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EIPC

Entrepreneurship & Innovation Programme
Committee

COSME
Draft Work Programme 2014

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EUROPEAN COMMISSION
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Enterprise Policy and Financial Instruments

COSME

Draft Work Programme 2014

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This is a preliminary draft Work Programme as negotiations on the COSME Regulation are still on-going. The text and structure of this draft Work Programme is based on the original Commission proposal and will have to be updated.

It will be presented to the Entrepreneurship and Innovation Programme committee (EIPC) at the 13 June 2013 meeting.

INTRODUCTION

Improving the competitiveness of enterprises is essential if the Union is to deliver on its Europe 2020 priorities of smart, sustainable and inclusive growth. COSME – the Programme for the Competitiveness of Enterprises and Small and Medium Enterprises (SMEs) – is the Union’s programme¹ to strengthen the competitiveness and sustainability of the Union’s enterprises and to encourage an entrepreneurial culture and promote the creation and growth of SMEs. These objectives will be met by:

- improved access to finance for growth-oriented SMEs and those with a potential to internationalise;
- better business support and information services to SMEs, on the Internal Market and beyond;
- improved exchange of best practices and information, benchmarking and policy coordination at regional, national and European level;
- Improved competitiveness of targeted sectors.

The overall budget for the seven-year period of COSME (2014-2020) is [€ 030] million, of which a minimum of [60%] are allocated to financial instruments under the access to finance priority. The actions financed under COSME include financial assistance, grants and public procurement, as well as preparatory, monitoring, control, audit and evaluation activities such as studies, experts meetings, information and communication actions, establishment and management of IT networks, and other technical and administrative assistance.

COSME will be managed by the Commission but its implementation will be mainly delegated to an executive agency, the European Agency for Competitiveness and Innovation (EACI), while the financial instruments will be implemented by the European Investment Fund (EIF). Joint management with international organisations is also envisaged for certain analytical and benchmarking activities.

The Commission will draw up an annual monitoring report on the efficiency and effectiveness of supported activities, on the basis of a set of indicators set out in the COSME Regulation.

This Work Programme sets out 32 actions to implement COSME in 2014, with a budget of [€231 million]. The Work Programme is divided into four main chapters corresponding to the four specific objectives of COSME:

1. **Framework conditions for enterprises**
2. **Entrepreneurship and entrepreneurial culture**
3. **Access to finance**
4. **Access to markets**

¹ Established by Regulation XXX/2013 of the European Parliament and the Council.

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1. FRAMEWORK CONDITIONS FOR ENTERPRISES

The first specific objective of COSME, as set out in Article 3.1.a, is “to improve framework conditions for the competitiveness and sustainability of Union enterprises including in the tourism sector.”

According to Article 6 on *Actions to improve the framework conditions for the competitiveness and sustainability of Union enterprises*:

“1. The Commission shall support actions to improve and strengthen the competitiveness and sustainability of Union enterprises, particularly SMEs, so as to enhance the effectiveness, coherence and consistency of national policies promoting competitiveness, sustainability and the growth of enterprises in Europe.

2. The Commission may support actions intended to develop new competitiveness strategies. Such actions may include the following:

(a) measures to improve the design, implementation and evaluation of policies affecting the competitiveness and sustainability of enterprises, including disaster resilience, and to secure the development of appropriate infrastructures, world class clusters and business networks, framework conditions and development of sustainable products, services and processes;

(b) measures to encourage cooperation in policy making and exchange of good practices among the Member States, other countries participating in the Programme and the Union's main competitors, and to address international aspects of competitiveness policies.

(c) support for SME policy development and cooperation between policy makers, particularly with a view to improving the ease-of-access to programmes and measures for SMEs.

3. The Commission may support initiatives accelerating the emergence of competitive industries based on cross-sectoral activities in areas characterised by a high proportion of SMEs and with a high contribution to the Union's GDP. Such initiatives shall stimulate development of new markets and the supply of goods and services based on the most competitive business models or on modified value-chains. They shall include initiatives to enhance productivity, resource efficiency, sustainability and corporate social responsibility.”

1.1. European competitiveness

COS-WP2014-1.1-001: EXCHANGES OF GOOD PRACTICES TO SUPPORT EUROPEAN COMPETITIVENESS

The main objective of each individual exchange is to (i) identify the key factors that are conducive to best performance in the selected area; (ii) allow stakeholders to exchange expertise and experience; and (iii) formulate recommendations that could serve as guidance for policy makers when designing reform measures.

Each exchange will consist of the following stages:

1. Review of literature and existing surveys of best practice, overview of existing Member States' policies, identification of potential countries with the best performance

or those that most-improved in the specific policy area selected (main output – inception paper feeding the work of the expert group);

2. Expert working group – an ad hoc working group (practitioners from national administrations, private sector, academics, OECD, etc) will carry out an in-depth technical analysis of a selected number countries aiming at (i) indentifying key factors, elements and institutional drivers that are linked to best performance in the specific area (main output – analytical follow-up paper outlining possible good practice recommendations and policy outlook);

3. Technical seminar – the findings of the working group will be discussed at a seminar attended by representatives from the relevant departments of Member State administrations. The seminar will allow exchange of views on the challenges and lessons learned, and formulate draft policy conclusions (main output – discussion and exchange of views among Member States, feedback on the draft policy conclusions and recommendations);

Based on the outcome of the first 3 steps, Commission will draw up final policy/good practice/policy recommendations.

The monitoring will be done within the framework of the Article 173 Report. (According to Article 173 of the Treaty on the functioning of the European Union provides for the monitoring of Member States' actions addressing industrial competitiveness and invites the Commission to promote their policy coordination.)

Action	COS-WP2014-1.1-001
Title: Exchanges of good practices to support European competitiveness	
Implementation mode(s)	Framework contract
Indicative timetable and duration	- 1 st exchange: Q1 2014 – 12 months - 2 nd exchange Q3 2014 – 12 months
Budget	€10.000

COS-WP2014-1.1-002: INTERNATIONAL RUBBER STUDY GROUP

Participation in the International Rubber Study Group (IRSG) supports the competitiveness of the European tyre and rubber industry, by rendering more predictable the developments on the world market of an essential input – natural rubber. Reaching this objective can be supported also by other projects which the IRSG is going to carry out, such as the projection on changes in rubber demand given the impact of new tyre legislation and the impact of expected changes in butadiene supply (brought about by the increased use of natural gas as feedstock for chemicals to the detriment of oil) on the production of synthetic rubber. The EU, represented by the European Commission, is a member of the IRSG, which entails an annual budget appropriation of around €150 000 to cover the mandatory annual contribution to the IRSG budget.

Action	COS-WP2014-1.1-002
Title:	International Rubber Study Group
Implementation mode(s)	Membership fees
Indicative timetable and duration	Q3 2014 – 12 months
Budget	€150.000

COS-WP2014-1.1-003: INTERNATIONAL LEAD AND ZINC, NICKEL, AND COPPER STUDY GROUPS

The objective is to assure enhanced international cooperation on issues concerning copper, nickel and lead and zinc. The EU has been a founding member of the International Lead and Zinc Study Group (IZSG) and the International Nickel Study Group (INSG) since 1991 and of the International Copper Study Group (ICSG) since 2001. EU membership in the international study groups assures the availability of relevant economic information for the different sectors. The EU is represented by the European Commission.

Action	COS-WP2014-1.1-003
Title:	International Lead & Zinc, Nickel and Copper Study Groups
Implementation mode(s)	Membership fees
Indicative timetable and duration	Q3 2014 – 12 months
Budget	€40.000

COS-WP2014-1.1-004: MONITORING OF THE IMPLEMENTATION OF PRINCIPLES OF GOOD PRACTICE IN VERTICAL RELATIONSHIPS IN THE FOOD SUPPLY CHAIN

The objective is to assess the effectiveness of the voluntary framework in the implementation of Principles of Good Practice in vertical relationships in the food supply chain. The measure is linked to the EIP measure High Level Forum for a Better Functioning Food Supply Chain, which follows up on the work of the High Level Group on the competitiveness of the Agro-Food Industry.

The functioning of the food supply chain has direct consequences on all European citizens, since food represents 16% of European households' expenditures. The high food consumer prices put pressure on household incomes. The good functioning of the food supply chain can stabilize food prices and strengthen the position of the EU food industry on the global stage. Reducing unfair business-to-business trading practices via a European-wide action is expected, inter alia, to facilitate cross-border trade for food SMEs.

In October 2009, the Commission announced its intention to work with Member States to eliminate unfair business to business practices in the food supply chain (COM(2009)591). On 5 December 2012, the High Level Forum for a Better Functioning Food Supply Chain took note of a voluntary framework; several EU trade organisations proposed to implement Principles of Good Practice in this field. The Forum recommended giving a chance to this voluntary approach, while assessing the need for other policy initiatives, including legislation. On 19 December 2012, the Commission prolonged the Forum's mandate notably to follow progress in this domain (Decision 2012/C 396/06).

To assess the effectiveness of the voluntary framework, the Commission may decide to carry out various activities, notably to monitor how the initiative is taken forward and implemented at national and EU level.

Indicators:

1. Indicators on the take-off of the initiative, including: number and representativeness of companies involved, by Member State, by size and by stage in the supply chain
2. Performance indicators: number of complaints; number of complaints solved within 3 months
3. (Possibly: prevalence of alleged business-to-business unfair practices in the food supply chain)

Action	COS-WP2014-1.1-004
Title:	Monitoring of the implementation of principles of good practice in vertical relationships in the food supply chain
Implementation mode(s)	Contracts
Indicative timetable and duration	Q3 2014 – 12 months
Budget	€200.000

COS-WP2014-1.1-005: IMPLEMENTATION OF THE ACTION PLAN “CONSTRUCTION 2020”

The objective of this measure is to ensure implementation of the Action Plan Construction 2020, as defined in the Communication on the Sustainable Competitiveness of the construction sector COM (2012) 433 final. The Action Plan aims to:

- Facilitate a more rapid adaptation of the construction sector to the evolution of the markets through a better human capital basis;
- Promote a more rapid uptake of innovative approaches and research results;
- Create a coherent policy and regulatory framework for the development of the enterprises and the cooperation amongst them.

The measure will be implemented through a series of capacity building measures, roadmaps, market analyses and collection/dissemination of good practices and an annual review of the results achieved with the Action Plan implementation. It will also provide technical secretariat support for the High Level Forum and the Thematic Groups set up with the context of Construction 2020.

- *Capacity building measures*: promote exchange of good practice at policy level that could support Member States in the implementation of the strategy and establishing a strategic construction forum to ensure commitment and capacity building of the different actors;
- *Road maps* for implementing the different parts of the strategy tailored to the state of development in the various Member States and sector organisations;
- *Market analysis and collection/dissemination of good practices* relating to different elements of the strategy. These activities would deal with specific domains or measure of the Action Plan Construction 2020 related to financial mechanisms for boosting building and infrastructure renovation, the anticipation of future sector skills needs, the uptake of innovative solutions in the construction sector, performance tests of the compliance of different pieces of the EU legislation, the Internal market access by non EU operators;
- An *annual review* reporting on a set of indicators about the objectives, findings and results achieved with the implementation of the Action Plan. This review will be presented and discussed during an annual conference of the Construction 2020 High Level Forum.

Action	COS-WP2014-1.1-005
Title:	Implementation of the Action Plan “Construction 2020”
Implementation mode(s)	Contracts
Indicative timetable and duration	Q1 2015 – 12 months
Budget	€300.000

COS-WP2014-1.1-006: E-SKILLS FOR COMPETITIVENESS AND INNOVATION

The objectives of this measure are to promote e-skills and e-leadership for competitiveness and innovation and to increase significantly the talent pool of technology savvy entrepreneurs, managers, advanced ICT users and business savvy ICT practitioners. The needs go beyond ICT skills and also include leadership, entrepreneurship, management etc. These objectives are part of the implementation of the long term EU e-skills strategy presented in the Communication on “e-Skills for the 21st Century”, of the “Employment Package” adopted in April 2012 and of the “Grand Coalition for Digital Jobs” launched by President Barroso on 4 March 2013. To address these issues a vision strategy and a multi-annual roadmap has been presented at a high-

profile conference on “e-Leadership: Skills for Competitiveness and Innovation” on 5 February 2013 in Fontainebleau at INSEAD.

There is a strong consensus that a long term EU e-skills strategy is more important than ever in the context of the crisis. The demand for ICT practitioners keeps growing by almost 3% a year while the supply is declining and unemployment especially among young people is increasing. This was the rationale for the decision to intensify efforts at EU level.

This measure is building on the achievements and the successes of the implementation of the long term EU e-skills strategy, of the Digital Agenda for Europe and of the Employment Package adopted in April 2012. It is part of a consistent and coherent long term agenda to remedy e-skills shortages, gaps and mismatches.

The measure will focus on several key actions for closing the skills gap to ensure that Europe has the e-leaders and ICT practitioners it needs to spark enduring competitive advantage. These include over the period 2014-2020:

- Engaging with a greater number of stakeholder to further promote and sharpening the concept and vision on e-leadership within the business community;
- Strengthening ICT professionalism and further promote the ICT profession in Europe in line with the goals of the “Grand Coalition for Digital Jobs”;
- Developing and implementing regular monitoring, benchmarking and forecasting of e-leadership skills supply and demand and policies;
- Developing and demonstrating new approaches to deliver e-leadership skills curricula in cooperation with Universities and business schools;
- Supporting the creation of new formats and larger partnerships for teaching and acquiring e-leadership skills;
- Fostering e-leadership in the context of entrepreneurship and new business creation and advancing e-leadership skills to improve entrepreneurial learning across the EU;
- Organising a pan-European communications campaign to share critical insights about the skills needed for innovation and competitiveness.

Indicators:

1. Number of participating countries and stakeholders;
2. Relevance of the recommendations and of good practices identified;
3. Satisfaction survey regarding the relevance of the results and the quality of the deliverables;
4. Number of follow-up measures taken by the Commission, public authorities and stakeholders;
5. Improvement of the talent pool and reduction of the e-skills and e-leadership skills shortages;

Action	COS-WP2014-1.1-006-1
Title:	Pan-European communication and awareness raising campaign “e-Skills for Jobs”
Implementation mode(s)	Contracts
Indicative timetable and duration	Q1 2015 – 24 months
Budget	€2.000.000

Action	COS-WP2014-1.1-006-2
Title:	European framework for the ICT profession in Europe
Implementation mode(s)	Contracts
Indicative timetable and duration	Q1 2015 - 18 months
Budget	€500.000

Action	COS-WP2014-1.1-006-3
Title:	Promotion of e-leadership skills
Implementation mode(s)	Contracts
Indicative timetable and duration	Q1 2015 - 18 months
Budget	€500.000

COS-WP2014-1.1-007: CLUSTER INTERNATIONALISATION PROGRAMME FOR SMES

The main objectives of the programme is to intensify cluster and business network collaboration across borders and sectoral boundaries and promoting pan-European Strategic Cluster Partnerships to lead international cluster cooperation in new areas and better support SMEs in global competition. By reinforcing cluster and business network cooperation and supporting the shaping of pan European cluster consortia in a more strategic manner at European level, the Programme will help SMEs to contribute to the emergence of new value chains and take a leading position globally.

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better support SMEs in global competition. By reinforcing cluster and business network cooperation and supporting the shaping of pan European cluster consortia in a more strategic manner at European level, the Programme will help SMEs to contribute to the emergence of new value chains and take a leading position globally.

The measure envisages the following actions:

- *Action 1. Cluster Go International*

Strand 1) Supporting preparatory actions for the establishment and shaping of European Strategic Cluster Partnerships. This could include support services for the identification of strategic partners, the development of a legal representation, the preparation of a joint branding and marketing strategy and a roadmap for cooperation.

Strand 2) Supporting the further development and running of European Strategic Cluster Partnerships. This could include further preparatory actions such as tailored analysis and fact-finding missions or support, operational actions such as the organisation of international cluster matchmaking missions or assistance for opening of a joint office abroad as well as follow-up actions providing assistance for preparing joint business plans and bankable proposals.

The action would be implemented through open calls for proposals with cut-off dates and offer grants as lump sums in a flexible, non-bureaucratic manner with a short time to contract to maximise impact.

- *Action 2. Support for international cluster and business network cooperation and promotion of European Strategic Cluster Partnerships through the further development of the European Cluster Collaboration Platform. This action would be implemented through a service contract.*

These actions will supplement previous and on-going measures on the same topic, including “Promoting international cluster activities in the CIP participating countries” (ending 30/10/2014), an on-going ad-hoc grant to the European Cluster Collaboration Platform (ending 31/08/2012).

Indicators:

1. Number of cluster organisations and business networks from different COSME participating countries having benefited from the supported actions;
2. Number of partnership agreements resulting from the supported actions;
3. Number of SMEs having directly benefited from the supported actions resulting in cooperation projects, as measured through an ex-post survey within one year after the end of the supported actions;
4. Impact of the supported actions to be measured in the number and volume (i.e. amount) of resulting cooperation projects between international cluster and business network partners;

Action	COS-WP2014-1.1-007		
Title:	Cluster Internationalisation Programme for SMEs		
Implementation mode(s)	Grant agreements and contracts		
Indicative timetable and duration	Q1 2014 - 42 months		
Budget	€3.000.000	Funding rate for grants	TBD

COS-WP2014-1.1-008: PROMOTION AND SUPPORT OF THE EUROPEAN STRATEGY FOR KEY ENABLING TECHNOLOGIES (KETS)

The objective of the measure is to support the implementation of the European Strategy for Key Enabling Technologies (KETs) as outlined in the Commission Communication COM(2012)341 adopted on 26 June 2012. The actions will support the implementation of the European Strategy for KETs. The strategy will help reversing the trend of de-manufacturing and accelerate the rate of transfer, use and exploitation of KETs by businesses in the EU, in order to stimulate growth and jobs.

Actions to be supported are notably the promotion at EU level of the action plan, the follow-up of on-going actions on skills and for cooperation between European centres of excellence, an assessment of the implications for KETs of the EU trade instruments, as well as ad-hoc analysis on the status of KETs implementation. Apart from general awareness and promotion, the activities in 2014 will focus in particular on the following objectives:

- Contributing to ensuring a favourable trade environment and a global level playing field for KETs: a study will be launched in order to assess the relevance and appropriateness of existing EU trade instruments for the KETs policy and to give recommendations for possible adaptations of those instruments;
- Follow-up actions to promote KETs multidisciplinary skills in the EU after an on-going assessment of the present situation vs. required training systems. As an example, actions could look into matters such as categorisation of skills, adaptation of curricula, promoting the involvement of European educational and training institutes, certification activities;
- Implementation of actions to promote cooperation between EU KETs technological centres of excellence as a result of an exploratory study that will assess the present situation and will identify the needs for actions (in particular in the framework of smart specialisation).

These actions will supplement the following on-going actions (finance under the CIP-EIP programme):

- Running of the KETs Observatory and monitoring of the impact of the KETs strategy: Up to now, there has been no validated market data on development and

take-up of KETs in the EU. The KETs Observatory will provide businesses with relevant information on the trends and developments of KETs-related industrial sectors in the EU in comparison with other competing economies. The data about the market evolution of Key Enabling Technologies will allow monitoring of the impact of the KETs strategy;

- Contribution to the implementation of the Horizon 2020 cross-cutting KETs work programme (cross-cutting KETs projects will be promoted under Horizon 2020 in order to exploit the possibilities of combination, convergence and cross fertilisation of KETs).

Indicators:

1. Degree of awareness of EU KETs policy between stakeholders;
2. Percentage of Regional Smart Specialization Strategies mentioning KETs;
3. Number of participants to events organized on KETs-related subjects;
4. Number of initiatives joint launched by EU KETs technological centres of excellence.

Action	COS-WP2014-1.1-008
Title:	Promotion and support of the European strategy for key enabling technologies (KETS)
Implementation mode(s)	Framework contracts
Indicative timetable and duration	Q2 2014 –12 months
Budget	€1.000.000

COS-WP2014-1.1-009: CLUSTER EXCELLENCE PROGRAMME

Programme promoting cluster excellence across COSME participating countries based on a broad spectrum of well-tested methodologies and training schemes as reflected in the Commission’s Communication on SME Internationalisation. The programme will assist cluster organisations, business networks and their managers to provide high quality services to SMEs in different areas, including notably internationalisation.

The action will implement training activities addressed to cluster policy authorities, cluster organisations and business networks in COSME participating countries. These activities will focus on the implementation of train-the-trainers schemes on themes including notably internationalisation, creativity and KETs for developing a new generation of cluster instructors and cluster managers.

The programme will contribute to further promote cluster excellence and develop more world-class clusters in COSME participating countries through well-tested methodologies and training activities. Through this action, it is expected that a high number of SMEs in clusters and business networks will receive more professional business support services from their respective organisations.

Indicators:

1. Number of public authorities from different COSME participating countries having participated in the train-the-trainers schemes;
2. Number of cluster organisations, business networks and their managers from different COSME participating countries having been involved and benefited from the supported actions.
4. Number of initiatives joint launched by EU KETs technological centres of excellence.

Action	COS-WP2014-1.1-009
Title:	Cluster excellence programme
Implementation mode(s)	Grant - calls for proposals
Indicative timetable and duration	Q1 2014 –30 months
Budget	€1.000.000

1.2. SME policies

COS-WP2014-1.2-001: SME PERFORMANCE REVIEW

The general objective of the SME Performance Review is to provide an empirical tool to monitor SME performance and guide policy making. The production of valuable, up-to-date data and analysis on EU-wide- as well as Member State-level on latest SME trends and SME policy developments will provide a basis for evidence-based decision-making in this area, in particular with a view to the Small Business Act (SBA) implementation.

In particular this measure will enable the Commission to effectively monitor the implementation of the ten SBA principles as well as the related SME policy elements of the EU2020 strategy. Its specific objective is to increase and disseminate information on the characteristics and specificities of SMEs in Europe through the supply of comprehensive data, the description and analysis of economic performance as well as its main determinant factors. Its operational objectives are the publication of key statistics on SMEs together with an economic analysis and policy conclusions.

The SME Performance Review is made up of annual reports and studies:

- The 2014 annual report will include an overview of the size, structure and importance of European SMEs, outline the major trends and provide a summary of recent policy developments;
- The country fact sheets will be instrumental in the monitoring of the SBA implementation;
- In addition, topical studies such as the follow-up of the study on the cost of cumulative effects of compliance with EU law for SMEs could be run.

Indicators:

A. Quantitative:

1. Annual report (AR), plus SBA fact sheets for all EU-MS plus other partner countries, topical studies
2. Web dissemination
3. Geographical coverage

B. Qualitative

1. Comparison against the large enterprises sector and benchmarking against the EU average
2. Quality of data treatment
3. Estimation and analysis; policy relevance of the analysis
4. Improved understanding of the situation of European SME
5. Input used for policy development

Action	COS-WP2014-1.2-001
Title:	SME Performance review
Implementation mode(s)	Framework contracts
Indicative timetable and duration	Q1 2015 - 12 months
Budget	€1.500.000

COS-WP2014-1.2-002: FOLLOW-UP AND MONITORING SBA IMPLEMENTATION

The objective of this measure is to support the implementation of the SBA by ensuring its follow-up and monitoring. It will follow-up the implementation of the SBA and will in particular focus on improving its governance by monitoring EU and Member State activities, ensuring and organising the systematic exchange of best practice through events, online tools and experts meetings.

Bringing together policy makers such as the SME Envoys with business organisations and SMEs themselves has proven highly beneficial in 2012 and 2013. The measure will in particular cover the SME Envoys network meetings, the implementation of the SME Envoys network work programme, the SME Week and the annual SME Assembly including the European Enterprise Promotion Awards (EEPA). It will furthermore cover meetings of the SBA National Contact Points (Sherpas to the SME Envoys), the SME Week coordinators and the EEPA Single points of contact. Activities to promote and disseminate the good practices could be also included (Best Practice Database).

In 2014 the following meetings are planned:

- Annual SME Assembly including EEPA and SME Week (September)
- Four meetings of the SME Envoys Network (February and March)

- Four meetings of their Sherpas (February and March)
- Two meetings of the EEPA and SME Week coordinators (February)

Indicators:

1. Number of meetings organised
2. Number of participants
3. Timely dissemination of the results
4. Progress achieved in the implementation of the measures in the 10 key SBA areas

Action	COS-WP2014-1.2-002
Title:	Follow-up and monitoring of the SBA
Implementation mode(s)	Framework contracts Remunerated experts
Indicative timetable and duration	Q1 2015 – Q2 2016 - 12 months
Budget	€2.500.000

COS-WP2014-1.2-003: SBA IMPLEMENTATION: OUTREACH TOOLS

The objective of this measure is to provide communication and information tools to promote the SME policy i.e. Small Business Act, its implementation in the Member States and inform SMEs, SME stakeholders and relevant public authorities about SME policy, economic developments and available support at EU and Member States level (including the quantitative SME Performance Review). This happens at European level but also at national, regional and local level.

It is important to communicate what the EU is doing to promote SMEs via the implementation of the SBA and its Review, to make it clear that concrete action is being taken. Since the SBA covers measures at both EU and national/regional/local levels, communication of all aspects of SBA implementation is important to give stakeholders a complete view and to maintain the momentum of implementation. The measure will build upon outreach activities and SBA implementation under EIP 2007-2013.

The measure aims at producing outreaching tools (web-based, audiovisual and/or printed leaflets, social media campaigns) to communicate SME policy, particularly the SBA and its implementation, to SMEs and stakeholders. It will also cover communication activities linked to the SME Envoys network, and the production of brochures and website tools for the promotion of the SME Performance Review.

In 2014 the following products are planned, in continuity with activities done in 2013:

- Monitoring implementation of SBA and SBA review & promotion (i.e. Business Planet TV magazine 4th season);
- Small Business portal maintenance, update, development and promotion;
- Outreach activities SME policy and SBA implementation - brochures, campaigns.

Indicators:

1. Timely production of tools (web-based, audiovisual and/or printed leaflets, social media campaigns)
2. Effective dissemination of tools and use in major events
3. Impact on target public (number of impacts, number of visits for websites, number of videos viewed online)

Action	COS-WP2014-1.2-003-1		
Title:	Business Planet TV magazine 4 th season		
Implementation mode(s)	Grant agreement under framework partnership agreement (TBC)		
Indicative timetable and duration	Q1 2015 - 15 months		
Budget	€750.000	Funding rate:	95%

Action	COS-WP2014-1.2-003-2		
Title:	Maintenance, update, development and promotion of the Small Business portal		
Implementation mode(s)	Contracts		
Indicative timetable and duration	Q1 2015 - 24 months		
Budget	€300.000		

Action	COS-WP2014-1.2-003-3
Title:	Outreach activities SME policy and SBA implementation
Implementation mode(s)	Contracts
Indicative timetable and duration	TBD
Budget	€150.000

COS-WP2014-1.2-004: CSR AND SOCIAL ENTERPRISES - CORPORATE SOCIAL RESPONSIBILITY

The objective of this measure is to organise the plenary meeting of the European Multi-stakeholder Forum (MSF) on Corporate social responsibility (CSR). CSR is by definition a multi-stakeholder concept, and facilitating dialogue between stakeholders is an important part of the Commission's policy on CSR.

The European MSF on CSR was created in 2002 and provides a space for dialogue between European stakeholders about developments in CSR and European policy towards it, taking into account that EU-wide CSR policy helps to create level playing field for European companies. The MSF is considered the main “think tank” for the design and feedback on EU policy on CSR. In the Communication on CSR of 2011 the Commission committed to hold a review meeting on the implementation of its new policy on CSR and to gain information about possible follow up on the communication and its agenda for action 2011-2014. The review meeting should take place in 2nd half of 2014. Feedback from participants (relevant stakeholders) on EU policy on CSR will be used as input for future policy design.

The Forum is hosted and facilitated by the European Commission, in close cooperation with a Coordination Committee, in which business, trade unions, non-governmental organisations, and other groups are represented. The European Commission hosts plenary meetings of the Forum in irregular intervals. The EU Member States are invited to the plenary meetings of the MSF, with about 300 participants. The latest plenary meeting was held in November 2010 to gain input for the Communication on CSR which was published in October 2011.

Action	COS-WP2014-1.2-004
Title:	CSR and social enterprises – Corporate Social responsibility
Implementation mode(s)	Framework contract
Indicative timetable and duration	Q3 2014 – 12 months
Budget	€100.000

COS-WP2014-1.2-005: RESOURCE EFFICIENCY SELF-ASSESSMENT TOOL FOR SMES

The objective of this measure is to enable European SMEs to increase their understanding of their resource efficiency performance and which measures could be taken to increase their resource efficiency. It will provide all European SMEs with an easy-to-use common tool that also enables benchmarking of SME resource efficiency across countries and sectors.

As part of the follow-up of the Green Action Plan for SMEs to be adopted in autumn 2013, a European self-assessment tool for SMEs will be developed to provide SMEs with an easy way to assess their resource efficiency performance and which measures could be taken to increase their efficiency. The European tool would be based on an existing, proven tool and methodology that have the scope to be successfully adapted to a Europe-wide context. Owners of such existing tools would be identified through a call for expression of interest followed by a restricted call for tenders for those with the greatest potential. The resulting two-year service contract would concern the adaptation, translation, etc. of the tool and methodology and the development of a European Database of the information collected from SME self-assessments as well as testing of the tool with SMEs.

Indicators:

1. Number of SMEs involved in the testing of the tool and their geographical & sectoral distribution
2. Feedback on relevance, effectiveness and added value of tool
3. Relevance, quality and added value of statistical data collected

Action	COS-WP2014-1.2-005
Title:	Resource efficiency self-assessment tool for SMEs
Implementation mode(s)	Call for expression of interest followed by contracts (restricted call for tenders)
Indicative timetable and duration	Q1 2014 – 40 months
Budget	€500.000

1.3. Tourism

COS-WP2014-1.3-001: ENHANCING EUROPEAN TOURISM'S COMPETITIVENESS AND SUSTAINABILITY

The actions on tourism will contribute to the objectives of the Europe 2020 Strategy, especially by focusing on the enhancement of the competitiveness and sustainable growth of the tourism sector in Europe. The actions proposed will implement the Commission Communication on Tourism of 30 June 2010. They aim at:

- Encouraging, directly or indirectly, the creation of a favourable environment for the development of undertakings in this sector;
- Promoting trans-national cooperation, particularly by the exchange of good practice.

The following types of activities will be implemented under the five operational objectives:

1. Increasing tourism flows in low season

This action will be implemented via calls for proposals to facilitate transnational low season tourism in Europe.

2. Diversifying the EU tourism offer and products

This action will be implemented via one call for proposals dedicated to project partnerships on sustainable transnational products as well as via ad-hoc grants for the selection of European Destinations of Excellence. Another call for proposals will exploit the synergies between tourism and high-end and creative industries, setting the conditions whereby other sectors of the tourism chain can fully reap the benefits from high-end/luxury and creative tourism.

3. Enhance tourism quality, sustainability, accessibility, skills, information and innovation

The main actions will be the maintenance of the “Tourism for All Register” listing companies that provide services for tourists with accessibility problems (framework contract); the production of contents for the ICT and Tourism Business Support Portal (call for tenders); a number of actions (via framework contracts) targeting public and private stakeholders as well as tourists to inform them on funding opportunities, policy initiatives and other actions developed for the benefit of the sector.

4. Improving socio-economic knowledge of the sector

The main actions will be the production of the annual Eurobarometer survey on “Attitudes of Europeans towards tourism” (framework contract); the provision of contents for the “Virtual Tourism Observatory” (framework contract); as well as the production of the “Tourism Trends and Policies 2016” report (under a joint management agreement with OECD) for.

5. Increasing Europe's visibility as a tourist destination as well as of its diverse destinations

The actions will consist of an international tourism communication campaign in third countries as well as the organisation of events and communication activities within the EU (existing framework contracts) and joint actions with the Council of Europe targeting in particular the cultural routes (joint management).

Indicators:

1. Increasing tourism flows in low season

- Number of co-financed projects
- Number of countries participating in transnational cooperation projects
- Number of created public-private partnerships and number of stakeholders participating in trans-national cooperation projects

2. Diversifying the EU tourism offer and products

- Number of co-financed projects
- Number of countries participating in transnational cooperation projects
- Number of SMEs involved in the development of transnational cooperation projects
- Number of emerging destinations selected as destinations of excellence
- Increased awareness about and visibility of lesser known/emerging destinations as a result of the programme (survey of key stakeholders)
- Number of SMEs involved in high-end /creative industries and tourism project

3. Enhance tourism quality, sustainability, accessibility, skills, information and innovation

- Number of best accessible practices identified
- Number of ICT portal hits and feedback from tourism stakeholders on the usefulness of content
- Uptake of (ICT) solutions and services into the business tools of SMEs (number of SMEs)
- Clients/users' assessment of the accessibility and user-friendliness of the proposed solutions and tools
- Increased awareness about and visibility of the key opportunities, policy initiatives and other actions developed for the benefit of the sector (survey of key stakeholders)

4. Improving socio-economic knowledge of the sector

- Feedback from tourism industry stakeholders / national tourism administrations on quality, relevance and added-value of documents produced (through a survey or collected through meetings/other exchanges)
- Number of reports/studies (co-)produced and included in the VTO knowledge base
- Feedback from stakeholders / national tourism administrations on the degree to which the data and research results directly or indirectly benefited policy makers at European, national and/or regional level and to SMEs (through a survey or collected through meetings/other exchange)

5. Increasing Europe's visibility as a tourist destination as well as of its diverse destinations

- Number of portal hits
- Number of web pages referencing EU communication materials- Number of communication events

Action	COS-WP2014-1.3-001-1		
Title:	Increasing tourism flows in low season		
Implementation mode(s)	Grant agreements (Call for proposals)		
Indicative timetable and duration	Q1 2014 – 15 months		
Budget	€50.000	Funding rate	75%

Action	COS-WP2014-1.3-001-2		
Title:	Diversifying the EU tourism offer and products		
Implementation mode(s)	Call for proposals		
Indicative timetable and duration	Q1 2014 – Q3 2014		
Budget	€1.150.000	Funding rate	75%

Action	COS-WP2014-1.3-001-3
Title:	Enhance tourism quality, sustainability, accessibility, skills, information and innovation
Implementation mode(s)	Contracts including under Framework contracts
Indicative timetable and duration	Q1 – Q3 2014
Budget	€70.000

Action	COS-WP2014-1.3-001-4
Title:	Improving socio-economic knowledge of the sector
Implementation mode(s)	Framework contract
Indicative timetable and duration	Q1 2014 – Q3 2014
Budget	€1.500.000

Action	COS-WP2014-1.3-001-5
Title:	Increasing Europe's visibility as a tourist destination as well as of its diverse destinations
Implementation mode(s)	Framework contract Joint management
Indicative timetable and duration	Q1 2014 – Q3 2014
Budget	€2.430.000

2. ENTREPRENEURSHIP AND ENTREPRENEURIAL CULTURE

The second specific objective of COSME, as set out in Article 3.1.b, is “to promote entrepreneurship, including among specific target groups.”

According to Article 7 on *Actions to promote entrepreneurship*:

“1.The Commission shall contribute to promoting entrepreneurship by improving framework conditions affecting the development of entrepreneurship. The Commission shall support a business environment favourable to enterprise development and growth.

2. Particular attention shall be paid to young entrepreneurs, new and potential entrepreneurs and female entrepreneurs, as well as specific target groups.

3. The Commission may support Member States' measures to build-up entrepreneurial education, skills and attitudes, in particular among potential and new entrepreneurs.”

COS-WP2014-2-001: PROMOTION OF SOCIAL ECONOMY IN EUROPE

The objective is to improve working conditions, and the legal and administrative environment of social businesses, such as cooperatives producing goods or services, mutual societies providing insurance services and complementary social security schemes, associations and foundations present in the welfare sector or following objectives of public interest, other legal forms providing social services. The measure consists of the following actions:

- Presidency Conference on social economy in Greece (first semester 2014);
- Study on asset locks of social enterprises, i.e. facilitating the creation of reserves within social enterprises of which the assets cannot be distributed to members;

Indicators:

1. Number of social enterprises participating in the conference, participant feedback
2. Timeliness and quality of the study as basis for policy development
3. Timeliness and quality of the study as basis for policy development

Action	COS-WP2014-2-001		
Title:	Promotion of social economy in Europe		
Implementation mode(s)	Grant – ad hoc grant Art. 190 RAP Contracts – procurement		
Indicative timetable and duration	Q1/Q2 2014 – 24 months		
Budget	€170.000	Funding rate for grants	TBD

COS-WP2014-2-002: SENIOR ENTREPRENEURS BEST PRACTICE EXCHANGE

The objective is to promote exchange of best practices in the fields of (1) senior entrepreneurs and executives mentoring new entrepreneurs and (2) support for seniors as potential entrepreneur.

The area of seniors as mentors and that of seniors embarking on a ‘second career’ as an entrepreneur are both dealt with relatively little at European level to date. Sharing of approaches across administrations dealing with seniors and with entrepreneurship support can avoid ‘reinventing the wheel’ and serve to develop a base of experience for future policy development, as well as useful resources and contacts. As described in the Entrepreneurship 2020 Action Plan, seniors may be a valuable untapped source of entrepreneurial potential which may not access traditional business support, and they may also be a valuable source of mentoring for younger entrepreneurs.

This measure will organise at least two ‘labs’ for Member States nominated experts to share approaches and details of such actions where retired or senior entrepreneurs serve as mentors, coaches or advisers to new entrepreneurs, or are given support and advice to enable them to become entrepreneurs for the first time themselves. The laboratories will serve as active exchanges of experience and result in recommendations and guidance to be disseminated to interested administrations and organisations (eg, business support providers, social support organisations) for replication.

Indicators:

- Timely delivery of labs and results
- Number of participants in labs and participant feedback
- Uptake of recommendations for policy and programme development

Action	COS-WP2014-2-002
Title:	Senior entrepreneurs best practice exchange
Implementation mode(s)	Existing framework contract
Indicative timetable and duration	Q2 2014 – 24 months
Budget	€500.000

COS-WP2014-2-003: SUPPORT FOR ENTREPRENEURSHIP POLICY IMPLEMENTATION

This measure consists of two actions:

1. Summarise, discuss and disseminate the results of the 2013 working group sessions with experts on and representatives from the liberal professions on boosting liberal professions business, especially with respect to business support and access to finance, with a view to defining future actions and communications for supporting liberal professions. This action will contribute to peer learning across Member States, consolidation and unification of efforts, a joint approach to entering markets outside the European Union, and establishing a level playing field for liberal professions within Europe concerning support measures.

A final conference on the results of the 2013 working group on liberal professions will be organised, with discussions of the resulting draft policy paper on measures to support liberal professions, especially in business development, internationalisation and access to finance in separate breakout sessions, and agreement on the final text of the policy paper, the actions to take and dissemination of its key messages.

2. This action will take stock of the developments in the Member States since the last Commission actions in terms of overcoming the stigma of failure and giving honest failed entrepreneurs a second chance. It will identify good practices in a number of areas with a view to defining future actions. This will contribute to peer learning across Member States, awareness raising for the topic at a European level, identification and formulation of actions at European level.

A conference will be organised, with opening and closing plenaries and 4 workshops:

- Testimonials from entrepreneurs and business support organisations: what methods work, how could they be disseminated;
- Preparing for failure and a restart in entrepreneurship training and education;
- Coping with failure in the related areas of science and innovation – what entrepreneurs learn?;
- Reforming bankruptcy laws – lessons from recent measures in Member States

Previous measures on the same topic include the Commission expert group from 2010 and the 2007 Communication on overcoming the stigma of failure.

Indicators:

Ad 1.:

- number of liberal profession associations participating and contributing
- number of concrete measures proposed
- participant feedback, utility of input for future policy development

Ad 2.:

- number of failed entrepreneurs participating
- number of members of MS' administrations participating
- participant feedback, utility of input for future policy development

Action	COS-WP2014-2-003
Title:	Support for entrepreneurship policy implementation
Implementation mode(s)	Contracts (under Framework contract)
Indicative timetable and duration	Q2 2014
Budget	€000.000

COS-WP2014-2-004: ERASMUS FOR YOUNG ENTREPRENEURS

The objectives of the Erasmus for Entrepreneurs mobility scheme are:

- Help new entrepreneurs acquire and build managerial skills and further develop their business plan/activity by learning from experienced entrepreneurs;
- Learning on the job by the new entrepreneurs by working with the host entrepreneur on concrete business projects;
- Support of the host entrepreneur in researching, developing and testing or piloting new business concepts, products or services by the new entrepreneur's bringing in fresh ideas from another environment (in national, academic, market etc. terms);
- Raise entrepreneurs' awareness for the benefits from going international and, in particular, from exploiting the potential of the Single European Market by getting hands-on know-how about other national markets within the EU and;
- Intensify the networking and business relationship between entrepreneurs from different participating countries, especially laying the ground for further internationalisation of SMEs' businesses and for further spreading of innovative methods or products in the Single European Market.

Erasmus for Entrepreneurs is a mobility scheme that allows potential or newly established entrepreneurs to spend a period of time collaborating with an experienced

entrepreneur in another participating country. These mobility actions aim to help the entrepreneurs enrich their experiences as well as learn and network with entrepreneurs in other participating countries.

This measure will expand and strengthen the existing network of Intermediary Organisations which act as local contact points in participating countries. The Intermediary Organisations are in charge of recruiting and matching the entrepreneurs and facilitating the mobility actions. They also promote the programme and its benefits at local and national level.

Activities to support the network are carried out, including regular meetings with the Intermediary Organisations to foster networking. A Support Office assists the Commission in the promotion, the coordination of the IOs' network and the day-to-day support. This measure is a follow-up of the preparatory action carried out in 2009-2011 and under the EIP objective Entrepreneurship and Innovation Culture in 2012 and 2013.

The interim evaluation of the preparatory action has confirmed the added value of this action and the lack of similar schemes at national level. It also confirms the efficiency of the operational setup to fulfil the pursued objectives and the quality of the exchanges carried out. The cross-border nature of the action makes it unique as a way of promoting entrepreneurship and is directly relevant to a key EU policy objective of internationalisation and helping new and growing businesses to take advantage of the EU's Internal Market.

The rate of Union co-financing shall be up to 90 % of eligible costs incurred by the Intermediaries Organisations. The European Union contribution shall not exceed 75 % of the programme management costs but may be up to 100 % of the sum allocated to new entrepreneurs participating in a mobility action. Financial assistance to new entrepreneurs participating in a mobility action shall take the form of a scale of unit cost of maximum EUR 6 600 per entrepreneur within the limit of EUR 500 000 by grant.

Indicators:

- number of entrepreneurs registered for the programme;
- number of relationships achieved;
- number of intermediary organisations involved in the implementation of the programme;
- number of countries covered by the Intermediary Organisations;
- index of satisfaction of the participants;

Long term indicators:

- number of resulting joint projects/cooperation agreements;
- number of jobs created;
- and number of start-ups created.

Action	COS-WP2014-2-004		
Title:	Erasmus for Young Entrepreneurs		
Implementation mode(s)	Grant agreements Remunerated experts		
Indicative timetable and duration	Q1 2014 – 24 months		
Budget	€4.200.000	Funding rate for grants	90%

COS-WP2014-2-005: ENTREPRENEURSHIP EDUCATION (PAN-EUROPEAN ENTREPRENEURIAL LEARNING INITIATIVE)

This initiative aims to encourage and support networking of policy makers and practitioners across Europe with a strong interest in the development of entrepreneurship education and in deepening of cooperation at EU level in this area.

There are already a number of coherent strategies and measures in Europe that promote entrepreneurial learning in schools and universities. What we need to do is to make this type of learning a basic feature in our education systems. A more systematic structure for the exchange of information and experience needs to be created, as well as a framework for monitoring progress according to widely agreed indicators.

Activities under this measure will include:

- Creation of a European network for entrepreneurship education (supported by the organisation of meetings/workshops and also an on-line tool);
- Sharing good practice across Europe, both in policy development and in implementing programmes on the ground;
- Organisation of peer learning activities and study visits;
- Development of generally agreed instruments to collect information on the spread of entrepreneurship education and on the assessment of its results and impact.

The initiative would be implemented through a call for proposals with restrictive criteria for the selection of beneficiaries: only organisations that are truly pan-European – and can demonstrate that – will be able to apply.

Indicators:

1. Number of countries covered by the awarded organisation
2. Number of countries that will participate in the activities of the network
3. Number of participants in the network

Action	COS-WP2014-2-005		
Title:	Entrepreneurship education (pan-european entrepreneurial learning initiative)		
Implementation mode(s)	Grant agreements		
Indicative timetable and duration	Q1 2014 – 36 months		
Budget	€350.000	Funding rate	90%

COS-WP2014-2-006: WOMEN'S ENTREPRENEURSHIP

The objective of this measure is to connect potential and active women entrepreneurs across borders to share practical approaches to addressing challenges facing them and broaden access to information to help them increase their competitiveness.

The measure consists of a call for tender to create a European on-line e-platform for female entrepreneurship. The platform will be an e-One Stop Shop for female entrepreneurship, which will bring together all relevant stakeholders, the European Network of Female Entrepreneurship Ambassadors and Mentors, information on training, mentoring and access to finance to start up and grow a business, data and good practices on female entrepreneurship as well as appropriate sectoral information.

Indicators:

1. Timely creation and update of the e-platform
2. Feedback and degree of satisfaction of the users
3. Number of hits and time spent at the site

Action	COS-WP2014-2-006		
Title:	Women's entrepreneurship		
Implementation mode(s)	Contracts		
Indicative timetable and duration	Q1 2014		
Budget	€1.050.000		

COS-WP2014-2-007: ENTREPRENEURSHIP 2020 ACTION PLAN FOLLOW-UP AND MONITORING

The measure will follow-up the implementation of the Entrepreneurship 2020 Action Plan consistently with the Small Business Act and in coordination with the SME Envoys

network, as foreseen in the Communication on the Action Plan, which is a call to action at all levels of administration.

The European added value consists of collection of information to enable European and national experts to discuss the implementation of the Action Plan to identify possible challenges in implementation and to provide an evidence base for development of future policy, as well as to exchange good practices as appropriate. Information collection will be done in a manner coherent and consistent with the SME Performance Review, to avoid duplication.

Indicators:

- Timely collection of information to be used in parallel with SME performance review, ie, country fact sheets;
- Policy relevance of the analysis.

Action	COS-WP2014-2-007
Title:	Entrepreneurship 2020 action plan follow-up and monitoring
Implementation mode(s)	Specific contract under a framework contract
Indicative timetable and duration	Q4 2014 – 12 months
Budget	€140.000

COS-WP2014-2-008: DIGITAL ENTREPRENEURSHIP MONITOR

This action will continue and extend the operation of the pilot run of the Digital Entrepreneurship Monitor. It will follow-up, measure and appraise the key trends in Digital Entrepreneurship, including novel digital technologies, emerging market needs, new business paradigms and their impact on the European economy. This Monitor should help identify new business opportunities for SMEs and entrepreneurs and suggest suitable support measures to boost entrepreneurial action in the Digital Era.

Digital entrepreneurship is developing fast and will continue to do so in the decades to come. The needs of the companies are also growing quickly along with the rapid advancement in technological achievements and the new applications that continue growing over time. Monitoring in a systematic way the developments and evolutions in the digital entrepreneurship landscape is crucial and there are no reliable and up-to-date data so far. Therefore there is a need to monitor relevant technological and business activities in Europe and also in the major international trade partners. This would provide sound evidence to support entrepreneurs and policy-makers, to adjust their plans and policies accordingly to boost more growth and jobs.

Indicators:

1. Overall quality of the Monitoring mechanism, the scoreboard and the relevant reports;
2. Number of countries covered;

3. Number of case studies and business paradigms developed;
4. Number and geographic coverage of relevant policy initiatives deployed.

Action	COS-WP2014-2-008
Title:	Digital entrepreneurship monitor
Implementation mode(s)	Contact – procurement
Indicative timetable and duration	36 months
Budget	€3.000.000

3. ACCESS TO FINANCE

The third specific objective of COSME, as set out in Article 3.1.c, is “*to improve access to finance for SMEs in the form of equity and debt.*”

According to Article 8 on *Actions to improve access to finance for SMEs*:

“1. The Commission shall support actions which aim to improve access to finance for SMEs in their start-up and growth phases, being complementary to the Member States' use of financial instruments for SMEs at national and regional level. In order to ensure complementarity, these actions will be closely coordinated with those undertaken in the framework of cohesion policy and at national level. Such actions shall aim to stimulate the supply of both equity and debt finance.

2. As part of the actions referred to in paragraph 1, the Commission shall develop measures, subject to market demand, to improve cross-border and multi-country financing, thereby assisting SMEs to internationalise their activities in compliance with Union law.

(...)”

COS-WP2014-3-001: FINANCIAL INSTRUMENTS

The overall objective is to provide enhanced access to finance for SMEs in their start-up, growth and transfer phases. The financial instruments under COSME will provide a debt and an equity instrument and will be successor instruments established under the Competitiveness and Innovation Framework Programme - CIP (2007 – 2013). Based on the experience gained under CIP and in line with requirements formulated for financial instruments under the Financial Regulation (EU, Euratom N° 966/2012 of October 2012) the terms and conditions for the facilities will be adjusted.

As of May 2013, the Commission is in negotiations with the EIF for the implementation of both facilities; as is the case under CIP the management of the facilities will be externalised and entrusted to the European Investment Fund in Luxembourg (EIF). Based on an open call for expression of interest (expected to be launched by the EIF in early 2014), financial intermediaries will be invited to apply directly to the EIF for participation in the programme.

1. *Single EU debt financial instrument for EU enterprises' growth and R&I*

Within the single EU debt financial instrument, COSME will provide under a loan guarantee facility (LGF)

- Counter-guarantees and other risk sharing arrangements for guarantee schemes which may include, where appropriate, co-guarantees;
- Direct guarantees and other risk sharing arrangements for any other financial intermediaries.

The EU added value will lay in the fact that through the LGF financing, which otherwise would most likely not occur, will be made available to SMEs. In the addition, the expertise of the EIF will allow dissemination of best practices to less developed SME

financing markets and can support product innovation (e.g. facilitating the creation of mezzanine products). The LGF shall consist of:

- Guarantees for debt financing (including via subordinated and participating loans, leasing or bank guarantees) which shall reduce the particular difficulties that viable SMEs face in accessing finance either due to their perceived high risk or their lack of sufficient available collateral; up to an amount of €150,000 all types of SMEs (regardless of sector or size) will be eligible for financing under the LGF. Above the threshold financial intermediaries will be obliged by means of a checklist to verify that the SME is not eligible for financing under the Horizon 2020's SME debt financing window. From a technical point of view, the entrusted entity is expected to provide guarantees to financial intermediaries which will cover a portion of the expected losses of a portfolio of newly generated SME transactions. The portfolios shall be composed of transactions which the financial intermediary would have most likely not supported in the absence of the guarantee. The range of financial products which can be supported through the guarantees is intended to be broad so as to not discriminate amongst the SME population and to allow financial intermediaries to tailor products according to needs of the market. Individual guarantee agreements to be signed by the entrusted entity with a financial intermediary will have a maximum duration of 10 years, whereby it shall be permissible that individual financing transactions have maturities exceeding 10 years.
- Securitisation of SME debt finance portfolios, which shall mobilise additional debt financing for SMEs under appropriate risk-sharing arrangements with the targeted institutions. Support for transactions shall be conditional upon an undertaking by the originating institutions to use a significant part of the resulting liquidity or the mobilised capital for new SME lending in a reasonable period of time. The amount of this new debt financing shall be calculated in relation to the amount of the guaranteed portfolio risk. This amount and the period of time shall be negotiated individually with each originating institution by the entrusted entity.

This facility succeeds the SME guarantee facility under the Competitiveness and Innovation Framework Programme.

Relationship with Horizon 2020:

- As part of the single EU debt financial instrument for EU enterprises' growth and R&I, the LGF will be complemented by the Horizon 2020 SMEs & Small Midcaps Guarantee Facility for R&I which will provide financing to SMEs and small midcaps provided that these are eligible under R&I criteria which are currently being tested under a pilot facility of the Risk Sharing Finance Facility, called the risk-sharing instrument (RSI).
- As is the case for the COSME LGF, it is planned that this facility will be implemented by the same entrusted entity (the European Investment Fund), based on a call for expression of interest for which financial intermediaries will have to apply. Financial intermediaries will be free to apply either for one of the two facilities under COSME and Horizon 2020 or for both in line with its business objectives and possibility to reach the potential target group of the different facilities

2. *Single EU equity financial instrument for EU enterprises' growth and R&I*

Within the single EU equity financial instrument, COSME will provide an Equity Facility for Growth (EFG) to enhance the supply of risk capital. The EU added value will lay in the fact that through the EFG risk capital funds can be supported which invest predominantly cross-border or which are essential for building a self-sustainable pan-European risk capital market. Through the EFG:

- the entrusted entity shall make direct investments in intermediary risk capital funds including in funds-of-funds, providing investments for SMEs typically in their expansion and growth stage. These risk capital funds shall provide equity and mezzanine finance, such as subordinated or participating loans;
- investments shall be long-term, normally involving 5 to 15 year positions, whereby the life of an investment shall not exceed 20 years.
- Investments may also be made into risk capital funds investing at the seed, start-up and early stage in conjunction with the Equity Facility for R&I under Horizon whereby the investment from EFG shall not exceed 20% of the total Union investment.
- In the case of multi-stage funds, the COSME EFG and Horizon's Equity Facility for R&I will contribute pro rata to the funding of the risk capital funds based on the fund's investment policy.

This facility succeeds the GIF-2 equity facility under the Competitiveness and Innovation Framework Programme.

Relationship with Horizon 2020:

- As part of the single EU equity financial instrument for EU enterprises' growth and R&I, the EFG will be complemented by the Horizon Equity Facility for R&I, which will focus support on risk capital funds investing in seed, start-up and early-stage SMEs and small midcaps that are RDI-driven.
- As is the case for the COSME EFG, it is planned that this facility will be implemented by the same entrusted entity (the European Investment Fund), based on a call for expression of interest for which financial intermediaries will have to apply. Financial intermediaries will be free to apply either for one of the two facilities under COSME and Horizon 2020 or for both in line with the fund's investment policy.

The Horizon Equity Facility for R&I succeeds the GIF-1 equity facility under the Competitiveness and Innovation Framework Programme.

Budget allocation policy:

The Commission believes that the available budget for financial instruments will be split evenly between the debt and the equity facility. However, the financial instruments are demand-driven and will be allocated based on market-demand.

While no pre-allocation of budgets exists based on geography, the Commission endeavours to achieve a broad geographical distribution of the instrument over the lifetime of the programme (e.g. through incentives to be provided to the entrusted entity).

The long term (2020) target indicators are:

1. Volume of financing made available and number of firms benefitting from financing: Value of financing mobilised ranging from €X billion to €Y billion; number of firms receiving financing which benefits from COSME guarantee ranging from X to Y.
2. Overall risk capital invested and number of firms being supported: Overall value of VC investments ranging from €X billion to €Y billion; number of firms receiving COSME VC investments ranging from X to Y.
3. Leverage targets: Debt instrument 1:20 - 1:30; Equity instrument 1:4 - 1:62
4. Additionality of the EFG and LGF: Increase in the share of final beneficiaries that consider the EFG (baseline is 62%) or the LGF (baseline is 64%) to provide funding that could not have been obtained by other means compared to baseline.

Action	COS-WP2014-3-001-1
Title:	Financial instruments
Implementation mode(s)	Delegation Agreements signed with the entrusted entity Call for expression of interest launched by the entrusted entity for both facilities
Indicative timetable and duration	Q1 2014
Budget	€134.100.000

Action	COS-WP2014-3-001-2
Title:	Financial instruments-accompanying actions
Implementation mode(s)	Contracts
Indicative timetable and duration	Q1 2014
Budget	€1.100.000

² €1 from the EU budget shall result in €20-30 in financing and €4-6 in equity investments over the lifetime of the Programme.

4. ACCESS TO MARKETS

The fourth specific objective of COSME, as set out in Article 3.1.d, is “to improve access to markets, particularly inside the Union but also at global level.”

According to Article 9 on *Actions to improve access to markets*:

“1. In order to continue improving the competitiveness and access to markets of Union enterprises, the Commission shall maintain its support for the Enterprise Europe Network.

2. The Commission may support actions to improve SMEs access to the Single Market including information provision and awareness-raising.

3. Specific measures shall aim to facilitate SMEs access to markets outside the Union, and to strengthening existing support services in those markets. SMEs may receive support through the Programme as regards standards and intellectual property rights in priority third countries.

4. Actions under the Programme may aim to foster international industrial cooperation, including industrial and regulatory dialogues with third countries. Specific measures may aim to reduce differences between the Union and other countries in regulatory frameworks for industrial products, on industrial policy and the improvement of the business environment.”

4.1. Enterprise Europe Network

COS-WP2014-4.1-001: ENTERPRISE EUROPE NETWORK

The Enterprise Europe Network provides business support services – in particular for SMEs – by offering information, feedback and partnering services, innovation, technology and knowledge transfer services. The Network provides services encouraging the participation of SMEs in the COSME and Horizon 2020 programme as well as internationalisation services beyond the Single Market. The Network helps SMEs to with access to finance and EU funding and helps them to become more resource and environmentally efficient (e.g. Green Action Plan).

The main objectives of the measure are to:

- Helping EU SMEs finding international business, technology and research partners in the EU, COSME participating countries and Third Countries;
- Develop and provide a balanced integrated service range to SMEs to become active in the Single Market and beyond (e.g. EU legislation and programmes, EU funding, IPR);
- Increase competitiveness of SMEs by internationalisation and innovation support services;

- Contribute to the SMEs feedback function to obtain SMEs opinion on Union policy options;
- Strengthen support for SMEs interested in participating in Horizon 2020 and corresponding calls for proposals, in particular encourage SMEs to participate to the SME Instrument; seek cooperation with Horizon 2020 national contact points.
- Improve SME's awareness on access to finance and on measures to increase their resource and environmental efficiency (contributing to Climate Action and Green Action Plan);
- Ensure visibility, recognition and local awareness about the Network.

Indicators:

- Number of SMEs concluding business/technology/research partnership agreements;
- Number of SMEs reached via (digital) information services;
- Number of SMEs participating in brokerage events and company missions;
- Number of SMEs receiving support services (information, advice, events, IPR, business & technology reviews, financing, etc.);
- Impact on clients businesses: increased turnover, jobs created/maintained, new products or services developed, new markets accessed;
- Client satisfaction on the received services.

Action	COS-WP2014-4.1-001		
Title:	Enterprise Europe Network		
Implementation mode(s)	Grant agreement (under framework partnership agreement)		
Indicative timetable and duration	2015 – 2016 - 24 months		
Budget	€46.500.000	Funding rate:	60%

COS-WP2014-4.1-002: ENTERPRISE EUROPE NETWORK (ANIMATION)

Enterprise Europe Network activities directly contribute to the overall EU2020 objectives of smart and sustainable growth, create a competitive environment and stimulate the innovation capacity of businesses, especially SMEs. At the same time, the Network is a sounding board and a link between the Commission and the SME community in the implementation of the Think Small First principle and the Small Business Act.

The objective of this measure is to organize the annual conference of the Enterprise Europe Network in the country holding the EU Council Presidency, by providing all

necessary infrastructure and related services for the organisation of the annual conference of the Enterprise Europe Network in 2014 with around 800 participants, including all practical aspects (consisting of national meetings, opening session, parallel workshops, closing session, exhibition areas, catering). This measure will be implemented by the Executive Agency for Competitiveness and Innovation (EACI) or its successor.

An ad-hoc grant will be granted, without a call for proposals, to the Italian government (or its representative), as Italy will hold the EU Council Presidency in 2nd half 2014. Only the Italian government (or its representative) is able to organise this conference given that it is the only type of authority having the required competency on this subject in Italy and is consequently in a position of de facto monopoly. This ad hoc grant will be subject to an award decision to be based on an evaluation.

Enterprise Europe Network: Network animation will include:

- Governance of the Network, in particular by organising the Annual Conference, Steering Group, Working Group meetings or Network stakeholder meetings;
- IT tools and databases, in particular by operating, maintaining, improving developing new IT tools and databases, ensuring data quality, and maintaining an IT helpdesk;
- Network communication, information and support, preparing an operational communication plan, and promotional material and infrastructure and increasing visibility and networking;
- Training, implementing an operational training plan;
- Services to the Network, quality and reporting systems, in particular by reporting on achievements, weaknesses and risks;
- Mentoring and coaching of Network partners where weaknesses have been observed.

Indicators:

- Number of Network staff trained (centralised, de-centralised and e-learning);
- Number of Network staff that received specific coaching;
- Audience reached with Network promotion tools.

Action	COS-WP2014-4.1-002-1
Title:	Enterprise Europe Network animation
Implementation mode(s)	Public procurement
Indicative timetable and duration	TBD
Budget	€2.700.000

Action	COS-WP2014-4.1-002-2		
Title:	Enterprise Europe Network annual conference		
Implementation mode(s)	Grant agreement (ad hoc)		
Indicative timetable and duration	Q3 2014		
Budget	€300.000	Funding rate:	80%

COS-WP2014-4.1-003: YOUR EUROPE BUSINESS PORTAL

The objectives of the measure are:

- Becoming a ‘front-office’ for SMEs and entrepreneurs who want to be better informed
- on their rights and obligations when starting/managing a business in a different country of the Union;
- Ensure the provision of the Union-level rights/obligations;
- Ensure the provision of the EU participating countries’ specific information;
- Ensure easy access for SMEs: treatment, translation and publication of MS contributions;
- Build up synergies with the EU.Go network;
- Introduce innovative ways on content provision in coherence with the citizens' section (e.g. content syndication systems with participating countries).

Your Europe Business Portal aims at being the reference public information portal for enterprises interested in cross-border activities within the European Union. Your Europe Business provides a multilingual practical guide that facilitates cross-border transactions. Together with the Citizens section (managed and financed by DG MARKT) the portal offers all the information citizens and businesses need to exercise their Union rights in Europe with information on the basis of mobility or single market rights in areas such as work, residence, travel, vehicles, health, consumer issues, family and education. The information provision has so far been done through a non-automated process of ad-hoc requests being addressed to national authorities via the members of the Your Europe Editorial Board which is a time-consuming exercise.

New methods for automatic content syndication and a proposal for new semantic assets are being tested in close cooperation with DG MARKT (for the Citizens section first).

The European added value of the action is clearly the ‘one-stop shop’ character of the Your Europe portal where not only European SMEs and entrepreneurs, but also the different European public administrations can find centrally all the information on the

rights/obligations of enterprises and entrepreneurs on doing business in a different COSME participating country. Beyond this, information is also provided on the rights/obligations at European level and all this in a multi-linguistic feature.

This measure will continue to be implemented by the Executive Agency for Competitiveness and Innovation (EACI) or its successor.

Indicators:

- number of visitors to the portal;
- average page views for portal visitors;
- feed-back on user satisfaction based in a survey.

Action	COS-WP2014-4.1-003
Title:	Your Europe Business Portal
Implementation mode(s)	Framework contracts
Indicative timetable and duration	Q1 2014 – 12 months
Budget	€800.000

4.2. SMEs abroad

COS-WP2014-4.2-001: ASEAN, CHINA AND MERCOSUR IPR SME HELPDESKS

The **ASEAN, China and MERCOSUR IPR SME Helpdesks** will offer first-line advice and support to European SMEs facing intellectual property rights (IPR) difficulties in, or arising from China, and ASEAN and MERCOSUR member countries.

By offering expert advice through response to individual business queries, e-learning tools, and in-person workshops, it helps SMEs respond practically to such challenges as:

- counterfeit products entering the European market;
- protecting their valuable IPR before entering and while doing business in China and ASEAN and MERCOSUR member countries (e.g. developing the market there for their own products or when following a company to which they have traditionally been a supplier when it enters China, ASEAN or MERCOSUR markets);
- how to find and constructively work with administrations or service providers to enforce their IPR in such situations.

Indicators:

1. Number of inquiries from EU SMEs answered and SME satisfaction and feedback on quality
2. Number and quality of training and awareness events, including virtual events organised together with number of SMEs and business support organisation participants
3. Number of visits and hits on the website and SME user satisfaction of the website
4. Number and quality of guides, factsheets, e-learning modules and other publications targeted at SMEs and business support organisations.
5. Improved performance of beneficiary in relation to targeted issue
6. Clients performance assessment (growth of sales, jobs created/maintained, new products or services developed)

Action	COS-WP2014-4.2-001		
Title:	ASEAN, China and MERCOSUR IPR SME HELPDESKS		
Implementation mode(s)	Grant agreements (call for proposals)		
Indicative timetable and duration	Q1 2015 – 36 months		
Budget	€7.200.000	Funding rate:	90%

COS-WP2014-4.2-002: THE SME INTERNATIONALISATION PORTAL

The objective of this portal is to offer SMEs tailored and easily accessible information on how to expand their business in third countries. It will provide a gateway to first-entry, business-relevant information on foreign markets and an overview of available support activities for markets outside the EU. This will be done through integrating the information on existing support services, measures or other sources of information already existing at EU, Member States and regional level. This portal will be a 'single-entry point' that will guide the SMEs on their way to internationalisation.

The idea of launching an SME Internationalisation portal is one of the outputs of the Commission Communication on 'Small Business, Big World - a new partnership to help SMEs seize global opportunities'.

The current action will concern the development, management and maintenance of the portal and it's a continuation of measures financed under EIP 2012 and 2013.

Indicators:

1. Number of Portal users
2. Number of concerned measures
3. Feedback from Portal users

Action	COS-WP2014-4.2-002		
Title:	Maintenance and further development of the SME internationalisation portal		
Implementation mode(s)	Contracts (including under framework contracts)		
Indicative timetable and duration	Q1 2014 – 12 months		
Budget	€500.000		

COS-WP2014-4.2-003: SUPPORT TO SME INTERNATIONALISATION

This measure will support further the internationalisation of European SMEs, as originally proposed in the Commission Communication 'Small Business, Big World - a new partnership to help SMEs seize global opportunities'. As it is evident from the mapping study, there are numerous measures to support SME internationalisation, but further improvement and coordination of those measures is necessary.

Horizontal issues such as trainings in areas corresponding to the evolving needs of SMEs in particular sectors/countries or support of initiatives allowing exchanging good practices and dealing with common challenges (sectoral, geographical) will be covered. Furthermore, the missions for growth act as the openers of the third markets in certain areas, which need further development in order to help SME internationalise. This concerns in particular the enhanced cooperation in policy areas which allow EU SMEs to profit from business opportunities in third countries.

Indicators:

1. exchange of best practices
2. open up of measures to companies from other EU Member States
3. further progress on implementing the letters of intent signed during the missions for growth

Action	COS-WP2014-4.2-003		
Title:	Support to SME internationalisation		
Implementation mode(s)	Contracts (including under framework contracts) Grant agreements		
Indicative timetable and duration	Q2 2014 – 12 months		
Budget	€500.000	Funding rate for grants:	TBD

4.3. International industrial cooperation

COS-WP2014-4.3-001: EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION

The objectives of this measure are:

- Support the EU-Japan Centre to improve European competitiveness through the facilitation of access to the Japanese market for European enterprises and SMEs in particular
- Support trade exchanges, investments and access to public procurements.
- Develop a better knowledge of the business environment in Japan through executive training programmes, seminars and business information support and logistic support.
- Consolidate the Vulcanus in Japan programme, which provides industrial placements for European engineering and sciences students in Japan.

In 2014 the EU-Japan Centre will continue and further expand its focus on the following main thematic areas: SMEs internationalization support (horizontal priority across all activities); “post-Fukushima” business opportunities (i.e. Clean Energy, Raw materials, Construction products, Smart cities, Public Procurement); industrial innovation and business related R&D, including cooperation on yet unexplored high tech sectoral niches such as satellite navigation industry and services (GNSS).

In terms of priority activities, the EU-Japan Centre aims to consolidate its business support relevance, particularly for SMEs, by an enhanced use of Enterprise Europe Network. Key actions include:

- The web info portal “EU-Japan Business Bridge” will be operational;
- Establish “Step in Japan”, which will offer free “soft-landing” type of support (hotdesk, meetings/seminar space, info support) for EU SMEs.;
- A pilot fellowship scheme - “Minerva Fellowship” – targeted towards younger EU and Japanese academics, trade/ economic analysts and civil servants, will be set up;
- Policy seminars on Industrial Policy; Energy, Environment, Climate change; and Trade and Investment, as well as the 16th annual EU-Japan Business Round Table (BRT) will be organised.
- A five week training programmes for EU SME executives and two topical missions on World Class Manufacturing and one cluster support mission will be organised.

Indicators:

1. Number of seminars organised per year and their attendance
2. Number of participants to the Executive training programmes

3. Number of enquiries addressed to the Centre and satisfactory replies provided.
4. Number of students participating in Vulcanus and their level of competence
5. Level of awareness about the Centre.

Action	COS-WP2014-4.3-001		
Title:	EU-Japan Centre for Industrial Cooperation		
Implementation mode(s)	Grant – ad hoc grant Art. 190 RAP		
Indicative timetable and duration	12 months		
Budget	€2.800.000	Funding rate:	90%

COS-WP2014-4.3-002: INDUSTRIAL POLICY COOPERATION

The objective of this measure is to promote regulatory and industrial policy dialogues between the EU and important third countries.

The European Commission cooperates with governments around the world to reduce barriers to trade and investment, to help European business gain better access to markets and to improve the business environment in developing economies. Dialogues on regulatory policy issues, such as standardisation and conformity assessment, as well as specific dialogues in areas such as automotive safety and chemicals, are held at technical level. They are aimed at finding ways of reducing the costs arising from differences in regulations, for example by basing regulations on common standards, or mutually recognising the results of conformity assessment procedures.

Regulatory convergence, or even harmonisation, of regulations already in place, is a difficult target to achieve, and the Commission consults stakeholders about priorities. More progress can be expected in new areas of regulation, where upstream coordination can prevent barriers from arising.

The EU's principal partners for regulatory and industrial policy dialogues are Brazil, Canada, China, India, Japan, Russia and the USA. Industrial policy cooperation is also very important for the candidate countries, the potential candidates and the European Neighborhood countries which will also be covered by this measure.

These activities will mostly include seminars, workshops, studies and assessments on the specific topics of the industrial policy and regulatory dialogs.

Indicators:

1. seminars organised
2. studies executed
3. progress made in the respective policy and regulatory dialogs

Action	COS-WP2014-4.3-002		
Title:	Industrial policy cooperation		
Implementation mode(s)	Contracts – specific contracts Grant - call for proposals Grant – ad hoc grant Art. 190 RAP Remunerated experts		
Indicative timetable and duration	12 months		
Budget	€1.000.000	Funding rate:	TBD