

New Horizon 2020 project INNOWWIDE kicks off in Madrid

The Coordination and Support Action INNOWWIDE H2020 was recently launched in Madrid on 10 January 2019. To compete effectively in new and emerging markets, European companies and especially SMEs need to develop partnerships with innovation players in these economies from early on and develop receptiveness for local success. To this end, *INNOWWIDE – Viability assessment of collaborative and INNOvative business solutions in WorldWIDE markets*, is a three-year Action that aims to provide funding to at least 120 European innovative SMEs and start-ups to conduct Viability Assessment Projects (VAPs) in markets outside of Europe. The calls will provide up to 60.000€ of funding per project. INNOWWIDE is launching its first call for proposals in April 2019.

The kick-off meeting was organised by the consortium leader, Centre for the Development of Industrial Technology (CDTI), and included the participation of all project partners from different EU countries. The Action is supported by a large range of partners that have a wide network of contacts among European SMEs. In particular, INNOWWIDE is composed by six national funding agencies (BPI, Business Finland, CDTI, DLR, FFG and RVO), one of the most relevant international business acceleration networks, the most important multilateral business led R&I organization, two highly specialised and renowned firms in international R&I management, and an outstanding innovation public-private partnership (EBN, EUREKA Association, SPI, Steinbeis Zi and CTA).

Bringing European highly innovative SMEs to the forefront of international markets

INNOWWIDE will implement two calls with a total budget of 7,2M€, and is expected to fund 120 VAPs (60.000 €/VAP). The calls will target markets of developing countries, large emerging economies (Brazil, Russia, India, China, Mexico, etc.) and developed countries. The VAPs will be selected through a competitive selection procedure.

The INNOWWIDE strategic model relies upon the design and prototype of an innovative funding scheme which aims to support:

1. The viability assessment of globally-oriented, SME- led, innovative business solutions in close collaboration with third country stakeholders
2. The preparatory work to facilitate further joint R&I actions, including co-creation and open innovation, and market technology uptake.
3. The establishment of synergies, leverages and complementarities with current and future related national and international funding schemes.

The INNOWWIDE official website www.innowwide.eu and social media pages will be launched soon!

