

InnoCAPE | Webinar: Funding opportunities for digitalization of SMEs

Interreg Baltic Sea Region Programme

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3.12.2020, Teams meeting

About this event

SMEs face an intriguing challenge, but also a vast opportunity in implementing digital transformation. One of the most frequently asked questions is how to acquire funding for such activities. The webinar offers an insight of available funding instruments both from regional and international perspective, thus encouraging SMEs to apply funding for their digitalization.

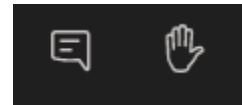
The first speaker is **Jussi-Petteri Äijälä** who is a specialist in the field of company finance and funding at BusinessOulu (www.businessoulu.com/en).

The second speaker is **Katja Ojakangas**, the Manager for Operational Support at VTT – Technical Research Centre of Finland (www.vttresearch.com/en). She has more than 10 years of experience with different EU funded projects, and in the last years, Katja has worked mainly with EU R&I Programme and Policy management in the Knowledge Intensive Products and Services business area.

This webinar is part of a series consisting of six webinars taking place within the framework of the InnoCAPE project, which designs a cooperation model to develop a digital innovation ecosystem in the Baltic Sea region and enhances the capacity of digital innovation hubs (DIHs) in the Baltic Sea region. Read more about the project here: <https://innocape.eu>

Some Practical Issues

- Duration approximately 1 h. 2 presentations, 15-20 min each.
- Please keep your microphones muted during the presentations to ensure good quality audio.
- We encourage you to ask questions. Please raise your hand for oral questions or use chat for written comments & questions.



- The event will be recorded, the recording and material will be available soon after the webinar.

Funding sources for digitalization

Jussi-Petteri Äijälä
Funding advisor,
Project manager IR-investment
readiness -project

3.12.2020

BusinessOulu

- A public business development utility of the City of Oulu.
- Company and employer services from business establishment to internationalization on a single-window basis
- Business development support for local companies and startups.
- Wide and active international networks.
 - Germany
 - China
 - Sweden – Norway
 - Japan
 - Russian

BusinessOulu Development Services



Business Model Generation



Starting a Business



Company Financing (Public & Finance)



Export, Sales and Finnish Business Hubs



Setting Up in Oulu



Company Ownership Changes



Tailored Business Coaching



Employer Services



Innovation and Networking Services



Marketing of Oulu Region



Communication and Media Services



Congress Expert Services



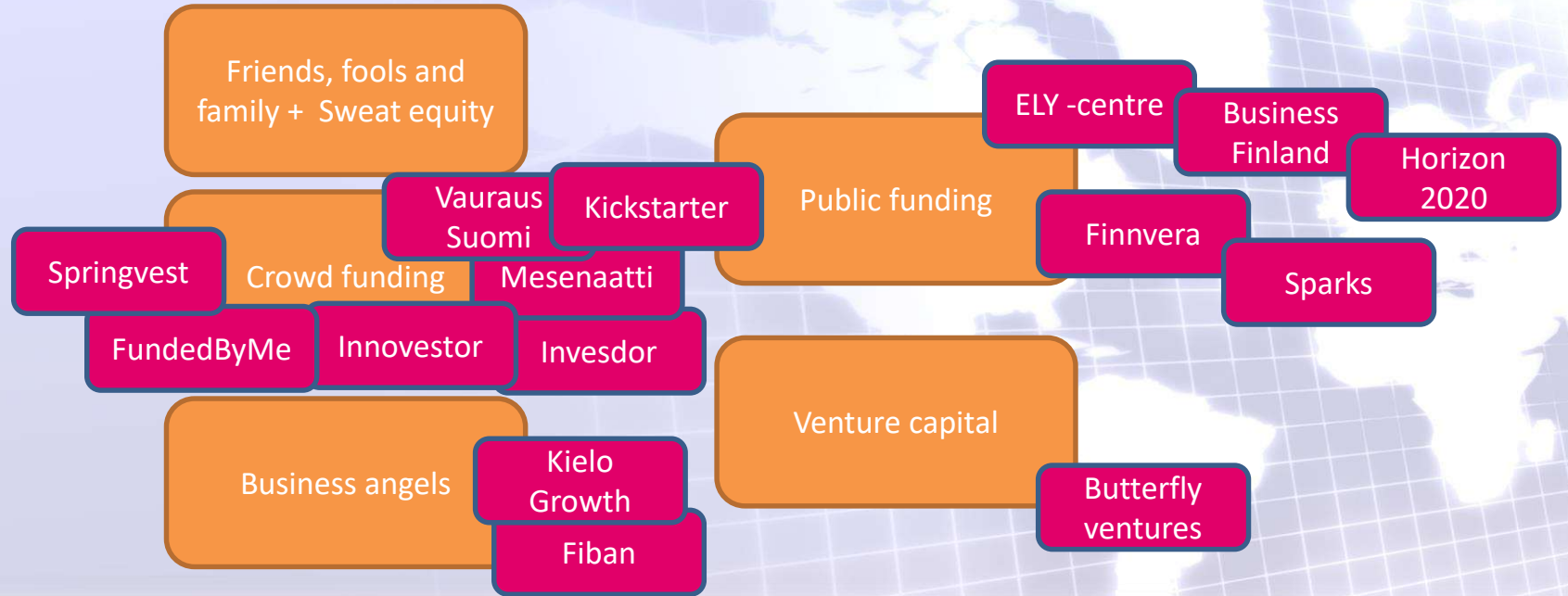
Digitalization Services

Digitalization services for SME's

DigiAsema is a digitalization service for SME's located in BusinessAsema



Funding sources for development



Ely -center

- Development and investment subsidy
 - For digitalizing production, developing digital products. But also for opening new markets and investments.
 - Subsidy max 50% of covered costs
 - ERDF
 - Accepted costs: Wages, costs from using external experts, travelling costs (in international projects), concrete investments and flat rate 15% of wages.

Examples



TILALTA.FI
LÄHIRUOKA-KAUPPASI

Lähiruokakauppa Tuottajat Tilat & Mäki lähiruoka Liity tuottajaksi Yhteystiedot 0 kassalla 0,00 €

Tervetuloa kauppapaikkaan, jossa tuottaja myy lähiruokaa ilman välikäsiä ja kauppapaikkamaksuja

Yhteiseksi hyväksi
Tilalta-kassa on tuottajille ilmainen kauppapakki. Sitä ylläpidetään mainoskuluilla.

Tuottajat lähellä sinua
Tutustu lähituottajiin ja tiedä, kuka kasvattaa tai valmistelee ruokasi nauttii, ennen kuin nautit.

Noudata tai tilaa kotiin
Välit valita ostotilauksen noutapalkan eri välivaihtoehdoista tai tilata ne suoraan kotiin.



Patterns Adventure

PATTERNS COURSES ASK TAILOR BIRGIT ADVENTURE GALLERY ACCOUNT 000 (0)

← CHOOSE PATTERN →

← YOUR MEASUREMENTS →

Everyone's Chaps

For Silnylon or Similar

€8.90
tax not included

Chaps give your legs cover in rainy weather and wet landscapes. Great to take with you for just in-case situations. Easy to take on-and-off as they hook into your pants beltloops.

Recommended fabric: Silnylon
Silnylon is waterproof, ultra light, and tear-resistant. It makes these chaps only 84 grams. Gaiter hooks and grip elastics possible to add, and only increase chap weight to 82 grams.

Each sewing pattern is customized to your size and will be sent to you within 72 hours via a PDF downloadable link. Each pattern includes sewing instructions that are easy to follow with lots of images to guide you.
Sewing pattern layout available in A4, US Letter and single-sheet.



Grip Elastic & gaiter hook

Business Finland

- Innovation voucher
 - For innovative SME's
 - 5000€ (+VAT) to get external expertise
 - 80% subsidy (company pays 1000€)
- Tempo
 - Startup companies and innovations in SME's with international ambition
 - Maximum project cost around 67 000€
 - Funding 70% of projects costs
 - Requires at least 30 000€ as equity investment
 - Focus on on developing the capabilities related to the company's international growth

Business Finland Programs

- Companies, research centers, Universities etc..
- Funding is customized for all programs.
- Includes
 - Peer to peer learning
 - Contacts and advice
 - Funding
- Examples
 - AI Business
 - Digital trust Finland
 - Experience commerce
 - Smart Mobility
 - Edtech platform economy campaign
 - Smartlife Finland



TAPAHTUMAT

JAA TÄMÄ

UX CHALLENGE



Oulussa 16.-17.2.2021 on-line -tapahtumana

Haluatko parantaa tuotteesi käytettävyyttä?

Anna tuotteesi monialaisen opiskelijatiimin kehitettäväksi. Saat käyttäjätestatun prototyypin. Kahdessa päivässä!



VTT

EU support for the digitalization of SME's

Katja Ojakangas
VTT Technical Research Centre of
Finland Ltd.

03/12/2020 VTT – beyond the obvious

ABOUT VTT

WHAT AN AMAZING TIME TO BE ALIVE

VTT - visionary research and innovation
co-operation partner for turning global
challenges into sustainable business
opportunities

Key research areas



KNOWLEDGE INTENSIVE PRODUCTS AND SERVICES

- Sensing and integration
- Connectivity
- Data-driven solutions
- National Metrology Institute VTT MIKES
- Microelectronics research



SOLUTIONS FOR NATURAL RESOURCES AND ENVIRONMENT

- Industrial biotechnology and food solutions
- Biomass processing and products
- Sustainable energy and chemical technologies



SMART INDUSTRY AND ENERGY SYSTEMS

- Foresight Driven Business Strategies
- Smart Energy and Built Environment
- Mobility and Transport
- Cognitive Production Industry
- Knowledge-driven Design
- Nuclear Energy

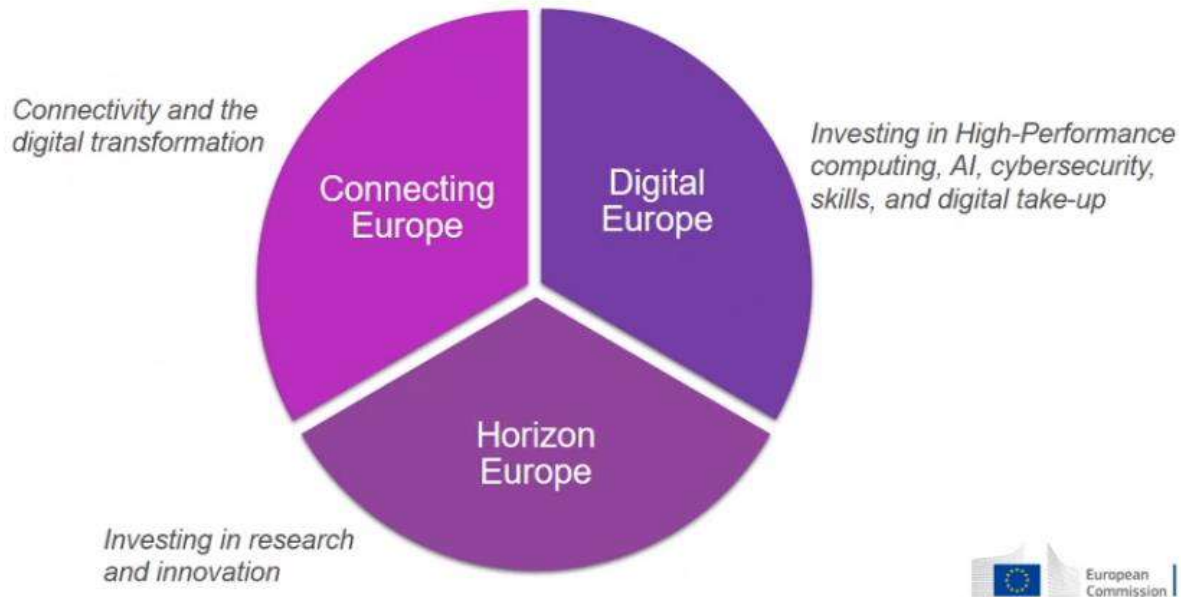
VTT as a partner in digitalization

- **AI maturity tool** – Test how ready your organisation is to use artificial intelligence
- **Digimaturity tool** – How ready is your organisation for digital change?
- **Manumaturity tool** – How mature is your company regarding agility and co-working of humans and intelligent systems?



European Programmes supporting digitalization

Financing the digital age (2021 – 2027)



Horizon Europe funding types

COLLABORATIVE PROJECTS

- **Research and Innovation Actions (RIA)**
 - Basic and applied research, technology development and integration, testing and validation on a small-scale prototype in a laboratory or simulated environment
 - Funding 100% for direct costs +25% flat rate
- **Innovation Actions (IA)**
 - Prototyping, testing, demonstrating, piloting, large-scale product validation and market replication
 - Funding 70% for direct costs +25% flat rate
- SME's as use case providers
- The budget size for SME's as a ranking criteria!

FUNDING FOR INNOVATIVE SME's

- SME -instrument / EIC Accelerator offers funding for breakthrough, market-creating innovation.
- Support is available in the form of grants, equity and free-of-charge business coaching and business accelerator services.

Financial support for third parties in H2020 and Horizon Europe (cascade funding or cascade grants)

- Third parties receiving cascade funding are not part of the project consortium, but a “sub-grant agreement” is required.
- The consortium will decide and determine the funding rates and the payment methods for the support. Usually the max. grant amount is 60k€.
- All open calls found here: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/competitive-calls>
- Instructions for the mechanism: https://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2018-2020/annexes/h2020-wp1820-annex-k-fs3p_en.pdf

Examples of cascade funding open calls:



- Experimenting and testing end-product ideas with FWE technologies
- Support to manufacturing of FWE based end-products including upscaling



- Application experiments: support for SMEs and Midcaps with different levels of digital maturity
- Digital challenge: advanced digital technology SMEs to solve industry challenges




- Support for Robotics Innovation Experiments which consists of developing, testing and validating the technical and economic viability of a robotic system prototype demonstrated in an operational environment.



All open calls here: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/competitive-calls>

Example of cascade funding - DigiFed

DigiFed 3 main innovation pathways		
 Application Experiment	 Digital challenge	 Generic experiment
Application Experiment	Digital Challenge	Generic Experiment Community
Get funding and technical and expertise to develop your CPS prototype Access to innovation management training program	Get funding to develop a CPS prototype answering a large company need and get access to new market	Participate to the technical roadmap of main RTO. Stay in the loop of latest technological results to be ready for market movements.
Target 38 projects	Target 3 projects	Target 40 SME engaged

Where to find more information?

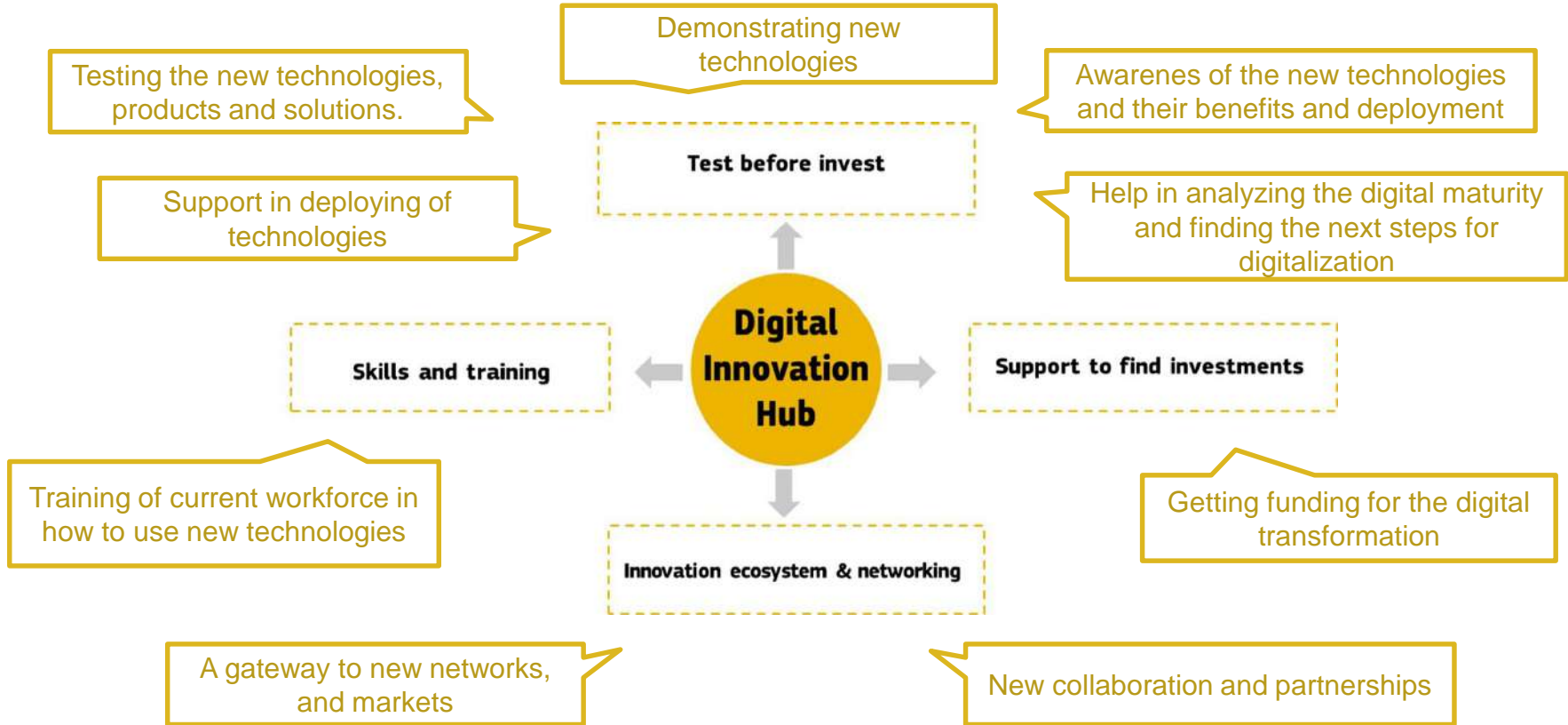
- National Contact Points: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/ncp>
- Funding & tender opportunities: <https://ec.europa.eu/info/funding-tenders/opportunities/portal>
- Competitive calls and calls for third parties: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/competitive-calls>
- Research and technology organisations or academia participating in EU projects.

DIGITAL INNOVATION HUBS

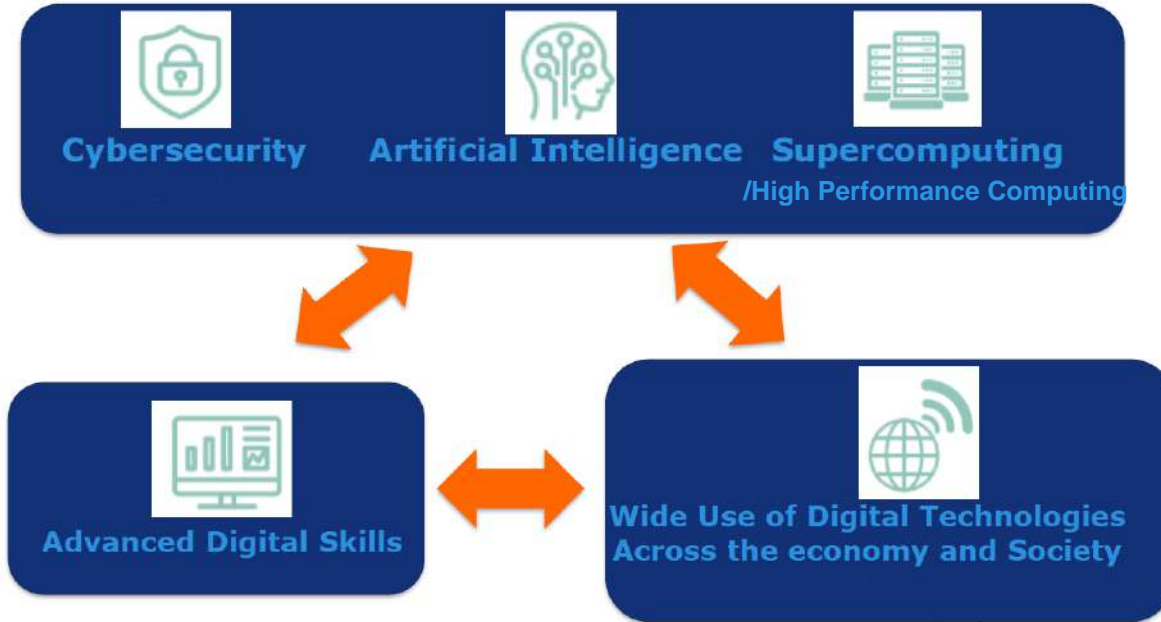
Digital Innovation Hubs

- Digital Innovation Hubs are one-stop-shops that help companies to expand their use of digital technologies to improve business and production processes, products and services and to increase overall competitiveness.
- Catalogue for existing Digital Innovation Hubs:
<https://s3platform.jrc.ec.europa.eu/digital-innovation-hubs>
- New European Digital Innovation Hubs (EDIH's) to be set up next year under the Digital Europe Programme.

European Digital Innovation Hubs (EDIH) services for SME's



DIGITAL Europe programme Capacity building and Deployment



Current budget
proposal 6,7€
billion

Boosting the digital transformation of EU's businesses and societies by building strategic digital capacities and facilitating large scale deployment of digital technologies.

EUREKA NETWORK

EUREKA

- Eureka is an international network established in 1985, where 45 countries are involved to foster European competitiveness and integration and to encourage R&D cooperation.
- 6 clusters: CELTIC-NEXT, EURIPIDES², EUROGIA2020, ITEA3, PENTA, SMART.
- Eurostars for SME's
- Globalstars for collaboration with countries outside EUREKA network
- Network projects
- InvestHorizon



Eurostars

- Eurostars is part of the EUREKA network instruments
- Programme is directed to SME's, but also research institutes and large companies or other organisations can participate
- Hit rate around 25-35 %
- Funding may be applied for any kind of development actions
- At least 2 organisations from 2 EU or EU associated countries required
- Funding percentage varies by country
- Next Eurostars call in February 2021
- More information: <https://www.eurekanetwork.org/eurostars-select-country/>

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the obvious

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