



EASME

Executive Agency for Small and Medium-sized Enterprises

CLOSE TO MARKET PROJECTS



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CLOSE TO MARKET (C2M) PROJECTS

- ❖ Projects that propose **new solutions with environmental/climate and economic benefits** or that are innovative in their respective fields
- ❖ Projects that aim for the **long-term commercialisation** of their solutions (i.e. a technology, product, process)
- ❖ Projects that could **become interesting for investors** or a bank for future financing

CLOSE TO MARKET IN LIFE – WHY?

- ❖ LIFE always supported C2M projects
- ❖ LIFE contributes to Growth and Jobs priorities
- ❖ Former Eco-Innovation program had a story to tell
- ❖ C2M approach means **increased sustainability** = positive environment and climate impact
- ❖ LIFE as one-stop-shop for businesses **from innovation, demonstration, upscaling to commercialisation**

KEY CRITERIA FOR CLOSE-TO-MARKET PROJECTS: ENV & CLIMA (CCM)

- ❖ More emphasis on:
 - ✓ **Higher technical readiness** level – NOT research
 - ✓ Good grasp of state of the art
 - ✓ Critical project scale to ensure market viability
 - ✓ Thorough **quantification of environmental benefits**
 - ✓ A project that directs its **solution towards market**, including targeting clients and considering the supply chain
- ❖ **Clear strategy for maintaining project results & ensuring replication and transferability** of projects - compulsory
- ❖ **Compulsory Business Plan**



European
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BUILDING C2M CAPACITY TO HELP SMEs AND START-UPS TO SUCCESSFULLY MARKET THEIR GREEN PRODUCTS AND SERVICES

- ❖ **Coaching:** EASME provides support through a “C2M task force” to all C2M projects
- ❖ **Networking/participation** to targeted events with high C2M potential stakeholders
- ❖ **Pitching** to investors
- ❖ **Facilitate contact** with Enterprise Europe Network

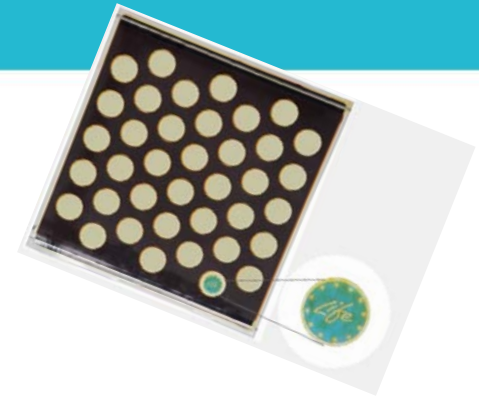


EXAMPLES OF C2M PROJECTS

LIFE HEROTILE – LIFE14 CCA/IT/000939

- ❖ New shape of tiles that increase energy performance of buildings
- ❖ Partnership with universities and research centres: tile shape optimization
- ❖ Testing of new tiles in real environment for data validation in Italy, Spain and Israel
- ❖ Construction of pilot plant to produce commercial volumes
- ❖ Halves the average energy consumption and GHG emissions in buildings

EXAMPLES OF C2M PROJECTS



LIFE Dyemond Solar - LIFE09 ENV/SE/000355

- ❖ New design of more efficient (and cheaper) PVs
- ❖ Clientele built during the project's duration.
- ❖ Discussing customers' needs before the project's end!
- ❖ Unique globally, fully operational, high-tech, unit that demonstrated the production of solar cells
- ❖ Full scale plant in Sweden → jobs and growth!



ENVIRONMENT

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