

# Call for Technical Assistance

## Overview of ETRERA\_2020

ETRERA\_2020-Empowering Trans-Mediterranean Renewable Energy Research Alliance for 2020 Challenges is a project that addresses the future energy needs in the Euro-Mediterranean area by reinforcing collaborative research/innovation networks for supporting the development and application of renewable energy technology.

The idea of ETRERA\_2020 is to improve S&T and entrepreneurial relationships between European Member States and neighbouring Mediterranean countries in the strategic field of renewable energy production, distribution and storage through a range of activities that bridge the gaps between research and innovation.

ETRERA\_2020, is launching a call for expression of interest for a Support for Innovation Programme.

The call aims at provide entrepreneurs (or potential ones) in the solar, wind, grid integration sectors, with technical assistance on **market intelligence and business models development**. The service will be provided free of charge.

**The technical assistance on market intelligence**, will be targeted on:

- the assistance focusing on **market intelligence** it will be aiming at improving capabilities for strategic and technical decision making;
- the assistance focusing on the creation and the testing of a suitable **business model**. It intends to enable participants in formulating new strategies. To this aim, ETRERA\_2020 will provide necessary tools for creating, delivering and capturing value and it will similarly allow entrepreneurs (and potential ones) to manage innovation strategies as well as their business structures.

## Rules of participation

The scope of ETRERA\_2020 call for Technical Assistance is to provide technical, managerial, marketing and strategic assistance to business organisation from target countries (Morocco, Palestine, Tunisia).

This market intelligence support will be aiming at improving strategic and tactic decision making in order for the beneficiaries, at the end of the action, to build and testing a suitable business plan for their activity in order for them to be able to effectively access the market.

The specific support offered in this task will be ideally organised over a period of five (5) working days during which technical/specialised support will be provided to the applicant chosen.

Expert to provide this support will be chosen specifically on the base of their experience and knowledge in the field of interest for the call.

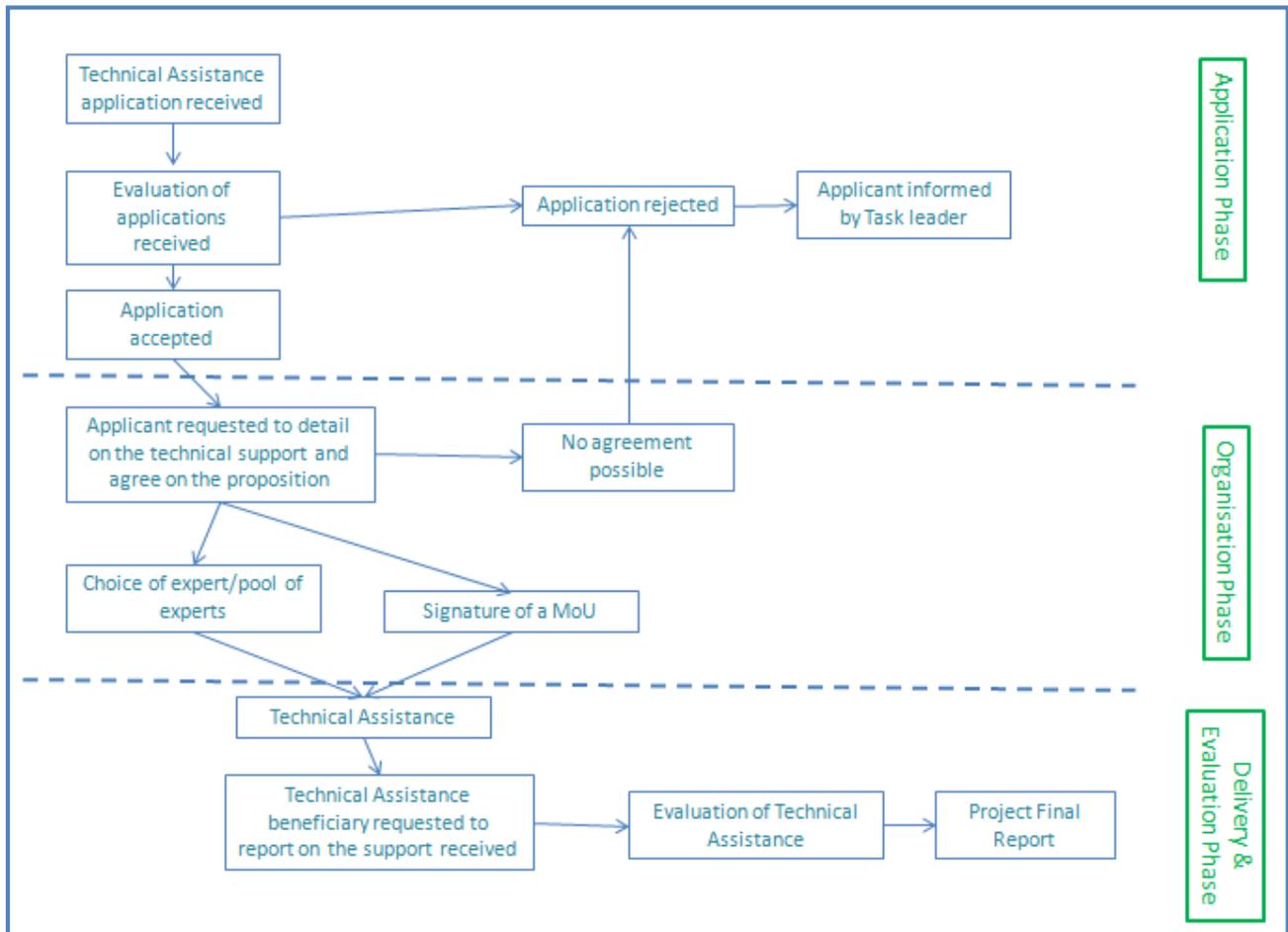
A committee composed by EBN, Innova BIC and CNR representatives will analyse the candidatures selecting the most suitable ones.

The following indicators will represent the criteria for the choice:

1. Level of innovation in the business (max 20 points);
2. Present and recent past activity in emerging markets (max 10 points);
3. Level of internationalisation (max 10 points);
4. CVs of beneficiaries (max 20 points);
5. Presence on the market (in years) (max 10 points);
6. Valorisation of research results of the organisation (IP rights possessed, industrialisation of research outcomes, etc.) (max 30 points).

The technical assistance will be defined in details and agreed between the expert(s) providing support and each beneficiary and a report on it, including the description of all support activities provided, has to be presented before and after the event. In this document, both the beneficiaries and the experts will be expected to present project ideas which will constitute the practical examples to study, refine and fine tune thanks to the theoretical and practical notions acquired during the support action.

A flowchart of the Technical Assistance process is presented below:



The report and the definition of the support activities performed for all assistance actions will constitute part of the content of a written Technical Assistance Report to be drafted before the end of the ETRERA\_2020 and presented as part of the achievement reached by the project.

The call is open from 1<sup>st</sup> March to 30<sup>th</sup> June 2015 and it could be closed in any moment without prior advice.

### Eligibility, condition of participation and selection process

Participation is open to entrepreneurs (large companies and SME) or potential ones, which have to submit, in full, the application form (annex 2) within the indicated deadlines.

A check on the eligibility of the results of research (thematic priorities) and a control of formality on the application (date, form and contents of it) will be performed and their results will define the positive participation to the programme or the rejection of the application. In this second case, the applicant will be informed with a motivated explications of the reason of the rejection.

In case of acceptance, the various requests will be grouped in order to create a balanced approach for all three fields of intervention of ETRERA\_2020 and to the countries of provenance of the applicants. An equilibrium for genders will be also considered in the selection process.

The ETRERA\_2020 selection committee composed by Innova BIC, EBN and CNR will eventually approve the choice of a restricted number of applications which will include a reserve list, in case of late renounces.

A single entrepreneur or potential one can apply more than once and ideally once for each of the three categories (wind, solar and smart grids). In case of multiple applications from the same applicant, it is necessary to fill in a new complete specific application. It is not possible to present the same request for valorisation support in different categories.

Application must be submitted in English using the dedicated templates (annex 1). Each applicant should fill in the application form by replying to all questions and by writing a short description of the business idea (following the indications present on the form related to the length of each answering field).

All applications have to be submitted within the deadlines, which will be indicated by the ETRERA\_2020 project website and application template.

Application forms (annex 1) can be found on the ETRERA\_2020 website. Applicants should send them on a single PDF file.

## Benefits for participants

The ETRERA\_2020 Technical Assistance action is an excellent opportunity for enterprises and potential entrepreneurs to enhance their entrepreneurial capability and skill getting in touch with the best European innovation stakeholders. The service provided within the technical assistance will be **free of charge**.

These technical assistance services will allow MPC economic entrepreneurs to valorise they know how and to be supported in thir market needs. The aims is in fact to stimulate the business development process with tow concrete actions able to create relationship / links between companies and research centres.

Additionally, the support proposed by ETRERA\_2020 can represent the ideal tool for the creation of connections and a scientific/industrial network which may lead to an improvement of the international visibility and a potential set of new joint activities with research and industry partners all over the European continent.

For more information, please write to: [techaid@etrera2020.eu](mailto:techaid@etrera2020.eu)

## Deadline for receipt of applications

Any application received after the fixed deadline will not be considered.

The applications must be sent only in electronic format and on the provided template to the email address: [techaid@etrera2020.eu](mailto:techaid@etrera2020.eu). Applicants will receive a confirmation via e-mail that their application has been received.

Successful applicants will be informed via mail in order to programme their technical assistance action in details.

## Timeline Technical Assistance

Launch of the Expression of Interest	1 <sup>st</sup> March 2015
Closing of the Expression of Interest	1 <sup>st</sup> March 2016
Evaluation of Expression of Interest received	Monthly base from 31 <sup>th</sup> March 2015
Notification to Applicants	From 30 <sup>th</sup> April 2015
Start of the Technical Assistance	From 1 <sup>st</sup> June 2015
End of the Technical Assistance	30 <sup>th</sup> May 2016
Report on Technical Assistance	30 <sup>th</sup> June 2016
Presentation of intervention Plans	30 <sup>th</sup> June 2016

## ETRERA\_2020 Partnership

ETRERA\_2020 partnership consists of:

- on the Research side
  - Institute of Advanced Technologies for Energy “Nicola Giordano” of CNR, Italy
  - Nantes University, France
  - Center for Renewable Energy Sources and Saving, Greece
  - Yildiz Technical University; Turkey
  - The Scientific and Technological Research Council of Turkey, Turkey
  - The Research and Technology Centre of Energy, Tunisia
  - The An-Najah National University - Energy Research Centre , Palestinian Territories.
  - The Cadi Ayyad University, Morocco
- on the technology transfer side:
  - Innova BIC, Italy
  - The Association of European Renewable Energy Research Centres - EUREC, Belgium
- on the Business side
  - Madrid Network - The Network of Clusters and Technological Parks, Spain
  - European Business & Innovation Centre Network - EBN, Belgium