

Next steps for Turkish actors interested in exploiting the  
open EIE calls

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**Step 1: Identify whom to connect with and the value you can offer**

# Key Actors to connect for HORIZON-EIE-2023-CONNECT-02-01: Stimulating Experimentation Practices

- Actors active in a **specific area and technology for experimentation** from 'moderate' or 'emerging' innovator regions and at **least one** in a 'strong' or 'innovation leader' innovator region **with direct link to**,
  - Innovators
  - research and technological organisations,
  - national and regional authorities,
  - European Institute of Innovation and Technology Knowledge and Innovation Communities (EIT KICs),
  - Small and Medium-sized Enterprises (SMEs),
  - start-ups,
  - regulators and other government bodies,
  - non-government organisations (NGOs), and other civil society organisations Actors e.g. [Start-up villages](#)

And

- Actors who have identified fields where the deployment of innovation is hampered (e.g. in health sector or in responsible and credible AI)
- Policy makers that enable, promote and support transformative innovation (e.g. Ministries of development)
- Actors active in [EU funded projects related to experimentation practices](#)
- Actors with access to different experimentation frameworks/spaces (such as regulatory sandboxes, living labs, and test beds in the targeted area, e.g.
  - Bank of Greece Regulatory Sandbox for Fintechs: <https://www.bankofgreece.gr/en/main-tasks/supervision/regulatory-sandbox>
  - Testbed Gothenburg <https://www.investingothenburg.com/advantage-gothenburg/testbeds>
  - Başakşehir Living Lab <https://basaksehir-livinglab.com/BLL/anasayfa/>
- Actors with networks and tools to facilitate innovation development and access to and sharing of best practices, resources, talents, markets, expertise, services and knowledge e.g. European Enterprise Network, Startup Europe
- Actors from existing projects of [EIT KICs](#) in the area of innovation testing such as those related to demonstrators/test beds/living labs or other EIT KICs real-life experimentation environment activities

# Key Actors to connect for HORIZON-EIE-2023-CONNECT-02-02: On innovation procurement

- Actors active in promoting innovative procurement from '**moderate**' or '**emerging**' innovator regions and at **least one** in a 'strong' or '**innovation leader**' innovator region such as
  - Public and private procurers,
  - state-owned enterprises,
  - SMEs and start-ups,
  - research and technological organisations,
  - innovation agencies and other public bodies
- Actors to exploit actions funded from the European Institute of Innovation and Technology (EIT) and Knowledge and Innovation Communities ([EIT KICs](#))
- Actors active in [EU funded projects funded in Innovation procurement](#)
- Actors with specialised knowledge/experience on the barriers for the integration of innovative solutions in the public sector within one or more market sector(s) AND Actors with knowledge of relevant procurement procedures such as
  - Competence Center for Innovative Procurement - Association for Supply Chain Management, Procurement and Logistics e.V. (BME) on behalf of the Federal Ministry for Economic Affairs and Climate Action (BMWK)  
<https://www.koinno-bmwk.de/en/>
- Actors with specialised knowledge on the market opportunities in the targeted market sector(s) AND with good connections to innovative SMEs and the start-up environment, including the European Innovation Council (EIC) and the EIT, as well as other EU and national networks (e.g.
  - European Enterprise Network,
  - Startup Europe

# Key Actors to connect for HORIZON-EIE-2023-CONNECT-03-01: Implementing co-funded action plans for connected regional innovation valleys

- **National or regional authorities**

- of which at least two (2) are representing a 'moderate' or 'emerging' innovator region and at least one (1) is representing a 'strong' or 'innovation leader' innovator region)
- Able to initiate and match 50% of the budget from other funds (EU, public, and/or private)
- Able to establish synergies with innovation-related strategies/policies/programmes/plans at national and/or regional level, including their smart specialisation strategies, and where relevant, the participation in pilot PRIs ([Partnership for Regional Innovation](#)), [start-up villages](#)
- Able to exploit actions funded from other relevant programmes (e.g. the European Institute of Innovation and Technology and the Knowledge and Innovation Communities ([EIT KICs](#)), [Startup Europe](#));
- Active successfully in [COFUND actions](#)

- Other relevant entities should participate in the consortia as **associated partners such as** research institutions, universities, companies, clusters, innovation intermediaries (e.g. investors, foundations, public and private buyers, social innovators, civil society organisations including non-governmental organisations, individual innovators, rural actors, as well as women-led start-ups and SMEs);

# Step 2: Prepare your Engagement Toolkit

# Engagement Toolkit

Call Topic	Related initiatives (indicative lists)	Possible Contributions
HORIZON-EIE-2023-CONNECT-02-01: Stimulating Experimentation Practices	<a href="#">EU funded projects related to experimentation practices</a>	<ul style="list-style-type: none"> <li>• Proposal idea fully aligned for this call</li> <li>• Active in a specific area and technology for experimentation from 'moderate' or 'emerging' innovator region</li> <li>• Direct links with players from the whole innovation ecosystem</li> <li>• Policy makers that enable, promote and support transformative innovation (e.g. Ministries of development)</li> <li>• access to different experimentation frameworks/spaces (such as regulatory sandboxes, living labs, and test beds in the targeted area)</li> <li>• ...</li> </ul>
HORIZON-EIE-2023-CONNECT-02-02: On innovation procurement	<a href="#">EU funded projects funded in Innovation procurement</a>	<ul style="list-style-type: none"> <li>• Proposal idea fully aligned for this call</li> <li>• Active in a specific area and technology for experimentation from 'moderate' or 'emerging' innovator region</li> <li>• Specialised knowledge/experience on the barriers for the integration of innovative solutions in the public sector within one or more market sector(s) AND knowledge of relevant procurement procedures</li> <li>• Links to policy makers that enable, promote and support transformative innovation</li> <li>• Specialised knowledge on the market opportunities in the targeted market sector(s) AND with good connections to innovative SMEs and the start-up environment, including the European Innovation Council (EIC) and the EIT, as well as other EU and national networks</li> <li>• ...</li> </ul>
HORIZON-EIE-2023-CONNECT-03-01: Implementing co-funded action plans for connected regional innovation valleys	<a href="#">COFUND actions</a>	<ul style="list-style-type: none"> <li>• Proposal idea fully aligned for this call</li> <li>• National or regional authority               <ul style="list-style-type: none"> <li>• Based in a 'moderate' or 'emerging' innovator region</li> <li>• Able to initiate and match 50% of the budget from other funds (EU, public, and/or private)</li> <li>• Able to establish synergies with innovation-related strategies/policies/programmes/plans at national and/or regional level, including their smart specialisation strategies, and where relevant, the participation in pilot PRIs (Partnership for Regional Innovation), start-up villages</li> <li>• Able to exploit actions funded from other relevant programmes (e.g. the European Institute of Innovation and Technology and the Knowledge and Innovation Communities (EIT KICs), Startup Europe);</li> <li>• Active successfully in COFUND actions</li> <li>• ...</li> </ul> </li> </ul>

# Step 3: Communicate with key actors to partner with



# Communication Approach



- Send an **email** as follows
  1. Start with an **honest compliment** (e.g. congratulate about their project, profile achievements and explain why)
  2. Elaborate on **your high interest and expertise** in the targeted key area
  3. Express your **suggested contribution or initiative** related to the targeted call
  4. **Conclude** with your desire **to virtually meet** and have a discussion on a potential partnership for the targeted call
- Ensure you **get a response**. e.g. Follow-up over the phone (You never send an email to anyone if you are not determined to follow-up and should persist to get a response)

# Hands on Practice: Applied Knowledge is

**Knowledge is not power,  
applied knowledge is power**

Practice ASAP and apply what you learned today, e.g.

1. Work on proposal idea for your targeted call
2. Elaborate your possible contributions for the targeted call
3. Identify potential actors to partner with
4. Prepare an email to connect with
5. ...

