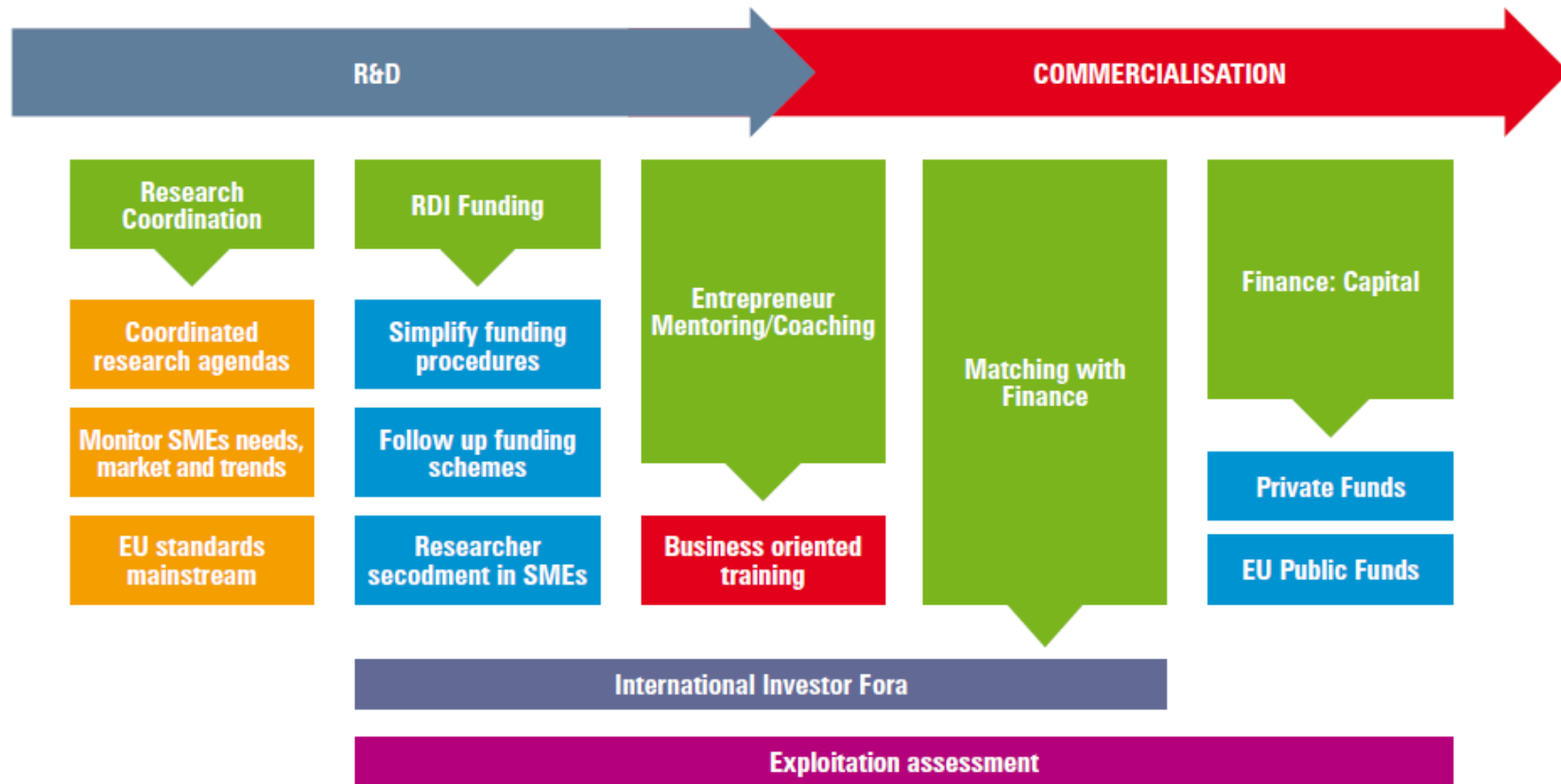


SMEs of the Digital Media Sector and Web economy- What's in for you in H2020?



SMARD Commercialisation and Innovation Roadmap



The SMARD Roadmap describes how to pursue SME-driven EU research, development and practice in order to close the gap between research challenges and SME needs in the Digital Media Sector. In the following, the key benefits of SMEs taking part in EU research programmes (with a focus on Marie Curie, Horizon 2020 and COSME) will be elaborated.

Positioning of EU programmes for SMEs along SMARD roadmap



HORIZON 2020

Research and innovation projects	Innovation projects
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SME Instrument



Europe has taken action to simplify its programs and make them more accessible for SMEs all along the roadmap. Each programme and its benefits for SMEs will be outlined on the following slides.

Marie Curie

SMEs not having the facilities, financial resources or human capital to run their research projects have the possibility to take part in two Marie Curie Actions – IAPP and ITN. These specific programs allow SMEs to collaborate with academic research organisations, have access to their equipment, and integrate some of their highly skilled researchers within their research project.

Benefit of [IAPP](#):

- Exchange of know-how and experience between private sector and academia through secondments of research staff of the participants;
- Recruitment of experienced staff from outside the partnership, for facilitating the transfer of knowledge and/or the training of staff;
- Networking activities, organisation of workshops and conferences, involving the participants' own research staff and external researchers;
- Research equipment funding for SMEs with up to 10% of the EU contribution for each SME participant.

Benefit of [ITN](#):

- Recruitment of researchers (in the first five years of their careers) for initial training;
- Recruitment of experienced researchers of outstanding stature in international training and collaborative research to strengthen transfer of knowledge;
- Networking activities, organisation of workshops and conferences, involving the participants' own research staff and external researchers.

Horizon 2020 Research and Innovation Projects

Research and Innovation Projects are:

- Actions primarily consisting of activities aiming to establish new knowledge and/or to explore the feasibility of a new or improved technology, product, process, service or solution.
- For this purpose they may include basic and applied research, technology development and integration, testing and validation on a small-scale prototype in a laboratory or simulated environment.
(Source: Steinbeis Europazentrum)

→ Benefit for SMEs: Access to state of the art knowledge and high class research at European level

Horizon 2020 Innovation Projects

Innovation Projects are:

- Actions primarily consisting of activities directly aiming at producing plans and arrangements or designs for new, altered or improved products, processes or services.
- For this purpose they may include prototyping, testing, demonstrating, piloting, large-scale product validation and market replication.

→ Benefits for SMEs:

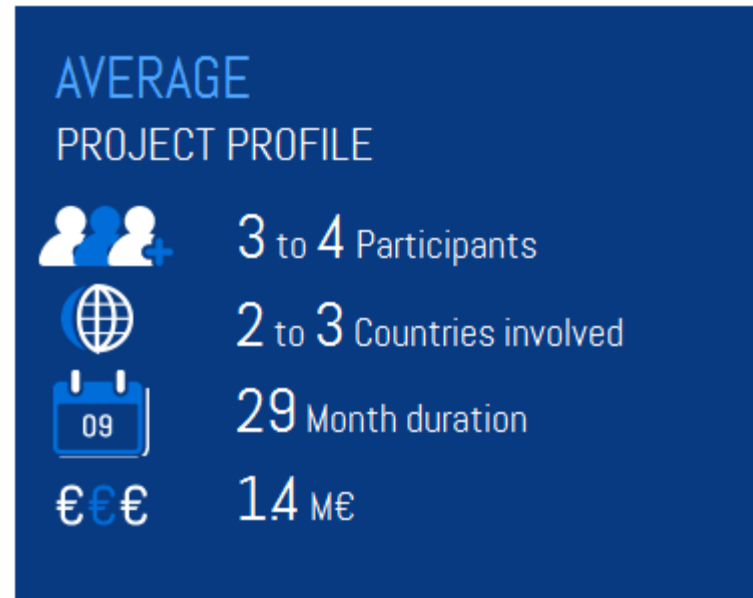
- Development or improvement of new products together with high class researchers from all over Europe
- lower cost of innovation
- innovation process is faced in a shared mood with the surrounding ecosystem and not faced in isolation
- lower cost of commercialisation

Eurostars

Eurostars is a programme that supports [research-performing small and medium enterprises](#), which develop innovative products, processes and services, to gain competitive advantage. Eurostars does this by providing funding for transnational innovation projects; the products of which are then rapidly commercialized.

Eurostars is a transnational programme, where projects have partners from two or more Eurostars countries. Thanks to this international collaboration, SMEs can more easily gain access to new markets.

Source: <http://www.eurostars-eureka.eu/home/what>



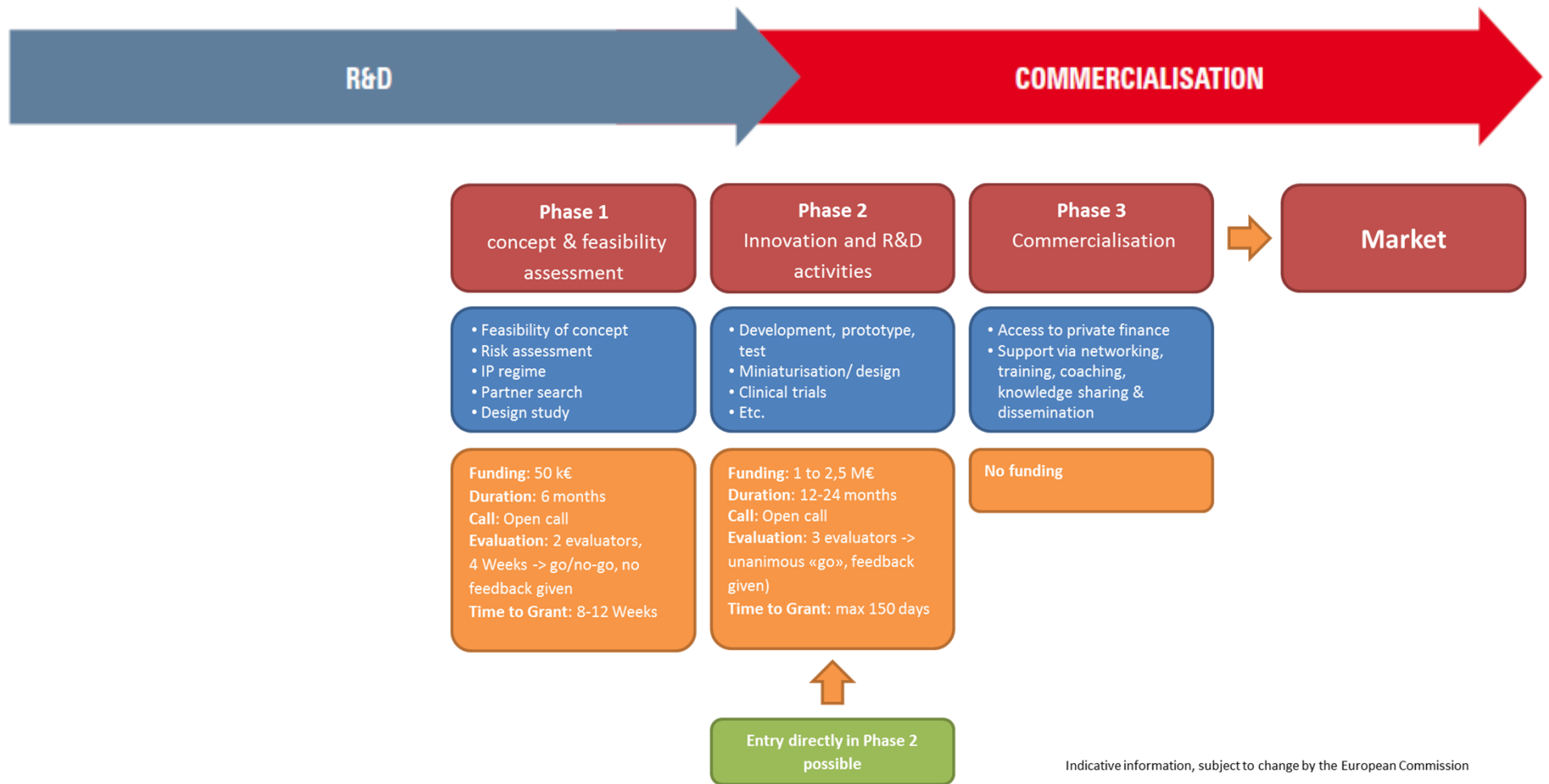
Horizon 2020 SME Instrument

SME Instrument aims to fill gaps in funding for early stage, high risk research and innovation by SMEs as well as stimulating breakthrough innovations targeted at innovative SMEs showing a strong ambition to develop, grow and internationalise.

Key benefits:

- single company support possible
- Combination of demonstration activities (testing, prototyping etc.), market replication encouraging the involvement of end users or potential clients, and research
- 3 phases: “Concept and feasibility assessment“, „R&D, demonstration, market replication“ and “Commercialisation“ but no obligation for applicants to cover all three phases, each phase open to all SMEs
- Mentoring & coaching to accelerate impact from support provided

Phases of the SME Instrument:



Indicative information, subject to change by the European Commission

COSME

COSME is the EU programme supporting the competitiveness for SMES in the following areas:

1. Better access to finance for Small and Medium-sized Enterprises (SMEs)

- The Loan Guarantee Facility
- The Equity Facility for Growth

2. Supporting entrepreneurs

- Entrepreneurship education
- Improving the business environment so entrepreneurs can grow and flourish
- Role models and outreach to specific groups

3. More favorable conditions for business creation and growth

Contribution of SMARD

SMARD provided a framework and a set of tools to facilitate and foster SME participation in the European Framework Programs and Horizon 2020.

On the SMARD website (www.smard-project.eu), supporting materials can be found that help SMEs in the Digital Media to enhance their research, development and innovation strategies and improve their commercialisation efforts, including:

- A canvas to help them think on a strategic and operational level about commercialisation
- A set of guidelines on the most effective commercialisation route
- A number of recommendations and a strategy towards policy makers on RDI and commercialisation needs of Digital Media SMEs