



# Green Industry Innovation Programme

## Highlights second call

Sofia, 11 February 2014

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Programme Manager



**Realization of business opportunities linked to the greening of the European economy**

**GOOD FOR BUSINESS AND GOOD FOR THE ENVIRONMENT!**

## Agenda outline

- Green Industry Innovation Programme/  
Innovation Norway as programme operator
- Highlights second call
- Target groups
- What can be supported
- Travel support facility
- Timeline

# Innovation Norway



- the Norwegian Government's most important instrument for innovation and development of Norwegian enterprises and industry

- Ownership:  
Ministry of Trade, Industry and Fisheries (51 %)  
the 19 Norwegian county municipalities (49 %)

- The Norwegian Parliament yearly decides the economic extent of financial services of Innovation Norway in the National State Budget

- Innovation Norway's roots: From the year 1852



## Our services



# Resources in financial and advisory services



## Our sectors



## Resources in financial and advisory services

- 18 regional offices in Norway with solid market and financial competence
- More than 30 offices abroad with solid international market competence
- Offices in Europe specialized for services within Norway Grants and EEA Grants
- Sector specialists within prioritized sectors
- Cooperation with Norwegian and international organisations relevant for our customers
- Use our market competence and experience for best services for our customers
- 10 000 applications for grants and loans a year
- Electronic casehandling, decision making and disbursement system
- Transparency and CSR focus

# Innovation Norway's roles

## Program Operator (1 stop centre)

- Green Industry Innovation
- Green Industry Innovation
- Green Industry Innovation
  
- Decent work and Tripartite dialogue

## Donor Program Partner

- Green Industry Innovation
  
- Renewable Energy

## Bulgaria

Romania

Poland

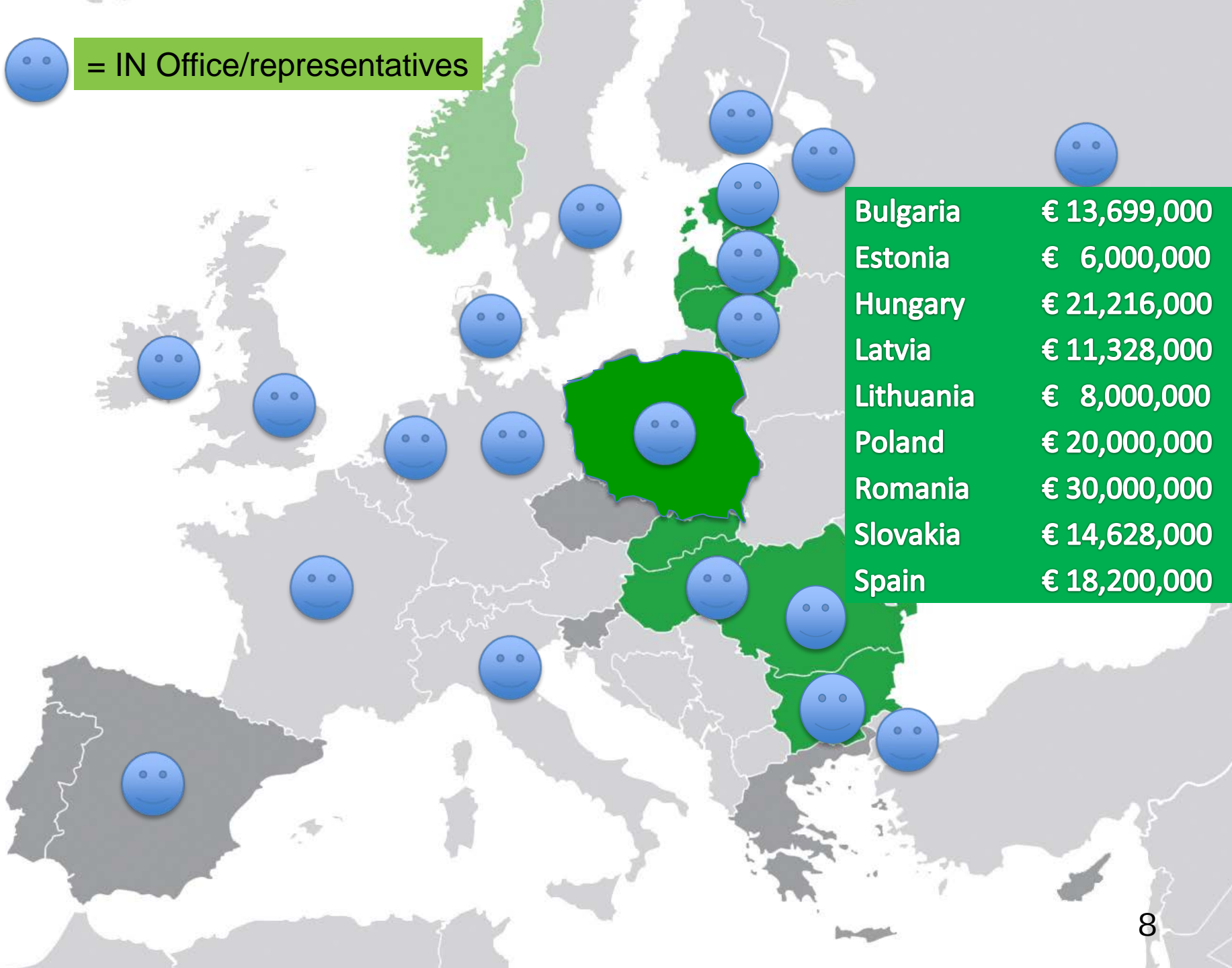
Estonia, Latvia, Lithuania,  
Poland, Slovenia, Slovakia,  
Czech Republic, Romania,  
**Bulgaria**, Cyprus, Malta

Estonia, Latvia, Lithuania,  
Slovakia, Hungary

Spain



= IN Office/representatives





## Results First Call

(launched 6 December 2012)

**EUR 11,6 mill** available

**Target group:** Bulgarian entities in partnership with Norwegian entities.

**42 applications** submitted, 16 shortlisted

**13 projects approved**, project contracts in process

**Challenges:** Co-financing and financial situation of applicants  
Sustainability of partnerships

**Cooperation with the **Bulgarian National Focal Point**** and line ministries

## Second call - Highlights

**EUR 4,4 mill** available

**Grant amount** min EUR 200 000/ max EUR 500 000

**Target group:** Bulgarian SMEs

**Maximum grant rates:** in line with state aid regulations:

Investments – 50% plus SME bonus 10 to 20 percent

Experimental development – 25 % plus SME bonus and collaboration bonuse  
15% under certain conditions

Training in relation to investments – 25% for specific training

**Travel support** for partnership development: lump sum EUR 1 200

## Target group

### Bulgarian Small and Medium sized companies

#### Small company:

- less than 50 employees
- Turnover and balance sheet - less than EUR 10 mill

#### Medium sized company:

- less than 250 employees
- Turnover less than EUR 50 mill
- Balance less than EUR 43 mill

Figures from the whole group to be included if owned by another company

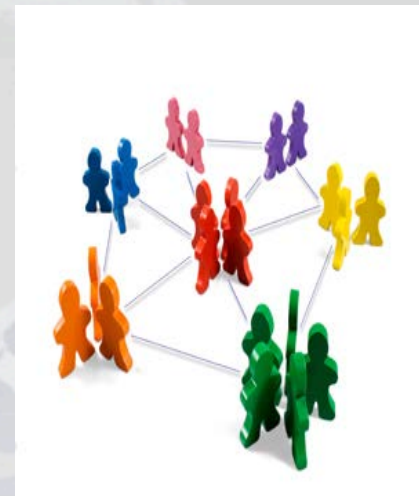
## Partnership

- not mandatory, but

**Donor partnership projects** are encouraged

### Eligible partners

Enterprises, research institutions, NGOs, organisations and clusters, from Norway and Bulgaria



**Legal issues in partnership configurations**

## Eligible activities

Development, implementation and investment in innovative environmental friendly technologies

Development of green products and services

Development and implementation of greener production processes (material efficiency/efficiency in business operations)

Other activities such as training and awareness raising as secondary activity related to the above activities

## What do we mean by **green**?

- Technologies which are less environmentally harmful than the technology in use today
- Development/implementation of green products and services
- Material efficiency, improving the supply-chain, and the use and re-use of recycled materials
- Efficiency in business operations as solutions/systems related to management, HR, smart purchasing, inventions, CSR, networking, clustering

## What do we mean by **innovation**? Something **new**

- Products or services
- Production processes
- Organisation of a company or an entity
- Market innovation, not market adaption



Increase environmental performance

## Maximum grant rates GBER and SME bonus

- Investment 50%
- Development and innovation 25%
- Environmental protection 35%
- Specific training 25%
- General training 60%
- External consultancy 50%

*Only the 4 first ones are stand-alone categories*

*+ bonus 20% Small enterprises, 10 % Medium enterprises*



## Grant rates assessment depending of

- Environmental impact
- Innovation level
- Project profitability
- Project Risk
- Releasing effect
- Alternative financing resources

## Why donor partnership ?

- Strengthen bilateral relations between Norway and Bulgaria
- Increased quality of the project
- 1+1=3
- Long term co-operation, beyond the deadline for implementation
- Shared results, not a financing of Norwegian exports to Bulgaria



Foto Erik Jørgensen

## How to establish a partnership?

- Template for partnership agreement available at website
- Partner search 100% your own responsibility, but
- Innovation Norway will provide advice and refer to Enterprise Europe Network
- Advice on project partners does not implicate any «pre-approval» for project proposals

## Relevant institutions for partner search

- **European Enterprise Network** – focal points both in Norway and Bulgaria
- **Norwegian Embassy**, commercial officer
- **Norwegian Industrial Organisations**

## European Enterprise Network

<http://portal.enterprise-europe-network.ec.europa.eu/>

Bulgarian Branch

How to find a partner

<http://portal.enterprise-europe-network.ec.europa.eu/about/branches/BG/>

## Travel Support – partner search and preparation of the partnership

EUR 1 200 per entity

Bulgarian and Norwegian companies eligible applicants

Guidelines at programme website

Application by e-mail

Purpose for the visit

Company identification number



Photo. Nancy Bundt

## Timeline

Application form available – 27 February 2014

**Deadline Applications – 9 April 2014**

**Deadline Travel support - 31 March 2014**  
first come – first serve

**Final deadline project implementation - 30 April 2016**



## Green Industry Innovation Programme

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Green Industry Innovation Programme

More information will be published on :

[www.norwaygrants-greeninnovation.no](http://www.norwaygrants-greeninnovation.no)

**Good luck with your projects!**