



Sayı : 38591462-010.07.03-2022-2810

13.09.2022

Konu : Yenilikçi KOBİ'ler İçin Avrupa Ortaklığı /
Innowwide 1. Çağrısı Hk.

Sirküler No: 645

Sayın Üyemiz,

TÜBİTAK resmi internet sitesinde 11.09.2022 tarihinde yayımlanan duyuruda;

EUREKA ve Avrupa Birliği (AB) iş birliğinde "**Yenilikçi KOBİ'ler için Avrupa Ortaklığı / Innowwide**" programının ilk çağrısının açıldığı,

Uluslararası pazarlarda araştırma veya ticari hedeflerin uygulanabilirliğini değerlendirmek amacıyla oluşturulacak proje önerilerinin sunulabileceği çağrıda proje başına AB tarafından 60.000 Euro hibe verileceği ve başvuruların 5 Eylül - 15 Kasım 2022 tarihleri arasında açık olacağı,

Proje önerileri için hedef bölge/ülke seçilmesinin ve yerel bir paydaş ile ortaklık kurulmasının gerektiği,

En fazla altı ay sürmesi beklenen projelerde KOBİ'lerin yenilikçi projeler veya çözümler için piyasa fizibilite çalışmalarını yürütmesinin ve seçilen hedef ülkede yerel uzmanlarla çalışmasının beklendiği ifade edilerek anılan çağrı için başvuruların ekte yer alan formatta İngilizce olarak (<https://eureka.smartsimple.ie/>) bağlantısı üzerinden yapılabileceği belirtilmektedir.

Bilgilerinize arz/rica ederim.

Saygılarımla,

e-imza

İsmet SALİHOĞLU
Genel Sekreter

Ek:Innowwide Başvuru Formu Örneği (11 sayfa)

Dağıtım:

Gereği:

- Tüm Üyeler (WEB sayfası ve e-posta ile)
- İMEAK DTO Şube ve Temsilcilikleri
- Türk Armatörler Birliği
- S.S. Armatörler Taşıma ve İşletme Kooperatifi
- GİSBİR (Türkiye Gemi İnşa Sanayicileri Birliği Derneği)

Bilgi:

- Yönetim Kurulu Başkan ve Üyeleri
- İMEAK DTO Şube YK Başkanları
- İMEAK DTO Meslek Komite Başkanları

Bu belge, 5070 sayılı Elektronik İmza Kanuna göre Güvenli Elektronik İmza ile İmzalanmıştır.



Evrakı Doğrulamak İçin : <https://ebys.denizticaretodasi.org.tr/enVision/Dogrula/BS4NA4SC4>
Bilgi için: Osman Yüksel KANATLI Telefon: E-Posta: yuksel.kanatli@denizticaretodasi.org.tr
Meclis-i Mebusan Caddesi No:22 34427 Fındıklı-Beyoğlu-İSTANBUL/TÜRKİYE
Tel : +90 (212) 252 01 30 (Pbx) Faks: +90 (212) 293 79 35
Web: www.denizticaretodasi.org.tr E-mail: iletisim@denizticaretodasi.org.tr KEP: imeakdto@hs01.kep.tr





- Gemi, Yat ve Hizmetleri İhracatçıları Birliği
- VDAD (Vapur Donatanları ve Acenteleri Derneği)
- TÜRKLİM (Türkiye Liman İşletmecileri Derneği)
- KOSDER (Koster Armatörleri ve İşletmecileri Derneği)
- TURSSA (Gemi Tedarikçileri Derneği)
- Gemi Geri Dönüşüm Sanayicileri Derneği
- S.S. Anadolu Yakası Kumcular Üretim ve Pazarlama Kooperatifi
- ROFED (Kabotaj Hattı Ro-Ro ve Feribot İşletmecileri Derneği)
- Yalova Altınova Tersane Girişimcileri San.ve Tic.A.Ş.

Bu belge, 5070 sayılı Elektronik İmza Kanuna göre Güvenli Elektronik İmza ile İmzalanmıştır.



Evrakı Doğrulamak İçin : <https://ebys.denizticaretodasi.org.tr/enVision/Dogrula/BS4NA4SC4>
Bilgi için: Osman Yüksel KANATLI **Telefon:** **E-Posta:** yuksel.kanatli@denizticaretodasi.org.tr
Meclis-i Mebusan Caddesi No:22 34427 Fındıklı-Beyoğlu-İSTANBUL/TÜRKİYE
Tel : +90 (212) 252 01 30 (Pbx) **Faks:** +90 (212) 293 79 35
Web: www.denizticaretodasi.org.tr **E-mail:** iletisim@denizticaretodasi.org.tr **KEP:** imeakdto@hs01.kep.tr




European Partnership on Innovative SMEs / Innowwide

Application form template

Important notes for applicants

This document is a Word version of the application form for our first Eureka Innowwide call for market feasibility projects. You can use it to work offline on your application.

Please note, however, that this is not the official application form. Innowwide applicants must apply by completing and submitting an online application form via the [Eureka SmartSimple portal](#). Application forms received in any other ways will not be considered.



When you apply to our Innowide programme, you must have a partner (main subcontractor for the market feasibility project).

You need to invite your partner to sign a commitment in the platform before you submit your project application.

For more information, please check the Innowide call guidelines available at <https://www.eurekanetwork.org/programmes/innowide/library>

Conditions for applying:

- You are an SME in an EU Member State or Horizon Europe Associated Country with a partner based in a country in North or South America, Asia-Pacific or the Middle East.

OR


- You are an SME in an EU Member State or Horizon Europe Associated Country with a partner based in an African country.

OR

- You are an SME in an EU Member State or Horizon Europe Associated Country and you are submitting an application on behalf of an African company that you provide services to. (NOTE: your African counterpart will be, nevertheless, considered as the “main subcontractor” for application purposes)

An initial question will categorise your application under one of these three groups.

The same evaluation criteria apply to any of the three categories.



Almost everything we need to know is stated in your application form. The only documents we need you to attach as **annexes** are:

- Financial statements OR business plan (FINANCIAL VIABILITY section)
- Workplan (IMPLEMENTATION section)

PROJECT DESCRIPTION

After you fill in the project description section, you will be able to invite your counterpart to sign a commitment in the platform.

Project Acronym [Word limit: 4]

Project Title [Word limit: 10]

PROJECT SHORT SUMMARY [Word limit: 350]

Note: This short summary will be used in the evaluation process and will be made publicly available in case the project is approved for funding.

Technical area

Specify technical area

Specify technical area further (if applicable)

Market area

Specify market area

Specify market area further (if applicable)

Keywords

Target country

Your market feasibility project must have a target country (a pilot market) where you intend to develop and validate your innovative business solution in collaboration with local counterparts.

The target country must be a non-EU Member State, non-Horizon Europe Associated Country in Africa, North and South America, the Middle East or Asia-Pacific.

Only if you are an SME in an EU Member State or Horizon Europe Associated Country and you are submitting an application on behalf of an African company, the target market is your own country.

Local counterpart (main subcontractor)

When an African company is directing its innovation towards EU or Associated Country, your African counterpart will be, nevertheless, considered as the “main subcontractor” for application purposes.

Full legal organisation name

Type of Organisation

SME; Large industry; Non-profit private organization; Public body; University; Research centre; Self-employed professional

Activity Field

Research / Technological Collaboration; Consultancy; Legal Advice; Brokerage; Branding & Communication; Other

FINANCIAL VIABILITY

All SMEs in EU Member States and Horizon Europe Associated Countries must meet SME requirements. When African countries are targeting an EU Member State or Horizon Europe Associated Country, they must also meet SME requirements. Only the financial capacity of the EU Member State or Horizon Europe Associated Country partner will be assessed.

- You must complete an **SME self-assessment** in your application form and validate your status.
- You must **upload relevant financial documents (financial statements OR business plan)** as indicated in the result of your SME assessment and according to Annex 1 of the Innnowwide call guidelines (available at <https://www.eurekanetwork.org/open-calls/innnowwide-2022-call-01>)
- You must complete a **self-financial check** by filling in **the self-assessment calculator**. The result of the calculator will not be binding and may be verified by the independent evaluation panel during the evaluation.

PROPOSAL - THE PITCH

- **What do you want to do? [Word limit: 150]**
- **Why do you want to do it? [Word limit: 150]**
- **How will you do it? [Word limit: 150]**

1. PROPOSAL – EXCELLENCE

1.1. Objectives of your project. [Word limit: 300]

Describe your innovative solution and the objectives of your project. Describe what the main result will be and the need for it.

1.2. State-of-the-art and competitive advantage of your proposed solution. [Word limit: 250]

Describe how your project goes beyond the state-of-the-art and the extent the proposed work is ambitious. Identify the main competitors and describe how your solution has a significant advantage.

1.3. Stage of innovation in the home market, the target market and globally. [Word limit: 150]

Describe where the proposed innovative solution is positioned in terms of R&I maturity. Where applicable, provide an indication of the Technology Readiness Level, if possible in the beginning and by the end of the project.

a) The home market: *

b) the MFP target market: *

c) globally: *

*Options: New idea/concept; Proof of concept; New technology; New product process or service to market; Improved product process or service to market; Other

1.4. Type of feasibility assessment proposed.

Please select.

The list presented below constitutes the fixed and exhaustive list of activities eligible for funding in the frame of the “Eureka Innowwide Call for proposals”. To be eligible, your application must include elements from sections 1, 2 and 3 (market and technical activities) and can include (but not exclusively) elements from sections 4 and 5 (business development and promotion).

1. Cocreation or technology uptake facilitation (innovation and tech transfer services)

Definition of a complementary joint RTDI Project for cocreation or technology adaptation (including where appropriate, frugal innovation) with the local strategic subcontractor; Analysis of the IP environment; Technology scouting and novelty verification; Technology valuation (economic); Technology legal situation analysis; Technology protection & valorisation strategy design; Certification and homologation compliance verification; Technology partnership matchmaking; Small scale proof of concept (trial and assimilation, further RTDI preparatory work)

2. Market prospection – (desk & field studies):

Business opportunities early survey detection (pre-conceptualisation); Qualitative analysis (consumer analysis: segments, preferences, patterns, motivations, opinions, attitudes, values, culture, ...); Product commercial research (local customer experience oriented: concept, design, supply, use...); Market quantitative analysis (real, potential, tendencies); Competition analysis (market share, positioning, value propositions, value chains...); Analysis of potential partners for distribution and marketing; Analysis of potential suppliers; PESTLE Analysis (political, economic, sociological, technological, legal and environmental issues) and market barriers analysis

3. Compliance verification

Administrative & legal FTO / due diligence verification; Business related Social and cultural best practices identification and implementation planning

4. Business prospection trips (duly justified).

Trade fairs/ conferences/ info days/ networking and matchmaking events; Joint workshops/ meetings with potential partners; Workshops with partners to prepare joint R&D proposals/ projects

[Yes/no] If yes,

If one of the above is selected, please present justification for business prospection trips

5. Specific promotional technical material preparation (technology valorisation oriented). [Yes/no] If yes,

Please present justification for specific technical promotional material preparation

1.5. Foreseen R&D project (post-market feasibility project). [Word limit: 250]

Briefly describe your expected R&D project with the local counterpart (post-market feasibility project) and how there will be co-creation or technology adaptation. Describe how your market feasibility project is going to facilitate significant and relevant further co-creation and related future collaborative RTDI projects with local partners If a future R&D project is not envisaged, please add N/A.

1.6. Alignment with the business strategy of your company. [Word limit: 150]

Describe how the project objectives align with the business strategy of your company.

2. PROPOSAL – IMPACT

2.1. Target Market and Potential End Users

2.1.1. Project expectations

Market access; Generation of new products or services; New contacts in the target country/ countries; Deepening contacts in the target country/ countries; New knowledge for products or services; Deeper understanding of market needs in the target country/countries; Better understanding of legal and regulatory frameworks in the target country/countries; Deeper integration into global value chains; Other

2.1.2. Prior experience in the target market

Previous R&D cooperation projects; Formalized business contacts (e.g. LOI, partnership agreements ...); Informal contacts with partners (personal exchange, meetings at trade fairs,...); No previous experience; Other

2.1.3. End users and user needs [Word limit: 350]

Indicate who are the envisaged end users. Describe the most relevant market segments and how the targeted users will be reached. Describe the identified user needs and the added value/main benefits (social/economic/environmental) of your product, process or service for potential end users in the target market.

2.1.4. Relevance for the target market [Word limit: 150]

Describe how the innovative solution is relevant for the target market.

2.1.5. Type of market, estimation of market size and growth rate. Potential target country market share.

[Estimation of market BUILT IN TABLE]

2.2. Lead Participant

2.2.1. Expected potential for your organisation in terms of any relevant indicators

In terms of turnover, employment, share of target market, intellectual property, sales, profit. > Market potential information BUILT IN TABLE

2.3. Local counterpart (main subcontractor)

2.3.1. Description of main subcontractor's company. [Word limit: 150]

Briefly describe the main subcontractor, i.e. type of organization, track record, size and its role in the target market.

2.3.2. Contribution and complementarity of the main subcontractor [Word limit: 150]

Describe how the main subcontractor(s) complement the lead and their expected contribution.

2.3.3. Impact on the main subcontractor. [Word limit: 150]

Describe the expected impact on the main subcontractor, including potential scale-up and job creation.

2.4. Market barriers [Word limit: 350]

Identify and describe potential barriers to market entry (e.g. regulatory/standard requirements) and any mitigating actions you would take i.e. ways of reducing cost and time to market.

Regulatory; Standards and certification; Commercial; Competition (including IPR); Quality; Pricing; Market acceptance; Other

3. Dissemination and exploitation of results.

3.1. Commercialisation plan. [Word limit: 300]

Describe how you plan to commercialise your proposed product/process/service. Describe what would be needed for you to better fit towards existing competition in the target market.

3.2. Pathways from idea to market. [Word limit: 150]

Describe the project actions and positioning pathways from idea to market.

3.3. Intellectual Property [Word limit: 150]

Indicate the key items of intellectual property that you will use and who owns them.

4. Sustainable Development Goals (NEW). [Word limit: 150]

Select the UN Sustainable Development Goals your project will contribute to. Describe how your project will contribute to the selected UN Sustainable Development Goal(s).

Note: This information may be made publicly available in case the project is approved for funding.

GOAL 1: No Poverty; GOAL 2: Zero Hunger; GOAL 3: Good Health and Well-being; GOAL 4: Quality Education; GOAL 5: Gender Equality; GOAL 6: Clean Water and Sanitation; GOAL 7: Affordable and Clean Energy; GOAL 8: Decent Work and Economic Growth; GOAL 9: Industry, Innovation and Infrastructure; GOAL 10: Reduced Inequality; GOAL 11: Sustainable Cities and Communities; GOAL 12: Responsible Consumption and Production; GOAL 13: Climate Action; GOAL 14: Life Below Water; GOAL 15: Life on Land; GOAL 16: Peace and Justice Strong Institutions; GOAL 17: Partnerships to achieve the Goal

3. PROPOSAL - QUALITY AND EFFICIENCY OF THE IMPLEMENTATION

3.1. Team and resources

3.1.1. Applicant's team. [Word limit: 250]

Briefly describe the applicant's team and how their profiles match the projects' objectives.

3.1.2. Subcontractor's team. [Word limit: 250]

Briefly describe the subcontractor's team and how their profiles match the projects' objectives.

3.1.3. Are any other subcontractors envisaged in addition to the main subcontractor? [Word limit: 100]

3.1.4. Benefits of collaboration [Word limit: 150]

Describe how the project participants complement one another and the mutual benefits of the collaboration in this project.

3.1.5. Availability of resources required (personnel, facilities, networks, etc.). [Word limit: 150]

3.1.6. Does the team have previous experience with internationally funded cooperation projects?

Please select: H2020 SME instrument; Other H2020 projects; Other Horizon Europe projects; Eurostars projects; EUREKA projects; Other European funding (EIT, COSME); ERA-Nets/ JPIs; No previous cooperation projects; Other

3.1.7. Gender

Gender distribution in the applicant's and the subcontractor's teams working on the project:

Nr men: Nr women:

3.2. Work plan

3.2.1. Summary work plan [Word limit: 250]

Brief presentation of the overall structure of the work plan

3.2.2. Detailed work plan (upload)

3.3. Gantt

3.4. Budget

Cost categories:

- A. Personnel
- B. Subcontracting
- C. Purchase costs
 - C1. Travel and subsistence.
 - C2. Equipment depreciation.
 - C3. Other goods, works and services.
- D. Indirect costs

ETHICS SELF-ASSESSMENT

DECLARATION OF HONOUR



COMMITMENT FORM (BY COUNTERPART)

You will receive an invitation email from the applicant to approve a commitment form in the platform.

The commitment form activity for the counterpart contains a **letter of commitment** and a **declaration of Honour**.

In the case the applicant is *an SME in an EU Member State or Horizon Europe Associated Country submitting an application on behalf of an African company that they provide services to*, the African counterpart will have to complete also an **SME assessment**.