



APPLICATION GUIDELINES

Call for Innovation projects 2011

EuroSIMA (European Boardsports Industry Manufacturers Association), and the **EuroSIMA Cluster**, launch a **call for Innovation projects 2011**. Open to all, creative and inventive persons, this call for projects aims to stimulate and support **technological and ecological innovations** in the boardsports sector (surf, skate, snowboard, etc).

Finalists receive either individual or collective assistance in the form of follow up of the project, a grant of **10 000 euros** as well as the integration in to the network of active innovators and boardsports industrials in France and in Europe.

In order to select finalists, a jury of professionals and experts will meet on **September 16, 2011**.

Competition Organizers:

EuroSIMA (European Boardsports Industry Manufacturers Association), a non-profit organization, was founded in 1999 with the initial mission of representing the best interests of the European boardsports industry manufacturers.

The Association has four main missions:

- **Federate**: it is the voice of the boardsports industry,
- **Promote**: it guarantees the promotion of the industry and its sports of reference,
- **Defend**: it defends the economical, moral and sports values of our universe,
- **Educate and Train**: it initiates many actions of education and training.

Founded on January 2008, the **EuroSIMA Cluster** is a division of EuroSIMA; it creates a network of private and public actors who wish to contribute to the promotion, and development of the boardsports in the Aquitaine Region (South West France).

Competition Partners:

EuroSIMA Cluster, Région Aquitaine, DATAR, Conseil Général des Pyrénées Atlantiques, Conseil Général des Landes, SGAR (Secrétariat Général aux Affaires Régionales), DIRECCTE Aquitaine (Direction Régionale des Entreprises, de la Concurrence, de la Consommation, du Travail et de l'Emploi), Université Victor Segalen Bordeaux 2, ADEME (Agence de l'Environnement et de la Maîtrise d'Energie), Surf rider Foundation Europe, InovEco, Editions Surf Session, Fédération Française de Surf.



Projects rules and principles 2011

In order to better complete your application, please read attentively the following rules and principles.

ARTICLE 1 - Eligibility

The **EuroSIMA call for Innovation projects 2011** is open to any individual or group of persons. All kinds of ideas, new products and new technologies are eligible, so long as they are intended to have a business application.

The jury members, experts appealed for the competition, and the members of their family (spouse, ascendants, descendants and collaterals of the first degree) **are not eligible**.

ARTICLE 2 – Application procedure

Each applicant for the **EuroSIMA call for Innovation projects 2011** will have to develop an innovative project which will combine:

- a good technical knowledge,
- take into account economic and financial reality,
- and make sure the project is in conformity with the European legislation.

Applicants commit themselves to communicate only exact, real and sincere information.

The applicant could find himself asked by the organizers of the call for projects to provide additional information or justifications if need be.

Applications are to be sent by **September 9, 2011** at the latest (as evidence by the date of the mail), late applications will be rejected.

Dossiers will not be returned to the applicants.

All applications must be written in **English** or in **French**.

ARTICLE 3 – Application Fee

The call for projects application fee is free, expenses relative to:

- the cost of sending the application and samples, prototypes, videos...
- travelling expenses

will be borne by the applicant.

ARTICLE 4 – Organization of the application

The application must be organized to the following structure and include all the information specified below:

Applicants must submit project documentation, including an executive summary (and photos, videos and/or the prototype if applicable).

1 - Please complete, sign and send us the attached **application form**. If we don't receive a signed application form, your application won't be accepted.

2 - Submit your application form to the following address:

EuroSIMA - EuroSIMA call for Innovation projects 2011
Villa Casa Mia - 9, avenue des Acacias - 40130 Capbreton - France

Or at info@eurosima.com

3 - Page 1: please give your application a **title** followed by a **brief summary** explaining the innovation.

4 - Describe your project following the **guide line** specified attached (10 pages maximum).

5 - Please fill in the table of the **total expenses**.

6 - Estimate the **total income** you will need to cover the expenses.

7 - Join your **CV** with your application and the CVs of the other persons who worked on the project in case of collective projects.

8 - Send your application by email (pdf format) by **September 9, 2011** at: info@eurosima.com with the subject: EuroSIMA call for Innovation projects 2011.

Caution: applications which will not be received complete will not be eligible for consideration. Illegible, deleted, or uncompleted dossiers can be eliminated.

9 - If you want to submit **samples** or **prototypes**, please send it to the following address:
EuroSIMA - EuroSIMA call for Innovation projects 2011
Villa Casa Mia - 9, avenue des Acacias - 40130 Capbreton - France

ARTICLE 5 – Winners selection procedure

A selection committee will examine the applications and select the winners.

The jury is composed of:

- representatives of the partners of the competition,
- representatives of scientific and environmental institutions, and universities.

To select finalists, the judges will take into account the following criteria:

- **Innovation:** resort to innovative technologies, products...
- **Ecology:** resort to environmental friendly technologies, products...
- **Viability:** economic and financial consistency of the project.

Selected applicants could possibly be called by the judges committee for an interview.

Winners authorize the organizers and partners of the competition to publish, within the scope of actions of communication:

- their surname and first name,
- the contacts of their company (if company applies)
- and the brief summary explaining the innovation they gave,

They accept these terms and will not **claim any rights**, whatever they may be, within the limits of the project confidentiality.

ARTICLE 6 – Competition calendar

- **April 11, 2011:** call for projects launching.
- **September 9, 2011:** closing date for applications.
- **September 16, 2011:** jury's deliberations and winners' selection.
- **October 10, 2011:** official results.

ARTICLE 7 – Confidentiality

All the information sent by the applicant will remain confidential. All judges are held to the strictest standards of confidentiality.

ARTICLE 8 – Renunciation of recourse

Each entrant wishing to apply will have to respect all the points of the present rules and principles.

In case of non-respect of the rules and principles, the organizers reserve the right to cancel the application.

Applicants commit themselves to refrain from taking any recourse against the conditions of organization of the call for projects, the results or the selection committee decisions.

For further information about the EuroSIMA call for Innovation projects 2011, please contact:



EuroSIMA
Villa Casa Mia
9, avenue des Acacias
40130 Capbreton, France
Tel: +33 (0)5 58 72 15 33, Fax: +33 (0)5 58 72 05 54
info@eurosima.com - www.eurosima.com

Application Form

(to send back by email the earliest possible).

I, the undersigned

Company name (if company applies):

Surname:

First name:

Address:

.....

Zip code: **City:** **Country:**

Mobile : **Telephone :** **Fax :**

E-mail:

Applicant for the EuroSIMA call for Innovation projects 2011,

certify that I have understood its rules and principles

and **accept** them without exception or reservation on all conditions,

Place Date2011

(compulsory signature)

Application guidelines

The following guidelines will help applicants complete and present their application.

Applicants are left to choose to complete it according to their projects.

The dossier will be limited to a maximum of 10 pages, apart from the annexes.

Caution:

The category 2 refers to and is only compulsory for Ecological Innovation projects.

The categories 3 and 4 are optional and depend on the progress of the project.

1- Project description

- origin of the project.
- product, process or technology description.
- innovativeness of the product, process or technology.
- freedom of exploitation.
- regulations.

Advice: Please mention if you have the freedom of exploitation of the idea or results that you are using. If it is not the case, how do you envisage to obtaining this possibility?

Give all the arguments and information that demonstrate the validity of your project (scientific or technical guarantees, studies...) or explain how you plan to validate it.

2- Eco-design (compulsory for Ecological Innovation projects)

- **product life cycle:** outline the main environmental impacts of your product throughout its life cycle (choice of raw materials, manufacturing, transportation, distribution, use, end of life) and present the design choices that have helped you to reduce them. Specify: use of recycled materials, reducing energy consumption, minimizing packaging... and try to bring quantitative data.
- **associated services:** what kind of services are implemented to limit the impact of your product? Please specify: availability of repair services, warranties, packaging return service...
- **greenhouse gases emissions:** what actions are taken to reduce greenhouse gases emissions? Please specify: product carbon footprint assessment, Carbon Disclosure project, LCA, process optimization, logistics optimization, knowledge of your main sources of GHG emissions.

Advice: The above proposals are examples; each applicant will be free to complete this section according to the progress of his project.

Please mention the actions you have taken to limit the impact of your product throughout its life cycle.

Help and tool on eco-design: www.ademe.fr heading Environmental management.

(<http://194.117.223.129/servlet/KBaseShow?sort=-1&cid=96&m=3&catid=12921>) only available in French.

3- The target market (optional)

- competitive advantages.
- competitors.

Advice: An economic feasibility study can have already been done or will have to be done. Even if this study has not been carried out yet, you must either have a first idea or information about the target market, the competition and the market segment you would like to focus on, or have a precise idea of the different steps of realization of this study.

4- The organization (optional, to develop according to the progress of the project)

- executives of the company: function and role of the applicant and his partners in the company.
- description of previous professional experience of the applicant(s).
- equipment needs: offices, hardware...
- financial means: financial needs and envisaged financing (personal contribution, loans, initial capital outlay, public funds...).
- the company legal status (private limited partnership, limited company, auto-entrepreneur...), if applicable.

Advice: Describe what your vision is for your future company (activity, staff, size, financing...), make a three-year projection... keeping in mind that forecasts can be modified.

5- Necessary means to the project maturity

- research studies (technological, organizational, commercial, financial, legal...).
- applicant vocational training.
- partnerships.
- schedule of projected expenses.

Advice: Your project is not ripped enough for an immediate creation. It must be validated: determine the points to go deeper into among the commercial, legal, organizational, financial or technical dimensions. The list of the projected expenses will enable you to foresee the necessary means you need to bring your project to maturity.

6- Use of funds

If you win the EuroSIMA call for Innovation projects 2011, explain in a few lines how you plan to use these funds.

List of projected expenses

Applicants undertake to provide all the necessary information to evaluate the project.

The below tables are examples, each candidate will be free to complete or not the different rubrics according to the nature and/or the state of progress of his project.

All amounts must be expressed in euros.

EXPENSES	Service providers ⁽²⁾	Amount (in euros)
External expenses ⁽¹⁾		
Economic feasibility studies		
Technical studies		
Business plan drafting		
Preparation of legal agreements		
Studies of patent right		
Specific training		
Accompaniment costs		
Others		
TOTAL (I)		
Personal expenses ⁽³⁾		
Travelling costs		
Supplies		
Others		
TOTAL (II)		
GRAND TOTAL (I and II)		

(1) The mentioned expenses must correspond to the services or studies foreseen in the description of the project.

(2) Specify, if possible, the name of your suppliers or subcontractors, the choice of this last could be modified subsequently.

(3) For example: personal expenses related to the project (travelling costs, miscellaneous supplies...).

Sources of income

Assess the sources of income that will cover the expenses.

They can be divided into two categories:

- own resources (financial contribution made by the applicant and by each partner).
- subsidies, medium or long-term bank loans or any other resources.

The budget has to be in balance, i.e. total expense = total income.

Consequently, if the total income is still lower than the total expense, you would need to find an external financing to make up the difference.

This financing, theoretically given by a bank, should be coherent to the banks actual practices which apply some principles to the grant of investment credits (medium-term or long-term credit).