

[Horizon 2020 dedicated SME Instrument Phase 1 and 2, 2014-2015](#)

H2020-SMEINST-1-2015

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Programme Horizon 2020

Status

Open

Main Pillar Societal Challenges

OJ reference [OJ C361/9 of 11 December 2013](#)

Topic: Innovative mobile e-government applications by SMEs **INSO-9-2015-1**

- [Topic Description](#)
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Scope:

Specific Challenge: Current societal and economic challenges as well as rising expectations to reduce the burden on users, put pressure on all public administrations to provide efficient, open and citizen-centric public services.

Due to the increased use of mobile technology as well as the increasing availability of public information, data and online services, public services can be transformed. Coupling open public data and services with information and services offered by the private sector can lead to innovative, user-friendly and personalised services that can be accessed easily.

Because of their size, knowledge and agility, SMEs are key actors for the provision of those innovative services. The "apps" market for mobile devices is a very dynamic market, which mostly lacks

application specifically for the public sector. Engaging SMEs into the potentially huge public sector innovation market is a challenge for local and regional public authorities.

The scope of this action is to provide support to innovative SMEs, including start-ups, for the design and creation of innovative applications, in order to foster the delivery of mobile public services.

The aim is to help the interaction of citizens and businesses with public administrations. This may be done through the combination of public and private sector services, through mobile technologies.

Although they may be first piloted in a local context – with the involvement of public administrations and end users - the solutions need to ensure replicability, also taking into account multi-lingualism and, where necessary, the cross-border dimension. Scalability and sustainability issues are to be considered.

Scope:The SME instrument consists of three separate phases and a coaching and mentoring service for beneficiaries. Participants can apply to phase 1 with a view to applying to phase 2 at a later date, or directly to phase 2.

In phase 1, a feasibility study shall be developed verifying the technological/practical as well as economic viability of an innovation idea/concept with considerable novelty to the industry sector in which it is presented (new products, processes, design, services and technologies or new market applications of existing technologies). The activities could, for example, comprise risk assessment, market study, user involvement, Intellectual Property (IP) management, innovation strategy development, partner search, feasibility of concept and the like to establish a solid high-potential innovation project aligned to the enterprise strategy and with a European dimension. Bottlenecks in the ability to increase profitability of the enterprise through innovation shall be detected and analysed during phase 1 and addressed during phase 2 to increase the return in investment in innovation activities. The proposal should contain an initial business plan based on the proposed idea/concept.

The proposal should give the specifications of the elaborated business plan, which is to be the outcome of the project and the criteria for success.

Funding will be provided in the form of a lump sum of EUR 50.000. Projects should last around 6 months.

In phase 2, innovation projects will be supported that address the specific challenge of business transformation and that demonstrate high potential in terms of company competitiveness and growth underpinned by a strategic business plan. Activities should focus on innovation activities such as demonstration, testing, prototyping, piloting, scaling-up, miniaturisation, design, market replication

and the like aiming to bring an innovation idea (product, process, service etc) to industrial readiness and maturity for market introduction, but may also include some research. For technological innovation a Technology Readiness Levels of 6 or above (or similar for non-technological innovations) are envisaged; please see part G of the General Annex.

Proposals shall be based on an elaborated business plan either developed through phase 1 or another means. Particular attention must be paid to IP protection and ownership; applicants will have to present convincing measures to ensure the possibility of commercial exploitation ('freedom to operate').

Proposals shall contain a specification for the outcome of the project, including a first commercialisation plan, and criteria for success.

The Commission considers that proposals requesting a contribution from the EU of between EUR 0.5 and 2.5 million would allow phase 2 to be addressed appropriately. Nonetheless, this does not preclude submission and selection of proposals requesting other amounts. Projects should last between 12 and 24 months.

In addition, **in phase 3**, SMEs can benefit from indirect support measures and services as well as access to the financial facilities supported under Access to Risk Finance of this work programme.

Successful beneficiaries will be offered coaching and mentoring support during phase 1 and phase 2. This service

will be accessible via the Enterprise Europe Network and delivered by a dedicated coach through consultation and signposting to the beneficiaries. The coaches will be recruited from a central database managed by the Commission and have all fulfilled stringent criteria with regards to business experience and competencies. Throughout the three phases of the instrument, the Network will complement the coaching support by providing access to its innovation and internationalisation service offering. This could include, for example, depending on the need of the SME, support in identifying growth potential, developing a growth plan and maximising it through internationalisation; strengthening the leadership and management skills of individuals in the senior management team and developing in-house coaching capacity; developing a marketing strategy or raising external finance.

Expected impact:

Enhancing profitability and growth performance of SMEs by combining and transferring new and existing knowledge into innovative, disruptive and competitive solutions seizing European and global business opportunities.

Market uptake and distribution of innovations tackling the specific challenge in a sustainable way.

Increase of private investment in innovation, notably leverage of private co-investor and/or follow-up investments.

The expected impact should be clearly described in qualitative and quantitative terms (e.g. on turnover, employment, market seize, IP management, sales, return on investment and profit).

Type of action: SME Instrument (70%)