

The role of the European Commission in supporting fashion and creative industries

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EU funding programmes 2014-2020

COSME: Competitiveness of SMEs

- €2.3 billion

Creative Europe: cultural and creative industries

- €1.46 billion

Horizon 2020: research and innovation

- €80 billion

Erasmus+ Education, training, youth

- 14.7 billion

European Structural and Investment Funds + EFSI

COSME: Programme for the Competitiveness of Enterprises and SMEs

- Strengthening the competitiveness and sustainability of the Union's enterprises, particularly SMEs
- Encouraging an entrepreneurial culture and promoting the creation and growth of SMEs

Main target audience: SMEs, entrepreneurs, business support organisations, regional and national administrations

€2,3 billion for 2014 – 2020



Access to
finance

60%



Access to
markets

21.5%



Framework
conditions

11%



Promoting
entrepreneur-
ship

2.5%

COSME

Programme for the
Competitiveness of
Enterprises and SMEs
2014-2020



COSME

- Financial Instruments (60% of the budget): Loan Guarantee Facility and Equity Facility
- Enterprise Europe Network
- Erasmus for Young Entrepreneurs
- IPR Helpdesks
- Your Europe Business Portal: gateway for SMEs on doing business in the Single Market
- SME internationalisation: trade promotion, missions for growth and B2B events
- Cluster support: internationalisation and excellence
- Tourism



COSME 2016: Financial instruments

Loan Guarantee Facility for SMEs

- New: link to EFSI (European Fund for Strategic Investments) – LGF resources can be combined with additional risk-bearing capacity under EFSI (improving the speed of transactions)

Equity Facility for Growth: risk capital for growth stage or growth beyond national markets

Enterprise Europe Network

- Around 600 business support organisations from more than 60 countries (EU and non-EU),
- Advice on access to finance
- Advice on EU funding (COSME and Horizon 2020)
- Help finding clients and business partners
- Organising match-making events, company missions
- 17 sector groups, including 'textiles and fashion' and 'creative industries'.

<http://een.ec.europa.eu/>

IPR Helpdesks

- Information and services on intellectual property rights **free of charge** for SMEs
- Raising awareness and preparing SMEs for IPR issues in China, Southeast Asia and Mercosur
- **Business-focused and practical** first-line advice
- Delivering **IPR business tools** and **self-help solutions** (guides, E-learning)

<http://www.china-iprhelphdesk.eu/>

<http://www.latinamerica-ipr-helphdesk.eu/>

<http://www.southeastasia-iprhelphdesk.eu/>

COSME 2015: Design-based consumer goods

Many promising technologies and solutions exist but often do not reach the market due to commercialisation obstacles and risk linked to scaling up.

Objectives:

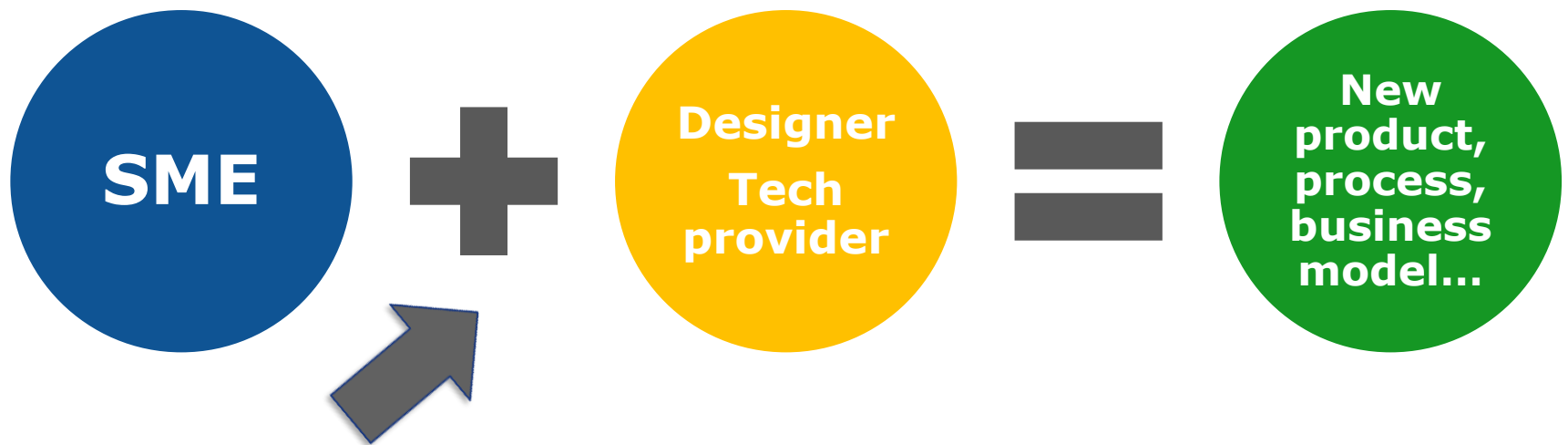
- encouraging market uptake of innovative solutions by design-led industries,
- Bridging the gap between research/ innovation and the market



COSME 2015: Design-based consumer goods

- Budget of the call: € 11.2 million
- Typical project size € 1.5 million, EU contribution 50%
- Targeting SMEs in the design-based industries (one SME can apply or in consortium)
- Does not support R&D: solution must be beyond the prototype stage
- Finally 2 calls

Worth Project



Coach/expert

**Trans-national partnerships
€10,000 + coaching and support**

POPKALAB, Phonotonic & Stéphane Gontard





KOKOON

"The ultimate sleep sanctuary"

Kokoon & Prisca Vilsbol



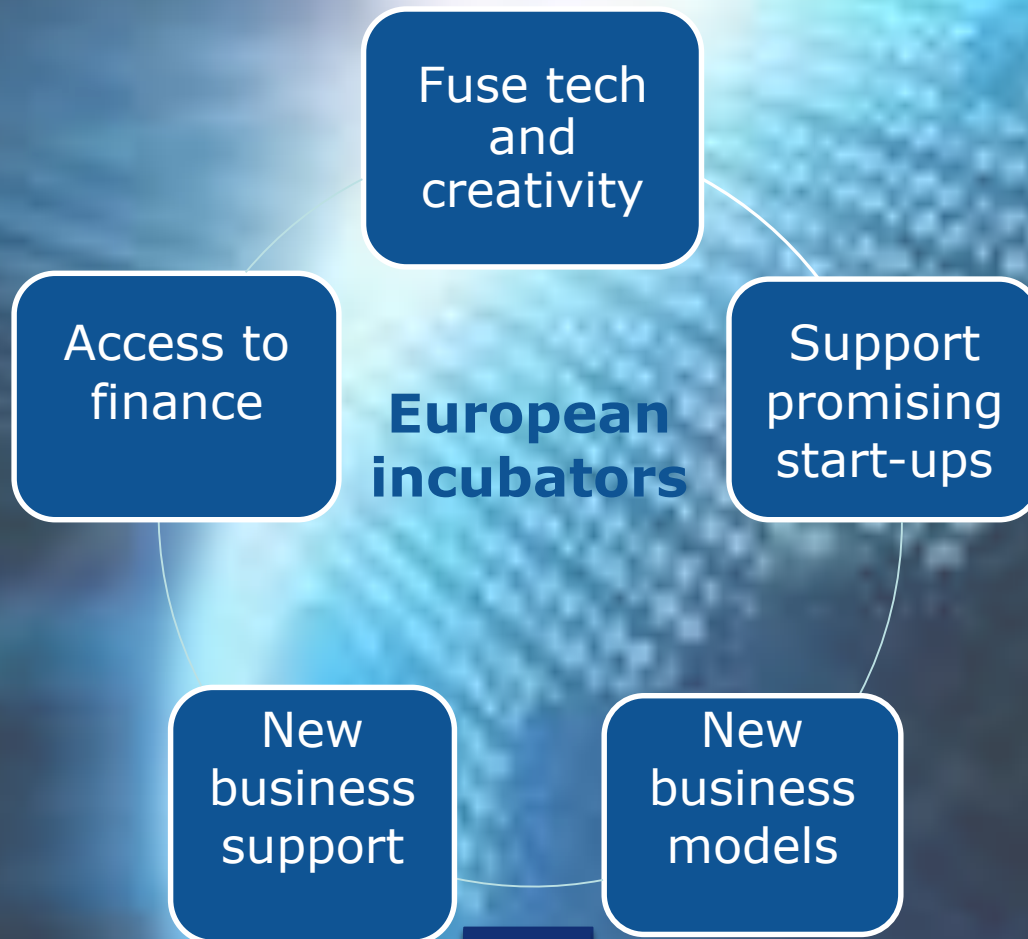


Samuel Gassmann & Nuovi Gioielli S.r.l.





Creativity + technology: EU network of incubators



Horizon 2020

Budget €80 billion: research and innovation funding

- LEIT (Leadership in enabling and industrial technologies)
 - Nanotechnologies, Advanced Materials and Production ICT for creative industries (fashion)
 - New materials and material-based solutions for creative industries, prize for cooperation between a designer and a material scientist
 - Starts Project: collaboration between arts and science
- SME innovation
 - clusters for new industrial value chains
 - SME instrument (e.g. business model innovation)



Thank you

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DG GROW

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