



LIFE14 CAP/SI/000012



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA OKOLJE IN PROSTOR



Projekti „Close to market“

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EASME

Executive Agency for Small and Medium-sized Enterprises

CLOSE TO MARKET PROJECTS



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 which are **ready from technical and business perspective**
- ❖ Projects that **implement environmental/climate solution in close-to-market conditions** (i.e.: industrial, commercial scale) during the project lifetime
- ❖ Projects that foresee **pre-commercial activities** and plan them during the application stage (**e.g. market analysis, business plan, etc.**)
- ❖ Projects that **direct their solutions towards the market**, including targeted clients and considering the supply chain

CLOSE TO MARKET (C2M) PROJECTS

- ❖ Projects that **direct their solutions towards the market**, including targeted clients and considering the supply chain
- ❖ The project knows its competitors and competitive advantages and positions itself in that context
- ❖ 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

WHY THIS EMPHASIS ON C2M PROJECTS?

- ❖ LIFE always supported C2M projects (without calling them C2M)
- ❖ C2M is attractive mainly for ENV and CCM strands
- ❖ LIFE contributes to the main priorities of Commissioner Juncker on Growth and Jobs
- ❖ The former Eco-innovation programme beneficiaries are a good target audience for C2M - SMEs ready to upscale and go to the market

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

- ❖ **Coaching**
- ❖ **Networking/participation to targeted events with high C2M potential stakeholders**
- ❖ **Pitching to investors**
- ❖ **Preparation to approach incubators and accelerators**

IS THE FOCUS OF LIFE CHANGING?

❖ No but...

- ❖ Emphasis to clarify the C2M approach, and
- ❖ Explicitly reach out to the private sector

❖ Non-C2M projects remain a key feature of LIFE