Transcript: How to apply to the Eurostars 3 programme

This film will present the Eurostars 3 program which was launched in September 2021. It aims to give you some insight on the application procedure.

We shall start with an explanation of what the program is about and why you might like to consider applying, then look at the eligibility requirements, what you can receive funding for and the rules around this, and finally the registration procedure and the actual application.

So what is Eurostars 3? As its name suggests, it's the third Eurostars program. It is one of a number of programs under the Eureka umbrella. Eureka is a public network for international cooperation in research development and innovation and has a presence in more than 45 countries. It runs many different programs, so if you decide Eurostars is not right for you, do have a look through the website for other opportunities.

Back to Eurostars! The program provides funding for collaborative innovative projects in any technology or market area to organizations based in the countries shown here.

The projects should be market-driven and the results of the project should lead to rapid commercialization of your innovation.

To be eligible for funding from Eurostars your project will need to meet seven criteria.

The lead partner must be an SME registered in one of the countries on the previous slide. The other partners can - but do not have to - be SMEs.

The project is collaborative with at least two independent entities involved. More than two is also fine.

At least two of the partners must be from Eurostars countries and at least one is from an EU member state or Horizon-Europe-associated country.

The budget for all SME partners from Eurostars countries must be at least 50 percent of the total budget. This means that if there is only one SME at least 50 percent of the total project cost - not just the grant part - must go to the SME. But no more than 70 percent of the total budget should be in any one country alone.

The maximum duration of the project is three years, but can of course be less than this. And finally, Eurostars will only finance projects that have 100 percent civil purpose.

Each partner receives funding from their own national funding body and they all have independent rules regarding which type of organization can be funded, the types of activities that can be funded, and the rules regarding how much of the project costs should be met by the applicants. So before you apply, do contact your country's national funding body for more information. In Sweden this is Vinnova. Your partners should do the same in their countries.

The initial registration is very straightforward and does not need explaining. You just need to go to the website and click on the relevant program, in this case, Eurostars. You can also find the other project opportunities here.

There are five sections in the application that need to be completed online, some are more extensive than others. I will go through each one separately.

The project detail is a short section that is largely self-explanatory. The information you provided on registration will automatically be inputted into the application team section. Here is also where you add more people from your own company and also invite your partners to join. For this, you will need the correct organization name and the name and email of your collaborator or collaborators.

Next, you need to input the application details. If you have decided on the title and a catchy acronym, you can put them here. All steps though can be done in any order so don't worry if you want to wait or change things later.

Now you're asked to provide three summarized explanations as to the what, why, and how of your project. Finally, if there are any organizations or people that you do NOT want to assess your project you can write them here. Normally, that might be any direct competitors, for example.

Now we move to the application questions. This is quite a large section that starts with a series of questions about impact. The questions on the form look like this. You can assign particular questions to one of your partners or choose to answer yourself.

First up are the results of the project. You will describe individually each product process and service that will be developed by the project and the applicable market. Are these new or an improvement on an existing product or service? Or are they an adaptation of an existing product or service to enter a new market?

Then describe the business case of your project. How much revenue will be generated? What financial instruments have you had so far? What are the project costs and how much you will need to bring the project to market? What are your expected market penetration sales forecast and return on investment?

Now describe the steps you will take to get it to commercialization. How many months after project completion are needed before market launch? What are these steps and how does each of the partners contribute to the process?

You will now be asked to describe the conditions of the market. Who are the main actors and competitors in your target market? What is commercially available in your market segment and how is your innovation better? What are the barriers to market entry and how will you address them?

Then you will be asked to select the relevant UN sustainable development goals (SDG) and describe how your project will contribute to them. More information on the SDGs can be found in the links at the end of this film.

Finally, describe any negative social or environmental effects your project might have and how you will address them.

The next section is about the excellence of your project and is divided into three specific questions. First is a description of the technical approach and the degree of innovation. What scientific method will be used and why? Is it a breakthrough or an improvement on an existing innovation? Also, address any specific gender aspects. If gender is not relevant you will need to explain why.

Now describe the technical and scientific state of the art. What is the latest and what are the advantages or disadvantages of current solutions compared with your innovation? Finally, you will describe the technical risks involved and how you will address these.

The final part of the application questions is about the quality and efficiency of the project. Here there are five sub-sections starting with a description of the project management experience of the main partner, and you will also explain how the management of the project will be done. What are the added benefits of the international collaboration of your project? Remember you need to have at least one other Eurostars country involved. There should be clear benefits in the collaboration for all of the partners.

For the IP section, you should provide information on your current IP, including patents copyrights, trademarks, or trade secrets that will be used in the project. State who owns them and who has the authorization to use them. Then go on to explain how any IP generated in the project will be managed. Who will own the IP and who will be able to use the IP? You will also need to explain what will happen if a partner leaves the project. Will access to the IP be affected?

Finally, you will be asked to download, fill in, and upload an ethics table. If you have any ethical issues in the project, ethical and legal compliance should be explained here.

The third section is about the financial side of your organization. What is important to know is the information you provide here is only visible to your company - not to any of your collaborators. Before you can provide information on the project costs, you must complete the work package section. You will then be able to allocate costs to each of the completed work packages. Then you need to provide some standard company financial information for the last two complete and closed financial years including staff headcount, annual turnover, and balance sheet total.

All privately funded organizations will also need to upload a financial annex. This will normally be your previous year's closed accounts or similar. Your country's national contact point will be able to tell you what is needed.

Next, you describe your organization. All of your partners will also be required to complete this section.

What is your core business? What is your company's expertise and what sector do you operate in?

Then there are a couple of yes-no questions about previous R&D work and funding.

Then you will need to explain in some detail why you want to collaborate in the project and what benefits you expect, also what you will contribute. Then, based on the financial information that you have provided already, you need to explain in words your current financial situation and how this impacts your ability to perform your part of the project.

You will then refer to the work packages and describe which tasks you will perform and the costs of these tasks. Also if any of your tasks are to be subcontracted.

For the question about impact in your organization, you will present potential economic impact and any growth in employment foreseen. Scientific or social impact or other benefits are also explained here.

You then fill in the grant amount you're applying for, and finally how your part in the project will be co-financed.

Next are two forms to download, sign, and upload again, committing your organization to the project. If you're an SME, a declaration to that effect.

The final section is about the actual project work packages. For each work package you give a name like "Management", "Clinical trial", "Regulatory" etc. You provide a summary of the work to be done and which of the partners is the lead. Then describe the milestones and the outcomes of the work.

The work package tasks describe specifically what you will do. The best could be to number or bullet point these tasks, and describe in enough detail for the evaluator to clearly understand what will be done by which partner or subcontractor, why, and how.

Once you have finalized the work package and filled in the finances, the work package cost table will be automatically produced for you.

If you wish to include a technical annex and Gantt timeline chart in the project, you are able to do this here. These are not mandatory.

And that's all! So finally here are some sites you can go to to find out more.

Good luck with your project and your Eurostars application!