

# **Call for applications**

## Collaborative projects between clusters -Supporting the creation of Euro-Mediterranean value chains

#### Background

**Euromed Clusters Forward** is a project funded by the European Union aiming to empower clusters, with the general objective to promote inclusive innovation and competitiveness in the South Neighbourhood region. The project is implemented by a consortium of partners led by ANIMA Investment Network (France) and including Berytech (Lebanon), Leaders International (Palestine) and Economic Research Forum (Egypt), as well as affiliate partners including FEMISE, Leaders International Belgium, Agència per a la Competitivitat de l'Empresa – ACCIÓ, Italian Chamber of Commerce for France Marseille – CCIFM, Confédération des Entreprises Citoyennes de Tunisie – CONECT, INSME, Malta Enterprise, Startup Maroc and European Business and Innovation Centre Network – EBN. Other organisations who are in discussion to join as affiliate partners or subcontractors include AMEC, Ciepiemonte and Descartes Développement & Innovation (DDI).

This call for applications falls under Euromed Clusters Forward key component aiming at "Activating Euromed key value chains through inter-clustering". This key component focusing on regional value chains (RVCs) includes 2 main activities:

- Organizing Tech Days (or "EU South Med Cluster Matchmaking Events") aiming to bring about collaborations among South Med clusters and their European Union - EU peers. Participants are invited to meet and explore partnership opportunities during panels and BtoB sessions, with the ambition to share best practices, learn about the latest industry trends, and explore common areas of interest to strengthen economic ties and to pursue trade, investment and partnering opportunities.
- Developing new collaborations, which is the subject of the present call for applications. This call is open to Euromed Clusters Forwards partners and affiliated partners (list above mentioned), inviting them to design collaborative projects involving selected European and South Med clusters in order to develop new collaborations and to forge new regional value chains. Around 10 collaborative projects involving at least 3 European and South Med countries, of which at least 1 European country, will be selected and receive a co-funding covering 90% of a total budget of [50,000 80,000] EUR per collaborative project, with a maximum duration of 12 months and an expected start in September 2024.

#### Objectives, activities and expected results of the collaborative projects

The applicants, who must be partners or affiliate partners of the Euromed Clusters Forward project, are expected to identify relevant **1. Clusters to be involved and target sectors; 2. Specific activities and expected results** in order to design project proposals, which should also comprise a technical proposal





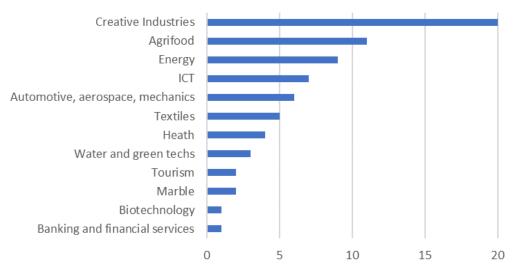


and a financial offer. If their proposal is selected, they will be responsible for the collaborative project implementation, administrative and financial management and reporting.

#### 1. Target clusters and sectors

The identification of relevant **clusters** to be involved by partners and affiliate partners can be facilitated thanks to the European Cluster Collaboration Platform - ECCP <u>https://clustercollaboration.eu/</u> as well as resources developed by Euromed Clusters Forward: events, social networks and studies including the mapping of South Mediterranean clusters provided in **Annex 1**.

The collaborative projects should target **specific sectors with a development potential at the national and Euro-Mediterranean levels**. The identification of such sectors relies on the expertise of partners and affiliate partners regarding opportunities identified in the Euromed region and can also be guided by the list of the **most represented sectors of specialisation** of clusters mapped by Euromed Clusters Forward in South Mediterranean countries (see below) as well as other sources of information provided in Annex 2.



Source : Euromed Clusters Forward mapping of clusters in South Mediterranean countries

Several strategic **cross-cutting issues** are also very relevant topics to support the creation of Euro-Mediterranean value chains:

- The development of circular economy as highlighted in EU's circular economy action plan (CEAP),
- The decarbonisation of industry and digitalisation, in particular artificial intelligence, which are key drivers for industrial competitiveness and shortening of value chains (El Mouhoub Mouhoud, 2023).

#### 2. Specific activities, expected results and relevant indicators

The collaborative projects may include various **activities** such as collaborative workshops, peer to peer exchanges, consultancy services, participation in business promotion and development missions and events, etc. Relevant participants include cluster managers, cluster members (companies), managers of business support organisations (BSOs), experts, etc. **in at least 3 target European and South Med countries, of which at least 1 European**. Partners and affiliate partners are encouraged to include their own countries of operation in the target countries covered in their project proposal.

The total duration of the collaborative projects is **12 months maximum**.







#### Expected results include:

- For clusters: development of a collaboration strategy and formalisation of sustainable partnerships with clusters or networks in other Euromed countries, which generate new business linkages and technology collaborations for their members.
- For cluster members: participation in collaborative projects, identification of new partners, signing of business and technology partnerships and deals, development of new products and services, access to new markets.

**Relevant indicators** for monitoring and impact assessment of the collaborative projects therefore include, both for clusters and their members (not limited to):

- Number of participants, of which number of companies involved (by country, gender, under 35 years old)
- Number of BtoB meetings
- Number of partnerships: by progress (number of potential, number of signed), by type (commercial, technical, research, other), by scope (national/ South Med / international or Euromed), etc.
- Number of new activities: by progress (identified, planned, implemented), by type (business generated, development of new products and services, new sales channels, joint technical or research collaboration, collaboration with new markets, other), by scope (national/ South Med / international or Euromed), etc.
- Satisfaction rate.

The projects will also be included in the Euromed Clusters Forward impact assessment so as to evaluate their impact and sustainability 1 year after their completion.

#### Implementation and reporting procedures

Partners and affiliates selected to implement collaborative projects will receive:

- A procedure guide including technical, financial and communication and EU visibility guidelines. NB: the list of eligible expenses and supporting documents to be provided for the reporting can be found in the Procedure guide.
- An implementation toolkit that will include templates for the project expected deliverables.

Selected partners and affiliates will start the work after the validation of their offer by ANIMA and the signature of a delegation agreement. They will coordinate with ANIMA team for the strategy and implementation for the entire duration of their projects, i.e. for 12 months maximum, and in any case before the end of the Euromed Clusters Forward project.

**In terms of reporting**, partners and affiliate partners will have to report to ANIMA who coordinates this activity: monthly update of the progresses, preparation of deliverables (see below) and of administrative, financial and technical reporting according to the templates and guidelines that will be shared during the contractualisation phase. The final report will be shared 1 month maximum after the completion of the selected projects.





The technical reporting will include (not limited to):

- Events: agenda, list of participants and attendance sheets, number of BtoBs, number of potential and signed partnerships, participant feedback, memos regarding the collaboration topics identified/ decision made etc.
- Expertise outputs: survey reports, collaborative strategies, needs analysis, benchmark of best practices, etc.
- Documents related to the indicators achieved: list of partnerships, list of new activities, feedback forms.
- Communication outputs: pictures, video footages.
- Final report : main activities implemented, indicators, recommendation of follow up/ synergies/ scalability.

## Eligible applicants and participants, budget allocated for each collaborative project and eligible costs

#### Eligible applicants and participants

All the following conditions must be met to submit an application to the call for collaborative projects:

- Applications can be submitted by partners and affiliate partners
- Targeted clusters, i.e. participants of the collaborative projects, are based in at least 3 countries, of which at least 1 European country, and the others in the 7 eligible countries: Algeria, Egypt, Jordan, Lebanon, Palestine, Tunisia and Morocco.
- Targeted clusters based in Europe are registered on the ECCP.

The maximum number of proposals to be submitted by a single applicant is 2.

#### Budget allocated for each collaborative project

Up to 90% of the eligible costs for a total budget (which includes 7% of direct eligible costs to cover part of the overheads) of [50,000 - 80,000] EUR will be covered by Euromed Clusters Forward. Partners and affiliates commit to cover the remaining 10% of the eligible costs. This co-financing could be covered by own funds of the partner or affiliate, by participants of the collaborative project (i.e. targeted clusters)., institutional partners, sponsors provided that no profit is made by the partner or affiliate on the collaborative project (profit is defined as a surplus of the receipts over the eligible costs approved by the European Commission).

Management fees representing 4.9% of the total amount of the direct reported costs considered eligible will be deducted from the payments transferred to the Partners and affiliates. This disposal allows ANIMA to co-finance the costs of the external expenditure verification missions and its overall coordination (internal and external).

#### Eligible costs

The budget allocated for the collaborative project as a whole must include all costs. Eligible costs include: Human resources, Travels, Per Diems, logistics, visibility of the action and technical expertise.









The amount of Human resources costs should not exceed 44% of total budgeted direct costs for the collaborative project.

NB:

The budget cannot be used for investments (equipment, assets).

Services delivered to the targeted clusters and their members can be co-financed by the participants of the collaborative projects.

Duties, taxes and charges, including VAT, related to the purposes of the Project, paid and not recoverable by the partner or affiliate can be reported under the Project, provided the partner or affiliate can show he cannot reclaim them.

The template of budget is provided in Annex 4 (Excel file).

#### Application and selection process

Proposals of collaborative projects must be sent by email to <u>contact@anima.coop</u>, cc: <u>zoe.lucon@anima.coop</u>, with the subject "Euromed Clusters forward: Call for collaborative projects", by May 24<sup>th</sup> 2024, at the latest , comprising:

- **Technical Proposal:** A technical proposal including a description of the methodology used to achieve the expected results and an estimate of the time spent on each task (timeline of activities). The template is provided in Annex 3;
- **Financial Proposal:** A financial offer including all the costs and a breakdown per deliverable. Financial offer must be sent in EUR. The template is provided in Annex 4.

Proposals will be assessed according to the following criteria and scores by a jury comprising 3 members: 1 representative of the EC DG NEAR, 1 representative of ECCP, 1 representative of ANIMA.

Grading	Criteria
Grading /10	Background and experience of the partner/ affiliate in organising similar initiatives
Grading /20	Relevance of the targeted sectors/ topics of collaboration / countries for the creation of regional value chains
Grading /20	Ambition and relevance of the project vis a vis the creation of business linkages in the Euromed countries, expected results and proposed indicators
Grading /10	Added value with regards to other existing experiences, projects or programmes (synergies and risks of overlaps)
Grading /10	Methodology: Are the proposed activities appropriate, practical, realistic and consistent with the objectives and expected results?
Grading /10	Dissemination & sustainability: does the initiative have a multiplier effect, a replication potential?
Grading /20	Cost-efficiency: relation between estimated costs and proposed activities, and leverage: Are other contributions and/or sponsors involved?







## Selection and payment

The winning candidates will be notified by email. They will start the work after the validation of their offer by ANIMA and the signature of the delegation agreement.

ANIMA will proceed with the payment of the estimated costs according to the defined timetable and the validation of each phase of the mission by the associated deliverables.

Payments shall proceed as follows:

- An advance corresponding to 30% of the EC contribution for the operation after signature of the delegation agreement and reception of the request for payment.
- Intermediary payments up to 75% of the EC contribution for the operation (90% of the eligible costs) based on the incurred costs reviewed by the team after the deduction of the advance already received and the deduction of the management fees (4.9% of the direct costs). These intermediary payments will be possible before the activity is complete upon presentation of an intermediary narrative and financial report. The expenditure exceeding the budget per main heading will not be taken into consideration.
- A post-operation payment after completion of the operation and submission of the final narrative and financial report.

The amount shall correspond to the EC contribution for the operation (90% of the eligible costs) based on the incurred costs reviewed by the team after the deduction of the advance already received, the deduction of the management fees (4.9% of the direct costs) and the 10% deduction of the EU contribution to be settled at the end of the project.

- The final balance (i.e. the remaining 10% of the EU contribution) will be transferred upon approval of the final report by the EC at the end of the project.

If you have questions concerning this call for proposals, please contact: <u>contact@anima.coop</u> and <u>zoe.lucon@anima.coop</u>. Answers will be shared at <u>https://anima.coop/en/euromed-clusters-forward-call-for-applications-collaborative-projetcs-rcvs/</u>





## Annex 1 : Clusters mapped in South Mediterranean countries

Name	Country	Main sectors	Website		
Cluster Boisson	Algeria	Agrifood	https://clusterboisson.com/		
Cluster Energie Solaire	Algeria	Energy	http://www.clustersolaire-algeria.com/		
Cluster mécanique de précision	Algeria	Automotive, aerospace, mechanics	https://web.facebook.com/president.bensaci/?_rdc=1&_rdr		
Borg Alarab Innovation Cluster	Egypt	ІСТ	https://web.facebook.com/Iclusterborg/		
Cairo Leather Cluster	Egypt	Creative Industries	http://cairoleathercluster.org/		
EGYPT Renewable Energy for research and Innovation	Egypt	Energy	-		
Egyptian Resource Efficiency cluster   Federation of Egyptian Industries (ECO FEI)	Egypt	Energy			
Robbiki Leather Cluster	Egypt	Creative Industries	https://cid-egypt.com/about-robbiki/		
Smart Village Cairo	Egypt	Banking and financial services; Agrifood; ICT	https://www.smart-villages.com/		
Intaj	Jordan	ІСТ	https://intaj.net/		
Oasis500	Jordan	ІСТ	https://oasis500.com/en/team-members		
Beauty Hob	Lebanon	Heath	http://beautyhobb.com/		
From I to I	Lebanon	Creative Industries	www.fromitoi.com		
LCA – Lebanese Cosmetic Associations	Lebanon	Creative Industries	http://www.lcaleb.org/		
Lebanon SoftShore Cluster	Lebanon	ІСТ	http://www.lebanonsoftshore.com/LSS/		
MADS – Moder Association for the Development of the Dairy Sector	Lebanon	Agrifood	-		
Mecaphore	Lebanon	Creative Industries	www.mecaphore.com		





Name	Country	Main sectors	Website		
QOOT	Lebanon	Agrifood	https://qoot.org/		
Aerospace Moroccan Cluster (AMC)	Morocco	Automotive, aerospace, mechanics	https://www.isc.hbs.edu/Documents/resources/courses/moc-course-at-harvard/pdf/student- projects/Morocco_Aeronautics_2013.pdf		
Agripole Innovation Meknes "AGRINOVA"	Morocco	Agrifood	-		
Cluster Efficacité Energétique de Matériaux de Construction (CLUSTER EMC)	Morocco	Energy; Water and green techs	https://clusteremc.org/cluster-emc/		
Cluster GreenH2	Morocco	Energy	-		
Cluster Maintenance 4.0 (CM4.0)	Morocco	ІСТ	https://clustercm4.com/about/		
E-madina Casablanca Smart City **	Morocco	Energy	http://www.e-madina.org/		
Industrial Cluster for Environmental Services (CISE)	Morocco	Water and green techs	www.cisemaroc.org		
Marrakesh Creative Interiors Cluster	Morocco	Creative Industries	https://www.facebook.com/creativemkh/		
Mechanical Mechatronic Electronics of Mohammedia (CE3M)	Morocco	Automotive, aerospace, mechanics	https://www.ce3m.ma/index.php/fr/		
MENARA Cluster	Morocco	Agrifood; Creative Industries	www.clustermenara.com		
Moroccan Denim & Fashion Cluster (MDC)	Morocco	Textiles	http://www.mdfc.ma/ https://www.facebook.com/MDCMOROCCO/		
Moroccan Medical Industries cluster (MMI)	Morocco	Heath	-		
Moroccan Technical Textiles Cluster (C2TM)	Morocco	Textiles	www.c2tm.ma		
Morocco Numeric Cluster	Morocco	ICT	-		
Pôle Agadir Haliopôle**	Morocco	Creative Industries	http://agadir-haliopole.com/fr/accueil		
Solar Cluster	Morocco	Energy			
Valbiom	Morocco	Energy	-		





Name	Country	Main sectors	Website
Dates & Palms Cluster	Palestine	Agrifood	http://www.pal-cluster.ps/index.php
Furniture cluster	Palestine	Creative Industries	http://www.pal-cluster.ps/index.php
Hebron Leather and Shoe Cluster	Palestine	Creative Industries; Textiles	http://www.pal-cluster.ps/index.php
Stone & marble Cluster	Palestine	Marble	http://www.pal-cluster.ps/index.php
Tourism & Creative Arts Cluster	Palestine	Creative Industries; Tourism	http://www.pal-cluster.ps/index.php
BiotechPole Sidi Thabet (Cluster Pharma In)	Tunisia	Biotechnology	https://www.biotechpole.tn/
Cluster CUIVRE KAIROUAN	Tunisia	Creative Industries	http://clusterkairouan.creativetunisia.tn/
CLUSTER DE TEXTILE TECHNIQUE DU SAHEL (2TS)	Tunisia	Textiles	Not found
Cluster Fibres Végétales	Tunisia	Creative Industries	http://clustergabes.creativetunisia.tn/
Cluster HALFA KASSERINE	Tunisia	Creative Industries	http://clusterkasserine.creativetunisia.tn/
Cluster Health tech	Tunisia	Heath	https://healthtech.tn/
Cluster KLIM KEFFOIS	Tunisia	Creative Industries	http://clusterkef.creativetunisia.tn/
Cluster Marbre	Tunisia	Marble	http://www.polegabes.com.tn/
Cluster MECADEV	Tunisia	Automotive, aerospace, mechanics	https://mecadev.tn/mecadev/
Cluster MODE TUNIS	Tunisia	Creative Industries	https://web.facebook.com/ClusterModeTunis? rdc=1& rdr
Cluster Pots De Jardin	Tunisia	Creative Industries	http://clustermoknine.creativetunisia.tn/
Cluster Primeurs du Sud	Tunisia	Agrifood	
Cluster Tissage Traditionnel	Tunisia	Creative Industries	http://clustersahel.creativetunisia.tn/
Nabeul Tableware Cluster	Tunisia	Creative Industries	https://web.facebook.com/Cluster-Art-de-la-Table-Nabeul-1115267028571193?_rdc=1&_rdr



Name	Country	Main sectors	Website
Novation City/ Pole de competitivite de Sousse (Mecatronic city)/ Business City/ Industrial City	Tunisia	Automotive, aerospace, mechanics	-
Pole de competitivite de Bizerte (AGRO'TECH)	Tunisia	Agrifood	http://www.pole-competitivite-bizerte.com.tn/index.php?code_menu=4
Pole de competitivite de Gafsa	Tunisia	Creative Industries; Automotive, aerospace, mechanics; health	https://polegafsa.com.tn/
Pole de competitivite de l'Ecopark de Borj Cedria	Tunisia	Water and green techs	https://ecopark.tn/
Pole de competitivite de Monastir-El Fejja (Texmed Clusters)	Tunisia	Textiles	www.mfcpole.com.tn
Pôle de Djérid (Cluster Dattes et Palmiers) / (Cluster E-Tourism) / (Cluster Energie Solaire)	Tunisia	Agrifood; Energy; Tourism	http://www.poledjerid.com/
Technopole de Sfax	Tunisia	ICT	www.sfax-icttechnopark.tn
Tunisian maritime cluster	Tunisia	Agrifood; Water and green techs	https://web.facebook.com/Cluster-Maritime-Tunisien-103671181076257/about/
Tunisian North-West Olive Oil	Tunisia	Agrifood	www.nwtoo.org
Tunisian Renewable Energies and Energy Efficiency Cluster, TUNICREEE	Tunisia	Energy	https://tunicreee.org/







## Annex 2 : Interesting sectors for the collaborative projects

Euromed Clusters Forward study "Clusters in the MENA Region: Overview, challenges and opportunities" prepared by ERF in 2023 identifies the following sectors as key industries where South Med supplies to the EU companies could substitute Asian supplies:

- Machinery and mechanical appliances
- Electrical machinery and equipment
- Vehicles, other than railway rolling stock
- Aircraft
- Furniture, stuffed furnishings, lamps and lighting fittings
- Essential oils, perfumery
- Soap, waxes, candles, dental waxes.

The "Post Covid-19: opportunities for growth, regional value chains and Mediterranean integration" report published in 2022 by the Center for Mediterranean Integration (CMI) and Euro Mediterranean Forum of Institutes of Economic Sciences (FEMISE) provides a list of key industries that are producing what is called "common products"<sup>1</sup> within these industries in 4 South Med Countries (Morocco, Tunisia, Egypt and Jordan)."Common products" here indicate products and intermediary products that are produced and exported by these Mediterranean countries to other destinations and imported by the European Countries from distant countries and hence presenting, an important export potential Such industries should therefore also be considered as interesting topics for the creation of regional value chains. They are listed in the two tables below.

<sup>1</sup> <sup>[1]</sup> For more details, please check <u>CMI-FEMISE report available here</u>.







## Table II.18. Key industries producing common products

Kej	y industries in the 4 Med countries	Morocco	Tunisia	Egypt	Jordan
25	Salt, sulphur	х		x	х
28	Inorganic chemicals	х	x		х
30	Pharmaceutical products				х
31	Fertilizers	х	x	х	
33	Essential oils, perfumery			х	
34	Soap, waxes, candles, dental waxes				х
39	Plastics		х	х	х
70	Glass and glassware			х	
71	Natural, cultured pearls, precious metals and Jewelry			x	x
72	Iron and steel			х	
73	Iron or steel articles		х		
84	Machinery and mechanical appliances	х	х		
85	Electrical machinery and equipment	х	х	х	х
87	Vehicles; other than railway rolling stock	x	x		
88	Aircraft	х	х		
94	Furniture, stuffed furnishings, lamps and lighting fittings	x	x		

Source: UNSTAT- UN Comtrade via WITS (by TradeSift).







Key intermediate goods in the 4 Med countries		Morocco	Tunisia	Egypt	Jordan
251010	Natural calcium phosphates	х			х
280920	Phosphoric acids	x	x		х
300390	Medicaments, for therapeutic or prophylactic uses, (not packaged for retail sale)				x
310210	Fertilizers, mineral or chemical			х	
310310	Phosphatic, superphosphates	х			
310530	Diammonium phosphate	x			
310540	Monoammonium phosphate and mixtures	x			
340290	Washing and cleaning preparations				х
390210	Propylene, other olefin polymers			x	
710812	Metals; gold, non-monetary, unwrought (but not powder)			x	х
853690	Electrical apparatus conductors	х	х		
853890	Electrical apparatus, parts suitable for use solely		x		
854129	Electrical apparatus, transistors	x			
854430	Insulated electric conductors, Ignition wiring sets and other wiring sets of a kind used in vehicles, aircraft or ships	x	x		
854442	Insulated electric conductors, fitted with connectors	x	x		
854449	Insulated electric conductors, not fitted with connectors	x	x		
870894	Vehicle parts, steering wheels		x		
880330	Aircraft and spacecraft, parts of airplanes or helicopters	x	x		
940190	Seat, parts	х			

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#### Table II.19. Key intermediate goods within selected industries

Source: UNSTAT- UN Comtrade via WITS (bv TradeSift).







## Annex 3: Template of Technical Proposal

The proposed collaborative project should be presented according to the template of Delegation agreement : cf. 2 Word documents attached:

- "ECF\_Annex3\_Doc1-DelegationAgreement-Template"
- "ECF\_Annex3\_Doc2-Technical Proposal"

## Annex 4: Template of Financial Proposal

The budget of the proposed collaborative projects should be presented according to the template of Excel file attached: "ECF\_Annex4\_Budget"

