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FRIEND CCI

Call for Expression of Interest for Service Providers

“Services for SMEs from the creative and cultural industries for the green and digital transition and to support internationalisation”

WP3

Coordinator: Venetian Cluster

Produced by IDiA Cluster



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History of changes			
Version	Date	Description	Author (organisation)
V1	30/03/2023	Version 1	FRIEND CCI
V2			
V3			



1. Introduction

This Call for Expression of Interest is part of different services offered by FRIEND CCI, a “Eurocluster” project funded by the European Commission as part of the “Joint Cluster Initiatives (EUROCLUSTERS) for Europe’s recovery” under the Single Market Programme (SMP).

The overall aim of FRIEND CCI is to contribute to an improved resilience of the “creative and cultural industries” (CCI) ecosystem in Europe and to its green and digital transformation, through the creation and development of a network supporting small and medium-sized enterprises (SMEs) and other actors of the ecosystem in developing value chain interlinkages to foster innovation. One of the pillars to accelerate innovation is training and skilling of SMEs from the CCI ecosystem for the green and digital transition and for internationalisation. For this purpose, FRIEND CCI is looking for service providers who can offer training services related to the twin transition or internationalisation services.

Training services should be delivered to SMEs from the CCI ecosystem. FRIEND CCI will provide financial support to those SMEs to foster their resilience and boost their twin transition. Part of the financial support should be spent on the training and internationalisation services described in this Call for Expression of Interest.

The “Creative and Cultural Industries” are those industries producing and distributing goods or services which at the time they are developed are considered to have a specific attribute, use, or purpose which embodies or conveys cultural expressions, irrespective of the commercial value they may have. The “Creative Industries” are those which use culture as an input and have a cultural dimension, although their outputs are mainly functional. The Cultural and Creative Industries (CCIs) are a varied group, including architecture, archives, libraries and museums, artistic crafts, audio-visual (including film, DVD and video, television, video games and multimedia), tangible and intangible cultural heritage, design (including graphic design, fashion design, advertising), festivals, music, literature, performing arts, (including theatre and dance), books and publishing, radio, and visual arts.

This Call for Expression of Interest is published by the FRIEND CCI consortium. It gathers the following five partners: Venetian Cluster (Italy), Cluster IDiA (Spain), France Clusters (France), ITALCAM (Germany), and Open Hub Creative Cluster (Romania).

2. Objective

This Call for Expression of Interest is directed towards companies and entities, including training centres and advisors, that are interested in providing services to the creative and cultural industries, such as digitisation services, training and advisory. Reacting to this Call for Expression of Interest by submitting information about services helps the SMEs that receive funding for training and internationalisation services through FRIEND CCI to identify providers.

FRIEND CCI offers to be part of an innovation-friendly network to build-up and skill-up European SMEs from the CCI ecosystem, putting in touch providers with the SMEs beneficiaries of the financial support of the project.



3. Scope

Through this Call of Expression of Interest, FRIEND CCI helps service providers establish contact with SMEs from the CCI ecosystem.

FRIEND CCI will give financial support to SMEs for the development and implementation of cross-sectoral projects aimed to bring innovation both at the level of products and at the level of processes/ technologies, with a specific eye on the needs linked to the twin transition and internationalisation. To this end, the support will entail mandatory training and upskilling/ reskilling activities, according to the specific needs of SMEs. Also, as part of the support, SMEs will be asked to carry out activities to go international, based on their level of readiness.

For these, FRIEND CCI will encourage the SMEs to reach out to the services providers. This Call for Expression of Interest seeks to identify and publish those providers.

4. Participants

Companies and entities, including training centres and advisors, from inside and outside the CCI ecosystem providing training and/or up-/reskilling activities related to the topics of the green or digital transition or providing support activities to internationalisation (please see 5. Services) can express their interest.

The companies and entities that are interested must be a legal entity based in an EU Member State. There is no limit to the company size. All interested entities must comply with all of the following rules:

- The entity has not been declared bankrupt or have initiated bankruptcy procedures.
- The entity has no convictions for fraudulent behaviour, other financial irregularities, unethical or illegal business practices.
- The entity is not under liquidation or an enterprise under difficulty according to the Commission Regulation No 651/2014 art. 2.18.

The interested companies and entities must have been in business for at least two years and should be able to communicate indicators proving the quality of their work upon individual request from any partner of the FRIEND CCI project (see 8. Validation by the FRIEND CCI Consortium). It is highly recommended that the providers have previous experience in working with clients from the creative and cultural industries.

5. Services

The following services can be provided to the SMEs from the creative and cultural industries under the FRIEND CCI project. The list is not exhaustive. Other services can be provided if they serve the objective of the up- and re-skilling of the workforce, digitalisation of companies, improving sustainability, increasing resilience, and supporting internationalisation.

Services for the digital transition:

Any form of online and in-person service or training that covers digital technologies, including:





- Artificial Intelligence
- Augmented reality
- Big Data
- Cloud computing/technologies
- Cybersecurity
- Digital platforms
- Internet of Things
- Monitoring systems and traceability
- Online marketing
- Online collaboration
- Robotics
- Specialised (design) software
- Virtual reality

Services for the green transition:

Any form of online and in-person service or training that covers methods and approaches to make products and services greener and more sustainable, including:

- Carbon footprint and emission of greenhouse gasses
- Circularity
- Eco-design
- Energy reduction
- Green construction
- Recycling
- Resource efficiency
- Circular Social Responsibility (CSR)

Services to support internationalisation:

Any form of online and in-person service related to internationalisation:

- Analysis of targets and competitors
- Due Diligence Process
- Foreign Promotion
- Intercultural trainings
- Market study/analysis
- Matchmaking services
- Risk and opportunities analysis
- Study of legal and economic environment, financial system

6. Application period

The Call for Expression of Interest opens end of March 2023.

It remains open throughout the project lifetime of FRIEND CCI. The foreseen closing date is August 2025.





7. How to express interest

FRIEND CCI offers an online platform for interested companies and entities to submit their offers, which is available under the link www.clustersubmissionplatform.eu

Interested companies and entities create an account to access the platform and to submit their expression of interest. Once having created an account, they can complete an online form indicating which services they offer.

Step 1: Create an account

Please create an account by following the registration steps. You will set an up account with your email address and a password.

Step 2: Fill in the online form

Select the FRIEND CCI open call for expression of interest, log in, and start filling in the online form with your details. Please note that you cannot save and exit a started form.

In order to apply for this call for expression of interest, you will need to fill in the SELF DECLARATION & PRIVACY STATEMENT (download the editable PDF Annex 1 and Annex 2) and upload them in STEP 3. Please sign these two documents with a DIGITAL SIGNATURE (Pades or Cades), or, alternatively, with a normal signature with attached ID of signer. Validation from the consortium can not happen if the two documents are not submitted.

The submission language is English.

Step 3: Submit your expression of interest

As soon as you have filled in all the fields and uploaded the provided templates, please click on “submit”. You will receive a confirmation email if your expression of interest was submitted correctly.

8. Validation by the FRIEND CCI consortium

The FRIEND CCIs will review and validate the submitted expression of interests on a regular basis. Successful applications will be published.

9. Data

In order to process the expression of interest, FRIEND CCI needs to collect personal and company data. All expressions of interest are submitted via the provided online platform. Its design and operational procedures ensure that data is managed in compliance with the General Data Protection Regulation (EU) 2016/679 (GDPR).

All companies and entities will be requested to make at least the following information available in the online platform:





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- Name of the company or entity
- Name of a contact person
- Description of the company or entity
- Description of the service provided
- Email of a contact person
- Telephone number of a contact person

With submitting an application in reaction to this Call for Expression of Interest, the companies and entities accept the publication of all data that is provided.





ANNEX 0, to Call for Expression of Interest for Service Providers

“Services for SMEs from the creative and cultural industries for the green and digital transition and to support internationalization”

Examples of services eligible under this call for expression of interest:

Services for the green transition

A possible example of green training could be "Collective training towards the calculation and presentation of your carbon footprint and definition of your decarbonisation strategy".

It could be a training designed to:

1. Calculate of your carbon footprint
2. Define possible solutions and actions to reduce your carbon footprint.

A good approach to develop this activity would be to deliver it to a consortium of several SMEs to develop collective intelligence during the activity.

Services for the digital transition:

A possible example of digital transition services could be to help a theatre company develop their transition to a more digital environment. This could be achieved through virtual reality techniques applied to their theatre shows that can help engage new and different target audiences, develop innovative cultural products and reduce consumables waist in setting productions.

A training developed on this example case could be focused on:

1. Mentoring on defining available opportunity of digital transition
2. Development of personalised solutions

