A world of opportunities

www.euresearch.ch/SME
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Explanation of icons

Position along the innovation axis
Research: oriented towards
long-range development of
new technologies
Development: focused on
transforming existing
technologies into innovations
Production: aimed at solving
direct problems and challenges
in the production process
Market: designed to develop
business and marketing
partnerships

Type of support
Financing: support in the form
of project contributions, proportion
of project costs for SMEs
Partnering: partner brokerage and
network development service

Topic selection
Bottom-up: research topics
are chosen freely by participants
Top-down: research topics
are predefined
How SMEs successfully cooperate in Europe

European research and innovation programmes for SMEs
Many Swiss SMEs are seizing the opportunities offered by European cooperations and participating in research and development projects and innovation and business platforms. Since 2007, more than 500 companies (almost 60 percent of which SMEs) have taken part in research projects initiated by the 7th Framework Programme of Research and Development (FP7), the largest European programme. Within FP7 alone these SMEs have received funding contributions amounting to €141 million for a total project volume of €217 million.

The cooperation platform of the Enterprise Europe Network (EEN) has also been used very actively: since 2008, Swiss companies have established almost 3,000 specific contacts for market, innovation and development partnerships in Europe.

Get involved!
As an SME, you have various European cooperation opportunities. The Euresearch SME Guide provides an overview of 14 different programmes and helps you find the right one for your specific requirements.
Your key
to European markets and knowledge

Swiss companies earn every other Swiss franc abroad. In this respect, Europe is by far our most important partner, not just economically, but also with regard to research, innovation and the exchange of expertise.

A wealth of opportunities for SMEs
Switzerland participates in various European Union research and innovation programmes and cooperation platforms. These are also open to SMEs, with a suitable programme on offer for almost all requirements. The orientation diagram on pages 8/9 will help you find the best programme for your individual needs.

Generate added value
By participating in a European collaboration project, you will acquire new expertise and gain access to new technologies. In addition, you will develop business partnerships and tap into new markets, thereby generating real added value. Another attractive advantage is that SMEs can receive direct financial support for their own R&D activities.

Make the most of these opportunities.
► Establish contacts with companies and business partners and enhance your market position.
► Cooperate with renowned research institutions from abroad and gain access to European expertise.
► Benefit from funding contributions for your R&D and innovation projects.
Your commitment

Competitive advantage through international innovation

As an SME, you are faced with an ever-increasing need to prove yourself in global markets. One of the keys to success is innovation. Often, however, innovation occurs only when a company is ready to create space for new ideas and to transcend boundaries – be it other industries, cultures, companies or fields of research. European cooperations offer a means of reaching new territories.

The right foundations
In order for a participation to be beneficial, the project must match your innovation strategy. Additional requirements include identifying the right partners, generating trust and formulating a project that meets the specifications and which can stand up for itself in a competitive tendering process.

Your commitment
Depending on the programme, such a participation will absorb a great deal of time and effort. However, this can be minimised by initially participating as a partner in a consortium rather than coordinating a project from the outset.

In particular, a participation requires a willingness to:
- travel and be active on a European level,
- work together with partners and exchange expertise,
- display a tolerant attitude towards other cultures,
- be receptive to European procedures and methods.
Getting started with the help of Euresearch

Possibilities are manifold, ranging from the brokering of business and technology partnerships to the participation in long-term research projects in large consortia. It is essential to identify the programme that best suits your needs.

The right choice
Key differentiating factors include: Where along the innovation axis (research – development – production/market) is the programme located? Are the project topics predefined or can they be chosen freely? Is R&D performed in-house or can it be outsourced to an external institution? The decision tree in the orientation diagram on the following pages will help you find the right opportunity.

Your Swiss point of contact
Euresearch provides you with information, advice and support to identify suitable European research and innovation opportunities and helps you develop partnerships in Europe. As a private non-profit organisation, Euresearch is mandated by the State Secretariat for Education and Research (SER) and the Federal Office for Professional Education and Technology (OPET).

Free-of-charge services
Euresearch offers you the following services free of charge:
- specific information about R&D opportunities,
- practice-oriented courses and advice from experts,
- personal support in establishing Europe-wide cooperations in research, technology and innovation.
Cooperation opportunities to suit your needs

► What do you need? Do you want to ...

...develop future technologies in a long term perspective?

► Can you use your own R&D capacities for this purpose?
  ► Does your project fall into the thematic domain of...

... health, food/agriculture/biotechnology, information and communication technology (ICT), nanotechnology/materials/processes, energy, environment, transport, space, security, socio-economic sciences and humanities

FP7 Collaboration 13 (page 13)

... drug development

Innovative Medicine Initiative (page 14)

... fuel cells and hydrogen

Fuel Cells and Hydrogen (page 15)

...acquire specific expertise for an R&D project within your company?

FP7 People IAPP (page 12)

...expand your network within Europe?

► Would you like to exchange knowledge with research experts in your field?
  COST (page 16)

► Or are you looking to establish contacts with companies and institutes in the area of development?
  EEN Partnering Events (page 26)
... develop marketable technologies and translate them into innovative products?

- Can you use your own R&D capacities for this purpose?
- Does your project fall into the thematic domain of...
  - earth observation via satellite
    - Global Monitoring for Environment and Security (page 21)
  - environmentally friendly air transport technology
    - Clean Sky (page 22)
  - quality of life for older people through ICT
    - Ambient Assisted Living (page 23)
- Would you like to define your own topic?
  - Eureka (page 18)
  - Eurostars (page 19)
- Are you lacking internal R&D capacity?
  Would you like to choose your own topic, but outsource the research to third parties?
  - FP7 SMEs (page 20)

... find sales partners for your products in Europe or establish market partnerships?

- EEN Business Offer (page 27)

... license or sell your technology or products?

- EEN Technology Offer (page 24)
- EEN Partnering Events (page 26)

... find technologies or development partners for a specific problem?

- EEN Technology Request (page 24)
- EEN Partnering Events (page 26)
The programmes

14 opportunities
short and sweet

The following brief descriptions provide you with the most important information about the various European research and innovation programmes. Further information and contact details can be found on the Euresearch website.

Are you an SME?
In order to qualify as an SME in accordance with the European Commission’s definition, you must meet the following criteria: you employ fewer than 250 people; you generate a maximum annual turnover of €50 million or your annual balance sheet total does not exceed €43 million; you are independent and you perform an economic activity.

More information about the European Commission’s definition of SMEs is available online at: www.euresearch.ch/SME/Definition
Scientists for your company – on a temporary basis

- Tap into the knowledge of universities for your own research.
- Create the basis for a long-term partnership with universities and for the recruitment of R&D personnel.

“The FP7 People IAPP programme offers you the chance to employ scientists from a public research institution for a project on a temporary basis. At the same time, employees from your company will work for a research partner. The exchange can last from two to 24 months. Together with your academic partner, you will determine the research area on which you both wish to work. This exchange of personnel enables you to benefit from an efficient transfer of knowledge and allows you to establish contacts with academic partners.”

Katrin Fuhrer, CFO, Tofwerk AG

Key data

- **Topics:** freely selectable (bottom-up)
- **Project funding:** salaries of the exchanged employees are covered
- **Call for proposals per year:** 1
- **Project submission until decision:** 4-6 months
- **Project duration:** 3-4 years
- **Partners:** min. 2 from 2 European countries

**Info**
www.euresearch.ch/SME/IAPP
Develop expertise – share risks

▸ Acquire expertise and ensure access to the latest technologies.
▸ Expand your innovation network to universities and industry partners throughout Europe.

The collaborative research projects within FP7 enable you to achieve these objectives. For a period of three to five years, you will work on an international, pioneering research project together with several partners. As an SME, up to 75 percent of your project costs are covered (50 percent for large enterprises). A call for proposals is launched once a year in the following areas: health, food/agriculture/biotechnology, information and communication technology (ICT), nanotechnology/materials/processes, energy, environment, transport, space, security, socio-economic sciences and humanities. Specific R&D-related questions are predefined for each call. If one of them falls into your innovation strategy, it makes sense to participate.

“As an industrial partner, we can incorporate our requirements and play an active part in shaping the direction of the project. Ultimately, we can be the first to use the latest technologies – that gives us a competitive advantage.”
Anil Sethi, CEO, Flisom AG

Key data
Topics: predefined (top-down)
Project funding:
SMEs: 75% of the project costs
large enterprises: 50% of the project costs
Average project budget:
small and medium-sized projects: 3–5 million euros
large projects: 6–10 million euros
Calls for proposals per year: 1 per thematic domain
Project submission until decision:
6–18 months
Project duration: 2–5 years
Partners: min. 3 from 3 European countries, average of 6–10.
Info
www.euresearch.ch/SME/FP7Cooperation
Faster development of new medicines – with innovative procedures

- Discover future procedures for drug development and tap into enormous market potential.
- Establish contacts with the major European pharmaceutical companies.

“The excellent cooperation between university institutions and partners from the pharmaceutical industry creates synergies that give rise to successful research projects. This would not be possible for an institution working on its own.”

Prof. Bernard Thorens, Center for Integrative Genomics, University of Lausanne

The Innovative Medicines Initiative (IMI), a joint undertaking between the European Commission and EFPIA, the pharmaceutical industry association, will help you achieve these objectives. Once a year, IMI publishes a call for proposals for clearly defined research topics. As a consortium of at least two partners, the first step is to submit an Expression of Interest. If your project is selected, you will be asked to formulate a full project proposal together with members of EFPIA (i.e. representatives of major pharmaceutical companies).

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**Key data**

**Topics:** predefined (top-down)

**Project funding:**
R&D costs: 75%
management, training: 100%
overheads: 20%

**Average project budget:** 10 million euros

**Calls for proposals per year:** 1

**Project submission until decision:** approx. 1 year

**Project duration:** 5 years

**Partners:** min. 2 from 2 European countries, average of 20

**Info**
www.euresearch.ch/SME/IMI
Fuel cells and hydrogen – on the road to commercialisation

- Open the door to the biggest players in the European fuel cells market.
- Create a competitive advantage in the emerging market for hydrogen.

The public-private partnership Fuel Cells and Hydrogen – Joint Undertaking (FCH-JU) between the European Commission, an industry grouping and a research grouping will help you achieve these objectives. It promotes R&D as well as demonstration projects on hydrogen transportation and tank infrastructure, hydrogen production and distribution, stationary power generation, and implementation in pilot markets. At least three partners must participate in a project. The FCH-JU also offers coordination and support actions which encourage and facilitate participation by SMEs.

“The flexibility of the programme makes it possible to continuously adapt the project to new requirements together with our partners. This is essential in the emerging fuel cells market where the legal framework can change very quickly.”

Olivier Bucheli, Managing Director, HTceramix-SOFCpower

Key data
Topics: predefined (top-down)
Project funding:
SMEs: 75% of the project costs
large enterprises: 50% of the project costs
Project budget: 1–30 million euros
Calls for proposals per year: 1
Project submission until decision: 1 year
Project duration: 2–4 years
Partners: min. 3 from 3 European countries

Info
www.euresearch.ch/SME/FCH
“Thanks to the international exchange of expertise with high-ranking scientists, we are able to stay at the forefront of research and recognise technology trends early on. That is the only way for us to develop our simulation product further or to solve complex problems for industrial clients.”

Djamel Lakehal, CEO, Ascomp GmbH

Connected to researchers – beyond boundaries

- Exchange expertise with researchers across Europe in promising fields of research.
- Keep up-to-date with the latest scientific findings in your field.

The COST programme helps researchers – primarily from universities – to develop and maintain international networks in a research area of their choice. As a company, you are welcome to join one of these networks (COST Actions): the prerequisite is that the research project you are working on matches the thematic orientation of a COST Action.

You will receive support for activities that facilitate networking and the exchange of expertise, such as research group meetings, conferences and specific training sessions. The actual research projects are supported by national funding sources.

Twice a year, networks of partners from at least five European countries can apply to launch a new COST Action. Participation in existing COST Actions is possible at any time.

Key data

**Topics:** new “Action”: open (bottom-up)
**Project funding:** contribution to networking activities
**Calls for proposals per year:**
new “Action”: 1
existing "Action": ongoing
**Project submission until decision:** 6–9 months
**Duration:** 4 years
**Partners:** min. 5 from 5 European countries

**Info**
www.euresearch.ch/SME/COST
Being innovative – in partnership with foreign companies

- Collaborate with companies from across Europe on an innovation project of your choice.
- Initiate international R&D projects with the national promotion processes of the CTI or of individual federal offices.

“The objectives of the project were ambitious, to say the least. For the production processes, we had to consider new aspects that we would hardly have addressed otherwise. The expertise that we developed enabled us to enhance our process capacities significantly. This also helps us with other applications.”

Othmar Züger, Head of Development, Optics Balzers AG

Eureka brings together all the promotion agencies of its 39 European member states and ensures that SMEs have quick access to national funding. If you have a project idea and a foreign partner company, contact the Eureka Information Point in Switzerland and apply for national support. If your project is awarded the Eureka label, you can get started.

You can define projects according to your requirements without any time or topic-related restrictions. You perform the research and development together with your foreign partner company.

Key data

- **Topics:** freely selectable (bottom-up)
- **Project funding:** dependent on Swiss funding tool
- **Average project budget:** 1.8 million Swiss francs
- **Calls for proposals per year:** ongoing
- **Project submission until decision:** 3 months
- **Project duration:** max. 3 years
- **Partners:** min. 2 from 2 European countries

Info

www.euresearch.ch/SME/EUREKA
R&D close to the market – pragmatic and unbureaucratic

► Share the risk with foreign partners when developing products, processes and services – and build on their expertise.
► Benefit from financial support for your own R&D expenditure – fast and with minimum administrative effort.

If you invest more than 10 percent of your turnover or working time in research and development, you can submit applied, marketable R&D projects to Eurostars – with at least one partner from another Eurostars country. The choice of topic is entirely yours. If your project is approved, 50 percent of your R&D expenditure will be reimbursed.

The administrative effort is low and the application process fast: a decision is reached within six months after the submission deadline and the contract is signed after nine months.

“The national coordination office provided us with excellent support. We were able to work together with a highly professional partner in France and benefit from their expertise. Without Eurostars, we wouldn’t have been able to afford this collaboration.”
Ulrich Kessler, CEO, Pike Pharma

Key data
Topics: open (bottom-up)
Project funding:
SMEs: 50% of the project costs
large enterprises: 25% of the project costs
Average project budget: 1.8 million Swiss francs
Calls for proposals per year: 2
Project submission until decision: 6 months
Project duration: max. 3 years
Partners: min. 2 from 2 European countries

Info
www.euresearch.ch/SME/EUROSTARS
We faced a tough problem that would have been very difficult to solve with our own resources alone. What’s more, the project was too risky for us to tackle ourselves as a small SME. In addition to their specialist expertise, the university partners brought new ideas and an extensive infrastructure to the project.”

Urs Hubler, CEO, Concentris GmbH

Outsource your research – use the results

Commission external research and development partners to develop solutions for your company’s specific needs.

Work with European SMEs that offer expertise from other areas and markets.

The programme “Research for the benefit of SMEs” is of particular interest if you have no, or limited, R&D capacity, as it enables you to fund external R&D partners.

In collaboration with other SMEs, you submit a project of your choice – with no topic-related restrictions. You select partners among universities or industry, which then perform the R&D work on your behalf. Up to 100 percent of the R&D partners’ costs are covered. As a company, you are obliged to test and evaluate the developed solutions.

Key data
Topics: freely selectable (bottom-up)
Project funding: 100% of the costs for assigned R&D institute
Average project budget: 0.5–3 million euros
Calls for proposals per year: 1
Project submission until decision: 6–18 months
Project duration: 1–3 years
Partners: 5–15 from at least 3 European countries

Info
www.euresearch.ch/SME/FP7SMES
Global Monitoring for Environment and Security (GMES)

Monitoring the earth – satellite technologies of the future

- Develop your technology to meet the special requirements of satellites and tap into new markets – also beyond the field of astronautics.
- Establish contacts with the main players of European astronautics – in industry and government organisations.

The Global Monitoring for Environment and Security (GMES) programme, initiated by the European Space Agency (ESA), gives you the chance to develop applications for monitoring the Earth. The intention is to use these in ESA satellites from 2014 until 2020. These market-oriented projects mean working with several international partners in the areas of applied research and product development, as well as on commercialisation initiatives. The possible research topics are specified in annual calls for proposals within the context of FP7. In addition, calls are published regularly by ESA.

“We gain access to companies that are interested in using our technology – even beyond the actual project itself. In addition, a significant portion of our development costs are covered. Such EU funding is an important, longer-term source of income for us.”

Andreas Wiesmann, Senior Project Scientist, Gamma Remote Sensing AG

Key data
- Topics: predefined (top-down)
- Project funding (FP7):
  - SMEs: 75% of the project costs
  - large enterprises: 50% of the project costs
- Project funding (ESA): up to 100%
- Average project budget: 1–6 million euros
- Calls for proposals per year: 1
- Project submission until decision: 6 months
- Project duration: 2–4 years
- Partners: 3–7

Info
www.euresearch.ch/SME/GMES
Green aviation technology – at the forefront of the air transport industry

- Develop your solution for clean air transport right through to the prototype, either alone or in a consortium.
- Gain access to the biggest suppliers and system integrators in the aviation industry.

The Clean Sky project, a public-private partnership between the European Commission and the industry, offers you these opportunities. It promotes research projects in the area of environmentally friendly aviation technology by funding up to 75 percent of the costs. The possible thematic domains are defined in the calls for proposals which take place several times a year. If your project is suitable, you can apply as an individual SME or become part of a consortium.

Supported and led by industry, the programme is application-oriented and geared towards the development of technologies into marketable demonstrators.

“By participating in the Clean Sky programme, we have been able to convince the OEM companies that, despite the initial additional outlay, green technologies pay off.”

Nicolas Eguemann, Institute of Polymer Engineering, FHNW

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### Key data

- **Topics:** predefined (top-down)
- **Project funding:**
  - SMEs: 75% of the R&D costs
  - Large enterprises: 50% of the R&D costs
- **Average project budget:**
  - 160,000–3 million euros
- **Calls for proposals per year:** several
- **Project submission until decision:** 6 months
- **Project duration:** 2–3 years
- **Partners:** individual project submission possible

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**Info**

www.euresearch.ch/SME/CleanSky
Quick to market – with ICT solutions for the elderly

▶ Tap into the growing market of services for the elderly – with ICT solutions that can be implemented rapidly.
▶ Create the basis for a successful innovation – by means of a marketable R&D project with an integrated business plan.

If your company pursues these objectives, take a look at the possibilities offered by “Ambient Assisted Living” (AAL). The programme supports R&D projects that use information and communication technologies to improve the quality of life for elderly people. Between five and ten partners collaborate, including at least one consumer organisation, and a business plan is an integral component of the project. The new product or service should be introduced to the market within three years of completing the project. A specific R&D topic is predefined in the annual call for proposals.

“We not only became familiar with new technologies but also with the markets in which the consortium partners operate. The way that SMEs think and work is much more practice-oriented than universities. In order to build bridges in this area, it is important that everyone also clicks on a personal level.”

Serge Grisard, CEO, Vigisense SA

Key data
Topics: predefined (top-down)
Project funding:
SMEs: 50% of the R&D costs
large enterprises: 25% of the R&D costs
Average project budget: 3 million euros
Calls for proposals per year: 1
Project submission until decision: 6 months
Project duration: 2–3 years
Partners: 5–10 from 3 European countries

Info
www.euresearch.ch/SME/AAL
The EEN offers quick access to the European market. Our technology offer resulted in actual cooperations with two companies. The effort is low and the quality of the contacts is very high.”

Christian Fischer, CEO, Bcomp

Offer technologies – find solutions

► Sell or license your technology to other companies – Europe-wide.
► Find solutions to technical challenges – in product development, quality management or process innovation.

The Enterprise Europe Network (EEN) will help you achieve these objectives. You can use the European platform to publish technology offers and requests anonymously and free of charge. You can thus reach companies and institutes in 50 countries, and develop bilateral innovation and technology partnerships in just a few months. The EEN’s services range from personal advice on writing and disseminating your own technology offer or request, the active mediation of others’ technology offers and requests according to your profile of interest, to support during the partnering process.

Key data
Topics: freely selectable (bottom-up)
Support: partner brokerage services
Duration: from the expression of interest to direct contact 3 days to 1 month
Partners: bilateral

Info
www.euresearch.ch/SME/EENInnovation
Expand your network – in a personal and targeted way

- Become more efficient when networking: attend exhibitions and conferences to meet the partners who can help you progress.
- Take part in bilateral meetings to discuss potential cooperations, technologies or trends, and develop your business further.

The partnering events of the Enterprise Europe Network (EEN) offer you a suitable platform to achieve these objectives. The EEN arranges face-to-face meetings at events and exhibitions in a wide range of fields. You publish your cooperation profile on an online platform. These profiles then serve as a basis for selecting your discussion partners or receiving enquiries from other participants. The EEN organises a personalised meeting plan for you with the participants of your choice.

“As a start-up with no direct contacts to universities, we have less visibility than spin-offs of well-known institutes and cannot rely on opinion leaders or existing networks in research and industry. The partnering events opened these doors to us.”

Jean-Louis Roix Dit Buisson, CEO, Neocarbons

Key data
- **Topics:** depends on the event, freely selectable (bottom-up)
- **Support:** partner brokerage service
- **Partners:** bilateral

**Info**
- www.euresearch.ch/SME/EENEvents
Sell your products and services successfully

- Find the right business and cooperation partners for your products and services.
- Develop a professional network of distributors and suppliers and ensure success in your European target markets.

The Enterprise Europe Network (EEN) will help you achieve these objectives. On the European platform of the EEN, you can publish your offer for products and services anonymously and free of charge, and use regional EEN partners to search for potential business partners in more than 50 countries. Via Osec and the Swiss Business Hubs, you can also perform more specific, in-depth searches.

“With the Enterprise Europe Network, I easily found sales partners in England and Norway for our products in the areas of ergonomic transport systems and mobile waste water treatment. In addition, we have enhanced our portfolio by distributing a product for our English partner.”

Joachim Esser, CEO, Ecolistec
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