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# SILEO

## Call for Expression of Interest (Eoi) for SILEO Pool of Technology Uptake Facilitators

### *Eoi Guidance for Applicants*



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## 1. SILEO Pool of Technology Uptake Facilitators

In the frame of the SILEO Financial support to third parties scheme (cascade funding), and in particular the Business Digital Transformation Projects and Advanced Technology Uptake Projects, SILEO Consortium is launching a specific **Call for Expression of Interest (EoI)**, in order to identify and select technology provider(s) and/or digitalisation expert(s) to support SMEs – beneficiaries of these two funding opportunities (SILEO Business Digital Transformation projects and SILEO Advanced Technology Uptake Projects).

In view of the 1<sup>st</sup> SILEO Open Call for Business Digital Transformation Projects, the SILEO Pool of Technology Uptake Facilitators will support SME beneficiaries in accessing to the following expert services as:

- a) **General expert consultancy on company digitalisation processes** (*Which company processes might be digitised to improve its innovation and business potential?*)
- b) **Specific expert consultancy on identified advanced technology(ies) and/or digitalisation process(es) to concretely explore its potential uptake at the company level**, its implementation procedure into the firm operations and scale of investment (*How the specific technology or digitalisation process can upgrade business growth, green and digital transformation, what is its cost-benefit and estimated investment plan?*)
- c) **General expert consultancy for business transformation and market analysis**: support in market intelligence analysis including outline of the size of (new) market (segments) potentially accessible thanks to the company technological upgrading, product demand, trends, customers, competitors (*What are the new market prospects in view of the company digital upgrading?*)

In view of the upcoming SILEO Open Call for Advanced Technology Uptake Projects, the SILEO Pool of Technology Uptake Facilitators shall support SME beneficiaries in the following activities:

- a) Prototyping of new products using the selected advanced technology; and/or
- b) Testing the new digital solution(s) and/or advanced technology(ies) application in specific company production / manufacturing / commercialisation / management processes and its / their effective demonstration (pilot application).

## 2. Who shall apply?

The **SILEO Pool** shall include the following typology of **Technology Uptake Facilitators**:

- knowledge and technology providers,
- tech-savvy companies (technology companies),
- Digital Innovation Hubs,
- Competence Centres,
- Academia: Universities, specific research groups, etc.,
- research centres and up-scaling entities,
- freelance professionals registered as legal persons,

and other bodies who expressed their interest and willingness in supporting SMEs in the digital and green transition, in the frame of the SILEO cascade funding scheme.

## 2.1. Eligibility criteria:

- ✓ Any **public or private legal entity**, including knowledge and technology providers, tech-savvy companies (technology companies), Digital Innovation Hubs, Competence Centres, Academia, research centres and up-scaling entities, and other bodies (including freelance professionals if registered as legal person, with VAT registration), **established in one of the EU Member States** can apply to be part of the **SILEO Pool of Technology Uptake Facilitators**.
- ✓ Applicants must exercise activities directly related to the services requested, which have to be issued to the beneficiary SMEs and must provide the necessary organization, personnel and materials for the implementation of such services.
- ✓ Applicants must be current and up to date with their legal and tax obligations as established by their national legislations.
- ✓ Applicants must have professional experience of at least 3 years in relation to expert consultancy and/or knowledge and technology transfer services for SMEs in the domains covered by SILEO financial support scheme.
- ✓ Applicants shall be fluent in English.

## 2.2. Why apply?

- To gain visibility in Europe being part of SILEO international expert database.
- To be included in the referenced SILEO Pool of Technology Uptake Facilitators used by SMEs - beneficiaries of SILEO projects - for the selection of experts and/or technology providers.
- To be chosen by a SME beneficiary as “technology uptake facilitator” for its SILEO Business Digital Transformation Project, and/or Advanced Technology Uptake Projects.
- To improve quality of services and contribute to the development of the European Lighting Value Chain and Furniture manufacturers

## 3. EoI Timeline

The current “SILEO’s Call for Expression for Pool of Technology Uptake Facilitators” will be kept open until at least two weeks before to the closure of the 1<sup>st</sup> Open Call for Business Digital Transformation Projects (scheduled for beginning of June 2023 – exact date still under definition) and the database will be continuously updated with new technology and consultancy providers/experts during the whole project course.

The objective is to keep the SILEO Pool constantly updated with new technology providers and experts, and close it only temporarily for two weeks before the submission deadline of the two SILEO Open Calls for Business Digital Transformation Project, and Advanced Technology Uptake Projects (2 cut-off dates each), in order to allow SME applicants (of the open calls) to select their experts from the updated list (and allow their validation in time).

## 4. Selection Criteria

The SILEO Consortium will analyse the information presented in the Expression of Interest and will choose those providers which comply with the prerequisites. Experts will be selected on the basis of:

- Professional experience of at least 3 years in relation to expert consultancy and/or knowledge and technology transfer services for SMEs in the framework of business green and digital transformations with particular focus on the advanced technologies uptake and digitalisation of company operations in the lighting and furniture sectors;
- Very good skills in English (written and spoken).
- Knowledge of partner countries' languages (Italian, Spanish, German, French and Romanian) is an added value.

The SILEO project reserves the right to request any additional documentary evidence if it seems necessary in order to verify applicants' skills and knowledge and any potential conflict of interest. Moreover, the SILEO project reserves the right to reject any application that fails to comply with the specification of this Call.

The received EoI applications are evaluated by the SILEO Partners to assess the expertise, competence and knowledge and technology transfer capacity in the target domain of advanced technologies uptake and digitalisation processes for SMEs.

The validated Applicants will receive the notification email confirming their selection as SILEO Technology Uptake Facilitators, and will be asked to provide the visual materials (organisation logo) to be displayed beside their name on the list of experts.

The validation process will take up to 7 days from receiving the EoI application form.

The validated organisations are included in the SILEO Pool of Technology Uptake Facilitators published on the SILEO Application Portal (*under finalisation*), the SILEO ECCP profile page and SILEO Partners institutional websites.

## 5. Confidentiality and data protection

In the performance of their tasks, the experts selected by the SMEs shall demonstrate appropriate ethical conduct and must respect the confidentiality of the information and documents to which they will have access.

The personal data collected will be processed in accordance with Regulation (EC) N° 45/2001 of the European Parliament and of the Council of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data.

The administrative data of the Applicant selected for the SILEO Business Digital Transformation Project, which will be granted financial support under the current Call, will be included in the related Sub-Grant Agreement signed between the SILEO Coordinator, Partner of Reference and the SME Beneficiary.

## 6. Disclaimer

The selection and the publication in the SILEO Pool of Technology Uptake Facilitators will not constitute a binding element towards any of the SILEO project partners and SME beneficiaries generating any kind of obligations towards the experts and technology providers. The issue of the aforementioned services will be contracted by the SILEO financial support designated SME beneficiaries, who decide from the list of accredited service providers with whom they would like to formalize a collaboration.

SILEO will not be responsible to any legal person in relation to any inaccuracy, error, and omission or misleading statements contained in the EoI form.

SILEO shall not be liable to any legal person for any damages, losses, costs, liabilities or expenses of any kind, which it may suffer as a consequence of relying upon such information.

It is the responsibility of the technology provider(s) and/or digitalisation expert(s) to inform of any changes to their details, which would result in a change to their original EoI application. SILEO Consortium will not be responsible to any legal person in relation to any failure to inform any person of inaccuracy, error, omission or misleading statement contained in such information of which it becomes aware after the date of release of that information.

## 7. Contacts

For further information on the call, please contact the project Coordinator Team:

- Marta Krakowiak, ELCA, E-mail: [marta.krakowiak@elcacluster.eu](mailto:marta.krakowiak@elcacluster.eu)
- Alberto Sozza, ELCA, E-mail: [alberto.sozza@elcacluster.eu](mailto:alberto.sozza@elcacluster.eu)

or specific project partners listed below:

| Country                       | SILEO Partners  | Representatives                  | E-mail   |
|-------------------------------|---|----------------------------------|--|
| EU & SMP Associated countries | ELCA European Lighting Cluster Alliance   | Marta Krakowiak<br>Alberto Sozza | <a href="mailto:Marta.krakowiak@elcacluster.eu">Marta.krakowiak@elcacluster.eu</a><br><a href="mailto:alberto.sozza@elcacluster.eu">alberto.sozza@elcacluster.eu</a> |
| France                        | Cluster Lumière   | Mary Hadidi                      | m.hadidi@cluster-lumiere.com   |
| Spain                         | CICAT Lighting Cluster  | Andrea Padre Martinez            | apadre@secartys.org  |
| Italy – Veneto Region         | Rete di Imprese Luce in veneto  | Antonella Venza                  | antonella.venza@luceinveneto.com   |
| Austria                       | Business Upper Austria - OÖ. Wirtschaftsagentur GmbH (BIZUP)<br>Building Innovation Cluster (BIC) | Isabella Mantello                | isabella.mantello@biz-up.at  |
| Romania                       | TFC Transylvanian Furniture Cluster   | Andreea Toma                     | andreea.toma@hygia.ro  |
| Italy – FVG Region            | Cluster Legno, Arredo e Sistema Casa FVG  | Caterina Pezzicar                | caterina.pezzicar@clusterarredo.com  |

## 8. Applicant Information

Expression of interest shall be submitted in English by using the **Eol Application Form** to the **email address of one of the SILEO project partners** – contact points for the specific country of reference.

For example, the interested technology provider from Spain, shall submit its duly completed Eol form to SILEO partner – CICAT who is the reference partner for Spain.

Applicants will receive a notification email confirming reception of their Eol application from the SILEO partner of reference.

| Country                       | SILEO Partners  | Representatives       | E-mail   |
|-------------------------------|---|-----------------------|--|
| EU & SMP Associated countries | ELCA European Lighting Cluster Alliance   | Alberto Sozza         | <a href="mailto:alberto.sozza@elcacluster.eu">alberto.sozza@elcacluster.eu</a>               |
| France                        | Cluster Lumière   | Mary Hadidi           | <a href="mailto:m.hadidi@cluster-lumiere.com">m.hadidi@cluster-lumiere.com</a>               |
| Spain                         | CICAT Lighting Cluster  | Andrea Padre Martinez | <a href="mailto:apadre@secartys.org">apadre@secartys.org</a>                                 |
| Italy                         | Rete di Imprese Luce in veneto  | Antonella Venza       | <a href="mailto:antonella.venza@luceinveneto.com">antonella.venza@luceinveneto.com</a>       |
| Austria                       | Business Upper Austria - OÖ. Wirtschaftsagentur GmbH (BIZUP)<br>Building Innovation Cluster (BIC) | Isabella Mantello     | <a href="mailto:isabella.mantello@biz-up.at">isabella.mantello@biz-up.at</a>                 |
| Romania                       | TFC Transylvanian Furniture Cluster   | Andreea Toma          | <a href="mailto:andreea.toma@hygia.ro">andreea.toma@hygia.ro</a>                             |
| Italy                         | Cluster Legno, Arredo e Sistema Casa FVG  | Caterina Pezzicar     | <a href="mailto:caterina.pezzicar@clusterarredo.com">caterina.pezzicar@clusterarredo.com</a> |

## 9. List of advanced technologies and digital solutions considered strategic for the lighting and furniture sectors

| Technology/Solution                                   | Technology/Solution description   |
|---|---|
| <b>Additive Manufacturing</b><br>(3D printing)        | The technology will improve resource efficiency in both production and use phases as manufacturing processes and products can be redesigned for AM, as well as extend product life achieved through technical approaches such as repair, remanufacture and refurbishment, more sustainable socio-economic patterns like stronger person-product affinities, closer relations producers - consumers.   |
| <b>Augmented and Virtual Reality</b>                  | To support implementation of smart products, enhance focus on delivering customer experience and hyper customization for designers and end-users. Customization through VR allow lower product errors, diminish waste, impacting positively the shift towards a low-carbon-based economy.   |
| <b>Big Data &amp; Analytics</b>                       | Data-based analysis tools used to visualize bottlenecks and risks in real time and present them in a comprehensible way.  |
| <b>Cybersecurity</b>                                  | Most of the new building facilities are equipped with grid-connected products incl. lighting, electricity, heating etc. The lighting fixtures are used for the IoT sensors. Unfortunately, this makes them attractive for cyber-attacks. Thus, cyber security technologies should be included into smart lighting products.   |
| <b>Industrial IoT (IIoT) &amp; sensors</b>            | IIoT increase safety and efficiency at production sites, reduce human errors, improve logistic and distribution and thus increasing the resilience of companies to crisis related to suppliers. The integration of sensors or the development of printable codes to the wood logs for the raw material tracking and data acquisition. Available functionalities allow for very precise management of light sources so that the lighting is perfectly suited to the function of the ambient, and the energy consumption is maximally rationalised. |
| <b>Robotics</b>                                       | Efficient implemented robotics, such as material handling, welding, MIG, spot and arc welding, etc., will enable SMEs to improve the safety standards, the quality of their products and their resources usage  |
| <b>Artificial Intelligence</b>                        | Useful for product proposals via apps and for product development. AI has the potential of impacting the whole product design, increasing customisation. Lower errors and higher creativity in production.  |
| <b>Digitalisation of marketing and online trading</b> |   |
| <b>Image scripting technologies</b>                   | This technology can be used to produce photorealistic images of each furniture or lighting product, enabling it to be showcased online in detail. Thus, consumers can view these products online, can zoom in and out without any loss of quality or clarity, or rotate images at any angle. Besides that, portions of the image can even be dissolved in order to reveal hidden components and features.   |
| <b>WebAR</b>  | This technology can help businesses in getting products to market in time and effectively communicate the worth and utility of a complicated and expensive product in B2B. It is also a sales tool that allows a customer to easily visualize how a product will fit within their own home. This is achieved with digital models of products that can be placed within real environments using AR technology.   |
| <b>Machine learning</b>                               | Using artificial intelligence allows one to create a personalized buying experience for every individual customer.  |
| <i>Other</i>  | Other technologies and digital solution relevant for the lighting and furniture business operations supporting green and digital transition   |





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## ANNEX 1 - Expression of Interest Form