF EU INSTRUMENTS CONTRIBUTING TO THE INTERNATIONALISATION OF EUROPEAN BUSINESSES”, is a response to the observed fact that potential stakeholders in the field of business internationalization often have fragmented knowledge

¹ Article 4.1.(b), (c) Copernicus Regulation

² Article 24, 38 & 40, Regulation (EU) No 809/2014

³ <https://ec.europa.eu/docsroom/documents/32501>



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on the funding possibilities and the instruments (direct and indirect) that exist in the framework of several EU programs. European businesses and SMEs in particular are not sufficiently aware of these EU actions supporting internationalization and the opportunities they provide. The document also provides a synthetic catalogue of the available tools aimed at specific geographical areas.

Stakeholders and support mechanisms are presented in four categories:

- 1) technical (including cross-border/sectoral and international promotion)
- 2) financial
- 3) sector specific
- 4) national

2.1 Technical

Name	Type of support	Website	Details
European Space Agency	Grants	https://business.esa.int/funding	<p>The European Space Agency (ESA) is Europe's gateway to space. Its mission is to shape the development of Europe's space capability and ensure that investment in space continues to deliver benefits to the citizens of Europe and the world.</p> <p>ESA Business Applications offers funding and support to businesses from any sector who intend to use space to develop new commercial services. Applications are open all year: businesses can either apply to a thematic opportunity (see list below) or submit an open application.</p> <p>New programmes such as EO4SD, Space for International Development Aid and the upcoming CopPhil project (and similar development projects in the pipeline) could provide opportunities for SMEs to break into other new markets.</p>
Single Market Programme	Direct support	http://ec.europa.eu/growth/sme s/cluster/internationalisation/index_en.htm	<p>The Single Market Programme focuses on strengthening the governance of the internal market, supporting the competitiveness of industry and in particular of micro, small and medium-sized enterprises (SMEs), promoting human, animal and plant health and animal welfare and establishing the framework for financing European statistics.</p> <p>It will support the above-mentioned areas with a budget of € 4 208 million for the period of 2021-2027. In addition, € 2 000 million allocated under the InvestEU Fund, in particular through its Small and Medium-sized Enterprises Window, will significantly contribute to its objectives.</p>



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Name	Type of support	Website	Details
European Cluster Collaboration Platform	Grants	https://clustercollaboration.eu	<p>The European Cluster Collaboration Platform (ECCP) is the European online hub for cluster stakeholders (cluster organisations, policymakers and other related stakeholders from the cluster ecosystem) and the reference one-stop-shop for stakeholders in third countries aiming to set up partnerships with European counterparts.</p> <p>https://clustercollaboration.eu/clusterexchange ECCP's ClusterXchange is a new pilot scheme to support short-term exchanges to better connect Europe's industrial ecosystems. It facilitates transnational cooperation, peer learning, networking and innovation uptake between actors of different industrial clusters. It is implemented with support from cluster organisations that have teamed up in the European Cluster Partnerships Excellence.</p>
Erasmus for Young Entrepreneurs programme	Direct support	http://www.erasmus-entrepreneurs.eu/index.php	<p>Erasmus for Young Entrepreneurs is a cross-border exchange programme aiming to facilitate the exchange of entrepreneurial and management experience between entrepreneurs from participating countries.</p> <p>The exchange is implemented by a stay (duration of 1-6 months) of the newly established or potential entrepreneur with a well-experienced entrepreneur running an SME in another country.</p>
European Innovation Council	Grants	https://eisma.ec.europa.eu/programmes/european-innovation-council_en	<p>The European Innovation Council (EIC) has been established under the EU Horizon Europe programme. It has a budget of €10.1 billion to support game changing innovations throughout the lifecycle from early stage research, to proof of concept, technology transfer, and the financing and scale up of start-ups and SMEs. In 2021 it will launch open and challenge driven calls providing Pathfinder, Transition, and Accelerator support. The EIC Work Programme 2021, available from the website, provides all relevant information.</p>
DG GROW			<p>The Directorate-General (DG) for Internal Market, Industry, Entrepreneurship and SMEs is the European Commission service responsible for, inter alia, facilitating access to funding for small and medium-sized enterprises (SMEs); and supporting access to global markets for EU companies. DG GROW funds a range of funding opportunities including COSME programme and H2020.</p> <p>EARSC has well-developed networks within DG GROW which will be exploited to ensure that project results are well-known within this body.</p>
DG DEFIS			<p>Global support Action</p> <p>DG DEFIS is a DG from recent creation in charge of the EU Space programmes, amongst them the consisting of the European Earth Observation Programme (Copernicus). EARSC has developed a network in this DG to communicate with them with the advances of this project while seeking for their support in promoting the project's activities within their space network.</p>



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Name	Type of support	Website	Details
GSA (Soon EUSPA)			The European Global Navigation Satellite Systems Agency (GSA) is the agency of the European Union that is responsible for the GNSS programmes of the EU, however soon this year will the European Union Agency for the Space Programme aiming to generate synergies between the different EU space programmes, amongst them Copernicus. Similar to DGDEFIS we expect to create links to promote the project within their network.
European Institute of Innovation and Technology (EITs)			The European Institute of Innovation and Technology is an independent EU Body created by the European Union in 2008 to strengthen Europe's ability to innovate.
European Innovation Partnerships (EIPs)			EIPs mechanism across the entire research and innovation chain. These partnerships bring together relevant parties at EU, national and regional levels to streamline, simplify and better coordinate existing financial instruments and initiatives. They focus on challenges that can benefit society, modernise sectors and markets.
EuroGEO			EuroGEO is Europe's part of the Group on Earth Observations (GEO) - a worldwide network working to build a Global Earth Observation System of Systems (GEOSS). EuroGEO's role is to promote the European components of and contributions to the realisation of the GEO priorities of the Paris Agreement, SDGs and Sendai Framework.

2.2 Financial

Name	Type of support	Website	Details
Single Market Programme	Direct support	http://ec.europa.eu/growth/smes/cluster/internationalisation/index_en.htm	<p>The Single Market Programme focuses on strengthening the governance of the internal market, supporting the competitiveness of industry and in particular of micro, small and medium-sized enterprises (SMEs), promoting human, animal and plant health and animal welfare and establishing the framework for financing European statistics.</p> <p>It will support the above-mentioned areas with a budget of € 4 208 million for the period of 2021-2027. In addition, € 2 000 million allocated under the InvestEU Fund, in particular through its Small and Medium-sized Enterprises Window, will significantly contribute to its objectives.</p>
Horizon Europe	Direct support	http://ec.europa.eu/programmes/horizon2020/en	Horizon Europe, the EU programme for research and innovation with a budget of €95.5 billion for 2021-2027, provides funding for every stage of the innovation process from frontier science to close-to-market innovation. Any European business can use Horizon Europe as a tool to internationalise by partnering with non-European companies or other actors to carry out joint research and innovation activities. These activities could be, for instance: joint research where partners have complementary expertise; integration of a technology supply chain; demonstration or piloting of a new product, service or technology; accessing facilities, data or services etc.



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Name	Type of support	Website	Details
InnovFin SME Venture Capital (InnovFin SME VC)	Financial	http://www.eif.org/what_wedo/equity/single_eu_equity_instrument/innovfin-sme-vc/index.htm	The InnovFin SME Venture Capital Facility is an early-stage window in the Single EU Equity Financial Instrument, focusing on venture capital funds. The EUR 430m early-stage allocation will target enterprises located in the 28 Member States and Horizon 2020 Associated Countries. In addition, a EUR 30 million pilot scheme under InnovFin SME VC will help finance investments by business angels (BAs) in innovative SMEs and small midcaps that want to commercialise new products and services, mainly in the domain of Information and Communication Technology.
EUROPEAN STRUCTURAL AND INVESTMENT FUNDS (ESIF)	Direct support	http://ec.europa.eu/regional_policy/en/policy/themes/sme-competitiveness/	ESI Funds, managed by national and regional authorities, can finance a whole range of SME internationalisation measures making companies fit for global competition and often include funding and advisory support services for market access (e.g. participation in trade fairs and foreign trade missions), financial services (export guarantees, loans), market intelligence, assistance in identifying business partners, support to international activities of clusters and business networks, the creation of cross-European value chains and the development of more competitive 'world-class' clusters, etc. Internationalisation is also a goal of smart specialization strategies, the policy frameworks including ERDF research and innovation investments for and within SMES.
EUREKA/EUROSTAR S programmes	Direct support	https://ec.europa.eu/programmes/horizon2020/en/h2020-section/eurostars-programme	Eurostars stimulates SMEs to lead international collaborative research and innovation projects by easing access to support and funding. Eurostars is a European joint programme, co-funded from the national budgets of 36 EUREKA countries and by the European Union through Horizon 2020. Eurostars has been carefully developed to answer to the specific needs of the R&D-performing SMEs, and targets the development of new products and services, giving easier access to international markets, thanks to the transnational nature of each project consortium. Eurostars applications pass through a highly competitive selection process, being scrutinised by a panel of international research and business experts, to ensure that only the best business ideas and strongest partnerships get the support they need.



2.3 Sector specific

Name	Type of support	Website	Details
European agricultural fund for rural development (EAFRD)		EIP-Agri	The EAFRD focuses on resolving the particular challenges facing EU's rural areas. <u>European agricultural fund for rural development (EAFRD)</u> The <u>EIP-Agri</u> was created to bridge the gap between the innovative solutions created by researchers and the uptake of new technologies by those living and working in rural areas. By creating partnerships between those who will eventually use new technology and those that create them, EIP-Agri aims to accelerate the uptake of change.
European maritime and fisheries fund (EMFF)		European maritime and fisheries fund (EMFF)	The EMFF helps fishermen to adopt sustainable fishing practices and coastal communities to diversify their economies, improving quality of life along European coasts. These funds could be accessed by working with local fishing groups to develop actions helping to develop or integrate EO based products/services into the fishing sector.

2.4 National

Name	Type of support	Website	Details
Extenda	Direct support	https://www.extenda.es	Extenda, is an instrument of the Ministry of the Presidency, in Andalucía, Spain aiming to promote the internationalization of Andalusian companies. This network will allow us to promote to SMEs of this region ConnectEO activities in mainly, but not limited to, the Hispanic Chilean market.
Centre for the Development of Industrial Technology (CDTI)	Technical support Financial support	https://www.cdti.es/index.asp?idioma=2&r=1920*1080	The Centre for the Development of Industrial Technology (CDTI) is a Public Business Entity of the Ministry of Science and Innovation, which fosters the technological development and innovation of Spanish companies. It channels the funding and support applications for national and international R&D&i projects of Spanish companies. The CDTI thus seeks to contribute to improving the technological level of the Spanish companies by means of implementing the following activities: Financial and economic-technical assessment of R&D projects implemented by companies. Managing and fostering Spanish participation in international technological cooperation programmes. Fostering international business technology transfer and support services for technological innovation. Supporting the setting up and consolidating technological companies.

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Name	Type of support	Website	Details
Spanish Trade Institute (ICEX)	Foreign Technical support Financial support	https://www.icex.es/icex/es/index.html#	ICEX España Exportación e Inversiones is a public business entity whose main purpose is to promote the internationalization of the Spanish economy and Spanish companies and to improve their competitiveness, as well as to attract and promote foreign investment in Spain. ICEX covers the entire value chain of the country's economic sectors by designing programs, carrying out activities and providing services oriented and adapted to Spanish companies, taking into account the sector in which they operate, their size, their degree of internationalization, their place of residence or the geographic scope of the target markets. It offers Public Lines of Financing for Internationalization, such as the lines of ICEX, COFIDES, CERSA/SGR, ICO, CESCE, ENISA and the Secretary of State for Trade, classified according to the characteristics and needs of the company, the phase of internationalization in which it finds itself, and the project for which it is seeking financing.
Spanish Chamber of Commerce (CCE)	Technical support Financial support	https://www.camara.es/comercio-exterior/programa-internacional-de-promocion-pip	The Spanish Chamber of Commerce (CCE) has the Internationalisation Development program addressed to Spanish SMEs to help them export their goods and services. This program offers activities of international promotion, activities of awareness-raising and mentoring.
DIH Agrotech	Direct support	https://s3platform.jrc.ec.europa.eu/traceability-big-data	DIH Agrotech is a partnership aiming to encourage, motivate and facilitate the incorporation of necessary digital technologies and data application in agri-food sector value chains. One of its main objectives is to improve business competitiveness, resilience and sustainability and creation of new businesses.
Andalusian knowledge agency (AAC)	Direct support	https://www.juntadeandalucia.es/organismos/transformacioneconomica/industria-conocimientoyuniversidades/aac.html	The Andalusian Knowledge Agency is a public business agency that promotes technological innovation in Andalusia, transferring knowledge through the Knowledge Agents and the participation of companies and these Agents in the R&D&I programs of the European Union. It has an activity Area for the internationalization of R&D&I programs. It seeks to promote participation of Andalusian entities in Horizon 2020 and other programs that finance R&D&I activities.
Agencia IDEA	Direct support Financial support	https://www.juntadeandalucia.es/organismos/transformacioneconomica/industria-conocimientoyuniversidades/idea.html	Agencia IDEA is a public business agency that aims to promote, establish and facilitate the means that contribute to the improvement of the management and cooperative relations of Andalusian companies among themselves and with the different markets. This agency will allow us to promote SMEs of this region in ConnectEO activities and also will be another reference entity to find financial support.



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Name	Type of support	Website	Details
Bpi France	Direct support	https://www.bpi-france.fr/	Its purpose is to foster and support innovation, particularly in the technological field, and contribute to technology transfer; facilitate the development and financing of small and medium-sized enterprises; encourage, support and secure French exports with medium and long-term financing and French investments abroad.
Business France	Technical and financial support	https://www.businessfrance.fr/en/home	Business France is responsible for fostering export growth by French businesses, facilitating international investment in France. It promotes France's companies, business image and nationwide attractiveness as an investment location.

