

## Tangible market solutions for a better society

These case studies below show the impact of EU funded research projects selected for a follow-up under the SME DA.

### Smart irrigation to save harvests



The WaterBee DA consortium, backed by almost €1.14 of EU funds, is developing an intelligent irrigation system to monitor how much water is being held in the soil and ensure automatic spraying when needed. The system can be controlled via a smartphone application. This breakthrough could save harvests, as well as the trillion of litres of water wasted in farming every year. The envisaged wireless irrigation kit, with an estimated cost of €3,500, is expected to hit the market by the end of 2013.

*euronews.com/2012/03/14/smart-irrigation-bears-fruit*

### Smart bed for people with reduced mobility

The Eposbed DA consortium, supported by €300,000 in EU funds, is developing an adjustable bed that will allow patients with limited mobility to change their position without the assistance of medical staff. The bed uses intelligent software that interprets the patient's movement and positions the mattress according to the person's wishes. It is expected to be commercialised by the end of 2013.

*euronews.com/2011/03/10/new-intelligent-beds-for-eu-hospitals*

## For further information

### EU Participant Portal

[ec.europa.eu/research/participants/portal/page/fp7\\_calls](http://ec.europa.eu/research/participants/portal/page/fp7_calls)

### SME TechWeb

[ec.europa.eu/research/sme-techweb](http://ec.europa.eu/research/sme-techweb)

### SME National Contact Points Site

[cordis.europa.eu/fp7/ncp\\_en.html](http://cordis.europa.eu/fp7/ncp_en.html)

### Contact:

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[ec.europa.eu/rea](http://ec.europa.eu/rea)



European  
Commission



Photo: Getty Images

## Research for SMEs: demonstration activity

EU grants for innovative SME-driven market solutions

Research  
Executive  
Agency

## Grants to turn research results into market solutions



Photo: Getty Images

The Research Executive Agency (REA) awards and manages EU grants to boost the competitiveness of European Small and Medium Enterprises (SMEs). Current and former beneficiaries of the 7th Framework Programme for Research and Technological Development (FP7) Research for SMEs and Research for SME Associations schemes can apply for a specific package of complementary EU grants under the FP7 Demonstration Activity (DA). The grants are intended to **prove the viability of new technologies with a clear market potential.**

Funding covers:

- **prototype testing;**
- **scale up studies;**
- **market-oriented adaptation of technological solutions and non-technological solutions (e.g. knowledge management, business and organisational models);**
- **product and production process design;**
- **detailed market studies and business plans.**

The final goal is to turn innovative ideas into future commercial solutions.

## Up to € 3 million in 2 years

SMEs interested in applying for grants under the DA will be able to submit proposals as of the end of July 2012.

Funded projects are expected to receive between a half and 3 million EUR for a period of 18-24 months.

## Eligibility criteria

SME consortia interested in applying for EU grants under the DA must:

- ▶ consist of a minimum of 3 independent legal entities established in 3 different Member States (MS) or Associated Countries (AC)<sup>2</sup>;
- ▶ draw together a minimum of **2 SME partners** from at least 2 different MS or AC that have **successfully completed a project** supported by the Research for SMEs or Research for SME Association<sup>3</sup>.

Moreover, the **coordinator** of the envisaged project must be an **SME**, and the **SMEs involved must assume at least 75% of the estimated total costs.**



Photos: Getty Images

The participation of other actors, such as SMEs that have not taken part in a former research project, SME associations, large companies and/or partners specialised in research-result dissemination and exploitation activities is also possible.

Applicants are strongly encouraged to form small consortia fit for the purpose of specific DA projects. Proposals should include a **convincing business case** – available research results must be suitable for exploitation; expected economic benefits for the involved SMEs must be clearly described.

## Boosting growth and jobs



Photo: Getty Images

SMEs play a crucial role in the economic growth and creation of jobs in Europe. FP7, the EU fund feeding the DA, supports research and innovation for SMEs in the framework of the EU 2020 Strategy and the Innovation Union flagship initiative<sup>4</sup>.

(1) DA does not cover research and technological development. For DA activities the EU financial contribution is limited to up to 50% of the costs. For further details, please see DA call documentation package at [ec.europa.eu/research/participants/portal/page/ffp7\\_calls](http://ec.europa.eu/research/participants/portal/page/ffp7_calls)

(2) For further details please visit [ftp://ftp.cordis.europa.eu/pub/ffp7/docs/third-country-agreements\\_en.doc](http://ftp://ftp.cordis.europa.eu/pub/ffp7/docs/third-country-agreements_en.doc)

(3) Proposals coming from projects in their last year of operation before the DA submission deadline date are also eligible.

(4) [ec.europa.eu/research/innovation-union](http://ec.europa.eu/research/innovation-union)