



EU4Business

EUROCHAMBRES

Funded by the
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Contracting Authority: EUROCHAMBRES

EU4Business: Connecting Companies

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Application Form

with the modifications published in the ERRATUM

PART A

Concept note – Description of the Action Proposal
Legal - Technical – Financial information

Deadline for submission of application including
Part A+Part B+Part C:
30/04/2021 at 17:00 (Brussels date and time)

NOTICE

Online submission via e-submission is **mandatory** for this call for proposals (see Section 2.2.5 **Where and how to send the proposal**)

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Part A – Proposal

TITLE OF YOUR PROPOSAL: _____

SECTION 1. GENERAL INFORMATION REGARDING THE BUSINESS SUPPORT ORGANISATIONS' (BSO) PARTNERSHIP (1/2 page per BSO)

LEAD APPLICANT:

NAME OF THE EU BSO _____

REGISTERED ADDRESS _____

LEGAL STATUS _____

Legal entity file number (if available) _____

BSO date of registration _____

VAT number _____

DESCRIPTION - THE OFFICIAL OBJECT OF THE BSO AND OF ITS ACTION

EXPERIENCE IN MANAGING CONTRACTS WITH INTERNATIONAL INSTITUTIONS AND NGOs

LEGAL REPRESENTATIVE OF THE LEAD APPLICANT: _____

CO-APPLICANT (S):

NAME OF THE BSO _____

REGISTERED ADDRESS _____

LEGAL STATUS _____

Legal entity file number (if available) _____

BSO date of registration _____

VAT NUMBER _____

DESCRIPTION - THE OFFICIAL OBJECT OF THE BSO AND OF ITS ACTION

EXPERIENCE IN MANAGING CONTRACTS WITH INTERNATIONAL INSTITUTIONS AND NGO

LEGAL REPRESENTATIVE OF THE CO-APPLICANT: _____



(if more than one co-applicant, please add co-applicant lines, the BSOs' partnership must be composed of an equal number of EU and EaP BSOs).

SECTION 2 . CONCEPT NOTE

2.1 Motivation of the applicants (1 page maximum without changing the font)

Please explain what is the motivation to build a BSO partnership, the relevance of each BSO in the partnership, what each partner will bring in and how each of them is connected with the sectors, which is the link with local and regional authorities and the expected outcomes.

2.2 Sector for which the proposal is made:

Bio/organic food Wine Textiles Tourism Creative Industries

TYPE OF ACTION:

Twinning B2B matching Study visit

Only one category can be ticked.

TARGET GROUPS:

SMEs

BSOs

When ticking the above box please also indicate the number of the SMEs or BSOs to involve.

You can select both categories if your action foresees the involvement of both SMEs and BSOs, then you indicate the corresponding number of each category.

2.3 The strategic concept to implement the action (1 page maximum without changing the font)

Please use no more than 1 page (without changing the font) to explain which are the objectives of the action you wish to implement.

In this part, the BSOs' partnership will also have to describe how it will take into account when implementing the action the following issues that have been identified as key for EaP countries and which issue has been chosen.

If none of these below issues is included in the action, please provide the reasons:

- a. gender equality;*
- b. business opportunities opened up with the Eastern Partnership Agreements signed between the EU and EaP countries;*
- c. institutional building, between CCI and BSOs, best practices, benchmarking, cooperation between companies;*
- d. transfer of know-how, transfer of technology, synergies with existing networks like Enterprise Europe Network;*
- e. job creation and poverty reduction;*
- f. businesses in rural areas run by women and men.*

Please state if the application contains one of the above mentioned key issues:

Yes

No.

If yes, please select:

gender balance at BSOs level as well as the development of women entrepreneurship (encouraging creation of women committees; granting management positions to women in EaP BSOs for example);

business opportunities opened up with the Eastern Partnership Agreements signed between the EU and EaP countries;

institutional building, between CCIs and BSOs, best practices, benchmarking, cooperation between companies;

transfer of know-how, transfer of technology, synergies with existing networks like Enterprise Europe Network;

job creation and poverty reduction, giving attention to women and men who run businesses in rural areas;

businesses in rural areas run by women and men;

other, please explain using max. 5 lines below (without changing the font).

SECTION 3. DESCRIPTION OF THE ACTION (2 pages maximum without changing the font)

This part should include the following information:

- *Aim pursued by the action*
- *Date of the implementation*
- *Beneficiaries*
- *Organisational chart: timetable for the action (starting with month 1 up to the final month of your implementation plan)*
- *Tools used to publicise the action*
- *Possible synergies with local authorities or other sectoral actors.*



Provisional budget of the action:

Please note that the provisional budget cannot exceed € 60.000 and would be in line with the eligible costs criteria (see guidelines 2.1.4. ELIGIBILITY OF COSTS: COSTS THAT CAN BE INCLUDED). EUROCHAMBRES will finance 95% of the final actual costs of the action. If the final actual costs is lower than the provisional budget, EUROCHAMBRES contribution will represent 95 % of the actual costs. On the contrary, if the final actual costs exceed the provisional budget EUROCHAMBRES contribution will be limited to 95% of the provisional budget i.e. € 57.000.

SECTION 4. MILESTONES AND INDICATORS

Please shortly explain in the table below how your proposal will meet the milestones and specific indicators foreseen. Please cancel from the list below the types of action not relevant for your proposal (i.e. B2B matching and Study visit if you apply for a Twinning).

Each proposal from BSOs is expected to meet the following **requirements**:

Twinnings:

Milestones

- Min. 7 BSOs involved on each side (EaP and EU), therefore min. 14 in all;
- Min. 2 BSOs involving women from top-level management of the organisation;
- Min. 2 BSO from a local rural area;
- Online preparatory actions:
 - 1 online preliminary meeting, allowing BSOs to 'meet each other';
 - 1 online preliminary meeting allowing BSOs to focus on specific aspects (definition of a list of aspects);
 - 1 online preliminary meeting allowing to narrow down the listed aspects to the most promising elements allowing for the development of a new service (could be a training module, or a business start-up module, or development of the business module, business strategies module, market analysis, etc.);
 - online survey to finetune new services.
- Min. 2 new services to develop;

BSOs working on the same aspects (from both EaP and EU) should then work together to define the service and develop it;

- 1 day coaching for each selected service in the EaP (for the BSOs developing that service);
- 1 day coaching for each selected service in the EU (for the BSOs developing that service);
- Piloting each service (EaP or EU);
- Gathering and analysing feedback, support from the other BSOs to improve the module;
- 1 day coaching for each selected service to further improve the service after the analysis of the feedback above.

- **Min. 5 business meetings to be organised (involving SMEs in the specific sector).**

Optional milestones can include:

- 1 online meeting between BSOs working on the same result to finetune the service after the first coaching;

- 1 online networking meeting (all together) to present their results to the pairs - feedback foreseen from the pairs;

Additional milestones can be foreseen by the applicants.

B2B Matchings

Milestones:

- Min. 10 SMEs involved on each side (EaP and EU), therefore min. 20 in all;
- Min. 4 SMEs owners under 35 years old;
- Min. 5 SMEs owners run by women;
- Min. 3 SMEs have their seat in rural areas;
- Online preparatory actions:
 - 1 online preliminary meeting, allowing BSOs to 'meet each other';
 - 1 online preliminary meeting allowing BSOs to focus on specific aspects (definition of a list of aspects);
- Feedback questionnaire to be filled in by the participant SMEs at the end of the action;
- Survey to be launched at the end of the action to prove the results achieved by the B2B matching.
- Min. 6 business meetings to be organised (involving sectorial SMEs)

Additional milestones can be foreseen by the applicants to ensure the achievement of the min. expected results listed below.

Study visits

Milestones:

- Min. 8 SMEs and BSOs involved on each side (EaP and EU), therefore min. 16 in all;
- Min. 2 SMEs owners under 35 years old;
- Min. 5 SMEs owners run by women;
- Min. 3 SMEs having their seat in rural areas are involved;
- Min. 2 BSOs involving women from top-level management of the organisation;
- 1 online preliminary meeting, allowing SMEs and BSOs to 'pair';
- 1 online preliminary meeting allowing the pairs to focus on specific aspects (definition of a list of aspects);
- 1 online preliminary meeting allowing to narrow down the listed aspects to the most promising elements allowing for the development of a service/product (for BSOs and SMEs) or for the signature of a commercial agreement (for SMEs only);
- 3 days visit to the 'pair' EU SME/BSO involved to jointly work on the result (i.e. product/service/definition of the contract/commercial cooperation, creation of a new marketing plan, etc.);
- 1 online meeting to finetune the result;
- 1 online networking meeting (all together) to present their results to the pairs - feedback foreseen from the pairs;
- 3 days visit to the 'pair' EaP SME/BSO involved and launch of the new service (e.g. training module developed by BSOs for SMEs; signature of a commercial contract by the 'paired' SMEs, launch of a product, of a new marketing campaign, etc.);

- 1 survey prepared during the action and launched 6 months after the end of the action to prove the achievement of the key indicators (ref. is made to the logframe for each consortium);
- At least 1 participation to a sector-related fair.
- **Min. 5 business meetings to be organised (involving sectorial SMEs)**

Additional milestones can be foreseen by the applicants.

Milestone description	Compulsory (yes/no)	Indicators	Strategy to reach the indicators
Describe the milestone	Yes/No	Number, percentage, etc.	Please briefly explain how you intend to reach the milestone and when.

Please add lines if needed.

SECTION 5. MINIMUM EXPECTED RESULTS

Please shortly explain in the table below how your application will meet the minimum expected results. Please cancel from the list below the types of action not relevant for your proposal (i.e. B2B matching and Study visit if you apply for a Twinning).

Twinnings

Minimum expected results:

- at least 2 new services launched by at least 6 of the BSOs involved AND
- proof of further use of the service AND
- at least 1 memorandum of understanding to be signed between 1 BSO in the EaP countries and 1 BSO in the EU countries AND
- satisfaction survey from SMEs involved at min. 7,5 out of 10.

B2B Matching

Minimum expected results:

a. All compulsory:

- measured and proven increase of export/import for at least 4 of the 20 SMEs involved, and
- **min.3 contracts signed between participating SMEs (joint venture, commercial contract, etc.), and**
- proven increased production or sells for at least 1 SME, or proven increase of income or share market.

b. Only 1 compulsory:

- new branding or new marketing plan, or
- joint production or development of new product, or
- innovation, or
- other forms of cooperation, etc.

- 1 survey prepared during the action and launched 6 months after the end of the action to prove the achievement of the key indicators (ref. is made to the logframe for each consortium).

Study Visit

Min. expected results:

a. All compulsory

- at least 2 new services launched by at least 3 of the BSOs involved / at least 2 concrete results (commercial contract, launch of product, creation and launch of a new marketing campaign or increased safety and quality plans, etc.) involving 4 of the SMEs involved AND
- at least 1 memorandum of understanding to be signed between 1 BSO in the EaP countries and 1 BSO in the EU countries AND
- new branding or new marketing plan (for SME only)

b. Only 1 compulsory:

- joint production or development of new product, or
- innovation, or
- other forms of cooperation, etc.

Indicators for min. expected results	Strategy to reach it	Means of verification
<i>Describe the result and insert the indicator</i>	<i>Shortly explain the strategy to meet the indicator</i>	<i>Explain how this can be checked (list of signatures, recordings, pictures, copy of contracts, copy of MoU, etc.)</i>

Please add lines if needed.

SECTION 6. MANDATORY AND OPTIONAL CONTRIBUTIONS

Please explain in max. 1 page how your proposal is expected to contribute to the mandatory set of elements below and to at least three of the optional set of elements indicated in the following paragraphs:

MANDATORY contribution:

a) To be achieved by SMEs if involved in the action:

- Expand own business abroad, or
- Sign new partnership contracts resulting from the action itself, or
- Increase export levels towards the EU.

b) To be achieved by BSOs if involved in the action:

- Increase international trade and support internationalisation of their member SMEs, or
- Develop new/expanded services for other BSOs and SMEs, or

- Offer tailor-made services to SMEs that contribute to improving their competitiveness and productivity, or
- Develop quality business networks and actively encourage the offer of new products/services.

OPTIONAL contribution:

a) To be achieved by SMEs if involved in the action:

- Gather information about the specific market in other countries;
- Gather information on marketing, branding, etc.;
- Gather information related to labelling, quality procedures, certification, etc.
- Gather information about e-commerce and potential networking to increase sells, etc.;
- Increase the number of potential business contacts;
- As a result of the action, cooperate with other SMEs (on a non-structured basis – i.e. no contract) on specific aspects: marketing online, development of campaigns, etc.

b) To be achieved by BSOs if involved in the action:

- Develop Business Support Organisations internal capacity to enhance SME's internationalisation and export capacities;
- Foster EU and EaP Business Support Organisations' cooperation;
- Help gather information on new countries/territories;
- Provide adequate support and business linkages for SMEs (in one of the five sectors bio/organic food, wine, tourism, textiles, creative industries);
- Develop sector-specific Business Support services availability; ensure relevance and appropriateness to EaP context;
- Strengthen support networks for SMEs, for example, Business Membership Associations;
- Contribute to a more conducive business environment for SMEs or to better policies for SMEs;
- Improving gender equality in the aforementioned action;
- Supporting the development of new/expanded services to BSOs and SMEs.

Please also fill in the table below:

Contribution	Strategy to reach it	Means of verification
<i>Please insert a short description of the contribution</i>	<i>Please briefly explain which is the strategy you will use to reach it and when</i>	<i>Please shortly explain how this can be checked: results of surveys, feedback questionnaires, online materials (modules, services, etc.) available, statistics, etc.</i>

Please add lines if needed.

SECTION 7. PR & COMMUNICATION - VISIBILITY OF THE ACTION

Please indicate in max. 2 pages (without changing the font) which are the tasks foreseen under visibility (general communication, including social media, events, if any, etc.) and how you intend to reach the minimum expected results under visibility:

- o Twinnings – at least 1 testimonial (interviews) OR success story AND several posts (6+) with pictures, graphic elements, etc.;*
- o B2B matching – at least 1 video to be produced and posted on social media to highlight the results of the action and several posts (6+) with pictures, graphic elements, etc.;*
- o Study Visit – at least 1 video to be produced and posted on social media to highlight the results of the action and several posts (6+) with pictures, graphic elements, etc.*

SECTION 8. IMPLEMENTATION OF THE ACTION THROUGH WORK PACKAGES

Throughout the implementing the action, the BSOs' partnership must guarantee the visibility of the EU financing in line with the Communication and Visibility Manual for EU support actions:

https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/visibility_requirements_near_english.pdf

8.1 Work Package 1- Project management

Please explain in max 1,5 pages (without changing the font) the overall organisation of the action and of the core events.

BSO in charge of the WP 1:

8.2 Work Package 2 – Communication management

Please explain in max. 1,5 pages (without changing the font) how you plan to ensure all the communication and visibility actions, including testimonials, success stories, video, etc.

The applicants should explain:

- a) Their capacity of reaching and communicating with relevant stakeholders: sectoral associations, policymakers, public administration, etc.;*
- b) The number of SMEs and/or BSOs in the sector they are already in direct contact with (on each side: EaP and EU);*
- c) How they will reach SMEs and BSOs in the sector to engage them in the implementation of the action;*
- d) Which is their awareness-raising capacity, explaining how many BSOs/SMEs will be reached by communication action.*

BSO in charge of the WP 2:

8.3 Work Package 3 – Engaging third parties and concept development.

Please explain in max. 1,5 pages (without changing the font) how you plan to ensure contact with third parties: SMEs and/or BSOs and how you will ‘recruit’ them: please explain your capacity of engaging SMEs and/or BSOs – how, through which networks, how many.

Please also fully explain the concept of the action you wish to implement, who will be the actors, which is the needed structure (personnel, internal/external trainers or coaches if any, how many online or face to face meetings, which tools, if any, which are the steps needed to implement the action, etc.).

BSO in charge of the WP3:

8.4 Work Package 4 – Implementation of the action (including online action)

Please explain in max. 2 pages (without changing the font) how you will organise the action and how the action will take place (when and where), which are the tools you will use, if any, etc. in order to reach at least the minimum expected results indicated in the call for each type of action.

BSO in charge of WP4:

8.5 Work Package 5 – Final results and reporting

Please explain in max. 1 page (without changing the font) how do you plan to ensure

- a) *Narrative Reporting*
- b) *Financial Reporting.*

BSO in charge of the WP5:

SECTION 9. CONTINGENCY PLAN (for online activities)

Due to the current COVID context, please provide a ½ page description of the online implementation of the action:

- *activities you could implement online*
- *tools you will use, etc.*

SECTION 10. TIMETABLE / GANTT DIAGRAM

*Please provide a timetable for the action (starting with month 1 up to the final month of your implementation plan). **Remember the implementation period is 11 months starting with the 1st of July 2021 and ending on the 31st of May 2022.** Please also check in the guidelines (call) the max. duration for each type of action (See guidelines, section 2.1.3 ELIGIBLE ACTIONS: ACTIONS FOR WHICH AN APPLICATION MAY BE MADE).*

Do not forget about:

- ✓ *Logical framework (Annex 1). Please add it to part A before saving everything as a unique pdf and uploading it into the e-submission system.*


