



European
Commission



Closer to the Market

Opportunities for LIFE projects

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LIFE Unit, EASME

EASME: who are we?

Executive Agency for Small and Medium-sized Enterprises

- one of the Executive Agencies of the European Commission
- Responsible for managing programmes for the Commission since 2005...
- Wide range of programmes managed:
 1. **LIFE programme**
 2. Horizon 2020: Energy, Environment and Resources & SME instrument
 3. European Maritime and Fisheries Fund
 4. CIP Eco-innovation
 5. Intelligent Energy Europe
 6. COSME



SME SUPPORT



ENERGY

Executive
Agency for
SMEs



ENVIRONMENT



MARITIME

Who does what in LIFE?



Who are we?



The image shows a screenshot of the Twitter profile for Karmenu Vella, the Commissioner for Environment, Maritime Affairs and Fisheries. The profile picture is a group photo of several people, with a smaller inset photo of Karmenu Vella speaking at a podium. The bio identifies him as the Commissioner and provides contact information for his account, which is managed by him and his team. The profile statistics show 2,134 tweets, 2,906 following, 16.8K followers, 1,468 likes, and 7 lists. A recent tweet from October 13 is visible, mentioning information from @EU_ecoinno and #EConf16 #circulareconomy. The tweet includes a link to the EU Eco-innovation newsletter. The profile also features a 'New to Twitter?' sign-up prompt and a 'You may also like' section with a recommendation for Frans Timmermans.

Karmenu Vella 
@KarmenuVella
Commissioner for Environment, Maritime Affairs and Fisheries @EU_Commission. Account managed by me and my team facebook.com/CommissionerVe...
📍 Belgium
🌐 ec.europa.eu/commission/201...
📅 Joined October 2010

TWEETS 2,134 FOLLOWING 2,906 FOLLOWERS 16.8K LIKES 1,468 LISTS 7 [Follow](#)

Tweets Tweets & replies Media

Karmenu Vella @KarmenuVella · Oct 13
Well timed info from @EU_ecoinno #EConf16 #circulareconomy

EU Eco-innovation @EU_ecoinno
Latest news on #circulareconomy and #ecoinnovation - the #EcoAp newsletter is out ecoapwebsite.eu/newsletters/in...

New to Twitter?
Sign up now to get your own personalised timeline!
[Sign up](#)

You may also like - Refresh
 **Frans Timmermans** 

Overview

Context of C2M in LIFE:

- What
- Why
- How

Close to Market – What does it mean, C2M?

A project **with technical and business readiness** that

- proposes a new solution with environmental/climate & economic benefits
- implements its solution in close-to-market conditions during its lifetime i.e. at industrial, commercial scale
- foresees pre-commercial activities e.g. market analysis, business plan

Close to Market – What does it mean, C2M?

A project that

- directs its solution towards a market, including targeted clients and considering the supply chain
- knows its competitors and competitive advantages and positions itself in that context
- aims for the long-term commercialisation of its solution (i.e. a technology, product, process)
- could become interesting for an investor or a bank for future investment

Close to Market – Why?

- LIFE has always supported C2M projects (without calling them this way)
- C2M goes well for projects mainly in the strands of Environment – Resource Efficiency and Climate Change Mitigation
- LIFE contributes to the main priorities of Commissioner Juncker on Growth and Jobs.

Close to Market – Why?

- The former programme Eco-innovation has ended and its "clients" (SMEs ready to upscale and go on the market) could be won for LIFE
- Projects with a C2M approach can contribute to increased sustainability and deliver an impact in environmental and climate terms.
- LIFE as one-stop-shop for businesses from innovation, demonstration, upscaling up to commercialisation.

Close to the Market – Why?

- Projects with a C2M approach can contribute to increased sustainability and, accordingly, effectively deliver an impact in environmental and climate terms.
- LIFE as one-stop-shop for businesses from innovation, demonstration, upscaling up to commercialisation.

Are we changing the focus of LIFE?

- No, but
- We add the necessary emphasis to make C2M projects fly
- We explicitly reach out to the private sector
- **non-C2M projects remain a key feature**

Whose attention do we want to draw?

- **Business incubators**
- **Consultancies** they could serve as multipliers, with their portfolio of clients if in the area of sustainability/EU funding practices
- Associations linked to **Life thematic priorities (Waste, Water, Air, Health, Resource efficiency) and to clean technologies with a business orientation**
- **Innovation Agencies** in Member States and European associations of innovation agencies
- **Investors** and investors associations (business angels, venture capital etc.) that have links with potential beneficiaries

Whose attention do we want to draw?

- **Chambers of commerce** or associations of Chambers
- **Start-ups** linked to clean-tech and LIFE priorities mentioned in the press
- **Journalists/magazine** linked to environmental and climate business initiatives
- **Specific for Climate Change Mitigation (CCM):**
 - Energy Intensive Industries representatives or associations
 - Industries producing air conditioning and refrigerant equipment
 - Fluorinated gases producers or associations of producers
 - Manufacturers of Metered Dose Inhalers
 - Industries working with Organic Rankine Cycle technologies



Life

A new opportunity for green jobs and growth

LIFE 2017 call for project proposals

Information & networking event
31 May 2017, Brussels

European Commission

GREEN JOBS
for a greener future:
#EUGreenWeek

#EULife17

<https://ec.europa.eu/easme/en/news/information-networking-event-life-2017-call-project-proposals>



**Thank you for your
attention!**

www.ec.europa.eu/environment/life