

Supporting recovery and business transformation of
lighting & furniture SMEs for the Europe Industry of
Tomorrow

SILEO

SILEO 1st Open Call for Digital Transformation projects

Online info session for Applicants

8th May 2023, 09:30 – 10:30 CEST

Zoom platform



Co-funded by
the European Union



SILEO Eurocluster project mission & Consortium

SILEO



SILEO Eurocluster project is co-funded by the EU Single Market Programme – COSME Pillar.

It concretely supports the **EU SMEs from the lighting & furniture sector** to recover from the COVID-19 crisis, **become more resilient to future shocks, be better prepared for disruptions in supply and value chains, more sustainable in their business operations and stronger connected to industrial and advanced technologies ecosystems.**

SILEO Consortium is composed of 7 key industrial lighting and furniture clusters from Italy, France, Spain, Austria and Romania



LIGHTING & FURNITURE SMEs

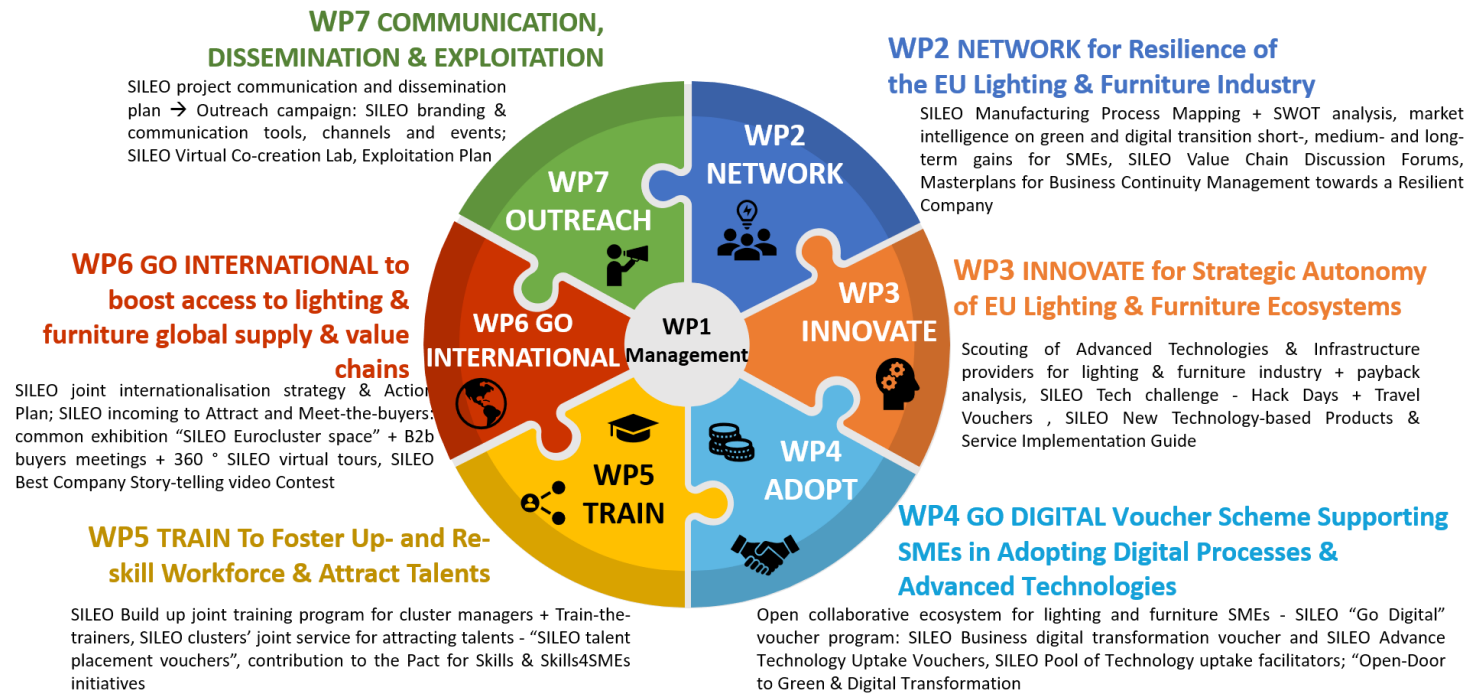


SILEO business support actions




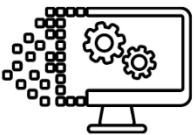
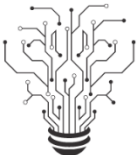

SILEO supports SMEs with a set of wide-ranging but well-crafted direct financial and non-financial support measures, helping them to answer the digital and circular transition challenges.


SILEO offers strategic **market intelligence analysis** of the lighting & furniture sector to help SMEs start green and digital transition, tailored **business expert consultancy, training and talent placement programs**, support in capturing new international market opportunities, and setting **resilience preparedness masterplans for SMEs**, and much more 😊



SILEO Financial support to lighting & furniture SMEs envisages “**Voucher programme**” (cascade funding) including as follows:

- **GO DIGITAL** Voucher scheme supporting lighting & furniture SMEs in adopting digital processes & advanced technologies
 - SILEO “**Business digital transformation**” Vouchers – **CALL OPEN!**
 - SILEO “**Advanced Technology Uptake**” Vouchers
- SILEO joint service for SMEs to attract talents → “**Talent placement**” Vouchers
- SILEO Hack Days to Drive Innovation in Lighting & Furniture (n°2 1-day international Hackathons organised in Italy and Romania for SMEs) → **SILEO Hack Day Travel Vouchers for lighting & furniture SMEs**

			
HACK DAY - TRAVEL	BUSINESS TRANSFORMATION	ADVANCED TECHNOLOGY UPTAKE	TALENT PLACEMENT
500 € /SME	5.000 €/SME	10.500 €/SME	4.000 €/SME

OPEN CALL 

SILEO Open Call for Business Digital Transformation Projects

SILEO



Financial support to SILEO Business digital transformation projects aims to **facilitate collaboration of lighting and furniture SMEs with digital technology providers/facilitators** and **access to specific expert consultancies to boost business green and digital transition.**

Call opening: 17.04.2023 10:00 CEST

Call closing: **20.06.2023 17:00 CEST**

- ✓ Voucher amount: **max. 5.000,00 EUR / SME** in the form of *lump sum*
- ✓ Applications from single SME (no partnerships needed)
- ✓ Total budget for the 1st Open Call: 125.000,00 EUR (*about 25 projects will be funded*)

Eligible organisations:

- ✓ **Small & Medium-sized companies** (SME) according to the EU definition
- ✓ SMEs from **lighting & furniture manufacturing** value chain
- ✓ SMEs from **EU 27 Member States + SMP program associated countries**

The priority is given to applications submitted by SMEs associated to the SILEO project clusters.

→ *However, at least 10% of the supported SMEs must come from EU regions different from the countries of individual SILEO partners. Specific attention will be paid to EU-13 countries (which joined the EU in or after 2004)*



Co-funded by
the European Union

Grant Agreement n° 101074564 — SILEO — SMP-COSME-2021-CLUSTER

The content of this presentation represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Union and/or the European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.

SILEO Open Call for Business digital Transformation Projects

→ Terms of Reference

SILEO



This **SILEO Call for Proposals** is a unique opportunity for the **European lighting and furniture SMEs** to support their **collaboration with technology providers and digitalisation experts** and to facilitate SMEs access to the following 3-type expert services as:

a) General expert consultancy on company digitalisation processes (*Which company processes might be digitised to improve its innovation and business potential?*)

OR

b) Specific expert consultancy on identified advanced technology(ies) and/or digitalisation process(es) to concretely explore its potential uptake at the company level, its implementation procedure into the firm operations and scale of investment (*How the specific technology or digitalisation process can upgrade business growth, green and digital transformation, what is its cost-benefit, estimated investment plan and how the implementation of a new technology affects employees, etc.?*)

OR

c) General expert consultancy for business transformation and market analysis: support in market intelligence analysis including outline of the size of (new) market (segments) potentially accessible thanks to the company technological upgrading, product demand, trends, customers, competitors (*What are the new market prospects in view of the company digital upgrading?*).

→ A SME can apply only to one of the 3 expert services – a), b), or c) described above.

→ Projects must be submitted by an individual SME with specified technology expert selected from the **SILEO Pool of technology uptake facilitators**.

→ Project must have a duration of min. 2 months and max. 5 months (planned project start date 01.09.2023)



Co-funded by
the European Union

Grant Agreement n° 101074564 — SILEO — SMP-COSME-2021-CLUSTER

The content of this presentation represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Union and/or the European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.

SILEO Open Call for Business digital Transformation Projects

→ **SILEO Pool of Technology uptake facilitators**

SILEO



Projects must be submitted by an individual SME from lighting and/or furniture ecosystem with specified technology expert selected from the **SILEO Pool of technology uptake facilitators**.

*The “project” is understood as the **consulting activities** implemented by Applicant SME together with the selected “SILEO technology uptake facilitator”.*

SILEO Pool of Technology Uptake Facilitators

The **SME Applicant** must select **technology provider(s)** and/or **digitalisation expert(s)** to develop the **Business Digital Transformation Project** from the **SILEO Pool of Technology Uptake Facilitators** that can be found here:

https://clustersubmissionplatform.eu/eurocluster_post/business-digital-transformation-projects-1st-open-call/ .

The SILEO Pool of Technology Uptake Facilitators includes knowledge and technology providers, tech-savvy companies (technology companies), Digital Innovation Hubs, Competence Centres, Academia, research centres and up-scaling entities, and other bodies who expressed their interest and willingness in supporting SMEs in digital and green transition.

The SME Applicant and the selected technology provider(s) and/or digitalisation expert(s) must be two independent legal entities to avoid any conflict of interest.

CALL FOR EXPRESSION OF INTEREST (EOL) FOR SILEO - POOL OF TECHNOLOGY UPTAKE FACILITATORS



WHO SHALL APPLY?

- Knowledge and technology providers
- Tech-savvy companies (technology companies),
- Digital Innovation Hubs,
- Competence Centres,
- Academia: Universities, specific research groups, etc.,
- Research centres and up-scaling entities,
- Freelance professionals registered as legal persons

SILEO Open Call for Business digital Transformation Projects

→ **Application portal & documents**

SILEO



SME applicants shall submit their application form online through the **Clusters Submission Platform - SILEO submission portal** https://clustersubmissionplatform.eu/eurocluster_post/business-digital-transformation-projects-1st-open-call/ before the deadline, **20 June 2023 17:00 pm CEST.**



[EUROCLUSTER CALLS](#) [CONTACT](#)

SILEO

SILEO BUSINESS DIGITAL TRANSFORMATION PROJECTS 1st OPEN CALL

End date: 20/06/2023 17:00

SILEO Call for Business Digital Transformation Projects is a concrete opportunity for European **lighting and furniture SMEs** to support their green and digital transition through collaboration with technology providers & digitalization experts.

Clusters Submission Platform

Welcome to the Cluster Submission Platform webpage!

Here you will learn about funding calls and other activities developed by several Euroclusters, and have the opportunity to participate in them, when active.

If you want to learn more about Euroclusters, visit the [main Euroclusters webpage](#) on the [European Cluster Collaboration Platform](#).

[Explore our funding calls](#)



→ Call guidelines and supporting documents for Applicants are available on the Submission Platform:

- Call main information
- Eligibility criteria
- Evaluation criteria
- Contracting process
- Rights & obligations of Applicants and SILEO Consortium
- **Mandatory annexes – Declaration of Honour**
- Contact persons
- FAQ.



Co-funded by
the European Union

Grant Agreement n° 101074564 — SILEO — SMP-COSME-2021-CLUSTER

The content of this presentation represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Union and/or the European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.

SILEO Open Call for Business digital Transformation Projects

→ **HELPDESK / Contact persons**

SILEO



SILEO SME HELPDESK			
Country	SILEO Partners	Representatives	E-mail
EU & SMP Associated countries	ELCA European Lighting Cluster Alliance	Marta Krakowiak	Marta.krakowiak@elcacluster.eu
France	Cluster Lumière	Mary Hadidi	m.hadidi@cluster-lumiere.com
Spain	CICAT Lighting Cluster	Andrea Padre Martinez	apadre@secartys.org
Italy – Veneto Region	Rete di Imprese Luce in veneto	Antonella Venza	antonella.venza@luceinveneto.com
Austria	Business Upper Austria - OÖ. Wirtschaftsagentur GmbH (BIZUP) - Building Innovation Cluster (BIC)	Isabella Mantello	isabella.mantello@biz-up.at
Romania	TFC Transylvanian Furniture Cluster	Andreea Toma	andreea.toma@hygia.ro
Italy – FVG Region	Cluster Legno, Arredo e Sistema Casa FVG	Caterina Pezzicar	caterina.pezzicar@clusterarredo.com



Co-funded by
the European Union

Grant Agreement n° 101074564 — SILEO — SMP-COSME-2021-CLUSTER

The content of this presentation represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Union and/or the European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.

1ST OPEN CALL

BUSINESS DIGITAL TRANSFORMATION PROJECTS

SILEO

Co-funded by
the European Union

17.04.2023 - 20.06.2023

Facilitating collaboration of **lighting and furniture SMEs** with **digital technology providers/facilitators** and access to expert consultancy to boost the *green and digital transition*.

Up to **5.000 €** of the lump sum for SME.

Partner with a technology provider

Select the consulting service

Submit the proposal before the
deadline



APPLY HERE



CLUSTER FVG
LEGNO ARREDO CASA



Co-funded by
the European Union

SILEO



Thank you for your attention!

Any questions?