

Cross-clustering partnership for boosting eco-innovation by developing a joint bio-based value-added network for the Danube Region

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Output 4.3 StressTest Tool & Synchronised BIIE Scheme

Deliverable 4.3.1 Common Pilot Bio-based Industry Innovation Express Scheme Design

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Gerd Meier zu Köcker

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For further information about the DanuBioValNet project, you will find a short description in this document. To learn more and to download additional resources please refer to the project website http://www.interreg-danube.eu/approved-projects/danubiovalnet. The information is provided without assuming any legal responsibility for correctness or completeness. The data presented in the report are based on the information given by the project partners.

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List of abbreviations

ASP Associated Strategic Partner

BSC Balanced Scorecard System

BSO Business Support Organization

DTP Danube Transnational Programme

ERDF European Regional Development Fund

EU European Union

EUR Euro

Fig. Figure

FTE full-time equivalent

GODC Government Office for Development and European Cohesion Policy

i.e. that is (Latin: id est)

IPA Instrument for Pre-Accession

JBCS Joint Bio-based Industry Cluster Policy Strategy

LP Lead Partner

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PLA Policy Learning Arena

PP Project Partner

R&D Research and Development

RIS3 Research and innovation smart specialisation strategy

SME Small and Medium Enterprise

SRIP Strategic Research and Innovation Platform

S3 Smart Specialisation Strategy

Glossary

Bioeconomy

Bioeconomy is the production of renewable biological resources and the conversion of these resources and waste streams into value added products, such as food, feed, bio-based products and bioenergy. Its sectors and industries have strong innovation potential due to their use of a wide range of sciences, enabling and industrial technologies, along with local and tacit knowledge. (Source: European Commission (2012). *Innovating for Sustainable Growth: A Bioeconomy for Europe*, p. 3)

Cluster

Clusters are geographic concentration of interconnected companies, specialized suppliers, service providers, firms in related industries, and associated institutions (for example, universities, standards agencies, and trade associations) fields that compete but also cooperate. (Source: M. Porter (1998). *On Competition, Updated and Expanded Edition*. Harvard Business Review Book, p. 213)

Cluster initiative

Cluster initiatives are organised effort to increase the growth and competitiveness of a cluster within a region, involving cluster firms, government and/or the research community. (Source: Ö. Sölvell, G. Lindqvist and Ch. Ketels (2003). *The Cluster Initiative Greenbook*, p. 9)

Cluster organisation

By a cluster organisation one should understand organised efforts to facilitate cluster development, which can take various forms, ranging from non-profit associations, through public agencies to companies. (Source: PricewaterhouseCoopers (2011). *Uncovering excellence in cluster management*, p. 6) Cluster management can be defined as the organisation and coordination of the activities of a cluster in accordance with certain strategy, in order to achieve clearly defined objectives. (Source: PricewaterhouseCoopers (2011). *Uncovering excellence in cluster management*, p. 3)

Cluster participants

Cluster participants are representative's industry, academia or other intermediaries, who are commonly engaged in a cluster initiative. Given the case a cluster initiative has a certain legal form, like association, cluster participants are often called cluster members.

Cluster Policy

Cluster policy is an expression of political commitment, composed of a set of specific government policy interventions that aim to strengthen existing clusters and/or facilitate the emergence of new ones. Cluster policy is to be seen as a framework policy that opens the way for the bottom-up dynamics seen in clusters and cluster initiatives. This differs from the approach taken by traditional industrial policies which try (and most often fail) to create or back winners. (Source: European Commission (2016). Smart Guide to Cluster Policy, *Guidebook Series: How to support SME Policy from Structural Funds*, p. 11).

Eco-innovation

Eco-innovation aiming at significant and demonstrable progress towards the goal of sustainable development. Eco-innovation projects will therefore aim to produce quality products with less environmental impact, whilst innovation can also include moving towards more environmentally friendly production processes and services. Ultimately, they will contribute towards the reduction of greenhouse gases or the more efficient use of various resources. (Source: European Commission (2015). Eco-innovation, When business meets the environment. *FAQ: What is Eco-Innovation?* Online).

Programme

Programmes are a vehicle to implement a policy, e. g. funding programme for R&D in environmental technology. In addition to programmes, policies are also implemented through regulation (= regulatory framework, e. g. law on consumer protection).

Smart Specialisation Strategies – S3

Smart Specialisation is a strategic approach to economic development through targeted support for research and innovation. It involves a process of developing a vision, identifying the place-based areas of greatest strategic potential, developing multi-stakeholder governance mechanisms, setting strategic priorities and using smart policies to maximise the knowledge-based development potential of a region, regardless of whether it is strong or weak, high-tech or low-tech. (Source: Foray (2015). *Smart Specialisation, Opportunities and Challenges for Regional Innovation Policy*, Routledge).

Value Chain

The value chain describes the full range of activities that firms and workers do to bring a product from its conception to its end use and beyond. A value chain refers to the full lifecycle of a product or process, including material sourcing, production, consumption and disposal/recycling processes. This also includes activities such as design, production, marketing, distribution and support to the final consumer. (Source: University of Cambridge (2017). What is a value chain? Definitions and characteristics. Online).

DanuBioValNet Project

The DanuBioValNet project is aiming at establishing bio-based industry networks across the Danube Region. The emerging transnational cooperation of clusters will foster bio-economy and eco-innovations and lead to a strengthening of the regional economies. Consequently, with this project the partners pursue a strong strategic orientation beyond the immediate and medium-term economic objective of strengthening the regional economy. It is the strategic goal to establish cross-border strategic partnerships, particularly in developing regions, with the help of powerful cluster organisations. In this way, project results will be sustained beyond an immediate effect and the creation of strategic investments, especially in emerging industries such as the bio industry, will be enabled and facilitated. This will be achieved mainly by newly emerging or transforming value-added chains, which are increasingly being transnationally established and further developed as a result of the increasing internationalisation of value-added processes.

In this way, long-term economic effects are achieved, based on a network of agile clusters, which prepare the investment approaches in a targeted manner and implement them with high efficiency. One example of the present project is the establishment of bio-refineries in the regions, which can form a strategic technological backbone of a successful independent bio-industry.

The partners intend to develop and implement a long-term, industry-driven roadmap for such collaboration along the entire value chain based on cluster partnerships for these processes. With the project, a pilot function of the implementation is taken over and the prerequisite for creating a blueprint for similar and similar cross-national cooperation, also in other industries, is created.

For achieving these tasks, 17 project partners from 10 countries have joined forces. The project will pave the way from an economy based on fossil resources towards an economy using renewable resources. The striving of the partners to minimise greenhouse gases and resource-saving as well as resource-efficient utilisation of available biomass will result in synergistic effects. These effects will improve the sustainability, regional development through diversification of the local economy and will also positively affect the workforce. The development of new bio-based value chains from primary production to consumer markets needs to be done by connecting enterprises from different regions and industries. But due to a missing holistic transnational approach, Danube actors in bio-based industry still operate disconnected and cannot properly benefit from the potential. Therefore, the aim of this project is to develop new methods, strategies and tools to connect enterprises transnationally.

Clusters as the strong representatives of a group of industries that are closely linked by common products, markets, technologies and interests are chosen to organise and bear the industry cooperation and creation of new value chains, because they are performant and sustainable partners and guarantee the upgradeability in the dimension industry, sciences and also politics.

One of the planned outputs of this project will be the development of a Joint Bio-based Industry Cluster Policy Strategy (JBCS) to describe the procedure and to make it actionable

and reusable. Furthermore, a bundle of new methods and tools to support clusters for transnational working will be developed and joint into a strategy. They will be tested in three pilot actions where it is planned to create new bio-based value chains in the Danube Region. The main target groups are on the one hand the policy – four Ministries are involved –, on the other hand clusters and their SMEs – nine cluster organisations are involved. The policy level will benefit from the JBCS, which can be used as a political framework.

The clusters and SMEs will benefit from the new innovative tools and methods developed for transnational cross-clustering. Successfully established new bio-based value chains in the pilot actions can motivate other clusters and SMEs to test this newly developed approach in the future.

The following partners commit to the implementation of the cluster partnership and transnational cooperation:

Role	Official Name in English	Acronym	Country
LP	BIOPRO Baden-Württemberg GmbH	BIOPRO	Germany
ERDF PP1	ClusterAgentur Baden-Württemberg	CA BW	Germany
ERDF PP2	Anteja ECG	ANT	Slovenia
ERDF PP3	PROUNION	PU	Slovakia
ERDF PP4	Romanian Cluster Association	CLUSTERO	Romania
ERDF PP5	Association of Business Clusters	ABC	Bulgaria
ERDF PP6	National Cluster Association – CZ	NCA	Czech Republic
ERDF PP7	Business Upper Austria – OÖ Wirtschaftsagentur GmbH - Upper Austrian Food Cluster	UAFC	Austria
ERDF PP8	Ministry of Economy	ME	Romania
ERDF PP9	Ministry of Economy, Entrepreneurship and Crafts	MEC	Croatia
ERDF PP10	Ministry of Education, Science and Sport	MIZS	Slovenia
ERDF PP11	Croatian Wood Cluster	CWC	Croatia
ERDF PP12	Institute for Economic Forecasting	IPE	Romania
ERDF PP13	Business Upper Austria – OÖ Wirtschaftsagentur GmbH – Cleantech-Cluster	BizUp	Austria
IPA PP1	Innovation Center of Faculty of Mechanical Engineering	ICME	Serbia
ASP1	Montenegro Vine Cluster	MVC	Montenegro
ASP2	Ministry of Economic Affairs, Labour and Housing Baden- Württemberg	WM	Germany

LP = Lead Partner, PP = Project Partner, IPA = Instrument for Pre-Accession, ASP = Associated Strategic Partner, ERDF = European Regional Development Fund

Bio-based Industry Innovation Express

Proposal for a Cross-regional Scheme to Support Cluster and SME Development along Selected Value Chains in Bio-based Industries

Cross-regional Development of Bio-based Value Chains

Clusters are a fundamental part of the European industrial landscape as 38 % of European jobs are based in clusters. They are key drivers for the European economy with regard to competitiveness, growth and jobs. Over the last years, cluster policy in the EU has increasingly gained importance to improve competitiveness of local industries and to facilitate industrial transformation processes by stimulating the development of infrastructure in support of business innovation. The recently ongoing industrial transformation has highlighted the need to modernise regional industrial structures and build new industrial competences in order to respond to global competition and to address societal challenges, such as environment, health and resource efficiency.

Consequently, clusters as the strong representatives of a group of industries that are closely linked by common products, markets, technologies and interests are promising tools for regional development since they organise and bear industry cooperation and creation of new value chains, because they are performant and sustainable partners and guarantee the upgradeability in the dimension industry, sciences and also politics. There is good first evidence already that regional approaches for Bioeconomisation of existing value chains or the transformation into Bio-based industries can be well implemented by cluster initiatives resulting in improved innovation and value chain development in the Danube region¹. Further insides have been gained on regional policy making and implementation processes, namely the role of clusters in the design and implementation of the regional innovation strategies, regional support schemes for cluster initiatives as well as the coordination and alignment of such strategies at the regional and national level².

To effectively support the development of Bio-based Industries or the Bioeconomisation of existing industries in the Danube Region, regional competences and capacities, in terms of actors, but also in terms of investments, have been bundled in order to gain critical mass. No region is able to succeed alone in this regard, European support schemes play an important role, but cannot substitute significant regional investments.

However, fact is that multi-regional governance structures for focused cross-regional cooperation to further develop Bio-based industry value chains or the Bioeconomisaton of

TOP 20 bio-based products in the Danube Region (2019), DanuBioValNet Project, Pavla Bruskova (editor), http://www.interreg-

 $\frac{danube.eu/uploads/media/approved\ project\ output/0001/30/a319626f134bfa2747eab95550024252de5b37}{c0.pdf}$

Meier zu Köcker, 2019, StressTesting Regional Approaches Conducive to Implement S3 through Clusters in the Danube Region.

https://www.researchgate.net/publication/330986898 StressTesting Regional Approaches Conducive to Implement S3 through Clusters in Danube Region

existing industries are critically missing³. When having a deeper look at the content of the regional innovation and Bioeconomy strategies (if existent) of the Danube regions, it became clear that such strategies, in most cases, are not aligned, neither with related policies and programmes on national level nor with neighbouring regions. The latter hampers needbased cross-regional cooperation needed to gain critical mass to jointly tackle macro-regional challenges. However, this observation is also applicable for other macro-regions, like the Alpine Region. All this results in a persistent funding gap for cross-regional development of Bio-based Industry Value Chains, targeting specific transformation opportunities of particular relevance for Danube Regions and including the relevant actors of new Bio-based Industrial Value Chains, from research to market⁴.

Closing the Funding Gap – Bio-based Industry Innovation Express (BIIE)

There are several programmes that support cluster initiatives and SMEs from Danube Regions in cross-regional cooperation according to different modalities. Figure 1 groups these different modalities according to the extent to which regions can influence the scope of cross-border calls and number of different regions (and related actors) able to cooperate within projects funded under a given call. Figure 1 represents the situation for several macro regions, like Danube Region or Alpine Region.

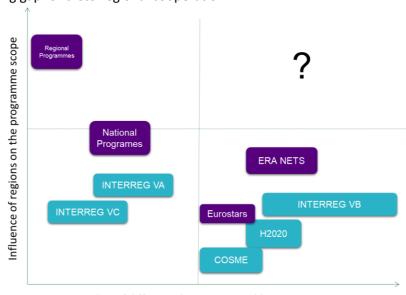


Figure 1: The funding gap for cross-regional cooperation

Number of different Alpine Regions able to cooperate

Source: Dermastia, M. (2019). Study to prepare a Synchronised Funding Scheme for Bioeconomy Development, Ministry for Economic Affairs, Labour and Housing.

Keller, Reingruber, Dermastia, Meier zu Köcker, 2019, Implementing S3 with Clusters - An Innovation Model for Transformative Activities, Fteval Journal for Research and Policy Evaluation, Issue 47

Dermastia, 2019, Study to Prepare a Synchronized Funding Scheme for Bioeconomy Development in the Alpine Region; EUSALP Project, https://www.alpine-region.eu/results/study-prepare-synchronized-funding-scheme-bioeconomy-development-alpine-region

The further development of Bio-based industry value chains or the further Bioeconomisation of existing industries depends on the critical mass of actors and investments in innovation and entrepreneurship, which would significantly benefit from better cross-regional cooperation. Analysis and recent experience show that multi-regional governance structures for focused cross-regional cooperation are critically missing (upper right quadrant in figure 1). There is a persistent funding gap, which would allow actors from several Danube Regions to jointly develop Bio-based industries or develop new or extend Bio-based Industry value chains. There is no single instrument for cross-regional cluster and SME development (like innovation, research or development projects), targeting specific opportunities for Bioeconomisation industries of particular relevance for the Danube Region.

Regions in the Danube area do not have necessary possibilities to influence current call programme designs and scopes. There is no modality currently in place where a group of Danube Regions can decide to particularly support cluster and SME development with focus on Bioeconomisation across regions. To overcome this obstacle, the Bio-based Industry Innovation Express (BIIE) proposes a synchronization of already existing regional RDI calls into a cross-regional funding scheme to support the cross-regional development of transformative activities, leading to hands-on innovative projects covering entire new value chains from research (academia) to market (enterprises including SMEs). This would allow Danube Regions to tap into external capacities and bundle regional competences to generate the necessary critical mass for transformative activities across the Danube Region. Specific objectives, methodological approach and target groups of the proposed BIIE funding scheme are presented below. A draft BIIE Call is enclosed in the appendix.

The situation presented in Figure 1 is similar in the Alpine Region, too, where also funding schemes to facilitate cross-regional cooperation is missing. Thus, the BIIE presented here is complementary to the ACIE approach (Alpine Region Innovation Express), since it aims to cope with similar issues. Whereas the ACIE focusses more on Transformative Activities, the BIIE targets a bit more then cluster policy strategy issues. However, both calls use the similar core funding items.

BIIE - Objectives: The BIIE will serve as a key instrument to turn the Joint Bio-based Industry Cluster Policy Strategy into practice and cope with existing fragmentation of Bio-based industry value chains. The BIIE is a common funding scheme approach implemented by several regions aiming to support cluster and SME development along Bio-based industry value chains in similar fields. Facilitating collaboration across regions helps to gain critical mass to develop innovation and entrepreneurship in the field of Bio-based industries (incl. value chain development) by demand-driven collaboration across regions. Focus is placed on cross-border learning, competence development, innovation creation and further development of existing bio-based Industry Value Chains. Bundling different competencies from cluster actors from participating regions provides good framework conditions for cross-regional innovations. The BIIE can be understood as a cross-regional approach for need-

based collaboration by focusing on the development of Bio-based Industry or further Bioeconomisation of existing value chains while addressing common major challenges for the Danube Region, as outlined in the EU Strategy for the Danube Region (EUSDR)⁵.

Methodological approach: BIIE calls are funded by already existing regional programs whose calls are synchronized accordingly. This means that there is no need to provide additional funding but rather to synchronize existing programs and calls. It is designed to support collaborative projects among several partners, all of whom apply according to their "home" funding role. The BIIE scheme has the significant advantage that

- no additional funds are needed
- regional funds do not cross any borders
- nor do any regional application and administration procedures needs to be changed.

Due to the fact that already existing programs are involved, the BIIE scheme does not require additional money. By synchronizing existing programs, the calls that are directed at similar targets allow for an increase in the critical mass and a bundling of complementary regional competences. Thus, the targets can be reached faster and more efficiently than if different regions would each try to succeed separately. The focus of specific BIIE calls is placed on cluster and SME development along Bio-based industry value chains, which are high priorities for all the participating regions. BIIE applications are evaluated based on the selection criteria set forth in specific BIIE calls along with criteria from regional/national funding organizations.

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For further information: https://www.danube-region.eu/

Appendix: BIIE Draft Call

Proposal for a Cross-regional Scheme to Support Cluster and SME Development along Selected Value Chains in Bio-based Industries

This document does not represent a real call, but presents the scope, call text, funding and eligibility criteria, proposal assessment procedures etc. The BIIE improves the framework conditions for SMEs as a driver of VCs. By purpose, specific information, which can only be provided in the frame of a specific call, are indicated accordingly. The current document is intended for programme owners and shall contribute to a better understanding of how a Joint BIIE Call might look like.

Introduction

The BIIE Call scheme is a joint undertaking of the participating Danube Regions to bundle forces and synchronise existing strategies and programmes. The present BIIE call aims to support innovation related activities that contribute to Bio-based industry value chain development through innovation and entrepreneurship. Focus is given on cluster-based SME cooperation aiming the build or strengthening value chains development in the area of Bio-based industries (s. Figure 1). Dedicated attention is given on prevailing Bio-based value chains like Phytopharma, Eco-Construction and Bio-based packaging since related Roadmappings clearly indicated that need-based cross-regional cooperation is key to bring these sectors further⁶. Strengthening these value chains will contribute to a further Bioeconomisation of the industry of the Danube Region and to cope with one of the key challenges of the Danube Region, which is Circular Economy, environmental risk and Bio-diversity⁷.

Figure 2: Closing the gap: Building and strengthening Bio-based industry value chains across Danube Regions and industries





Source: BBI JU, 2019

The BIIE will serve as a key instrument to turn the Joint Bio-based Industry Cluster Policy Strategy into practice and cope with existing fragmentation of Bio-based industry value chains.

See related roadmapping reports provided under: http://www.interreg-danube.eu/approved-projects/danubiovalnet/outputs

https://www.danube-region.eu/about/priorities

What is BIIE?

The Bio-based Industry Innovation Express (BIIE) is a common Danube Regional approach to support cluster and SME development in Bio-based Industries aiming to build or strengthening related value chains across the Danube Region. The BIIE aims at facilitating cross-regional cooperation between cluster initiatives and related SMEs. Focus is given on cross-border learning, competence development, innovation creation and value chain development. Bundling different competencies from cluster actors from participating Danube Regions provides good framework conditions for cross-regional innovations and the further development of a Bio-based industry in the Danube Region.

BIIE has been prepared within the framework of the DanuBioValNet project fully in line with the EUSDR (EU Strategy for the Danube Region). The BIIE is funded by national/regional programme owners (BIIE partners) to initiate, support or enhance cross-regional cluster cooperation activities to stimulate cross-regional innovations and value chain development among their SME members. Applications will be evaluated based on the selection criteria set in the BIIE along with criteria from regional/national funding organisations.

Scope and opening of the BIIE call

Focus of this BIIE call is on innovative ideas and activities, which (1) are pivotal part of all regional strategies with regards to Bio-based industry and value chain development in the Danube Region, (2) have a cross-regional dimension, (3) cannot sufficiently be covered by one region alone and (4) have a cross-sectorial character by addressing at least one of the following Priority Areas:

Phytopharma Industry

A wide variety of productive activities relating to the cultivation, harvesting and transformative processing of medicinal and aromatic plants (MAPs) can be found throughout the countries of the Danube region. The Danube region is among key players in the (Phyto)pharmaceutical industry in Europe. Almost half of all firms operating in the European industry are based in the Danube Region (42.9 %). They employ a workforce of more than 1.5 million, representing 30% of all sector-specific jobs in Europe.

Bio-based Packaging

The packaging sector is the largest application sector for plastics in general. Bio-based drop-in plastics can lower the environmental foot-print of plastic packaging and can be fully recycled. Biodegradable and compostable plastics offer additional end-of-life options for certain applications.

Eco-Construction

Eco-Construction focusses on products like insulation materials made of renewable resources like fibres (hemp, flax, straw, etc.) or sheep wool. Also, innovative products like hemp concrete and wood plastic composite materials for terrace flooring and fixing systems are developed in order to provide new products for Eco-Construction

BIIE partners will support proposals submitted by groups of cluster organisations and/or similar networks located in their geographical area and addressing cross-sectoral and cross-regional cooperation activities as defined above that benefit their cluster/network members.

A broad variety of innovation activities can be funded:

- A. Thematic workshops (focus on transformative cross-regional activities)
- B. Networking activities
- C. Product, technology or innovative service development
- D. End market potential analysis
- E. Roadmapping activities (technology, markets, society, regulations)
- F. Mapping of Emerging cross-regional value chains
- G. Training/skill development / education

Please refer to the table of supported innovation activities for each funding partner (below), and get in touch with the relevant contact person for more detailed information.

Table 1: supported innovation activities for each funding partner

BIIE partner	Region	Supported activities	Regional Contact Point
		A, B, C, E, F, G	

Application Process

Targeted beneficiaries

BIIE targets cluster organisations and/or other networkings gathering groups of SMEs, large companies, universities, research institutions and other regional innovation actors. The active involvement of SMEs in the project implementation is required. Eligible applicants cluster and/or networking organisations located within a geographical area where the BIIE partners are present. Proposals must be submitted by the representative of the cluster or networking organization.

Eligibility criteria

Eligible project duration

The duration for all BIIE funded projects is between 6 and 12 months.

Eligible costs and co-financing rate

The overall budget of the BIIE, based on the individual regional contributions is about EUR xxx.xxx^s. The max. funding amount of any application is EUR 100.000 (eligible costs per project). The Co-financing rate depends on the schemes applied in regional/national funding programmes.

Eligible Lead & Project Partners

Each ACIE project must be implemented by a project partnership consisting of:

- The applicant is a legal entity representing a cluster initiative or network.
- The applicant is located in a geographical area, which is supported by one of BIIE partners.
- Proposed activities must include the participation of at least 3 SMEs. (The
 participation of even more SMEs is strongly recommended. Participation of large
 companies, company associations, universities, research organisations, and other
 public organisations is encouraged)
- Applications must target another cluster initiative or network in at least one other BIIE partner region.
- Other eligibility criteria may be applied by BIIE partners.

Application forms can be accessed via DanuBioValNet homepage

http://www.interreg-danube.eu/approved-projects/danubiovalnet

Proposals must be in line with funding conditions and guidelines outlined by the BIIE partners (to be found on BIIE partners' own website). It is recommended that applicants contact their BIIE partners (see above) in order to be informed about funding conditions.

Application forms must be completed in English and submitted to <u>proposal@biie.eu</u> by $xx.xx^8$. 2019 at the latest.

Selection procedure and criteria

<u>Application</u>

Proposal are expected to

- fit into the scope of the current BIIE call,
- contribute to the overall BIIE call objectives
- are in line with overall EUSDR 9

-

Depending on individual call

For further information: https://www.danube-region.eu/

provide a level of novelty and innovation with cross-sectoral dimension

address the three designated value chain development with regards to Bio-based

industries

clearly address markets of the transformative activities

have clear objectives and aim to achieve impact on the development of the transformative activities are in line with the guidelines / funding rules outlined

by the BIIE partners.

1. Formal Check

Project applications are submitted by the Lead Partner for the benefit of all participating

cluster organisations/networks and their respective members – in accordance with them

and driven by their innovation needs. The applications are to be directly submitted to BIIE

managing body and will first undergo a formal check.

2. Assessment and decision

After having successfully passed the formal check the project applications are forwarded to

the assessment procedure. This will be conducted by XX.XX.2019.8

BIIE Coordinating Body

The BIIE Call will be coordinated by [name of coordinating body]. For any question related to

the BIIE Call (not related to specific funding rules of the BIIE partners) please use the hotline

indicated below

Mail: question@biie.eu

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