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EDITORIAL

As all the programs are now opened, time for first evaluations has arrived. In this new edition, **Institutions & Strategies** office suggests to focus on the Horizon 2020 program, especially on its SME Instrument. In order to widen your opportunities, we have selected for you interesting news concerning international public markets.

Institutions & Strategies provides you a personalized support which maximizes your chances to get all the financial support and guidance you need.

CALL FOR PROJECTS

Funds opportunities



Cleansky2 : The second Call for Core Partners is now open.

On April 16th, the CLEANSKY 2 call for Core Partners Waves 2 has been launched by the European Commission.

This call for proposal has a €91.500.000 budget.

17 topics, including "More affordable small aircraft manufacturing" or "Reduced cockpit workload" are defined in agreement with the Horizon 2020 Societal Challenges objectives.

A proposal must be submitted to a specific topic. The full set of information for preparing a proposal for a topic (eligibility and evaluation conditions, evaluation forms, etc.) is specific to each topic.

The deadline date is 07/30/2015 at 17:00:00 (Brussels local time).

Responsible Research and Innovation

Science

The call for developing governance for the advancement of responsible research and innovation has been opened on April 22nd.

With a total budget of €5,500,000, this call is subdivided into 3 topics:

- Responsible Research and Innovation in industrial context

This action will support projects that demonstrate how to implement RRI in process development and in quality of the final outcomes (standards relating to sustainability, precautionary principle, gender and ethics...)

- Innovative approach to release and disseminate research results and measure their impact

The proposals shall seek in particular to examine how peer-review develops outside of traditional methods and support it, and how indicators are adequate for different types of needs and promote them.

- Estimating the costs of research misconduct and the socio-economic benefit of research integrity

The study should also, estimate the economic benefit that could be derived from a more responsible conduct of research U and worldwide.

The deadline date is 09/16/2015 at 17:00:00 (Brussels local time).

NEWS

Assessment and Perspectives of the Horizon 2020 program



Lower success rates but faster applications

Compared to prior EU programmes, Horizon 2020 has lower success rates. Indeed, the



Environment: 28 projects selected

In answer to Horizon 2020's Societal Challenge "Climate action, environment,

average odds of getting a Horizon 2020 grant in the first 14 months of the €80 billion program are 14.53%.

Part of the explanation is that, since the program opened, there has been a flood of applications. It's easier to apply for funding on the Horizon 2020 website and calls are more concentrated.

The good thing is that winning applicants get their grant money quicker under Horizon 2020. The average time it takes now to receive a grant is under 207 days (8 months).

More than ever, it is primordial to stack all the odds in your favor. That is why we advice you not to wait to contact us. Our job is to make sure your proposal is well written and coherent so that your project will be convincing.

resource efficiency and raw materials", 28 proposals on 115 were selected for funding.

On the total amount of €184.6 million:

- 44.2% was designated to "Growing a low carbon, resource efficient economy with a sustainable supply of raw materials" (SC5)
- 28.1% to waste as a resource of raw materials
- 27.6% to water innovation.

13 selected projects concern the Water call, 9 proposals concern the SC5 and 6 proposals the waste topic.



SME Instrument

The SME instrument launched last year is very popular among European SMEs but the success rates are very low.

Dedicated to the development of innovative SMEs across Europe, SMEs are eligible for funding through three phases of product development, from research through to commercialization but 90 % of the subdued projects are not financed.

For the first phase (which assesses the project feasibility and potential), 592 out of 6,973 applicants were successful. For the second phase (projects which already have a business plan) 134 projects were successful out of a total of 1,209.

As a leading player in European financing assistance, our knowledge regarding European funding tools such as the SME Instrument is essential. Our services and expertise are primordial to increase your chances to get a financial support.

INTERNATIONAL PUBLIC MARKETS

Export opportunities



IRAN

Iran might become again a commercial partner. Indeed, an agreement has just been signed between Iran, Germany, France, Great Britain, China, Russia and the United States, which might mean a return of Iran in the international relations.

This agreement, which must be finalized before summer, could reopen the Iranian market and end a 12 years old embargo. For foreign companies, this is a great opportunity; the Iranian market has about 80 million consumers.

The car industry is especially interesting as there are approximately 100 cars for 1000 inhabitants. PSA and Renault are already ready to take back market shares.

LATIN AMERICA

The Pacific Alliance is a Latin American trade bloc, with some features of further integration. The four member states, Chile, Colombia, Mexico, and Peru, border the Pacific Ocean.

The "Pacific Pumas" represent nearly 36% of Latin American GDP, with a huge market of 214 million consumers. According to the World Trade Organization, the countries of the Pacific Alliance together exported about \$445 billion in 2010 and received 41% of the region's FDI flows in 2012.

This economic weight and this attractiveness are coupled with an encouraging future: the potential average growth for the next decade is estimated to be 4,5 %.

News

Airbus Helicopters : historic sale in Poland

Warsaw has pre-selected Airbus Helicopters to build 50 multi-role Caracal helicopters, to the detriment of the American Sikorsky and the English-Italian AgustaWestland. The contract 's final signature will occur in September after a period of tests.

To win this \$3 billion contract, Airbus has promised to invest a lot in Poland: in addition to an assembly plant and a manufacturing center, is going to be established in Lodz via a joint venture with the polish firm WZL. Airbus' main turbines supplier, Turbomeca, which is already well implanted in Poland, will also strengthen his presence.

Thus the European industrialist stands out to the detriment of its American rival, which is yet the polish historic business partner. However, Poland has awarded another lucrative army tender to US-based Raytheon for a Patriot surface-to-air missile system... everyone wins.



EASA certification

Airbus's EC145 new version for utility duties receives EASA certification. With this certification, the EC145 is now approved for single-pilot day/night operation in Visual Flight Rules conditions. The U.S Federal Aviation Administration certification is expected mid-2015.



Institutions & Stratégies is a consulting firm specialized in public affairs, European & International fundraising and International Economic diplomacy. Through its lobbying division, Institutions & Stratégies advise its clients on the most effective ways to position themselves vis-à-vis decision makers, and ultimately, to be heard and understood. Through its European & International fundraising division, Institutions & Stratégies associate strategic approach and technical assistance for its clients in seeking and identifying financial opportunities in relation to their activities

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