



The Enterprise Europe Network Decentralised training Timisoara –

The role of the European Commission in the EEN

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Access to markets
DG GROW.F2
European Commission
Brussels**

Timisoara, 20/4/2015



European
Commission

Article 3 (Objectives of the European Union)

inter alia

- Free movement of persons
- Internal market
- Economic and monetary union / Euro
- Cohesion

"The Union shall pursue its objectives by appropriate means commensurate with the competences which are conferred upon it in the Treaties."


UNION EUROPÉENNE
LES
TRAITÉS CONSOLIDÉS
ET LA
CHARTRE DES DROITS
FONDAMENTAUX



MARS 2010



Types of responsibility of the Union

Exclusive competence

- Customs union
- Trade policy
- Maritime resources

Shared competence

- Research – right to have **own programmes**
- Internal market
- Agriculture / fisheries
- Cohesion

EU coordinates MS policies

- Economic policy – (special rules for Euro countries)
- Social policy

EU supports MS

- Industrial policy
- Tourism
- Vocational training

Very different competences for EU in policies relevant for SMEs. Everything for trade and customs can be responded from Brussels. For research EU own programme for industrial policy 'support to MS'.

SMEs and EU policies

Measures supporting
SME and SME policies

Market access teams
(DG TRADE)
Small business act
(industrial policy – DG
GROW)
SME instrument
(Horizon2020)
COSME programme
financial instruments,
EEN, EU Gateway
projects (DG GROW)

Rural development
policy – support to
rural innovation
Environment and
climate policy –
emission reduction
targets
Research policy –
SME delivering
solutions for societal
challenges

Measures relying on
SME to achieve other
objectives

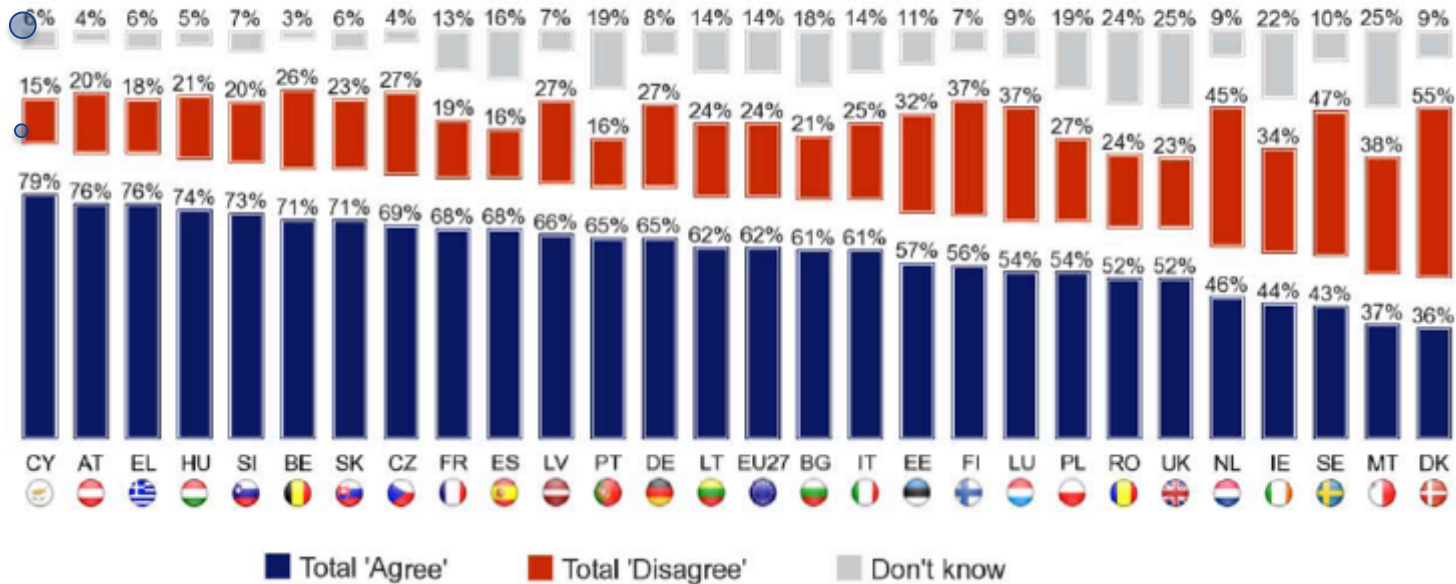
*And
everybody
wants to have
an own
network to
assist SMEs*

Why?

The Internal Market in the EU is only for the benefit of big companies

QD20.6. Please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree with each of the following statements. The Internal Market in the EU...

Is only for the benefit of big companies



Source: Special Eurobarometer 363 03/2011

Internal market for SME

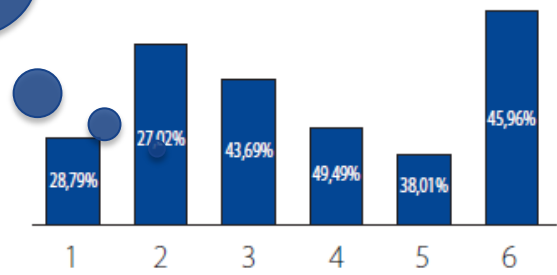
- SME serve local markets – they are not concerned.
- 'Caring is expensive'
- SME don't have a voice
- Programmes fund where national support ends – but SME don't have the projects
- Big enterprises are 'international'
- Have to care about EU
- Big enterprises lobby their interests
- The EU programmes are for big industry only

Market failures specific to SME: Worse information on the market conditions as costs to get these information are over-proportionally high. → Public intervention through services, information and grants

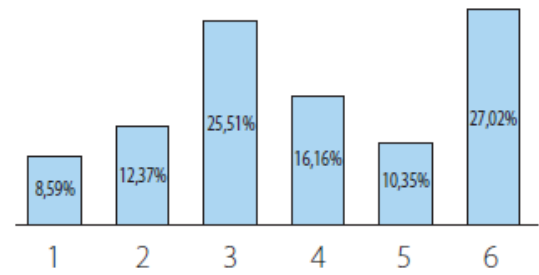
Does innovation support live up to expectations?

These figures don't live up to expectations either! Correct is 1/11%, 2/23%, 3/18%, 4/12, 5/9%, 6/27%

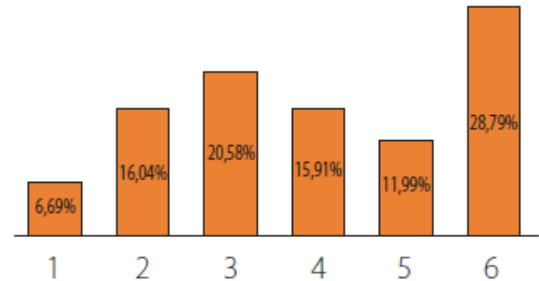
Support for financing innovation projects (including R&D) (Please rate: 1 = met perfectly our expectations, 6 = did not meet our expectations at all)



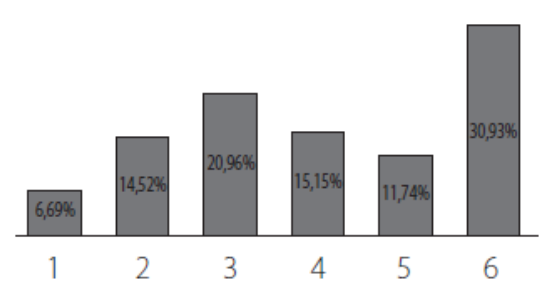
Support to awareness raising and information on support possibilities (Please rate: 1 = met perfectly our expectations, 6 = did not meet our expectations at all)



Support to networking and cooperation between actors (Please rate: 1 = met perfectly our expectations, 6 = did not meet our expectations at all)



Support to technology / knowledge transfer (Please rate: 1 = met perfectly our expectations, 6 = did not meet our expectations at all)



Large dissatisfaction with existing SME support!

In summary

- The EU has very different competences in different policy areas relevant for SMEs
 - **Sometimes the role is underestimated (trade)**
 - **Sometimes overestimated (industrial policy)**
- Some policies see SME as 'vehicle' to achieve their objectives – leading to confusion
- SME specific market failures exist, which
 - **gives the impression that internal market is for big**
 - **SMEs have proportionally higher cost to gain from IM**
- Public support is justified but SMEs are not satisfied with offers

Role of the European Commission

During establishment

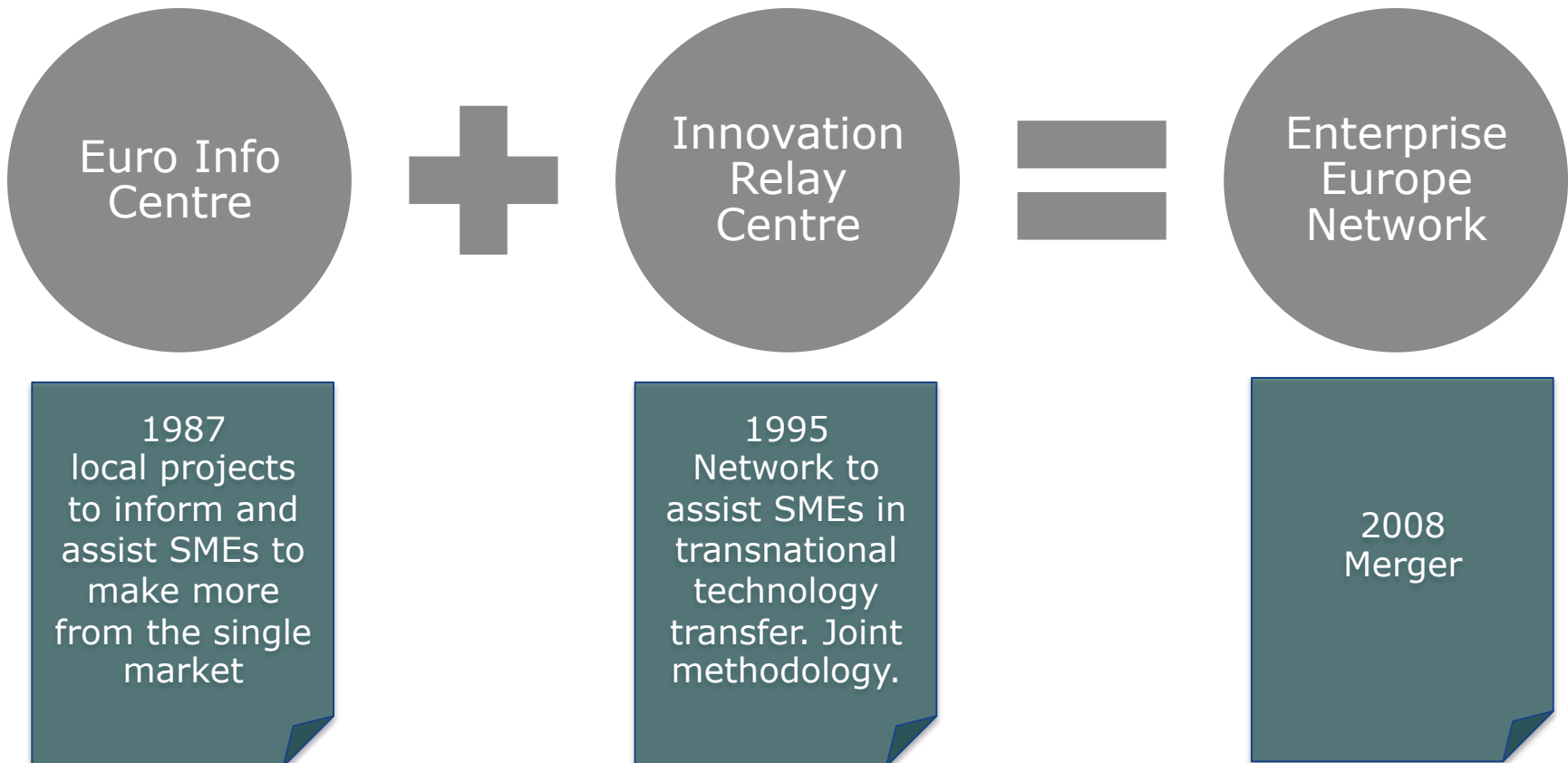
- Define the services the network shall provide and the rules to establish the network
- Take into account the interests of different stakeholders in the definition of tasks
- Facilitate that other EU services make use of EEN



Enterprise Europe Network

The Network aims to contribute to the objectives of the COSME programme by facilitating access to European and international markets for European SMEs and by providing growth oriented, integrated business and innovation support services that help strengthen the competitiveness and sustainability of European enterprises. The Network will primarily address European SMEs that seek to exploit new opportunities in the Single Market, but also in third countries.

History





Country associated to COSME programme

Pays contribution to the programme's budget – with no assurance of 'fair return'

Has seat in the programme committee and EEN steering group

Entities participate on equal terms

Other countries

Invited to participate in EEN as 'Business Collaboration Centre' [BCC]

Self-financed – no grant
No permanent seat in the network steering group

Some countries (Norway, Israel) participate in H2020 – and get a grant for 'innovation service'

Principles

Consortia active in NUTS2 region

Propose a portfolio of services

Integrate in the regional support system
- Create synergies / avoid overlap

Establishing the network 2015-21

Open Call for proposals (COSME countries)

1st round

2nd round (regions not covered)



Positive evaluation

'Framework Partnership Agreement' (2015-20)

Annex: 'Implementation Strategy'



Invitation to provide a work programme(s) 2015/16 – max grant indicated

Specific Grant Agreement COSME

Specific Grant Agreement Horizon2020



Services of the network – Continuity and change

All consortia shall carry out the following six types of activity ("standard activities") and describe these in their work programme.

1. Advice, support and information activities;
2. Cross-border partnering activities for business cooperation, technology transfer and innovation;
3. SME feedback activities;
4. Specific activities in the context of innovation support (Horizon 2020)¹⁹;
5. Promotion of Network services and communication activities;
6. Network building and reinforcing the Network.



Services of the Enterprise Europe Network – Continuity

- Cross-border partnering (business cooperation, technology transfer, innovation and research);
- Advice, support, and information provision;
- "SME Feedback" (largely irrelevant for non-EU countries);

+ enabling activities:

- Promotion of Network services and communication
- Network building and reinforcing

European dimension compulsory; all services must be offered to SMEs and other Network partners **free of charge**



Services of the Enterprise Europe Network – Change

- **'Enhancing innovation management capacity of SMEs'**
 - For SMEs with innovation activities – high intensity service
 - The service is financed from Horizon2020
 - 'Key account management' for SME instrument
 - EEN to be the (single?) EU business support network



Services of the Enterprise Europe Network – Change

- **EEN in the region**
 - Integrate in existing service system**
 - avoid overlap & create synergies**
 - ➔ Portfolio of support services – focus on 'market failures'
 - ➔ No interest to 'finance existing services' or 'compete with private sector'
 - ➔ Support development of better services for example in clusters or trade promotion agencies by linking to EU initiatives
 - ➔ Clusters – Cluster excellence initiative | Trade promotion – IPR China helpdesk
 - ➔ EEN as platform for additional joint action with neighbours (see: Baltic Sea Region Strategy)

Role of the European Commission

During operation

- Supervise the 'Implementation strategy'
 - **Is the consortium doing the right things? (avoiding overlap)**
 - **Liaise with national / regional ministries that provide co-financing**
- Supervise EASME for the animation of the network
 - **EASME: Are the things done correctly? (use of tools, eligibility of costs)**



Services of the Enterprise Europe Network – Change

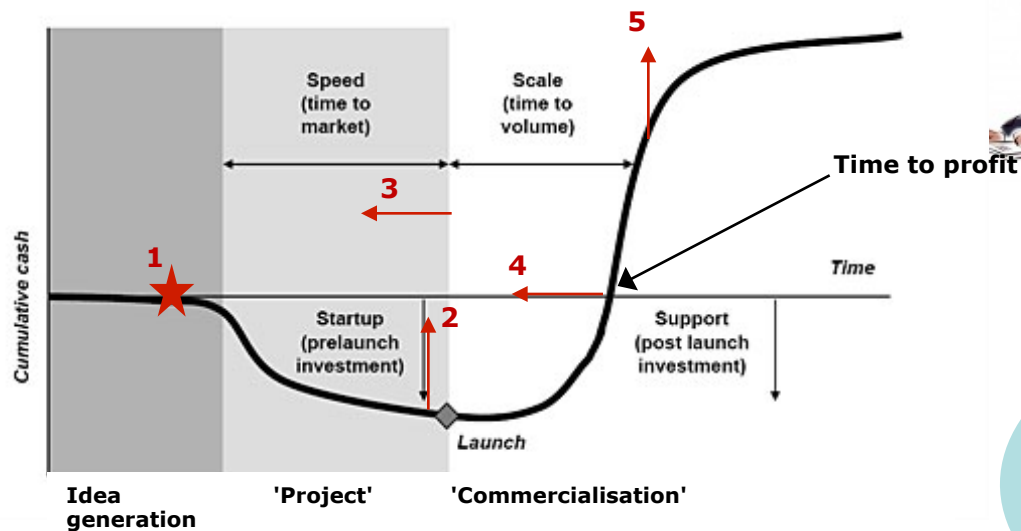
- **'Enhancing innovation management capacity of SMEs'**
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The accountant's eye on an innovation project



In the end, innovation must come back to cash

Typical path to cash payback



Management objectives for innovation:

1. Abandon early – filtering ideas (P1-Feasibility assessn)
2. Minimize accumulating costs to launch (well-defined F)
3. Minimize time to market (early inclusion of clients)
4. Minimize time to profit
5. Maximise revenue (P3 – support)

Poorly managed innovation projects just drain resources and reduce competitiveness!

But it doesn't cost you anything – the Commission or the government subsidises it!

So, poorly managed innovation projects waste our AND public resources!

That's why the EC wants to have services 'Enhancing innovation management' in the EEN....





EEN 2020 and beyond Change

The business world is changing ... some examples

Is Internationalisation still (only) partnering?

SUGARTRENDS



Is the partnering process still up to date?

SME2SME

anonymous co-operation profiles

Brokerage events

P&G connect + developSM
Corporate Collaborations



Espacenet
Patent search

freepatentsonline
all the inventions of mankind

Google

Google Search I'm Feeling Lucky



"The Maker-Economy" becoming an innovative entrepreneur based on 'Open'

*It has never been cheaper to set up a start-up
Oxford innovation*

... even without a university or research institute in the back

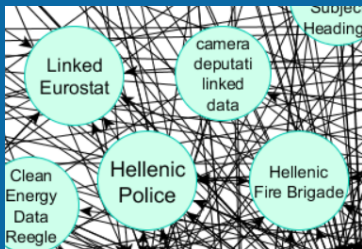
Open source software

Open design

MakerBot Thingiverse

Open source micro-controllers

Open data



Crowdfunding



*Open access
machines*



Role of the European Commission

For the future

- Develop a vision for the future development of the network

The network in 2020 will not be the network of 2015



Business Support on Your Doorstep

<http://een.ec.europa.eu>