

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

SILEO

SILEO 1st Open Call for Advanced Technology Uptake Projects

Online info session for Applicants

12th March 2024, 09:30 – 10.30 CET



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SILEO Eurocluster project mission & Consortium

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

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

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

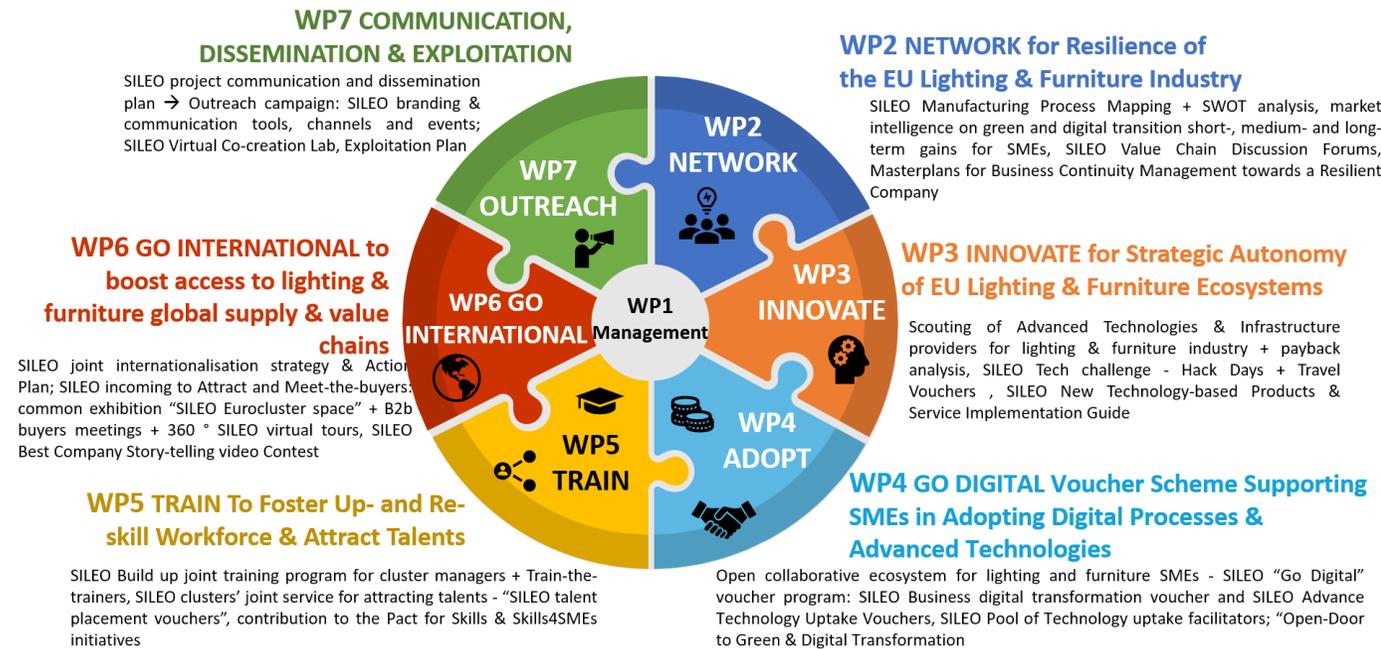


LIGHTING & FURNITURE SMEs



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

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



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

GO DIGITAL Voucher scheme supporting adoption of digital processes & advanced technologies:

→ Open Call **Business Digital Transformation** - **THE 2° CALL IS OPEN!**

→ Open Call **Advanced Technology Uptake** - **THE 1° CALL IS OPEN!**

(the 2° Call is scheduled for September 2024)

- SILEO Hack Days to drive innovation in lighting & furniture (n°2 1-day international business and technological events for SMEs:
- **Travel Vouchers for Cluj-Napoca, Romania** - **THE CALL IS OPEN!**
- **Travel vouchers for Italy** - *(upcoming Call in April 2024)*
- SILEO joint service for SMEs to attract talents → “**Talent Placement**” – The call is closed and the submitted proposals are under evaluation



**BUSINESS
TRANSFORMATION**

5.000 € / SME



**ADVANCED
TECHNOLOGY
UPTAKE**

10.500 € / SME



**HACK-DAY
TRAVEL**

500 € / SME



**TALENT
PLACEMENT**

4.000 € / SME



1° Open Call for Advanced Technology Uptake Projects

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Financial support to SMEs to support the **development of strategic products and services, prototype new solutions, improvement of existing processes and methodologies and uncovering new growth opportunities**, from the digital and circular viewpoint.

Call opening: 12.02.2024 at 10:00 CET
Call closing: 12.04.2024 at 17:00 CEST

- ✓ Voucher amount: **max. 10.500,00 EUR / SME** in the form of *lump sum*
- ✓ Applications from single SME (no partnerships needed) from the lighting and furniture ecosystems and located in **EU 27 Member States + SMP program associated countries**
- ✓ Total budget for the 1° Open Call: 262,500 EUR (about **25 SMEs will be funded**)
- ✓ **Prototyping of new products or services, pilot application, both**

1° OPEN CALL FOR ADVANCED TECHNOLOGY UPTAKE PROJECTS

The Call is open NOW!

Support **lighting and furniture SMEs** developing strategic products and services, improving their existing processes and methodologies, and uncovering new growth opportunities, from the digital and circular viewpoint.



Call deadline
12.04.2024 - 17:00 CET

Financial support
10.500 EURO per SME



- ✓ Prototyping
- ✓ Pilot application

in collaboration with validated **technology providers**

Open Call for Advanced Technology Uptake Projects

→ Prototyping of new products or services

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A) Prototyping of new products or services

Support lighting and furniture SMEs in the prototyping of new product(s) or service(s) using advanced technology(ies) or digital solution(s) considered strategic for business development.

The technology provider(s) shall support the SME to bridge the gap between the concept and reality, as Prototyping is a vital step in transforming the idea into a functional product or service design.

The following aspects must be respected:

- ✓ The prototyping process must be executed using advanced technology(ies) and/or digital innovations (i.e. 3D printing-enabled rapid prototyping, the Internet of Things, generative design, augmented and virtual reality platforms, interactive prototyping, other) AND/OR must be focused on development/design of a new product/service prototype with embedded advanced technologies or digital solutions not present in the company current product portfolio.
- ✓ The prototyping processes shall include the development of the proof of concept to test the idea and then creating a model of the product/service to test functionality and desirability.
- ✓ The background qualitative and quantitative research should have already been executed, in order to have an idea of consumer desirability, manufacturability, marketability, competition, pricing sweet spots, margin opportunities, etc.
- ✓ The prototyping project can start both from the development of initial specifications and drawings or from detailed designs if the preliminary activities have already been executed.
- ✓ It shall include specific evaluation phases to gather feedback and assess the prototype product or service functionality, appearance and other features and the subsequent improvement phase.
- ✓ The prototyping project shall end with the final phase of the prototype product or service. It shall include the specifications for its pilot testing, application or demonstration, i.e. for setting a pilot production line or pilot service activities (test bed).



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Open Call for Advanced Technology Uptake Projects

→ **Pilot application** or **Prototyping+Pilot application**

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B) Pilot application

Pilot application project shall be aimed at testing whether the new prototyped product/service AND/OR selected advanced technology/digital solution for business operations is working as it was designed and can meet a given set of business requirements in terms of advanced technology uptake. Pilot application project shall identify whether the prototype or technology to be integrated is a viable option for the SME path forward towards more digital and green business growth.

Pilot application project can consider the following activities:

- ✓ Testing, validation and demonstration of the new prototyped product(s) or service(s), developed with the use of advanced technologies or digital solutions, in an industry-relevant (operational) environment, including test beds and small pilot production lines;

and/or

- ✓ Integration, testing and validation of the selected advanced technology(ies) and/or digital solution(s) application within a specific production, manufacturing, commercial, or operations management process/phases in order to significantly renew, upgrade and /or make them more sustainable and circular.

C) Prototyping + Pilot application

This type of project combines prototyping and pilot application phases (A + B, as described above) in one project. All the specifications and requirements described in the above-listed project typologies (A and B) must be observed.

Note that if you choose this type of combined project, you must respect the maximum project duration of 6 months.



Open Call for Advanced Technology Uptake Projects

→ **Expert services**

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- ✓ An SME can apply only to one of the 3 expert services – A), B), or C) described before.
- ✓ Application must be submitted by an individual SME with **specified technology expert (one or more) selected from the SILEO Pool of Technology Uptake Facilitators.**
- ✓ Projects (*understood as the **activities** implemented by the SME applicant with the technology provider(s)*) must have a duration of min. 3 months and max. 6 months (planned project start date in September 2024)
- ✓ **The selected advanced technology and/or digital solution for one of the 3 technology uptake services (A, B or C) must be known and have a TRL (Technology Readiness Level1) of at least 4 (The technology should be at least validated in the laboratory).**

The non-exhaustive list of advanced technologies and digital solutions considered as strategic for the lighting and furniture sector is available in the Guide for Applicants in Section 1.2.

Open Call for Advanced Technology Uptake Projects

→ Pool of Technology Uptake Facilitators

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The **SME Applicant must select technology provider(s) and/or digitalisation expert(s) to develop the Business Digital Transformation Project from the SILEO Pool of Technology Uptake Facilitators** that can be found on the submission application portal: https://clustersubmissionplatform.eu/eurocluster_post/sileo-1st-open-call-for-advanced-tech-projects/

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

The Pool is a database, published on the SILEO submission platform, that includes all the organisations who have expressed their interest and willingness to support SMEs in their digital & green transition pathway and answered the specific [Call for Expression of Interest](#) launched by SILEO Consortium partners, and open until two weeks before the Open Call closure (29/03/2024)

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

SILEO POOL OF TECHNOLOGY UPTAKE FACILITATORS

We are looking for technology providers to support lighting & furniture SMEs in developing strategic products/services, improving existing processes and methodologies, and uncovering new growth opportunities, from the digital and circular viewpoint.

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1° Call for Advanced Technology Uptake Projects



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DEADLINE EXPRESSION OF INTEREST
29.03.2024
16:00 CET

Open Call for Advanced Technology Uptake Projects

→ **Application portal & documents**

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Lighting and furniture SMEs shall submit their application form online through the **Clusters Submission Platform - SILEO submission portal** (https://clustersubmissionplatform.eu/eurocluster_post/sileo-1st-open-call-for-advanced-tech-projects/) before the deadline, **12 April 2024 at 17:00 CEST.**



EUROCLUSTER CALLS CONTACT

Clusters Submission Platform

Welcome to the Cluster Submission Platform webpage!

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

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

Explore our funding calls



→ Call guidelines and supporting documents are available on the online platform:

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



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Open Call for Advanced Technology Uptake Projects

→ **Application process**

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✓ SME applicants must register to the Submission Platform and start the application form online:

STEP 1

STEP 2

STEP 3

APPLICANT INFORMATION

All the eligibility criteria are listed in the Section 4. of the [Guide for Applicants](#).

Please complete the boxes with your business information

STEP 1. SME Applicant administrative data

STEP 1.

Fill in the online boxes with the applicant's information data.

STEP 1

STEP 2

STEP 3

STEP 2. Advanced Technology Uptake Project

Please [download here](#) the SILEO Advanced Technology Project – Technical Part (Word template), fill it in and upload the document in .PDF format (max. file size 20MB).

STEP 2. Upload the completed **SILEO Advanced Technology Uptake Project – technical part** (in .PDF format).

STEP 1

STEP 2

STEP 3

STEP 3. REQUIREMENTS TO PARTICIPATE IN THIS CALL

Please upload a signed version of the Declaration of Honour (max. file size 20MB).*

[Download here](#) the Declaration of Honour (pdf)

STEP 3.

Upload the **signed Declaration of Honour** (in .PDF format).



SILEO Open Call for Advanced Technology Uptake Projects

→ Final remarks



- ❖ An SME can selected **one or more technology providers** selected from the SILEO Pool of Technology Uptake Projects
- ❖ The SME applicant and the technology provider(s) must be **independent legal entities** to avoid any conflict of interest
- ❖ The application **must be completed in all its parts in English and submitted through the Submission Platform before the deadline.** An SME can submit one project idea. If more than one proposal submitted by the same applicant is identified, only the last proposal, which has been submitted, will be evaluated.
- ❖ **Payment scheme:** the requested lump sum amount will be transferred to the SME Beneficiary, as reimbursement, upon the presentation and approval of the Final Technical Report including the project performance description with results and documentation proving the project activities; list of incurred expenditures (technology provider(s) invoices – proof of payment) and feedback section.
- ❖ **SME beneficiaries must set up internal agreements regulating their cooperation with the technology provider(s)** and the related payments (SME beneficiaries are responsible for paying the selected expert(s)). The collaboration contract between the SME and the expert must be sent to the SILEO Consortium as a mandatory annex to the Sub-Grant Agreement.

SILEO Open Call for Advanced Technology Uptake Projects

→ **HELPDESK / Contact persons**

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



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Thank you for your attention!

Any questions?