



EU-BRAZIL CLUSTER & BUSINESS MATCHMAKING EVENT

organised in the context of the Pollutec Fair 2016

by

**the European Cluster Collaboration Platform
and the Low Carbon Business Action in Brazil**

30th November to 1st December 2016

Venue

**Pollutec Fair, Parc des Expositions EUREXPO
Lyon, France**

Call for

Expression of Interest

Focus areas:

- Energy Efficiency in Buildings
- Solid Waste Management
- Renewable Energy (solar, biomass)
- Biogas

Objectives

The European Cluster Collaboration Platform (ECCP) will organise the EU-Brazil Cluster & Business Matchmaking Event, taking place from the 30th of November to the 1st of December 2016. The aim of the Event is to foster cooperation between European and Brazilian clusters and companies.

The EU-Brazil Cluster & Business Matchmaking Event will be organised in the scope of the Pollutec Fair 2016 (Lyon, France)¹. The Event is planning to collaborate with the Chamber of Commerce and Industry of Rhône-Alpes (contact point of the Enterprise Europe Network), who is organising The Green Days², in order to build on synergies between the Event and The Green Days to the benefit of European cluster organisations.

The tentative agenda of the EU-Brazil Cluster & Business Matchmaking Event includes **cluster and SME matchmaking sessions** on the 30th November and 1st December, aiming to boost international contacts and technical/commercial partnership agreements. The cluster and SME matchmaking sessions will represent a unique opportunity for:

- representatives of **European cluster organisations** interested in cluster collaboration with Brazil to explore possible common areas of interest for cooperation and complementarities, in terms of sectoral, value chain, and market focus of their SMEs and other companies. Letters of Intent, Memoranda of Understanding and other types of partnership agreements are expected to be initiated and agreed upon with roadmaps on how to initiate and sustain the collaborations.
- representatives of **European SMEs** interested in establishing cooperation partnerships with SMEs from Brazil to introduce low carbon related technologies within the Brazil market through B2B meetings (matchmaking sessions) with Brazilian companies.

This call for expression of interest is launched to identify a European delegation composed of representatives from cluster organisations and SMEs from technology fields in support of the following areas: **1) Energy Efficiency in Buildings, 2) Solid Waste Management, 3) Renewable Energy (solar, biomass) and 4) Biogas** that are willing and committed to participate in the activities of the EU-Brazil Cluster & Business Matchmaking Event.

This call is published on the European Cluster Collaboration Platform (ECCP). Expressions of interest to participate in this event must be **submitted electronically by the 9th of September 2016 (end of the day)** at the latest to EUmatchmaking@spi.pt. Please find below more information on this event and how to submit your expression of interest.

¹ Pollutec Lyon 2016, www.pollutec.com/GB.htm

² The Green Days 2016, www.b2match.eu/greendays2016-pollutec/pages/14824-green-days

Context

This event is designed to support the facilitation of international cooperation partnerships at the European cluster organisation and at the SME levels.

European Cluster Organisations

As part of an approach aimed at promoting international cluster cooperation for the benefit of SMEs, the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission (DG GROWTH) is continuing its support of international cluster cooperation through the European Cluster Collaboration Platform. The organisation of specific matchmaking events is carried out in support of cluster organisations in their efforts to develop partnerships and business cooperation in European and global markets, for the benefit of their members. The matchmaking events are currently funded under the EU COSME Programme³.

Moreover, the EU-Brazil Cluster & Business Matchmaking Event is in line with previous European cluster matchmaking events organised in Belgium, China, German, Italy, Spain, and Taiwan from 2014 to 2016. These matchmaking events seek to prepare the ground for practical cluster cooperation across borders and to make a more strategic use of transnational cluster cooperation. The NEW European Cluster Collaboration Platform, launched on the 8th March 2016, provides a visible framework for this event and for subsequent events. The ECCP is the cornerstone of the European strategy in support of SME internationalisation through clusters. The ECCP provides a wide range of information and services to facilitate the interaction between clusters not only within Europe, but also with international partners.

European SMEs

The Project Low Carbon Business Action in Brazil (LCBA - www.lowcarbonbrazil.com) is a European Union-funded initiative that aims to contribute to sustainable development and greening of Brazilian industries through the adoption of low emission technology. The Project will engage 720 SMEs from Brazil and from the member states of the European Union (EU) through a series of business matchmaking missions to be held between August 2016 and November 2017. For this purpose the Project seeks to identify and promote business partnerships between selected companies, and strengthen liaisons between industry clusters and other industry organisations. Cooperation Partnership Agreements between companies from Brazil and the EU shall lead to bankable proposals in a second phase of the LCBA initiative.

Due to complementing aims, the ECCP and LCBA have joined to assist European cluster organisations and their member SMEs develop collaborative opportunities with relevant cluster organisations, business associations and SMEs from Brazil. The organisation of this matchmaking event is facilitated by the ECCP; while the LCBA project is coordinating a delegation of relevant Brazilian cluster organisations and SMEs to attend the matchmaking sessions and take full advantage of the opportunity to facilitate cooperation partnership agreements between European and Brazilian clusters as well as between companies from both sides.

³ EU Programme for the Competitiveness of Enterprises and SMEs 2014-2020

Agenda for the EU-Brazil Cluster & Business Matchmaking Event

The EU-Brazil Cluster & Business Matchmaking Event will be attended by cluster and SME representatives within the focus areas from Europe and Brazil. The Event will be held in Lyon (France) from Wednesday 30th November to Thursday 1st December 2016.

The following sets out a **tentative agenda** for the EU-Brazil Cluster & Business Matchmaking Event:

30th November (morning)	EU-Brazil Cluster Collaboration Seminar <i>(Cluster Introduction Session of European and Brazilian Clusters)</i>
30th November (afternoon)	C2B and B2B matchmaking meetings <i>(meetings between clusters and companies and between companies)</i>
1st December (morning)	EU-Brazil C2C matchmaking meetings <i>(exclusively focused on EU-Brazil collaboration)</i>
1st December (afternoon)	EU-Brazil C2C matchmaking meetings <i>(focused on EU-Brazil collaboration and inter-European collaboration)</i>

Cluster participants are required to attend the full agenda above in order to be eligible for travel reimbursement.

Prior to the Event the delegation will have an opportunity to participate in a jointly organised webinar, introductory session, with preparation support from the ECCP to ensure effective matchmaking meetings are scheduled.

Cluster organisations in the targeted sectors are invited and encouraged to mobilise their member SMEs. The Event includes B2B matchmaking meetings for SMEs to stimulate business cooperation and to introduce European Low Carbon technologies in Brazil. Interested SMEs will be able to register on The Green Days B2Match website for the matchmaking event in the near future.

Who can participate?

This call is addressed to cluster and network organisations that are interested in engaging in collaboration with Brazilian and European counterparts in technology fields related to the following areas:

- 1) Energy Efficiency in Buildings
- 2) Solid Waste Management
- 3) Renewable Energy (solar, biomass)
- 4) Biogas

The event is open to cluster and business network organisations from countries eligible for participating in the COSME programme⁴.

Cluster and business network organisations whose member SMEs are interested in developing business collaborations with Brazilian companies are highly encouraged to respond to this call.

Participation of cluster organisations involved in ESCP-4i (European Strategic Cluster Partnership - Go International) is strongly encouraged.

Up to 50% of the places may be available for cluster organisations that are members of a "European Strategic Cluster Partnerships - Go International (ESCP-4i)". Strand 2 ESCP-4i partnerships are required to indicate that Brazil is among their target countries of their internationalisation strategy.

Selection criteria

To be selected:

- The cluster or business network organisation shall be registered in the European Cluster Collaboration Platform (ECCP) www.clustercollaboration.eu **with a complete profile** (the complete cluster profile of each applicant registered on the ECCP shall be provided together with their application);
- The cluster or business network organisation should comply with the definition given in the section 1.3 (s) on 'innovation clusters' in Annex I of the new *"EU Framework for State Aid for Research and Development and Innovation"*⁵;

⁴ ec.europa.eu/DocsRoom/documents/17143/attachments/1/translations/en/renditions/native

⁵ 2014/C 198/01. According to this definition:

(**'innovation clusters'** means structures or organised groups of independent parties (such as innovative start-ups, small, medium and large enterprises, as well as research and knowledge dissemination organisations, non-for-profit organisations and other related economic actors) designed to stimulate innovative activity by promoting sharing of facilities and exchange

- The cluster or business network organisation has to be involved in offering or channelling cluster or network support services to SMEs and should be identified on the basis of a **legal entity** established in the COSME participating countries.

Applications will be selected according to the following qualitative criteria:

- The cluster has to be active in the target sectors.
- On the cluster's potential to maximise matchmaking opportunities, through the participation to this event, based on a clear description of the type of partnership the applicant cluster organisation is looking for, and on the potential for establishing tangible cooperation as an outcome of the event. In this regard, a cluster organisation indicating cluster affiliated SMEs aiming to enter the Brazilian market and which will be attending the event will have a strong advantage to be selected and funded for the event. This expression of interest for collaboration shall be clearly articulated in the **cluster questionnaire** provided in annex and to be submitted with the application.
- On the willingness to engage in closer cooperation with other cluster and network organisations from Brazil to better support SMEs and companies in global competition through joint efforts.
- In this context, the participation in COSME funded or non-funded European Strategic Cluster Partnerships – Go International (ESCP-4i) is considered as an asset. For further information visit the following link: www.clustercollaboration.eu.

The decision on the selection of applicants will be based both on the requirements above and qualitative merit of each application; the balanced geographical coverage of the COSME participating countries will, in case of equal merit, be taken into consideration. The selection of the applicants based on the criteria above will be made by the EASME and the European Commission services.

of knowledge and expertise and by contributing effectively to knowledge transfer, networking, information dissemination and collaboration among the undertakings and other organisations in the cluster;)

See at: [http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52014XC0627\(01\)&from=EN](http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52014XC0627(01)&from=EN) with further information available at http://ec.europa.eu/competition/state_aid/modernisation/rdi_framework_en.pdf and http://ec.europa.eu/competition/state_aid/legislation/horizontal.html amending the Community Framework (2006/C 323/01 see at: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2006:323:0001:0026:en:PDF> a reference of section 5.8 of which was included in the COSME Work Programme regarding the "innovation clusters" definition

Cost and expenses

The selected clusters that are eligible for travel reimbursement in accordance with this call will have the possibility to be reimbursed as follows:

This action covers the travel*, two nights' accommodation costs for one representative of the cluster or network organisation (for a maximum of 25 clusters and network organisations), with a maximum amount of Euro 800. The reimbursement will be based on actual expenses related to travel. Travel costs (air or train travel) for representatives of **French clusters from outside the region of Auvergne-Rhône-Alpes** can also be eligible for reimbursement.

Please note that local travel costs and meals are **not** reimbursable.

Attendance to the full agenda is required to be eligible for the reimbursement of the costs.

* Air travel: economy class fares on the basis of the shortest and most economical fare available at the time of the Notification on the selection.

Expression of interest

Expressions of interest should be submitted electronically by the **9th of September 2016** (end of the day) to Mark Spinoglio and Noelia Dosil at EUmatchmaking@spi.pt.

The expression of interest should encompass:

- a **completely filled out cluster questionnaire (template annexed)** on the cluster or network organisation profile;
- a **proof/ evidence of the legal entity of the cluster or network organisation;**
- a **proof/ evidence of the completed cluster profile registered in the ECCP;**
- a **short presentation of the cluster organisation in English language, using PowerPoint (3-4 slides only).**

Please make sure to provide complete, accurate data and contact details.