

## INDESCAT: how to identify opportunities and draft successful proposals

Within the framework of the [EU4SportsClusters Alliance](#), INDESCAT organized two training sessions of alternative funding for sports companies oriented to foster the SMEs competitiveness. The sessions, which were celebrated on the 20<sup>th</sup> and 21<sup>st</sup> October at the Colet Museum, brought together around 50 stakeholders of the sports sector and other cross-sectoral ones, such as tourism, health or nutrition.

The first day was focused on **public European, national and regional funding programs**. Alex Rivera from INDESCAT opened this initial session to introduce the European project and the main activities it involves to promote the internationalization of companies. Montse Centellas, the export manager of INDESCAT, presented the joint international strategy of the partnership, the foreseen international missions and the export groups that the Alliance will be launching.

This first bloc was followed by a presentation of the different existing European programs that could benefit the development of SMEs projects. Jordi Escribà from B.Link, a Catalan company specialized in the formulation, execution and management of EU funded projects, also presented the [Guide on EU funding for the sports industry \(2014-2020\)](#), elaborated as part of this European project.

To close the morning session, national and regional programs fostering internationalization and business innovation were tackled in depth by the Catalan consultancy MP consultors.

The afternoon session started with the presentation of the **#FonsUECat service**, which was launched by the Catalan autonomous government in order to promote existing European calls for Catalan companies and other relevant stakeholders.

This block was followed by a training session on EU funding conducted by Marta Rojas from B.Link, which was attended by a reduced number of SMEs willing to know how **to identify and draft successful proposals for EU calls**.

The second day was focused on **private alternative funding**, with new sources of funding for SMEs and start-ups, such as crowdfunding, crowlending, business angels, etc.

