



Co-funded by
the European Union



*Supporting recovery and business transformation of lighting & furniture SMEs
for the Europe Industry of Tomorrow*

SILEO

SILEO BEST COMPANY STORY-TELLING VIDEO CONTEST

Frequently Asked Questions (FAQ)

V01





SILEO 2° Open Call for Advanced Technology Uptake Projects - FAQ

List of Contents

1. What is the SILEO project?	3
Which organisations take part in the SILEO project?.....	3
What does Financial Support to Third Parties (FSTP) mean?.....	3
2. What is the SILEO Best Company Story-telling Video Contest?	4
3. Who is eligible to participate in the SILEO International Video Contest?.....	4
Are Ukrainian SMEs eligible?.....	4
Are Georgia and Armenia eligible counties? As they confirmed interest to join SMP, but there is no information about signing an agreement.....	4
What is a Small and medium-sized enterprise (SME)?.....	4
What are the target industrial sectors of the applicant SMEs?	5
4. What topics should the submitted videos focus on?	5
5. What are the technical requirements for the video submission?.....	5
6. Where should I apply?.....	6
What is a Declaration of Honour (DoH)?.....	6
7. What prizes are available for the winning SMEs?	6
8. How can I submit my video? Videos must be uploaded to platforms like Google Drive, YouTube, or Vimeo, with appropriate permissions set for viewing. The link to the video should be provided via the SILEO Submission Platform, along with the necessary application forms.	6
Can I submit two video ideas?.....	6
What happens if I do not submit my application within the deadline?.....	6
9. How will I know if my submission was successful? After submitting your application, you will receive a confirmation email from Clusters Submission Platform with the registered date and time of the submission. Get in touch with us if it is not the case!.....	7
10. What are the selection procedures?	7
11. What type of support is available for preparing the proposal?	7

SILEO 2° Open Call for Advanced Technology Uptake Projects - FAQ

1. What is the SILEO project?

SILEO - *Supporting recovery and business transformation of lighting & furniture SMEs for the Europe Industry of Tomorrow* - is a project co-financed by the Single Market Programme (SMP/COSME Pillar) of the European Union. **SILEO supports European Small and Medium-sized Enterprises (SMEs) of lighting and furniture ecosystems** to fully recover from the effects of the COVID-19 crisis and build resilience for the future. The project proposes a direct financial funding scheme through financial support to third parties (FSTP) - cascade funding, joint talent placement services and internationalization actions to accelerate the recovery, support SMEs in becoming more resilient to future shocks, better prepared for disruptions in supply and value chains, greener in business operations and stronger connected to technology ecosystems through strategic collaboration.

Which organisations take part in the SILEO project?

The Consortium is composed of **seven key clusters** from Austria, France, Italy, Romania and Spain, representing jointly more than 3,000 SMEs in the lighting and furniture sectors.

Project Coordinator	1. ELCA – European Lighting Cluster Alliance (Italy)
Project Partners	2. Cluster Lumière (France) 3. CICAT Lighting Cluster (Spain) 4. Rete di Imprese Luce in Veneto (Italy) 5. Business Upper Austria - OÖ. Wirtschaftsagentur GmbH (BIZUP) - BIC Building Innovation Cluster (Austria) 6. TFC Transylvanian Furniture Cluster (Romania) 7. Cluster Legno, Arredo e Sistema Casa FVG (Italy)

What does Financial Support to Third Parties (FSTP) mean?

Financial Support for Third Parties (FSTP) - cascade funding – refers to a European Commission funding mechanism, where a co-funded European project provides financial support to external entities (such as start-ups, scale-ups, SMEs) that are not directly involved in the project, in the uptake or development of digital innovation. Financial support to third parties can be of two natures: grants or prizes.

The SILEO Consortium envisaged **4 typologies of Financial Support to Third Parties** to be activated through open calls during the project course and directly addressed to SMEs working in the lighting and furniture ecosystems in Europe:

1. **Business Digital Transformation Projects**
 2. **Advanced Technology Uptake Projects**
 3. **Hack Day travel vouchers**
 4. **Travel Placement Projects**
- + **Best Company Story-telling Video Contest** (prize cash)

SILEO 2° Open Call for Advanced Technology Uptake Projects - FAQ

2. What is the SILEO Best Company Story-telling Video Contest?

The contest aims to enhance the visibility of European lighting and furniture manufacturing SMEs by showcasing success stories related to the green and digital transitions. Participating SMEs create videos highlighting new or improved products, services, or processes developed with support from the SILEO project.

3. Who is eligible to participate in the SILEO International Video Contest?

The contest is open to manufacturing SMEs in the lighting and furniture industry located in EU Member States or countries associated with the Single Market Programme. SMEs must be registered for at least 6 months before applying.

→ See Guide for Applicants chapter 2.

Are Ukrainian SMEs eligible?

Yes, Ukrainian SMEs are eligible, together with EU-27 and EFTA countries. Ukraine participates in the SMP Programme (*agreement signed in February 2023 — entry into force retroactive on 01 January 2021*).

Are Georgia and Armenia eligible counties? As they confirmed interest to join SMP, but there is no information about signing an agreement.

Eligible non-EU countries are only third countries associated with the Single Market Programme (SMP) or third countries which are in ongoing negotiations for an SMP association agreement, as long as this association agreement enters into force before the grant signature.

In this context, "*ongoing negotiations*" means that negotiations for an association with the SMP have been formally initiated by both sides (the non-EU country and the European Commission) and a first negotiating meeting was held (virtually or physically).

Applicants from non-EU countries with ongoing negotiations may participate in the call and can sign grants if the negotiations are concluded before the grant signature (with retroactive effect if provided in the agreement).

At this moment (11/09/2024), Georgia and Armenia expressed an interest in joining the SMP programme and already had a first negotiating meeting and are therefore now considered under "ongoing negotiations". Therefore, SMEs from Albania, Georgia and Armenia can be considered eligible provided that the "SMP Association Agreement" between the EU and Georgia or Armenia will enter into force before the grant signature.

What is a Small and medium-sized enterprise (SME)?

An SME will be considered as such if it complies with the European Commission's Recommendation 2003/361/EC. In summary, the criteria defining an SME are:

- ✓ Headcount in Annual Work Unit (AWU) less than 250;
- ✓ Annual turnover is less or equal to €50 million OR annual balance sheet total less or equal to €43 million.

SILEO 2° Open Call for Advanced Technology Uptake Projects - FAQ

Note that the figures of partners and linked enterprises should also be considered as stated in the SME user guide.

- **SME definition:** https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en.
- **SME user guide:** <https://op.europa.eu/en/publication-detail/-/publication/79c0ce87-f4dc-11e6-8a35-01aa75ed71a1>
- **SME self-assessment questionnaire:** https://ec.europa.eu/growth/tools-databases/SME-Wizard/smeq.do;SME_SESSION_ID=1sN-sNtcy7xcbNo00A83lgtG34f2ngqWbepvXWPuV41icaCTTOW9!881054478?execution=e1s1

What are the target industrial sectors of the applicant SMEs?

The target applicants of the SILEO Open Call are SMEs active in the lighting and furniture manufacturing key industries:

- **Lighting industry:** the lighting industry covers a complex range of products and services for the manufacturing of luminaires, lamps and related components. It includes various industrial segments divided per lighting type (LEDs, CFLs, etc.), application (general lighting, automotive lighting, backlighting, emergency lighting, others), electronics and other components (lighting controls, etc.).
- **Furniture Industry:** the furniture industry covers various products and services markets segmented by material (wood, metal, plastic, and other), and by application (home furniture, office furniture, hospitality furniture, upholstered furniture, and others).

4. What topics should the submitted videos focus on?

The videos must focus on either:

- **SME Innovation & Circular Solutions:** How your company is driving innovation in the green and digital transition.
- **Advanced Technologies:** How your company is adopting advanced technologies through SILEO support.

→ [See Guide for Applicants chapter 1.1](#)

5. What are the technical requirements for the video submission?

- Length: Minimum 1.5 minutes, maximum 5 minutes.
- Format: Preferably .mp4 or .mov.
- Language: Videos must be in English or include English subtitles.
- Content: Videos must include a brief SME introduction, presentation of the improved product/process, and company contact details.

SILEO 2° Open Call for Advanced Technology Uptake Projects - FAQ

6. Where should I apply?

Lighting and furniture SME applicants have to fill out the application in the SILEO Submission Platform: https://clustersubmissionplatform.eu/?post_type=eurocluster-posts&p=5301&preview=true

→ See Guide for Applicants chapter 4.

What is a Declaration of Honour (DoH)?

A Declaration of Honour is a document to ensure that all beneficiaries under the SILEO Open Calls comply with the rules and are not in a situation that would exclude them from receiving financial support to third parties provided by the SILEO Consortium.

The legal representative of the applicant SME has to duly sign it (handwriting or digital), and bearing the date of the signature.

Then, the signed DoH must be uploaded during the application process at STEP 3. REQUIREMENTS TO PARTICIPATE IN THIS CALL

7. What prizes are available for the winning SMEs?

The three highest-ranked videos will receive the following prizes:

- 1st place: €5,000
- 2nd place: €3,000
- 3rd place: €2,000

Additionally, **travel vouchers** worth up to €500 may be awarded to 10-15 SMEs for attending the award ceremony.

8. How can I submit my video?

Videos must be uploaded to platforms like Google Drive, YouTube, or Vimeo, with appropriate permissions set for viewing. The link to the video should be provided via the SILEO Submission Platform, along with the necessary application forms.

Can I submit two video ideas?

No. For this SILEO Call, an SME can submit one video. If more than one proposal submitted by the same applicant is identified, only the last proposal, which has been submitted, will be evaluated.

What happens if I do not submit my application within the deadline?

We do not accept applications after the deadline. We strongly encourage you not to wait until the last minute to submit your proposal. Failure to meet the submission deadline for any reason, including extenuating circumstances, will result in the rejection of the proposal.

Remember: the deadline to submit is on 13 December 2024 at 17:00 CET (Brussels Time).

SILEO 2° Open Call for Advanced Technology Uptake Projects - FAQ

9. How will I know if my submission was successful?

After submitting your application, you will receive a confirmation email from Clusters Submission Platform with the registered date and time of the submission. Get in touch with us if it is not the case!

10. What are the selection procedures?

1. Eligibility Check

Before evaluating the quality of the submissions, the SILEO Quality Board will conduct an eligibility check to ensure all applications meet the necessary requirements. Applicants that pass the eligibility check proceed to the next phase.

2. Quality Evaluation

Once eligibility is confirmed, the internal reviewers (from the SILEO Open Calls Quality Board, consisting of SILEO partners and marketing department experts) will perform a quality evaluation of the videos. The submissions are evaluated based on specific criteria.

3. Final Ranking & Awarding

After scoring, the proposals will be ranked based on their total evaluation score. The top three highest-scoring videos will receive cash prizes:

- 1st Prize: €5,000
- 2nd Prize: €3,000
- 3rd Prize: €2,000

Additionally, travel vouchers (up to €500) may be awarded to 10-15 SMEs, which will be ranked just after the top three, to support their attendance at the award ceremony.

4. Communication of Results

The results will be communicated to all applicants. The winning SMEs will be invited to participate in the SILEO official award ceremony at the Salone del Mobile 2025 in Milan, Italy.

5. Signing of Sub-Grant Agreement

The winning SMEs will be required to sign a formal Sub-Grant Agreement within 14 days of receiving the notification. This agreement will detail the prize transfer, obligations, and legal provisions.

→ Detail description in the Guide for Applicants, *section 5. Evaluation criteria and 6. Communication of the final results.*

11. What type of support is available for preparing the proposal?

For preparing the video-proposal, Annex 2 - **SILEO STORY-TELLING VIDEO MASTER FOR LIGHTING AND FURNITURE SMEs** provides **extensive support materials** to assist SMEs in creating their storytelling videos. This includes tutorials and an online guide developed by an expert filmmaker to help SMEs produce high-quality videos.

SILEO 2° Open Call for Advanced Technology Uptake Projects - FAQ

For any questions or further assistance, please contact SILEO partners of reference based on your country/region (see table below). We will do our best to help you.

SILEO SMEs HELPDESK		
Country	SILEO Partners	Representatives
EU & SMP associated countries	ELCA European Lighting Cluster Alliance (SILEO Coordinator)	Marta Krakowiak marta.krakowiak@elcacluster.eu
France	Cluster Lumière	Mary Hadidi m.hadidi@cluster-lumiere.com
Spain	CICAT Lighting Cluster	Andrea Padré apadre@cicat.cat
Italy – Veneto Region	Rete di Imprese Luce in Veneto	Antonella Venza antonella.venza@luceinveneto.com
Austria	Business Upper Austria - OÖ. Wirtschaftsagentur GmbH (BIZUP) – 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	Stefania Silvestri stefania.silvestri@clusterarredo.com